

**South Lake Tahoe Lodging Association Meeting**  
**November 13<sup>th</sup>, 2014**  
**LTVA conference room**

**Board Members present:**

- John Steinbach, Pat Ronan, Rich Bodine, Jim Blossey, Jerry Bindel, Doug Williams, and Marelena Freitas

**Budget:**

- \$6,227

**Montbleu Resort Casino & Spa –Joe Love**

- Undergoing a \$24 million renovation
- Started on hotel remodel this week...all rooms will be remodeled including suites
- 100 rooms will be out of service for the next couple months and then an additional 260 thereafter once those first 100 rooms have been completed
- Completion date for first the phase is April 15<sup>th</sup>
- Next phase to start next fall: box office, showroom, restaurants and nightclubs
- Showroom will be closed of Sept & Oct of 2015
- 3<sup>rd</sup> Phase: outdoor improvements
- Rebranding to go after the older gamer crowd

**LTVA Marketing Presentation –Carol Chaplin**

***(PowerPoint presentation available through the LTVA if requested)***

- Mission of LTVA is to promote the destination year round and to stimulate overnight stays
- Budget is close to \$5 million:
  - Expenses: 44% advertisement and 30% Events
- LTVA advertises outside the destination targeting regional, national and international markets
- The Tahoe South brand means young at heart, adventurous, social , beautiful, active round the clock and a little bit quirky:
  - The Tahoe South brand separates use from the North Shore but still capitalizes on the “Tahoe” brand
  - Tahoe South is not renaming our town but branding the destination by incorporating both sides of the state line on the south shore
  - LTVA hired Duncan Shannon to help come up with the Tahoe South brand after an extended RFP process.
- Strategic Plan for the destination is to focus on 3 pillars:
  - Outdoor recreation
  - Entertainment
  - Indulgence: weddings, spas, etc.
- Summer Campaign: *#teamsummer*
  - 43 million impressions, over 255k clicks and 2,150 earned page visits
  - Flight campaign (may-sept): TV stations, Radio Stations, Eblasts, Digital Billboards, etc.
  - Supported 35 events throughout the summer months
- 2014 Winter Campaign:
  - Focused more heavily in LA market and will continue to for the next several years
    - Have lost 4% of that skier market to Utah in the last couple years

- Flight campaign consisted of outdoor billboards, eblasts and radio
- 2015 Winter campaign: *#teamwinter*
  - Will be rolled out in the next couple weeks
  - 1/3 of budget will be geared towards marketing in LA & Northern California
    - More money allocated to LA to drive that market
    - Weather report is really the best marketing tool for Northern California so less money is spent there
  - Focused on the winter destination: skiing, snowboarding, nightlife, and fun
    - More generic than summer campaign with less focus on events
- Improved flight service to Reno Airport will help to increase travel to the South Shore
  - South Tahoe Express will ramp up their services as flights increase

### **Chamber**

- EXPO date will be March 27<sup>th</sup> and location TBA
  - Theme: “ Innovation in the Basin”
- EXPO booths on sale for discounted rate until January 1<sup>st</sup>.
  - Visit [TahoeChamber.org](http://TahoeChamber.org) to sign up for your booth.

### **LTVA**

- Need packages from lodging partners
- Restaurant Week will be Jan 9-16<sup>th</sup>
  - Need restaurants to sign up to participate
- Drive & Drop during the 2<sup>nd</sup> week of December

### **Heavenly**

- Adrienne Crammer will be handling all group sales calls going forward

### **December Meeting:**

- Ski resorts and winter activities meeting
- SLTLA Board elections
  - 4 positions open: president, vice president, secretary/treasurer, and past president/member at large
  - Those running for office:
    - Rich Bodine for president
    - Doug Williams for vice president
    - Jerry Bindel for secretary/treasurer
    - Pat Ronin for past president/members at large