

NLTRA Mission

To promote tourism and business through efforts that enhance the economic environmental, recreational and cultural climate of the area.

Committee Members: **Chair: Becky Moore**, Granite Peak Management | **Vice Chair: Christine Horvath**, Squaw Alpine
 Amber Kennedy, Tahoe Getaways | **Judith Kline**, Tahoe Luxury Properties
Lisa Nigon, Homewood Mountain Resort | **Brit Crezee**, Sotheby’s Intl’ Realty | **Susan Redding**, Hyatt Regency, Lake Tahoe
Jenny Kendrick, East River Public Relations | **Tyler Gaffaney**, Tahoe Biltmore | **Wendy Hummer**, EXL Media
 NLTRA Board Member: **Brett Williams**
 Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (712) 770-4010 Access code: 775665#

Estimated Time	
2:00 p.m.	1. Call to Order – Establish Quorum
	2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
2:05 p.m.	3. Agenda Amendments and Approval
	4. Approval of Tourism Development Meeting Minutes from Nov 19, 2019 Page 1
2:10 p.m.	5. Action Items: a. Approval of the Abbi Agency Scope of Work for WinterWonderGrass Services Page 4
2:20 p.m.	6. Introduce new NLTRA CEO
2:25 p.m.	7. 2020 Wanderlust Event Sponsorship Presentation – Sean Hoess & Jodi Blea, Wanderlust Page 8
2:45 p.m.	8. 2020 Autumn Food & Wine Event Sponsorship Presentation – Kelly Campbell, Northstar Page 22
3:05 p.m.	9. 2020 North American Continental Enduro Series Sponsorship Presentation – Kelly Campbell, Northstar Page 45
3:25 p.m.	10. 2020 Spring Creative Preview & Media Market Discussion – Augustine
3:55 p.m.	11. 2020 Spring PR, Social & Content Preview – The Abbi Agency Page 49
	12. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click here for reports) <ul style="list-style-type: none"> • Conference Sales • Leisure Sales

- Events
- Public Relations – The Abbi Agency
- Advertising – Augustine

13. Standing Reports (located on nltra.org; [here](#))

- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

4:20 p.m. 14. Committee Member Comments

4:30 p.m. 15. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



north lake tahoe

Chamber | CVB | Resort Association

Tourism Development Meeting Draft - Meeting Minutes – Tuesday Nov 19, 2019

The Tourism Development Meeting was held at Tahoe City PUD, 221 Fairview Dr., Tahoe City, CA 96145

Committee member in attendance: Amber Kennedy, Brett Williams, Christine Horvath, Tyler Gaffaney, Becky Moore, Terra Calegari

Staff in attendance: Sarah Winters, Amber Burke, Katie Biggers, Liz Bowling, Anna Atwood

Others in attendance: Greg Long, Brendan Madigan

Summary

Meeting called to order at 2:25pm.
Public Comment: None

Motions/Action Items:

- Item 3. MOTION to approve the agenda with 2 amendments moving item 8 after item 4. and adding Public comment after item. 8 M/S/C (Williams/Gaffaney) (6/0)
- Item 4. MOTION to approve the meeting minutes from October 29, 2019 M/S/C (Williams/Kennedy) (6/0)
- Item 5a. MOTION to recommend for Board Approval the Tourism Development Applicants M/S/C (Kennedy/Gaffaney) (5/0/1 – Kline abstained)
- Item 5b. MOTION to approve the 2020 Broken Arrow Skyrace M/S/C (Williams/Kline – Horvath abstained) (5/0/1) for \$25,000.
- Item 5c. MOTION to approve the 2020 Tahoe Lacrosse Tournament Sponsorship M/S/C (Williams/Horvath) (6/0) with \$6,000.

Direction to staff:

Amber: Discussion with the Town of Truckee on sponsorship for events.

Item 5a. Review of Tourism Development Applicants

Sarah reviewed the application process and recommendations moving forward. There was a total of 8 applicants including two existing members; Christine Horvath and Judith Kline. Sarah stated that staff reviewed applications and made sure expertise from regional marketing, PR and sales efforts fulfill the organizational mission of promoting tourism and benefiting business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

The following was recommended for Pool C (3 year-term): Judith Kline (Tahoe Luxury Properties), Susan Redding (Hyatt Regency, Lake Tahoe) and Shawna Faris (The Ritz-Carlton, Lake Tahoe)

And Pool A (1 year-term): Christine Horvath (Squaw Valley Alpine Meadows), Jenny Kendrick (East River PR) and Lisa Nigon (Homewood).

M/S/C (Kennedy/Gaffaney) (5/0/1 – Kline abstained) to approve the staff recommendations for Pool A and Pool C.

Item 5b. 2020 Broken Arrow Skyrace Sponsorship

Katie introduced Brendan with Alpenglow Mountain Racing and he is looking for possible approval for his 2020 Broken Arrow Skyrace. He is asking for a \$25K sponsorship. This will be in its fifth year in 2020 and the NLTRA has been a sponsor since it's inception. Brendan shared this is a 3-day event, spanning 5 distance trail running event. This event has seen great growth and this event is now the anchor race in the US Skyrunning series.

Comments:

- It was questioned if Alpenglow does post event survey to the racer? Amber shared the ROI with the committee members and there is a survey component after the race.
- Liz questioned if everyone saw the recap video from last year? The video was very well done.
- It was questioned if there is any opportunity to turn this event into twice a year? Brendan shared that it requires a certain type of terrain that is technical and has a lot of vertical. They may explore something smaller with high touch points.
- Was there added events this year? Brendan share they added a kid's race.
- Can you break it down coming, drive market versus fly market? Amber shared she has the numbers and can share it. Brendan share that they

M/S/C (Williams/Kline) (5/0/1 – Horvath abstained) to approve the 2020 Broke Arrow Skyrace Sponsorship for \$25,000.

Item 5c.

2020 Tahoe Lacrosse Tournament Sponsorship

Katie shared we are looking for an approval for the 2020 Lake Tahoe Summit Lacrosse Sponsorship. NLTRA has sponsored this event since it's inception in 2014. The event has consistently drawn in large numbers of out of town guests to the North Lake Tahoe region and is becoming a staple in the North Lake Tahoe event calendar. The event has seen teams consistently returning year over year to attend the event. Staff is recommending sponsoring the event and continuing to support this successful family event. Staff is recommending sponsoring the event with a \$6,000 sponsorship.

Comments:

- It was recommended add an event space/award ceremony at the lake.
- It was recommended creating flags or banners to welcome this group. Can we do banners? (Kings Beach has a banner program). Maybe we could look into the airport as a location?
- This year they added fields; Alder Creek Middle School and Squaw Valley.

M/S/C (Williams/Horvath) (6/0) to approve the 2020 Tahoe Lacrosse Tournament Sponsorship with \$6,000.

Item 6.

2019 AF&W Recap Presentation & 2020 Conversation

Kelly, Emily and Caralyn with Vail Resorts recapped the 2019 Autumn Food & Wine results. This year the event was moved out two weeks and had 1,400 attendees. (This number was flat compared to last year.) 30 wineries and 20 restaurants participated this year.

There main advertising areas include:

- Edible, Silicon Valley
- Edible, East Bay
- Sunset Magazine
- Sierra Sun
- Marin Magazine
- Tahoe Quarterly

Kelly emphasized if they are going to grow this event, they need a media partner to reach destination guests. She also shared they streamlined the ticket process this year and they saw an uptick in ticket revenue. Emily shared that going forward every single ticket should have a food and wine focus and looking to expand some of the programming and making some changes for next year with maybe music component.

Comments:

- It was questioned what channels they used for advertising? Print? Digital? Kelly shared it was a mix of print and digital.
- One member questioned why it is harder to get restaurants on board? Kelly shared it's mostly cost. It's expensive to donate 1,000 pieces for the Grand Tasting. Additional advertising for the restaurants was one of the incentives in Sierra Sun.
- This year they hired an event production company out of South Lake Tahoe to recruit restaurants and wineries.
- Kelly shared they spent a lot of lodging for judges, estimated \$18K.
- Was there an exit survey this year to the attendees? Emily shared it was a lot of second homeowners, but a lot of people spend the night in Truckee and in Northstar.

- Are the EPIC passholders notified about this event? Emily shared they are notified but there is not a specific package for them.
- It was recommended that Northstar also pursue the Town of Truckee for sponsorship funds.
- It was brought up that Snowfest was successful with their packages they created for their community partners. The cost was \$500 but they received \$750 worth of marketing for it. Maybe something similar for the restaurants?

Item 7. 2020 Enduro World Continental Series Presentation

Kelly did a quick update on 2020 Enduro World Series. This coming year Northstar will host the next tier down from last year, a domestic event. This doesn't change the number of participants that will come but more the profile of who is coming. The domestic event will be August 22-23, 2020. Kelly stated that the ask for sponsorship for next year's event will be much less, estimating in the \$20K range.

Comments:

- Is the 2021 International event coming back to Northstar? The Northstar team shared that has not been confirmed yet.
- It was questioned since it's a different tier, where does the lodging number and participation fall?
- It was questioned if Truckee is sponsoring this event? Kelly shared that Truckee is looking to establish themselves as a mountain bike destination and she think they may get behind this event.

There was discussion on the future of this event with the committee members regarding the level of sponsorship, ROI and their sponsorship ask.

Item 8. RFP Process

Amber did a quick information update that both our advertising agency; Augustine and our social/pr firm; The Abbi Agency contracts are up for renewal at the end of this Fiscal Year in June 2020. The organization will be going out for an RFP process and agencies can either request any or all of the services (advertising, social, public relations). She is currently working on the RFP and it should be ready to go out December 1, 2019. Amber shared applications are due February 14, 2020 and interviews will take place March 2, 2020. There will a selection committee of 8 people vetting all the applications.

Item 9. Departmental Reports – these reports are listed on GoTahoeNorth.com website.

Item 10. Standing Reports- these reports are listed on GoTahoeNorth.com website.

Item 11. Committee Member Comments – No committee member comments.

Item 12. Adjournment – The meeting adjourned at 4:17pm.



MEMORANDUM

Date: January 24, 2020

TO: NLTRA Tourism Development Committee

FROM: Amber Burke, Dr. of Marketing

RE: 2019.2020 Event Scope of Work Agreement with The Abbi Agency – 2020 WinterWonderGrass

Action Requested:

Review and approval of Attachment B (in conjunction with the 19.20 Event Scope of Work) with The Abbi Agency for public relations, social media and content services for WinterWonderGrass 2020.

Background:

For the last three fiscal years, the NLTRA has hired The Abbi Agency for public relations services for 4-5 major special events. The collaboration has been extremely helpful as we've been able to better serve the events and leverage them being in the region.

