

# 2012 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

- **3<sup>rd</sup> 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

# 3<sup>rd</sup> Annual Sample the Sierra

- **Sample the Sierra Facts**
  - 1500 attendees
    - 11% Non CA/NV overnight
    - 39% CAN/NV overnight
    - 31% Local
    - 15% Day Visitor CA/NV
  - 15 El Dorado County wineries
    - Now represented in SLT restaurants
  - 15 Restaurants
    - 7 Chefs now using EDC produce
  - Friday dinner in Camino
    - SOLD OUT

Source: LTVA Special Event Survey Data



The poster for the Farm-to-Fork Festival features a purple and white color scheme. At the top left is the 'Sample the Sierra' logo, which includes a wine glass and a fork. To its right, the text 'FARM-TO-FORK FESTIVAL' is written in a large, bold, sans-serif font. Below this, a photograph shows people at a festival table with wine glasses. The text 'Celebrating the best food, wine and art in the Sierra Nevada' is centered, followed by 'LABOR DAY WEEKEND' in a stylized font. The event schedule is listed: 'Friday, August 30th: Chef's Table Dinners', 'Saturday, September 1st: Tours & Demonstrations', and 'Sunday, September 2nd: Food & Wine Festival, Ski Run Blvd., South Lake Tahoe 1-5pm'. A QR code is on the right with the text 'Check us out on Facebook!'. At the bottom, a banner reads 'Tickets, Lodging and More • www.SampletheSierra.com' and a row of logos for sponsors like South Lake Tahoe and Lake Tahoe is displayed.

**Sample the Sierra**  
**FARM-TO-FORK FESTIVAL**

Celebrating the best  
**food, wine and art**  
in the Sierra Nevada  
**LABOR DAY WEEKEND**

**Friday, August 30th:**  
Chef's Table Dinners

**Saturday, September 1st:**  
Tours & Demonstrations

**Sunday, September 2nd:**  
Food & Wine Festival  
Ski Run Blvd., South Lake Tahoe 1-5pm

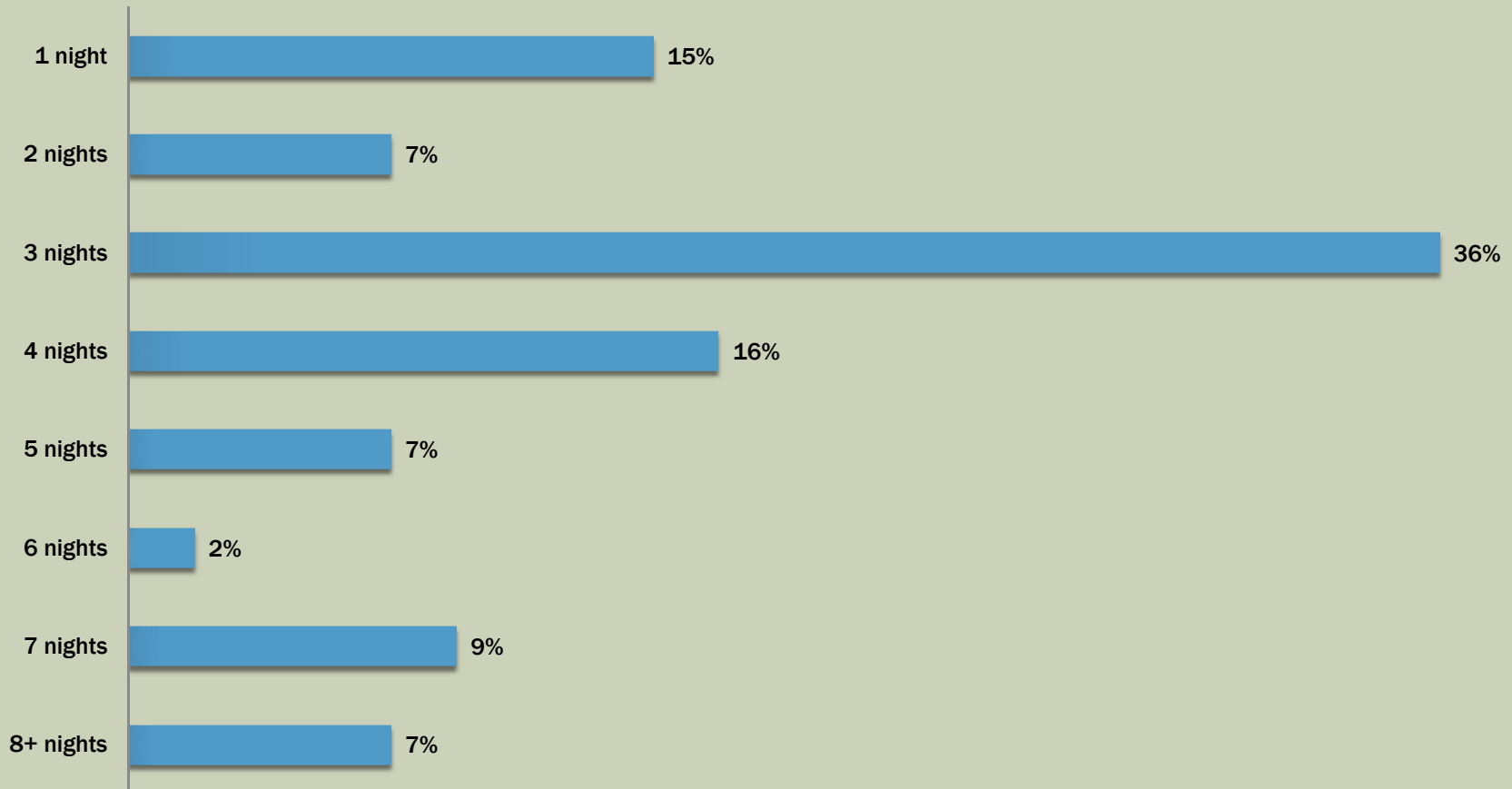
Check us out on Facebook!

Tickets, Lodging and More • [www.SampletheSierra.com](http://www.SampletheSierra.com)

