

2022-23 Summer Media Proposal



north lake tahoe

An aerial photograph of a kayaker in a red kayak on clear, turquoise water. The kayaker is wearing a white jacket and a yellow life vest, and is holding a yellow paddle. The water is crystal clear, revealing large, smooth, light-colored rocks at the bottom. In the foreground, there are several large, rounded boulders. On the right side, the branches of evergreen trees hang over the water. The overall scene is serene and natural.

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

SUMMER CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay and push Summer 2023 visits towards end of season.
- Increase mid-week visitation.

Tier 2:

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



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MEDIA STRATEGIES

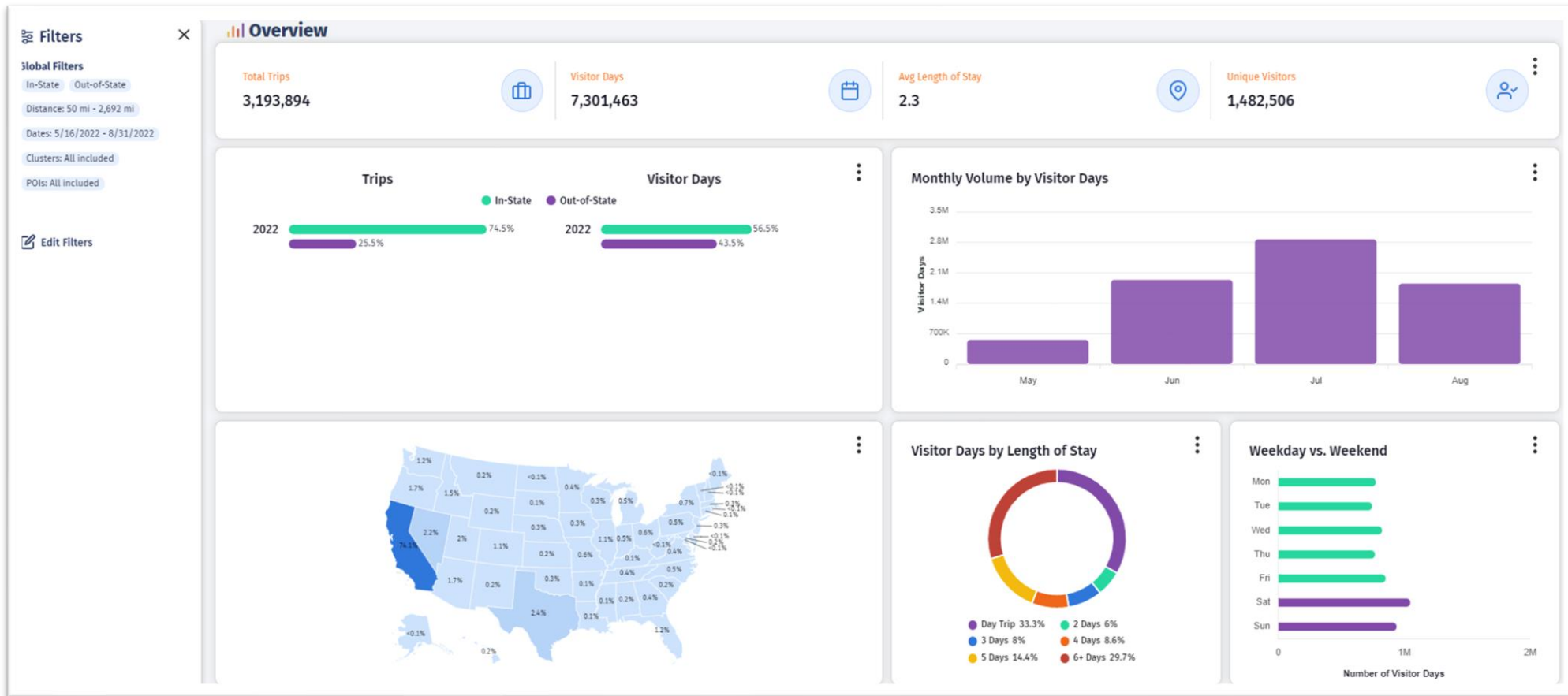
- Use lower budgets to target Los Angeles audiences.
- Target national High-Value audiences.
 - Fly market / 3-year visitor.
 - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
 - TV: Bay Area
 - FB / Insta: In-Market Travelers 75%; Locals 25%



