



LAKE TAHOE
VISITORS AUTHORITY

SOUTH SHORE

Annual Report

2009-2010

Prepared by Carol Chaplin, Executive Director



www.facebook.com/TahoeSouth



www.twitter.com/SouthShoreTahoe



www.youtube.com/user/LTVA

EXECUTIVE MESSAGE

None of us in hospitality/tourism will look back on 2010 as a stellar year; as we all know, the travel industry has suffered a huge blow and most of our efforts this past year were geared towards retaining market share, not growing it. The LTVA Board and its various advisory committees are to be commended for staying the course: we maintained focus on the strategic plan and on the Lake Tahoe South Shore branding efforts and deployed our resources against the Northern California drive market with a crisp, impactful advertising schedule that ultimately delivered over 50 million impressions.



In our Looking Ahead section of the 2008-09 report, we promised to report on the differentiation of the destination, the Strategic Plan tactical execution, the website development supporting the brand platform (TahoeSouth.com) as well as the development of the community resource website (LTVA.org). These activities and their results are addressed in the following pages. We mentioned that the partnership with the TahoeChamber.org resulted in an El Dorado County promotional grant which built on the geotourism initiative gaining momentum across the country. The grant funding facilitated the collaboration of many County tourism organizations culminating in a regional collateral piece highlighting our authentic cultural, geographical, agricultural and historical assets and a food and wine event called Sample the Sierra, featuring regional wineries, produce and artisans, drawing over 600 attendees the first year.

Speaking of events, we also hinted that the LTVA had identified several new events including Hot August Nights and the Aflac Iron Girl sprint triathlon, and these were indeed executed with great results.

It's important to note that since our fiscal year shifted to align with funding cycles, 2009-10 was a 9-month year; more information on some of these programs will not be fully detailed in this report, but will be addressed in our 2010-11 year-end review. We are very proud of these initiatives and are anxious for our constituents and our community to share our enthusiasm for what the Lake Tahoe Visitors Authority is working towards every day - which is to gain additional awareness and increase visitation to Lake Tahoe South Shore.

Carol Chaplin
Executive Director
Lake Tahoe Visitors Authority

FINANCIAL POSITION

JUNE 30, 2010

Operating Cash	\$372,784
Cash Reserves	\$505,957
Receivables	(\$308,135)
Prepays*	\$1,160,625
Inventory	\$3,480
Fixed Assets	\$56,699
Total Assets	<u>\$1,791,410</u>
Payables	(\$104,553)
Current Liabilities	\$135,634
Equity	\$1,760,330
Total Liabilities & Equity	<u>\$1,791,410</u>

*Primarily July 4th Fireworks & Celebrity Golf

The LTVA Fiscal Year 2009-2010 represents nine months only, October 2009 to June 2010. The decision was made to change the fiscal calendar to mirror the majority of our state and funding entities' fiscal reporting periods.

For the 9-months ending June 30, 2010, the LTVA showed a net profit of \$57,068 compared to a budget of \$0. The Board approved the 'carry over' of these funds to be spent in FY 2010/11 to supplement the advertising budget. Overall revenues came in 2% under Budget. The decrease in PR & Summer Event revenues was offset by strong TOT collections received from the SLT TID. Expenses were carefully managed, with savings re-allocated to the advertising budget as funds became available.

HISTORY

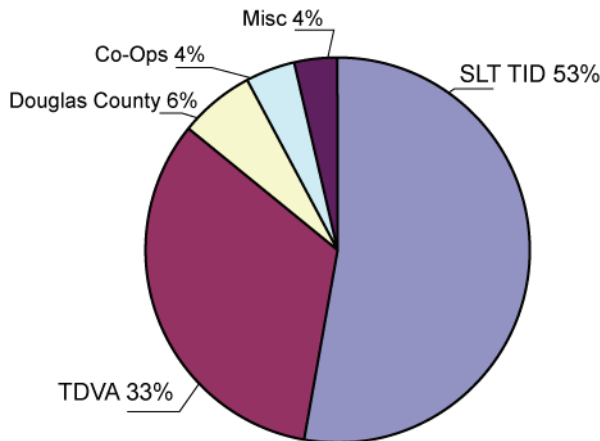
The Lake Tahoe Visitors Authority was founded in 1986 through a joint powers agreement between the City of South Lake Tahoe, California, and Douglas County, Nevada. The LTVA operates as an independent 501(c) 6 corporation. As a regional organization the LTVA represents the South Shore of Lake Tahoe from Glenbrook, Nevada to Emerald Bay, California.

