



L A K E T A H O E

V I S I T O R S A U T H O R I T Y

About the LTVA

Board Members

Pat Ronan – SLTTID

Jerry Bindel – SLTTID

Pete Loughlin – LTSSCC

Blaise Carrig – TDVA

Hal Cole – CSLT

Nancy McDermid – Douglas County

John Koster - TDVA

About the LTVA

Marketing Advisory Committee Members

John Wagnon – Ski

Mindi Befu – At Large

Margie Maxhimer – Restaurant/Retail

Ward Bullard – Gaming

Tom Davis – Gaming

Bill Cottrill – CA Lodging

Michael Newberger – CA Lodging

Bryan Davis – Recreation/Attraction

Staff

- Sue Barton
- Anne Sutterfield
- Mike Frye
- Libby Barkley
- Visitors Center Representatives

Use the LTVA

- Web Site
- Visitors Centers
- Meetings
- Blog
- Promotional and trade opportunities
- What's Happening
- Strategic Marketing Survey

Economic Impact Of Tourism

South Shore Region =
El Dorado County/
Douglas County

Tourist Spending Circulates Widely through
the Community and has a Significant
Economic Impact on All Residents

80% of Work Force Tied to Tourism

Industry	Employees	Percentage
Services: Hotel, Restaurant, Ski Resorts	11,425	57.44%
Retail	4,562	22.93%
Finance, Insurance, Real Estate	1,068	5.37%
Government	1,038	5.22%
Transportation & Communication	691	3.47%
Construction	527	2.65%
Other	581	2.92%
Total	19,892	100.00%

*Data compiled for the LTSSCC by Applied Geo Solutions,
Experian

2.7 million visitors

\$1.2 Billion

	Day	Overnight
Lodging		\$112
F/B	\$23	\$109
Entertainment	\$28	\$130
Gaming	\$20	\$93
Retail	\$9.50	\$44
Transportation	\$2.50	\$11.50
TOTAL	\$65	\$382.50

Impacts

- \$635 Million in Direct Income
- \$86 Million in Indirect Income
- \$121 Million in Induced Income
- \$145 Million in state and local tax receipts

- For every \$1.00 a visitor spends, we invest back into the economy \$.53

Summer Campaign

2009 Summer Campaign

Qualitative research project for LTVA's positioning platform

- Conducted 6 focus groups where we talked to past and prospective travelers.
- San Francisco (key backyard volume market)
- Los Angeles (key in-state opportunity market)
- Dallas (key domestic opportunity market)

Research Findings

Consistent with 2002's

Perceptions remain incredibly positive.

The destination is still seen as unique due to a distinctive combination of assets

- natural beauty
- mountain setting
- variety of outdoor activities in a compact area
- varied nightlife
- the lake is still perceived as the key element for the destination

Day in. Night Out.

- Summer has a certain energy, a feel, a pulse.
- It is the underlying rhythm that fuels activity and fun.
- Lake Tahoe is a unique conduit for this summer pulse
- Visually and sonically, this pulse is harnessed by combining shots of day and night activities with graphic overlay that functions as a music equalizer, giving a sense of energy and movement

Planning Parameters

Target - Brandcaster Vacation Travelers: Adults 25-54, HHI
\$75K+

Timing - May-August 2009

Media Vehicles/Units

- Spot TV :15 Unit
- Online
 - Banners
 - SEM
 - Email

Geography:

- Bay Area, Sacramento
- Expand beyond Northern California into broader geography where possible

2009 Summer Campaign Objectives

- Drive leisure occupancy Memorial through Labor Day Weekends
- Increase length of stays, with emphasis on mid-week
- Increase website visits to generate
 - property leads
 - database registration

2009 Summer Television Media Strategies

- Eight week run: May - July in priority markets (SF/SAC)
 - May activity (w/o 5/11-5/18) scheduled in Prime daypart to take advantage of high impact programming/network finales of May Sweeps period
 - Three weeks of activity scheduled in both June and July, multiple dayparts will be used to reach broader audience
- Will reach approx 80% of the target an average of 7.4 times. 65% will be exposed to the message at least three times.

2009 Summer Online Banner Media Strategies

- Geo-targeted banner ads
 - Link consumers directly to landing page for trip planning tools
 - Use geo-targeted travel sites, reaching audiences closest to point of purchase, more receptive to messages and sites providing maximum appeal against the passion-based segments
 - Example: *Trip Advisor, Expedia*
 - Focus on websites that deliver efficient pricing to extend campaign's reach and maximize impressions
 - Zagat.com, Centro* (Local Newspaper Ad Network), *Weekend Sherpa* (Bay Area Email Newsletter)

2009 Summer SEM Strategies

- Online search campaign reaching travel mindset audiences. Support searches specific to the campaign messaging to close the loop on trip planning
- Keep South Shore in consideration set of deal-driven searches
 - General Vacation Searches: "getaways", "travel", "outdoors"
 - CA/Lake Tahoe Searches: "California Travel", "Lake Tahoe vacation", "Northern CA travel ideas", "Lake Tahoe Deals"
 - Deals/Offerings: "Discount travel", "California vacation offers", "trip specials"
 - Seasonal: 4th of July", "Summer Concerts/Events"

