



north lake tahoe
Chamber | CVB | Resort Association

In-Market Tourism Development Committee

Date: Tuesday, March 24, 2020

Time: 1pm

Location: GoToMeetings (see link and call-in phone number below)

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United States: +1 (571) 317-3129

Access Code: 731-209-101

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NLTRA Mission

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

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association
Stephen Lamb, PlumpJack Inn | **Kylee Bigelow**, Tahoe City Downtown Association
Alyssa Reilly, North Tahoe Business Association | **Jody Poe**, North Tahoe Business Association
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association
Kay Williams, West Shore Association | **Liz Bowling**, North Lake Tahoe Resort Association
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Emily Setzer**
Chair: Brett Williams, Agate Bay Realty | **Vice Chair: Christine Horvath**, Squaw Alpine
Carlyne Fajkos, Tahome Marketing | **Lisa Nigon**, Homewood Mountain Resort
Judith Kline, Tahoe Luxury Properties | **Becky Moore**, Squaw Valley Lodge
Susan Redding, Hyatt Regency, Lake Tahoe | **Brit Crezee**, Sotheby's International Realty
Amber Kennedy, Tahoe Getaways | **Tyler Gaffaney**, Tahoe Biltmore
Jenny Kendrick, East River Public Relations | **Wendy Hummer**, EXL Media
Advisory Board Member: **Erin Casey**, Placer County

AGENDA

TO CALL IN: (571) 317-3129 Access 731-209-101#

- 1:00 p.m.**
1. Call to Order – Establish Quorum
 2. Public Forum-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee 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 committee on items addressed under Public Forum.
- 1:05 p.m.**
3. Agenda Amendments and Approval
 4. Approval of In-Market Tourism Development meeting minutes from Nov 19, 2019 **Page 1**

- 1:10 p.m. 5. North Lake Tahoe COVID-19 Response and Action Plan - Jeff Hentz
- 1:20 p.m. Other Items:
8. 19.20 Winter Lakeside In-Market Campaign Update [Page 4](#)
9. 19.20 Year-Round Shopping In-Market Campaign Update [Page 9](#)
10. 19.20 Summer Mountainside In-Market Campaign Discussion and Staff Direction [Page 13](#)
- 1:45 p.m. 11. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 1:50 p.m. 12. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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

The In-Market Tourism Development Meeting was held at Tahoe City PUD board room, 221 Fairway Dr., Tahoe City, CA 96145.

Committee member in attendance: TCDA: Kylee Bigelow, Incline Village Community Business Assoc.: Greg Long, Squaw Valley Business Association: Caroline Ross, Steve Lamb, Chamber of Commerce: Liz Bowling NTBA: Alyssa Reilly, Jody Poe, Tourism Development Committee: Tyler Gaffaney, Becky Moore, Terra Calegari, Brett Williams, Christine Horvath, Amber Kennedy

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

Other in attendance: Jessica Pauletto

Summary

Meeting called to order at 1:08pm

Public Comment: None

Motions/Action Items:

- Item 3. MOTION to approve the agenda as presented M/S/C Williams/Moore (13/0/0)
- Item 4. MOTION to approve the meeting minutes from May 28, 2019 M/S/C Calegari/Gaffaney (13/0/0)
MOTION to approve the meeting minutes from September 24, 2019 M/S/C Kline/Long (13/0/0)
- Item 5.1 MOTION to approve Partnership Funding Allocations as submitted M/S/C Bowling/Gaffaney (13/0/0)
- Item 5.2 MOTION to approve Year-Round Shopping Scope of Work M/S/C Calegari/Gaffaney (13/0/0)
- Item 5.3 MOTION to approve Winter Lakeside Campaign Scope of Work M/S/C Moore/Calegari (13/0/0)

Direction to staff (Amber/Anna):

- Change Squaw Valley Neighborhood Association to Squaw Valley Business Association on the funding sheet.

Item 5.1 Partnership Funding Allocations:

Katie shared that a selection panel reviewed applications for 2020 Special Event Partnership Funding. This year they had 17 applicants applying for about \$98K and they allocated \$50K. The committee requested that Katie share the new events, that applied.

- Homewood Pride is a LGBTQ event, not much like this in our region. Talked about incorporating community events turn it into a week as the event progresses. The panel would like to see them move in that direction. This event was awarded \$5K. The dates for this event is March 28-29, 2020.
- Wild and Scenic Film Festival inspires environmental activism and a love for nature through film. Most of the events takes place in Nevada County but the panel supports the smaller events in Northstar and Tahoe City. Only a small amount was allocated as the panel felt these will likely sell out with or without the funding. The panel awarded \$750 to this event. The dates for this event are April 17-18, 2020.

