



north lake tahoe

Departmental Reports

November 2016

Conference Department Report for October 2016

In October 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 participated in IMEX conference call with Reno Tahoe USA. Staff will be attending IMEX October 18-20 as a part of the Reno Tahoe booth.

Staff had a conference call to discuss on lodging options for the WinterWonderGrass Tahoe Program for April 2017. This event is expecting to bring 3000 people to the North Lake Tahoe area.

Staff had a conference call with Zoomaway to discuss set up lodging links and pages for WinterWonderGrass Tahoe Program for April 2017. Zoomaway will work up proposal and draft of lodging page.

Staff had conference call with Pat Zollman with Helmsbriscoe. She has taken over the Earthjustice program from Veronica Lee. This program is planning on doing a site visit November 21-22 at Granlibakken Tahoe, Resort at Squaw Creek and Village at Squaw Valley. Earthjustice annual program is for 550 room for September 2018

Staff continue to follow up with HPN's Associates he met at the Global Partners Conference to generate new business. During this event staff meet had 20 one-on-one appointments with HPN associates. Over 75 HPN Associates attended this annual event.

Staff attended IMEX in Las Vegas. Staff had 10 one-on-one appointments with planners and 4 group appointment presentations with Reno-Tahoe.

Staff attended Luxury Meetings Summit in San Diego, Los Angeles and Orange County. During these events Staff met with 25-30 planners.

Staff participated in a planning conference call for the 2017 CalSAE Elevate Conference. The conference will be held in Newport Beach California in April. Staff is on the planning committee.

Staff met with Abbi Agency to discuss the strategic PR campaign for the conference sales department.

Staff attended the Annual Membership Luncheon at the North Tahoe Event Center. Staff provided an update on the conference sales program to attendees.

Staff assisted in setting up a planning visit with the Home Economics and Technology Annual Leadership Conference October 24. This program for will take place in June 2017 at Village at Squaw Valley. It is expected to generate 180 room nights over \$25,000 in room revenue.

Staff assisted in setting up a planning visit with No Barriers USA for November 4-6, 2016. This program will take place in Squaw Valley in June 2017 between the Resort at Squaw Creek and Village at Squaw Valley. It is expected to generate approximately 800 room nights and \$150,000 in room revenue and bring 1000 people.

Staff hosted a site visit for the California Veterinary Medical Association. CVMA is hosting their Annual Meeting at the Ritz-Carlton in October 2017 and are considering returning to North Lake Tahoe in 2018. Their meeting will generate approximately 400 room nights and \$65,000 of economic impact.

Staff hosted a site visit for Meetings & More Inc./Sutter Health. They are considering North Lake Tahoe for a 400 room night program in April 2017 and have one program booked at the Ritz-Carlton in November 2016. Their combined programs will generate approximately 800 room nights and over \$225,000 of economic impact.

Staff hosted a site visit for the National Air Filtration Association. They are considering North Lake Tahoe for their September 2018 Annual Conference. The meeting will generate roughly 420 room nights and well over \$100,000 of economic impact.

Staff hosted a site visit for the American Institute of Mining, Metallurgical, and Petroleum Engineers (AIME). AIME is considering North Lake Tahoe for their August 2017 Board Meeting. The program will generate approximately 54 room nights and \$15,000 of economic impact.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of October, 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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Leisure Departmental Report
October Marketing Committee Meeting
10.25.16

TRAVEL TRADE INFORMATION:

