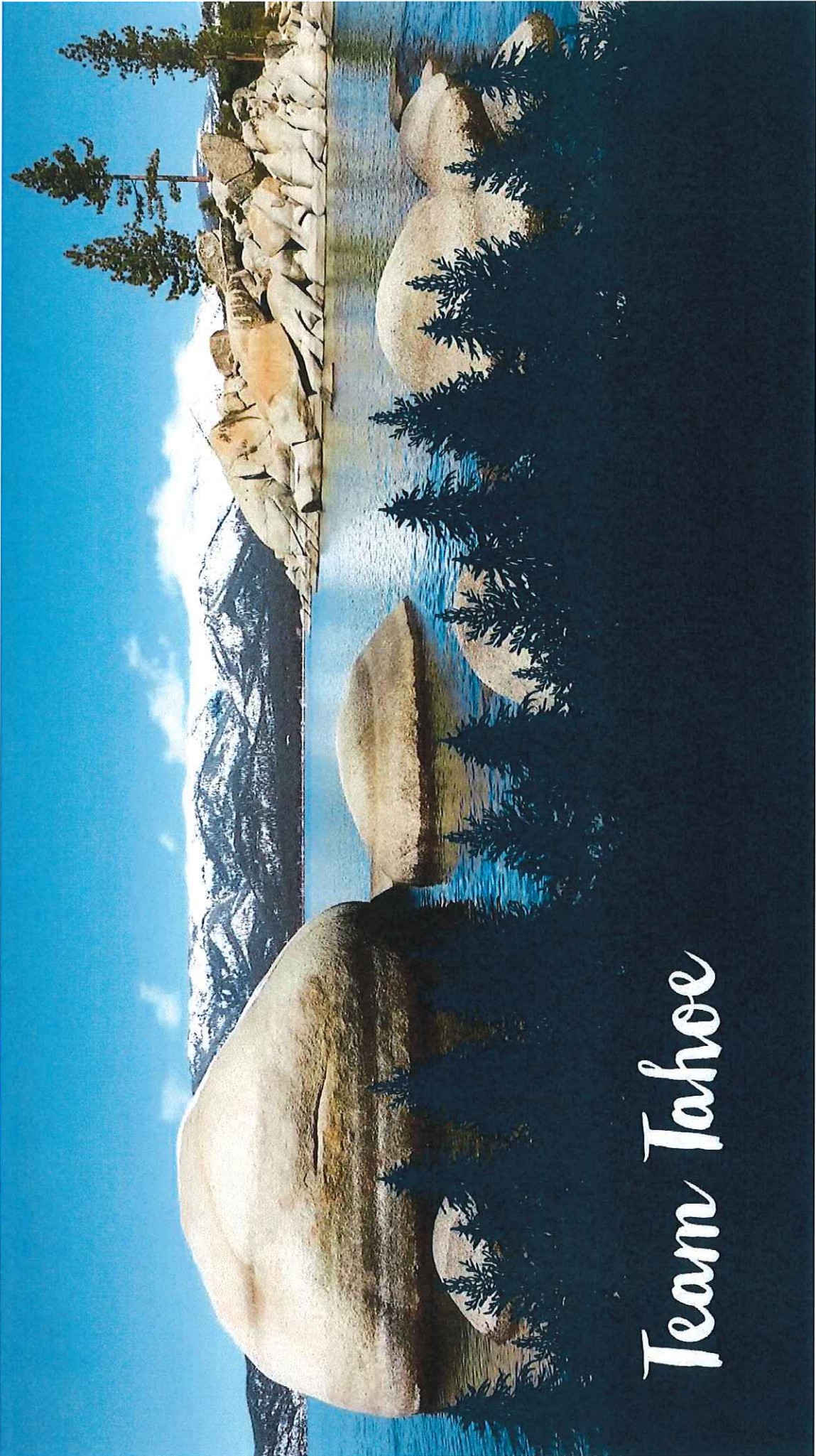
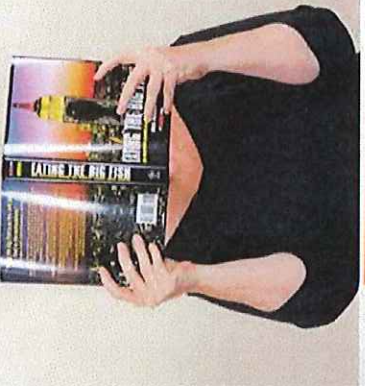
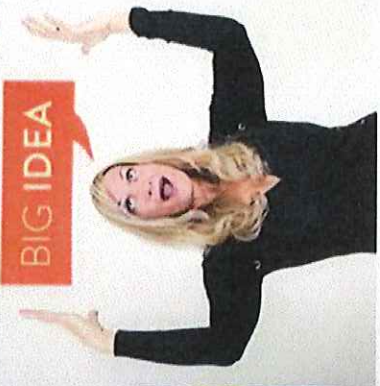