For the 19.20 fiscal year, the current contact includes two events – 2019 Spartan World Championships and the 2019 Autumn Food & Wine Festival. Now that the WinterWonderGrass sponsorship is solidified and contracted, staff is seeking approval to add WinterWonderGrass to that scope of work as Attachment B.

Fiscal Impact:

Currently Seeking Approval

- \$4,000 – 2020 WinterWonderGrass
 - *Note: This amount was allocated for in the 19.20 budget.*

Previously Approved for 19.20

- \$4,000 – 2019 Autumn Food & Wine Festival
- \$4,000 – 2019 Spartan World Championships

Attachments:

- Attachment B – Services for WinterWonderGrass

Attachment B – Scope of Work
WinterWonderGrass Festival – March 27 – 29, 2020

Note: The following attachment is a revised scope of work designating the specific scope for Event #3, WinterWonderGrass Festival.

Public Relations and Promotions for Marquee Events

North Lake Tahoe is home to a multitude of marquee events. Well-known festivals and competitions have selected the North Shore as their venue, attracting worldwide attention in niche markets that attract our key audience personas (the Wanderlust festival attracts our wellness segment; the Spartan Race appeals to our adventure market; the WinterWonderGrass festival appeals to the experiential family segment).

In turn, The Abbi Agency has dedicated resources to promote each of these events as part of the greater North Lake Tahoe brand story. The Abbi Agency will provide public relations, social media and content services for each event listed below, creating awareness and enthusiasm for each event in the public eye. As each event is different, the promotional objective and scope of services executed for each will vary, as defined below.

Frequency

The Abbi Agency will assist with promotion for four or five marquee events per Fiscal Year. This will include the following:

- Spartan World Championship (2019)
- Autumn Food & Wine Festival (2019)
- WinterWonderGrass Festival (2020)

For each event, The Abbi Agency will execute individual scopes, outlined below. In addition, The Abbi Agency will provide:

- 2-3 pre-event calls with the event team
- 1 recap of features and coverage, to be provided one month after the event.

Specific Event Tactics & Deliverables

4: WinterWonderGrass Festival

Goal & Strategy: Promote North Lake Tahoe as a year-round music & culture destination; promote ticket sales and unique event offerings; encourage event attendees to explore the North Lake Tahoe region and extend their stay; engage WWG audiences in other locations to introduce them to North Lake Tahoe.

Tactics & Deliverables

Public Relations

- Media Outreach
 - Include in Spring outreach as a "culture piece" for NLT
 - Conduct media outreach to the drive market, including 4-5 online event calendars and regional TV

- Provide ticket requests as needed
- Leverage WinterWonderGrass to host spring FAMs from champagne list if applicable

Content

- Refresh WinterWonderGrass blog post from previous year with updated dates and details
- Include WinterWonderGrass in 1 – 2 relevant blog posts and “trip ideas” posts
- Update dates and line-up on Treasures of Tahoe video
- Update WinterWonderGrass one sheet with updated dates and details
- Feature event in 1 - 2 newsletters

Social Media

- One Ticket giveaway social promotion (Launch March 1, 2020)
- Two pre-event social media features per channel, promoting the event and tagging/linking for more information (could include blog content promotion)
- Reshare and engage with band content

Total Budget: \$4,000

- This budget is added to the original \$8000 highlighted in Attachment A. A total amount of \$12,000 is included within this contract.

Payment Schedule

Invoices are sent on the 1st of each month. The Abbi Agency requests invoices are please paid with 7 days of their receipt. Invoices are officially due 30 days from their receipt.

All prices may vary +/- 10%. Any deviation from the original project Scope as described in the overview in the document may result in a change in price. Should this occur, Client will be made aware of change as soon as possible. Any alterations by the Client of project specifications may result in prices changes. All additional costs exceeding the original estimate will be quoted to and approved by Client before costs are incurred.

Potential Additional Costs

- Should the client require additional services outside this Scope of Work, The Abbi Agency will provide an estimate of services for the client’s approval.
- NLTRA will cover any hard costs requested by journalists

“Consultant”
The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

“Client”
North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

These addresses and facsimile numbers may be changed by written notice to the other party, provided that no notice of a change of address shall be effective unless given according to the terms of this Section.

IN WITNESS WHEREOF, the parties agree to be bound by the terms and conditions of this Agreement as set forth herein:

"CONSULTANT"

"CLIENT"

The Abbi Agency
1385 Haskell Street
Reno, Nevada 89509

North Lake Tahoe Resort Association
PO Box 1757
Tahoe City, California 96145

By: _____

By: _____

Ty Whitaker, COO

Cindy Gustafson

Date: _____

Date: _____



MEMORANDUM

Date: January 28, 2020
TO: Tourism Development
FROM: Katie Biggers, NLTRA Event Specialist
RE: 19.20 Opportunistic Event Sponsorship Funds Allocations

Action Requested:

The Tourism Development committee will hear proposals from three (3) events in January and at least two (2) events in February/March requesting event sponsorships from the 19.20 FYbudget (attached) .

Background:

JANUARY PRESENTATIONS

Wanderlust Festival - \$30,0000 / \$80,000 request

- Wanderlust Festivals celebrate mindful living, inviting yoga and meditation instructors, musicians, speakers, chefs and attendees to create a transformational wholistic experience. The Wanderlust Festival has been sponsored at a \$30,000 level for the past 3+ years. For the 2020 season, Wanderlust is scaling back and only hosting one 4-day festival which will take place in Squaw Valley. The organization has requested a higher sponsorship this year, originally between \$150k - \$200k. Their intention is to amplify the one 4-day festival into a larger event, both through participation and experience.
- At the \$80,000 sponsorship level, NLTRA will receive a custom, influencer led 10-day yoga and fitness challenge, and a 10x10 booth at the Brooklyn 108 event.
- If NLTRA decides against the \$80,000 sponsorship, Wanderlust has provided a variety of benefits to fit in various sponsorship levels.

Autumn Food and Wine Festival - \$30,0000 / \$80,000 request

- The annual festival brings together renowned winemakers and some of the region's finest chefs for an intimate 3-day weekend full of wine tastings, culinary seminars, vendors and mountaintop dining.
- The NLTRA owns the Autumn Food & Wine Festival and has been working Northstar on the event since 2007. The event will be in it's 34th year in 2020. Northstar and NLTRA just completed a 3-year contract in 2019 and both entities must now decide the best way forward. Northstar is requesting an increased sponsorship for 2020. In the past, NLTRA has supported the event with \$30,000 annually along with staff time during the planning and production process.
- At the \$80K sponsorship level, they plan to give the event a boost in a variety of areas and increase destination marketing in order to reach new markets.
- At the \$30K sponsorship level, changes would need to be implemented to the event in order to lower the operating costs. The Grand Tasting component would be eliminated with the shift focused on a People's Choice Award and restaurant participation would be broken up over two days to increase food options on Saturday.

Northstar California/ EWS Continental Series - \$20,000

- Northstar is requesting a \$20,000 sponsorship for the 2020 EWS Continental Series Race being held at Northstar, scheduled for August 22-23.

- The Continental Series sits between local qualifying events and the Enduro World Series and gives riders the chance to win an international series title
- Participants: 600+ from all over the country/continent. Two years ago, they had representation from 20+ states and they expect that number to increase after last year's EWS. Spectators: 600 – 800.

FEBRUARY/MARCH PRESENTATIONS

The following are potential applicants for opportunistic funds; the information below is subject to change.

Lake Tahoe Dance Festival - \$10,000 request

- The LTDF requested \$20,000 during the 2020 Partnership Funding process and were awarded \$10,000. The event utilized a Bay Area marketing firm to implement a large scale, out of market advertising plan. Last year they were awarded \$10,000 towards that from Opportunistic Funds. This year they are requesting the same \$10,000 in addition to the \$10,000 Partnership Funding allocation.

Hallowweekends - \$5,000 request

- Homewood requested \$6,000 during the 2020 Partnership Funding process and was awarded \$5,000.
- The event hired an event production company to produce events at both Homewood and West Shore Café for the 2020 event.
- For its second year, this event will feature a bigger more elaborate version of the previous year's event.
- The Partnership Funding panel suggested a \$5,000 allocation out of opportunistic funds.

Special Event/Sponsorship Budget
July 2019 - June 2020

Line Item	Date	Budget	Actual	Allocated (Not Yet Paid)	Remaining
Sponsorships					
2019 Spartan World Championships	September 27 - 29, 2019	\$254,400	\$254,013	\$0	\$387
Cash Sponsorship		\$250,000	\$250,000		
The Abbi Agency		\$4,000	\$4,000		
Booth Staffing		\$400			
Media			\$13		
2020 Mountain Travel Symposium	March 28 - April 5, 2020	\$75,000	\$0	\$75,000	\$0
Sponsorship/Operation Costs		\$75,000		\$75,000	
2020 WinterWonderGrass Tahoe	March 27 - 29, 2020	\$21,900	\$220	\$21,900	(\$220)
Cash Sponsorship		\$17,500		\$17,500	
Tahoe City Banners		\$400		\$400	
The Abbi Agency		\$4,000		\$4,000	
WWG Tahoe Food Hub Dinner			\$220		
2019 Autumn Food & Wine Festival	September 20 - 22, 2019	\$37,495	\$34,648	\$0	\$2,847
Cash Sponsorship		\$30,000	\$30,000		
The Abbi Agency		\$4,000	\$4,000		
Swag		\$3,000	\$0		
ABC Special Event License		\$250	\$525		
Placer County Sherrif Processing Fee		\$120	\$105		
FedEX		\$25	\$18		
Booth Staffing		\$100			
Ticket Sales					
2020 Broken Arrow Skyrace	June 2020	\$25,400	\$0	\$25,000	\$400
Cash Sponsorship		\$25,000		\$25,000	
Booth Staffing		\$400		\$400	
2020 Tahoe Lacrosse Tournament		\$6,000	\$0	\$6,000	\$0
Cash Sponsorship		\$6,000		\$6,000	
4th of July Fireworks Sponsorship		\$20,000	\$0	\$0	\$20,000
2020 Tahoe City Fireworks		\$10,000			
2020 Kings Beach Fireworks		\$10,000			
2020 Wanderlust		\$37,500	\$0	\$0	\$37,500
Cash Sponsorship (2020)		\$30,000			
Swag - Essential Oils (2020)		\$3,000			
The Abbi Agency (2020)		\$4,000			
Booth Staffing (2019)		\$500			
New Event Development		\$30,000	\$0	\$0	\$30,000
Miscellaneous		\$30,000			
Sponsorship Totals		\$507,695	\$288,882	\$127,900	\$90,913
Operations					
Operations		\$8,000	\$1,617	\$1,445	\$4,938
Swag		\$8,000			
Handtruck			\$64		
Banners			\$384		
Barrier Jacket Banners			\$963		
Partnership Funding Selection Panel			\$206		
Partnership Funding Newsletter Inclusion				\$1,445	
Operations Totals		\$8,000	\$1,617	\$1,445	\$4,938
Total Spend		\$515,695	\$290,499	\$129,345	\$95,851