- Hotel Beds Site Tours & Meetings:
 - Colby Olen, NLT's Marker Manager will be in North Lake Tahoe to meet with existing properties and to train smaller lodging properties on the benefits of working with their company.
 - Dates: Sunday, November 6th – Wednesday, November 8th
- UK Market/Black Diamond Update (quarterly report attached)
 - Bon Voyage – 20 agents trained
 - THG Holidays – 12 agents trained
 - Ocean Holidays – 40 agents trained
 - Bailey Robinson – 4 agents trained
 - Vail Resorts US Ski Event – 115 agents trained
- Australia Market: (quarterly report attached)
 - Meetings conducted with the following tour operators: SkiMax, Sno' n' Ski, Mogul Ski, Travelplan – Melbourne, Whiteroom Tours, Travelplan, Fight Centre Group, Travel Counsellors, Snow Scene, American Airlines, & Helloworld.
 - 2017 Ski Dates confirmed – looking for local partners to travel to Australia with us.
 - Working on a 2017 travel agent incentive program with Gate 7. The agent that sells the most trips to North Lake Tahoe will win a trip here. Participating companies to be confirmed by the end of October.
 - New Lead – working with Jucy RV rentals to customize itineraries
- Mexico Market:
 - Working with Mega Travel to add properties in Northstar. They recently contracted with Vail and their 2016/2017 focus is to make sure to sell ski product to maintain this contract.
 - Working with Target Operadora to build a Squaw Valley package. They have purchased 10 seats per flight on the Volaris direct flight into Reno.

SALES CALLS & TRADESHOWS:

- Attended the Nevada Governor's Global Tourism Summit in Reno, October 11th & 12th. Leads will be sent out next week.

- Mexico Sales Mission scheduled for November 2-4th
- UK Sales Mission scheduled for November 28th – December 2nd
- Registered for Visit California China Co-op. Next two programs include:
 - 1st : Guangzhou Session: on October 13-14, 2016
 - 2nd: Chengdu Session: October 27-28, 2016

UPCOMING TRAVEL TRADE FAMS

- New FAMS:
 - Mexico FAM in conjunction with Brand USA. Lead came through the Travel Nevada Mexico Rep. Group will be in town November 12th & 13th.
 - Working on the 1st Annual North Lake Tahoe Domestic Ski FAM. Dates are January 24th -26th
- FAMS in the pipeline:
 - UK winter FAM in conjunction with Norwegian Airlines
 - Australia winter FAM in conjunction with American Airlines
- Recently Hosted FAMS:
 - Brand USA & Travel Nevada South Korea MegaFAM on Tuesday, September 27th.
 - UK SuperFAM is coming to North Lake Tahoe, September 29th – October 1st. Granlibakken Tahoe will host the lodging.
 - Traveled SuperFAM finale to meet with the other 40 agents in Southern California
 - Hosted FAM on Sunday, October 9th & 10th in conjunction with Travel Nevada. This FAM consisted of international tour operators in town with the NV Governors Summit, hosted in Reno October 11th & 12th.



professional creative services

October, 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 September 2016 Recap

Public Relations Content Marketing Social Media





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Work Plan

Objectives > Measurement > Growth

Objectives:

1. Increase destination awareness and visitation to North Lake Tahoe during shoulder seasons and promote longer stays (mid-week) throughout the year.
2. Highlight the culture and diverse offerings of North Lake Tahoe, along with local stories, across multiple touch points.
3. Ensure connectivity to:
 - NLT Events
 - Social Platforms
 - Content: Blogs, Press Releases, Newsletters, Campaigns
 - New Direct Flight Markets (working in conjunction with RASC initiatives)

Strategy: To increase awareness and drive destination visits for North Lake Tahoe, The Abbi Agency will create and implement story-driven strategies across earned, rented, and owned audiences.

Message: North Lake Tahoe is a world-class, year-round destination for travelers (categories include: international, families, outdoor enthusiasts, millennials, and professionals).