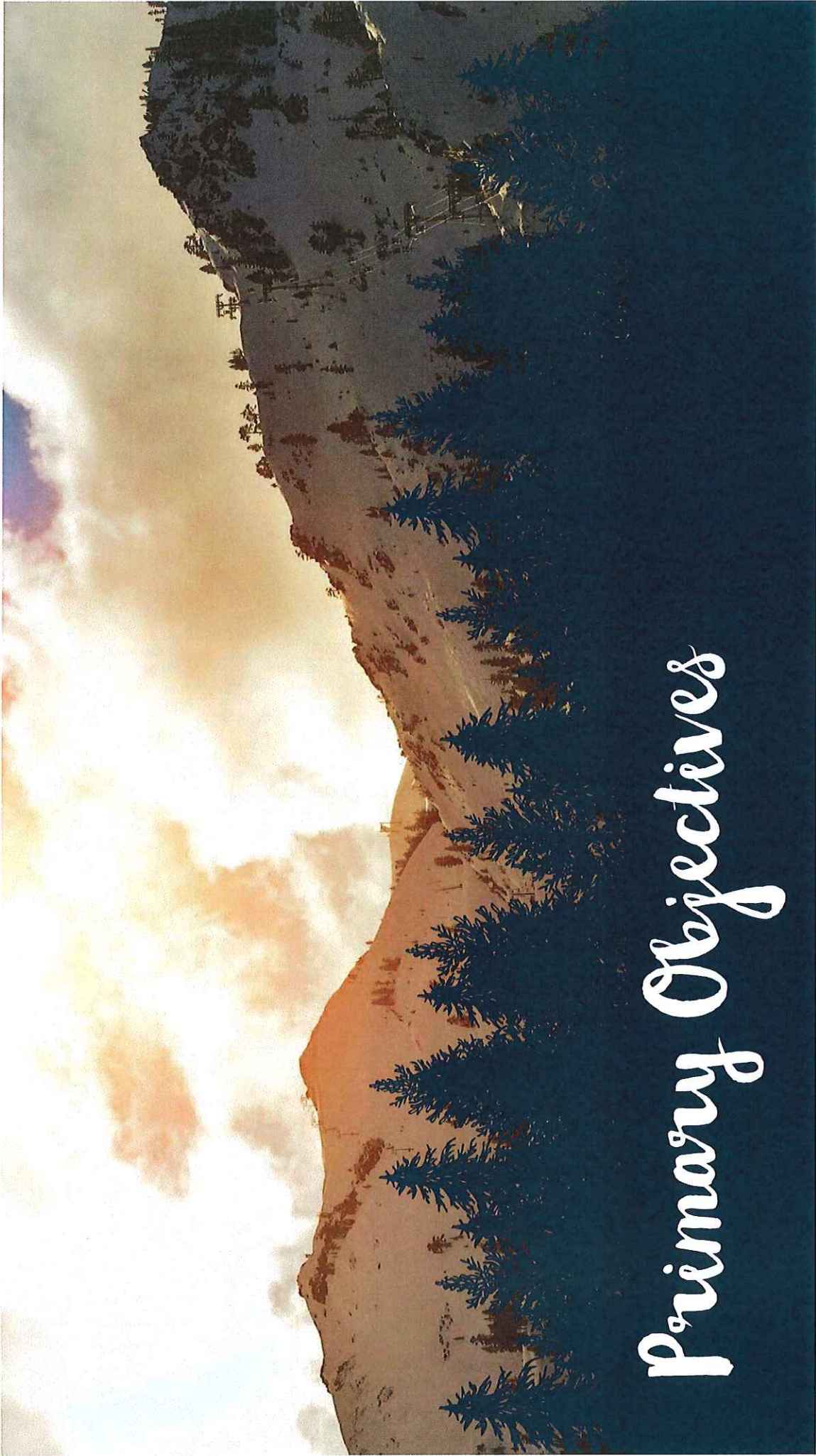
 north lake tahoe | *Augustine*

May 3rd, 2016



Team Tahoe

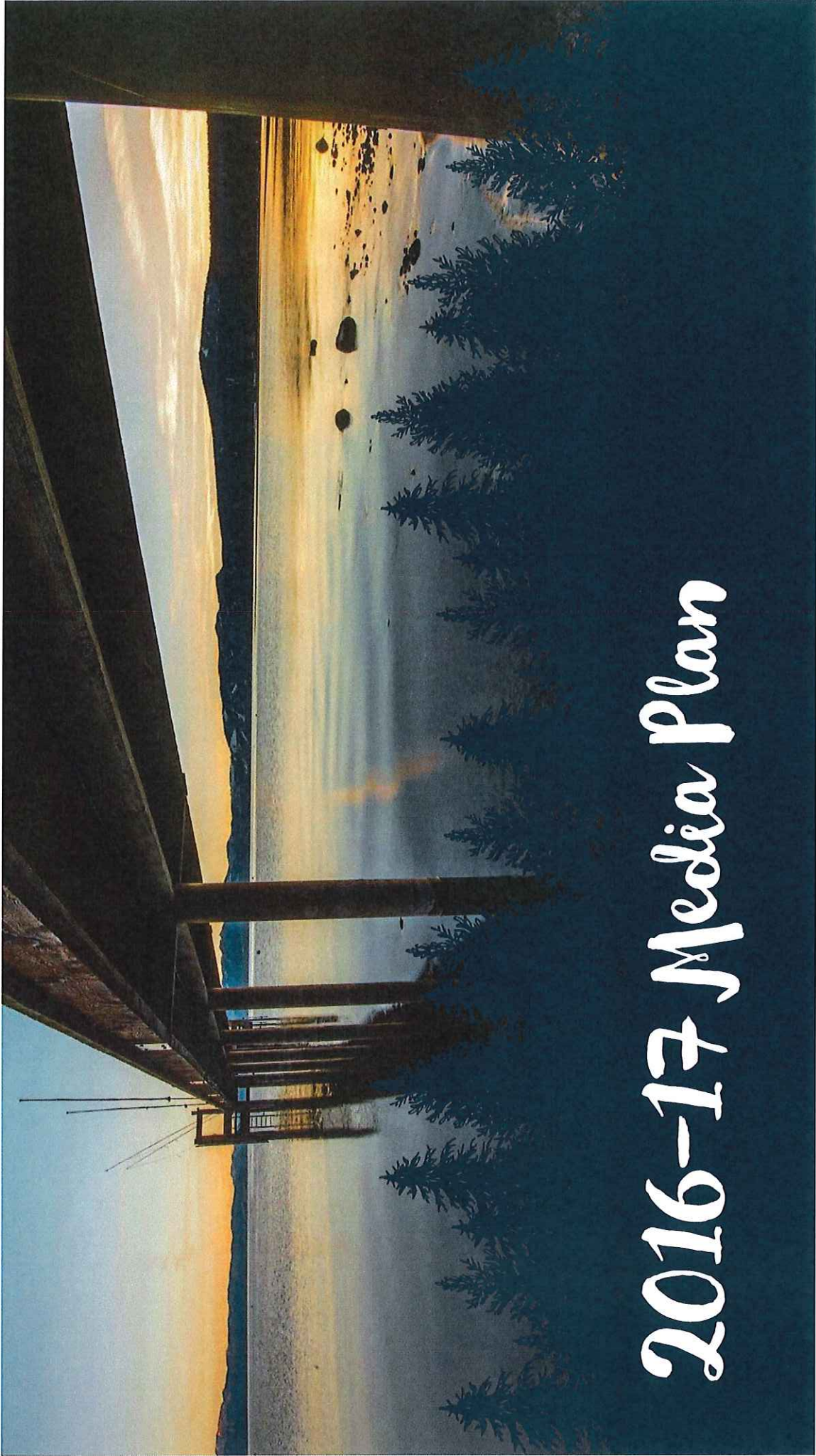




Primary Objectives

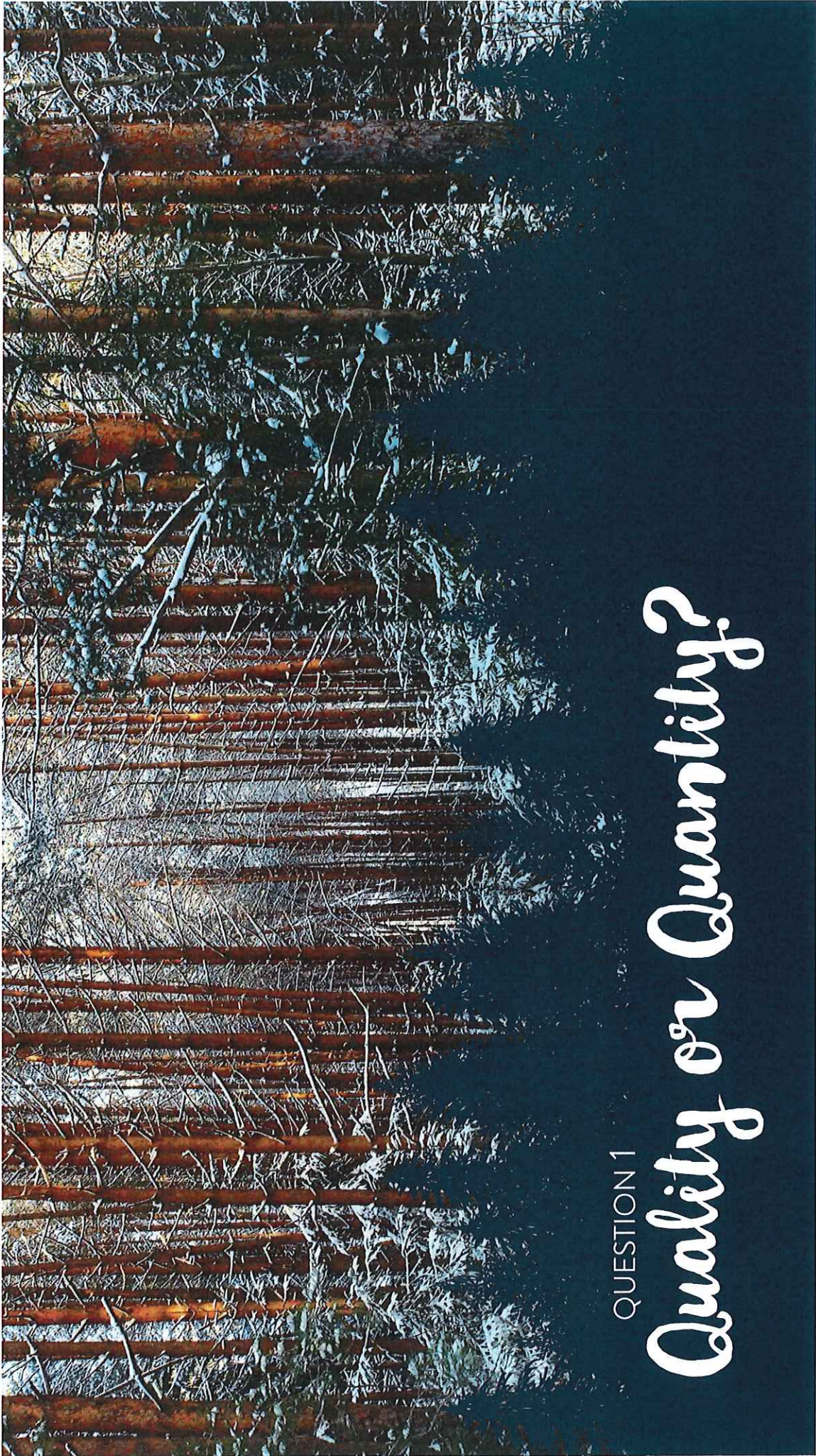
Primary Objectives

1. Increase overall visitation to North Lake Tahoe with an emphasis on:
 - Shoulder seasons (spring and fall)
 - Mid-week visitation
2. Increase length of stay and visitor spending
3. Increase meeting, conference and group business



2016-17 Media Plan

4 Questions



QUESTION 1

Quality or Quantity?

