

2013 Promoting El Dorado County's Geotourism Assets



Who we are:

■ Tahoe Chamber

- The Lake Tahoe South Shore Chamber of Commerce is a membership organization dedicated to developing, promoting and serving the business community. Our goal is to sustain a high quality of life by achieving economic vitality with sensitivity and respect for the environment.

■ Lake Tahoe Visitors Authority

- The mission of the LTVA is to market the South Shore of Lake Tahoe as a unique, world-class year-round resort destination for the economic benefit and quality of life for the area, while respecting its traditions and environment.

Three-pronged approach

- **4th Annual Sample the Sierra Festival & weekend activities**
 - Farm to Fork Festival
 - Business to Business
 - Ancillary events to enhance & lengthen visitor stay
- **Creating Influencers**
 - Social media campaign
 - Video vignettes
- **Integrating the Region**
 - Tourism Forum
 - Technology Workshop
 - Chamber Trek
 - Geotourism Award

4th Annual Sample the Sierra

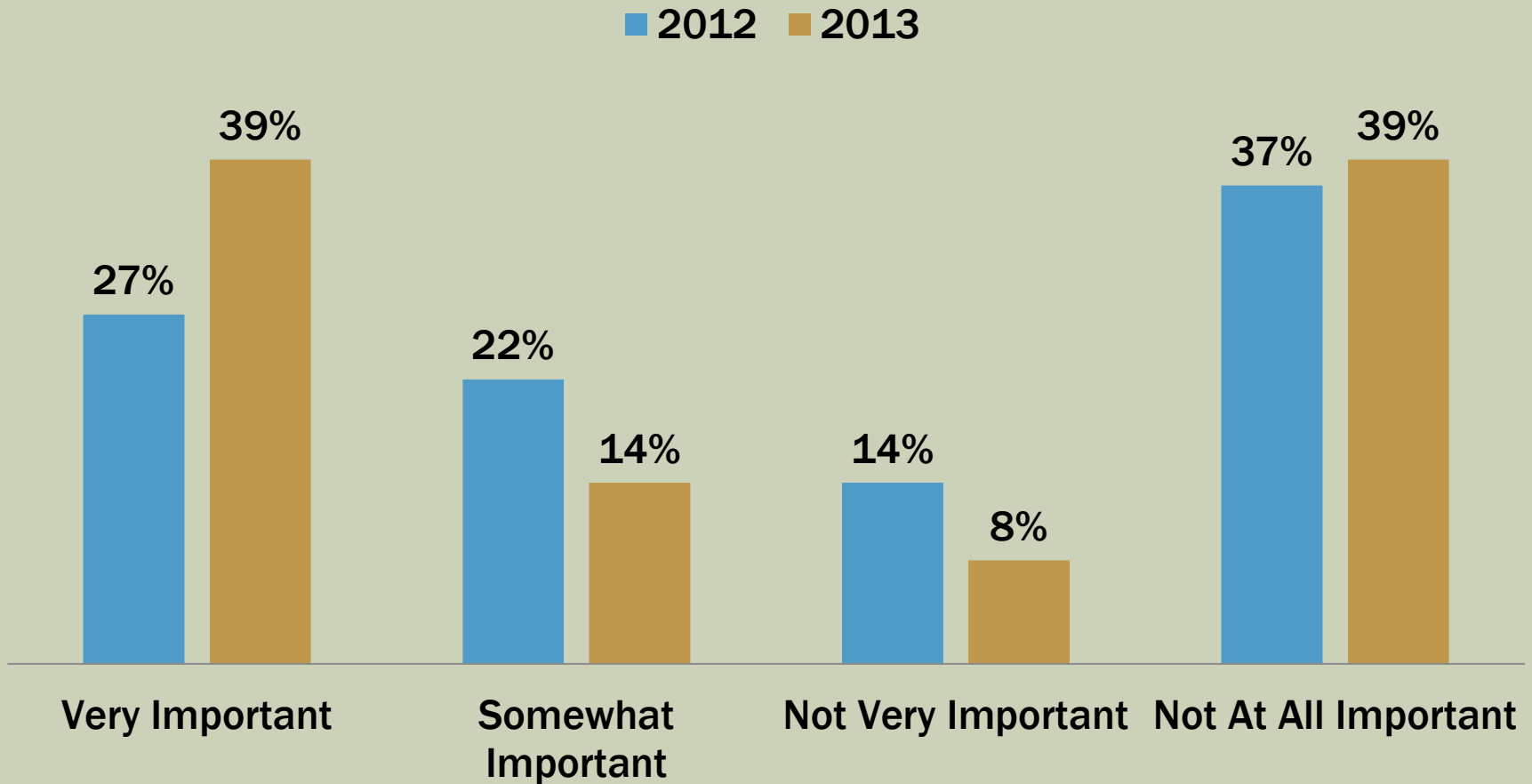
■ Sample the Sierra Facts

- 1500 Attendees
 - 23% Non CA/NV overnight
 - 35% CA/NV overnight
 - 31% Local
 - 11% Day Visitor CA/NV
- 12 Local Restaurants
- 2 Caterers
- 1 Food Truck
- 12 Wineries
- 2 Breweries
- 2 Distilleries
- Friday dinner in Camino
 - Bumgarner Winery