Sponsors

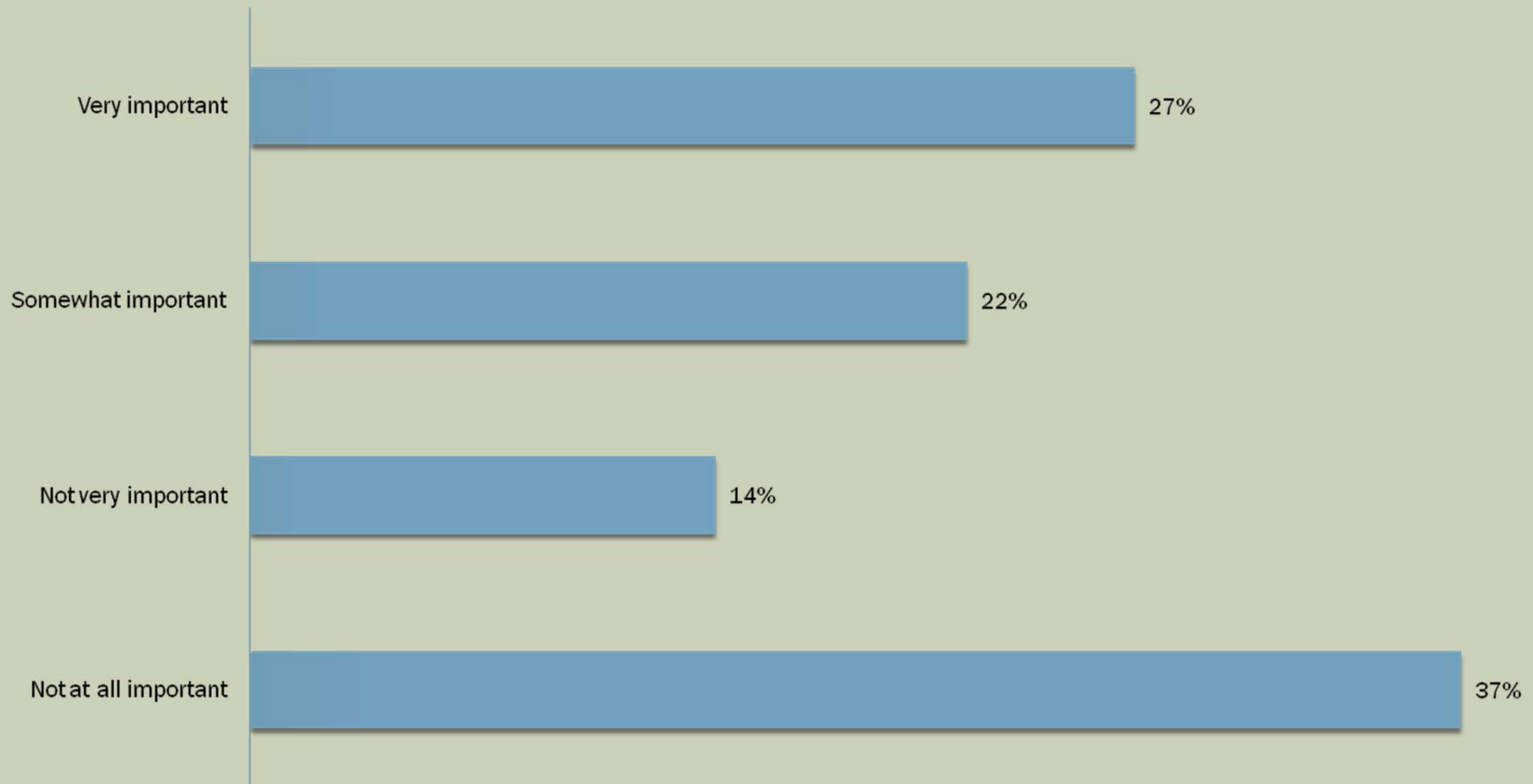
# Economic Impact Survey at STS

## How many nights will you stay on this visit?



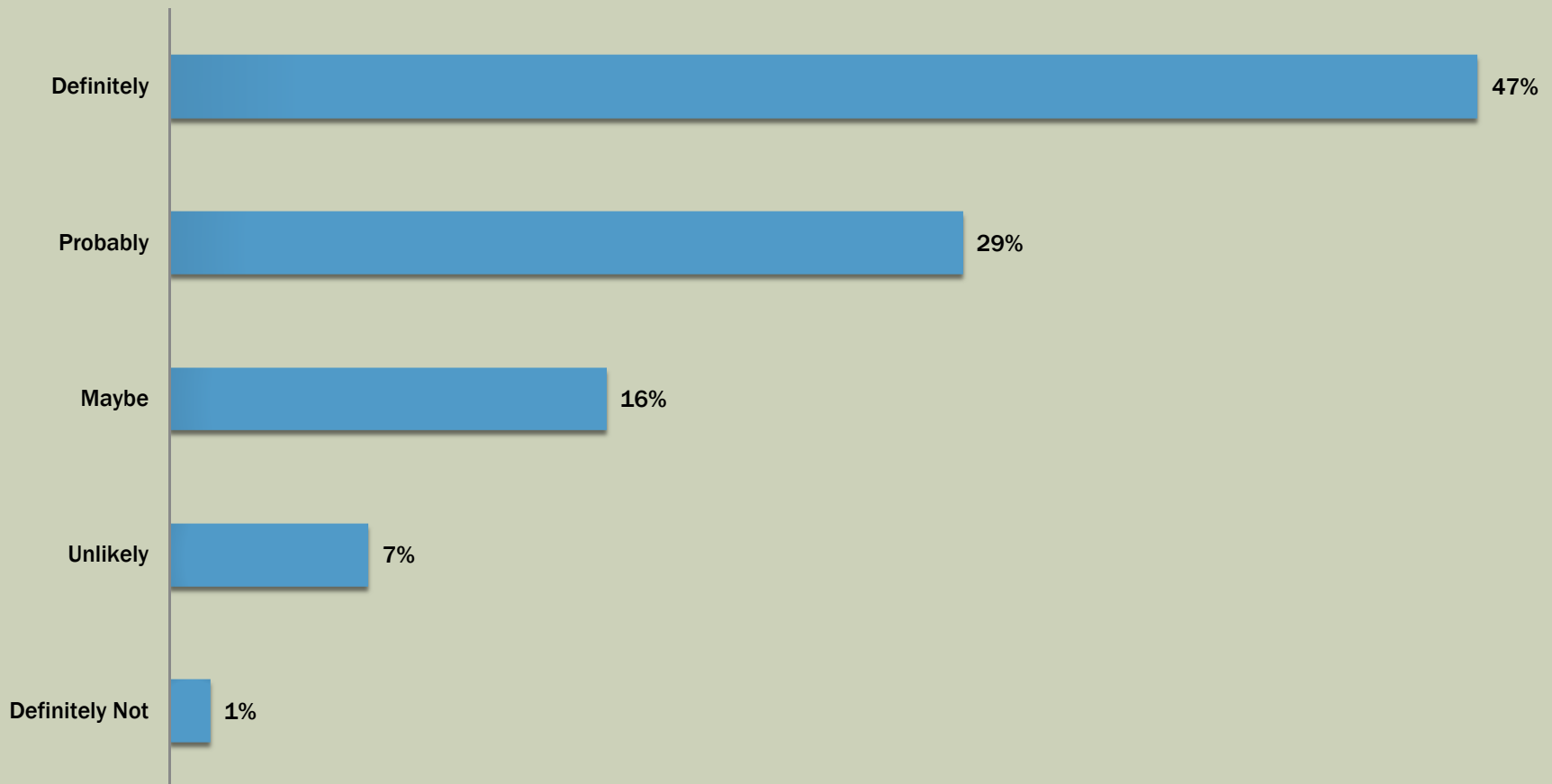
Source: LTVA Special Event Survey Data

## 12. How important was this event on your decision to visit TahoeSouth?



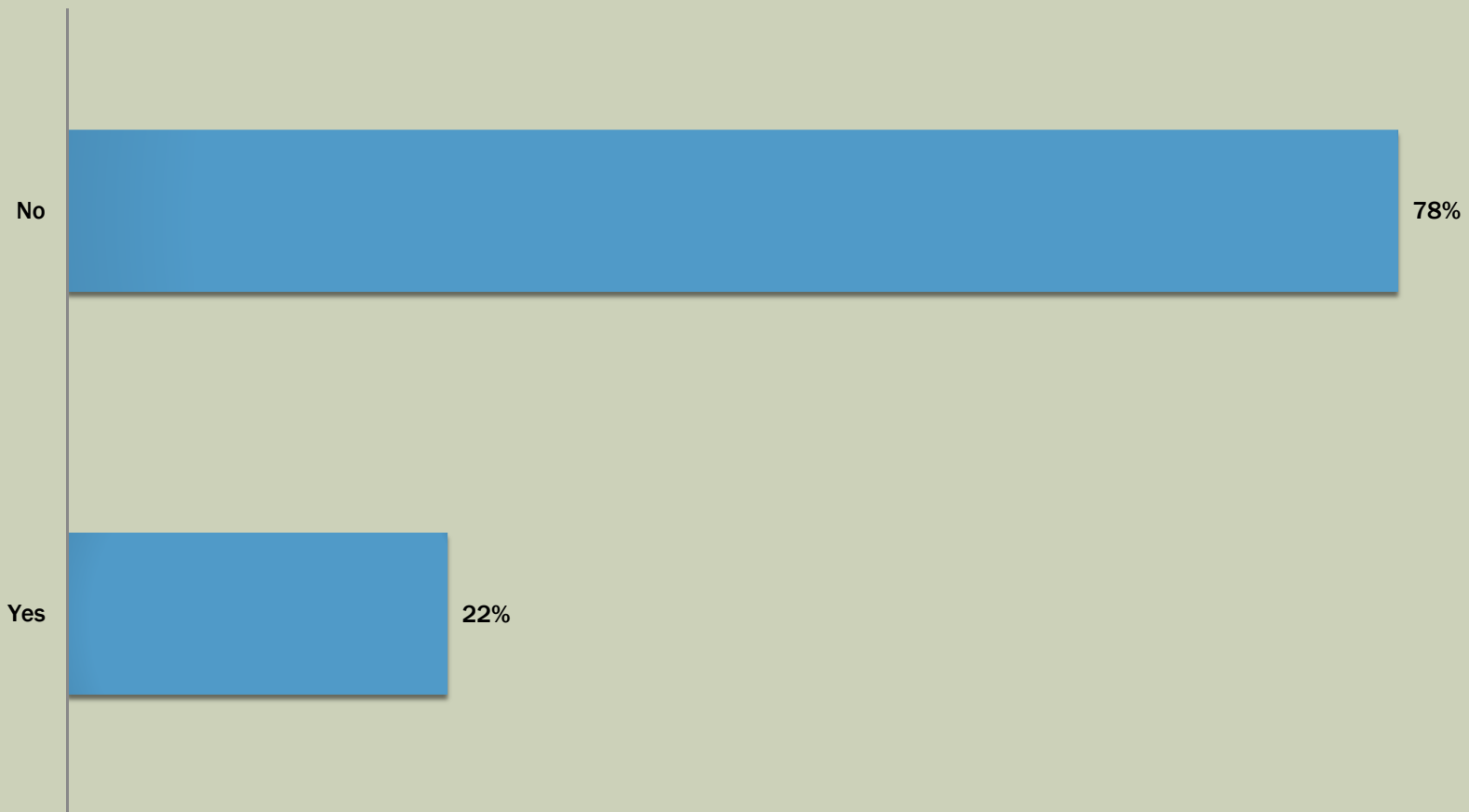
