




North Lake Tahoe
Treasures of Tahoe Campaign Update
November 28, 2018

 north lake tahoe



Treasures of Tahoe Launch

Treasure #1: Best Panoramic Views
Oct. 12 Launch

Treasure #2: Tahoe Rum Trail
Oct. 20 Launch

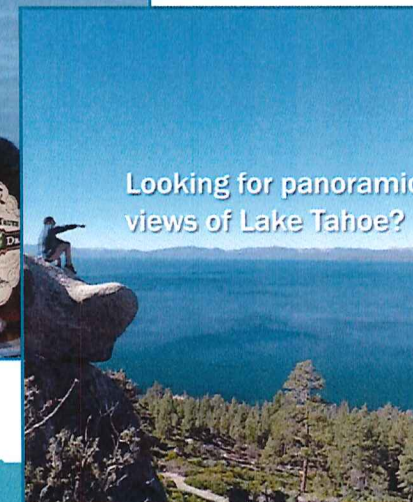
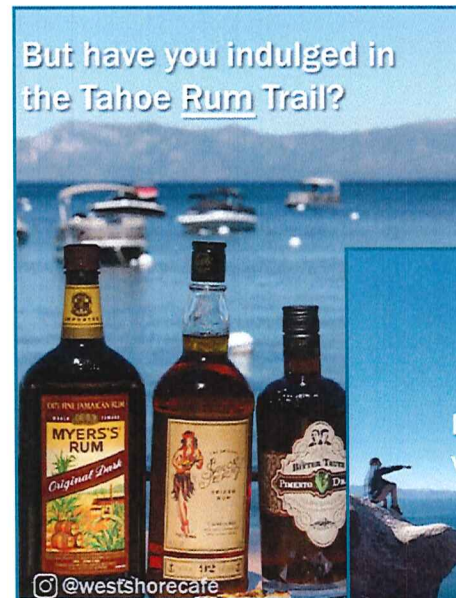
Treasure #3: Historic Hideaways
Nov. 2 Launch

Treasure #4: High-Flying Adventures
Nov. 12 Launch

Treasure Launch Assets

As each treasure was launched, content was created and leveraged on a number of channels:

- Full-length Video - Facebook, Instagram, YouTube
- Shortened Video - Twitter, Instagram Stories
- Campaign Landing Page
- Digital Guides and PDFs
- Newsletter
- Ongoing Social Features
- Influencer Tie-in

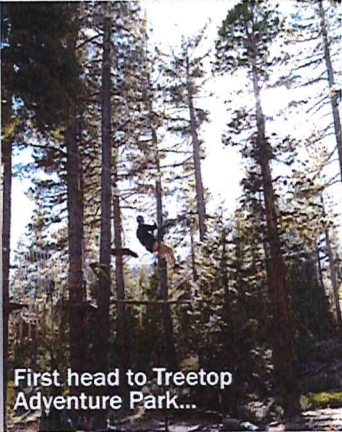


Treasure Launch Assets

North Lake Tahoe
Published by Steven Smith · November 12 at 7:30 PM

Take your Tahoe adventures to the next level! 🏔️
This Treasure can be found high off the ground, as you zip and climb through North Lake Tahoe with unbelievable views and unforgettable experiences. Find out more: <http://bit.ly/TahoeTreasure4>


- Tahoe Treetop Adventure Park
- Tahoe Via Ferrata



First head to Treetop Adventure Park...

North Lake Tahoe
Published by Obi Taa · October 22 at 6:00 PM

While you may have explored the Tahoe Rim Trail, have you ever explored the Tahoe Rum Trail? 🍹 We're exploring all along Tahoe's North shore where you can find an abundance of watering holes serving specialty rum cocktails. Cheers! Find out more: <http://bit.ly/TahoeTreasure2>
#TahoeTreasures



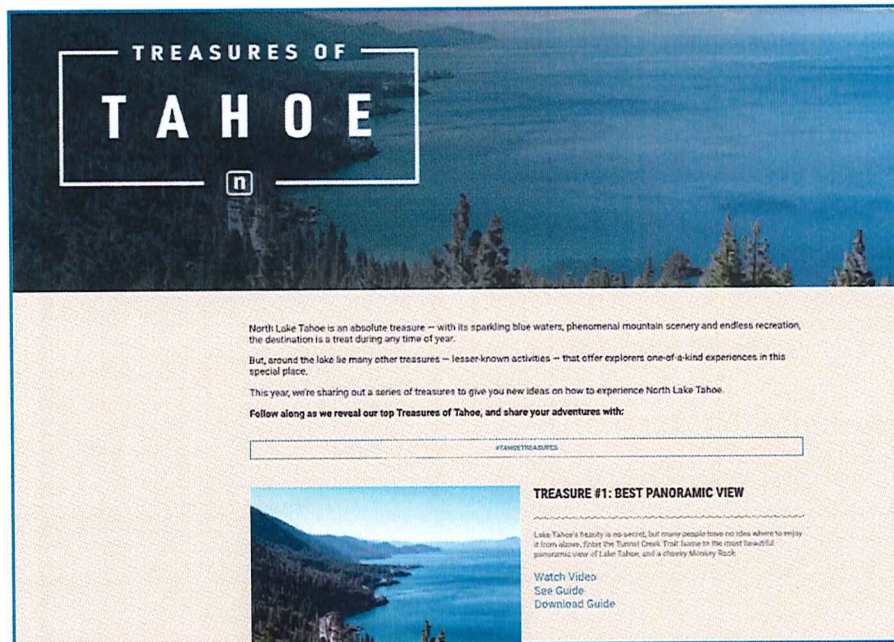
North Lake Tahoe
Published by Obi Taa · October 24 at 2:13 PM

