

North Lake Tahoe

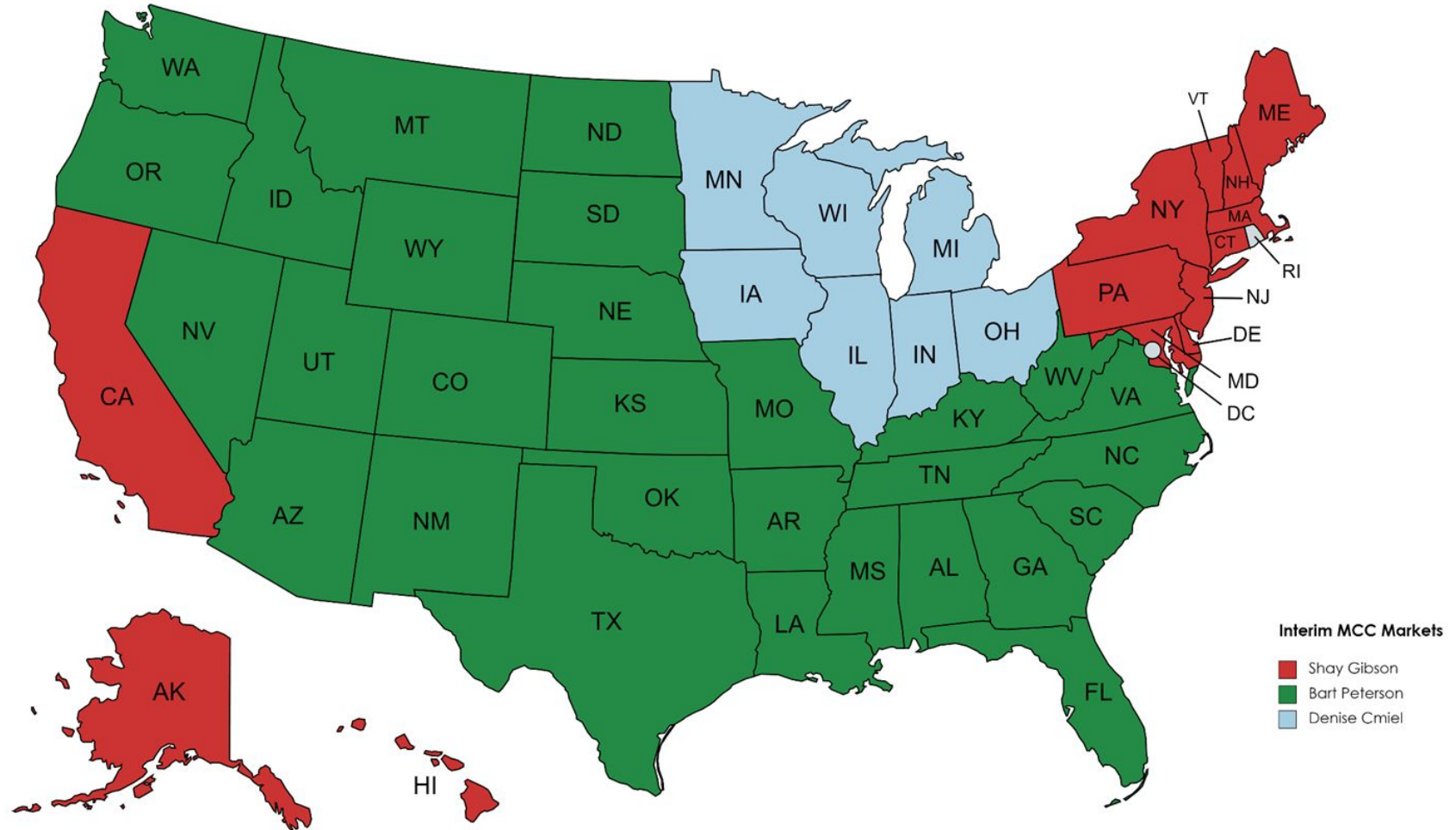
Marketing Co-op Committee - Sales Update

August 2022



Year-end Conference Highlights

Conference Sales Markets



Sales Highlights

- **(29) Programs Turned Definite**
 - \$1,553,704.00 in room revenue less taxes and fees
 - 6,841 requested rooms
 - Top source states: (6) AZ, (5) CA, (4) TX, (4) IL
 - (4) Corp - Finance/Insurance, (4) Assn-National, (3) Corp - Computers/Technology
- **(123) Programs Turned Tentative** - does not include RFP's from CVENT unless adding a property or conducting a site visit
 - \$8,855,300.00 forecasted room revenue
 - 37,238 requested rooms
 - Top source states: (44) AZ (HPN), (28) CA, (12) IL, (5) TX
 - (28) Association, (34) Corporate
 - (7) Corp - Computers/Technology, (5) Corp - Finance/Insurance
- **(47) Inquiries** - RFP's received in CVENT which did not add a property or conduct a site visit

