



north lake tahoe

Departmental Reports
September 2016

Conference Department Report for August 2016

In August 2016 the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities.

Staff studied and did training modules for iDSS CRM system.

Staff participated in 2 days of training for the iDSS CRM system.

Staff conducted a site visit with Take 3 Presents for their November 2016 Program expected to produce 400 room nights and bring 500 people to the North Lake Tahoe.

Staff conducted familiarization sites at the Ridge Resorts, Hard Rock Hotel & Casino and Harrah's Lake Tahoe to view new renovated meeting & function spaces and guestrooms.

Staff reviewed Group appointment profiles for Connect Marketplace and requested appointments with planners best suited for destination. Staff is expected to have 30+ one-on-one appointments during this 3 day event in August.

Staff reviewed meeting planner lists for Luxury Meetings Summits in San Francisco and San Jose to familiar with the planners and companies attending these August events.

Staff attended Luxury Meetings Summit in San Francisco. Staff met with 20+ planners one-on-one at this event that included such companies as Accenture, Anaplan, Frosch, Informatica, ServiceSource, Sutter Health Bay Area, Symantec and Well Fargo.

Staff attended Luxury Meetings Summit in San Jose. Staff met with 25+ planners one-on-one at this event that included such as Accel-KKR, Actian, Diodes/Pericom, GrowthPoint Technology Partners, Hewlett Packard, Infogain, Nokia Bell Labs, Ruckus Wireless, Symantec, Veritas, and Danville Materials.

Staff conducted sales calls with Infineon Technologies, Carlson Wagonlit Travel Meetings & Events, The Corporate Event Group and Chen-Martin Travel & Incentive Destinations.

Staff conducted a site visit with Verizon Wireless. This program has the potential to bring 200 room nights and 100 people to North Lake Tahoe in September 2016.

Staff conducted a site visit with Cengage Learning. This program has the potential to bring 1000 plus room nights and over 500 people to North Lake Tahoe for June 2017.

Staff provided welcome remarks at opening of National Association of School Boards Conference at the Resort at Squaw Creek.

Staff participated in pre-planning conference for the American Society of Association Executives Annual Trade Show.

Staff hosted a client dinner at the Resort at Squaw Creek for the California Park & Recreation Society, Tessco Technologies and UC Davis Eye Center.

Staff attended the American Society for Association Executives Annual Trade Show in Salt Lake City, UT. The ASAE Annual Meeting & Exposition provides three days dedicated to your professional development and networking with over 2500 association executives. During the 2 day trade show staff met over 500 clients with potential future business. The association market is our 2nd largest market segment

Staff attended the Connect Marketplace in Dallas, TX. Connect Marketplace, an annual education conference and appointment-only trade show, is a highly respected event that brings together the most active planners, suppliers and experts in corporate, sports, specialty and association meetings and events for three days of general sessions, boot camps, roundtables, workshops, pre-set appointments and networking. The appointment-only trade show is the business marketplace, where RFPs are placed, dates are secured and relationships are developed for future business. The focus on education at Connect Marketplace allows you to brush up on your skills, learn about trending topics, get great business advice from speakers, and enjoy networking with other industry professionals

Staff attended the Human Powered Sports Initiative Meeting at the North Lake Tahoe PUD.

Staff provided sales training to our newest sales manager Bart Peterson.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of August, staff made over 500 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business



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Chamber | CVB | Resort Association

Leisure Departmental Report
August Marketing Committee Meeting
8.23.16

TRAVEL TRADE

- International Pow Wow Leads have been sent out. See attached.
- Partnering with the RSVCA on a winter sales mission to Colorado – September 13 – 16th.
- Partnering with the RSVCA as a Silver Sponsor on the ASTA Conference – September 25-28th, including a North Lake Tahoe adventure day.
- Partnering with the RSVCA as a Gold Sponsor for Go West Summit – February 20-24th
- Confirmed UK Sales Mission dates – November 28th – December 2nd
- Ski Max collaborative marketing campaign is underway. The campaign includes:
 - Digital advertising – August–October
 - Digital content as the International Traveler sponsored destination – September
 - Exclusive North Lake Tahoe Skimax Consumer newsletter
 - Exclusive North Lake Tahoe Skimax Agent newsletter
 - Radio Campaign – August
- New Tour Operator Connections:
 - Conference Call with Tour Mappers – a receptive tour operator out of Boston. They are looking for unique properties in the North Shore. He will potentially be coming for site tours before or after Go West in February
 - Under Cover Tourist is expanding their business to ski destinations. I have connected them with Northstar and Squaw per their request. We are looking at a 2018 launch.

UPCOMING TRAVEL TRADE FAMS

- Attend the Biggest Little City Summer FAM – early July
- UK SuperFAM is coming to North Lake Tahoe. Dates are confirmed for September 29th – October 1st. Granlibakken Tahoe will host the lodging.
 - Traveling to the finale to train all of the other 60 agents. Location TBD
- Working with IVGID & Travel Nevada to collaborate on (2) travel trade FAMs centered on The Governor's Global Tourism Summit & Go West Summit.

MEDIA

- Purchased an advertorial for the travel trade publication, Selling Travel, UK. We also have an advertisement in the October edition. See the link below for the article.
 - <http://edition.pagesuite-professional.co.uk/launch.aspx?eid=9d1d70bc-e177-4407-906a-7dc1c4a6cae2&pnum=46>
- International Wanderlust Media:
 - Glamour Magazine, Mexico & Latin America
 - The Yoga Journal, Mexico
 - Digital Influencer, Tim Robbards, Australia
- Recently Hosted:
 - Hosted editor of Rough Guides, UK
 - David Biddiel from The Sunday Times, UK
- Upcoming International Media:
 - UK, This Morning, ITV: waiting on dates for filming of spa retreat
 - UK: Collaborating with Travel Nevada & Visit California on a December Media FAM
 - UK, Weirdest Workouts – submitted information for a magazine article
 - Australia, Flight Centre Blog: Top 5 Fall Activities
 - Australia, Pacific Magazine: Travel Trade advertorial piece. We are looking for a lodging provider of 4 stars and above to host two nights lodging in exchange for (3) one page advertorials.
 - Mexico, El Universal Newspaper: Finalizing Media FAM with Visit California to showcase our culinary experience at Autumn Food & Wine Festival
 - Working with Travel Nevada & Brand USA on a South Korea Media FAM – September 27th

MISC

- Connecting with local lodging properties for new leisure tracking project
- Finalized the 2016/2017 Leisure Budget
- Building new year round itineraries



professional creative services

August, 2016 ~ Points for Web Content ~ Marketing Committee Meeting ~ GoTahoeNorth.com

- updating co-op staff regularly regarding functionality issues found within the site
- checking site daily and fixing issues such as links, errors, etc.
- proofing and making content edits throughout the site
- designing and editing pages for various subjects such as events and recreation
- researching, submitting, posting and editing events
- contacting event producers by phone and email
- showcasing three featured events on the home page
- finding and changing out stale or invalid content
- starting new business listings
- making requested content changes to business listings and events
- approving pending listing and event changes made by businesses
- finding better quality images and switching out when available
- corresponding with local businesses, answering questions/complaints via email and phone
- designing email blasts calling out for deals and volunteers for area events

Shelley Fallon

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fallonmultimedia.com



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North Lake Tahoe July 2016 Recap

Public Relations Content Marketing Social Media





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Marketing Work Plan

Objective: Increase destination and visitation to North Lake Tahoe during slower shoulder seasons and create longer stays throughout the year.

