

A photograph of a person standing on a yellow kayak in a lake. The person's legs are visible, and they are holding a paddle. The background shows a shoreline with trees and a clear blue sky. The text "SUMMER CREATIVE CONCEPTS" is overlaid in large, bold, white letters.

SUMMER CREATIVE CONCEPTS

OBJECTIVES

- Attract and motivate leisure travelers to the destination by creating an emotional connection.
- Increase midweek travel and/or extended overnight stays (3 + nights) by positioning North Lake Tahoe as the ideal summer destination.
- Increase awareness of summer activities and experiences among target markets (New York, Los Angeles and San Diego).

INSIGHTS & TRENDS

- Scenery is a top-rated “strength” for choosing a destination.
- Travel is increasingly driven by a location’s Instagram-ability.
- Health & wellness is still a top industry motivator as travelers seek a “work-life balance”.
- Experiential trend continues to be at the forefront with travelers preferring destinations that make them feel like a kid again.



THE DIFFERENTIATOR

Lake + Mountain + Towns + Events =
Unique Visitor Experience

THE ADVENTURE

Approachable world-class experiences
that are individually defined

THE UNDISCOVERED

New Experiences =
A New Lease on Life

REFRESH AND REJUVINATE

Summer is the ideal time for a
much needed escape

A photograph of a forest path with a large green overlay. The path is made of dirt and gravel, and there are trees and logs in the background. The green overlay is a solid, bright green rectangle that covers most of the image. The text "CONCEPT 1" is written in white, bold, sans-serif font in the center of the green overlay.

CONCEPT 1



Summer's Official Playground

Most of us can't wait till summer to get away. It's that stirring deep inside each of us that longs to escape. School's out. The sun's out. And our desire to get out and enjoy it is human nature.

Thankfully, North Lake Tahoe is the perfect place to escape the nine to five with a thriving summer scene loaded with experiences meant to refresh, recharge and reinvigorate our souls.

There is no shortage of activities to check off everyone's list – from a scenic paddle to a picturesque hike, to lounging on the beach to hitting up the gaming and dining scene – there's so much to do in Summer's Official Playground.

North Lake Tahoe, It's Human Nature.



CONCEPT 2

Seek Your True North

In life's journey, we are often uncertain of what we seek or where we're going. But our "true north" is our internal compass, it never changes. It always leads us where we need to go. And there's something about the summer season in North Lake Tahoe that beckons you – from the scenery to the atmosphere to the crystal blue water, no matter how many times you've been here, you can always have a new experience. North Lake Tahoe is so well positioned for the summer season with water activities, hiking, beaches, biking, golf, spa, gaming and sight-seeing, it truly is the ideal summer location. Anything you seek, you will find in your #TrueNorthLakeTahoe.

North Lake Tahoe, It's Human Nature.