- Tahoe Spark is a new event with a Health and Wellness focus. Panel was inspired by the producer's passion for this event. It's a small second year event that could use a boost. The timing is good, and the event was awarded \$500. The event takes place at the Kings Beach Event Center, May 2-3, 2020.

Amber shared that the panel also made recommendations on events to receive some Opportunistic Funds. Some of the applicants will be invited to come back and present in February and this will be a process vetted by the Tourism Development committee. It was questioned why Snowfest received funding. Amber stated they have a new board, and the panel really liked the direction they're going and would to support this again. The organization started in the red and now has \$14K in the bank. Another event that was questioned was the Lake Tahoe Dance Collective and why they received the largest amount of funding as the event takes place in July when this area is already saturated with visitors. The selection panels feel this align with our North Lake Tahoe cultural pillar. The event is midweek which is positive and it's important to keep the momentum of growth going. This is one of the events that will be asked to present to Tourism Development in February regarding Opportunistic Funds.

MOTION to approve Partnership Funding Allocations as submitted M/S/C Bowling/Gaffaney (13/0/0)

Item 5.2 Year-Round Shopping Scope of Work (Amount \$14,550)

Jessica with the Abbi Agency shared the Shopping Campaign will be a digital advertising campaign run on two social media channels; Instagram and Facebook. The timing it will be run will be mid-January to mid-March and the reason for starting mid-January and not before Christmas is that the WinterWow campaign already has a shopping element to it. The Abbi Agency will strategically boost the shopping videos intermittently throughout the ad run. (3 Facebook/3 Instagram). Jessica stated the goal with the digital ad series is brand awareness and engagement.

Comment:

- Can the shopping videos be used for Small Business Saturday? Amber shared that they can use some of the money budgeted for the shopping videos. The ads are not ready, but the videos are ready. Amber will work with Jessica on this.

MOTION to approve Year-Round Shopping Scope of Work M/S/C Calegari/Gaffaney (13/0/0)

Item 5.3 Winter Lakeside Campaign Scope of Work (Amount \$21,000)

Jessica reviewed the Winter Lakeside Campaign with the committee members. The goal with this campaign is to bring visitors from mountain to lakeside communities in winter to increase spending in lakeside restaurants, retailers and experience activity providers. This will be a digital advertising campaign run on Facebook and Instagram. The Abbi Agency will define a series of seven #WinterWow "moments" that can only be experienced lakeside. These "moments" will be advertised to in-market visitors by Facebook or Instagram. The agency will develop ad copy for the series. Each ad will correspond with one of the following lakeside communities: West Shore, Tahoe City, Carnelian Bay, Kings Beach. Ad themes may include the following:

- Cath the alpenglow
- Sip a Tahoe Toddy
- Buy a handcrafted souvenir
- Capture the Deep Blue
- Snowshoe on the Beach
- Catch a live show
- Walk a winter pier

The Abbi Agency will develop a social media engagement campaign asking followers to share their #WinterWow moment for a prize incentive.

Comments:

- SMARI research informed that non-skiing activities was a high motivator. How does this tie in with current themes? Amber stated that scenery and nature hikes are top motivators and this ties in with catch the alpenglow (scenery) and snowshoe on the beach. Amber shared we are not getting too specific as the goal is getting them to the lake.

- Is Family Friendly being considered as one of the suggestions? Jessica shared that the snowshoe on the beach could be for example be a family.
- Does people drink hot toddies? Jessica stated that several journalists had asked specifically about it and that is what ignited the idea.
- Is there enough difference between Capture the Deep Blue and Walk a winter pier? Jessica shared that the Capture the Deep Blue is highlighting lookout points.

MOTION to approve Winter Lakeside Campaign Scope of Work M/S/C Moore/Calegari (13/0/0)

Item 6. Summerlong Music Recap

Jody with Tahoe.com reviewed the Summerlong Music campaign results. This is their 3rd year working on this campaign. This year the awareness was elevated to include South Lake Tahoe and Truckee. The campaign run from June 1, 2019 to September 8, 2019. Jody shared impressions delivered was 625,004, click through to site: 693 with a clickthrough rate of 0.11%.

- Jody shared in addition to the 625K impression they also targeted to serve 60K on Tahoe.com
- Amber shared that 60% of this budget was paid out of the Marketing Cooperative as it hits the out of market. 40% was paid for by In-Market Tourism Development Committee.
- Summerlong Music has a presence on their site year long. Tahoe.com does “enhanced listings” and when the event is taking place that live feed is loaded to the local newspapers and about 35 local concierges.
- Tahoe.com partners with vacation rental company and a newsletter is sent if part of that about 7 days ahead of arrival.