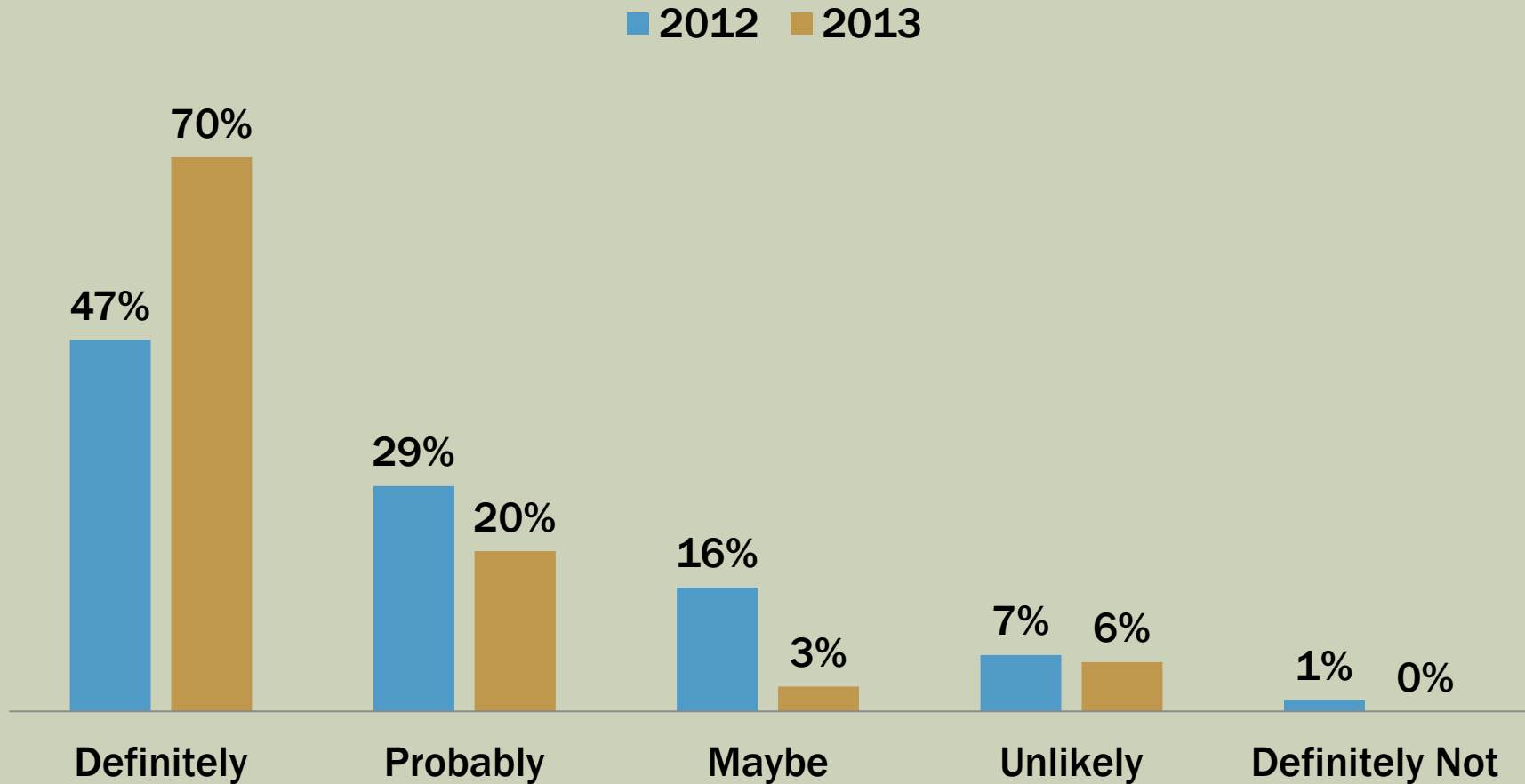


Photos: Lauren Lindley

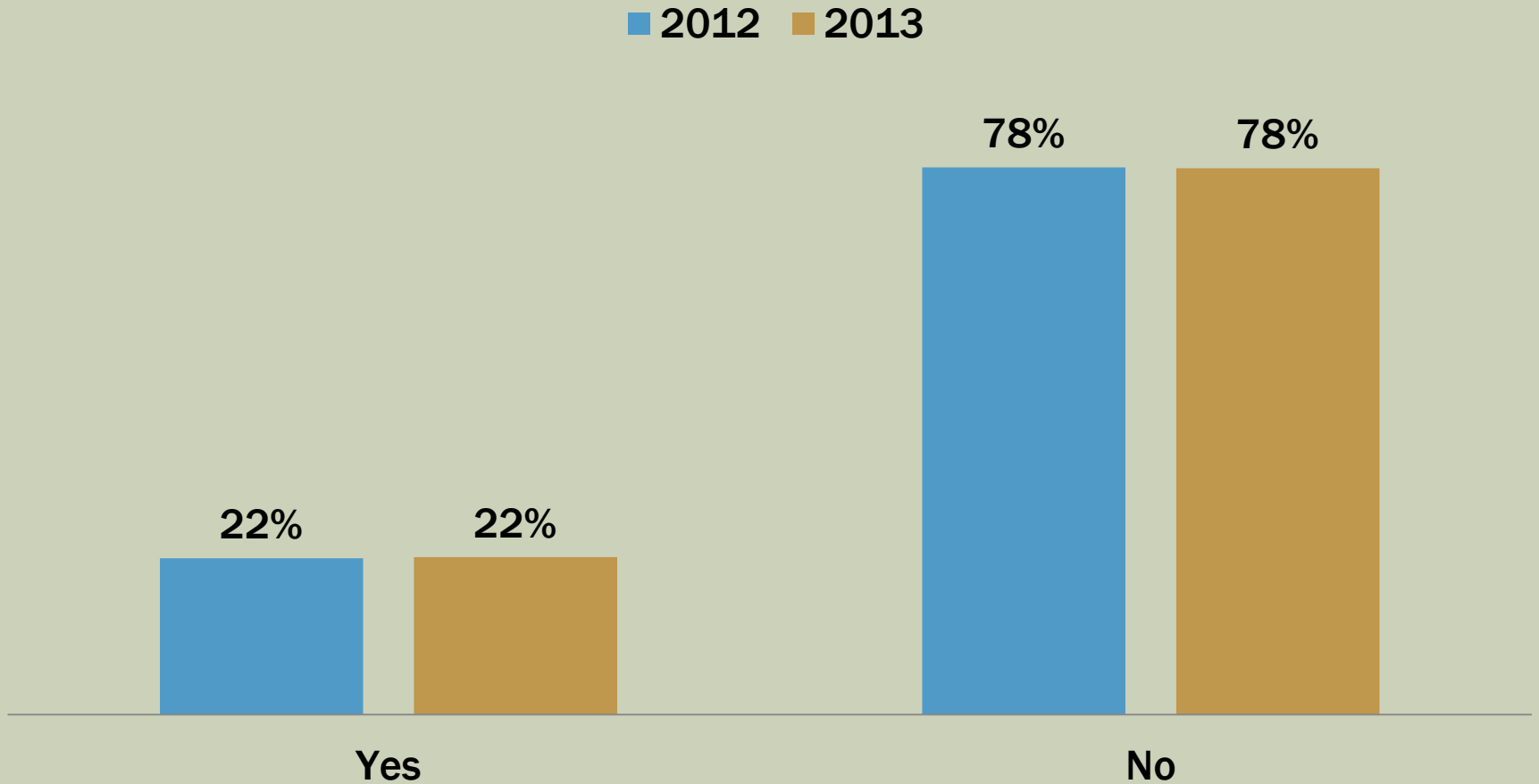
Survey: How important was this event to your decision to visit TahoeSouth?