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Key Themes: 2016-17

Key Themes:

- Outdoor Recreation and Activities
 - Encourage visitors to seek out mountainside adventures in summer months, lakeside activities in winter months, and experience full offerings from North Tahoe Resorts
- Events (includes groups/meetings/weddings)
- Family
- Health & Wellness
- Hotels and corresponding packages
 - Shoulder season specific
 - Mid-week specific
- Food, Culture & Dining





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Public Relations

Pitch Angles

- Fall is the secret season in North Lake Tahoe, geared toward publications along I-80 corridor from Sacramento to Lake Tahoe
- Round-up of wellness events
- What's New this Winter Season
- Lake Tahoe Ale Trail (4 new stops)
- Events (Spartan Race, AF&W, etc.)
- Rejuvenation and wellness in Tahoe
- Meetings & Conventions
- Non-stop flight pitching to Southern California, specifically Long Beach
- Desksides: Chicago, Nov. 1-3
- Desksides: Los Angeles, Dec. 5-9
- Desksides: Austin, Jan. 9-11
- Desksides: New York City, March or April



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Public Relations

Press Trips		Meetings & Conventions
Outlet: Nylon Angle: Off Road Travel/Adventure Trip Date: October 17-25 Run Date: TBD	Outlet: Gigi Eats Angle: Autumn Food & Wine Trip Date: September 9-11 Run Date: Fall 2016	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 Pending Placements: • Successful Meetings, October • Meetings & Conventions Magazine, November • California Meetings + Events, November/December
Outlet: Bay Area Reporter Angle: Autumn Foodie Experiences Trip Date: September Run Date: 2017		
Outlet: Trekaroo Angle: Beach to Peak in the shoulder season Trip Date: October 7-9 Run Date: Fall 2016		



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Autumn Food & Wine

Media Relations

Total Placements: 14

Media on-site: 10

Bay Area Reporter

Run Date: 2017

10Best

Run Date: TBD

Gigi Eats

Run Date: Sept. 2016

7x7

Run Date: 2017

KTKE Truckee-Tahoe Radio

Run Date: Sept. 2016

VIA

Run Date: TBD

Tahoe Quarterly

Run Date: 2017

Lake Tahoe TV

Run Date: TBD

Tahoe This Week

Run Date: Sept. 2016

Mountain Resort TV

Run Date: TBD

Social Media

Giveaways:

The Abbi Agency launched an Autumn Food & Wine giveaway via the North Tahoe Facebook page, giving away a pair of tickets and driving email newsletter sign-ups. Results for the week-long campaign included:

- Facebook Users Reached in Sacramento: 11,380
- Email Entries: 105

Facebook Live Broadcast Videos:

The Abbi Agency launched two live broadcast videos via North Tahoe's Facebook on-site at Autumn Food & Wine. Combined, these videos generated the following results:

- Views: 11,744
- Likes: 233





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Media Relations: September Results

Total Placements: 18

Total Reach: 41,129,626

Total Publicity Value: \$371,589

Placement Highlights

- The Huffington Post, Your Guide to a Luxury Family Vacation in North Lake Tahoe, (publicity value: \$350,000)
- The Sacramento Bee, Food and Boo stop post Labor Day offerings, (publicity value: \$17,000)
- Smart Meeting Magazine, Revel in Northern California's Great Outdoors (publicity value: \$1,400)

Hot Leads

- BizBash Chicago, Fall 2016
- PureWow, Fall 2016
- Modern Luxury, Fall 2016

Coverage Book Link

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



If you've been looking for a watering hole in the sky, whose waters

Food and balloons top post-Labor Day offerings



Bailey Gaudin
Author, Mother, Entrepreneur, Certified Doula and Travel Lover

#SACRAMENTO

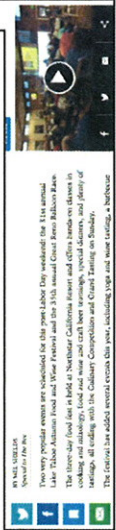


Tahoe Event

Affordable, All-Inclusive Packages. Lodging, meals, w-



THE SACRAMENTO BEE



Two very popular events are scheduled for this year's Labor Day weekend: the 11th annual Lake Tahoe Autumn Food and Wine Festival and the 31st annual Great River Rodeo Race. The three-day food fest is held at the historic California Inn and offers indoor-outdoor dining, live music, and a variety of activities. The rodeo is held at the Colusa-Corcoran and Grand Tasting on Sunday. The festival has added several events this year, including yoga and wine tasting, a Northwest