Source: LTVA Special Event Survey Data

# 13. What is the likelihood you will return to TahoeSouth for a similar event?



Source: LTVA Special Event Survey Data

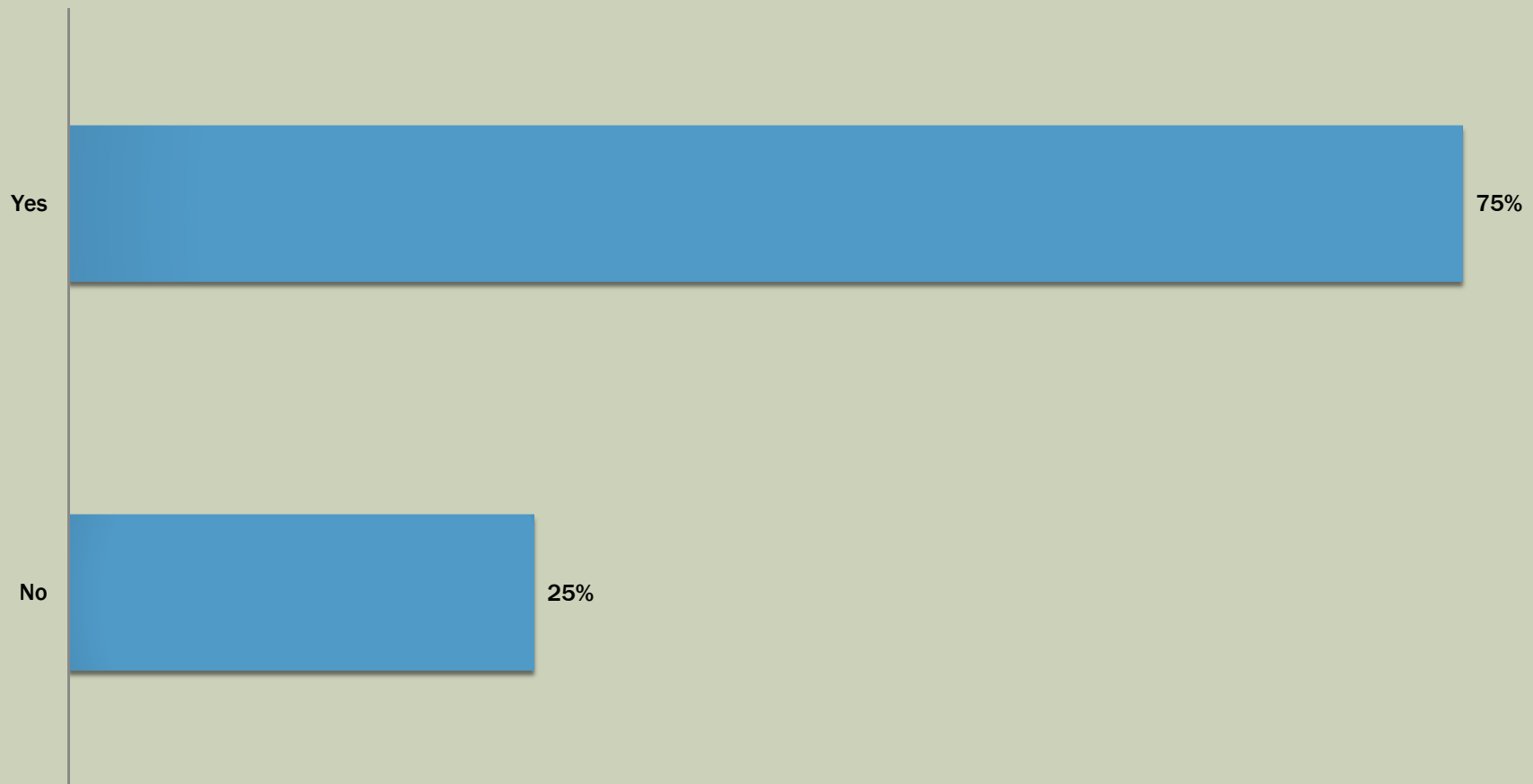
# 17. Have you attended this event before?



