

2022-23 WINTER CAMPAIGN RECAP



north lake tahoe



An aerial photograph of a kayaker in a red kayak on a vibrant turquoise lake. The kayaker is wearing a yellow life vest and is positioned on the left side of the frame. The water is crystal clear, revealing large, smooth, light-colored rocks in the foreground and middle ground. Lush green pine trees are visible on the right side of the image, their branches extending over the water. The overall scene is serene and natural.

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

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



north lake tahoe

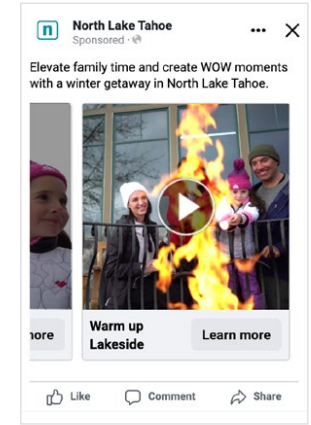
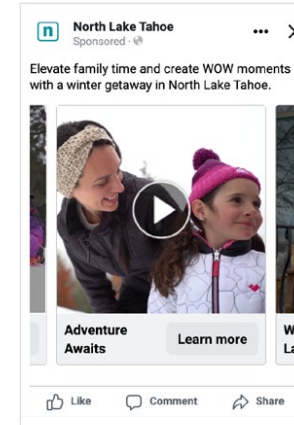
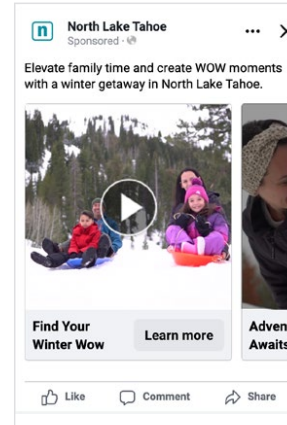
CAMPAIGN RECAP

- The 22/23 winter season campaign started November 15.
- All tactics are exceeding benchmarks with paid search, Facebook and Google Max display leading the charge.



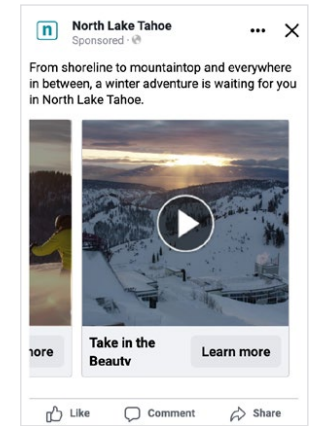
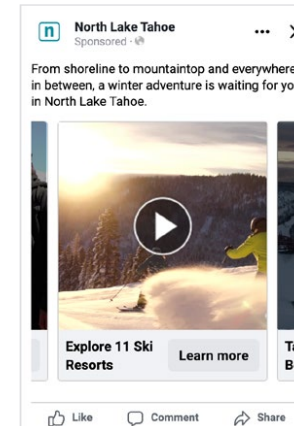
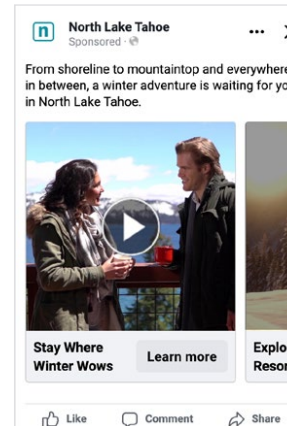
WINTER 2022 / 23 SOCIAL MEDIA ADS

FAMILY CAROUSEL | VIDEO



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MILLENNIAL CAROUSEL | VIDEO



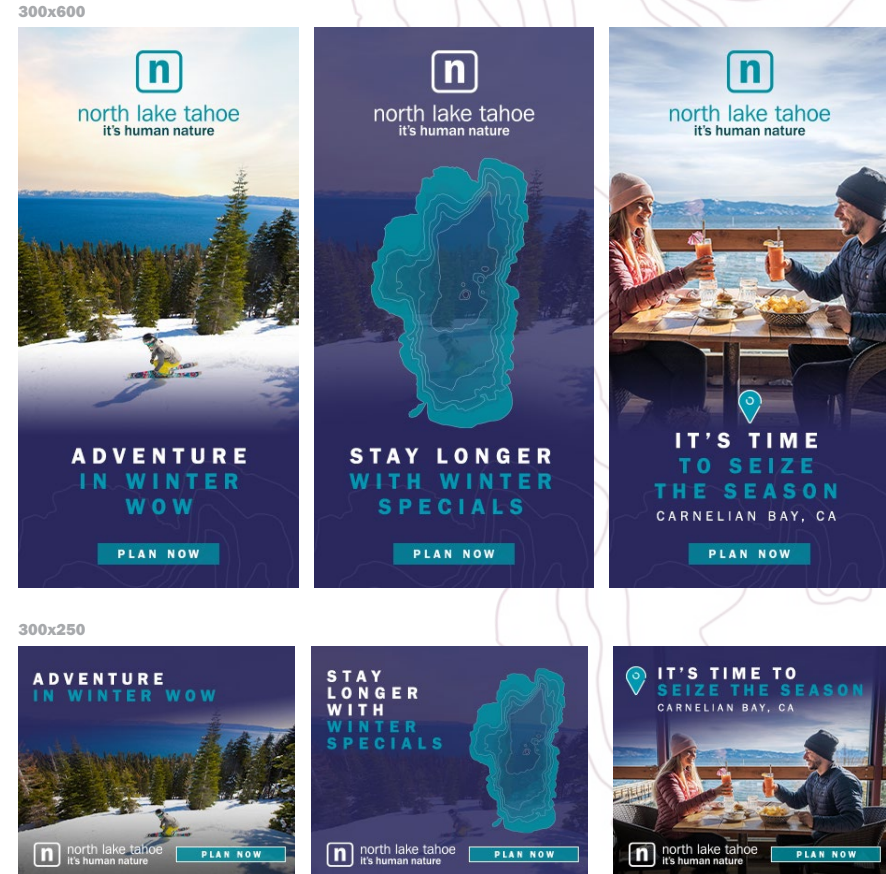
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TACTICS

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



CREATIVE - DISPLAY



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it's human nature

**12 UNIQUE TOWNS.
11 SKI RESORTS.
INFINITE WOW.**

BOOK NOW



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**PLAN YOUR
MIDWEEK
GETAWAY**

BOOK NOW



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**STAY WHERE
WINTER WOWS**

BOOK NOW



**IMMERSE
YOURSELF IN
WINTER WOW**

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**TAKE IN
WINTER'S
BEAUTY**

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**STAY FOR ALL
THE EXCITEMENT**
CRYSTAL BAY, NV

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CREATIVE - SOCIAL

BOOMER CAROUSEL | IMAGES

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RETARGETING CAROUSEL | IMAGES

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SINGLE IMAGE 1
TART



THANK YOU!