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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
Outlet: Natalia de la Rosa El Universal Newspaper
Angle: Northern California Gastronomy and harvest festivals
Trip Date: September 10 -13
Run Date: TBD

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
Run Date: Fall

Placements

- Japan: California Style: A seasonal lifestyle magazine published by Ei Shuppan
 - Circulation: 20,000; Estimated Media Value: \$6,000
- Australia: Flight Centre Blog, 5 Reasons to Fall for Lake Tahoe in Autumn
- Mexico: Yoga Journal Mexico, Festival Wanderlust
- Australia: Herald Sun, Three things to do outside of San Francisco: Sonoma County, North Lake Tahoe, Yosemite
- Australia: Escape, Three things to do outside of San Francisco: Sonoma County, North Lake Tahoe, Yosemite
- Australia: Qantas Magazine, Valley Deep Mountain High (online and print)
 - Audience: 130,000; Ad Value: AUD \$101,872



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Social Media: September Results

Facebook Data

- Total Number of Likes: 98.9k
- Gained in September: 212
- Demographic: 38.7% male, 61.3% female
- Impressions by City:
 - Sacramento: 84.7k
 - San Jose: 37.1k
 - Bay Area: 22.5k
 - Los Angeles: 18.2k
- Likes by City:
 - Los Angeles: 8.5k
 - Sacramento: 3.6k
 - Reno: 2.3k
 - Bay Area: 1.9k

Instagram Data

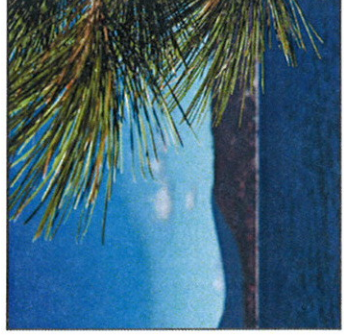
- Total Number of Followers: 39.4k
- Gained in September: 1.3k
- Total Photos: 1.8k
- Total Engagements (likes & comments): 87.2k

Pinterest Data

- Total Number of Followers: 548
- Total Number of Pins: 853

User-Generated Content

- Photos with tag #TahoeNorth: 18.7k



Twitter Data

- Total Number of Followers: 15.9k
- Gained in July: 264
- Mentions: 117
- Link Clicks: 298
- Re-Tweets: 97
- Demographic: 59% male, 41% female

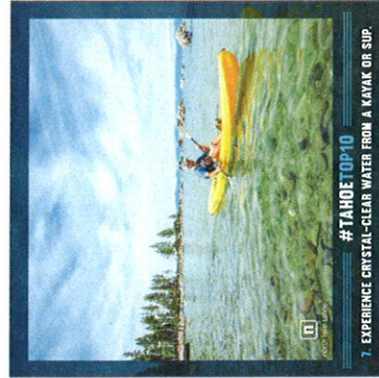


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Social Engagement Tools

#TahoeTop10 User Generated Content Campaign

- Goal: Encourage social media users to get out and try fall-friendly activities, then share their experiences online
- Dates: August 18 – Current posts
- Performance:
 - Photos using tag #TahoeTop10: 109
 - Shares on Blog Post: 788



Oakland Southwest Flight Sale Ads

- Goal: Increase reach about Southwest flight sale to Oakland Audience and promote both a fall and winter message when booking travel
- Dates: September 16 – 18
- Final Performance:
 - Link Clicks to Flight Sale: 427
 - Reach to Oakland Audience: 22.4k





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Social Engagement Tools

Spartan Race Giveaway

In order to drive awareness locally and regionally of the Spartan Race leading up to the event, the agency launched three giveaways to select locals to give race entries to. In return, North Lake Tahoe was able to follow them on their training journey. In coming weeks, winners will provide the agency with videos and photos to be re-shared in pitching and owned social media content.

