

South Lake Tahoe Lodging Association Meeting
Thursday, September 12th

Directors: Jerry Bindel, Doug Williams, Dell Dellinger, Rich Bodine, Darcy Nealis

Treasurers Balance - \$4683.41

Holding elections for 6 (six) positions at the December meeting. Here are the positions:

- 80 units Director
- 80 and More Units Director
- At Large Director
- Assoc. Director
- Director Represent Redevelopment Area
- Timeshare & Property Management Director

If interested in joining the board send an e-mail to secretary@sltla.org

Booking.com

Carly Kogler

- Senior Account Manager for Norther Ca.

Katie Kerri - Account Manager Ca. Tahoe - Truckee

Booking.com is the world's leading online hotel reservation site

- specialize in accommodations only, making it more property friendly
- book 500,000 plus room nights every day
- has more than 341,00 hotel partners in over 180+ countries
- more than 5,000 distribution partners worldwide
- over 110+ offices worldwide
- translate website in over 41 languages
- Booking.com has 23 + million guest reviews

Why use Booking.com?

- Booking.com is Google's #1 client to make sure their search results are the first to show. Their marketing budget can supplement your own campaign.
- lower commission and no fees to work with them
- guests pay property directly
- offer longer booking window
- longer length of stay
- personalized account management
- 24/7 customer service for hotel partners and guests so that means no switch board

Affiliate Partners

Booking.com has 5,000 affiliate partners worldwide giving you added exposure with a worldwide company. This means the appearance of your hotel and presence is much broader.

Facts & Figures About Lake Tahoe

- 70+ properties are book-able in the Lake Tahoe area; with a variety of properties ranging from Hotels, Cabins, Resorts, Motels, and Inns
- Plant Earth's #1 Accommodation Site
- focus mainly on accommodations
- 88 International Countries booked into Lake Tahoe in 90 days
- Top countries Booking into Lake Tahoe: Germany, France, UK, Switzerland, Brazil and the Netherlands

Mobile Application

Check out their mobile app. 1 Billion Transactions are made on mobile devices, with more than 100 million apps downloaded.

How to Get Started with Booking.com

- visit www.signupwithbooking.com
- fill out property info
- Account Manger will give a call to confirm & finalize your property

Matt Palacio from Sierra-At-Tahoe - Powder Alliance

Offers pass changeability for pass holders. Last year Sierra-At-Tahoe saw 4,200 people visit from outside of the area through the Powder Alliance. The biggest pull was from Mountain High from the LA area.

Powder Alliance Benefits

When you buy a season pass at any (1) of the (12) Ski Resorts, you have the option for ski dates and changeability with the 11 other resorts who participate in the Powder Alliance. Restrictions: Up to three times at each resort, Sunday-Friday, non-holiday.

***This is a great way to fill midweek beds for South Lake Tahoe lodging partners in the SLTLA.

Sierra-at-Tahoe is in the process of organizing a percent off discount to their members with the Powder Alliance. They will promote this discount using their channels. **20% Off Lodging** is the proposed discount for the Powder Alliance members. Rooms would be booked directly through the lodging property.

For a lodging property to participate in this Powder Alliance rooming discount promotion they must be a SLTLA member and must participate in the Sierra-At-Tahoe over the counter selling tickets at your lodging property.

If you are interested in providing a discount to Powder Alliance members - contact the board at secretary@sltla.org. For more info about Powder Alliance visit www.powderalliance.com

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Lake Tahoe Visitors Authority

- Looking for packages & special deals to promote on their website
- Visit ltva.org for resources and more info about things in the area
- LTVA Annual Report is out and will be up on TLVA.org
- There was a surplus of funds this year so they are budgeting out extra spending for the Southern California and LA market.