Performance Measurements:

1. Generate and update content for media center on GoTahoeNorth.com
2. Number of media contacts and press releases downloaded from GoTahoeNorth.com increased by 15 percent over FY 2014-15
3. Advertising equivalency of public relations efforts increased by 10 percent of FY 2014-15
4. References to GoTahoeNorth.com in editorial stories and features about North Lake Tahoe increased by 20 percent over FY 2014-15
5. Increase number of social media followers by 15 percent over FY 2014-15
6. Increase number of YouTube views by 20 percent as compared to FY 2014-15
7. Number of newsletter sign-ups increased by 5 percent over FY 2014-15



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Key Themes: 2016-2017

Strategy: In order to increase North Lake Tahoe's perception nationally as a world-class year-round destination for families, outdoor enthusiasts, millennials, and professionals the Abbi Agency will lead story-driven strategies across earned, rented and owned audiences. In order to meet performance measurements, the agency will apply this strategy to the following key themes.

Key Themes:

- Outdoor recreation and activities – 30%
 - Encouraging visitors to seek out mountainside adventures in summer months, lakeside activities in winter months and experience the full offerings of North Tahoe resorts – 10%
- Events (includes groups/meetings/weddings) – 20%
- Family – 20%
- Health/Wellness – 10%
- Hotel and hotel packages – 10%
 - Shoulder season-specific – 5%
 - Mid-week-specific – 3%
- Food, Culture & Dinning – 10%



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Public Relations

Pitch Angles	Future Public Relations Campaigns
• Summer in North Lake Tahoe • Round-up of wellness events • What's New this Summer Season • Lake Tahoe Ale Trail • Events (Wanderlust, Ta-Hoe Nalu, Spartan Race, etc.) • Rejuvenation and wellness in Tahoe • Meetings & Conventions • Wedding and Honeymoon destination focus • Nonstop flight pitching to Southern California, specifically Long Beach • What's New Winter 2016-17 • North Lake Tahoe as culinary destination; Autumn Food & Wine • Fall as secret season in North Lake Tahoe, geared toward publications along I-80 corridor from Sacramento to Lake Tahoe • 4th of July Fireworks	#Top10Tahoe Campaign - The #TahoeTop10 campaign will unite all late-summer and fall initiatives in Tahoe North under one overarching umbrella by creating the list of the "top 10 things to try in Tahoe's warm weather." The idea will encourage midweek visitation through real-time user generated content across all platforms, including social media, blog, newsletter and media outreach. Spartan Race Giveaway – In order to drive awareness locally and regionally of the Spartan Race leading up to the event, the agency will find three locals to give race entries to, in return for allowing North Lake Tahoe to follow them on their training journey with videos and photos to be re-shared in pitching and owned content.



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Public Relations

Press Trips	
Outlet: Nylon Angle: Off Road Travel/Adventure Trip Date: October Run Date: TBD	Outlet: Trekaroo Angle: Beach to Peak in the shoulder season Trip Date: Early October Run Date: Fall 2016
Outlet: San Jose Mercury News Angle: Fall Travel to North Lake Tahoe (potentially fishing) Trip Date: TBD Run Date: Fall 2016	Outlet: TravelInsider Magazine Angle: TBD Trip Date: Late Fall Run Date: TBD
Outlet: Bay Area Reporter Angle: Autumn Foodie Experiences Trip Date: September Run Date: 2017	Outlet: Gigi Eats Angle: Autumn Food & Wine Trip Date: September 9-11 Run Date: September 2016

| Meetings & Conventions | |
| The Abbi Agency has worked closely with Jason Neary to streamline outreach angles. The following pitch angles will be used in outreach for a year-round meetings and conventions push: - Renovations - Foster team creativity in an inspirational outdoor setting - Authentic retreats - Escaping to nature with ease - Rejuvenating a team with outdoor activities - Go Green: Spa and eco-friendly amenities | |



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Media Relations: July Results

Total Placements: 25

Total Reach: 4,958,281

Total Publicity Value: \$45,864

Placement Highlights:

- GrindTV.com, 10 great ways to enjoy the Fourth of July before the fireworks begin (publicity value: \$27,673)
- Southwest: The Magazine, Spirit of Nevada (publicity value: \$1,202)
- Chicago Food Girl, Fun Getaway to North Lake Tahoe, Nevada (publicity value: \$841)
- Active Rain, 4th of July Weekend in North Lake Tahoe 2016 (publicity value: \$3,006)
- FoodReference.com, July Food, Wine & Beer events, (publicity value: \$1,243)

Hot Leads:

- BizBash Chicago, Summer 2016
- PureWow, Summer 2016

Coverage Book Link:

- <https://coveragebook.com/b/ba77d7d1>





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International Public Relations

Press Trips

Outlet: Paulina Villa, Glamour Mexico & Latin America Angle: Wellness and wildlife in North Lake Tahoe Trip Date: July 15-20 Run Date: Winter or spring 2016-2017	Run Date: Fall Outlet: Natalia de la Rosa El Universal Newspaper Angle: Northern California Gastronomy and harvest festivals Trip Date: September 10 -13 Run Date: September
Outlet: Pedro, The Yoga Journal Mexico Angle: Wanderlust, wellness in Tahoe Trip Date: July 15-18 Run Date: TBD	Outlet: Tim Robards, Australian influencer Angle: Adventure in North Lake Tahoe Trip Date: July 13-17 Run Date: TBD
Outlet: Rough Guides: California and USA Angle: Lake Tahoe guidebook pieces Trip Date: July 25 Run Date: ongoing	
Outlet: David Baddiel, The Sunday Times (UK) Angle: Family Travel and northern California destinations Trip Date: August 12-14	

Media Relations

Media Opportunities:

- Selling Travel Magazine: Provided insight, content and edited advertorial piece.
- Conde Nast Traveller (UK): provided ski news and major developments of 2016-2017
- High Sierra Council, Australia media trip: provided press releases, photos and talking points to High Sierra Council representative
- TravelNevada Mexican Media Event, August 2: Provided photos and press kit
- UK Freelancer, Edmund Vallance: Provided media kit around destination. He visited California and was unable to visit Lake Tahoe.
- Flight Centre blog Australia: Worked to refine seasonality message for an interview with a local about their favorite things to do and see. Reaching out to locals to be featured.