Source: LTVA Special Event Survey Data

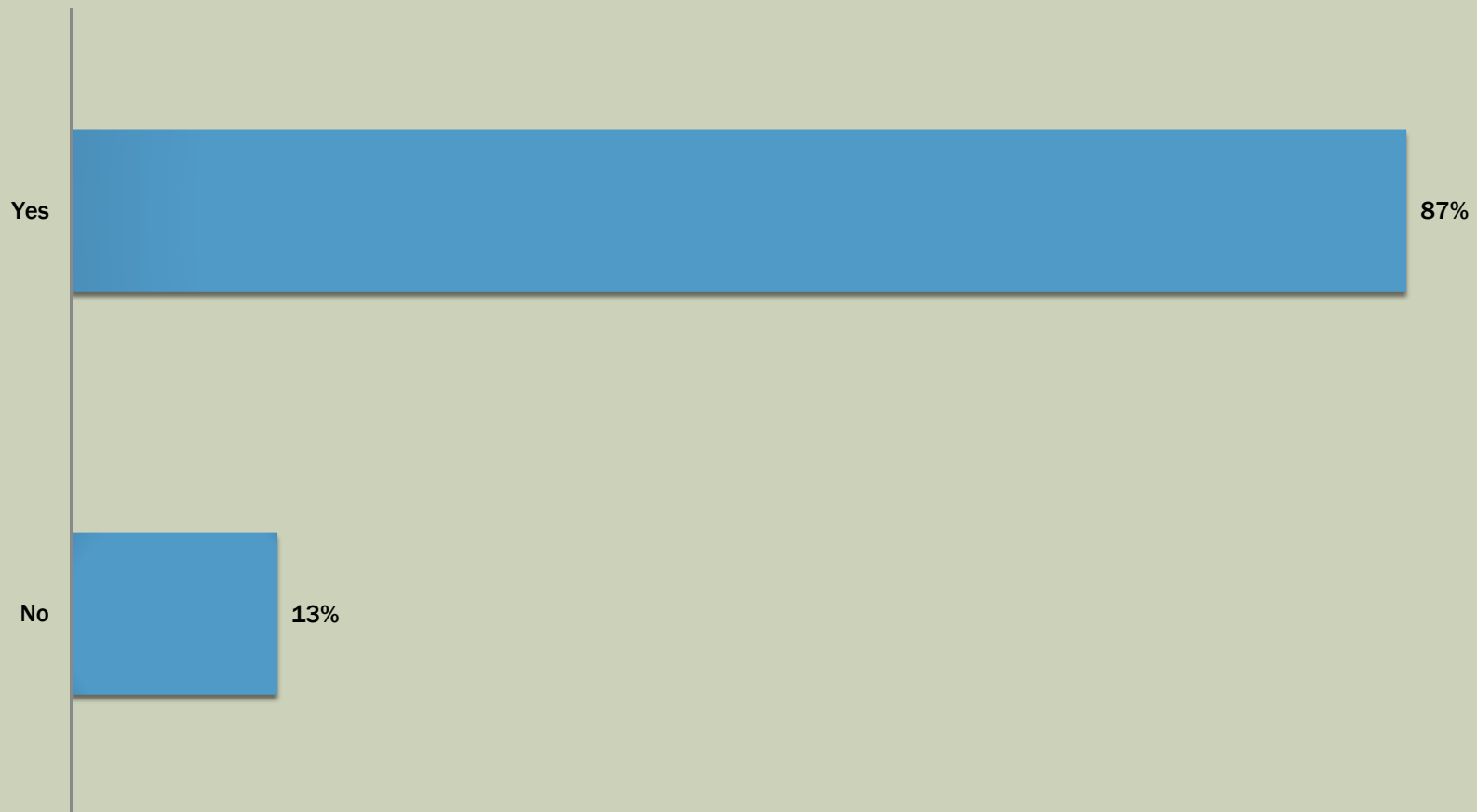


# 18. Will you visit a participating winery after attending this event?



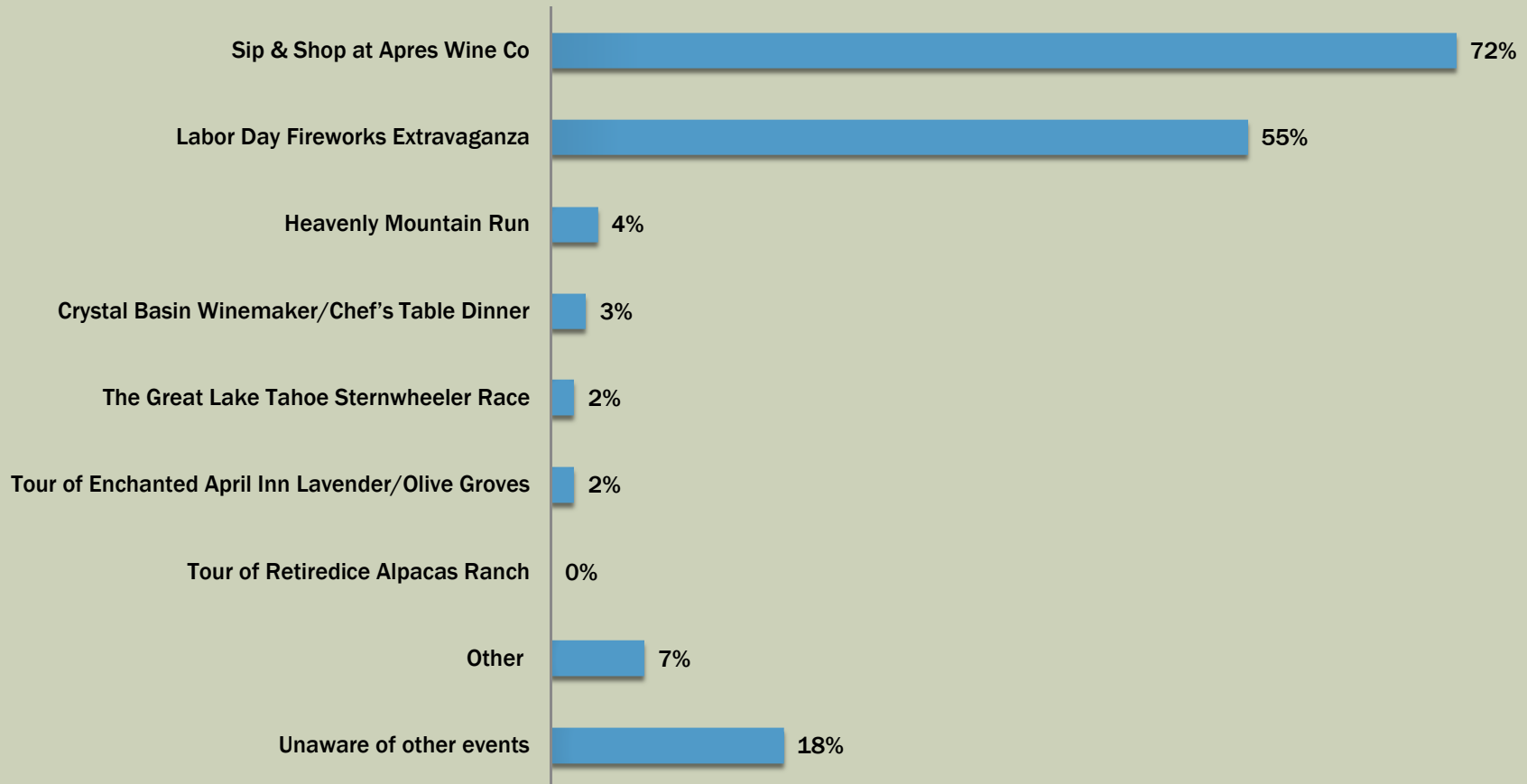
Source: LTVA Special Event Survey Data

# 19. Will you dine at a participating restaurant after attending this event?



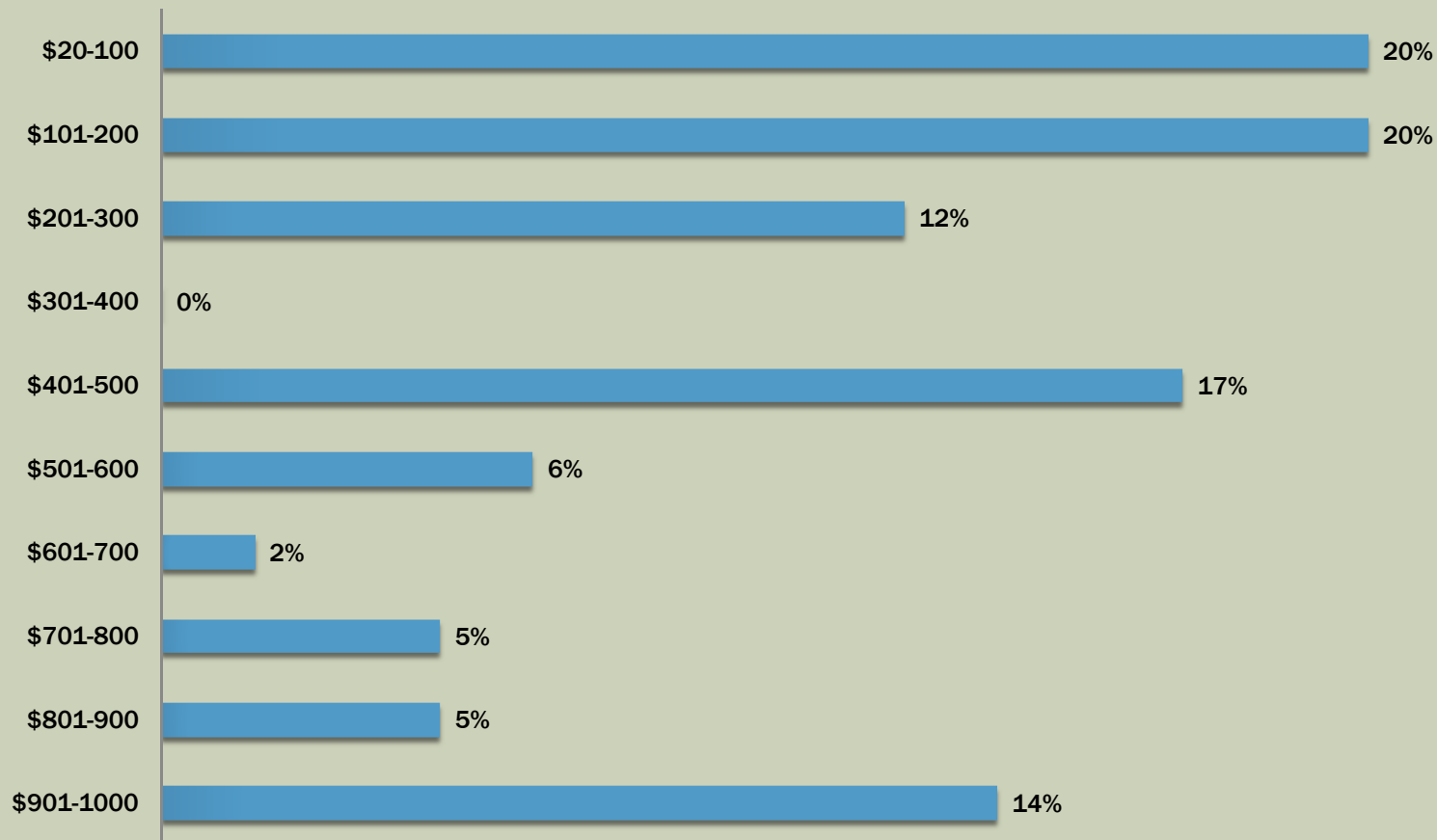
Source: LTVA Special Event Survey Data

## 20. What other 2012 Sample the Sierra or TahoeSouth events will you attend?



Source: LTVA Special Event Survey Data

## 22. How much do you estimate your immediate party will spend this visit?



Source: LTVA Special Event Survey Data

# STS Visitor Spending

- Total amount reported by overnight visitors \$134,050.00
- Total number of overnight visitors 700
- Average overnight stay 3.7 nights
- Average per person per night \$191.50
- Average per person per visit \$708.55
  
- Total amount reported by day visitors \$48,890.00
- Total number of day visitors 225
- Average per day visitor \$83.00
- Total estimated economic impact of event \$182,940.00
  
- Visitors who planned on attending other events spent more than those who were unaware of other events.