Sales Highlights

- **Top Five Conference Bookings**
 - Wilderness Medical Society - 585 rooms
 - Distribution Contractors Association - 535 rooms
 - BASF Corporation - 435 rooms
 - Soccer Shots Franchising - 368 rooms
 - Championship Golf Tournament - 392 rooms

Sales Highlights

- **Sales Missions & Tradeshows**

- 4 events attended
 - Connect Chicago
 - Connect Seattle
 - HelmsBriscoe Annual Business Conference
 - TopGolf Roseville client event

- **FAMs/Site Visits**

- April 2022 - hosted CalSAE Elevate Partner Party at High Camp
 - Hosted 150 meeting planners during the Elevate conference at Resort at Squaw Creek
- 8 site visits conducted

COLLATERAL UPDATES

- Creating bi-monthly newsletters to 8,783 planners
 - 9/14 - NLT Community Update & Take Our Traveler Responsibility Pledge
 - 11/23 - Winter is Here, Wander NLT
 - 12/9 - Destination Celebration Minneapolis Thank You
 - Sent to planners who attended the trade show
 - 2/4 - Seasonal Spectacular 2021 Thank You
 - Sent to planners who attended the trade show
 - 2/11 - Take Your Meeting Lakeside
 - 3/25 - Join us May 18-20 in NLT for the Tourism Cares Summit
 - 4/19 - Spacious Conference Rooms with No Boundaries in NLT
 - 5/4 - TopGolf Roseville Event Invite
 - 5/10 - ELEVATE 2022 Thank You
 - Sent to planners who attended the trade show
 - 6/10 - Collaboration Soars in NLT



Year-end Leisure Sales Highlights

Leisure Sales Highlights

- **Sales Missions & Tradeshows**

- 3 trade shows attended
- International Sales Mission took place in: Mexico City with Visit California
- Domestic trade shows included: SoCal Receptive Tour Operator Sales Calls, Go West, IPW Vegas in September and Orlando in June, MTS, Visit California Outlook Forum and the California Cup