Quality or Quantity?



Target higher ROI consumer through research-built personas!



TARGET AUDIENCE SEGMENTATION

Shoulder Season - Drive Market

Workaholics

TARGET GEOS

- San Francisco
- Sacramento
- Central Valley

Media Influences Index at 150+

Workaholics

DEMOGRAPHICS

- Working professionals
- Age 30-64
- Higher HHI/education
- Dual income/no kids (at least for this trip)

Media Influences Index at 150+

Workaholics

TRIGGERS

- Burned out (again)
- Weekend retreat – please!
- Mountain Oasis is the answer
- It's do-able

Media Influences Index at 150+

Workaholics

ATTITUDINAL

- Spontaneous
- Time away from work is precious
- Want an escape
- Want minimal work to plan and do
- Good food and accommodations
- Familiarity with Lake Tahoe
- Like adventures

Media Influences Index at 150+

Experiential Families

TARGET GEOS

- San Francisco
- Sacramento

Media Influences Index at 150+

Experiential Families

DEMOGRAPHICS

- Parents with younger kids
- Higher HHI

Media Influences Index at 150+

Experiential Families

TRIGGERS

- Family is first
- Family fun
- Seeking new, immersive experiences
- Weekend or event escapes
- Activities

Media Influences Index at 150+

Experiential Families

ATTITUDINAL

- Like adventures (home and travel)
- Active
- Travel frequently
- Socially active
- Likely drive
- Protective; seeking safe options
- Planner (plan around school)

Media Influences Index at 150+

Outdoor Enthusiasts

TARGET GEOS

- San Francisco
- Sacramento

Media Influences Index at 150+

Outdoor Enthusiasts

DEMOGRAPHICS

- Younger 25-45
- Healthy eating and exercise

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Outdoor Enthusiasts

TRIGGERS

- Outdoors – a lot
- Hike, bike and run
- Challenge me
- Water sports
- GoPro
- Ski/board
- Experience is key
- New hills to climb

Media Influences Index at 150+

Outdoor Enthusiasts

ATTITUDINAL

- Risk takers
- Foodies
- Drive: haul their own gear
- Good weather not crucial
- Spontaneous at times
- Participate with group
- Socially share

Media Influences Index at 150+

TARGET AUDIENCE SEGMENTATION

Peak Season - Fly-In Market

Someone Older, Something New

TARGET GEOS

- New York
- Texas
- Los Angeles

Media Influences Index at 150+

Someone Older, Something New

DEMOGRAPHICS

- Older, age 45-70
- Experienced travelers
- Higher HHI; fairly affluent
- Professional; higher education

Media Influences Index at 150+

Someone Older, Something New

TRIGGERS

- Wants something new and different
- Seen as leaders/early adopters
- Want to be seen as trend setters
- It's time, time to get away
- Finer things in life

Media Influences Index at 150+

Someone Older, Something New

ATTITUDINAL

- Distinctively looking for new/different destination alternatives
- Active and healthy; enjoy outdoors, but not hardcore
- They've been there and done that with typical destinations
- Seeking something new
- Appreciate and want good food, drink, and some of the other finer things in life (including skiing and water recreational activities)
- Trip may likely be one of many
- Accustomed to being somewhat pampered; experience can't be too complicated
- Won't come just for skiing in winter, lake for the summer; looking for the package of cumulative experiences
- More thoughtful, deliberate research and planning
- Travel with significant other, but maybe even with other couples who share same interests
- A deep and constantly evolving bucket list
- Likely Aspen/Vail – often

Media Influences Index at 150+

Family Memories

TARGET GEOS

- New York
- Texas
- Los Angeles

Media Influences Index at 150+

Family Memories

DEMOGRAPHICS

- Parents with kids old enough to experience same activities as parents (snow ski/board, water ski, etc)
- Higher HHI to afford airfare, accommodations, equipment for family
- Adults 35-54

Media Influences Index at 150+

Family Memories

TRIGGERS

- Family is first
- Live life to its fullest
- Good parenting is about family immersive experiences
- Seeking something new

Media Influences Index at 150+

Family Memories

ATTITUDINAL

- Like adventures (home and travel)
- Travel frequently (parents maybe often and accumulate and use travel points)
- Socially active
- Family memories/fun helps to define them, as parents; want to create something special for their family
- If not NLT, they'll go somewhere else (show them why we are better/different)
- Somewhat proactive; want safe options for the family, but inherently they are a bit of a risk taker
- Planners (plan around school)
- May travel with friends/family like theirs

Media Influences Index at 150+

Outdoor Experience Seekers

TARGET GEOS

- Los Angeles
- New York
- Texas

Media Influences Index at 150+

Outdoor Experience Seekers

DEMOGRAPHICS

- Adults 25-44 without kids
- Above average HHI; choose to spend discretionary income on outdoor experiences
- Participation with groups
- Socially active
- Value/affordability is important, but not over-riding

Media Influences Index at 150+

Outdoor Experience Seekers

TRIGGERS

- Bored with outdoor activities at home
- Exploration
- New hills to conquer (climb/ski/board)
- Experience is key
- GoPro
- Adventurous