Source: LTVA Special Event Survey Data

# Sample the Sierra wins WACE Award

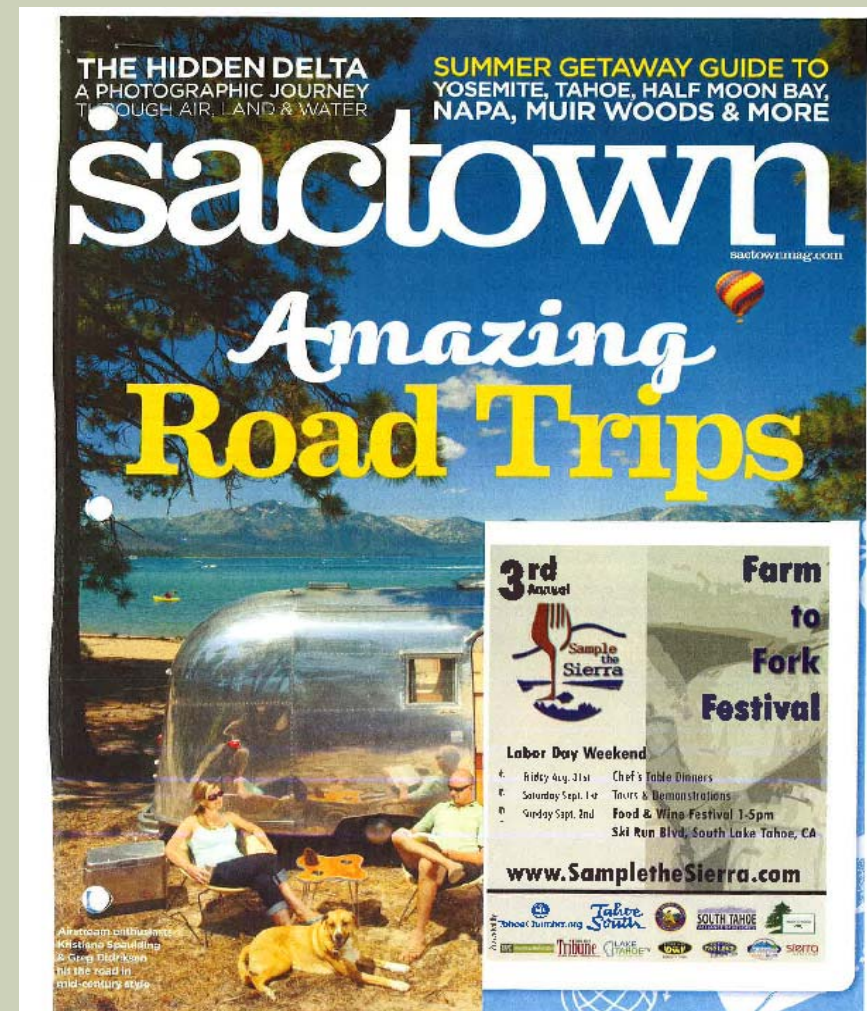
- Tahoe Chamber is recognized with one of two awards for programs that could be replicated in another community.
  - Judges were impressed with B 2 B and Geotourism components



# Marketing of El Dorado County & STS Events

- Print Ads in over 25 publications
- 2,917,000 Readers

Via Magazine  
Edible Reno-Tahoe  
Sierra Heritage  
LA Times  
SF Gate  
Visit California  
Diablo Magazine  
7 X 7 Magazine  
Tahoe Daily Tribune  
Lake Tahoe News  
Carson Now  
South Tahoe Now  
Lake Tahoe Action  
Ski Heavenly  
Style MG  
Plan My Getaway



# Marketing of El Dorado County & STS events

- Over 800 radio & TV spots

- Cap Public Radio
- KRLT/KOWL
- KTHO
- Outside TV
- Sacramento Radio
- Bay Area Radio



Over 4.9 MM viewers and listeners





# LTVA Summer Media Campaign



Digital Outdoor Media

- **Digital Outdoor Media**
  - 8/13 - 8/20
  - San Francisco Bay Area and Sacramento
  - 1.2MM impressions

# LTVA Summer Media Campaign



## Lake Tahoe Voted #1 Lake in America

A recent readers' poll by USA TODAY confirmed what we already knew: Lake Tahoe is the "Best Lake in America!" Editors narrowed the nominations to the top 16, and then readers were invited to weigh in. Over 5,000 readers voted via Facebook and Twitter, and the largest alpine lake in North America came out on top. [Read more](#)



## Sample the Sierra - A Farm to Fork Event Celebrating the Sierra Nevada Region, Sunday, Sept 2nd

This fabulous food & wine tasting festival consists of 15 food booths, more than 20 artists and artisans, and a variety of live entertainment. The entire weekend is loaded with events that are fun for the whole family. [Read more](#)

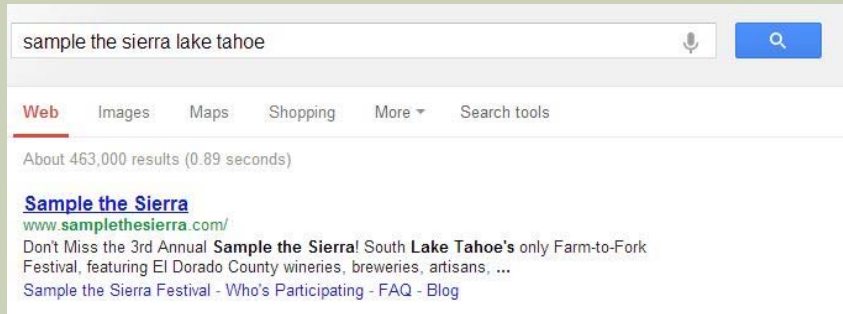


## ■ Email Blasts

- 7/23, 8/23
- 5,560 viewed email newsletter; 97 clicked on Sample the Sierra
- Targeted outdoor and travel enthusiasts; generated a click through rate 56% higher than the average email blast
- 9,000+ visits to [tahoesouth.com/events](http://tahoesouth.com/events)
- 277,776 impressions

Targeted Email Newsletter

# LTVA Summer Media Campaign



Paid Google Search Keywords

## ■ Paid Search

- 8/6 - 8/26
- 5,795 visits
- 137 clicks

Marketing Impressions generated from LTVA

Digital Summer Media Campaign:

**1.5MM+**

# Additional Digital Media Support – Online Event Calendars

PLAY STAY EAT **EVENTS** DEALS BLOG

**EVENTS**

## Sample the Sierra - A farm-to-fork festival celebrating the best food, wine, and art in the Sierra Nevada

September 2, 2012 | Ski Run Blvd between Larch and Tamarack | 1:00 PM – 5:00 PM



**SEARCH**  
Start  
March  
Keyw

**EVENTS**  
[All Ev](#)  
[Class](#)  
[Lectu](#)  
[Festiv](#)  
[Food](#)  
[Free](#)

**RELATED**  
[2012](#)  
[What](#)  
[Music](#)

TahoeSouth.com/events listing

2012 Events



## Sample the Sierra Festival

September 2, 2012 1:00 pm

The festival pairs local farmers with chefs who produce tasting samples, which are then paired with the appropriate wine or brew.

The weekend is full of festivities for the whole family including farm tours, winemaker dinners, music, live entertainment and art; all culminating with a Fireworks Extravaganza over Lake Tahoe.

Click on the events above for more information and to purchase your tickets.

Visit our [blog](#) to see current press releases and participant bios!

We look forward to seeing you there.

