

2nd Annual Sample the Sierra

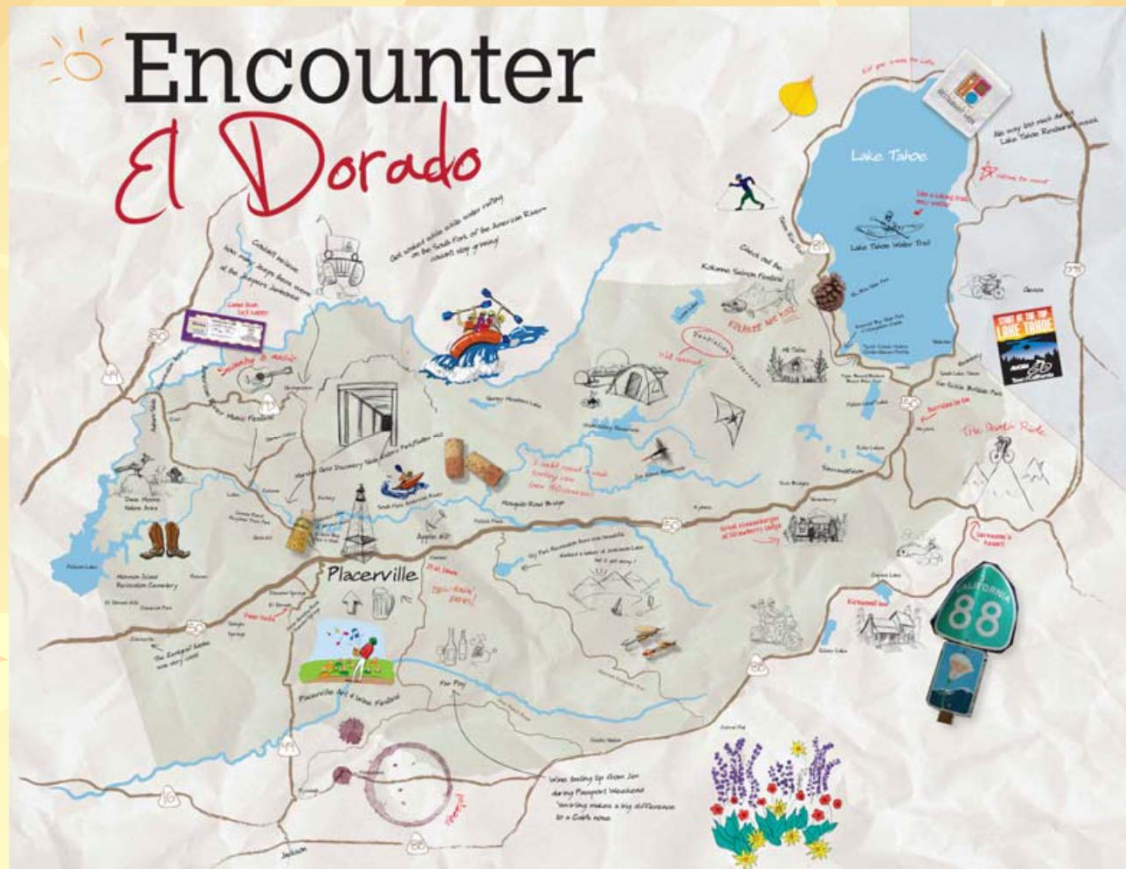
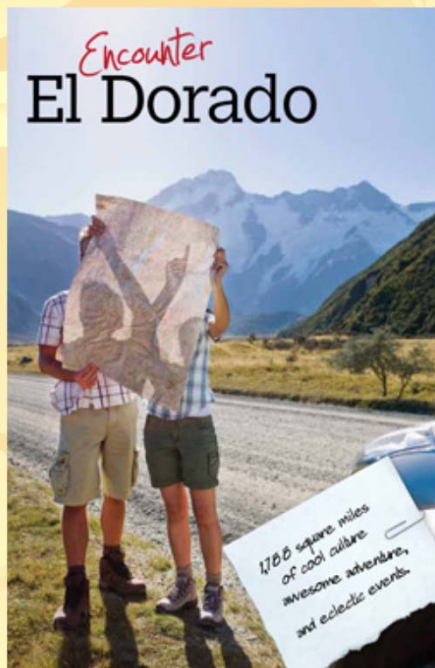
Recap Report to El Dorado County Supervisors

Tuesday December 13th, 2011

Betty “B” Gorman

TahoeChamber.org

Geotourism



Geotourism is defined as “tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents.”

Geotourism

Celebrating the
BEST food, wine
and art in the Sierra
Nevada!



