

## NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

### Committee Members:

**Chair:** Carlynne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

Adam Wilson, Northstar California | Brit Crezee, Sotheby's International Realty

Caroline Craffey, Tahoe Truckee Community Foundation | Christine Horvath, Palisades Tahoe | Connor McCarthy, Homewood Ski Resort

Kressa Olguin, Hyatt Regency | Kristy Olk, Resort at Squaw Creek | Melissa Burin, The Ritz-Carlton, Lake Tahoe

Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe |

Wendy Hummer, EXL Media

Advisory Placer County Member: Stephanie Holloway

North Lake Tahoe Resort Association Board Member: Ray Villaman

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### Instruction for Public Participation:

Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

as authorized by AB 361.

Meeting ID: 898 2933 8624

Passcode 645800

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## AGENDA

Estimated time:

- |                  |    |   |
|------------------|----|---|
| <b>2:00 p.m.</b> | 1. | Call to Order – Establish Quorum  |
| <b>2:05 p.m.</b> | 2. | Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum. |
| <b>2:10 p.m.</b> | 3. | <b>Agenda Amendments and Approval</b>   |
| <b>2:15 p.m.</b> | 4. | <b>Approval of Tourism Development Meeting Minutes from Aug 30, 2022</b> <i>Page 1</i>  |
| <b>2:20 p.m.</b> | 5. | Winter Media Recommendations & Direction – Augustine Agency <i>Page 4</i>   |
| <b>2:50 p.m.</b> | 6. | Tourism Development Application Process and Timeline – Kirstin Guinn  |
|                  | 7. | Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) Click <a href="#">here</a> for reports  |

- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

8. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report

**3:00 p.m.** 9. Committee Member Comments

**3:15 p.m.** 10. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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## north lake tahoe

Chamber | CVB | Resort Association

### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Aug 30, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference: Chair: Carlynn Fajkos, Vice Chair: Becky Moore, Brit Creeze, Caroline Craffey, Christine Horvath, Connor McCarthy, Kressa Olguin, Vinton Hawkins,**

**NLTRA Board Member: Ray Villaman**

**Staff in attendance: Tony Karwowski, Kimberly Brown, Francois Cazalot, Andy Chapman**

**Others in attendance: Cathy Nanadiego, Lindsay Moore, Steph Straw, Taylor Eck, Yulianna Cisneros**

1. Meeting called to order at 2:02pm and a quorum was established.
2. **Public Forum – No public forum**
3. **Agenda Amendments and Approval  
Motion to approve the agenda as presented CREEZE/MOORE/UNANIMOUS**
4. **Approval of Tourism Development Meeting Minutes from May 24, 2024  
Motion to approve the meeting minutes from May 24, 2022 MCCARTHY/CRAFFEY/UNANIMOUS**

5. **NLTRA Updates**

Karwowski gave a brief staffing update and welcomed new staff, Kimberly Brown and Francois Cazalot. Kirstin Guinn starts on Tuesday, September 6<sup>th</sup>. The Director of Business and Community Relations is a new position and Karwowski gave a brief description of what vertical that position covers. There is still an open position, Director of Destination of Destination Management. He shared they are now changing the title to Economic and Community Development Director to better fit the skillset they are looking for.

Karwowski also gave an update on the Grant Cycle timeline. An ad-hoc committee has worked with a consultant to develop biennial call for projects with a focus on grant submission, review, award and tracking. He reviewed the timeline chart with the committee members and next steps.

There was a recent Bylaw notification sent out to all members to vote on an increase in the TOT committee seats from 5-7 to 11-13 people. NLTRA will share the outcome of the ballots soon, but it is looking very favorable of passing.

Comments:

- Horvath questioned if there is any collaboration between existing groups like the TMA and housing groups given historical familiarity with regional challenges. Karwowski shared in our Bylaws it outlines that those organizations have seats and representation on the TOT committee. (Mountain Housing Council and TMA)

6. **Review and Discussion of Fall, MCC and Content Campaign – Augustine Agency/Cathy Nanadiego, Yulianna Cisneros and Claire Marcus**

Nanadiego gave an overview of the Fall Campaign and MCC Campaign. Campaign strategies for the Fall Campaign is still similar to last year with a focus on increasing length of stay and mid-week visitation. Strategies going forward will continue to include consideration for the Omnicron/Covid and being flexible along with utilizing data from Fusion7 and Arrivalist to guide decisions. Target markets recommendations specific to fall includes Los Angeles, Phoenix, Seattle and Portland. The media tactics will continue with video, OTA's and email, Weekend Sherpa and Sustainability through social. Nanadiego shared the consumer flow-chart that starts on September 1, going through mid-November. Nanadiego shared the fall creative and what the displays ads looks like.