MISSION STATEMENT

The mission of the Lake Tahoe Visitors Authority is to market the South Shore of Lake Tahoe as a unique, world-class, year-round resort destination for the economic benefit and quality of life for the area, while respecting its traditions and environment.

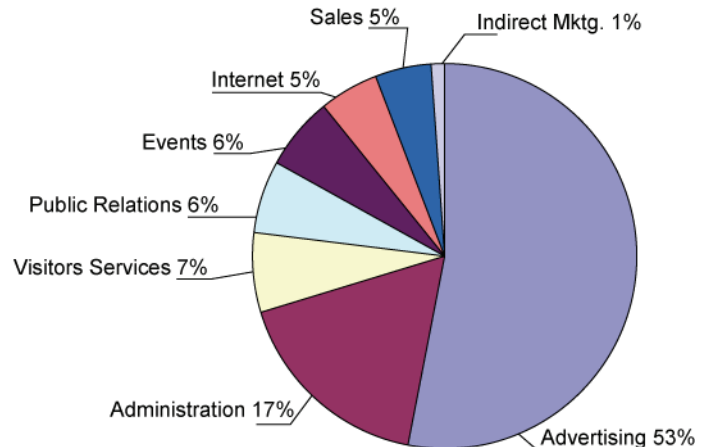
FUNDING

REVENUE FY 2009-2010
9 months October 2009 - June 2010



EXPENSES

EXPENSES FY 2009-2010
9 months October 2009 - June 2010



SALES/MARKETING

MEETINGS AND CONVENTIONS

The LTVA works to promote Lake Tahoe's South Shore as a destination for meetings, conventions and trade shows. Services are designed to assist potential clients in identifying appropriate venues and reaching the appropriate contacts.

LTVA is a member of Reno-Tahoe Meetings Co-op, which resulted in almost 100 South Shore group leads in FY 09/10. LTVA's \$25,000 investment was leveraged to over \$162,000 in marketing value.

OTHER GROUP/LEISURE PROGRAM ACTIVITIES

- Taste of Tahoe Planners Symposium/ Familiarization Tour held June 3-5, 2010: LTVA hosted 25 qualified planners to the South Shore for three days of site tours, educational seminars and relevant activities. Planners represented companies such as All State, State Farm, Chevron and Ameritas. As a direct result of this event, South Shore partners have already booked five groups and one wholesale contract was signed.
- Editorial copy in Smart Meetings January 2010, Meetings West April 2010, Smart Meetings Nevada supplement September 2010, Holidays with Kids Magazine Australia winter 2010, Video segment in Travel Daily and other e-news periodicals winter 2010, Vacations and Travel Australia April 2010, Ballarat Courier Australia June 2010, The Mail UK November 2009, Sunday Times UK December 2009, California Kids June 2010
- Hosted travel buyers from the UK and Australia during Super FAMs in partnership with California Travel & Tourism Commission.
- Hosted nine journalist Familiarization tours through CTTC.

INTERNATIONAL

LTVA retains the services of the following international representative firms:

- Black Diamond UK – covering England, Ireland, Scotland and Wales
- Gate 7 Australia – covering Australia and New Zealand

Both firms represent Lake Tahoe South Shore in the sales and public relations arenas.

In addition, LTVA maintains strong working relationships with the California Travel and Tourism Commission and the Nevada Commission on Tourism, both of whom have representative firms or offices in many other countries.

OTHER SALES/MARKETING PROGRAMS

LTVA WEDDING CO-OP

Recognizing the importance of the wedding industry to the South Shore community, the LTVA Wedding and Honeymoon Co-op program consists of an aggressive advertising/marketing campaign using a ratio of 90% online advertising to 10% print.