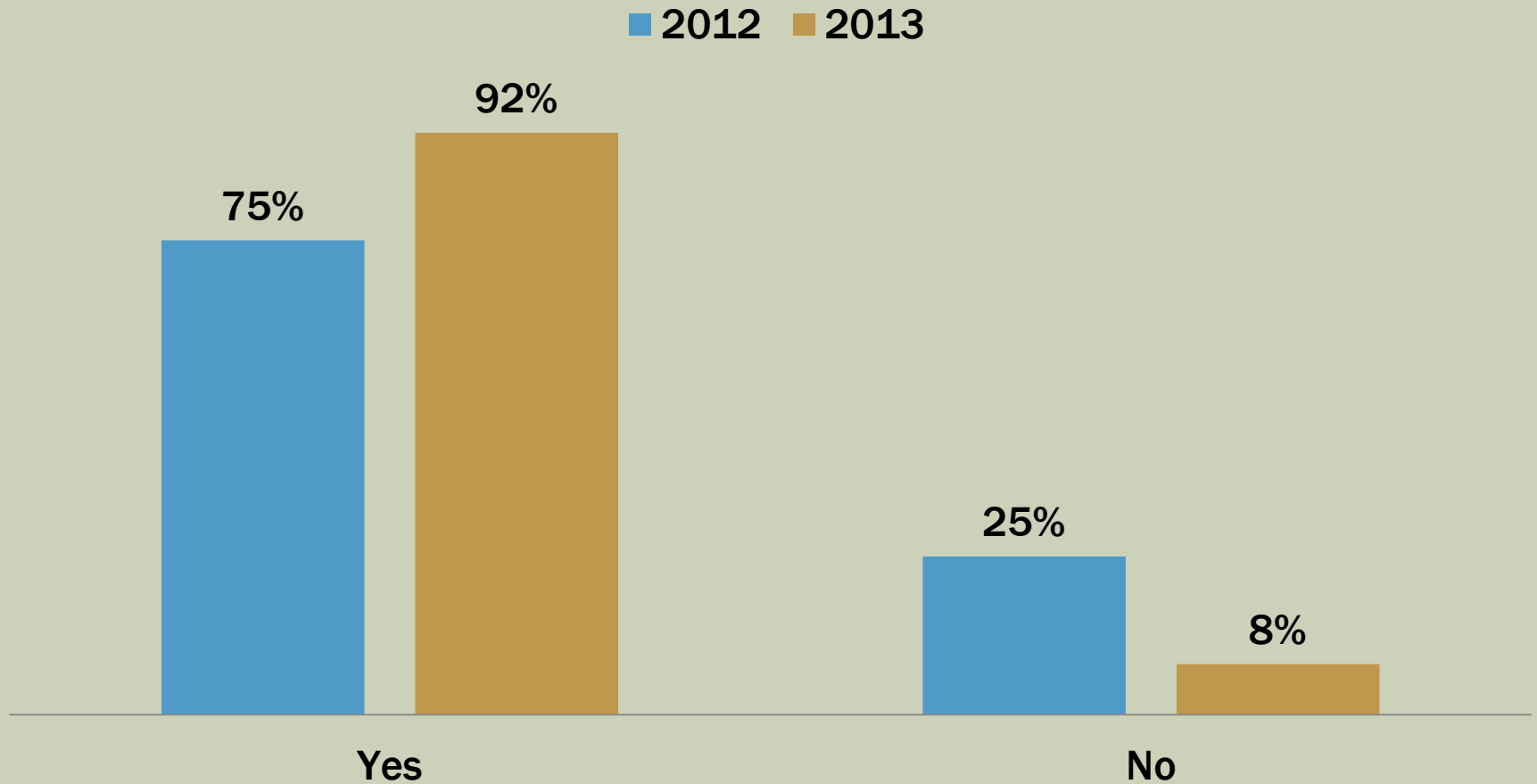
Survey: What is the likelihood you will return to TahoeSouth for a similar event?