2nd Annual Sample the Sierra



Sample the Sierra Survey Results

- 44% guests from out of the area

76% CA 13% NV 11% Other

- Average stay of 3 nights
- \$400 Spent on average
- 88% First year at event
- 82% Traveling without children



Media Recap

61,365,000

Impressions

20 Press Releases reached over 3,000 Media Outlets

55 Web Listings

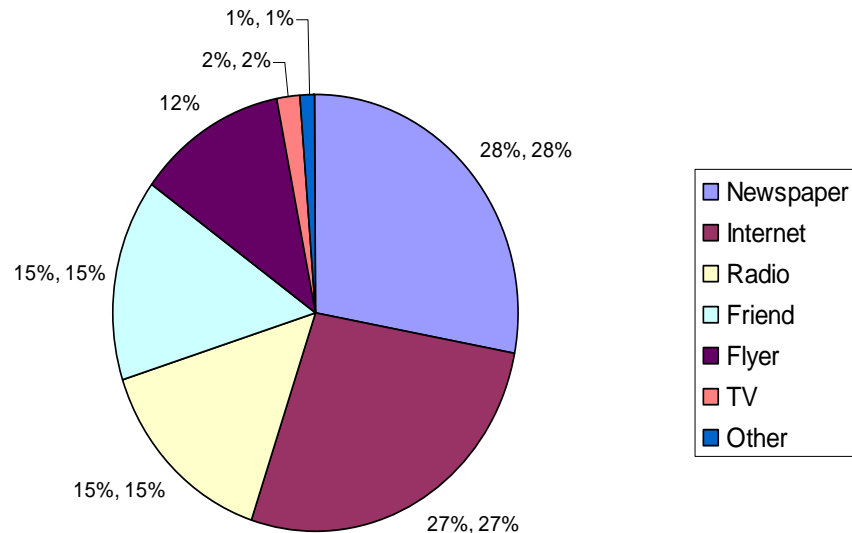
Over 15 Print Ads (Newspaper & Magazine)

500 Radio Spots

Over 250 Social Media Posts

5,000 Event Flyers distributed in El Dorado County

**How did you hear about this event?
Survey Says...**





Over 50 Website Listings including:

NBC Bay Area
LA Times
Tahoe South
Sacramento Bee
Fresno Bee
Sierra Heritage
Tahoe.com
City of SLT
Lake Tahoe News
Yuba Net

Tahoe Arts & Mountain Culture
Road Trips for Couples
Diablo Magazine
CapRadio
TahoeChamber
Tahoe Daily Tribune
All Voices
Visit El Dorado
Sierra Nevada Geotourism



Social Media

twitter

facebook



Over 250 Posts
Totaling
500,000
Impressions

About

Edit

A Farm to Fork Festival celebrating the Sierra Nevada Region

287

like this

Likes

See All



EverythingTahoe.x



Shadow Ranch
Vineyard &
Winery



Amber Oaks
Raspberries



Sample the Sierra

Check out our post event recap at www.samplethesierra.com! Thanks Pettit Gilwee :)



Your Sierra Event Site | Sample the Sierra
samplethesierra.com

338 Impressions · 0.30% Feedback

Like · Comment · Reshare · September 15 at 12:52pm

Pettit Gilwee likes this.

Write a comment...



Sample the Sierra

Thanks again to all of our vendors, volunteers, sponsors, and attendees at the 2nd Annual Sample the Sierra festival! There were over 1,500 people and good times were had by ALL! Stay tuned for details on next year's event...

422 Impressions · 1.66% Feedback

Like · Comment · Reshare · September 13 at 5:15pm



South Lake Tahoe

Carson Valley

Reno/Sparks

Truckee

Sacramento

Bay Area

Media Recap

Over 500 TV & Radio Spots



Print Media

**Ads in 10 Publications
5,000 Flyers Distributed in
El Dorado County**

Tahoe Daily Tribune

Record Courier

Marin Magazine

Lake Tahoe Action

Sierra Heritage

The Town Crier

Marin Magazine

Geotourism Map

Blue Business Review



LABOR DAY WEEKEND



Sample the Sierra



A Farm to Fork Festival celebrating the best food, wine, art and music in the Sierras.

Sample what the Sierras have to offer:

- Local, Week-long Specials starting Aug. 29th
- Winemaker Dinners Friday, Sept. 2nd
- Tours and Demonstrations Saturday, Sept. 3rd
- **Sample the Sierra Festival**

**Sunday
September 4, 2011**
Ski Run Blvd 12-5PM • South Lake Tahoe, CA

Featuring
Tastings by Riva Grill • Cafe Fiore • Nepheles • MacDuff's Public House
Wines by Madrona • Oakstone • Auriga • Lava Cap • Jodar
Live Performances by Late For Dinner • Lavish Green

- Fireworks Extravaganza Sunday, Sept. 4th

www.SampletheSierra.com

Event Sponsors





Questions?