Item 7. TBID Update

Liz shared NLTRA has moved forward with a creative campaign include key talking points, reasons to support the TBID and some marketing materials to coincide with the petition drive. A postcard mailer will be sent out soon. There is an infographic sheet being created along with testimonials and a new landing page on nltra.org. The petition drive will go out in the beginning of December.

Item 8. Committee Member Reports

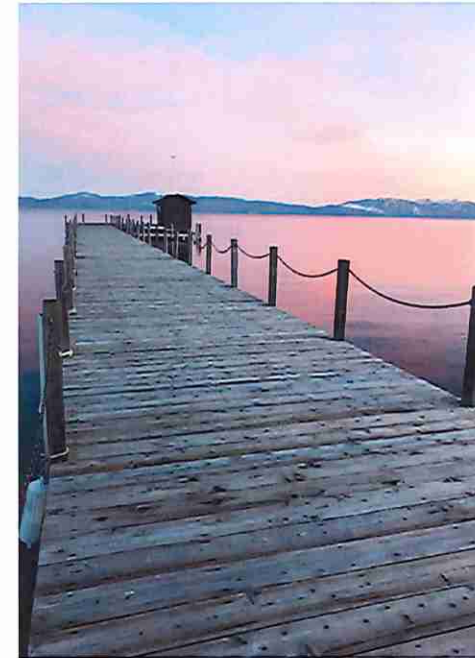
No comments.

The In-Market Tourism Development meeting adjourned at 2:04pm.

IN MARKET CAMPAIGN PERFORMANCE REPORT

NORTH LAKE TAHOE

WINTER LAKESIDE CAMPAIGN



173,305

Impressions

2,174

Clicks

1.25%

CTR

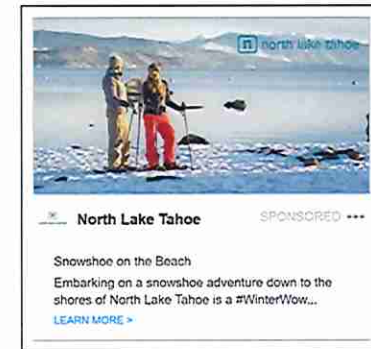
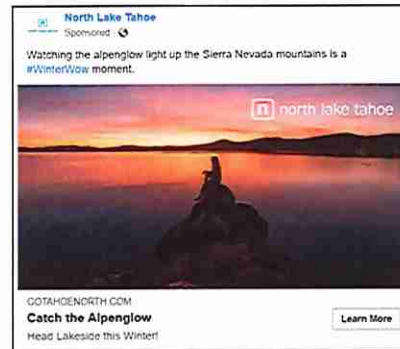
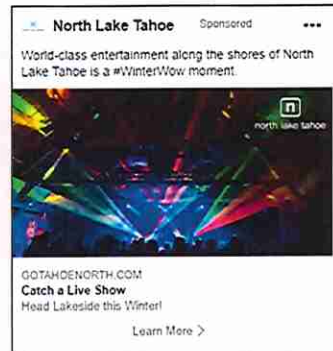
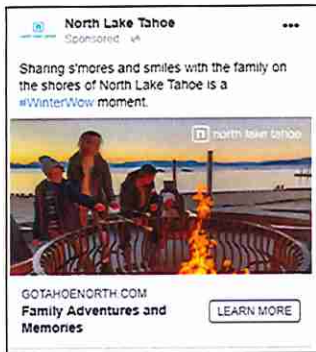
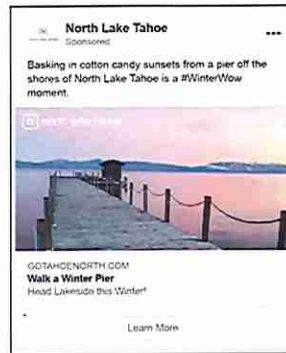
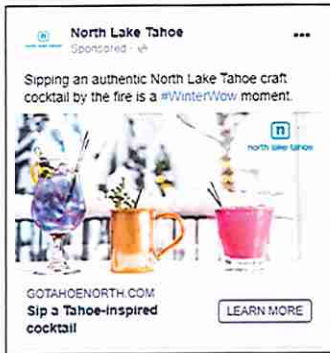
SOCIAL MEDIA ADS

- The winter lakeside campaign has been running as a hybrid Instagram and Facebook ad in order to obtain the highest return on ad spend (ROAS). Ads are served in an auction format on the platform which provides the best deal for the click.
- Targeting was expanded to include the Nevada side of Lake Tahoe.
- The average CTR is 1.25%, higher than the travel industry Facebook standard of .90% and the Instagram standard of .88%.
- The campaign is currently paused, and staff and agency are closely monitoring for an appropriate time to reconvene.