STRATEGIC ALLIANCES

The LTVA leverages funds through strategic alliances that broaden reach outside the regional advertising efforts. As a member of the Sierra Ski Marketing Council, the LTVA partners with Lake Tahoe ski resorts and destination management organizations to promote the winter product nationally and internationally. The California Travel and Tourism Commission offers a matching grant funding program to its rural region partners and the LTVA maintains membership in the High Sierra Visitors Council for the opportunity to co-op funds for attendance at international, national and regional consumer and trade shows, online presence and collateral distribution for the CTTC's High Sierra region. LTVA also maintains a membership and board seat on the Regional Marketing Committee, which supports the Reno-Tahoe International Airport and seeks to attract and maintain a high level of air service that allows the visitor easy and convenient access to the destination.

ADVERTISING

SUMMER CAMPAIGN 2010

In May of 2010, Lake Tahoe South Shore launched a new advertising campaign aimed at increasing awareness of South Shore as a unique vacation destination. The “Get your Vacation on” campaign highlighted a variety of outdoor and nightlife activities capturing the energy and excitement that define Lake Tahoe South Shore and separate it from its neighbor to the north. Secondary goals were to support South Shore Summers Series events and drive traffic to the new website, TahoeSouth.com.

The integrated campaign targeted active, young-at-heart adults and families in San Francisco and Sacramento drive markets. Multiple media channels (TV, radio, online banners, e-newsletters, paid search) were layered to increase frequency and keep Lake Tahoe South Shore top of mind as a summer vacation option.

TV

Energetic and quirky “Chins” and “Tug-of-War” :30 second TV spots created awareness in the San Francisco DMA and ran on a variety of cable (Comedy, Discovery, ESPN, E!, FX, USA, TNT) and broadcast stations (NBC, ABC, CBS). High profile programming such as The Today Show, Late Show with David Letterman, Good Morning America, Parks and Recreation and So You Think You Can Dance, increased our exposure.

A special program with Comcast Sports Network (formerly Fox Sports) gave Lake Tahoe South Shore a presence during all SF Giants and Oakland A’s home games. Comcast Sports broad coverage of Northern California and Nevada ensured our advertising was seen from Fresno to Lake Tahoe.

RADIO

:15 second traffic and weather sponsorship spots ran across a wide variety of top stations and promoted upcoming South Shore Summer Series events.

ONLINE BANNERS

Interactive rich media banners ran on TripAdvisor.com and Weather.com to reach people looking for vacation options and also on a wide variety of premium sites targeted to active, adventurous consumers through Collective Media ad network. Pre-roll video banners ran the :30 second tv spots via online video players on sites such as travelchannel.com and nbcbayarea.com, extending the reach of the TV campaign. Unique dynamic banners that changed creative based on the date were created to support events and entertainment.



E-NEWSLETTERS

Banners and several South Shore Summer Series event details were highlighted in Weekend Sherpa (outdoor enthusiasts) and Thrillist (active urbanites) e-newsletters, distributed to over 100,000 subscribers.

PAID SEARCH

Paid Search text ads ran on Google, Yahoo and Bing directing interested users to TahoeSouth.com

RESULTS

During the first month of the “Get your Vacation on” summer campaign (5/24-6/30):

- Media placements delivered over 21 million impressions
- 92,000 people visited TahoeSouth.com during the campaign period, a 25% increase from the previous months
- Online banners and e-newsletters drove 5,400+ clicks to TahoeSouth.com
- Paid Search listings sent 18,000+ interested consumers to the website
- The :30 second TV spots were viewed over 144,000 times online through the Pre-roll video placements

PUBLIC RELATIONS

The LTVA retains Weidinger Public Relations (WPR) to execute a comprehensive national and regional media communications plan to keep the Lake Tahoe brand awareness high in targeted markets through influential media. WPR implemented a comprehensive social media component utilizing Facebook, Twitter and YouTube to reinforce LTVA's brand and strategic plan.