- **Familiarization Tours (FAMS)**

- IPW 21' Pre-FAM w/Volaris
- ski.com
- Go West Activity Day

Webinars

- Viajes Palacio
- Travelplan Australia
- Webbeds
- MySnow Holidays

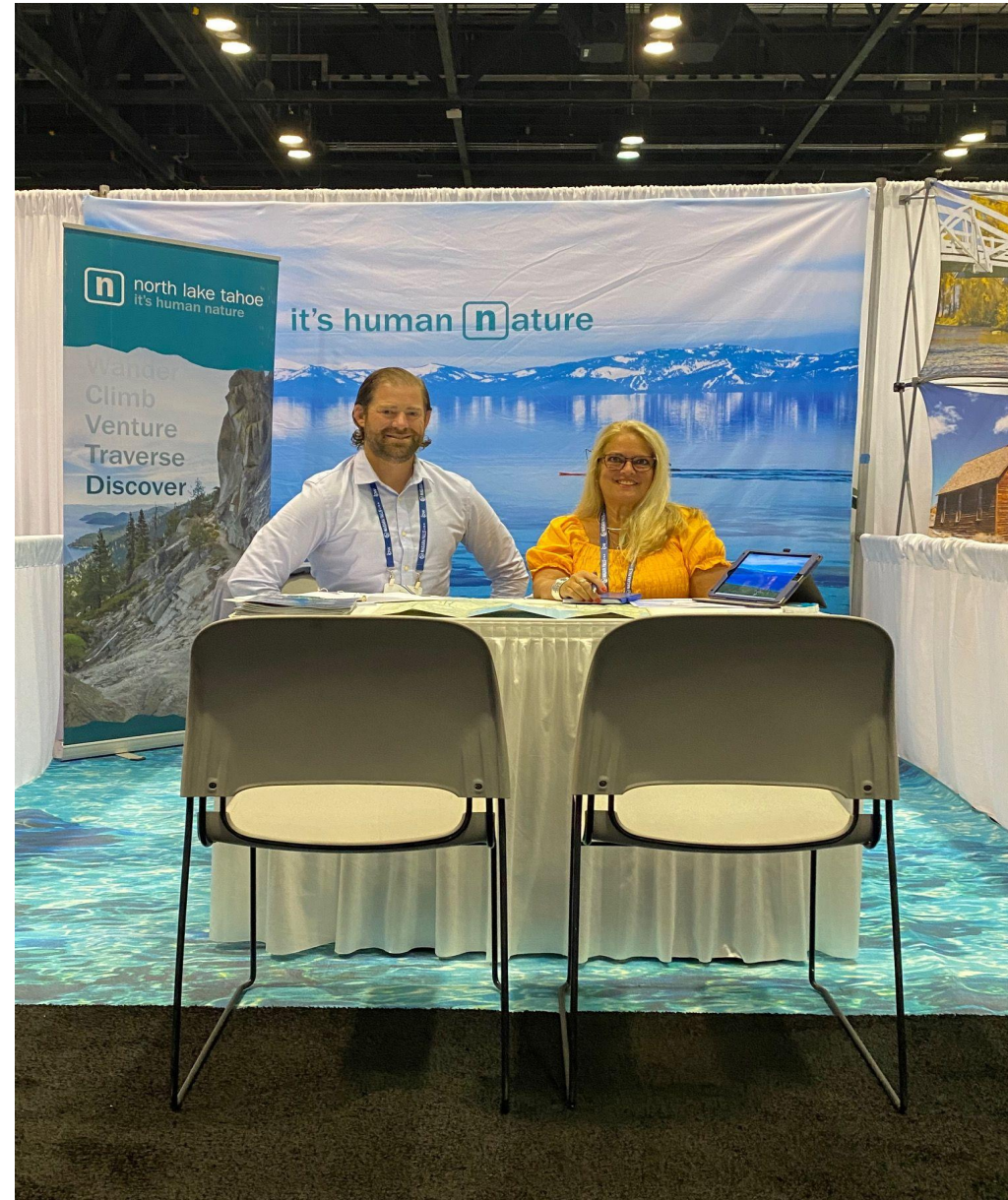
COLLATERAL UPDATES


- Creating bi-monthly newsletters to 3,014 travel agents and product managers
 - 9/7 - NLT – Take Our Traveler Responsibility Pledge & Wildfire Update
 - 11/22 - Experience Winter Wonderland in NLT
 - 2/10 - Recharge Lakeside in NLT
 - 3/25 - Join Us May 18-20 in NLT for the Tourism Cares Summit
 - 4/19 - Adventure is in Full Bloom in NLT
 - 6/9 - Feel the Beat in Summer's Playground

IPW September 2021



IPW June 2022





**2022/2023
Looking Ahead**

Looking towards 2022/2023

- **2022/2023 Conference/Leisure Sales Schedule**
- **Conference Partnerships - HelmsBriscoe, ConferenceDirect, HPN**
- **International Office Update:**
 - Renewing contracts with: Gate 7 in Australia and reviewing proposal from Reach in Canada
 - Attending sales missions in each of these markets

Looking towards 2022/2023

| DATE | TRADESHOW/EVENT | LOCATION |
|----------|--|--------------------------------|
| AUGUST | 8-10 - Connect Marketplace (Corporate & Association) | Detroit, MI |
| OCTOBER | 3-7 - Texas Sales Mission w/RenoTahoe | |
| | 27 All Things Meetings 2022 Fall Trade Show | Mountain View |
| NOVEMBER | 1-3 - Destination West | Tucson, AZ |
| | 9-10 - Connect West | San Francisco, CA |
| | 14-17 - HPN Annual Conference | Denver, CO |
| DECEMBER | 13-14 - CalSAE Seasonal Spectacular | Sacramento, CA |
| JANUARY | 31-1 - Connect Midwest | Chicago, IL |
| FEBRUARY | | |
| MARCH | 7-8 - Visit California Outlook Forum | Sacramento, CA |
| | 19-23 - SkiTops | Mt. Bachelor, OR |
| | 26-31 - Mountain Travel Symposium | Banff |
| APRIL | 17-19 - CalSAE Elevate | Sonoma, CA |
| | TBD - ConferenceDirect Annual Partner Meeting | TBD |
| MAY | 3-6 - HelmsBriscoe ABC | Denver, CO |
| | 20-24 - IPW | San Antonio, TX |
| | TBD - Australia Sales Mission | Sydney, Melbourne and Brisbane |

A scenic landscape featuring a large body of water, likely a lake, in the foreground. The water is calm and reflects the soft light of a sunset or sunrise. In the middle ground, there is a dense forest of evergreen trees, possibly pine or spruce, covering a hillside. The background shows distant mountains under a hazy, golden sky. A large, white, rounded rectangle is overlaid on the center of the image, containing the text "THANK YOU" in a bold, dark green, sans-serif font.

THANK YOU