Approved Budget	\$515,695
Spent	\$290,499
Allocated (Not Yet Paid)	\$129,345
Remaining Budget	\$95,851

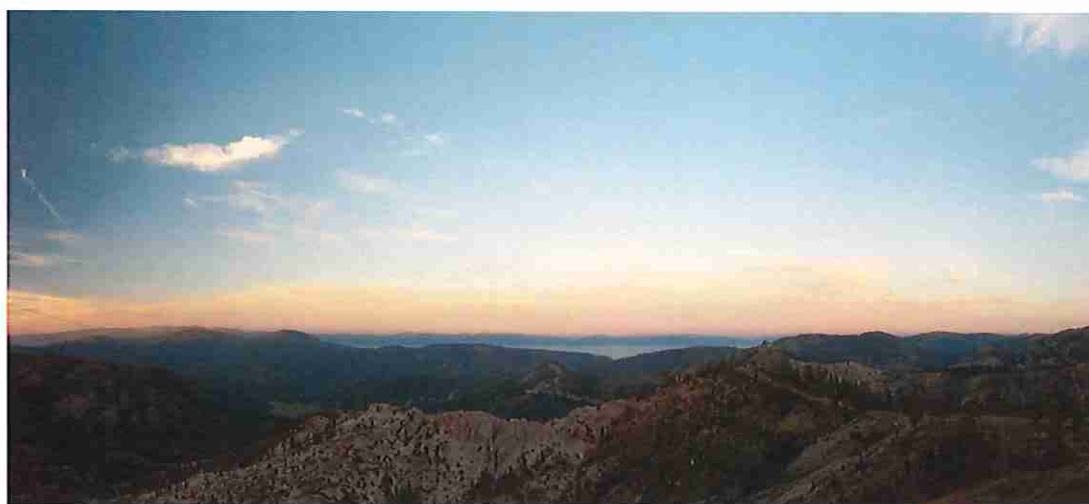
(<https://wanderlust.com>)

WLHQ ([HTTPS://WANDERLUST.COM/JOURNAL/CATEGORY/WLHQ/](https://wanderlust.com/journal/category/wlHQ/))

Looking Ahead to 2020: A Letter from Wanderlust's CEO

Our motto, find your true north, is as simple and relevant as ever, but we've sought to expand the concept of "true north" to go beyond personal wellness.

By **Sean Hoess** (<https://wanderlust.com/journal/author/seanwanderlust-com/>)



Dear Wanderlusters,

The passing of a decade is always occasion for some soul searching, and we've done our share. Quite a bit has changed. In 2009, we were as shiny and new as President Obama, and now we're a global company with more than 50 events around the world, 6 studios and centers, and an online instructional media business (and we have a very different President, too). Back in the aughts, social media and our new iPhone 3 seemed like wonderful tools for connecting humanity, and now many of us are wondering how to shut it all off (after one last scroll on the 'Gram). Most importantly to us, in 2009, yoga practice was at the heart of a conscious community, seeking better health and personal transformation. Now, yogis have joined a global conscious *movement*, leveraging our individual practices to make the world a better place, both on and off the mat.

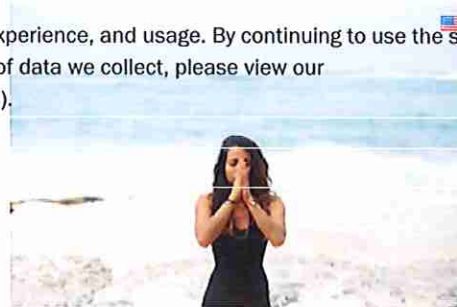
THE HEART OF WELLNESS

These days, we think wellness is about *more* than how you practice, what you eat, or how much you sleep. In fact, it's about more than *you* — it's also about *us*, about our communities, our societies, our politics, and our planet. It's about exploring the many interconnected ways in which we, as humans, can increase our health and happiness, thrive, and reach our innate human potential. And it's also about recognizing and correcting the many ways in which we, as humans, cause our individual and collective well-being to decline. It seems increasingly pointless just to perfect our practice if, as Greta bluntly tells us, our house is on fire. With that realization, the heart of wellness has evolved and expanded.

Back at Wanderlust, we've thought a lot about how we fit into all this. Our motto, *find your true north*, is as simple and relevant as ever, but over time we've sought to expand the concept of "true north" to include aspirations and goals that fall outside of the personal. We started by adding the Speakeasy to our festivals, introducing a deep exploration of transformational ideas. A few years ago, **we became a B**

find Corporation (<https://wanderlust.com/journal/living-aparigraha-becoming-a-b-corp/>) and
reconsidered what success means to us, giving equal weight to each piece of the triple
bottom line (people, planet, and profit). Last year, we took wellness to the desert at
<https://wanderlust.com> Privacy Policy (<https://wanderlust.com/privacy-policy/>).

Wellspring (<https://wanderlust.com/journal/learn-well-wellspring-advice-takeaway/>),
offering a redefinition of wellness that includes relationships, community and social justice
(social wellness) as well as politics, social change and environmentalism (global wellness).



We're proud of what Wanderlust has become.

Abstracted to the highest level, we think

Wanderlust is a festival that **celebrates human potential**. Our events are a curated cauldron of experts, artists, practices and ideas, a place to stir the pot of possibility and watch the alchemy. The meditation and yoga help us quiet our minds, the group fitness and outdoor activities strengthen our bodies and reconnect us to nature. The ideas challenge our ingrained thought patterns, while the arts fill us with wonder and inspire us to create. Last, but not least, there's **the power of community itself**. Community supports healthy habits and

picks us up when we fall. It's also what's sorely lacking in this digital age: the emotional bonds IRL, which (as is now proven) cannot be replaced by a screen.

ROOT DOWN TO RE-EMERGE

At the same time, we recognize that our global growth has caused us to *lose* something. While we always added new events with the best of intentions – “c’mon team, let’s bring this magical collection of experts, ideas and experiences everywhere!” – the reality is that scale is the enemy of nuance. And Wanderlust is nothing if not a nuanced experience, carefully curated and lovingly executed. It depends on surprise, delight, whimsy and the unexpected, which cannot be mass-produced or replicated with a cookie cutter, no matter how delicious the batter may be. Equally important, particularly for a company dedicated to “people” as one of its 3 pillars, is that our team simply can’t keep up with the workload. Even the 18 events we directly produced in the US & Canada in 2019 (we did 32 at our peak!) are too many. We need more time to dream and imagine. We recently spent 2 days in Squaw Valley doing just that, and we are truly excited to show you what we’ve created.

2020 VISION

You can expect a thoroughly reimagined **Wanderlust Squaw Valley in July, 2020**, with exciting new speakers & teachers, reimagined venues, more art and music, new fitness modalities, and expanded camping experiences. We’ve worked hard to make sure the night experience – the celebration, the release, the wonder – is as vibrant and compelling as the experience of nature, fitness and practice is by day. We’ve expanded our curated food vendors and created an outdoor dining area to commune in. And despite these changes, we’ve managed to make access more affordable than ever before, all while offering an expanded range of unique experiences for those looking for a premium experience.



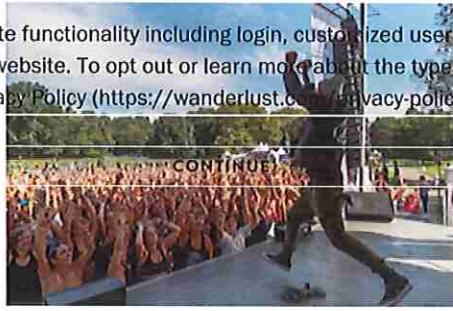
Wellspring will return to the beautiful desert city of **Palm Springs in October, 2020**. If Wanderlust Squaw Valley is a transformational festival, think of Wellspring as a transformational conference, maintaining our focus on human potential, but emphasizing talks and ideas. It’s an event open to both practitioners and wellness professionals, offering an expo of upcoming wellness-focused brands as well as a wide range of talks and panels suitable for industry pros. As our newest event, Wellspring needed the least reimagining, but even still, we’re refining and optimizing the experience so you can expect a summit with true impact.

Last but not least, **Wanderlust 108** will return to **Brooklyn in September, 2020**, taking place in the urban oasis of Prospect Park. Our mindful triathlon has always emphasized fun, community and accessibility, bringing high-quality yoga, mindfulness practice and fitness to beginners and experts alike. This year, we’ll be amping up the artisanal food offerings (it’s NYC, after all!), adding new speakers, and working with our brand partners to curate some exceptional goodies for our paid attendees. As always, there will be free tickets available

find all those willing to get on a mat and quiet their mind.

The Wanderlust website uses cookies for necessary site functionality including login, customized user experience, and analytics. By clicking "Accept All Cookies", you agree to receive cookies on our website. To opt out or learn more about the types of cookies we use, visit our [Privacy Policy \(https://wanderlust.com/privacy-policy/\)](https://wanderlust.com/privacy-policy/) (https://wanderlust.com)

Three exceptional events. That's it.* It feels deeply satisfying to focus our energies around a few truly exceptional experiences in the U.S., rather than dozens of great ones. As the inspirational founder of Patagonia, Yvon Chouinard, said, "The more you know, the less you need." We've taken that to heart. Looking forward to spending the next 10 years with you, dear Wanderlust. Together, let's change ourselves – and next, the world.



EN
te,

If you have any questions or comments, feel free to reach out to me directly [here \(mailto:sean.hoess@wanderlust.com?subject=Wanderlust%20Vision%20for%202020%20Letter\)](mailto:sean.hoess@wanderlust.com?subject=Wanderlust%20Vision%20for%202020%20Letter).

In gratitude,

Sean Hoess
CEO, Wanderlust

* Our 25+ Wanderlust events outside of the US and Canada, which we produce with amazing friends and partners in more than 17 countries, will be announced in February 2020 alongside our US events.



WANDERLUST

DIGITAL CONTENT OPPORTUNITIES

2020



CUSTOM, INFLUENCER-LED 10-DAY YOGA AND FITNESS CHALLENGE

▶ PROGRAM OVERVIEW

The Wanderlust 10-Day Yoga and Fitness Challenge will feature ten 20-minute videos to move, teach, and inspire our community with actionable skills they can practice at home. Promotion includes email and social amplification, daily video releases during the Challenge, and teacher office hours in our "virtual studio" Facebook group. Once the free Challenge is over the partnership expires and the content will be paywalled.

▶ PRESENTING PARTNER RECOGNITION

During the pre-promotional phase and free access period there are numerous communications that our partner's logo will be featured in, including social, digital, display, and e-mail. All Challenge promotional content will also feature "presented by partner" language. Wanderlust will collaborate with our partner to select a Challenge theme and talent that align with both brands.