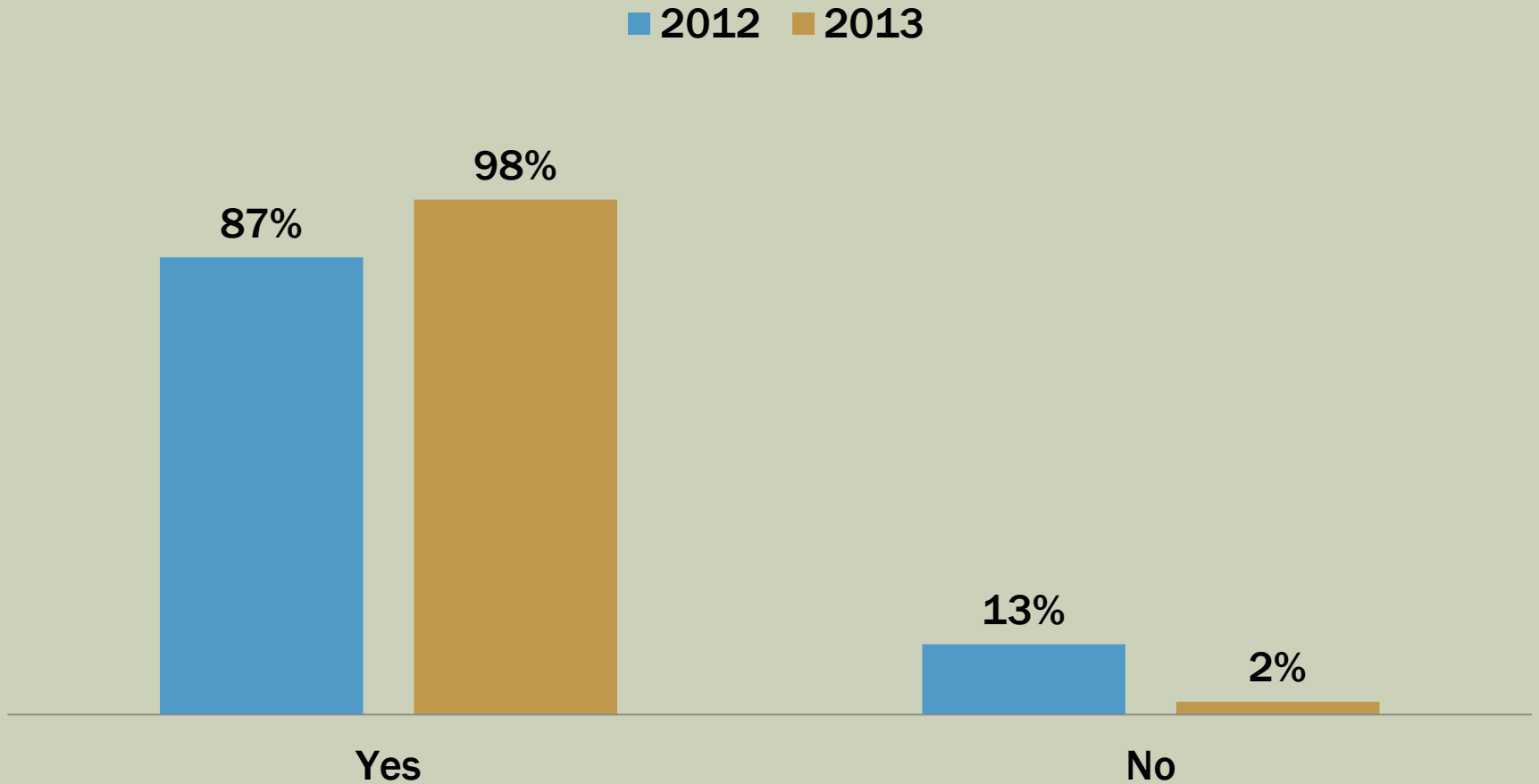
Survey: Have you attended this event before?