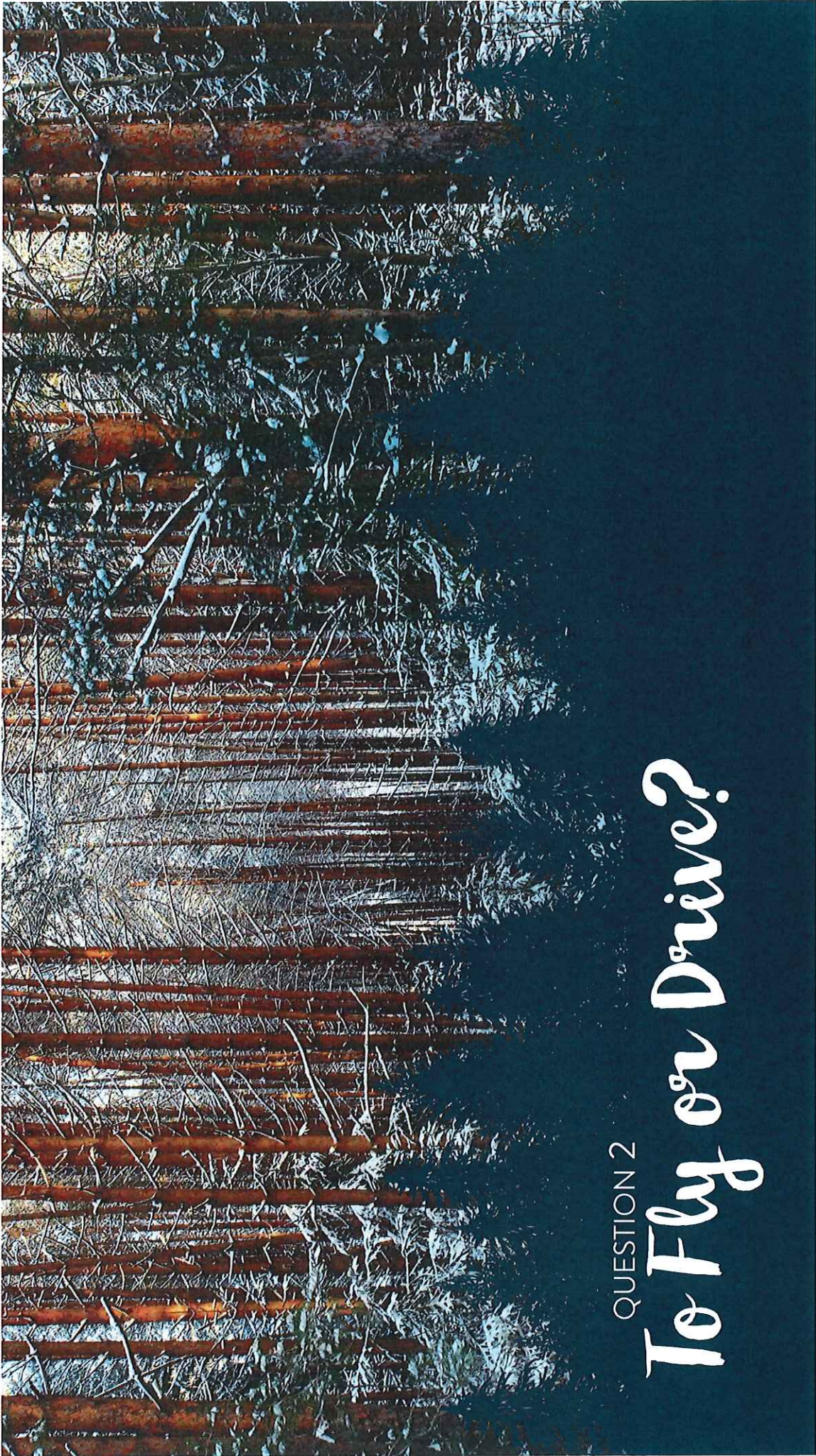
Media Influences Index at 150+

Outdoor Experience Seekers

ATTITUDINAL

- Risk takers, but not extreme
- Health, exercise as part of the “what’s needed” for the outdoor activity
- Play hard during the day and night
- Have gear, will travel
- Planning required; will seek out content online
- Good weather not critical

Media Influences Index at 150+



QUESTION 2

To Fly or Drive?