2009 Summer Online Media Buy Summary

Banners					
Publisher	Percent of Budget	Impressions	CPM	Cost	Size/ Type
Trip Advisor	26.50%	4,855,452	\$13.37	\$64,898.30	300x250, 728x90
Zagat.com	22.33%	6,988,113	\$7.83	\$54,689.58	300x250, 728x90, 160x600
Expedia	20.23%	3,144,651	\$15.75	\$49,539.64	300x250, 728x90, 160x600
Centro	13.10%	5,936,645	\$5.40	\$32,084.56	300x250, 728x90, 160x600
Weekend Sherpa	9.30%	7 Advertorials	Fee	\$22,787.33	Email
Eyeblaster	8.54%	20,924,862	\$1.00	\$20,924.86	Ad-Serving
Total	100.00%	20,924,862	\$10.63	\$244,924.27	
SEM					
Category	Percent of Budget	CPC	Clicks	Cost	Geo
Lake Tahoe Vacation	40.00%	\$1.53	14,118	\$21,600.00	National
California Vacation	25.00%	\$1.75	7,714	\$13,500.00	California
General Vacation	15.00%	\$1.86	4,355	\$8,100.00	California
Lake Tahoe General	10.00%	\$1.66	3,253	\$5,400.00	National
Seasonal	10.00%	\$1.43	3,776	\$5,400.00	California
Total		\$1.63	33,216	\$54,000.00	
Campaign Total				\$298,924.27	

2009 Summer Media Plan Flowchart

	APR	MAY				JUNE				JULY				AUGUST					NET COST
	30 6 13 20	27 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 27 31														
Phase 1 - Inspiration																			
Television San Francisco & Sacramento :15 Bookends A25-54 TRPs					High Impact Programming; Network Finales 80	Full Daypart Mix (AM/PT/LN/LF/CAB) 300				Full Daypart Mix (AM/PT/LN/LF/CAB) 300									\$ 532,550
Display Banners	California															\$ 244,925			
Phase 2 - Information																			
SEM	California															\$ 54,000			
Phase 3 - Price/Trip Details																			
LTVA Website Campaign Landing Page Trip Activities Application Sample Activities Log Travel Planner/Event Calendar	[Yellow Bar]																		
Linking from Landing Page to Partner Websites	[Yellow Bar]																		
TOTAL MEDIA EXPENDITURES															\$ 831,475				

Day In, Night Out.



2009 Summer Online Banner Creative



2009 Summer Online Landing Page Creative – Day Activities



[VIEW CURRENT TAHOE EVENTS](#) [FEATURED PARTNER](#)

adjust your vibe

[Visitor Info](#) [Where to Stay](#) [What to Do](#) [Outdoors](#) [Getting Around](#) [Travel Tools](#)

DAY NIGHT

WET	DRY	ADVENTUROUS	RELAXING	PHYSICAL	INDULGENT

Your
Day In
Activities

- Wet > **Water Sports** : Birkholm's Water Ski School
- Dry > **Shopping** : Marcus Ashley Galleries
- Adventurous > **Hiking/Walking** : Grover Hot Springs State Park
- Relaxing > **Rafting** : Kayak Tahoe
- Physical > **Golf** : Magic Carpet Golf (Miniature Golf)
- Indulgent > **Spa/Fitness** : Massage Therapy Cottage - Day Spa

[VIEW ACTIVITY
DETAILS](#)

2009 Summer Online Landing Page Creative – Night Activities



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DAY NIGHT

PARTY	RELAX	INDULGENT	ROMANTIC	FAMILY	LUXURY

Your **Night Out** Activities

- Party > **Arts & Culture** : Oh My Godard Fine Art Gallery
- Relax > **Live Music Venues** : Chase's Bar & Grill
- Indulgent > **More Than \$20** : Scusa on Ski Run
- Romantic > **Deli Cafe** : Rude Brothers Bagel & Coffee Haus
- Family > **Bed & Breakfast** : Black Bear Inn-Bed & Breakfast
- Luxury > **Casino Hotels** : MontBleu Resort Casino & Spa

[VIEW ACTIVITY DETAILS](#)



2009 Summer Online Landing Page Creative – Activities Details



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[DAY](#) [NIGHT](#)

Your Activities Details

[PRINT PAGE](#)

[SEND TO FRIEND](#)

[BACK](#)

* DAY ACTIVITIES

WET Water Sports	DRY Shopping	ADVENTUROUS Hiking/Walking	RELAXING Rafting	PHYSICAL Golf	INDULGENT Spa/Fitness
Birkholm's Water Ski School	Marcus Ashley Galleries	Grover Hot Springs State Park	Kayak Tahoe	Magic Carpet Golf (Miniature Golf)	Massage Therapy Cottage - Day Spa
VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO

☾ NIGHT ACTIVITIES

PARTY Arts & Culture	RELAX Live Music Venues	INDULGENT More Than \$20	ROMANTIC Deli Cafe	FAMILY Bed & Breakfasts	LUXURY Casino Hotels
Oh My Godard Fine Art Gallery	Chase's Bar & Grill	Scusa on Ski Run	Rude Brothers Bagel & Coffee Haus	Black Bear Inn-Bed & Breakfast	MontBleu Resort Casino & Spa
VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO	VIEW ALL INFO

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http://ltva.org/#/?itinerary=12-1181_5-1172_2-1528_11-810_2-398_8-911_3-1828_7-87_12-150_2-1051_6-590_12-13