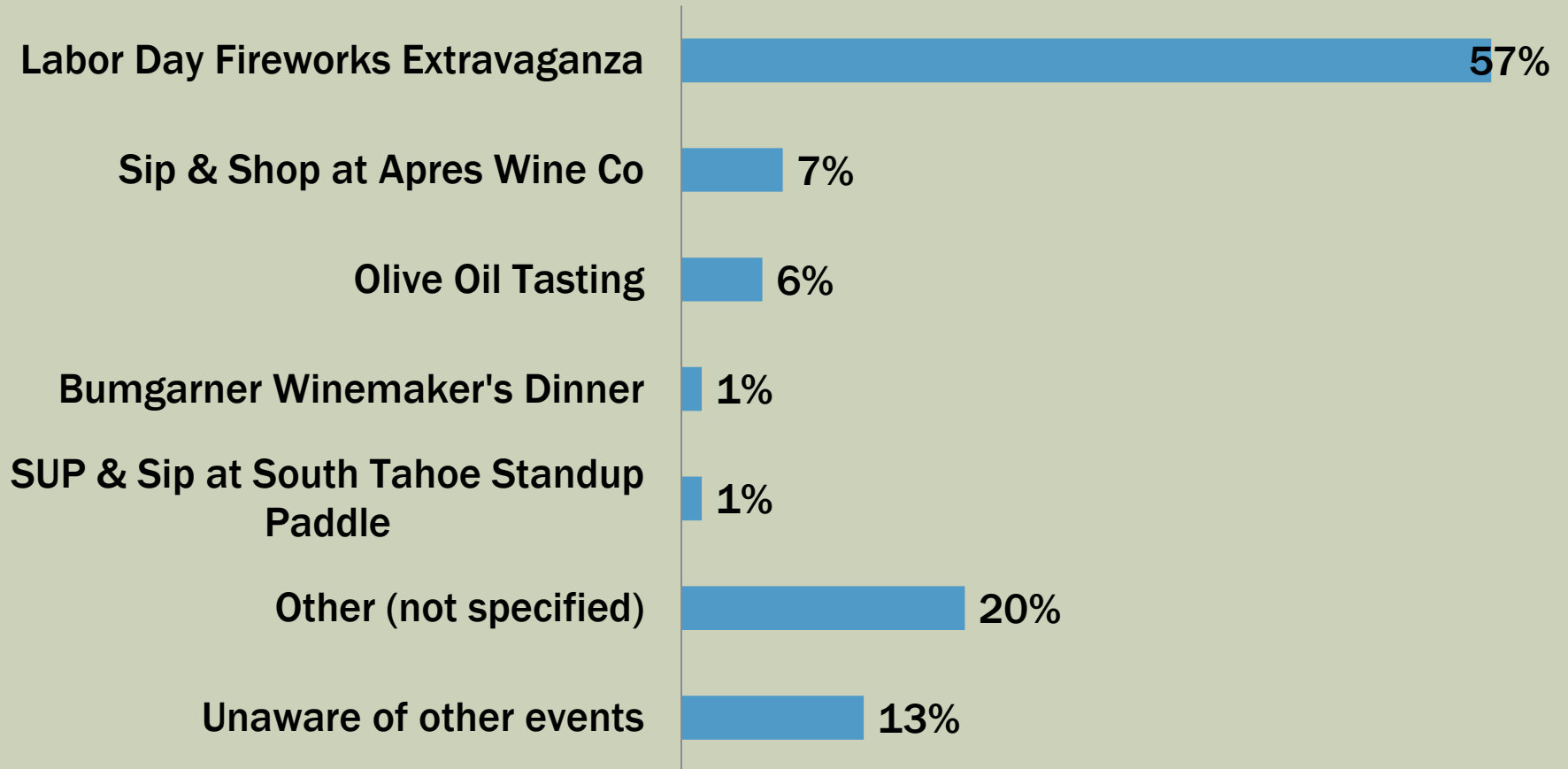
Survey: Will you visit a participating winery after attending this event?



Survey: Will you dine at a participating restaurant after attending this event?



Survey: What other 2013 events will you attend?



Overall Economic Impact

	Overnight from CA/NV	Overnight from Outside CA/NV	Day Visitors	Local
Number of Visitors	525	325	165	465
Average Overnight Stay	3.33	5.35	n/a	n/a
Average per person per night	\$120.05	\$166.40	n/a	n/a
Average per person per visit	\$399.77	\$890.24	\$75.00	n/a
Total Visitor Spending	\$209,879.25	\$289,328.00	\$12,375.00	

Total Economic Impact of Event \$511,582.25

Marketing of El Dorado County & STS Events

- Print Ads in over 30 publications, including:
 - SacTown Magazine
 - Edible Sacramento
 - Edible Reno-Tahoe
 - Sierra Heritage Magazine
 - Farm Trails
 - Sunny Day Guide
 - Gold Country Times
 - TahoeSouth Travel Planner
 - Moonshine Ink
 - Tahoe Magazine
 - Mountain Democrat
 - Tahoe Daily Tribune
 - Lake Tahoe Action
 - Reno-Tahoe Magazine



Marketing of El Dorado County & STS Events

- 800+ TV & Radio spots



LAKE
TAHOE



Additional Digital Media Support – Online Event Listings & Coverage



metro-chamber



Travel and Leisure News

Press Release Distribution to National, Regional & Local Media
Online Media, Newspapers, Magazines, TV, Radio, Journalists

Public Relations Support

- Pitched **Budget Travel** on late-summer/Labor Day events in Tahoe South and author included Sample the Sierra in her article, which in turn, was picked-up by **CNN Travel**:
 - Daily Unique visitors: 620,000
 - Media Value: \$19,000
- Additional pre-event coverage included:
 - Aug. 25: "Farm to Fork Festival" Sacramento Bee
 - July 5: "Sample the Sierra celebrates regional food and wine" LakeTahoeNews.net
 - Aug. 1: "It's not too late to have summer fun" Lincoln News-Messenger
 - Aug. 28: "Local food and drinks pair up at Sample the Sierra" Tahoe Daily Tribune
 - Aug. 28: "Tahoe tidbits: Enjoy food, fireworks and outdoor activities" Los Altos Town Crier
 - Aug. 29: Road Trip for Foodies
- Media who attended the event and will include in upcoming stories slated for next spring/summer include:
 - Ron Kapon, freelancer Sportsnetwork.com and 12 other travel websites
 - Michelle Newman, freelancer Houston Chronicle online and San Antonio Press online



BudgetTravel



LINCOLN NEWS MESSENGER



THE SACRAMENTO BEE



Digital Bus Shelters



- 45 bus shelters in San Francisco
- Concentration in the Financial District and Market Street
- Targeted public transit commuters

Online Banners & Rich Media Units



THE WILD SUMMER SERIES:

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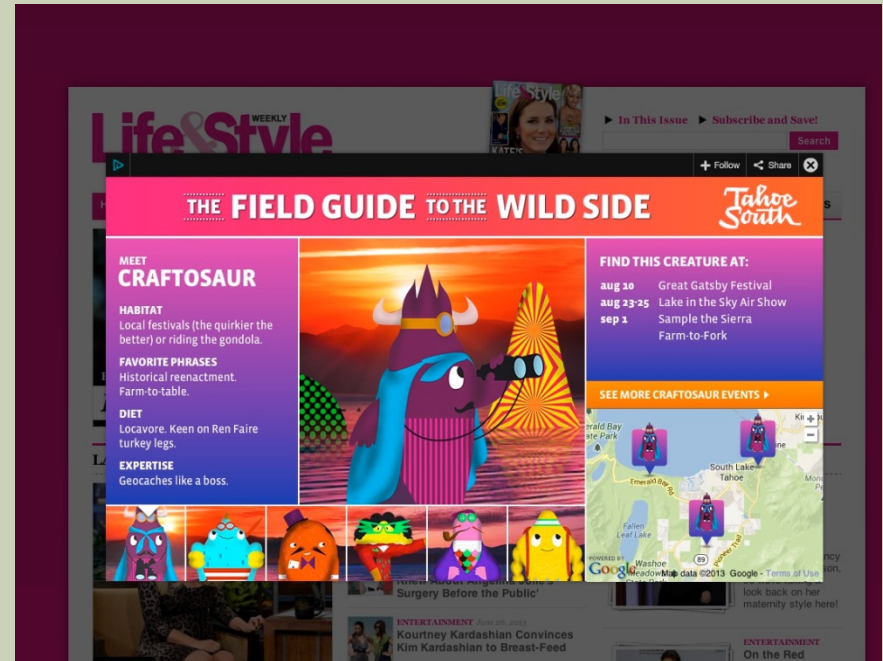
sep 01 Sample the Sierra | Farm-to-Fork Festival

sep 01 Labor Day Fireworks

oct 05-06 Oktoberfest

SEE ALL EVENTS

Tahoe South



Life & Style WEEKLY

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THE FIELD GUIDE TO THE WILD SIDE Tahoe South

MEET CRAFTOSAUR

HABITAT
Local festivals (the quirkier the better) or riding the gondola.

FAVORITE PHRASES
Historical reenactment. Farm-to-table.

DIET
Locavore. Keen on Ren Faire turkey legs.

EXPERTISE
Geocaches like a boss.

FIND THIS CREATURE AT:

aug 30 Great Gatsby Festival
Lake in the Sky Air Show
aug 23-25
sep 1 Sample the Sierra Farm-to-Fork

SEE MORE CRAFTOSAUR EVENTS

Travis Bay State Park
South Lake Tahoe
Fallen Leaf Lake
Tahoe

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look back on her maternity style here!

ENTERTAINMENT | Kourtney Kardashian Convinces Kim Kardashian to Breast-Feed On the Red



THE WILD SUMMER SERIES IS BACK.

sep 01 Sample the Sierra | Farm-to-Fork Festival

sep 01 Labor Day Fireworks

oct 05-06 Oktoberfest

SEE ALL EVENTS


Tahoe South

Emails & Electronic Newsletters

ADVERTISEMENT ▾

High Five for the High Sierra

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Haven't been to the mountains yet this summer? The next couple of months are some of [Tahoe South's](#) best for outdoor events and explorations. Run, bike, and taste your way through the High Sierra!

Runner's High: Lace up your shoes for the [Heavenly Mountain Run](#), a 5.8-mile classic trail run starting at 6,565 feet and rising to an awe-inspiring 9,150 feet. Take a scenic ride down the Heavenly Gondola back to the base. [September 1]

Farm-to-Fork Fun: [Sample the Sierra](#) is Tahoe South's premier food-and-wine event. Nosh on delicious edibles, check out cooking demos, and sip award-winning wines from the Sierra foothills. [September 1]


Tour de Tahoe: Bike Big Blue for a great cause! [Ride your bicycle around Lake Tahoe's](#) 72-mile shoreline and help support finding a cure for diabetes. Along with incredible scenery, you'll also enjoy food, entertainment, and meeting fellow adventurers. [September 8]

Marathon of Options: The [Lake Tahoe Marathon](#) isn't your ordinary running weekend. With more than 30 events to choose from, you can run, walk, paddle, pedal, swim, or do it all—from the classic marathon run to a 3-day triathlon, and family fun runs, too! [September 27-29]

Adventure Challenge Bonus: Complete any adventure in Tahoe South as part of the [Weekend Sherpa Adventure Challenge](#) and you'll automatically be entered to win the ultimate Tahoe South adventure: 2 nights in a suite at Tahoe Beach and Ski Club plus two tickets for a paddlewheel cruise on Emerald Bay! [Get Tahoe South adventure ideas and itineraries.](#)

Check out [Tahoe South](#) for complete listings of concerts, events, and other happenings.

[f](#) [t](#) [add to my weekend sherpa](#) [forward](#) [print](#) [website](#)




August & September 2013

In Tahoe South, summer doesn't go quietly. August and September promise to wallop you with wildness, from jammin' concerts to a festival honoring the almighty crawfish. Read on for details, and definitely check out [tahoesouth.com/events](#) for full listings.