The three giveaways were launched between September 14 and 22. Combined results included:

- Email entries: 68
- Reach: 22.8k Facebook and Instagram users
- Instagram Engagement: 339 likes and 28 comments
- Instagram followers gained: 87 new followers





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Social Media Highlights

North Lake Tahoe
@TahoeNorth

Are you ready for the Autumn Food & Wine Festival? Join us at @SkiNorthstar this weekend: bit.ly/2czXNqH (via @nbcbayarea)



Lake Tahoe Tasty: Food & Wine Fest
Spend a few hours brushing up, bite by bite, on what lake-close culinarians are up to nowadays.
nbcbayarea.com

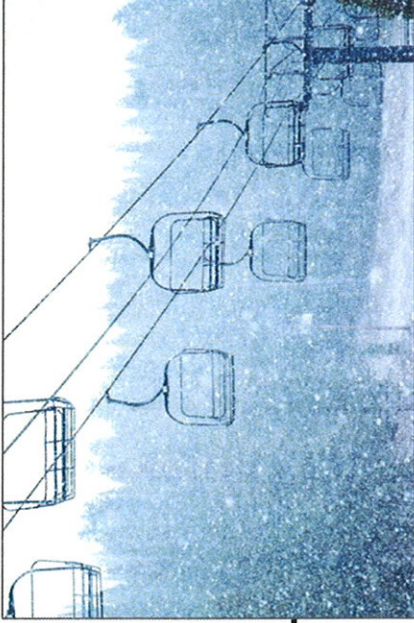
RETWEETS: 3 LINKS: 2
12:30 PM · 9 Sep 2016

Twitter Post, Sept. 9
Autumn Food & Wine

- Likes: 2
- Retweets: 3
- Link clicks: 78
- Reach: 21.4k

tahoenorth

Following



2,587 likes 3w

tahoenorth Who else caught a glimpse of today's snowfall at @mtroesktahoe? Looks like Mother Nature is ready to put on her ski boots and snow jackets! (Photo: @billyjesberg)

view all 93 comments

katie_suarez @legreasycook I'm readyyyy 🏔️

shreddy87 @ruth.eddy

Add a comment...

Instagram Post, Sept. 13
Snowfall Announcement

- Likes: 2.6k
- Comments: 93
- Engagement Rate: 6.93%



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Social Media Highlights

North Lake Tahoe 
Published by The Abbi Agency  · 19 September at 10:00 · 

Viewing North Lake Tahoe through the lens of a camera offers a unique perspective. Local photographer, Davey-Hibler Productions shared his own #TahoeNorth story at popular spots like, Speedboat Beach and Incline Village during his Instagram Takeover.



Behind the Scenes of an Instagram Takeover: Capturing North Tahoe with Guest Photographer Davey Hibler - Go Tahoe North

GOTAHOENORTH.COM

4,969 people reached

Like Comment Share

 Daniel Livermore, Pat Thrift and 84 others

 View Results

Top comments ·

- Facebook Post, Sept. 19
Instagram Takeover Blog
- Reactions: 84
 - Shares: 11
 - Link clicks: 40
 - Reach: 5.0k



tahoenorth  **Following**

2,759 likes

tahoenorth Does your perfect #TahoeTop10 activity involve lots of relaxing? Located south of Incline Village, Chimney Beach is a short hike down from the road. Surrounded by granite boulders, this beach is perfect for anyone looking to take it easy. (Photo: @shorelinz)

tahoenorth #TahoeNorth #TahoeTop10 #LakeTahoe #TahoeSummer #adventure #reik40project #outdoorside #getoutside #dailyscape #travelsoke #travelchannel #liveinthechannel #travel #keepeexploring #tahome

jeanmariaartist Those waves... how nice.  

pcflyway Surfable

anthonyhkim @alantheselector waves higher...heather Wow that looks so choppy!

heidl_girl4god @kinpommer miss this! 