*The difference in the decision
is seasonality.*

SHOULDER SEASONS



DRIVE MARKETS

*The difference in the decision
is seasonality.*

PEAK SEASONS



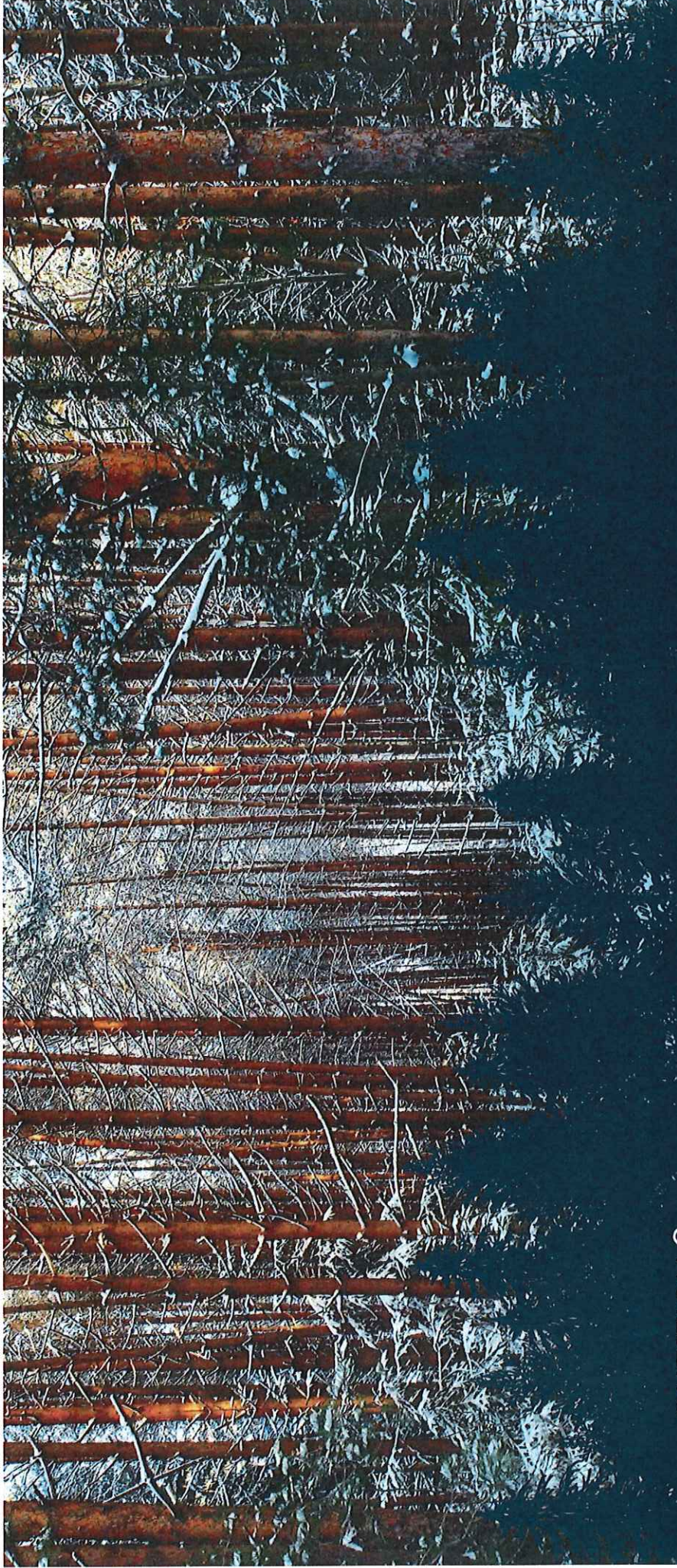
FLY MARKETS

*The difference in the decision
is seasonality.*

Shoulder Seasons Objective: Grow shoulder season

Peak Seasons Objective: Increase length of stay and spend

Split budget 70/30 between fly and drive markets



QUESTION 3

Can our digital media work smarter?

Can our digital media work smarter?

Start with KPI

Lodging page views?

Lodging button clicks?

Lodging clicks

Increase media vendors

Report results on targeting segments

Can our digital media work smarter?

Trip Advisor: Your own NLT page!

What if we could prove visitation?



QUESTION 4

Can we enhance our meeting/group opportunities and growth?

Consistent Presence!

Trade Resources

CVENT, Meetings & Conventions, Questex, etc.

Email prospecting

Build email database

Social Media

LinkedIn = 125,000

Facebook = 32,000

Instagram = 14,000

GENERAL STRATEGIC
MARKETING DIRECTION

Paid Communications & Strategy

Media Strategy

1. Integrate audience persona targeting
2. Appropriate seasonality to drive and fly markets
3. Optimize digital to next level tracking and KPIs
4. Enhance meeting/group opportunities

Timing is Critical

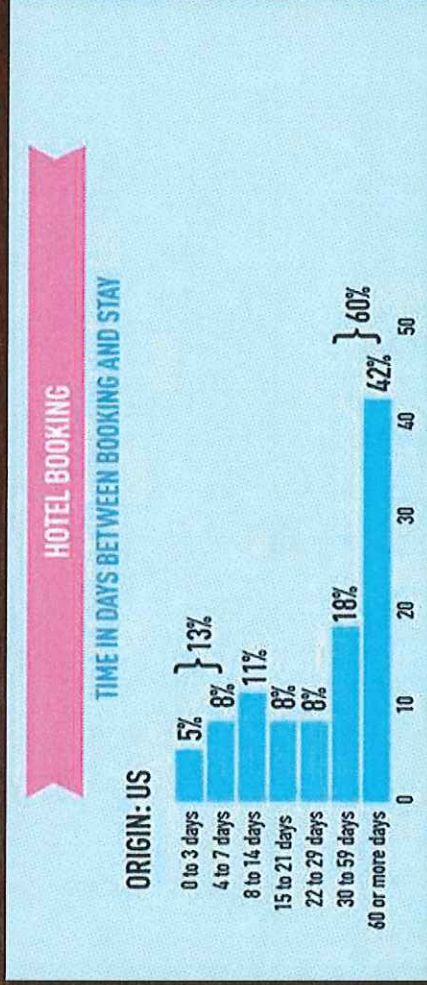
Search early, book late.



Source: Sojern, 2016

Timing is Critical

Search early, book late.