Sip on a delicious rum cocktail while you enjoy some pretty fabulous lakeside views. 🍹



GOTAHOFNORTH.COM
Treasures of Tahoe: The Tahoe Rum Trail - Go Tahoe North

Treasure Launch Assets



TREASURES OF
T A H O E

11

North Lake Tahoe is an absolute treasure — with its sparkling blue waters, phenomenal mountain scenery and endless recreation, the destination is a treat during any time of year.

But, around the lake lie many other treasures — lesser-known activities — that offer explorers one-of-a-kind experiences in this special place.

This year, we're sharing out a series of treasures to give you new ideas on how to experience North Lake Tahoe.

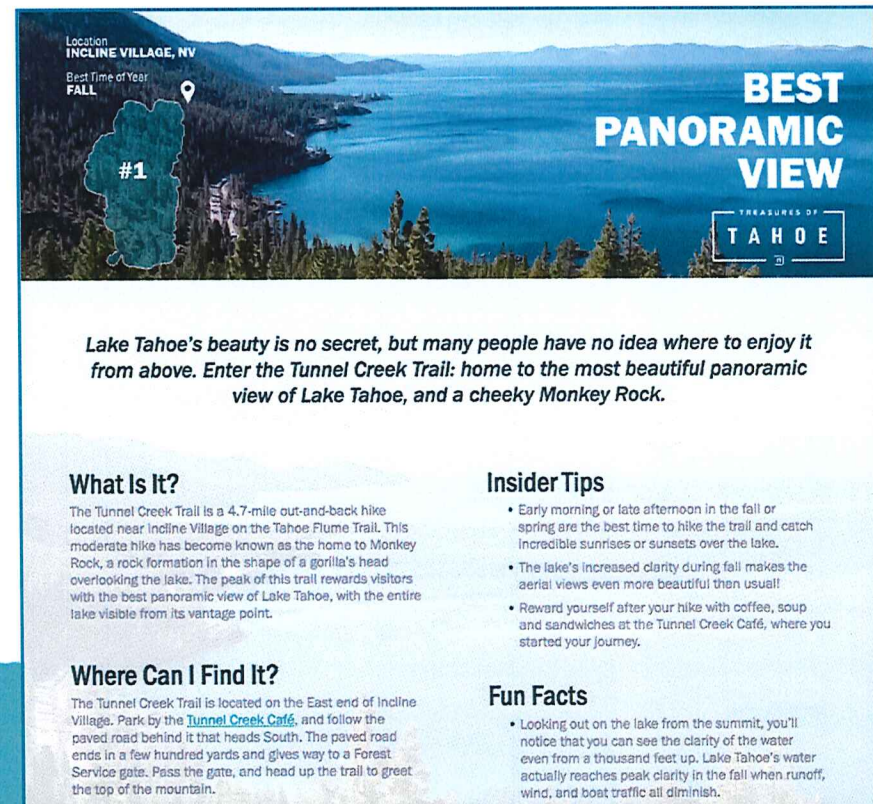
Follow along as we reveal our top Treasures of Tahoe, and share your adventures with:

#TAHOETREASURES

TREASURE #1: BEST PANORAMIC VIEW

Lake Tahoe's beauty is no secret, but many people miss the idea where to enjoy it from above. Enter the Tunnel Creek Trail. Trail leads to the most beautiful panoramic view of Lake Tahoe, and a cheeky Monkey Rock.

Watch Video
See Guide
Download Guide



Location
INCLINE VILLAGE, NV

Best Time of Year
FALL

#1

BEST PANORAMIC VIEW

TREASURES OF
T A H O E

Lake Tahoe's beauty is no secret, but many people have no idea where to enjoy it from above. Enter the Tunnel Creek Trail: home to the most beautiful panoramic view of Lake Tahoe, and a cheeky Monkey Rock.

What Is It?

The Tunnel Creek Trail is a 4.7-mile out-and-back hike located near Incline Village on the Tahoe Fume Trail. This moderate hike has become known as the home to Monkey Rock, a rock formation in the shape of a gorilla's head overlooking the lake. The peak of this trail rewards visitors with the best panoramic view of Lake Tahoe, with the entire lake visible from its vantage point.