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Social Media: July* Results

Facebook Data

- Total Number of Likes: 98,292
- Gained in July: 471
- Demographic: 41% male, 59% female
- Impressions by City:
 - Sacramento: 20.5k
 - Reno: 11.9k
 - Roseville: 4.2k
- Likes by City:
 - Los Angeles: 8.7k
 - Sacramento: 3.5k
 - Reno: 2.1

Instagram Data

- Total Number of Followers: 36,416
- Gained in July: 2,799
- Total Photos: 1.6k

Pinterest Data

- Total Number of Followers: 542
- Total Number of Pins: 846

Twitter Data

- Total Number of Followers: 15.6k
- Gained in July: 333
- Mentions: 117
- Link Clicks: 465
- Re-Tweets: 180
- Demographic: 59% male, 41% female

User-Generated Content

- Photos with tag #TahoeNorth: 16.6k



*Results pulled from July 1, 2016 – July 31, 2016

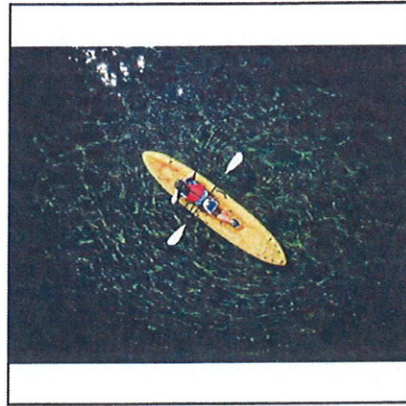


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Social Engagement Tools

Instagram Takeover with @daveyhibler

- Goal: Establish working relationship with local influencers and grow fanbase.
- Dates: July 26 and July 27
- Final Performance:
 - New followers: 107
 - Total engagement: 18,669



Lake Tahoe Shakespeare Festival Instagram Giveaway

- Goal: Grow fanbase and engagement with a 24-hour giveaway.
- Dates: July 25 and July 28
- Final Performance:
 - New page likes: 244
 - Total engagement: 2,076





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Social Media Highlights

North Lake Tahoe
Published by Nicole Durbury '19, July 1 • 16

Are you ready to celebrate the Fourth of July underneath some of the country's best fireworks shows? Fox News says that North Lake Tahoe's events can't be missed!



America's best Fourth of July fireworks displays | Fox News
Celebrate Independence Day by taking in one of the country's most dramatic pyrotechnic displays.
FOXNEWS.COM

13,408 people reached

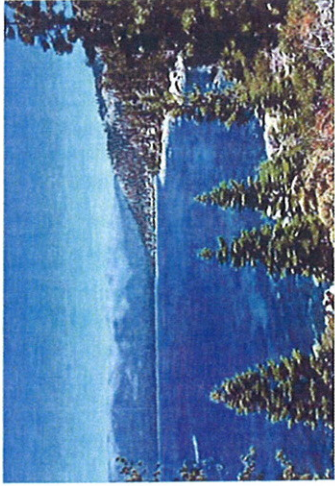
7 Comments 48 Shares

Like Comment Share

- Twitter Post, July 9
Wanderlust Festival
- Likes: 5
 - Retweets: 1
 - Link clicks: 9
 - Reach: 4,603

North Lake Tahoe with Rob Overton
Published by Nicole Durbury '19, July 4 • 16

Red, white and — of course — some Tahoe blue. Happy Fourth of July!
(Photo: @locoqueagoraval via Instagram)



26,687 people reached

Jeff Durham, Chris Weber and 1.1K others 14 Comments 111 Shares

Like Comment Share

Boost Post

- Facebook Post, July 4
Holiday Post
- Reactions: 1,419
 - Engagements: 656
 - Comments: 27
 - Reach: 26,687

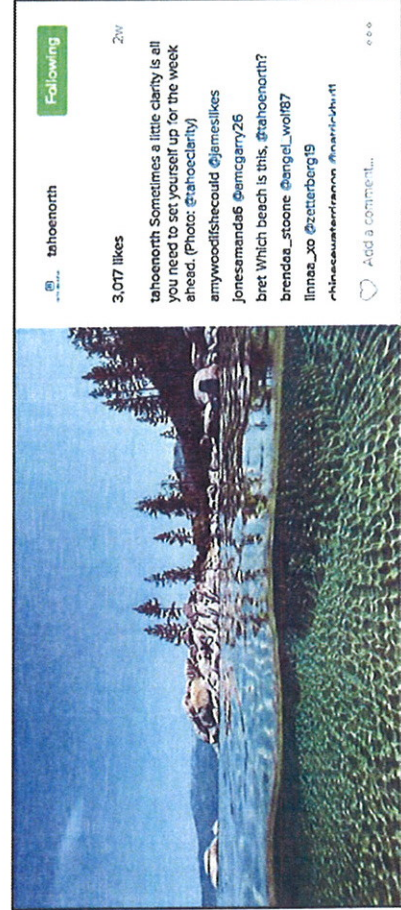


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Social Media Highlights



- Facebook Post, July 1
Fox News Placement
- Reactions: 245
 - Engagements: 469
 - Shares: 49
 - Comments: 19
 - Reach: 13,408



- Instagram Post, July 24
Scenic Photo
- Likes: 3,017
 - Comments: 34
 - Reach: 33,600

JULY NEWS ITEM
REPORT

NORTH LAKE TAHOE

JULY NEWS ITEM REPORT

PRINTED ON 7/20/16

10/1/16

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MEDIA GROUP: INTERNET

7/1/2015 12:00:00

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JULY NEWS ITEM REPORT

NORTH LAKE TAHOE



MEDIA GROUP: INTERNET

(21 ITEMS)

CARSONNOW.ORG: Things to do on Independence Day

7/8/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

... Carson City, Virginia City, Lake Tahoe, and Reno will have fireworks displays starting around 9:30. Minden, Gardnerville, an...

LOCATION: United States of America

PUBLICITY VALUE: \$29.11

SOURCE URL: [Link to Source](#)

ACTIVERAIN: 4th of July Weekend in North Lake Tahoe 2016

7/5/2016

MEDIA TYPE: News Web Sites

REACH: 974,993

TEXT SNIPPET:

...It's the 4th of July weekend in North Lake Tahoe 2016 and there is so much to do! Fireworks (two nights), a parade, ar...