SampletheSierra.com/events listing

# Additional Digital Media Support – Social Media Planning Calendar

## July 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 STS: Paola's Creations	3 STS: Hooverville Orchards	4 STS: Happy July 4th!	5	6 STS: Bona Fide Books STS: Ski Run Farmers' Market today	7
8	9 STS: MacDuff's Pub	10 STS: Bonita Paulis	11 STS: Heart Rock Herb & Spice	12 STS: Nephele's Restaurant STS: update cover photo STS: Retiredice Alpacas	13 STS: Website Sponsor—Howard SEM Group STS: Enchanted April Inn	14
15	16 STS: Lady Lemonade STS: share southtahoenow.com news post	17 STS: Colibri Rdige Winery	18 STS: Mt Aukum Winery STS: Events, Ink	19 STS: share tahoesouth.com blog re: pet friendly dining	20 STS: Riva Grill STS: Sierra Stage sponsor—South Tahoe Refuse	21
22	23 STS: Getaway Café STS: Trey Stone Band	24 STS: Sierra Stage sponsor—Corporate Nevada	25 STS: Freshies BLOG: Auriga Wine STS: Auriga Wine blog STS: Getaway Podcast	26 STS: Zephyr Cove Resort Restaurant	27 STS: Peri & Sons Farms STS: Patrick's Mountain Grown	28 STS: Timber Cove Lodge lodging special
29 STS: Sponsor—Wulstein	30 STS: Sierra Oaks Estates Winery STS: Apres Wine Co Sip & Shop 9/1	31 BLOG: Boeger pairing STS: Boeger blog				

Facebook posts and Blog postings generated by Tahoe Chamber and LTVA

# Social Media Support – Blogs

PLAY STAY EAT EVENTS DEALS BLOG

## On tap: "Sample the Sierra" farm-to-fork festival in Tahoe South

Posted in [Local Culture](#) | August 23, 2012 | By [Tahoe South](#)




PHOTO BY B GORMAN

You're about to indulge in the best El Dorado County wines this Labor Day weekend at the 3rd annual "[Sample the Sierra](#)," a farm-to-fork festival. A light-bodied wine paired with fresh seasonal produce, a walkable marketplace, cooking demonstrations, live entertainment and great friends – sounds like a perfect day in beautiful South Lake Tahoe.

SEA  
Cycli  
Eat  
Fami  
Gami  
Golf  
Hikin  
Local

REL  
A few  
Adve  
Don't  
Schu  
Megh  
Laur  
Mus

TAR  
Dog  
Acc  
There

TahoeSouth.com/blog post



## FARM-TO-FORK FESTIVAL CELEBRATING THE BEST FOOD, WINE & ART IN THE SIERRA NEVADA

Home Who's Participating Lodging Partners Event Sponsors Blog About FAQ

### Food & Wine Pairing at its Finest

Sample the Sierra will bring together 15 restaurants, 15 wineries, and 15 farmers to create exquisite tasting samples for festival goers to enjoy. Here is one of the combinations to look forward to:

From organic farming to biodynamic viticulture, there is more than one way to grow grapes and create delicious wines using sustainable practices! Shadow Ranch Vineyards located in the heart of the Fair Play American Viticulture Area is at the top of this movement. Their wines are produced using methods that have low impact on the environment reducing their carbon footprint as much as possible. Their vineyards are organically farmed and their operation is 100% solar powered. Shadow Ranch was established in 2006 and since then, they have been producing their award winning premium wines with nature's best practices in mind.



Tell A Friend

[f](#) [t](#)

#### Blog Archives

- August 2012
- July 2012
- April 2012
- September 2011
- August 2011
- July 2011
- June 2011
- March 2011

SampletheSierra.com/blog post

# Social Media Support – Facebook Posts

facebook Search for people, places and things Visit Lake Tahoe

Visit Lake Tahoe South Timeline Now Status Photo / Video Event, Milestone +

**Visit Lake Tahoe South**  
106,229 likes · 6,968 talking about this

Attractions/Things to Do  
South Lake Tahoe, California  
(800) 288-2463

About Photos Pinterest Instagram feed YouTube

facebook Search for people, places and things Visit Lake Tahoe

**Sample the Sierra**  
Community Page about Food & Wine  
538 likes

A Farm to Fork Festival celebrating the best food, wine and art in the Sierra Nevada Region.

About Photos Likes Events Videos

**Lake Tahoe South Shore Chamber of Commerce**  
1,225 likes · 111 talking about this · 160 were here

Business Consultant · Organization  
TahoeChamber is dedicated to developing, promoting, and serving your business and community.

About - Suggest an Edit Photos Pinterest Events Videos

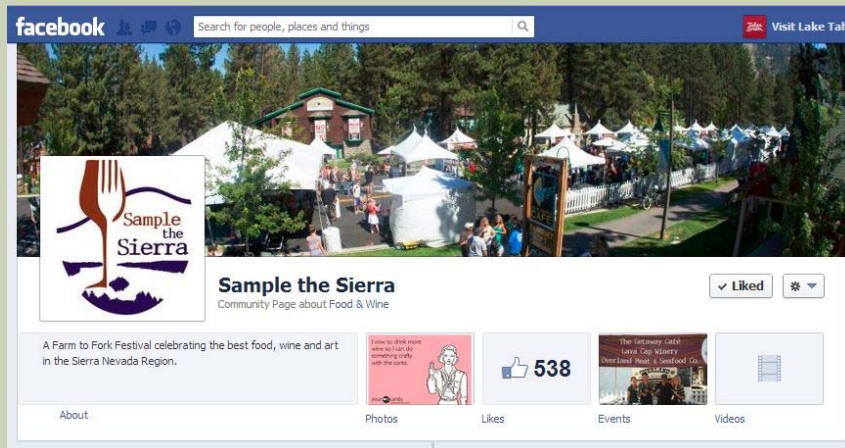
**Lights on the Lake 2012 Firework Display**  
[www.youtube.com](http://www.youtube.com)

"Labor Day is the launch to our Indian summer season and here's a sneak peek of the annual firework display.

Mark your calendars for a slew of events next weekend: sternwheeler races, Sample the Sierra (a farm to fork food & wine event), mountain fun-run, live music, pool party, along with outdoor recreation, dining and gaming."