 Add a comment

- Instagram Post, Sept. 25
#TahoeTop10 Hike Post
- Likes: 2.8k
 - Comments: 16
 - Engagement Rate: 7.09%



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North Lake Tahoe October 2016 Marketing Report





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October 2016 Marketing Report

1. NBC Sports Network Spartan Spot
2. Facebook Ads
3. North Lake Tahoe Visitor Guide
4. Tahoe Film Fest Ad
5. Display Ads – Leisure and Meetings
6. Successful Meetings –CA Guide Ad
7. GoTahoeNorth.com Website Sliders
8. YouTube Leisure – Winter Ad
9. Website Updates
10. Current Activities



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GoTahoeNorth.com



Augustine produced a winter-focused Spartan spot, which aired on October 11th. Production included editing, developing new copy, and incorporating music and the voice-over.



Total Impressions: 40,000

Upcoming winter-focused spot: 12/25



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Winter-focused Facebook Ads – Leisure

Desktop

North Lake Tahoe shared a link. Sponsored

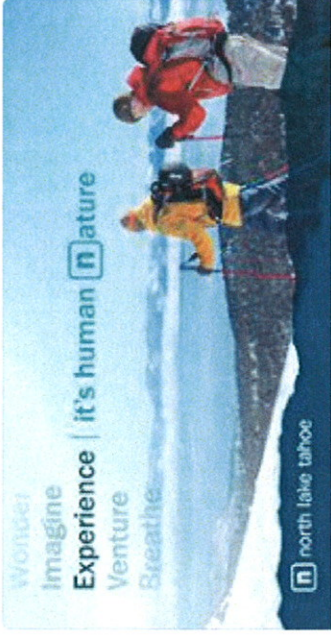


Winter Wonders Await
Get ready to hit the slopes. Visit www.GOTAHOENORTH.COM

Book Now

Mobile

North Lake Tahoe shared a link. Sponsored



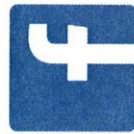
Winter Wonders Await
Get ready to hit the slopes. Visit gotahoenorth.com

Learn More

Augustine designed and developed leisure, winter-focused Facebook ads that are currently running in our fly-in markets of Austin, New York and Los Angeles.



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Facebook Ads – Meetings Focused

Mobile

North Lake Tahoe shared a link. Sponsored

Inspire
Collaborate | it's human **n**ature
Create
Motivate

north lake tahoe

Meet Up for Success
Bring inspiration and motivation to ...
gotahoenorth.com

Book Now

Like Comment Share

Desktop

North Lake Tahoe shared a link. Sponsored

Inspire
Collaborate | it's human **n**ature
Create
Motivate

north lake tahoe

Meet Up for Success
Bring inspiration and motivation to the table when you hold your meeting or event in beautiful North Lake Tahoe.

GOTAHOENORTH.COM

Book Now

Augustine designed and developed meetings-focused Facebook ads that are currently running nationally – targeting meeting planners.



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Augustine developed a ½ page ad for the North Lake Tahoe Visitors Guide. The ad is focused on welcoming current visitors back to the destination at another time for their meetings and events.

North Lake Tahoe Visitor Guide

Engage
Gather
Create
Connect | it's human **n**ature
Bond
Educate
Unite

Home to stunning scenery and countless amenities, North Lake Tahoe is an inspiring backdrop to any gathering. Connect with those around you, and experience everything North Lake Tahoe has to offer. Call to book your next event: 800-462-5196.

GoTahoeNorth.com/meetings

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Augustine designed and developed a 2-page spread for the Lake Tahoe Film Festival program. The ad's focus was to highlight the culture, arts and music/health and food festivals that happen in North Lake Tahoe to get people back into the destination at another time of the year.

