

**Tourism Development Workshop Overview**

**North Tahoe Event Center**

**Tuesday, January 30, 2018**

The NLTRA convened a Tourism Development Workshop to both educate and gather input from stakeholders on the overall Tourism Development strategy going forward. This meeting was attended by NLTRA Marketing Committee members, North Lake Tahoe business owners, County Officials and industry stakeholders.

The workshop was a great success with over 45 attendees engaged in a presentation providing an organizational background of the NLTRA, a recap of the Master Plan focus areas, key DMO competitors and a review of the Marketing Coop with the Incline Village Crystal Bay CVB. Partner agencies (Augustine and The Abbi Agency) were introduced and provided an in-depth review of the public relations and consumer marketing strategy. Attendees then broke out into tables to provide direct input in the following areas – Events, Consumer Marketing, Public Relations/Social Media and Conference/Leisure Sales.

**Outcomes**

To continue the discussion the decision was to create small working groups to reconvene on key topics

* Events, Metrics and PR/Consumer Marketing Strategy
* Working groups will be solicited by NLTRA with representation from both committee members and invited stakeholders in attendance
* Meeting dates TBD

**Table Discussion Notes**

**Public Relations & Social Media**

* Editorial Column – events, what’s happening this weekend
* Inclement conditions = other recreational opportunities
* Dual Sports Events – brand this
* Wellness – brand this more (like Sedona)
* “Unplugging”
* Shopping – App?
* Photo/Video Sharing
* Group Transportation – TART
* Uber for Boats; Submarine! (360 degree underwater virtual sub.)
* More proactive timing, theme + hashtag sharing, etc.
* Articles posted to social
* Give visitors tools to be Green + Sustainable – Take Care Campaign, Public transit, etc.
* Co-marketing with Tahoe Rim Trail, Tahoe Ale Trail (and more posters, stickers, collaboration w/businesses.
* Luminaries stories – tie in veteran
* Accuracy of visuals
* Creating the excitement when there is NO snow – Including messaging of everything there is to do, it’s still family time. Focus in “unplug” and fuller experience
* CA Hwy 101 campaign (VC) – maybe. Show traveling around NLT – see it all
* Diversity
* More partner call-in opportunities
* Voice Control
* More interactive + rich campaigns (Travelocity experience Finders)

**Consumer**

* Target Markets: Questions camp up around the following markets

Seattle/Pacific North West, San Diego

* Vacation Planner: Make available in other languages for digital download
* Focus on year-round housing for staff, limit the number of vacation rentals so staff have places to stay
* Assets: Diversity in creating (age, gender, ethnicity). Show more of a mix of activities or skill levels in creative. Sunset ad seemed to scare a lot of people and the thought was that it was too adventurous and might keep people from visiting if they thought they had to be an Olympic-level skier. Discussed incorporating additional smaller images to show more variety and help educate audiences
* Website: Enhance events section on website, Increase more events year-round. Seems to be a lack of understanding on things to do from visitors. The site feels intimidating from planning stages through to using it as a tool while in-market. (Discussed our targeted landing page strategy and that seemed to be well received as a solution)
* Messaging: Talk about nightlife and live music that’s available year-round, focus on sustainability messaging

**Events**

* Community Sponsor Liaison
* Bounce back offer to get a return visit
* Pre/post event info/deals
* Kid adventure games
* NLTRA providing partners event content – pre/post event – calendar of events
* Teams/upcoming athletes
* Marketing/Production/etc. consulting services
* Green event model – resources & getting word out
* Value add – build on events, extend trip
* Communicate regional events to producers to promote additional activities on visit
* Coordinate regional “event” week (marketing/promotion)
* Dollar Vs. volume (boutique events – higher spend/longer stay)
* More cultural events
* Consider personas when evaluating events
* More wellness events
* Research other markets for events (persona specific)

**Sales (Conference/Leisure**

* Transport once visitors are here
* Targeting corporate offices of events to get overflow of smaller events – example: training for triathlons, etc.
* Local activity & Event info for in-market guests (tahoe.com, gotahoenorth.com)
* Partner with locals who are members of regional, national organizations to bring their events to Tahoe “Local Heroes” incentive
* Targeting large conferences in SF and surrounding areas and offering North Lake Tahoe packages