TahoeSouth Facebook post

# Social Media Support – Facebook Posts



## Facebook Fan Values

LTVA/Tahoe South	106,225
Tahoe Chamber	1,225
Sample the Sierra	538
Total	107,988

X \$3.60 each

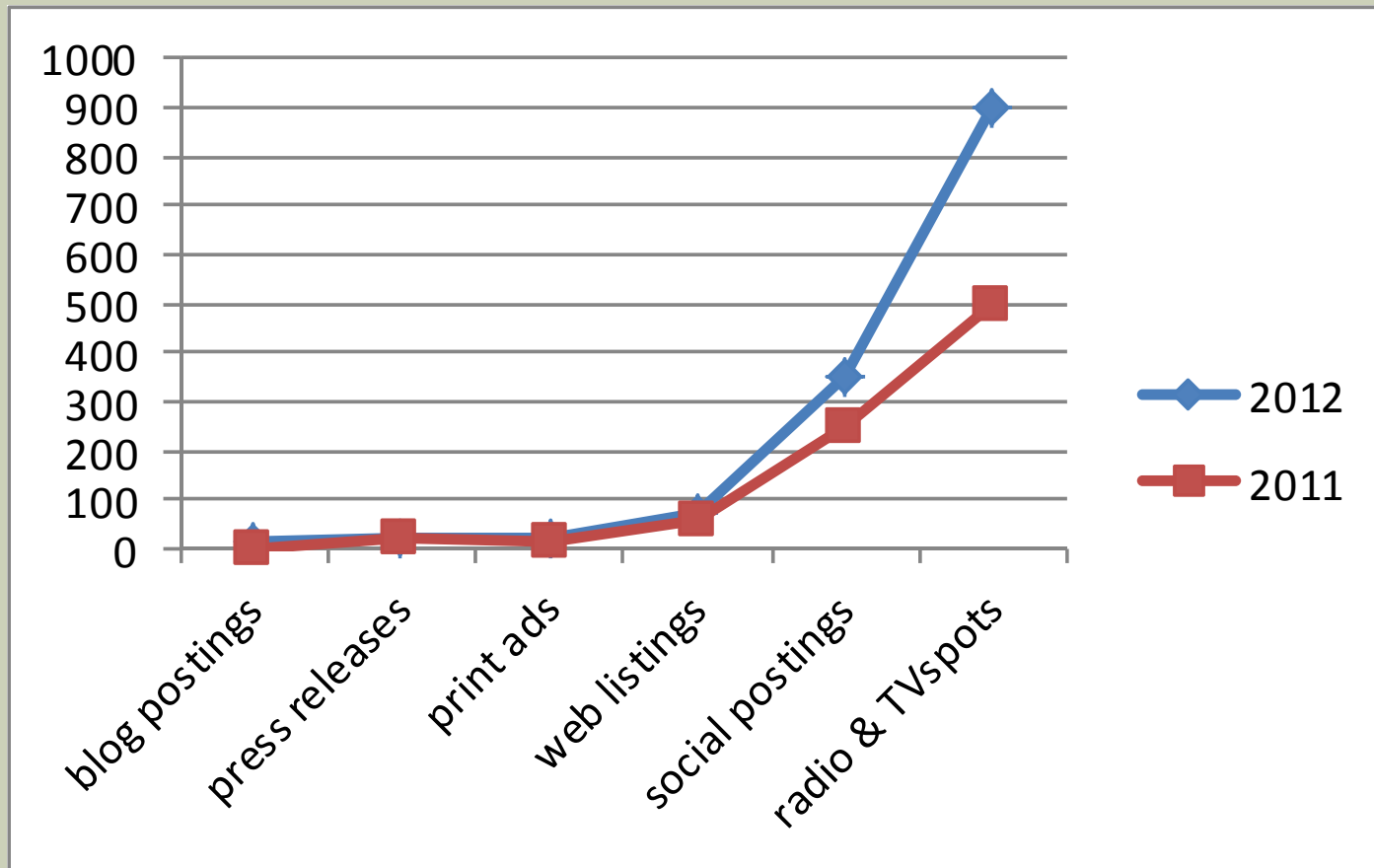
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**Total Value \$388,757**

TahoeSouth Facebook post



# Over 9.3 Million Media Impressions



Graph represents number of Ads, listings, postings and spots

# Creating influencers who “Like” & “Tweet” about their experiences and impressions of El Dorado County



## 3rd Annual Sample the Sierra September 2012 Twitter Recap

- 180 Tweets
- 161 Followers
- 36 Mentions
- 1,000 Impressions



@SampletheSierra



## 3rd Annual Sample the Sierra September 2012 Facebook Recap

- 60% Fan Increase
- Average Monthly Reach 3,500
- 116 Talking About STS Monthly
- 30k Impressions on Tahoe South
- 125 Likes, 18 Shares, 9 Comments

Tahoe South

## Facebook.com/SampletheSierra



# Video vignettes to promote El Dorado County

- 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

# Video vignette posting

- Posted to Sierra Nevada Geotourism to promote El Dorado County
  - [www.sierranevadageotourism.org](http://www.sierranevadageotourism.org)
- Posted on YouTube
  - [www.YouTube.com/user/LTVA](http://www.YouTube.com/user/LTVA)
- Provided to each small business and organization for posting to their websites, social media etc.
  - Sample Video

# 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?

# Trends in Tourism Forum



**April 26th, 3-5pm**

**in the Cabaret Theatre  
at Harvey's Casino Resort**

## **Trends in Tourism**

# **2012 Forum**

Tickets are \$15 Chamber members (\$25 non-members)

**Includes admission to mixer**

**Immediately following at Hard Rock Café!**

Purchase tickets in advance at [www.tahoechamber.org](http://www.tahoechamber.org)

**Sponsored By**



For more information, contact Emily Abernathy  
at (775) 588-1726 x303 or [Emily@TahoeChamber.org](mailto:Emily@TahoeChamber.org).

Speakers Ralf Garrison and Dr. Emily Sheffield will present current statistics and trends to inform tourism and hospitality operations for the future.

Among the topics to be presented are differences in how the younger "wired" and ethnic visitors will connect with recreation in addition to a discussion on what types of accommodation units and amenities are most important to these growing market segments.

# Supporting entrepreneurs

## FINDING THE “EASY” IN “E-COMMERCE”

March 30, 2012 • 2-4pm  
Harrah's Lake Tahoe

### Guest Speakers

Anthony Howard  
Howard SEM Group  
Gene Romagna  
SBDC Consultant

### Tickets available online at

[www.tahoechamber.org](http://www.tahoechamber.org)  
Members: \$20  
Non-Members: \$30

### Includes entry to the 2012 Business EXPO

For more information, contact:  
Emily Abernathy  
[Emily@tahoechamber.org](mailto:Emily@tahoechamber.org)  
(775) 588-1728 ext. 303

Sure... This is the "Information Age" and "everything is online," but what, why, how and where does the small business professional begin? In this lively, intense, information- and example-packed two hours, explore useful information about:

- Sales vs. e-sales
- 24/7/365 business presence
- Typical elements and types of e-commerce, social networks, etc
- The SWOT of e-commerce
- Introduction to keywords, research, and SEO
- Suppliers and shipping options
- Aspects of "merchant accounts"
- Key tips on getting started for your e-commerce plans

Bring an open mind, questions, and lots of energy!

Sponsored by  
 ogetaway  
RENO / TAHOE



# Chamber Trek and Geotourism Award

- Valhalla receives 2012 Geo Award



**SIGN UP NOW!**

**2012 Chamber Treks**



**Costa Rica**  
November 3-11, 2012

Just 6 Spots Left!!! Don't Miss the Vacation of a Lifetime! Register Today for a Tropical Getaway and explore Tortugero National Park, rainforests, volcanoes, pineapple farms, butterfly gardens, hot springs, banana plantations and more!

Book your trip with:  
Melisa Richardson  
Leave it to Mel Travel  
(530) 416-0323  
info@melstravel.com

**Monterey, Livermore, & Sacramento**  
June 5-7, 2012

- In Livermore, see for yourself the impact of a Highway Bypass such as proposed in the Regional Transportation Plan.
- Hear how tourism improvements revamped Monterey's economy.
- Meet elected officials & legislative staff at the Capitol!

Register now:  
TahoeChamber.org  
(775) 588-1728  
info@tahoechamber.org

  
**TahoeChamber.org**



# Questions

- Carol Chaplin/LTVA
  - [carol@ltva.org](mailto:carol@ltva.org)
  - 775-588-5900
  
- Betty “B” Gorman/Tahoe Chamber
  - [bgorman@tahoechamber.org](mailto:bgorman@tahoechamber.org)
  - 775-588-1728