LOCATION: United States of America

PUBLICITY VALUE: \$454.70

SOURCE URL: [Link to Source](#)

BLISS BABE: About Town Deb Visits Lake Tahoe

7/4/2016

MEDIA TYPE: News Web Sites

REACH:

TEXT SNIPPET:

LOCATION:

PUBLICITY VALUE: \$400.00

SOURCE URL: [Link to Source](#)

FOODREFERENCE.COM: July Food, Wine & Beer Events

7/4/2016

MEDIA TYPE: News Web Sites

REACH: 134,449

TEXT SNIPPET:

...of California to consider. July 18-21, 2013 Wanderlust Festival - North Lake Tahoe, California Wanderlust is a one...

LOCATION: Winona, Minnesota - United States of America

PUBLICITY VALUE: \$405.89

SOURCE URL: [Link to Source](#)

SOUTHWEST: THE MAGAZINE ONLINE: Spirit of Nevada

7/4/2016

MEDIA TYPE: Online Print Version

REACH: 43,323

TEXT SNIPPET:

LOCATION: Dallas, Texas - United States of America

PUBLICITY VALUE: \$1,202.00

SOURCE URL: [Link to Source](#)

JULY NEWS ITEM REPORT

MEDIA GROUP: INTERNET

DATE: 7/23/2016

MY ACTIVE CHILD : FOURTH OF JULY CELEBRATIONS AND FIREWORKS IN NORTHERN NEVADA - LAKE TAHOE

7/3/2016

MEDIA TYPE: News Web Sites

LOCATION:

REACH:

PUBLICITY VALUE: \$14.00

TEXT SNIPPET:

SOURCE URL: Link to Source

...Our BIG LIST of Local 4th of July Parades, Picnics, Carnivals and FIREWORKS in Northern Nevada and Lake Tahoe!...

ROCKLIN AND ROSEVILLE TODAY: Free Concerts on Lake Tahoe at Kings Beach

7/3/2016

MEDIA TYPE: News Web Sites

LOCATION: United States of America

REACH: 44,087

PUBLICITY VALUE: \$22.48

TEXT SNIPPET:

SOURCE URL: Link to Source

...music performances featuring a variety of genres on the beautiful North Shore of Lake Tahoe. Enjoy Sierra Nevada...

MOMMA'S GONE CITY: Summer Without Reservations - Momma's Gone City

7/28/2016

MEDIA TYPE: Blogs

LOCATION: New York, New York - United States of America

REACH: 185,232

PUBLICITY VALUE: \$90.01

TEXT SNIPPET:

SOURCE URL: Link to Source

...fortune we spend to live here) by experiencing all that the Bay Area has to offer is near the top of our priority list. Lake Tahoe...

SIERRA SUN: Après-pedal: Where to go at Tahoe-Truckee for a post-ride drink

7/23/2016

MEDIA TYPE: Online Print Version

LOCATION: Truckee, California - United States of America

REACH: 25,918

PUBLICITY VALUE: \$22.95

TEXT SNIPPET:

SOURCE URL: Link to Source

...: 19 Casinos: 6 Sources: tahoesouth.com, gotahoenorth.com, truckee.com Related Media TAHOE-TRUCKEE - Getting some exercise, seein...

SACRAMENTO ONLINE: Sacramento Magazine - August 2015

7/22/2016

MEDIA TYPE: Online Print Version

LOCATION: Sacramento, California - United States of America

REACH: 49,529

PUBLICITY VALUE: \$26.71

TEXT SNIPPET:

SOURCE URL: Link to Source

...E. Graswich Lake Tahoe Events
NORTH SHORE Lake Tahoe Concours d'Elegance The 43rd annual classic...

JULY NEWS ITEM REPORT



MEDIA GROUP: INTERNET

NORTH LAKE TAHOE

COULD I HAVE THAT?: Lake Tahoe Top Ten

7/20/2016

MEDIA TYPE: Blogs

REACH: 34,251

TEXT SNIPPET:

...here). During our weeklong stay we stuck pretty close to where our house was in Incline Village (North Lake Tahoe). I...

LOCATION: Santa Barbara, California - United States of America

PUBLICITY VALUE: \$32.13

SOURCE URL: [Link to Source](#)

CARSONNOW.ORG: I Love Carson City's Independence Day Weekend Summary: July 2 - 4

7/2/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

...Beach, North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) The Carson Nugge...

LOCATION: United States of America

PUBLICITY VALUE: \$103.81

SOURCE URL: [Link to Source](#)

FOODNUT.COM: San Francisco to Lake Tahoe Road Trip Food Guide

7/2/2016

MEDIA TYPE: Blogs

REACH:

TEXT SNIPPET:

...with moderately priced food - Fifty Fifty - Yelp North Lake Tahoe: Fancy Ritz Carlton restaurant - Manzanita Tavern 63...

LOCATION: United States of America

PUBLICITY VALUE: \$237.05

SOURCE URL: [Link to Source](#)

GRINDTV.COM: 10 great ways to enjoy the Fourth of July before the fireworks begin

7/2/2016

MEDIA TYPE: News Web Sites

REACH: 2,991,722

TEXT SNIPPET:

... Or launch from Sunnyside Marina Beach Area on North Lake Tahoe's northwestern shoreline, ending at Commons Beach for...

LOCATION: Irvine, California - United States of America

PUBLICITY VALUE: \$2,710.56

SOURCE URL: [Link to Source](#)

MOONSHINE INK ONLINE: July 3rd Fireworks & Beach Party

7/2/2016

MEDIA TYPE: Online Print Version

REACH: 26,029

TEXT SNIPPET:

...shore of Lake Tahoe, please donate! It's easy to do...

LOCATION: Truckee, California - United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: [Link to Source](#)

ONLY NEWS ITEM REPORT

MEDIA GROUP: INTERNET

DATE: 7/1/2016

TAHOE DAILY TRIBUNE ONLINE: Dog-friendly Tahoe: Vacation just got furrier with pet-friendly amenities around the lake |
TahoeDailyTribune.com

7/2/2016

MEDIA TYPE: Online Print Version

REACH: 180,653

TEXT SNIPPET:

...Camp at Squaw Valley, North Lake Tahoe Bike Path, Five Lakes Trail, Martis Creek/Tompkins Memorial Trail, Fallen Leaf...

LOCATION: South Lake Tahoe, California - United States of America

PUBLICITY VALUE: \$93.90

SOURCE URL: Link to Source

MOONSHINE INK ONLINE: SUP Pups: Learn to SUP with your dog

7/16/2016

MEDIA TYPE: Online Print Version

REACH: 26,029

TEXT SNIPPET:

...org will be teaching SUP PUPS at Waterman's Landing, North Lake Tahoe at Carnelian Bay. Boards can be rented for trail...