Nanadiego also shared the Meetings and Conventions Strategy and Tactics. Objectives are to balance media platform opportunities. Continue year-round presence among audiences and refreshing the amenities campaign creative as needed, utilizing lead-generations through Meetings Today, maintain presence through social media, utilize video in retargeting and LinkedIn efforts and continue with CVENT. Nanadiego shared the flow-chart and creative ad examples were also shown.

Cisneros with the Augustine Agency shared the Content Campaigns with the committee members. The objective is to encourage people to engage with North Lake Tahoe social channels by sharing their favorite experience and bringing more attention to the Traveler Responsibility Pledge. Cisneros shared that the participants are entered to win a 2-night stay, including dinner and a \$250 North Lake Tahoe gift card. Cisneros shared one of the reels had 44k views.

Marcus with the Augustine Agency shared the North Lake Tahoe Challenge with the committee members. The objective is to promote activities across the region during August – October 2022. (Outdoor activities, sustainable practices and town-related activities.) Participants receive a digital badge for the particular challenge they participate in and are entered to win a 2-night stay. Each month has a theme featuring a particular challenge, but participants can complete whichever challenge suits their needs.

Comments:

- Horvath made a comment that it may be worth looking at the need period for our lodging properties for fall being our shoulder season. Nanadiego stated they looked at longer lengths of stay and it's difficult for families as kids are back in school. Horvath asked if the lodging properties would chime in. Moore agreed the drive market is important for the fall season and recommended looking into it. She said families with younger children still come here but they see more demand from the empty nesters who are incredible flexible, and they can also stay mid-week. Hawkins with The Boatwork's Inn also stated the drive market is important to their property for the fall season and echoed Moore and Horvath's earlier comments.
- Fajkos questioned if the TART connect ads run locally. Nanadiego shared all the sustainable ads run in-market.
- Fajkos gave compliments to the Augustine Team on their video and animation, and innovation with the content campaigns.

**Action to Augustine Agency: Explore advertising in drive market (Bay area and Sacramento)**

7. Update on 22.23 Event Partnership Funding Cycle – NLTRA/Kimberly Brown  
Brown shared the NLTRA Event Strategy and highlighted the following:
- Forum to tell our TBID story
  - Engage community about NLTRA's destination stewardship promotion
  - Promote economic vitality
  - Drive visitation during strike zones
  - Increase length of visitor's stay
  - Capitalize on events with marketing reach to target audiences

She also shared event metrics and what goes into the ROI. She asked if anyone has any feedback regarding this to please reach out to her directly via email or phone.

The Partnership Event Grant Cycle usually takes place in the fall, and this will be taken place soon. This is focused on Human Powered Sports, Culture, Culinary and Health and Wellness. Brown shared that she has received some feedback on how to streamline the process going forward.

Brown also shared the upcoming events for our region.

Comments:

- McCarthy questioned how the ROI is determined. Brown shared it comes from a couple of different sources and one being the ROI data sheet Amber Burke created, along with the Tourism Master Plan. She is open to including more metrics.

8. Departmental Reports these reports can be viewed on our [website](#).
9. Standing Reports- these reports can be viewed on our [website](#).

10. Committee Member Comments – Fajkos reminded the committee members of the Drone show on Labor Day weekend.
11. Adjournment – The meeting adjourned at 3:05pm

Minutes submitted by,  
Anna Atwood  
NLTRA

# 2022-23 WINTER CONSUMER MEDIA



north lake tahoe



An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large, smooth rocks and patches of green algae. Lush evergreen trees frame the right side of the image. A semi-transparent white box is overlaid on the center, containing the agenda text.

# **AGENDA**

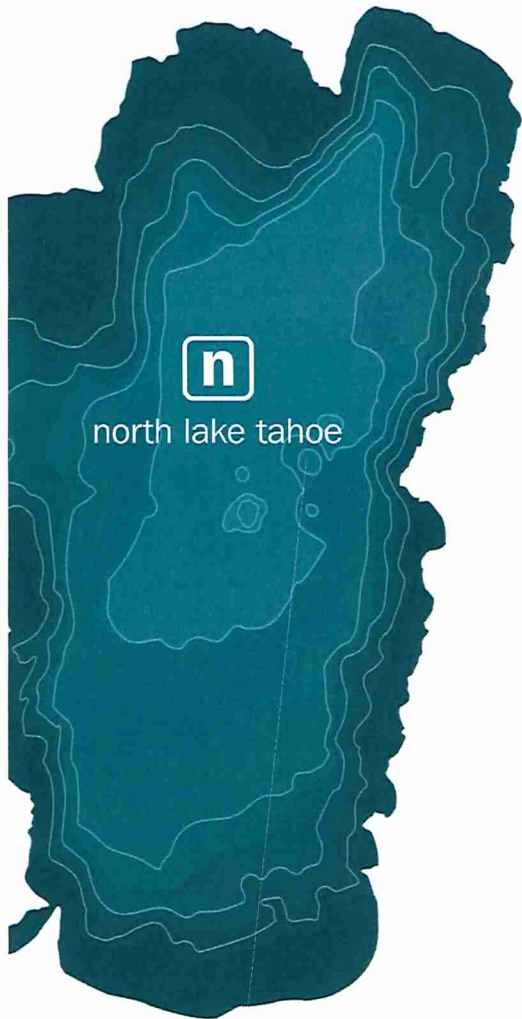
**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TARGET MARKETS**