▶ PROGRAM COMPONENTS INCLUDE:

- **Opt-In Names:** partner will receive all names collected throughout the Challenge sign-up process, with 15K+ average participants.
- **Challenge Marketing Videos:** partner logo integration within (1 - 2) custom marketing videos that promote sign-ups and build excitement.
- **Digital Communication and Promotion (Partner Logo/Partner Integration).**
 - (1) Inclusion in the Wanderlust monthly e-newsletter (150K+ recipients).
 - Partner logo on the Challenge landing page.
 - ROS banner advertising on Wanderlust.com promoting signups.
- **Social Buzz**
 - (10-day duration) Facebook and Instagram advertising and boosted posts.
 - (2) Facebook post @mentions on the Wanderlust main page.
 - (1) Instagram post with @mention.
 - (2) Twitter post @mentions on Wanderlust Twitter feed.
- **Daily Motivational e-mails**
 - Each participant receives a daily e-mail that includes a link to the new episode and motivational words of wisdom from presenting talent, forging a deep connection with participants.
 - Partner is recognized in (10) daily e-mails throughout the Challenge duration, along with (1) Challenge Welcome Email and (1) Thank You Email.



VERGE ENTRANTS: 15K+

AVERAGE REACH: 2M+

AVERAGE VIDEO VIEWS: 85K+

EE: \$100K

SOCIAL MEDIA PROMOTION EXAMPLES

FACEBOOK AD

INSTAGRAM AD

INSTAGRAM STORY INCLUSIONS

Wanderlust (Default)
Sponsored · 🌐

20 mins. 10 days. Flow with Intention. Sign up for our FREE Yoga Challenge. @FlowHydration

tv.wanderlust.com
10 Days of FREE Yoga
Led by Chelsey Korus 3/28 – 4/6

SIGN UP

Like Comment Share

Instagram

wanderlustfest Sponsored

FREE
Flow WITH INTENTION
10 DAY YOGA CHALLENGE

Sign Up

wanderlustfest Access your most present self through yoga, journaling, and meditation. Sign up for our 10-Day Yoga Challenge. @FlowHydration

When you're in t
@flow

Hydrate both
body + mind

you hydrate both
body

and mi

IN US 3/28
OR FREE (!)

LET'S @FLOW
WITH INTENTION

Send message

See More

DAILY EMAIL EXAMPLES



How do we enter the flow state when we lose the feeling, "what is naturally present in the now. This could be doing yoga mindfully, present listening to someone you love. In this class we lay the movement foundation for you a versatile warm-up and a vinyasa sequence of movements. Where is flow already naturally occurring in your practice?"

PRACTICE NOW

Download the Wanderlust TV app for iPhone and iPad, and you can even save classes for offline viewing! The Challenge is available on Wanderlust TV.

Sip your way into the flow with Flow Water, proud partner of the Flow challenge. Click [HERE](#) for a full list of products.



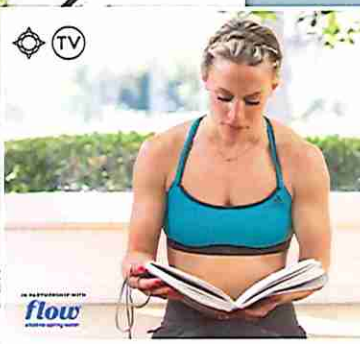
Stop "shoehorning" on yourself! One of the fastest ways to enter the flow state is to stop trying to force things. How often do we talk harshly to ourselves? Do we try to do something new, simply out of fear? Afraid to step outside of our comfort zone? Or simply to commit fully to yoga pose?

When we are truly in the flow state we drop our judgment and ego. We are present in the process. What are your thoughts? What do you feel right now? We will use Tree Pose variations to challenge you to be able to do at any given moment.

PRACTICE NOW

Download the Wanderlust TV app for iPhone and iPad, and you can even save classes for offline viewing! The Challenge is available on Wanderlust TV.

Flow Alkaline Spring Water's Tetra Pak cartons are 100% recyclable and made from responsibly sourced materials.



Today we get into the nitty-gritty of how to access the flow state. When the challenge is too high, you are probably anxious. The challenge is too low, you are probably bored. During the yoga practice, we challenge core work. It is up to you to decide which variation is best for you beyond boredom (or anxiousness) to seeking your flow state.

PRACTICE NOW

Download the Wanderlust TV app for iPhone and iPad, and you can even save classes for offline viewing! The Challenge is available on Wanderlust TV.

Flow Alkaline Spring Water is a certified B Corp company with high standards of social and environmental accountability.



Part of finding the flow state means leaning into the complexity. There's something powerful about leaning into the unknown. Chasing after all of the unknowns. That chasing is what makes it so rewarding. What do you know—deep down, fundamentally—the things you know? This sequence focused on Warrior 2 and Eagle Pose, exploring the flow state.

PRACTICE NOW

Download the Wanderlust TV app for iPhone and iPad, and you can even save classes for offline viewing! The Challenge is available on Wanderlust TV.

Flow Alkaline Spring Water's mission is to inspire people to live with more positivity. Follow along @flowwater.



One of the hallmarks of the flow state is the falling away of expectations and letting the journey unfold. We drop our judgement and no longer have an attachment to a certain outcome. We enjoy the process.

Get prepared to draw patterns in this class—both in your journal and on your mat. Have fun!

PRACTICE NOW

Download the Wanderlust TV app for iPhone and iPad, and take the Challenge wherever you are. You can even save classes for offline viewing! The Challenge is also available on Apple TV—search for "Wanderlust TV."

To get immediate, permanent access to the 10-day Flow with Intention Challenge, you can purchase here.

No more plastic bottles. Flow's Tetra Pak is made from FSC-certified responsibly managed forests, and are non BPA and BPT-free. Find out more at [flowhydration.com](#).



DEDICATED EMAIL

CUSTOM-CREATED, STAND-ALONE MESSAGES FOR THE WANDERLUST AUDIENCE

Wanderlust offers select partners the opportunity to collaborate and curate custom content to be featured in a Wanderlust dedicated email, as well as Wanderlust's Facebook and Twitter Channels. The dedicated email will consist of a branded header image at the top, 3 custom articles, and a brand description at the bottom. This is a great opportunity to amplify custom content to Wanderlust's engaged email community.

▶ PROGRAM COMPONENTS:

- One (1) dedicated email inclusive of all content sent to Wanderlust's list of 150K+ subscribers.
- Three (3) custom articles, each containing a brand logo, brand description and a link to the page or pages of the brand's choice.
- Three (3) Facebook posts promoting article content to our 1.2M+ followers. Social posts include applicable partner handles and #hashtags.
- Three (3) Twitter posts promoting article content.

AVERAGE OPEN RATE: 15%
AVERAGE CTR: 5%

FEE: 10K

8

The image shows a vertical email layout for Wanderlust. At the top left is the Wanderlust logo. Below it is a large hero image of a woman meditating in a scenic outdoor setting, with the Swisse logo and the text 'DESTINATION HAPPINESS' and 'COME CURIOUS. LEAVE INSPIRED.' overlaid. Below the hero image is a paragraph of text about Swisse Wellness and a 'SHOP NOW' button. The main content area is titled 'FOOD FOR LIFELONG HEALTH' and features three articles. The first article is about blood oranges, with an image of a hand holding a sliced orange and a 'READ MORE' button. The second article is about artichokes, with an image of artichokes and a 'READ MORE' button. The third article is about Valerian, with an image of a cup of tea and a 'READ MORE' button. At the bottom, there is a 'PRESENTED BY' section featuring the Swisse logo, an image of Swisse products, and a paragraph of text about the Swisse Dream Dome and a contest. A 'LEARN MORE' button is located below the text. The Swisse logo is also present at the very bottom of the email.

EXAMPLE DEDICATED EMAIL

CUSTOM ARTICLE PACKAGE

CONTENT THEMED TO SUPPORT BRAND INITIATIVES

Wanderlust offers our partners the opportunity to create collaborative and engaging article content to be featured on wanderlust.com and amplified through the sharing on Wanderlust's social channels. Based on our partner's goals and initiatives, Wanderlust will create three custom articles that align with our unique voice and serve our engaged and loyal audience with useful, inspirational information. Each custom article is featured on Wanderlust.com and supported with Facebook, Twitter, and Wanderlust Bi-Weekly E-Newsletter amplification to maximize reach.

PACKAGE COMPONENTS INCLUDE:

- Three custom articles, each containing a brand logo, brand description and a link to the page or pages of the brand's choice.
- Three Facebook posts promoting article content to our 1.2M+ followers. Social posts include applicable partner handles and #hashtags.
- Three Twitter posts promoting article content.
- Three Wanderlust Bi-Weekly Email features promoting article content.

AVERAGE ARTICLE PAGEVIEWS: 4K+
AVERAGE ARTICLE FACEBOOK IMPRESSIONS: 150K+

19
FEE: \$12K



Sample Custom Article



Sample Facebook Post

MULTI-PARTNER SWEEPSTAKES

AUDIENCE ENGAGEMENT + EMAIL ACQUISITION

Wanderlust offers select brands the opportunity to participate in our multi-partner and co-promoted sweeps programs that garner a large number of opt-in names. Sweepstakes remain one of the best ways to grow opt-in communications lists and to create connections with potential brand enthusiasts. A partnership with Wanderlust offers like-minded brands a chance to tap into our community of followers, growing awareness and conversions.

- **OPT-IN NAMES:** Partner will receive all entrant names and e-mails captured throughout the sweeps. Expected sweeps entries are 20,000+. (Note that this number is not guaranteed for every sweeps.)
- **2020 SQUAW VALLEY SWEEPS PRIZE PACKAGE:**
 - (2) Tickets to Wanderlust Squaw Valley Festival (7/16/20 - 7/19/20)
 - (1) Travel/Lodging stipend
 - (1) Pukka Herbal Wellbeing Gift Set
 - (1) Aviator Nation \$1,500 shopping spree
 - (1) Wanderlust Yoga Mat
- **SUGGESTED PARTNER PRIZE:** Participating partners will be asked to contribute a prize offering of at least \$500.
- **WANDERLUST PROMOTION:**
 - **WEBSITE**
 - 1 Landing Page for Sweeps entries
 - **SOCIAL MEDIA**
 - 2 Facebook Posts
 - 1 Instagram Post
 - 3 Instagram Story Inclusions with “swipe up” to enter CTA
 - 2 Twitter Posts
 - **EMAIL**
 - 1 Wanderlust Email Inclusion to full Wanderlust list (150K+ Subscribers)

RUN DATES: MID-MARCH 2020

COMMITMENT DATE: 1/24/20

FEES \$15K

*Wanderlust manages all terms and conditions for sweepstakes promoted on the Wanderlust platform. All partners subject to final approval.