LOCATION: Truckee, California - United States of America

PUBLICITY VALUE: \$14.00

SOURCE URL: Link to Source

CHICAGO FOOD GIRL: Fun Getaway to North Lake Tahoe, Nevada

7/11/2016

MEDIA TYPE: Blogs

REACH: 9,097

TEXT SNIPPET:

LOCATION: Chicago, Illinois - United States of America

PUBLICITY VALUE: \$252.00

SOURCE URL: Link to Source

CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City

7/1/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

..., North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) Free Concert: 152nd Ai...

LOCATION: United States of America

PUBLICITY VALUE: \$35.52

SOURCE URL: Link to Source

CARSONNOW.ORG: Fireworks and more: Independence Day weekend festivities around Carson City

7/1/2016

MEDIA TYPE: News Web Sites

REACH: 46,789

TEXT SNIPPET:

..., North Lake Tahoe (4pm-10pm, free; vendors, contests, games, music and more; Fireworks 9:30pm) Free Concert: 152nd Ai...

LOCATION: United States of America

PUBLICITY VALUE: \$35.52

SOURCE URL: Link to Source

2016 MOUNTAIN DEMOCRAT REPORT

MEDIA GROUP: INTERNET

MOUNTAIN DEMOCRAT

MOUNTAIN DEMOCRAT ONLINE: Celebrations bursting across North Lake Tahoe

7/1/2016

MEDIA TYPE: Online Print Version

LOCATION: Placerville, California - United States of America

REACH: 45,813

PUBLICITY VALUE: \$423.77

TEXT SNIPPET:

SOURCE URL: [Link to Source](#)

...With more than two dozen Fourth of July events shining over the beaches, streets and skies of Kings Beach, Tahoe City and Incline Village...

GROUP REPORT from July 1, 2016 - July 31, 2016

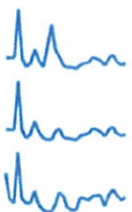
 @TahoeNorth

 North Lake Tahoe

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	8,386	
Sent Messages	128	
New Twitter Followers	333	
New Facebook Fans	471	

8,566 INTERACTIONS
BY 6,507 UNIQUE USERS
2,177,364 POTENTIAL REACH



TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS



TWITTER STATS

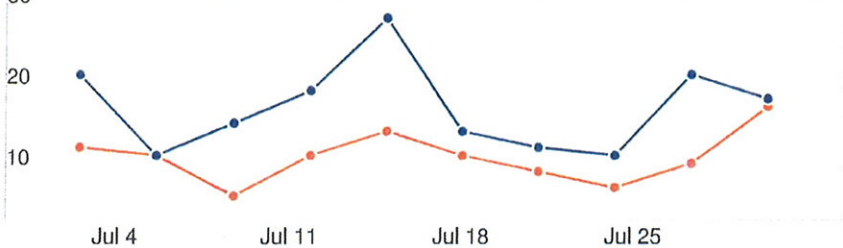
+ 333
New Twitter Followers in this time period

 465
Link Clicks

@ 117
Mentions

 180
Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

T 2 Plain Text

 47 Links to Pages

 37 Photo Links

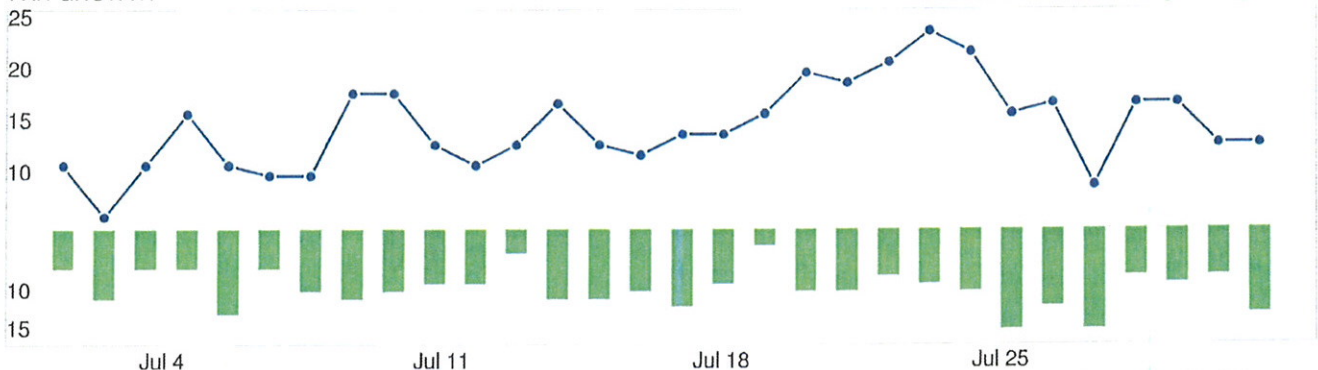
FACEBOOK STATS across all Facebook pages