2009-10 PR HIGHLIGHTS INCLUDE:

- New York Times (circ. 927,851) – Dec. 13, 2009 Ski Guide 2010 South Lake Tahoe
- USA Today (circ. 1,900,116) – Aug. 14, 2010 'Where the action is' - and the serenity
- VIA (circ. 2,783,833) – Feb. 2010, Photo of Emerald Bay, taken by Lee Foster who attended a previous SATW Conference hosted in South Lake Tahoe
- San Francisco Chronicle Pink Section (circ. 306,705) – Jan. 31, 2010 – Feb. 6, Flying high in Tahoe – Helicopter rides offer breathtaking views of Lake Tahoe
- Destination Weddings & Honeymoons Magazine (circ. 175,000) March/April 2010, Heavenly Mountain Resort, Zephyr Cove Resort, MontBleu Resort Casino & Spa and Camp Richardson are mentioned
- **SKI Magazine – (circ. 406,328) Dec. 2009, 12-page feature on Lake Tahoe Ski Resorts, co-op effort with multiple partners
- **Southwest Airlines Spirit Magazine – (circ. 480,328) – Nov. 2009, Features Lake Tahoe Ski Resorts, co-op effort with multiple partners
- **Peter Greenberg's Worldwide Travel Radio Show (over 150 radio stations, Sirius/XM and Armed Forces Radio) – Nov. 28, helped Russ Pecoraro coordinate interviews. Peter Greenberg interviewed Terri Marceron, supervisor of the U.S. Forest Service; Todd Offenbacher, Resort Sports Network, host and founder of the Tahoe Adventure Film Festival; Dave Borges, local historian; Curtis Fong, "The Guy from Tahoe" and creator of America's Most Beautiful Bike Ride; and Allen Biagi, Governing Board chair of Tahoe Regional Planning Agency

**Indicates co-operative effort

Advertising equivalency is estimated at \$1.5 million.

ROI on public relations is over \$24:1.

SOCIETY OF AMERICAN TRAVEL WRITERS

More than 30 media representatives from the Society of American Travel Writers Western Chapter were hosted to a 5-day, 4-night insider's view of Lake Tahoe South Shore designed to generate dozens of stories about the destination in major news, magazine and online outlets.

Weidinger Public Relations and LTVA organized the January 25–29, 2010 conference to include tour options with a plethora of story ideas throughout the conference. Individual itineraries were arranged for each member and their activities ranged from skiing and boarding at South Shore resorts to enjoying cruises, helicopter rides, spa treatments, dining, gaming, nightlife and more. Members who attended this conference represent national and regional outlets including VIA, USA Today, NY Post, Los Angeles Times, National Geographic Traveler, Boston Globe, San Francisco Chronicle, Sacramento Bee, Oregonian, San Diego News Network and SKI Magazine.

Results of the SATW Conference will be measured through clips of resulting stories over the next few years. A number of online articles have already appeared touting nightlife, skiing, sleigh rides, snowshoeing, dining and spa treatments. To-date circulation/listenership exceeds 8 million and the advertising equivalency is \$130,945. Many stories are scheduled for the winter 2010-11 season.



VISITOR CENTERS

The LTVA's Visitor Information Centers are a source of excellent information and free collateral for the traveling public. Visitor Centers are located at:

- 3066 Lake Tahoe Blvd., South Lake Tahoe, CA
- 169 Hwy 50, Stateline, NV
- 3180 Hwy 50, Meyers, CA (May – October)
Operated seasonally under a partnership agreement between the LTVA, the US Forest Service and the California Tahoe Conservancy.

ELECTRONIC MARKETING

Electronic Marketing is an integral component of the marketing, advertising, public relations and sales programs of the LTVA.

The LTVA e-newsletter is emailed each month to 36,000+ opt-in subscribers. Included are special offers, events, entertainment and featured properties. On average we see a 15% increase in visits to the website on the day that the newsletter goes out.

SOCIAL MEDIA

FACEBOOK

In FY 09/10 WPR took over the administration of LTVA's Facebook page, which now has more than 79,000 Fans. These fans receive weekly posts on events, real-time weather related information, road conditions, new developments in South Shore, photos, videos, trivia, promotions, etc. The goal is to create a buzz, keeping the destination top-of-mind while exponentially growing the network of Fans. The average post has 100,000-115,000 impressions (raw number of times a post is seen on our wall and in the 'News Feed' of fans).