Sample Sweepstakes

Wanderlust Event Recaps

2017 Wanderlust Squaw Valley

July 20 – 24, 2017

Location: Squaw Valley

Funded: \$30,000

Attendance:	11,421
Out of Town Participants:	7,995 (70% estimate)
Avg: Night Stay:	2.5
Avg. Economic Impact:	\$1,516,994
ROI:	51:1

2018 Wanderlust Squaw Valley

July 19 – 22, 2018

Location: Squaw Valley

Funded: \$30,000

Attendance:	9,131
Out of Town Participants:	6,392 (70% estimate – 83% were from further than 30 miles of festival)
Avg: Night Stay:	3.4
Avg. Economic Impact:	\$1,469,503
ROI:	49:1

Results:

2018 was the 10th anniversary of the Squaw Valley Wanderlust festival, the inaugural festival in what has now become an international brand including events in South America, Europe, Asia, Australia and New Zealand. 83% of post-survey respondents gave their overall festival experience an 8 or higher on a scale of 1-10 showing the event is of high quality. 20.7% of respondents flew to the event which would extrapolate to 1,890 attendees. The event is 4-days long, so it generates a longer regional stay, averaging 3.4 nights. And 39.3% of respondents said they skied or snowboarded so they could be potential visitors in the winter season.

2019 Wanderlust Squaw Valley

July 19 – 22, 2018

Location: Squaw Valley

Funded: \$30,000

Attendance:	7,371
Out of Town Participants:	5,160 (70% estimate)
Avg: Night Stay:	3.4
Avg. Economic Impact:	\$1,714,019
ROI:	57:1

Results:

Showing a higher economic impact because the survey results showed a higher number stayed in Placer County. Not all NLTRA questions were included in the survey. There was a shift in staffing which most likely caused some questions to get missed into the survey. However, the survey did show the following interesting results:

- 22% traveled by plane to attend
- 77% drove to attend
- 86% came to the region specifically for Wanderlust
- 87% said they were very likely to return to NLT



SEPTEMBER 18-20, 2020



OBJECTIVE

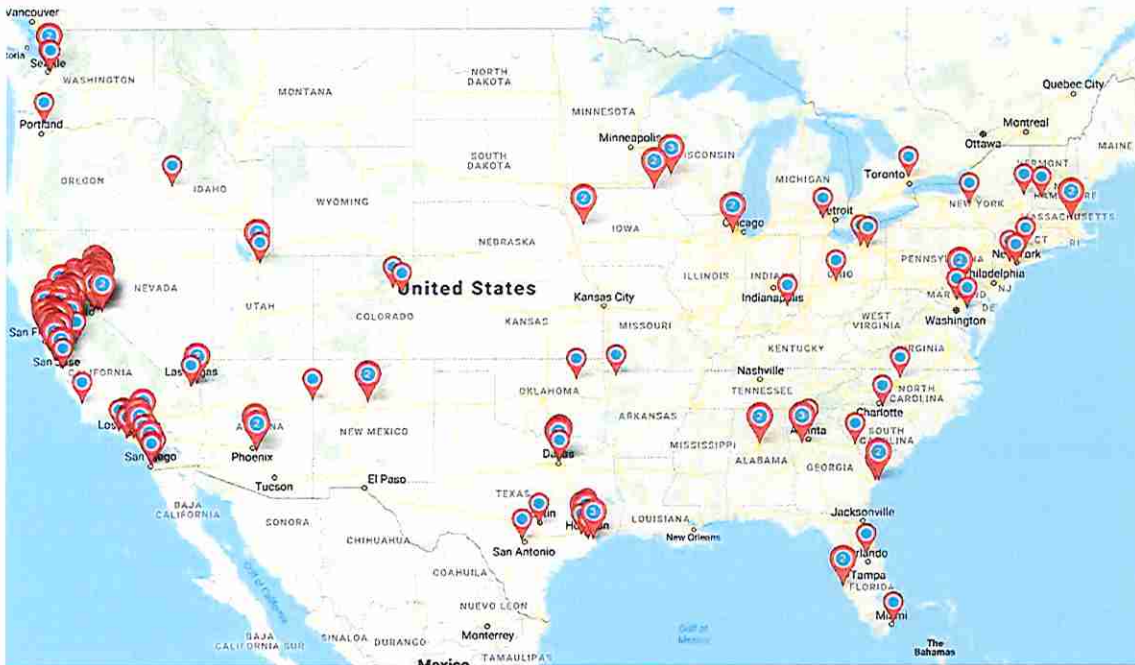
or the past few years, visitation to Autumn Food & Wine has remained relatively flat. In 2020, we are asking for an increased investment of **\$80K** to give the event a boost and **increase attendance from destination guests in order to drive more overnight lodging.**

2020 OPTIMIZATIONS:

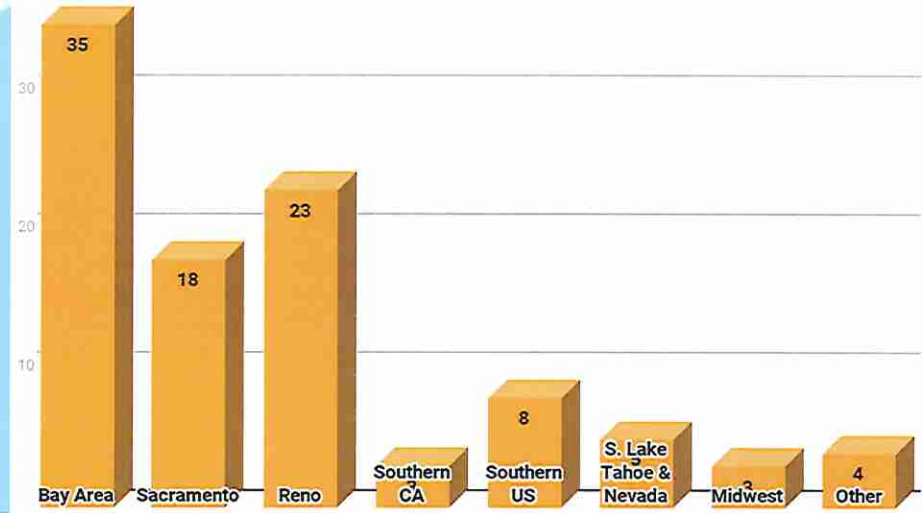
- Secure a media partnership that will help us reach new markets (Los Angeles, San Diego and Orange County)
- Extend marketing timeline
- Expand sponsorship opportunities (ie. Town of Truckee)
- Provide lodging discounts with local partners and track redemption
- Work with NLTRA and participating restaurants to promote additional deals or events in the area to showcase more of the region to guests
- Bigger name musicians



ATTENDEE GEOGRAPHY



*Based on Eventbrite Ticket data



*Based on Survey Results

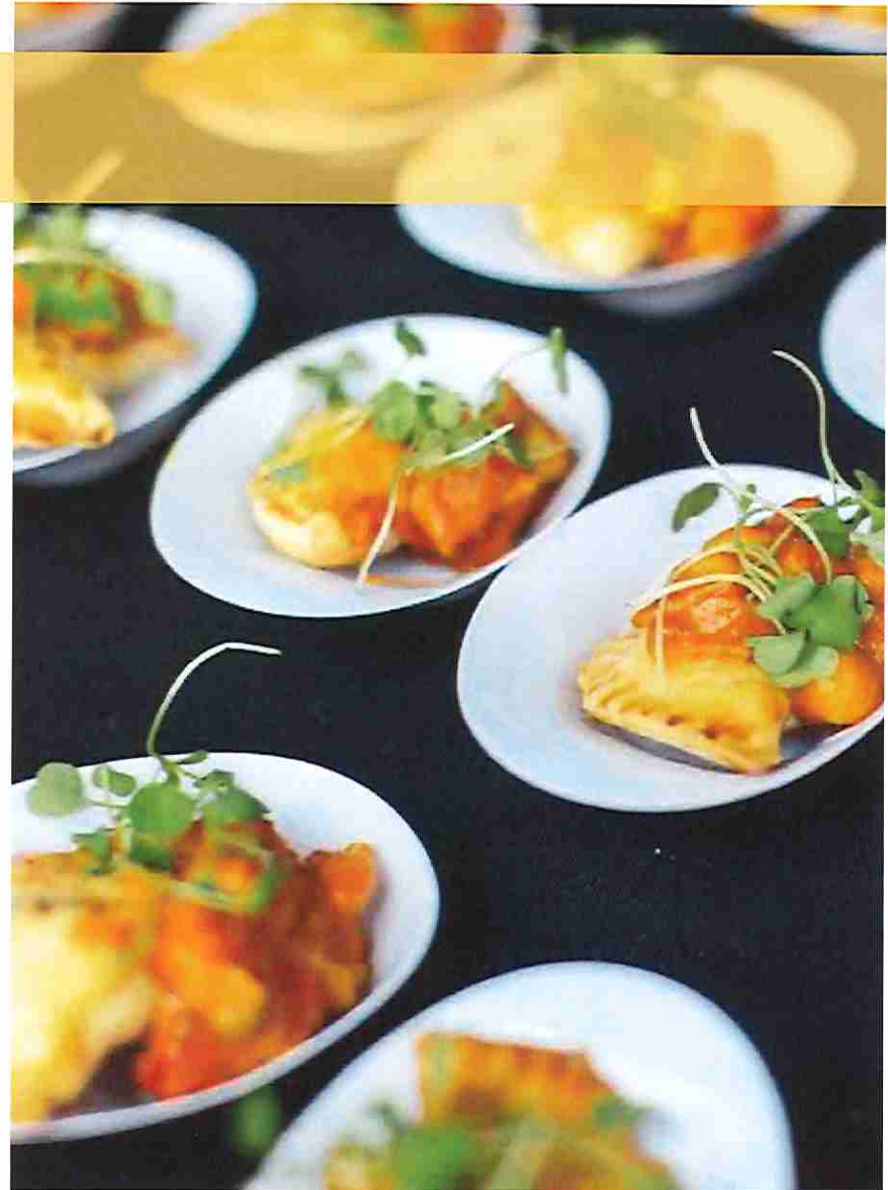
1400+ Attendees



2019 OPTIMIZATIONS

In 2019, Northstar made several improvements and investments to the event in order to enhance the overall guest experience and to reward chefs and restaurants for their participation.

- Simplified ticketing structure
- \$300 stipends for participating restaurants
- Post-event ad highlighting winners
- Third-party event production company
- Third-party catering company to assist with Vertical Tasting and Progressive Picnic
- Sunday evening post-event mixer for participating vendors to mingle



PARTNERSHIP DETAILS

At the \$30K sponsorship level, changes would need to be implemented to the event in order to lower the operating costs. The Grand Tasting component would be eliminated with the shift focused on a People's Choice Award and restaurant participation would be broken up over two days to increase food options on Saturday.