**TACTICS**

**CREATIVE EXAMPLES**



## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy



## MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
  - Fly market / 3-year visitor
  - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



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## WINTER TARGET MARKETS

- Los Angeles
- National Fly Markets / 3 Years Visitor (High Value)



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# TACTICS

- Programmatic Display
  - Prospecting and Retargeting
  - High Value / National Audiences
- Native Direct
- Search Marketing
  - National
  - Google Max
- Facebook/Instagram
  - Prospecting and retargeting
  - High Value / National Audiences
  - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email





# CONSUMER MEDIA FLOWCHART

- 10% of total fiscal budget
- Focus on targeted digital media

NLT 2022-23 MEDIA PLAN	2Q 2022						3Q 2023									
CAMPAIGN: CONSUMER	November			December			January			February			Gross Total			
	14	21	28	5	12	19	26	2	9	16	23	30		6	13	20
	Winter															
10%																
\$75,802																
<b>DIGITAL</b>																
Programmatic Display PT																
Programmatic Display RT																
Native (direct)																
Paid Search - National																
Google Max (Search, YouTube, Display, Gmail Ads)																
<b>Digital Total</b>															\$50,353	
<b>SOCIAL</b>																
FB/IG PT																
FB/IG RT																
<b>Social Total</b>															\$5,746	
<b>OTA's</b>																
TripAdvisor (Desktop/Mobile/Audience/etc)																
<b>OTA's Total</b>															\$7,036	
<b>MISC</b>																
Email																
Programmatic Display (High Value / National)																
FB/IG (High Value / National)																
<b>MISC Total</b>															\$10,287	
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>																
FB/IG (In-Market Travelers 75%; Locals 25%)																
<b>SUSTAINABILITY/PLEDGE/TART/etc Totals</b>															\$1,510	
Adserving																
<b>Gross Total Media Investment</b>	\$5,123			\$17,076				\$29,554				\$24,049			\$75,802	

DISCOVER YOUR  
WINTER WOW

north lake tahoe  
it's human nature

EXPLORE  
WORLD-CLASS  
ADVENTURES

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it's human nature

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it's human nature

PALISADES TAHOE  
Alpine Meadows, CA

PLAN NOW

ENJOY YOUR  
WINTER WOW  
GETAWAY  
RESPONSIBLY

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VIEW OUR

KNOW  
BEFORE  
YOU GO  
INFORMATIONAL  
GUIDE

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TAHOE CROSS  
COUNTRY SKI AREA  
Tahoe City, CA

PLAN NOW

TURN  
FAMILY TIME  
INTO WOW TIME

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CONNECT  
IN NATURE.  
STAY AND PLAY.

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it's human nature

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it's human nature

THE VILLAGE  
AT NORTHSTAR  
Northstar, CA

PLAN NOW

EXPERIENCE  
THE BEAUTY OF  
WINTER WOW

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it's human nature

ENJOY  
MID-WEEK  
SPECIALS

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it's human nature

north lake tahoe  
it's human nature

SPEEDBOAT BEACH  
King's Beach, CA

PLAN NOW

ONE DESTINATION.  
11 SKI RESORTS.  
ENDLESS WOW.