North Lake Tahoe Film Festival

Dance
Listen
Move
Experience | it's human **n**ature
Feel
Connect
Celebrate

In North Lake Tahoe, creativity is in our nature. Our vibrant culture and exciting arts scene celebrate the creative spirit throughout the year. Explore galleries and shops featuring inspirational works by local artisans. See great theatre at Sand Harbor's Shakespeare Festival. Hear amazing live music at the High Notes Music Series, and feel the good vibes at the Wanderlust Festival. Taste culinary masterpieces at the Autumn Food and Wine Festival. Whatever the season, it's always a good time to experience the arts and soul of North Lake Tahoe. Plan your next trip today.

GoTahoeNorth.com

n north lake tahoe



Leisure Display Ads – Winter Focus

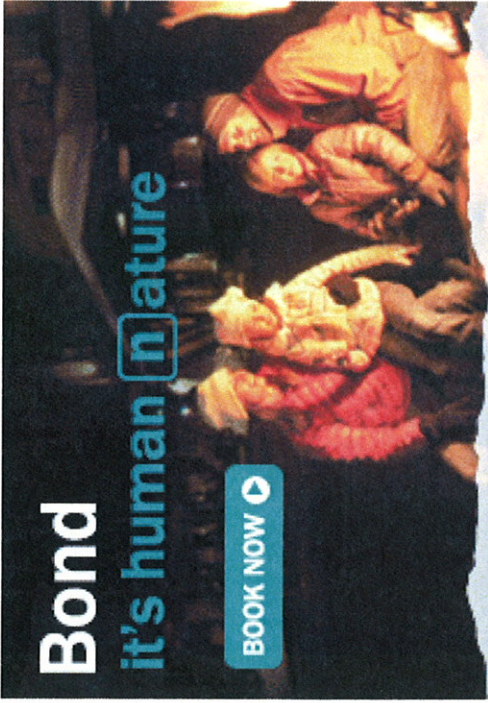
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Celebrate
it's human **n**ature

PLAN YOUR TRIP ▶

n north lake tahoe



Bond
it's human **n**ature

BOOK NOW ▶

n north lake tahoe



Explore
it's human **n**ature

PLAN YOUR TRIP ▶

n north lake tahoe



Explore it's human **nature**

n north lake tahoe

PLAN YOUR TRIP ▶



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Meetings Display Ads

Inspire

it's human ature

PLAN YOUR MEETING 



 north lake tahoe

Collaborate

it's human ature

PLAN YOUR MEETING 



 north lake tahoe

Strategize
it's human ature



 north lake tahoe

PLAN YOUR MEETING 

Strategize

it's human

ature



PLAN YOUR MEETING 



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SUCCESSFUL
MEETING START HERE

Insertion: ½ Page/
Full Color + ½ Page
Advertorial

Timing: November
Circulation: 50,000

Successful Meetings – CA Guide

Engage
Gather
Create
Connect, it's human nature
Bond
Educate
Unite

Home to stunning scenery and countless amenities, North Lake Tahoe is an inspiring backdrop to any gathering. Connect with those around you and experience everything North Lake Tahoe has to offer.

goTahoeNorth.com

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Winter Leisure Ad - YouTube

A :30 second YouTube ad began development in October. The ad is leisure and Winter focused within the human nature campaign.



Discover
Comfort
Escape to North Lake Tahoe
Unwind
Smile

North Lake Tahoe it's human **n**ature





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Augustine

North Lake Tahoe Website

- Created and Tested New Booking Pixels
- Researched Meeting Group Opportunities
- Finalize Website Discovery and Presented Findings
- Created September Booking Referrals

 Home - Go Tahoe North

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WHERE TO STAY ▾

THINGS TO DO ▾

DEALS ▾

EVENTS ▾

MENU





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Augustine

Current Activities

- Continuing to finalizing the fully designed and built-out North Lake Tahoe Strategic Marketing Plan
- Building a Human Nature Brand Guide
- Working on building out the Human Nature Winter website sliders
- Designing North Lake Tahoe Presentation Template
- Designing Native ads for meetings
- Instagram, Native, Display and Facebook ads are currently running
- Building YouTube ad for meetings

Summary:

New hire for an administrative assistant was decided. Project management continues for exterior display installation and production of the Tahoe Trails map brochures. Marketing collateral was completed for Activity Tickets program. Parking Lot repair completed: cracks patched, handicap spot repositioned and lot spaces were repainted. Front porch repair was completed.