Where Can I Find It?

The Tunnel Creek Trail is located on the East end of Incline Village. Park by the [Tunnel Creek Café](#), and follow the paved road behind it that heads South. The paved road ends in a few hundred yards and gives way to a Forest Service gate. Pass the gate, and head up the trail to greet the top of the mountain.

Insider Tips

- Early morning or late afternoon in the fall or spring are the best time to hike the trail and catch incredible sunrises or sunsets over the lake.
- The lake's increased clarity during fall makes the aerial views even more beautiful than usual!
- Reward yourself after your hike with coffee, soup and sandwiches at the Tunnel Creek Café, where you started your journey.

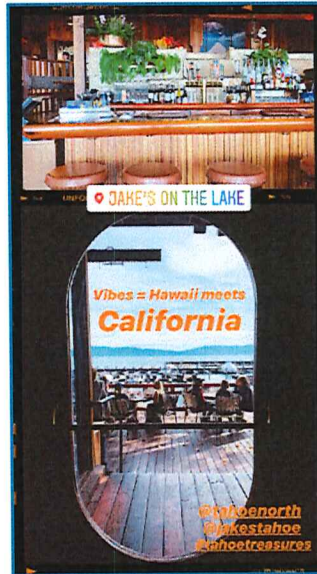
Fun Facts

- Looking out on the lake from the summit, you'll notice that you can see the clarity of the water even from a thousand feet up. Lake Tahoe's water actually reaches peak clarity in the fall when runoff, wind, and boat traffic all diminish.

Influencer Tie-in

As part of the Fall Influencer FAM, activated influencers experienced different Treasures as part of their trip, and promoted on their channels through:

- Instagram Stories
- Social Posts
- Blog Itinerary Features



GAR WOODS RESTAURANT NORTH TAHOE

If you're looking for lunch with a view, Gar Woods restaurant is right on the lake in Carnelian Bay. You can actually 'boat in' for dinner and dock at their pier.

Gar Woods is famous for their signature rum cocktail, the [Wet Woody](#). Apparently rum is the unofficial (or official?) liquor of choice in Lake Tahoe. Gar Woods has numerous takes on their trademark cocktail on the menu. These are dangerously boozy as all that alcohol goes down way too smoothly!



Campaign Performance Update

401,196 Impressions

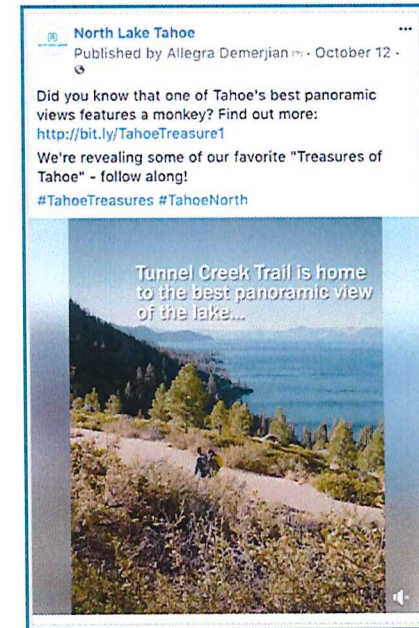
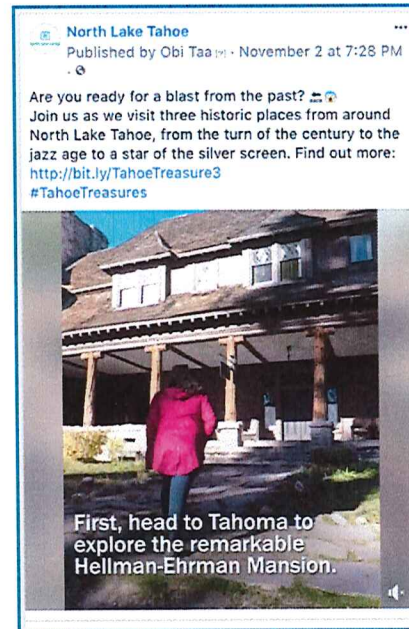
- On track per previous content campaigns, and will expand in spring with boosting budget

18,242 Engagements

- Outpacing Luminaries campaign on engagement rate

72,100 Video Views

- Higher number of video completion rate than previous content campaigns





Campaign Performance Highlights

Best-Performing by Organic Engagement: Historic Hideaways

Campaign performance is on-par with Luminaries and Ale Trail, and videos have received higher engagement than both previous campaigns.

Comments are overwhelmingly positive and have high numbers of tagged friends

Each Treasure launch has increased followers and engagements for North Lake Tahoe

A scenic landscape photograph of a lake at sunset. The sky is a mix of purple, orange, and yellow. The lake is in the middle ground, surrounded by a dense forest of evergreen trees. In the foreground, there are more trees, some of which are in shadow. A semi-transparent white box with rounded corners is centered over the image, containing the text "Thank you!" in a bold, black, sans-serif font.

Thank you!