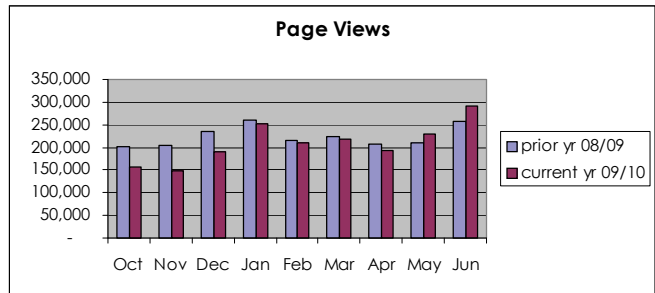
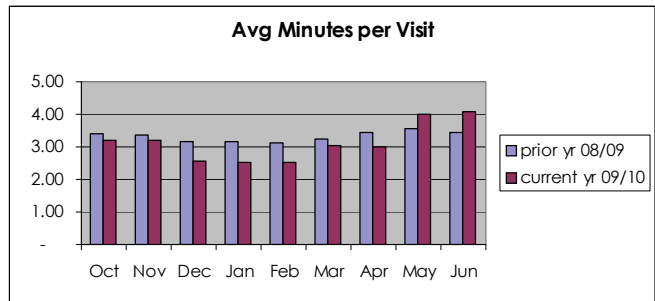
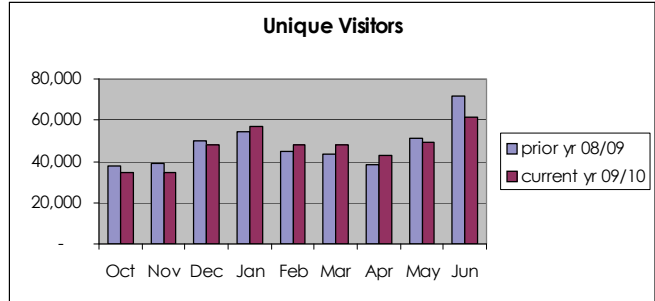
TWITTER

LTVA's Twitter Page has over 930 followers, including media outlets: NPR News, RGJ.com, KOLO, ABC News 10 Sacramento and travel websites as well as travelers who enjoy getting up-to-the minute alerts, weather conditions, and news articles about Lake Tahoe South Shore.



BLUELAKETAHOE.COM/ TAHOESOUTH.COM

In December 2009 the LTVA acquired the URL TahoeSouth.com to replace BlueLakeTahoe.com. A redesigned/rebranded website was launched in early May 2010 with a more vibrant/active theme.



LTVA.ORG

With the increased need to communicate with our constituents, the LTVA separated visitor information from local communication by creating a new website, LTVA.org, specifically for local businesses and community members. This site went live in January 2010 and is a valuable resource for our business partners. The site includes:

- LTVA Meetings
- Resources
- Opportunities
- Press Releases
- Industry News

LTVA STRATEGIC ALLIANCES

GOVERNMENTAL

California Travel and Tourism Commission
 City of South Lake Tahoe, California
 Douglas County, Nevada
 Nevada Commission on Tourism
 South Lake Tahoe Tourism
 Improvement District
 Tahoe Douglas Visitors Authority
 U.S. Forest Service/California
 Tahoe Conservancy

REGIONAL TOURISM

El Dorado County Tourism Authority
 High Sierra Visitors Council
 Lake Tahoe Gaming Alliance
 Lake Tahoe South Shore
 Chamber of Commerce
 Lake Tahoe Wedding &
 Honeymoon Association
 North Lake Tahoe Resort Association
 Regional Marketing Committee
 Reno-Tahoe Meetings Co-op
 Reno-Tahoe Territory
 Sierra Ski Marketing Council
 Ski Lake Tahoe
 South Lake Tahoe Lodging Association

NATIONAL/INTERNATIONAL TOURISM

American Bus Association
 American Society of Association Executives
 California Society of Association Executives
 National Tour Association
 Travel Industry Association of America
 Western Association of Convention &
 Visitors Bureaus



LOOKING AHEAD

As for looking ahead, this section could go on for pages. Let's start with how the American Century Golf Championship continues to be a home run - or rather hole in one - for this community, exceeding prior year's attendance once again - even with the PGA Reno-Tahoe Open on the same weekend. The summer campaign that Duncan/Channon executed produced tremendous results that we want to review in more detail. We're already outgrowing the new website and are ready to reinvent our online world again. Hot August Nights signs on for a three-year run, and now the dates are Sunday through Tuesday, bringing even more value to our destination in the form of a midweek occupancy boost. Iron Girl brought almost 500 competitors to our shoreline mid-September and will return for a second year in 2011.