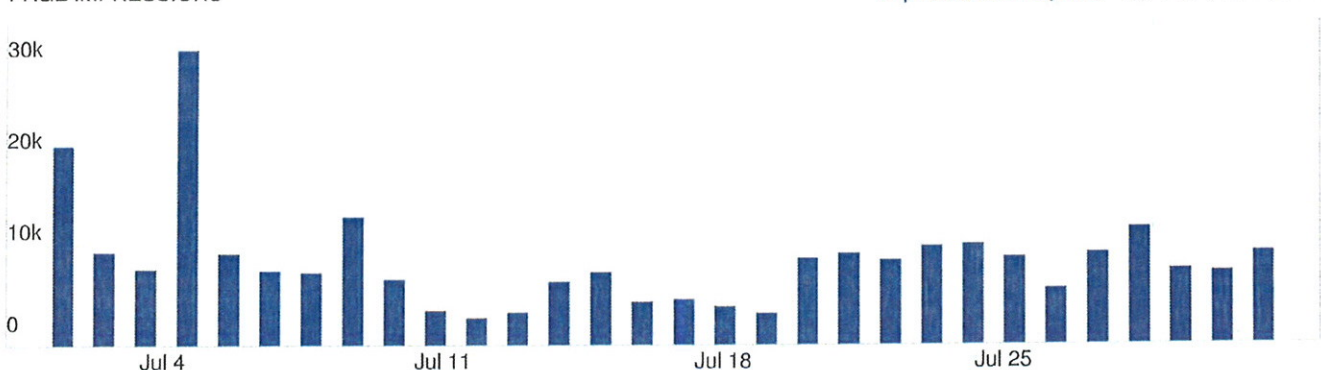
My Facebook Pages

98.43k Total Likes, and 3.4k people talking about this

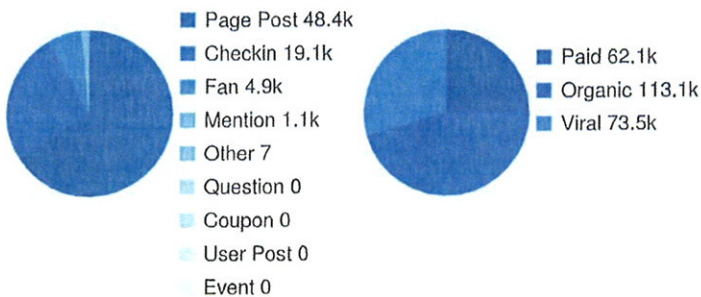
FAN GROWTH



PAGE IMPRESSIONS



IMPRESSIONS



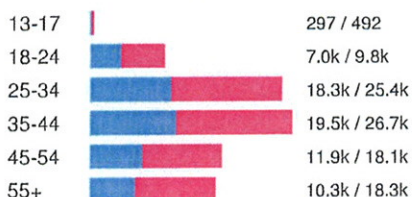
BY DAY OF WEEK

	AVG	TOTAL
Sun	6.2k	30.8k
Mon	11.3k	45.2k
Tue	4.6k	18.3k
Wed	8.1k	32.3k
Thu	8.1k	32.3k
Fri	10.9k	54.4k
Sat	7.2k	36.1k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

United States
Mexico
United Kingdom
Germany
Australia

155.3k
2.0k
1.6k
950
636

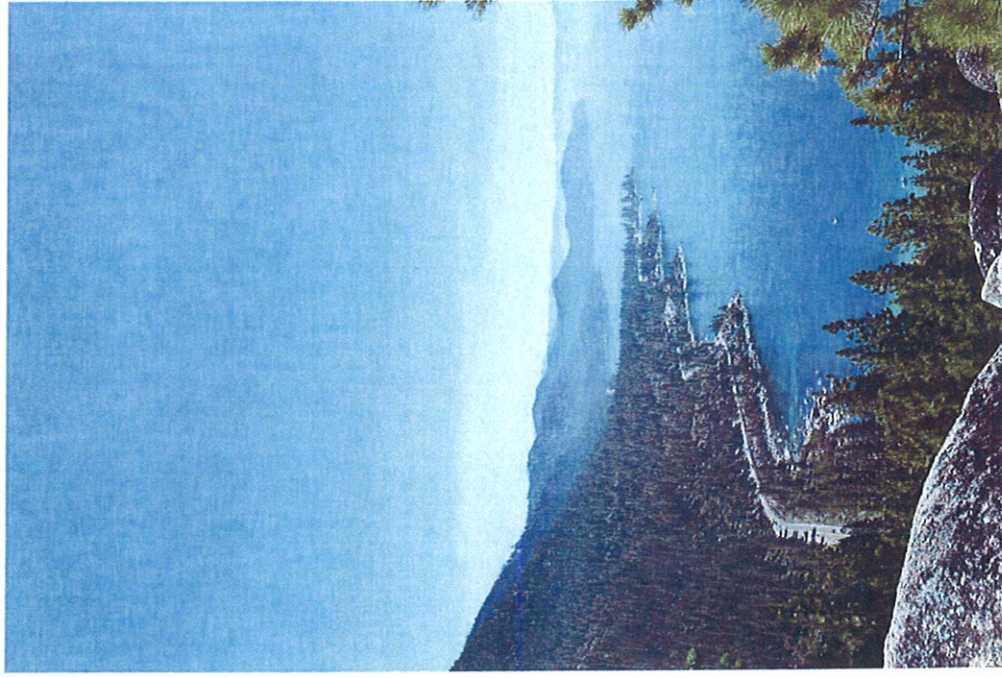
TOP CITIES

Sacramento, CA 20.5k
Reno, NV 11.9k
Roseville, CA 4.2k
Sparks, NV 4.1k
Truckee, CA 3.4k



north lake tahoe

North Lake Tahoe July 2016 Marketing Report





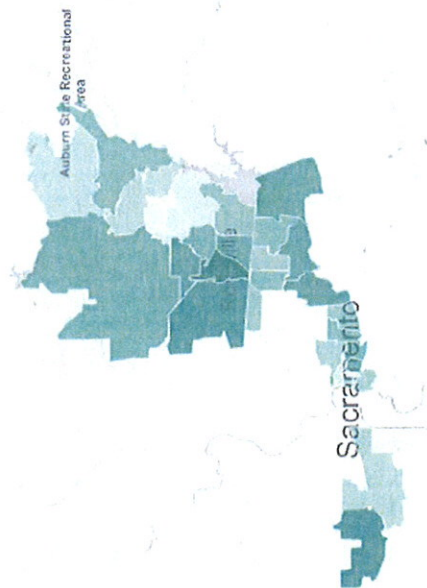
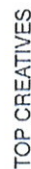
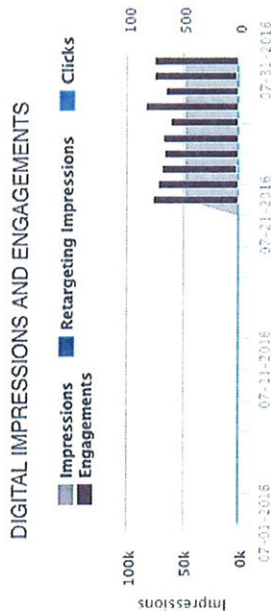
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July 2016 Marketing Report – Agenda

1. High Notes Display Campaign
2. High Notes Television Campaign
3. NBC Sports Network Spartan Spot
4. GoTahoeNorth.com Website Discovery
5. North Lake Tahoe In-Market Discovery
6. Timeline: Upcoming Activities and Deliverables



High Notes Campaign - Display



- Retargeting: 1,172 impressions were served for retargeting.
- Engagement: **Campaign engagement rate is 1.52%, well above the 1.16% benchmark.** (This metric measures clicking and interacting with the ad.)
- CTR- Click through rate is .03%, a bit under the benchmark rate of .05%



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High Notes Campaign - Display



Domain

sacbee.com

usmagazine.com

weather.com

allrecipes.com

cnn.com

photobucket.com

ew.com

fox40.com

bankrate.com

nbcnews.com

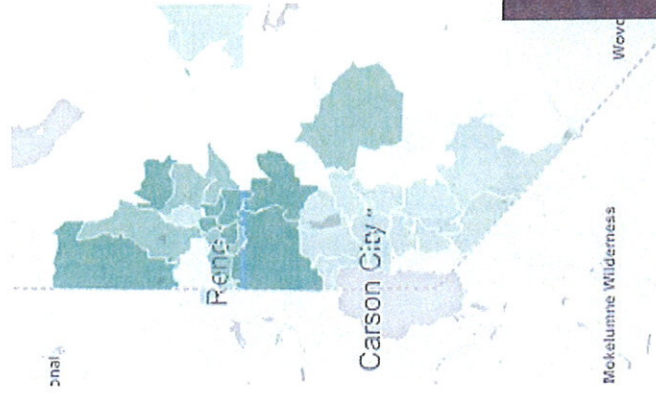
Recommendations:

Creative is very busy and offers too much information for users to engage in a next step (click through to website).