Highlights:

- Visitor Information Center Activity:
 - Traffic counts were down in October compared to last year but up YTD.
 - Merchandise Sales under budget in October due to less merchandise inventory to sell.
 - Concierge Sales under budget in October due to decreasing tour opportunities.
 - Art Gallery – SNC exhibit opened November 1; artist reception was held November 10.
 - Q-1: Ambassador Volunteers offered 265 hours of service = wage savings about \$4k.

Notes:

- Examining cost-comparisons of credit card bank fees and merchant services charges.
- Stocking niche merchandise items in Gift Shop and preparing for holiday season.
- Expanding Concierge services: ski-lift tickets and Nevada fishing licenses.
- Incentive program being developed for residents to shop in our Gift Shop: % off (excludes lift tax)
- IVCB Visitors Center will be participating in the North Lake Tahoe Shop Local Holiday Contest.
- Attended the monthly BACC meeting and appointed to the committee for January 2017 term.
- Planning annual Soup Fest for Friday, December 9.
- Continuing to network with local businesses and community to promote strong partnerships.
- Q2- department goals: working with CEO to develop new metrics for Visitor Information Center.

Sales Department Report for September 2016

Staff – Bart Peterson – Business Development Manager

Attended Nevada Governors Global Tourism Summit and Trade Marketplace and met 1:1 with wholesalers from Australia and New Zealand.

Conducted (1) familiarization site visit with (30) travel agents from Travel Nevada at the Hyatt, Diamond Peak and Sand Harbor.

Building inventory list of sports venues and permitting agencies for events.

Placing a minimum of (10) outgoing Meeting & Conference sales calls per day to members of the Greater Orlando Chapter of Meeting Planners International. Calls logged in iDSS CRM Database.

Generated RFP for Rusty Bindings Ski Club and Monalto Corporate to area hotels.

PPT Presentations on the region submitted to our representation in Australia and China.

Ale Trail videos distributed to TravelNevada representation in UK, Australia, Mexico, Brazil, France, India and China.

Registered for Mountain Travel Symposium Group and Meeting Exchanges to be held March 29-April 1.

President/CEO Report
Activities Report
November 14th, 2016

- NORTH LAKE TAHOE MARKETING COOPERATIVE
 - Implementing Winter marketing efforts with Augustine Ideas
 - Worked with NLTRA accounting team on quarterly coop financial statements
 - Implementing Winter social and communication plans with Abbi Agency
 - Coordinated with LTVA on Amgen Tour of California Women's Tahoe stage race
- OPERATIONS & ACCOUNTING
 - Continue refinements to POS and QuickBooks accounting process
 - Worked with accounting firm on FY 2015/16 Year End Financial Statements
 - Worked with accounting firm on FY 2015/16 Tax Returns
- PROJECTS
 - Completed porch repair
 - Informative display installation scheduled for late November
 - Began review and analysis of merchant banking accounts
 - Continued work on the Tahoe Filmfest project
 - Held Art Opening with Sierra Nevada College Student and Instructors
 - Completed winter merchandise ordering for retail store
- MEETINGS
 - Attended Visit California Content & Brand Committee meeting
 - Attended RASC Executive Committee meeting
 - Attended Chamber Membership Luncheon
 - Attended NLT Marketing Coop Board meeting
 - Attended Nevada Museum Association Reception and Luncheon
 - Met with Activity Tickets programming team on reporting process and new site launch
 - Attended RSCVA Special Board meeting (2X)
 - Attended Sierra Ski Marketing Council/Ski Lake Tahoe PR Summit