And then, just when we thought we had promoted, attracted, executed and benefitted from all the events we could manage, the Amgen Tour of California Overall Start City was awarded to South Lake Tahoe and now we've really got the pedal to the metal. The largest cycling event in North America starts right here on Sunday, May 15, 2011 and never have I seen this community rally so strongly around one single event. Already our partners are stepping up for this momentous opportunity to not only welcome as many as 35,000 spectators from around the globe, but also to garner international exposure and recognition as a premier cycling destination. As the basin-wide Prosperity Plan takes hold, what a perfect nexus the LTVA work will provide.

Carol Chaplin
 Executive Director
 Lake Tahoe Visitors Authority

BOARD OF DIRECTORS

The LTVA Board of Directors is comprised of business professionals representing our funding sources' constituencies and who have the experience and willingness to serve the community beyond the scope of their demanding schedules and duties. Their volunteer responsibility includes steering company policy, building relationships with local government, interpreting the needs and interests of the community to the agency and staff, and determining the future course of the LTVA.

EXECUTIVE COMMITTEE

Chairman: Patrick Ronan
Vice Chairman: Blaise Carrig
Treasurer/Secretary: John Koster

BOARD MEMBERS

City of South Lake Tahoe
Hal Cole, City Council

Douglas County
Nancy McDermid, County Commissioner

Tahoe Douglas Visitors Authority
John Koster, Harrah's/Harveys
Blaise Carrig, Heavenly Mountain Resort

South Lake Tahoe Tourism Improvement District
Patrick Ronan, Tahoe Lakeshore Lodge & Spa
Jerry Bindel, Aston Lakeland Village

Lake Tahoe South Shore Chamber of Commerce
Patrick Atherton

STAFF

Carol Chaplin
Executive Director

Sue Barton
Deputy Director

Mike Frye
Sales & Events Manager

Anne Sutterfield
Website and Operations Manager

Libby Barkley
Accounting Manager

Georgette Riley
Administrative Assistant

Visitor Information Specialists

Carol Coniglio
Paul Hubbell
Madalyn Jenkins
Dan Klenske
Ethan Niven
Michael Papa
Mary Sheldon
Justin Stanton

MARKETING COMMITTEE

Mindi Befu
Sierra-at-Tahoe

John Wagnon
Heavenly Mountain Resort

John Packer
Harrah's/Harveys

Bill Cottrill
Embassy Suites Lake Tahoe Hotel & Ski Resort

Michael Newberger
Lakeland Village Beach & Mountain Resort

Margie Maxhimer
Tahoe Summers

Bryan Davis
Edgewood Tahoe

Mike Donovan
MontBleu Resort Casino & Spa

SALES COMMITTEE

Steve Lowe
Harrah's/Harveys

Scott Craig
Riva Grill

Rich Bodine
Inn by the Lake

Warren Martineau
Forest Suites Resort

Eric Rhodes
Sierra-at-Tahoe

Corinna Osborne
Horizon Casino Resort

Lynsey Wright
Heavenly Mountain Resort

CONTRACT SERVICES

Duncan/Channon
Advertising Agency

Visionary Consulting
Website

Weidinger Public Relations
PR Agency

PUBLIC RELATIONS COMMITTEE

Phil Weidinger & Jenn Boyd
Weidinger Public Relations

Austin Sass
ARAMARK

Russ Pecoraro
Heavenly Mountain Resort

John Packer
Harrah's/Harveys

Bryan Davis
Edgewood Tahoe

Kirstin Cattell
Sierra-at-Tahoe



LAKE TAHOE
VISITORS AUTHORITY
SOUTH SHORE

LTVA LOCATIONS

Executive Offices

169 Highway 50
Stateline, NV 89449
775.588.5900

CA Visitor Information Center

3066 Lake Tahoe Boulevard
South Lake Tahoe, CA 96150
530.541.5255 / 800.AT.TAHOE

NV Visitor Information Center

169 Highway 50
Stateline, NV 89449
775.588.4591