- Name recognition: Presenting Sponsor
- Logo inclusion and/or name mention on marketing materials, event website, press releases, on-site signage
- 50 complimentary tickets (25 on Saturday and 25 on Sunday)
- Elimination of Grand Tasting component

INVESTMENT: \$30K

At the \$80K sponsorship level, we plan to give the event a boost in a variety of areas and increase destination marketing in order to reach new markets.

- Name recognition: Presenting Sponsor
- Logo inclusion and/or name mention on marketing materials, event website, press releases on-site signage
- Minimum of 50 complimentary tickets, additional to be mutually agreed upon based on evening programming
- Expansion of destination marketing
- Promotion of regional activities and lodging

INVESTMENT: \$80K

"I've been a part of this event since the beginning and not only is it fun, it's important for the businesses here on the North Shore. With all of the competition we are up against in the region, our success is dependent on all of us coming together to showcase our culinary talent during the best time of year in Tahoe" -Chef Douglas Dale of Wolfdale's Restaurant

THANK YOU!





autumn
food & wine
NORTH LAKE TAHOE

SEPTEMBER 20-22, 2019



north lake tahoe
Chamber | CVB | Resort Association

EVENT OVERVIEW

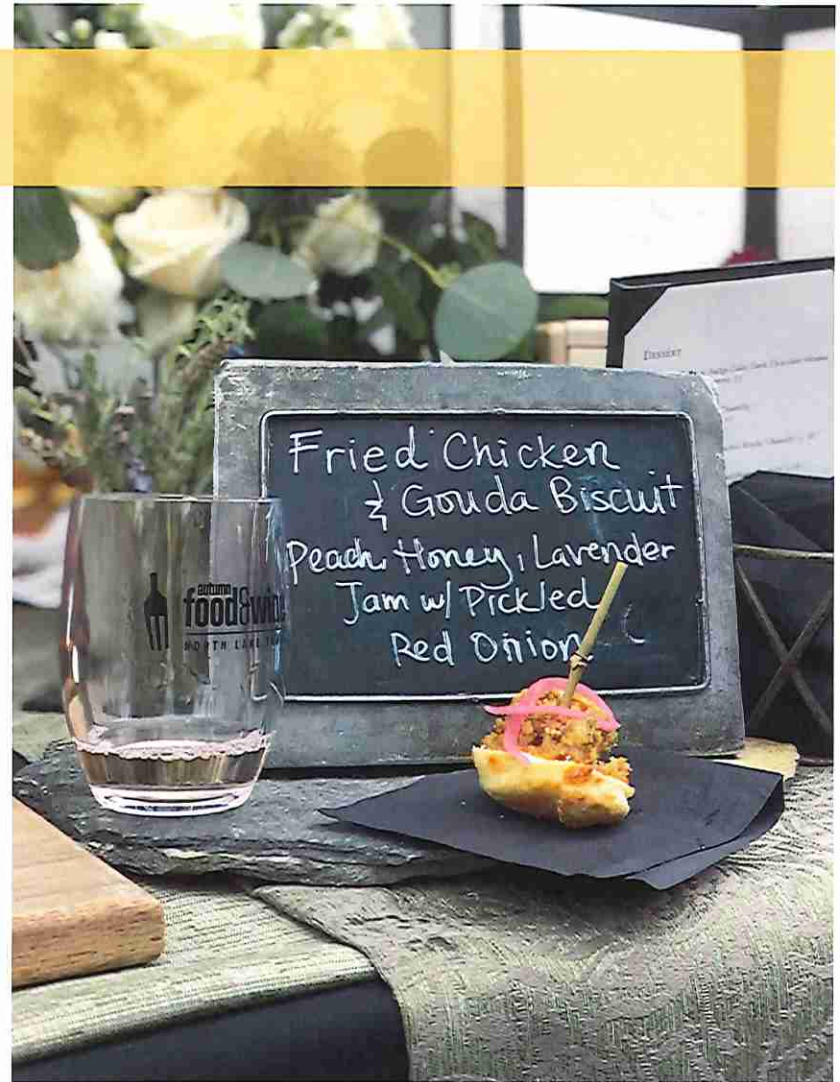
DATE: September 20-22, 2019

LOCATION: The Village at Northstar

ATTENDEES: 1,400+ high-net-worth wine and food enthusiasts, travel journalists, influencers and experts in the industry from all over the country

VENDORS:

- 30+ Wineries
- 20+ Restaurants
- 10+ Breweries & Distilleries
- 25+ Gourmet Marketplace



ATTENDEE GEOGRAPHY



**Based on Eventbrite Ticket data*

TICKETING & LODGING

In 2019, we made an effort to consolidate the ticketing structure to simplify the options and enhance the guest experience on Eventbrite and at the festival. Due to this change, we saw an increase in overall ticketing revenue, but the total number of attendees remained similar to 2018.

NORTHSTAR LODGING: \$23,000+ SOLD OUT

Staff and VIP Lodging: \$18,000

Guest Lodging: \$5,100+

TICKET TYPE	SOLD	PRICE
Friday Night on the Mountain	SOLD OUT 106	\$125
Saturday Day Pass (Advance)	467	\$45
Saturday Day Pass (At Door)	121	\$55
Sunday Day Pass (Advance)	448	\$85
Sunday Day Pass (At Door)	39	\$95
2-Day Pass (Sat & Sun)	59	\$125
Weekend Pass	SOLD OUT 21	\$250
Progressive Picnic	26	\$75
Vertical Mtnside Tasting 1	29	\$75
Vertical Mtnside Tasting 2	SOLD OUT 30	\$75
Charbay Party	SOLD OUT 75	\$75
TOTAL	1421	\$94,800
TOTAL AFTER EVENTBRITE FEES		\$88,889



WINNERS

Best Food & Beverage Pairing

- Gold: Manzanita and Rombauer
- Silver: D'Lish Catering and Clif Family Winery
- Bronze: Bourbon Pub and Duckhorn

Best Food

- Gold: Bourbon Pub
- Silver: Manzanita
- Bronze: D'Lish Catering

Best Dessert Pairing: Marich Confectionery and Blind Dog Coffee



WINNERS

Best Red Wine

- Gold: Hartwell Winery
- Silver: Morgan Winery
- Bronze: Rombauer

Best White Wine:

- Gold: Frank Family Cellars
- Silver: Gundlach Bundschu
- Bronze: Duckhorn Portfolio

Best Specialty Beverage: Charbay Distillery

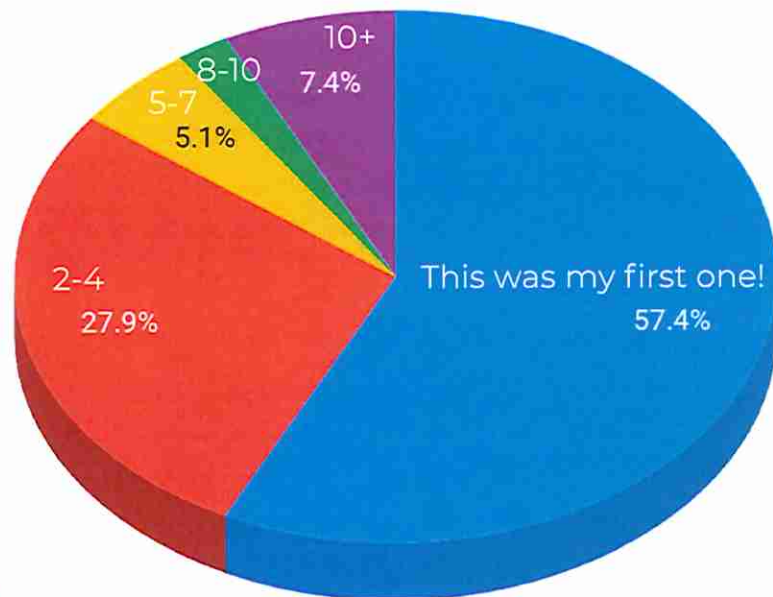


SURVEY RESULTS

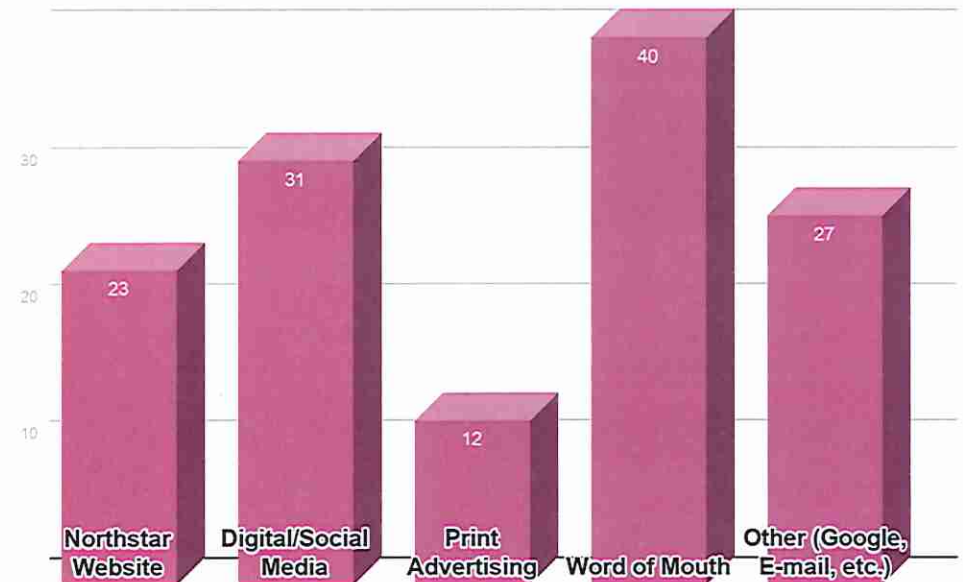


SURVEY RESULTS

1. How many AFW events have you attended?



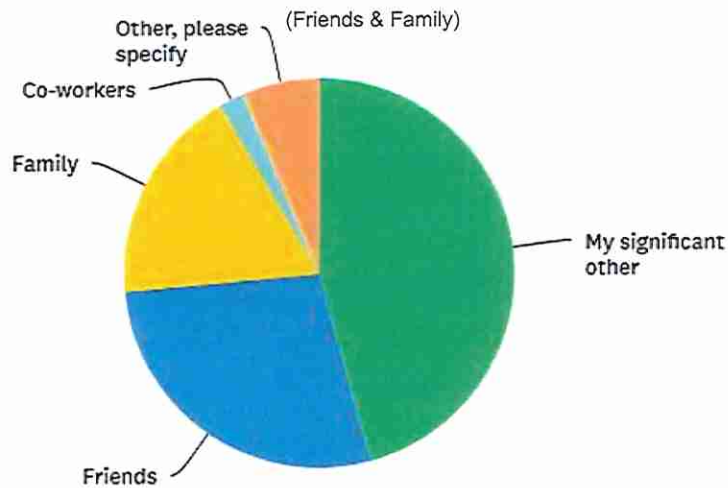
2. How did you hear about the event?