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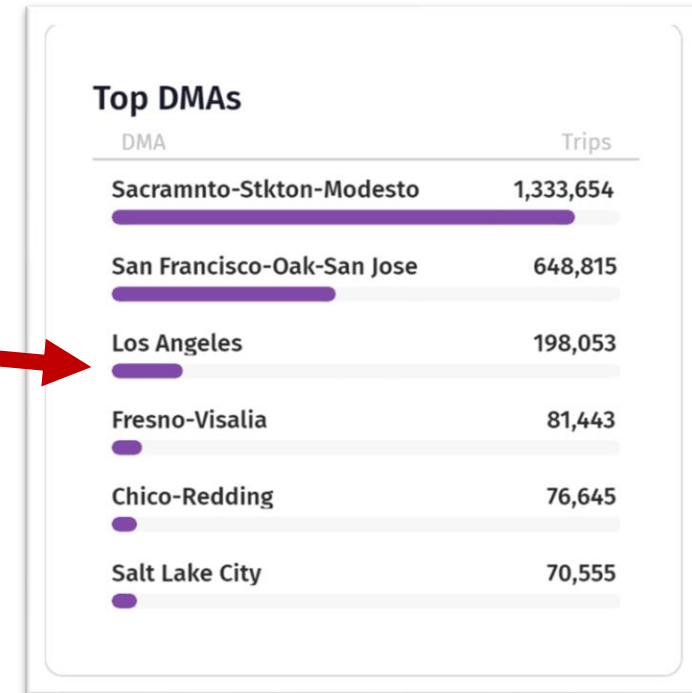
DATA COLLECTION

Markets were selected with Datafy's Visitation dashboard, pulling data from Summer 2022.



Dashboard Insights – Summer 2022

- Average length of stay for all visitors: 2.3 days.
- Summer 2022 weekends saw higher numbers than weekdays. 2023 advertising should focus on pushing weekday visits.
- LA was the third highest visitation market after Sacramento and San Francisco.
- Over 80% of LA visitors stay 2+ days with 62% staying 4+ days.



LA Visitor 'Only' Data:

Trip Length

Day Trip Visitor Days

97,256

2-Day Trip Visitor Days

36,918

3-Day Trip Visitor Days

58,950

4-Day Trip Visitor Days

80,014

5+ Day Trip Visitor Days

236,019

SUMMER TARGET MARKETS

1. Los Angeles, CA
2. National Fly Markets / 3 Years Visitor (High Value)
3. Local Market (Sustainability)
4. Bay Area - KRON TV (Sustainability)



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Consumer Flowcharts



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CONSUMER SUMMER FLOWCHART – 10% of Yearly Budget

TACTICS

Programmatic Display

- Prospecting and retargeting
- High value / national audiences

Search Marketing

- National search and Google Max

Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

Native Direct

KRON TV Segment

- Sustainability messaging

TripAdvisor

Nevada Travel

California Visitor's Guide

NLT 2022-23 MEDIA PLAN						4Q 2022-23			1Q 2023-24				Gross Total				
CAMPAIGN: CONSUMER						May		June			July			August			
						15	22	29	5	12	19	26		3	10	17	24
						2022-23 Fiscal Year: Summer						2023-24 Fiscal Year: Summer					
DIGITAL																	
Programmatic Display PT																	
Programmatic Display RT																	
Native (direct)																	
Paid Search - National																	
Google Max (Search, YouTube, Display, Gmail Ads)																	
Digital Total																	
SOCIAL																	
FB/IG PT																	
FB/IG RT																	
Social Total																	
OTA's																	
TripAdvisor (Desktop/Mobile/Audience/etc)																	
OTA's Total																	
MISC																	
Programmatic Display (High Value / National)																	
FB/IG (High Value / National)																	
MISC Total																	
SUSTAINABILITY/PLEDGE/TART/etc																	
TV: Sac/SF (KRON/KCRA/etc)																	
FB/IG (In-Market Travelers 75%; Locals 25%)																	
Nevada Travel																	
California Visitor's Guide																	
Sustainability/Pledge Totals																	
Adserving																	
Total Media Investment																	
												May-June Total:		\$64,111			
												July-August Estimated Total:		\$27,393			
												Comined Total		\$91,505			

Creative Strategy



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Display

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WORK
AND PLAY.
PLAN YOUR
STAY.

