

**Anne Sutterfield**

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**From:** Anne Sutterfield [Anne@ltva.org]  
**Sent:** Tuesday, October 18, 2011 1:34 PM  
**To:** info@tahoesouth.com  
**Subject:** Visit California Winter Deals

Dear Snow Partner:

Visit California is sourcing value-packed (not necessarily inexpensive) snow-related packages celebrating Winter in the Golden State. The hotel, resort and recreation deals may include beginner clinics, military discounts, free nights, vacation rentals, family and group getaways, etc. The package doesn't need to have a lot of free elements as long as consumers perceive they are getting a better deal by booking it than they would if they bought the elements individually. The more creative, the better!

Visit California will promote the [Winter Deals](#) landing page through owned media channels, including SEM keywords, social media, monthly e-newsletter, web enhancements, a press release and other opportunities as they become available from November through April.

**Submission Process:**

\*\* Reply to this email with deal submission(s) by **Friday, October 21 (EXTENSION!)**.

\*\* Please follow this general format:

**VENUE NAME, LOCATION** (include venue URL here) is offering a **PACKAGE NAME** package, starting at \$ \_\_\_. Includes (describe inclusions here). Subject to availability (note any restrictions, including blackout dates, here). Visit the Web site for more information (include direct web link to package here).

\*\* Include booking code and appropriate booking phone number for consumers to get the package, if available.

**Requirements:**

\*\* Deal must be valid until no earlier than 4/30/12.

\*\* There must be at least two combined offers to be considered for inclusion. For example, 20% off lodging, paired with ski rentals, lift tickets, lessons or dining.

Sample Deals:

- \*\* Beginner Ski/Snowboard Clinics
- \*\* Military Ski & Ride Free
- \*\* Ski & Ride Free on your Birthday
- \*\* Free Night Skiing with Daily Lift Ticket
- \*\* Book 3 Nights/Get 4<sup>th</sup> Night Free
- \*\* Vacation Rentals
- \*\* Group Getaways

10/25/2011

\* Kids Stay Free

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