Rebellion and Matisyahu
August 21 | 5:00 PM | MontBleu Outdoor Event Center

Reggae and summer evenings go together like peanut butter and jelly. Bring your most ine yarmulke to see formerly-bearded bassist Matisyahu, joined by headlining social dudes Rebellion. The air will be thick with the mellowest of vibes. [Read more](#)




Boil 'n Fry Day
August 24 | All Day | MontBleu Resort

Recipe for the down-homiest, folksiest, most American happy day: fresh local crawfish, a lineup of rootsy bands, and liberal helpings of cornhole (and other games). Oh, plus lots of beer. And just to keep you on your toes, this Fry Day festival is actually on a Saturday, because we're tricky like that. [Read more](#)




Sample the Sierra
September 1 | 1:00-5:00 PM | Ski Run Boulevard

Calling all foodies and drink-ies! Sample the Sierra is a farm-to-fork (okay, maybe farm-to-cheef-to-fork) extravaganza of local food, wine, craft beers and craft-crafts. Stroll, munch, sip and shop to your sustainable heart's content. [Read more](#)




Dave Matthews Band
September 4 | 7:00 PM | Harveys Outdoor Arena

True story: at a recent gig on this summer's tour, Dave Matthews took a pre-show bike ride, got a flat tire, and ended up hitchhiking to the venue with a very lucky fan. And with Tahoe South's world-class mountain and road biking, odds are good for running into Dave in the wild before he jams at Harveys. [Read more](#)



Journey
September 14 | 7:00 PM | Harveys Outdoor Arena

Tahoe South faithfully welcomes this national treasure of a band with open arms. They'll play outdoors, where you can hoist a lighter or tilt your head back to watch the wheel in the sky—otherwise known as any way you want it. And don't stop believin' but please, no lovin', touchin' or squeezezin' in public. [Read more](#)



Tahoe South

Stay	Hiking & Running	Biking	Groups
Eat	Water	Golf	Weddings
Shop	Recreation	Nightlife	Family
Events	Motorcycle Touring	Local Culture	Fun
	Gaming & Casinos		About

Additional Digital Media Support – Social Media Planning Calendar

August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 FB: El Dorado Visitors	2 FB: Après Wine Co	3
4	5 FB: Liberty Utilities	6 FB: Bumgarner	7 FB: (TahoeSouth)	8 FB: Sierra Meats 3 Tweets	9 FB: Sunflower of Pro- vence	10 FB: Tahoe Sports Mas- sage
11 FB: STS Countdown	12 FB: Humble Bee Hill Blog: TahoeSouth 4 Tweets	13 FB: Tahoe Seasons	14 FB: Great Basin	15 FB: Banner Bags Chamber Twt - 5 RT	16 FB: LTTV Commercial	17
18	19 FB: Bumgarner 3 Tweets	20 FB: Winters Electric 1 Tweet	21 FB: Apres Event	22 FB: Deb Howard	23	24 FB: Sierra Heritage
25 3 Tweets	26 FB: TRPA 1 Tweet	27 FB: Tahoe Moonshine	28 FB: (TahoeSouth) 3 Tweets	29 9 Tweets	30 FB: Ancillary Event 5 Tweets	31 FB: Ancillary Event 8 Tweets Chamber Twt - 4 RT