PLAN NOW

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ADVENTURE
SOARS IN
SUMMER'S
PLAYGROUND

**SAND HARBOR
INCLINE
VILLAGE, NV**

PLAN NOW

EXPLORE
SUMMER'S
BEST MIDWEEK
LODGING
SPECIALS

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BOOK NOW

SCHOOL'S OUT.
SUN'S OUT.
IT'S TIME
TO PLAY.

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**TAHOE TREETOP
ADVENTURE PARK
Tahoe City, CA**

PLAN NOW

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RELAX IN
SUMMER'S
PLAYGROUND

**THE LINKS AT
SQUAW CREEK
Olympic Valley, CA**

PLAN NOW

VIEW OUR

**KNOW
BEFORE
YOU GO**

**INFORMATIONAL
GUIDE**

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PLAN NOW

Social

North Lake Tahoe
Sponsored · 🌐

Experience the best of summer's playground by planning ahead with our Know Before You Go guide.



gotahoenorth.com
Travel Responsibly
Plan Ahead

Book now

Like Comment Share

North Lake Tahoe
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Be inspired by North Lake Tahoe, work from nature and stay to play.



gotahoenorth.com
Expand Your Work Space
Plan Your Stay

Learn more

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North Lake Tahoe
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Crystal blue waters, mountain adventures and unique events are calling. Take advantage of midweek deals in our summer playground.



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Travel Responsibly
Plan Ahead

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North Lake Tahoe
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Schedule some "me" time and tee up relaxation in summer's playground. Book midweek for special deals and offers.



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North Lake Tahoe
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Find your next adventure in summer's ultimate playground. Make the most of your trip and book midweek.



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Travel Responsibly
Enjoy Forever

Learn more

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School's out. Sun's out. It's time to play in summer's official playground. Enjoy offers for the whole family when you book midweek.



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Enjoy Forever

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Sustainability Examples



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TRAVELER RESPONSIBILITY PLEDGE

TRAVEL RESPONSIBLY

Take the Pledge



DISCOVER **EXQUISITE NATURAL BEAUTY IS WELL WORTH PRESERVING**

North Lake Tahoe's alpine blue waters and majestic mountain peaks have drawn visitors and locals for generations. With your commitment, we can protect and preserve the natural wonders we all love for future generations. Take the Traveler Responsibility Pledge and join us in preserving our treasured spaces by leaving them better than you found them. Be sure to pack out what you pack in, drink Tahoe Tap from a reusable bottle and pick up after your pet.

Learn more and take the Traveler Responsibility Pledge at GoTahoeNorth.com/TravelNevada23

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it's human nature



NEW NORTH LAKE TAHOE
FREE ON-DEMAND SHUTTLE SERVICE

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No feeding, poking or taking selfies with bears. Just keep things natural, wildlife depends on it.

Keep Wildlife Wild
Take the Pledge

[LEARN MORE](#)

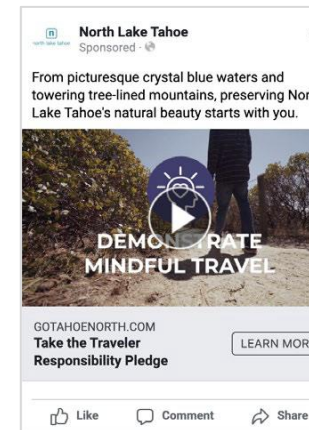


North Lake Tahoe Sponsored

Know how campfires work – and no fireworks. Your actions have the power to preserve the beauty of our region.

Be Fire Safe
Take the Pledge

[LEARN MORE](#)



North Lake Tahoe Sponsored

From picturesque crystal blue waters and towering tree-lined mountains, preserving North Lake Tahoe's natural beauty starts with you.

Take the Traveler Responsibility Pledge

[LEARN MORE](#)



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The TART Connect app offers a free and easy way to get around North Lake Tahoe. Get picked up in as little as 15 minutes. Servicing three zones from Incline Village to Tahoma.

Free Shuttle Service
Now - September 6, 2021

[LEARN MORE](#)



THANK YOU!