**Based on 143 survey responses*

SURVEY RESULTS

3. Who did you attend the event with?



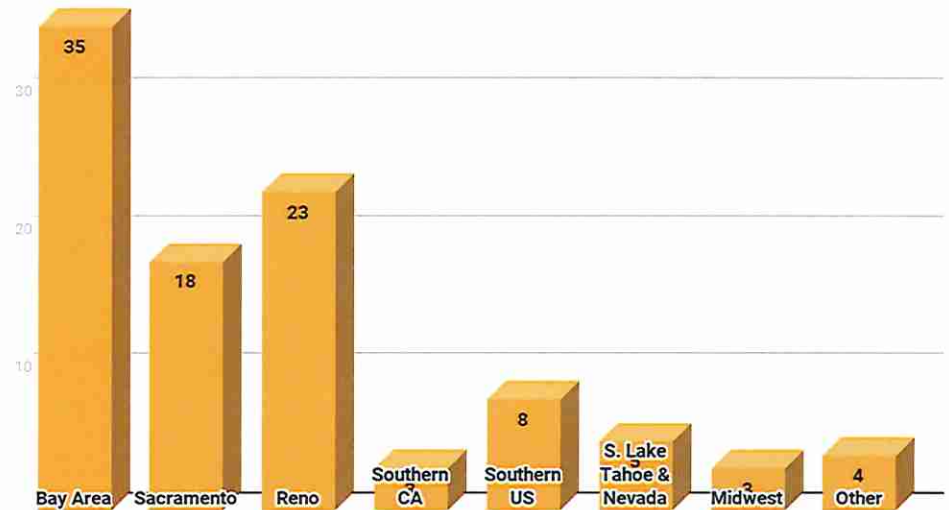
4. Were any members of your group interested in food only (children, designated drivers, etc.)?

22% YES

5. Did you stay overnight?

57% YES

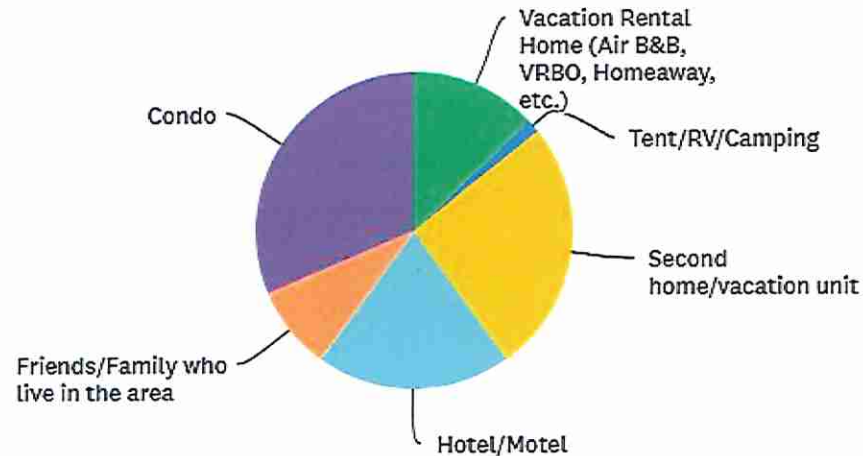
6. Where did you travel from?



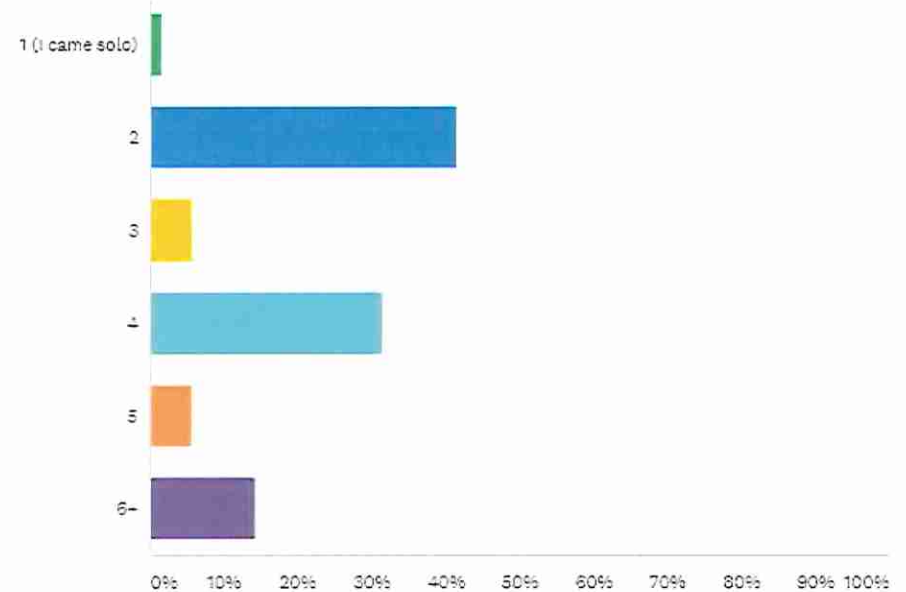
SURVEY RESULTS

7. Are you a second homeowner?
39% YES

8. Describe your accommodations.

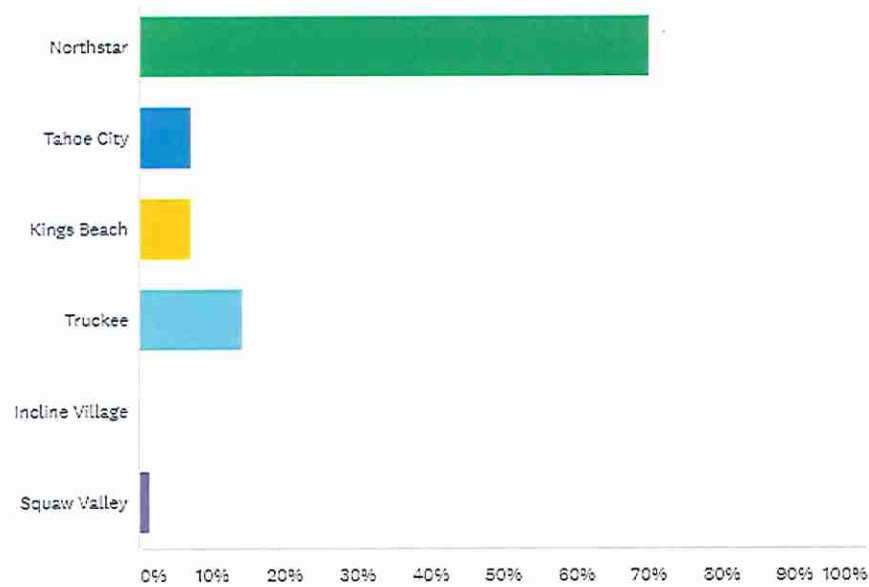


9. How many people were in your immediate travel party?

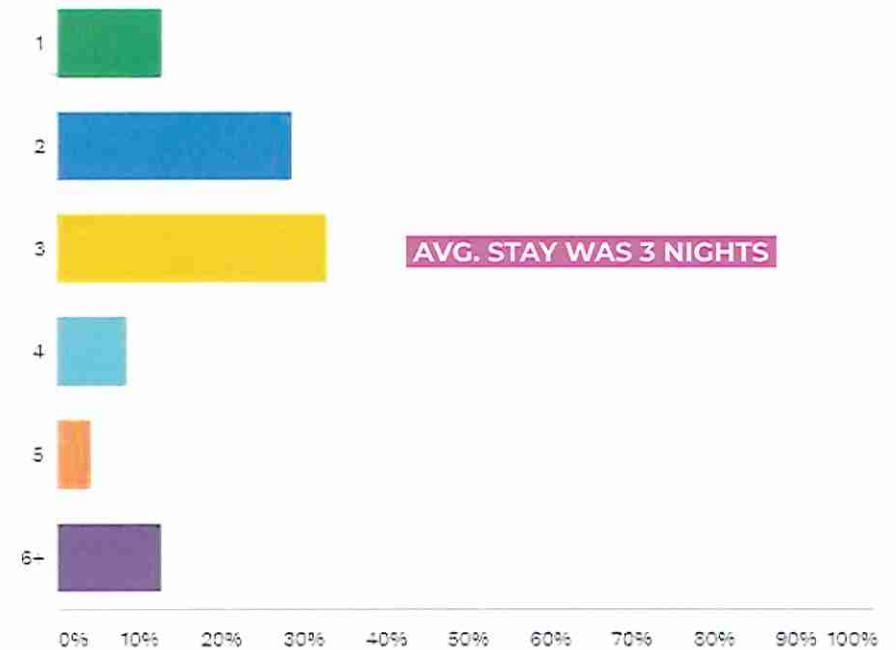


SURVEY RESULTS

10. Where was your lodging located?



11. How many nights did you stay in North Lake Tahoe?



SURVEY RESULTS

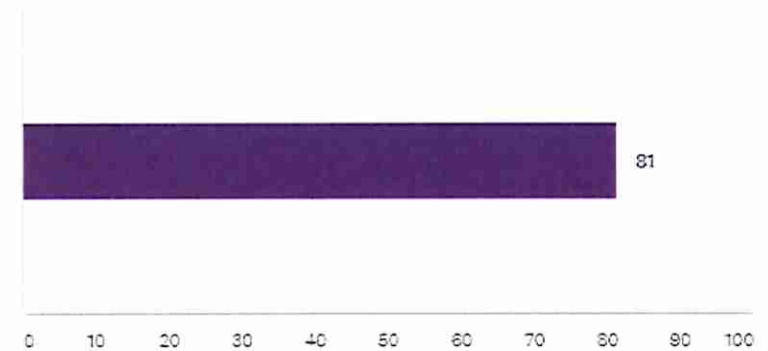
12. Did you come to the region specifically for AFW?

