



LAKE TAHOE
VISITORS AUTHORITY

SOUTH SHORE

September, 2011

Dear South Shore Partners,

The LTVA staff is looking forward to the 2012-13 year and committed to promoting our community as a premier destination. As you know, one of our most important collateral pieces showcasing all there is to see and do in the South Shore area is the Travel Planner. HD96, our publication partner, is in the process of creating our 2012/13 Lake Tahoe Travel Planner for publication in February 2012. This is the only official Visitors Guide distributed by the LTVA in response to our ad campaigns and promotions. As many as 50,000 planners will reach people who are planning their vacations to Lake Tahoe and have specifically requested additional information. The newly redesigned South Shore guide will feature our unique character along with beautiful photography and helpful lists of dining and recreational activities. This is an extremely cost-effective advertising opportunity that puts your business information in the hands of interested travelers.

Each advertiser in the Travel Planner will also receive an online ad in the online version of the Travel Planner. All of your online ads will offer a link directly to your property or business. Each quarter you will get a report showing how many click-through visitors your website had from this online link – so we can show you how it is performing. Your online ads may be changed up to *4 times* a year to feature special offers or seasonal packages – at no charge to you. And we're also excited to announce that, new this year, the LTVA Travel Planner will be available for free download from Zinio - an online magazine outlet that provides an additional channel of distribution. The LTVA will be absorbing the cost of this service so once again there's no cost to you.

With the help of HD96, the LTVA is able to offer a very affordable way to reach markets that your own marketing budget will probably not allow you to reach. Susan O'Brien, HD96 Account Manager, is pleased to schedule an appointment to discuss this opportunity. Feel free to contact her at: 775-831-2094 or susan@hd96.com

Wishing you success in your marketing efforts,

Carol Chaplin
Executive Director

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