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High Notes Campaign - Television



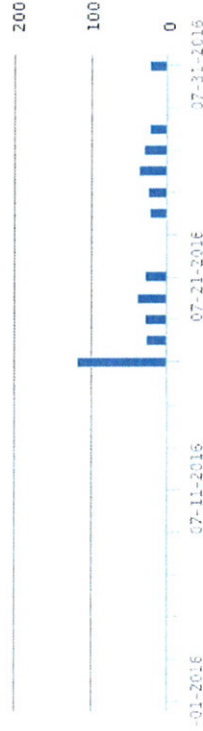
405
AIRINGS

8
NETWORKS

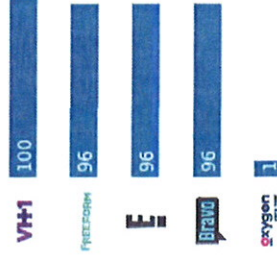
4
ZONES

VERIFIED TELEVISION AIRINGS

Airings



TOP 5 NETWORKS



Zones:

	Airings
⊙ CARSON CITY-DAYTON...	102
⊙ RENO NORTH, NV	103
⊙ RENO SOUTH, NV	103
⊙ RENO U-VERSE, CA	97





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For the July 20th 00:15 spot, which aired twice during the nationally-aired Spartan program, the North Lake Tahoe Stand Up Paddle Board commercial received 74,000 impressions. There are more spots airing on August 23, Sept. 27, Oct. 11 and Dec. 25.

- September 27 – Fall Focused Spot
- October 11 and December 25 – Winter Focused



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GoTahoeNorth.com Website Discovery

In an effort to explore ways to make the GoTahoeNorth website more user-friendly, the Augustine digital team worked with Red8 and began a deep website discovery, which included the following:

- Gathered user journey and heat maps – we now are going through them to analyze the results
- Discovery call with James at Red8 and received their list of considerations for website improvements
- SEO task complete: keyword relevancy research / competitive link analysis
- SEO task complete: Identified duplicate content and page crawl issues
- Internal website / mobile audit: consumer & meeting planner

 Home – Go Tahoe North

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WHERE TO STAY ▾ THINGS TO DO ▾ DEALS ▾ EVENTS ▾ MENU ▾



GoTahoeNorth.com Website Discovery

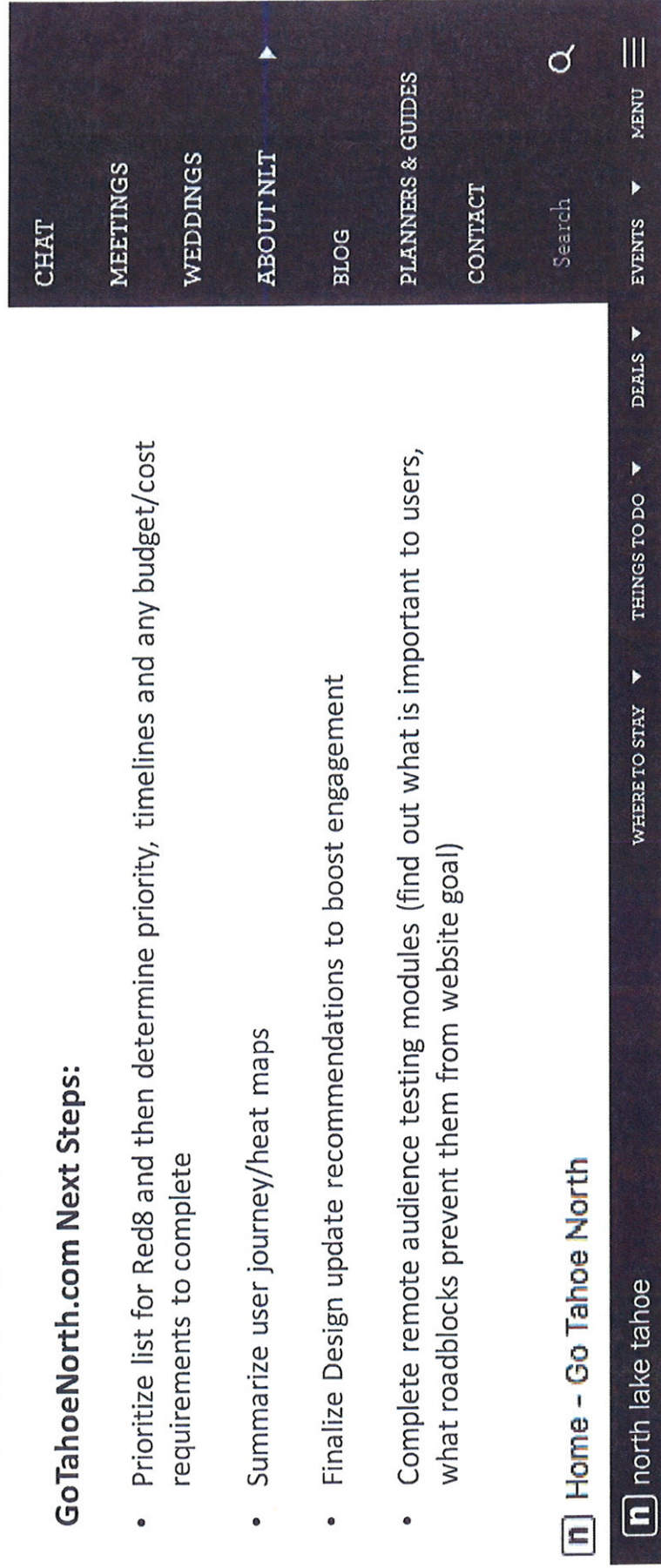
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GoTahoeNorth.com Next Steps:

- Prioritize list for Red8 and then determine priority, timelines and any budget/cost requirements to complete
- Summarize user journey/heat maps
- Finalize Design update recommendations to boost engagement
- Complete remote audience testing modules (find out what is important to users, what roadblocks prevent them from website goal)

 Home - Go Tahoe North

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Augustine/NLT Stakeholder Discovery Meeting

north lake tahoe

On Wednesday, July 27th the Augustine team held a meeting with key North Lake Tahoe stakeholders to gain insight about visitors and travel to North Lake Tahoe. At the meeting were hoteliers and other North Lake organization and association members. We asked attendees a number of questions to help us build the Strategic Marketing and Media Plans. Here is a sampling of the questions that were asked:

- How would you describe the ideal North Lake Tahoe experience?
- What would the dream North Lake Tahoe itinerary include?
- What gives North Lake Tahoe a clear advantage over competitive destinations?
- What are the first words that come to mind when describing North Lake Tahoe?
- What are the current misperceptions about North Lake Tahoe? What don't visitors realize until they get here?
- How would you like people to describe North Lake Tahoe in the future?