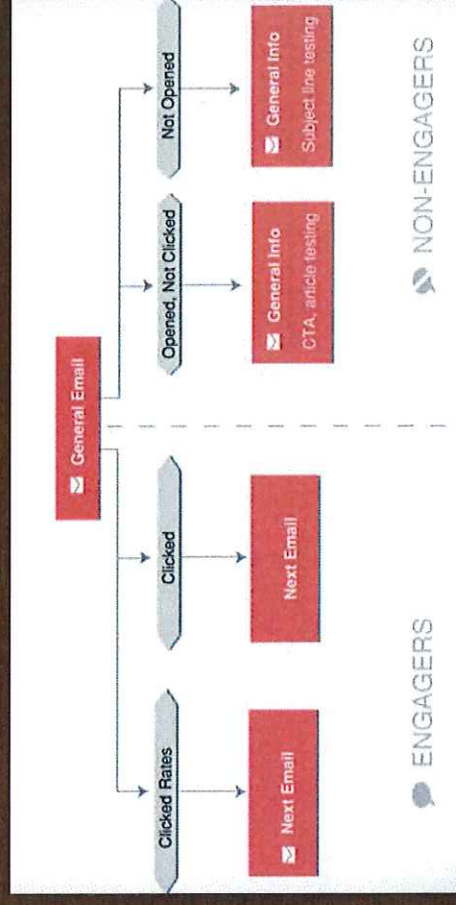
Source: Sojern, 2016

Media Plan Walk-Through

- Search Marketing
- Display Advertising
- Social 'Paid' Advertising
- Native and Rich Advertising
- Digital Video Advertising
- Retargeting+
- Email Nurturing
- Fraud Prevention
- Attribution

Email Nurturing

- Prospecting and Nurturing
- Overlay persona targeting
- Double opt-in prospecting lists
- Lead scoring
- Build database



Fraud Prevention

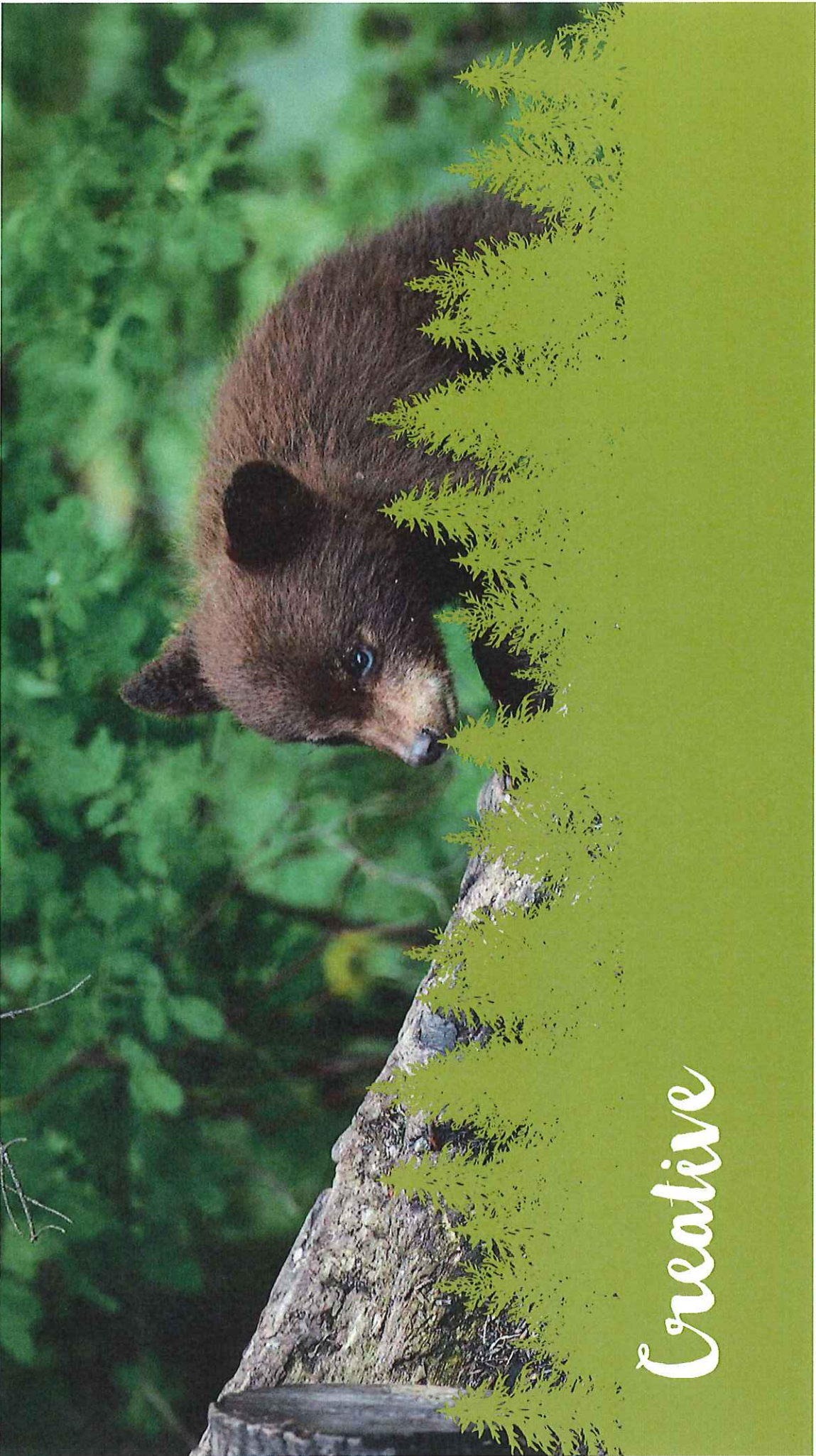
Tactics

- Ad server = audit
- Viewability
- Brand safety

Integrated Secondary Step

- Wrap all ads with additional technology

Prevents ad from running if targeting compromised



Creative

The Path to Enlightenment

The experiential benefit to each audience segment

Value Proposition

What does each audience segment want to know about North Lake Tahoe?