Facebook and Twitter postings generated by TahoeChamber and LTVA

Social Media Support – Blogs



TahoeSouth.com/blog post



SampletheSierra.com/blog post

Social Media Support – Facebook Posts



Facebook Fan Values

LTVA/Tahoe South	109,138
Tahoe Chamber	1,413
Sample the Sierra	764
Total	111,315

X \$3.60 each

Total Value \$400,734

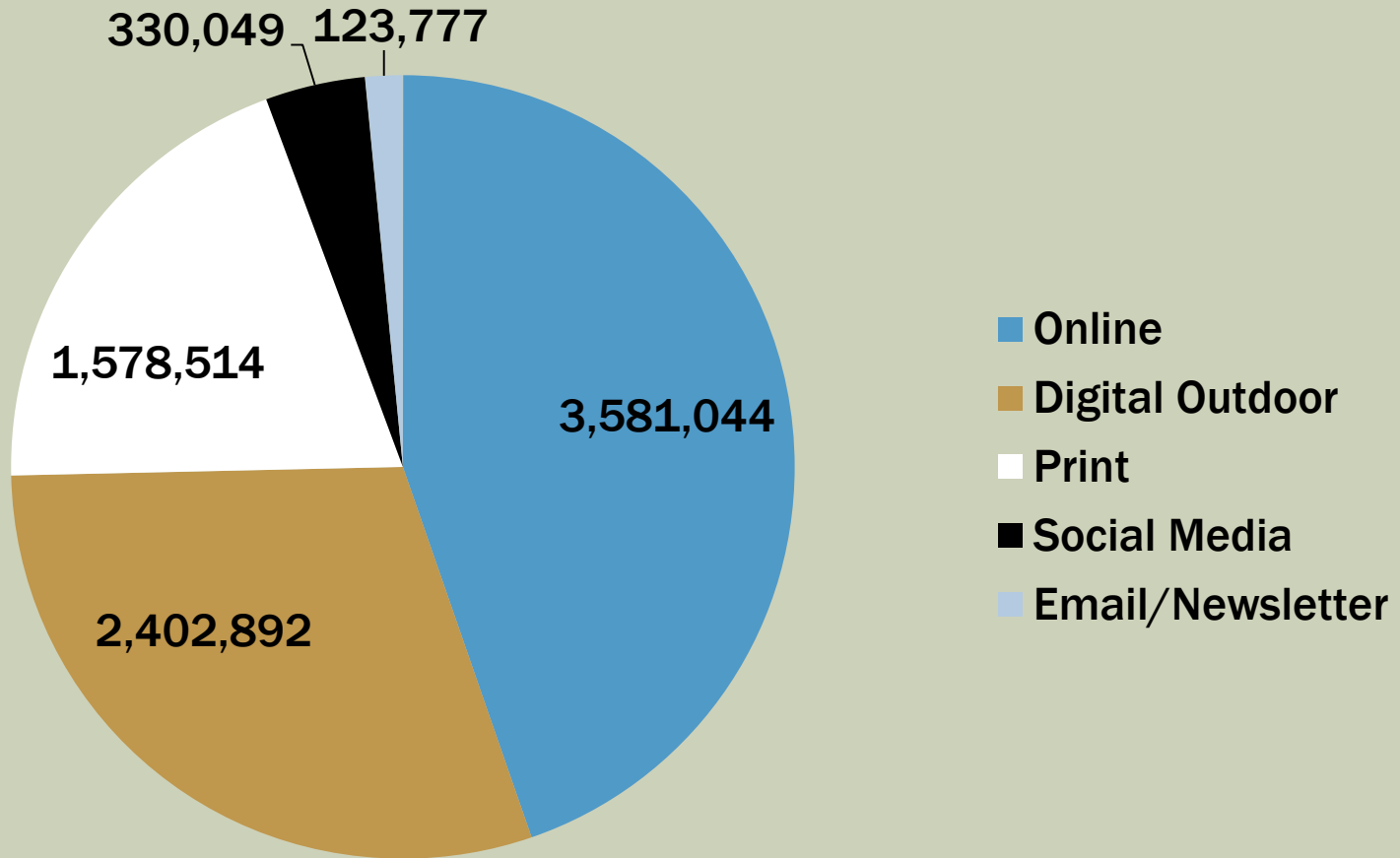


Support Summary

Media	Total Impressions
Print	1,578,514
Online	3,581,044
Email/E-newsletters	123,777
Digital Outdoor	2,402,892
Social Media	330,049
Total	8,016,276

- Sample the Sierra PR and Marketing efforts reached **over 8 million impressions**
- Valued at more than **\$25,000**

Over EIGHT MILLION Impressions



Video Vignettes to Promote El Dorado County

A total of fifteen social media videos were produced for this project. In addition to a feature on the festival itself, six of the videos feature Sample the Sierra participating vendors, and eight more showcase a range of activities available in El Dorado County.

■ 2012

- Fly Fishing in the Sierras
- Hooverville Orchards
- Backcountry Snowboarding
- Retiredice Alpaca Ranch
- Guinness World Record Bicycle Ride
- Stand-up Paddle Boarding
- Sierra Recon Endurance Event
- Sample the Sierra Festival
- Kokanee Salmon Festival
- Madrona Vineyards
- Blue Angel Café-SLT
- Getaway Café-Meyers
- Holiday Dining Special

■ 2013

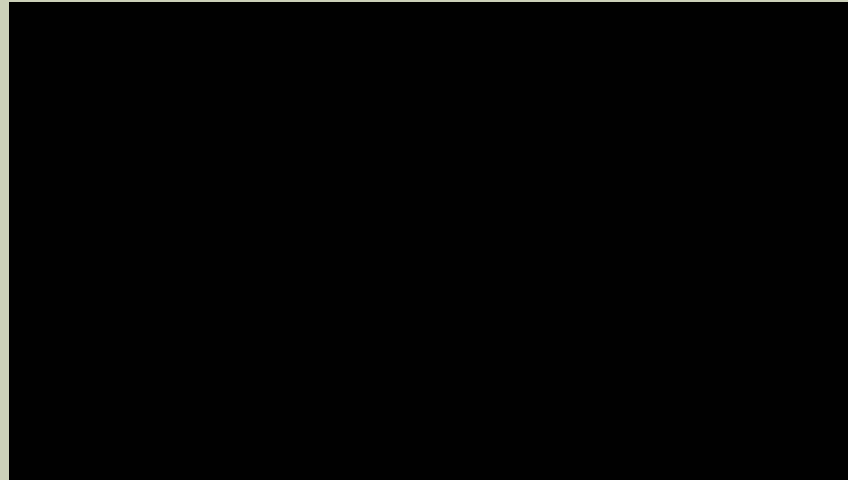
- Fall in South Lake Tahoe
- 2013 Ragnar Relay at Sierra at Tahoe

Video Vignettes to Promote El Dorado County

- The videos are featured on Tahoe South's YouTube page: www.YouTube.com/user/LTVA, and some have been shared in the Tahoe South Flickr photostream (<http://www.flickr.com/photos/tahoessouth/>) and on www.sierranevadageotourism.org listings as well.
- The videos have received a total of 5,741 views to date, and have been shared across multiple social media channels including Facebook, Twitter, Pinterest and blogs.



Video Vignettes to Promote El Dorado County



Integrating the Region –

- **Economic Development – Business Retention & Expansion**
 - Supporting and educating businesses on how to connect visitors to El Dorado County's recreation, arts and culture, agri-tourism, history and communities
 - What do demographic shifts in our primary feeder market mean for our businesses?



Supporting entrepreneurs

- **Tech Tuesday Workshop Series**
 - **Social Media**
 - **Microsoft**
 - **Paperless Office**
- **Constant Contact**
- **Legal Update for 2013**
- **QuickBooks**
- **Cash Mobs**
- **Economic Forums**
- **Blue Ribbon Awards**

2013 Blue Ribbon Awards: Geotourism Award

- Tahoe Area Mountain Bike Association (TAMBA) receives 2013 Geotourism Award



Chamber Trek

- Date: Planned for early April for 2-3 day trip
- Location: Park City Utah
- Objective: to look at transportation, services for residents, “Downtown” infrastructure and activities, mixed-use redevelopment, event policies and practices.



Questions

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