Looking for additional feedback, after the meeting we developed and sent out a survey to North Lake Tahoe hoteliers. We have been collecting the responses and are using them as we build out our plans.



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Augustine In-Market Discovery

While in North Lake Tahoe for the discovery meeting, the Augustine team stayed an extra couple of days to gather our own personal insights and experiences within the destination. This allowed us the opportunity to find the authentic personality of North Lake Tahoe. The Augustine team was so lucky to have stayed at various hotels, including the Hyatt, Granlibakken, PlumpJack, Village at Squaw and Ritz Carlton. The variety of the lodging, people and activities we experienced was essential to meeting our objectives.





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Augustine In-Market Discovery

Some of Our North Lake Tahoe Activities:

- Hiking the Tunnel Creek Trail and (a small part) of the Tahoe Rim Trail
- Kayaking and Paddle Boarding at Sand Harbor Beach
- Biking the Truckee River Bike Path (Bike rental from Olympic Bike Shop)
- Visited and tasted brews from Alibi Ale Works and Brewery
- Had dinner and Wet Woody's at Gar Woods
- Jet skiing and kayaking at King's Beach
- Walked around Squaw Village
- Met with Alex Mourelatos at the Mourelatos Lakeshore Resort
- Spoke to various business owners and visitors in the area.





north lake tahoe

Activities & Deliverables

Augustine

North Lake Tahoe Timeline

Initial Project Timeline (dates are week of)	July							August							September							October						
	Week of:	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31									
Account Onboarding																												
In Market Discovery & Website Discovery																												
Brainstorm/Research and Survey Hoteliers																												
Present Meetings/Conferences Plan for Jason																												
Provide Findings from Discovery/Surveys (including website recommendations)																												
Present Draft Media Plan																												
Present Draft Marketing Plan, Finalize Budget																												
Present Final Marketing and Media Plan																												
Present Final Creative Concepts & Partnership Opportunities																												
Partner with and provide Abbi Agency & Red8 with Newsletter Creative Recommendations																												

Color Key: Completed: In Process: Upcoming:

President/CEO Report
Activities Report
September 21st, 2016

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Work with Augustine Ideas and NLTRA staff on agency onboarding
 - Began work on winter 2016/17 advertisings/marketing plan
 - Working with JT Thompson on Agency transition timeline
 - Finalized FY 2016/17 NLT Coop Budget
 - Met with JT Thompson and Al Priester on Coop Accounting process for new year
 - Participated in TravelNevada Australian Sales Mission and Governor's Trade Mission
 - Implementing CRM sales tracking system with NLTRA
 - Met with NLT Coop sales team regarding Bart Peterson sales territory implementation
- OPERATIONS & ACCOUNTING
 - Preparing budget for implantation with QuickBooks
 - Continue refinements to POS and QuickBooks accounting process
- PROJECTS
 - Continued plans for installation of porch display project (TravelNevada Grant Awarded)
 - Finalizing summer brochure development (TravelNevada Grant)
 - Work with Tahoe Film Festival for December event planning
 - Activity Tickets Sales efforts continue
 - Working with Reno Tahoe Territory on possible Travel Nevada marketing grant
 - Held artist reception with new art display
 - Working with Travel Nevada and Hyatt on Governor's Tourism Summit pre event FAM Tour
- MEETINGS
 - Met with web new web developers for potential site maintenance agency transfer
 - Attended Travel Nevada/Nevada Governor's Australian Trade and Tourism Mission
 - Met with Australian trade representative company Gate 7 on NLT contract and scope of work
 - Attended new CRM training with NLT coop staff
 - Met with Travel Nevada staff on round 2 marketing grant requests
 - Attended Visit California Brand/Content taskforce meeting
 - Attended North Lake Tahoe "Human Powered Sports" taskforce meeting
 - Attended NLT Coop board meeting (2x)
 - Attended Lake Tahoe Summit
 - Attended TMA meeting
 - Attended RASC Board Meeting

Summary:

The Visitor Center traffic counts were strong at 17,974 guests in July and August with 5,052 total calls. July, three new employees were positioned. Project management continued. Financials were readied for FYE. Merchandise Sales 42% over budget due to strong merchandise sales in July and August. Concierge Sales under budget due to cancelled tours (10) in July and August. Front porch under repair due to extensive rot: estimated expense to be about \$6k.

Highlights:

- Visitor Center Activity
 - 17,974 total guests.
 - 5,052 total guest services telephone calls.
 - Merchandise Sales Net Revenue: \$5,550.85
 - Ambassador Volunteer Program going well by offering staff assistance during peak hours of operation - 5days/week in Visitor Center, 3volunteers offering time on multiple days.
- Visitor Center Projects:
 - Art Gallery – two works of art sold. Artist reception was held in August.
 - Lobby television - AT commercials placed and lodging IVCB creatives are in production.
 - Tahoe Trails (map brochure series): in production.
 - Exterior displays – Light boxes installed. Creative design is in the works. Fossil board panels ready for installation end of September.
- Activity Tickets Premiere Partner and Village Concierge programs have expanded.
 - New vendor participation in both programs.
 - Bart Peterson, Business Development Manager – engaged.
 - Concierge Sales Net Revenue: \$19,849.20.

Notes:

- Met with Brad Capurro, CPA, to complete 2015-16 FYE financials.
- Preparing for State of Nevada Employee division audit. Auditor scheduled for September 27.
- Selling more niche and relevant items in Gift Shop and expanding Concierge services.
- Working with NDOW to offer Nevada fishing license service at Visitor Center.
- Reorganized POS to better track inventory, COGS, and merchandise sales.
- Coordinated the Activity Tickets advertisement and NLT editorial for October publication, RTT.
- End-of-season thank you outing for Staff and Volunteers planned for October.
- Continuing to network with local businesses and community to promote strong partnerships.
- Preparing for Q1 close: physical inventory and COGS evaluation; assessing programs and performance by using Key Performance Indicators (KPI).