Key Messaging

What raises North Lake Tahoe above competitive destinations?

Differentiating Factors

Discovery and Research

Inspiration

Creative Strategy

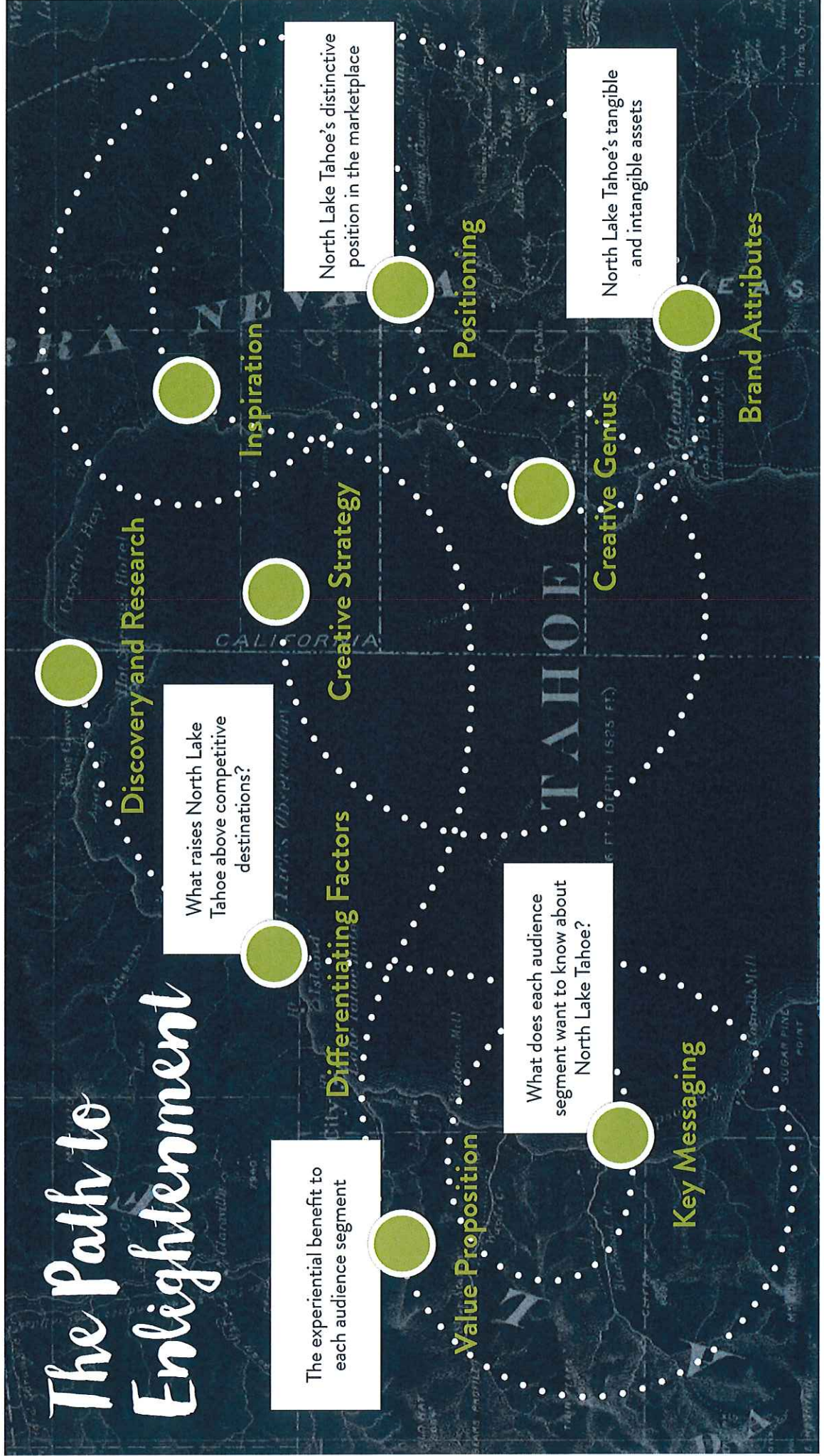
Positioning

North Lake Tahoe's distinctive position in the marketplace

North Lake Tahoe's tangible and intangible assets

Brand Attributes

Creative Genius



Assignment

1

Increase awareness of the variety of activities available in North Lake Tahoe throughout the year

Assignment

2

Increase interest in visiting North Lake Tahoe mid-week

Assignment

3

Increase website visits, length of stay
and conversions

Assignment

4

Increase occupancy rates during each season—
with a special focus on spring and fall

Audience Segments

WORKAHOLICS

OUTDOOR ENTHUSIASTS

OUTDOOR EXPERIENCE SEEKERS

EXPERIENTIAL FAMILIES

FAMILY MEMORIES

SOMEONE OLDER/SOMETHING NEWER

MEETING AND GROUP EVENT PLANNERS

Key attributes/differentiators

North Lake Tahoe is not a single-focus destination

Key attributes/differentiators

12 towns make up North Lake Tahoe, each offering
unique shops, restaurants and experiences

Key attributes/differentiators

Combination of mountains and lake gives
North Lake Tahoe an advantage over many
competitive destinations

Key attributes/differentiators

Highest concentration of ski resorts
in North America

Key attributes/differentiators

Six championship golf courses

Key attributes/differentiators

Wide range of lodging options from luxurious lakeside hotels, ski-in/ski-out accommodations to cozy cabins

Key attributes/differentiators

A down-to-earth, real, understated vibe