	Impressions	Clicks	CTR	Reach	CPC
Hybrid	173,236	2,174	1.25%	55,350	\$1.08

WINTER LAKESIDE CAMPAIGN EXECUTION

Screenshots of the hybrid Facebook/Instagram paid social campaigns (placements include in-feed, sidebar, etc.).



YEAR-ROUND SHOPPING

WINTER



97,891

Impressions

826

Clicks

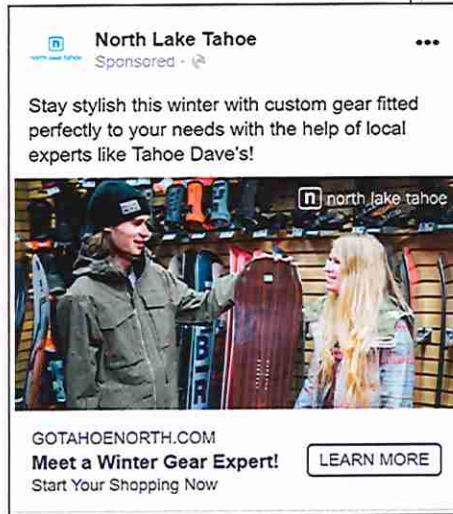
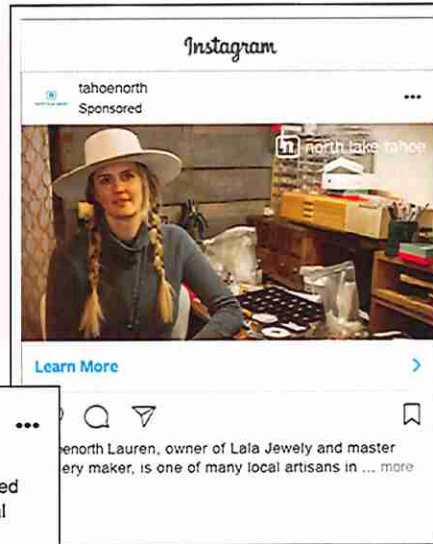
.84%

CTR

SOCIAL MEDIA ADS

- Similar to the Winter Lakeside Campaign, ads are served to both Instagram and Facebook in order to maximize ROAS.
- The CTR on the static ads is slightly below the travel industry standard, which may be attributed to the change in messaging theme – in other words, followers and those interested in aspirational travel may be less interested in shopping at first glance.
- In contrast the long-form video content tends to have a much higher CTR than its static counterpart and the industry average, indicating that more exposition on how this shopping message is related to the destination, encourages the audience to engage.
- The campaign is currently paused, and staff and agency are closely monitoring for an appropriate time to reconvene.

	Impressions	Clicks	CTR	Reach	CPC	ThruPlay
Hybrid Static	82,947	596	.72%	32,950	\$1.74	-
Facebook Video	14,944	230	1.54%	9,755	\$1.49	1,011



WINTER SHOPPING CAMPAIGN EXECUTION

Screenshots of the hybrid Facebook/Instagram paid social campaigns.

Facebook Shopping General Ad video:
<https://fb.me/90BZoDvofmbBx6>

Facebook Shopping District 2 video:
<https://fb.me/1KEXwpZJmxnoH78>

Facebook Made by Locals video:
<https://fb.me/1KfxAqT5UenzbXi>

Facebook Expert video:
<https://fb.me/1Jtq8mEeY8oY9JE>

RECOMMENDATIONS

- **Summer Mountainside Campaign**

- Taking learnings from the winter lakeside campaign, the summer mountainside campaign will be set-up as a hybrid ad campaign to optimize towards the best performing social platform based on engagement and impressions.
- A messaging strategy aligning with a post recovery travel message to drive awareness to mountainside activities.
- The GoPro social giveaway was set to run in conjunction with the winter lakeside campaign, but we recommend repurposing the giveaway as a post recovery mini-campaign to encourage followers to visit the region and capture their Spring / Summer moments and share with us via social.
- Utilize any funding being saved during the current pause to relaunch and expand the recovery messaging

- **Summer Shopping Campaign**

- To increase engagement of the static ads, adjustments to the creative execution to include a 15 - 30 second video for each featured vendor.
- Staff and agency were in the process of setting up photo/video shoots for summer creative prior to pausing the campaign. This will resume as soon as possible.
 - Walter Lightner – Tahoe Spa & Wellness (Northstar)
 - Keoki Flagg – Gallery Keoki (Squaw Valley)
- Post-recovery shopping message to encourage supporting local vendors, artisans and craftsman.
- Utilize any funding being saved during the current pause to relaunch and expand the recovery messaging

THANK YOU

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