76% YES

13. How likely are you to return to N. Lake Tahoe?



14. Rate your overall event experience.



15. Would you attend the event again?

83% YES



THANK YOU!



autumn
food & wine
NORTH LAKE TAHOE



north lake tahoe

Chamber | CVB | Resort Association

2018 Autumn Food & Wine Event Recap

2018 Lake Tahoe Autumn Food & Wine Festival

September 7 – 9, 2018

Location: Northstar California

Funded: \$30,000

Attendance:	1,523 ticketed (2,500+ estimate including non-ticketed attendees)
Out of Town Participants:	1,036 (68%)
Avg. Night Stay:	3.4
Avg. Economic Impact:	\$366,637
ROI:	12:1

Results:

The Autumn Food & Wine Festival has become a signature event in the region, driving repeat visitation. Through the post-event survey, 55% of the respondents said they've attended the event for multiple years and always look forward to it, and 59% responded that they came specifically to the region to attend AF&W. The Grand Tasting on Sunday remains the most popular of the events associated with the festival. The number of participating restaurants has been on a decline. The feedback is that the time of year is now difficult for them due to late summer groups/weddings/etc. so the collective decision was to move the 2019 date back by two weeks.



north lake tahoe

Chamber | CVB | Resort Association

Lake Tahoe Autumn Food & Wine Festival 2017 Event Recap

Date: September 8 – 10, 2017
Funded: \$30,000

Attendance: 2,000+ (1,348 ticketed)
Out of Town Participants: 1,340
Average Night Stay: 3.1
Average Economic Impact: \$316,815
ROI: 11:1

Summary

- PR outreach increased to 170M impressions with over 100 pre-event articles
 - 2016 had less than 10 pre-event articles
 - 30% Bay Area Coverage*
 - 50% Uber High Net Worth Coverage*
 - 23% National Coverage*
 - *stats not mutually exclusive
- PR Hits (Due to TAA efforts)
 - 18 placements
 - \$23,877 publicity value
 - 12 media visits
 - 14 original social media posts
 - 142,000 reach/3,191 engagements
 - Featured in 2 North Lake Tahoe blogs and one newsletter
- Ticket sales decreased 21% compared to 2016
 - 1,394 vs. 1,774
- Ticket revenue decreased 16% compared to 2016
 - \$59k vs. \$70k
- Northstar Lodging increased for the event weekend compared to 2016
- Utilized Clean Vibes for first time – 56% of waste was diverted from landfills
- Media Outreach Highlights
 - 555,900 Impressions
 - 376,00 Social Reach

Lodging

- Northstar Occupancy YOY during AF&W Weekend

	Friday	Saturday	Sunday
FY16	18.4%	38.4%	15.7%
FY17	27.6%	52.5%	17.1%
FY18	49.4%	65.2%	22%

- Northstar tracked 15 room nights utilized by AF&W vendors
- Lodging Updates for 2018 Event

- Northstar will be proactive tracking event lodging, utilizing a lodging code
- Northstar will explore including a benefit that event ticket holders receive at check-in to help track groups lodging for the event.

2018 Opportunities

- Brand refresh
 - At NLTRA staff recommendation – approximate quote \$3,500
- Increase venue space during event – utilize Beach area, 3rd party tenant spaces
- Refresh marketing plan to expand audience reach within the Bay Area and SoCal
- Leverage partnerships with vendors for promotion in wine country regions
- Open restaurant participation up to Sacramento and Bay Area
- Ticketing and prospecting vendors to start in early 2018



**NORTH
AMERICAN**
CONTINENTAL ENDURO SERIES

**AUGUST 22-23, 2020
NORTHSTAR CALIFORNIA**





**NORTH
AMERICAN**
CONTINENTAL ENDURO SERIES

EVENT OVERVIEW

The Continental Series sit between local Qualifying events and the Enduro World Series and gives riders the chance to win an international series title. Designed to provide an elevated platform for riders wanting to race on a bigger stage than a national race - but with lower travel costs and more achievable level of racing for aspiring pros than an EWS.

Participants: 600+ from all over the country/continent. Two years ago, we had representation from 20+ states and we expect that number to increase after last year's EWS.

Spectators: 600 – 800

Lodging: Event budget will cover lodging for Race Officials and a few key EWS members. We will also offer lodging packages to competitors at Northstar and as well as nearby properties. Due to attendees being from within the US, we anticipate an increase in lodging needs from friends and family coming to support them.

Sponsors: Potential industry partners are Ride Concepts, Red Bull and FOX





**NORTH
AMERICAN**
CONTINENTAL ENDURO SERIES

EVENT OVERVIEW

MARKETING & ADVERTISING:

- Name recognition on event website
- Logo inclusion on event marketing materials

ON-SITE BRANDING & ACTIVATION:

- Two (2) banners in prominent locations
- 10x10 Booth Space for activation

HOSPITALITY:

- Eight (8) complimentary spectator tickets
- Five (5) complimentary race entries
- Five (5) complimentary bike park lift tickets

INVESTMENT: \$20,000



north lake tahoe
Chamber | CVB | Resort Association

North Lake Tahoe Spring Preview 2019-2020



north lake tahoe





2020 SPRING CAMPAIGN

Public Relations

Social Media

Content

Spring Campaign



north lake tahoe



Spring Campaign

OVERVIEW

Spring campaign leverages our PR, social and content to:

- Support paid spring advertising, primarily in Bay Area/So Cal markets
- Support and promote “Dual Days” and “Twice The Fun” (#dualdays and #twicethefun)
- Sustainability (Bikes, Pedestrian Paths, Transportation Services, Earth Day, “Going Green” for St. Patrick’s Day)
- Wellness and PRIDE
- Accomplish in conjunction with existing year-round outreach for events, MMC, and in-market programs

AUDIENCE INSIGHTS

- Not aware of shoulder season/spring opportunities (as opposed to greater familiarity w/ Summer and Winter activities)
- Marginal understanding of “dual activities” premise
 - Benefits up front and emotional
 - Messaging super easy to digest at a glance
 - Need to keep the visuals simple and descriptive



Spring Campaign - cont.

CAMPAIGN GOALS

- Drive visitation to the spring landing page (in development)
- Inspire social engagement and feedback
- Drive referrals to partners from blog, newsletter and earned media opportunities
- Reinforce idea that Lake Tahoe is different in shoulder season and that it's "beautiful and all your own" through earned media and content



Spring Campaign Themes & Messages



- **#TwiceTheFun**
- **#DualDays**
- **High-Altitude Training**
- **Human Powered Sports**
- **Eco-Friendly Tahoe**
- **Spring Indulgences**
- **Event Roundups**
- **Race Roundup**

Public Relations



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Spring PR Overview

KPIs and Objectives

Shoulder Season Messaging:

- Secure earned media coverage in spring to increase visitation by pitching “target media list” and supplement coverage by hosting four (4) FAMs this season.

Quarterly Press Release:

- The “What’s New Spring” release will showcase springtime activities, events, and partner news.

Flight Markets:

- Secure earned media impressions in Southern California and Texas short-haul, flight markets.

Drive Markets:

- Secure earned media impressions throughout I-80 corridor markets.





Partnership & Support for Partners

- Photos
- Press room
- Ongoing pitching to “Target Media List”
- “What’s New Spring” Press Release

FAMS & Media Visits

- Outdoor Publications
- Leisure/Luxury Travel
- Drive Markets
- Short-haul, Flight Markets

Market Shift

- **Short-haul, flight markets:**
 - SoCal
 - Houston/Dallas
- **Drive Markets:**
 - Bay Area, I-80 Corridor



Sample Target Media List (from top 100)

- Afar
- Backpacker Magazine
- Brit + Co
- Condé Nast Traveler
- Hemispheres
- Men's Journal
- Modern Luxury Magazines
- Outside Magazine
- Reader's Digest
- Sunset
- Thrillist
- Travel & Leisure
- US News & World Report
- VIA

Social Media



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Spring Campaign Social

OVERVIEW

- Explain the duality of Dual Days and Twice The Fun
 - Through layout and simple messaging
- Keep the idea obvious for faster (less expensive) understanding of promotion
- Drive engagement

CHANNELS

- Facebook Carousel
- Instagram
 - Story Poll
 - Carousel



Spring Campaign: Instagram



DUAL DAY GIVEAWAY

- Builds awareness while explaining Dual Days/Twice the Fun - montage of people enjoying various activities
- Audiences picks top two activities - comments, entered into giveaway drawing
- **ENGAGEMENT MACHINE:** Layout leads user to swipe - every swipe and comment an engagement

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Spring Campaign: Instagram



POLL

- Visually explains Dual Days and Twice the Fun
- Builds awareness
- Provides insight; data shared with partners
- **ENGAGEMENT MACHINE:** High engagement

Spring Campaign: FB & Instagram

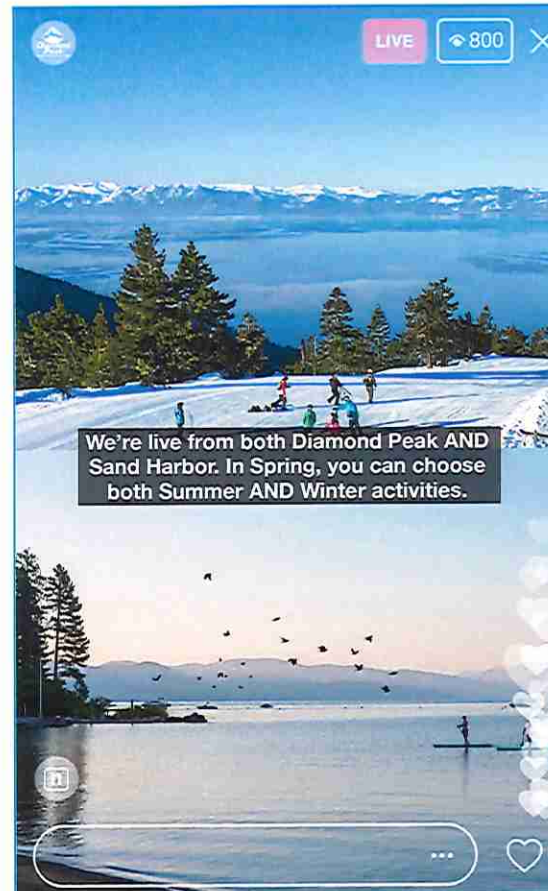


CAROUSELS

- Tiled montage of activity and scenics
- **ENGAGEMENT MACHINE:** Layout leads user to swipe - every swipe and comment an engagement


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Spring Campaign: Instagram



LIVE

- Tech explains Dual Days
- **ENGAGEMENT MACHINE:**
High engagement

Blog & Newsletter



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Spring Campaign Content Overview

BLOG

- New posts 2x monthly
- Evergreen content
- Deeper dive into specific themes:
 - PRIDE
 - #DualDays #TwicetheFun
 - Spring Break
 - Spring Ski
 - Keep Tahoe Green, etc
- SEO powerhouse
- Increases time on site
- Partner engagement, promotion
- Supported by social

NEWSLETTERS

- 1x monthly
- Time sensitive - inspires impulse visitation
- Written invitingly: "Join us!"
- Drives GTN website visits
- Consistent, monthly touch with target audiences
- Database: 30k



Spring Campaign Content

BLOG

March

- #TwiceTheFun: Dual Day Kickoff
- Going Green for St. Patrick's: Sustainability

April

- Uncover The Secret of Ultra-Luxe North Lake Tahoe (Because You're Worth It)
- Take Care of Tahoe: ebikes, highlight what destination is doing to care for this special place, muni transportation, stakeholder efforts

May

- Plan a Weekend for Dad
- Kickoff to Summer + Events

NEWSLETTERS

March

- Mother's Day Preview

April

- Father's Day Preview

May

- Summer Preview





Thank you!

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