north lake tahoe  
it's human nature

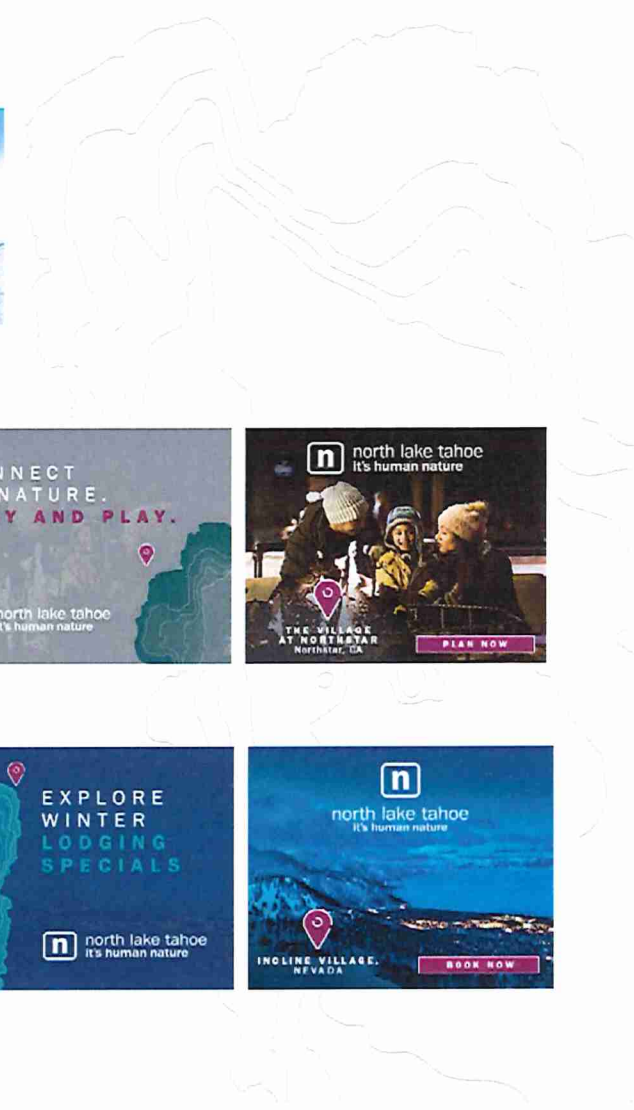
EXPLORE  
WINTER  
LODGING  
SPECIALS

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it's human nature

north lake tahoe  
it's human nature

INCLINE VILLAGE.  
NEVADA

BOOK NOW



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Enjoy midweek specials.


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MILLENNIAL

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**Enjoy Open Spaces Midweek**  
Plan your trip now.

LEARN MORE

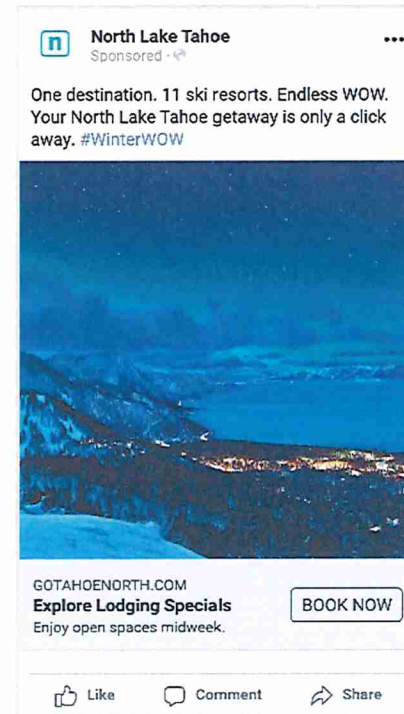
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BOOMER






RETARGETING



RETARGETING/LOGGING

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**Discover New Adventures**  
Travel Responsibly

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**Reconnect in Nature**  
Enjoy Lakeside

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Escape to

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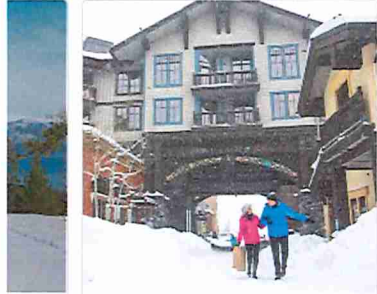

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**Explore Unique Towns**  
Plan Your Getaway

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**Explore Unique Towns**  
Plan Your Getaway [LEARN MORE](#)

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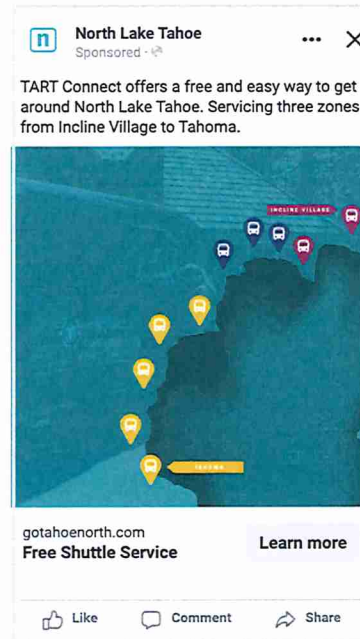
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# CREATIVE – SUSTAINABILITY



TART WINTER 21 SOCIAL MEDIA ADS



SINGLE IMAGE 1  
TART



**THANK YOU!**