
July Departmental Reports

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July 2020
Conference Report

NEW MEETINGS & RFPs DISTRIBUTED:

1. Eli Lilly and Company - Dairy West District Meeting, August 25-26, 2020, 25 room nights, 12 people
2. Delia Naguib Wedding, September 4-7, 2020, 58 room nights, 120 people
3. RCS Maintenance and Remodel - 10 Year Retreat, October 1-3, 2020, 20 room nights, 10 people
4. American Bar Association - Fall Meeting, October 12-17, 2020, 835 room nights, 305 people
5. Associated General Contractors of San Diego - Winter 2021, February 3-6, 2021
6. Good Story Entertainment, Reality Competition Show Fall 2020 or Spring 2021, 1785 room nights, 85 people
7. The Empowerment Partnership - Huna Training - September 11- October 4, 2020, 477 room nights, 70 people
8. Experiment Station Section Annual Meeting, September or October 2021, 345 room nights, 120 people

DEFINITE BOOKINGS:

No Definite bookings

SITE VISITS AND FAMS

- August 14, 2020 Upcoming Site Inspection for the Experiment Station Section Annual Meeting. This program is 345 room nights, 120 people for September or October 2020. This program is considering Resort at Squaw Creek, the Hyatt Lake Tahoe. Granlibakken Tahoe and the Village at Squaw Valley

CONFERENCE SALES PROJECTS & CONFERENCE/VIDEO CALLS

- Staff sent out the Summer MCC Newsletter – TahoeLove – Together, We Stand Strong – An Update from North Lake Tahoe. This newsletter will feature updates on our lodging and businesses opening along with what visitor should know before they visit North Lake Tahoe. The newsletter went to 1700+ planners in Nevada, California, Washington and Oregon. The average open rate was open rate was 15%. The highest open rate was Southern California Planners at 30%. The newsletter went also out to 113 planners in the Southeast and 53 Outdoor Retailer Meeting Planners. The open rate here was 13%.
- Staff updated and sent out Bi-weekly conference sales reports in July. This report provides updates on new leads, booking, COVID 19 cancelations, re-bookings and group business through September 2020.

- Staff continued iDSS CRM clean up project. The focus on July was cleaning up the Association Primary Market Update. Staff Re-assigned 277 Assn-Business designated accounts to a new active Primary Market
- Staff added 114 meeting planners to iDSS from the Dallas/Fort Worth Chapter of MPI
- Staff added 49 meeting planners added to iDSS from the Chicago Chapter of MPI
- On July 1, 2020 Staff held an MCC Strategy meeting creating new sales territory for the Conference Sales Team.
- Staff attended webinar on "Meetings Happening Right Now. Here's What They Look Like" put on by Connect. Meeting and event professionals around the world are eager to support the safe reopening of hotels, convention centers and other large-scale venues. This was a broadcast live from the Wynn Las Vegas, home of the 2020 Connect Marketplace for the first half of this webinar. Then listened to an interactive panel of meeting planners, all of whom have successfully conducted meetings within the last several weeks. They discussed how they prepared for a safe meeting, how they managed attendee psychology, and what we can do to prepare for safe meetings and events in all venues

CHICAGO EFFORTS:

- In July scheduled visits with top accounts and showing up with pizza, or a lunch and staying socially distanced. Calls were made to American Bar Assn – Leverage, American Bar Assn, Smith Bucklin, Soc of Gynecological Oncology, Assn. of Legal Administrators. Clients were thrilled to get a visit and hear about our Lake Tahoe Updates.
- *Flip-Flop into Summer Campaign* – Chicago area clients are receiving a Summer Mailing or getting via Personal Visit.
- Lake Tahoe was presented by Denise Cmiel in a Virtual Presentation via a Coffee Chat format through the Chicago Based - Destination Rep Group. Close to 40 clients attended from all market segments and heard updates about Lake Tahoe.



Leisure Departmental Report
July 2020

TRAVEL TRADE SALES CALLS, MEETINGS, & SITE VISITS:

- Attended TravPro's Virtual Roadshow
 - Met with over 150 domestic travel agents
- Attended "Date A Destination" with Tour Operators of Australia
 - Meetings included: SkiMax, Luxury Escapes, Travel World, HelloWorld, and Trip.com

TRAVEL TRADE FAMS:

- All FAMS have been postponed and/or cancelled

PROJECT WORK:

- Each office submitted their annual brochure analysis. This analysis will go into the annual reporting.
- Newsletter to NLT's travel trade database announcing openings
- Budget preparation for 20/21
- Goal Setting for 20/21

INTERNATIONAL OFFICE UPDATE:

- Moving forward, NLT will be working with just (2) international offices for 20/21:
Canada and Australia:
- Canada Scope of Work for 20/21 starts in September and will include:
 - Planning and execution of (6) tour operator and travel agent virtual webinars
 - Plan, coordinate and execute 3-5 sales calls per quarter to key tour operators
 - Plan a spring 2021 sales mission – should this be an option
- Australia Scope of work for 20/21 includes:
 - Strategic planning for 20/21
 - Travel Trade Outreach -including maintaining a regular training schedule, interactive exposure, and more.
 - Quarterly EDM inclusions in Gate 7's database
 - FAM planning as needed
- Australia July report:
 - (103) agents trained
 - (9) meetings conducted via 'Date a Destination' with Skimax Holidays, Luxury Escapes, Adventure World, Helloworld/Viva Holidays, Trip.com, Flight Centre, The Travel Corporation, Destination Webinars and Sno'nSki

Events Update

Katie Biggers | July 2020

Webinars/Meetings

Mountain Travel Symposium - Recovery Road: Through the eyes of the DMO - 7/8

- Met with Caroline Casey- Director of Mammoth Events regarding hybrid/virtual events -7/15
- Mountain Travel Symposium - Recovery Road: The View from the Mountain -7/22
- Lets Chat Virtual Events - Winspire Q&A 7/29
- The Future of the Event Industry - Event MB/Skift -7/30

Event Sponsorships (Can be utilized for Operations/Marketing)

Summer Events Sponsorships

- 2020 Spartan North American Championships | September 26-27 | Squaw Valley - Status meetings July 10 (Squaw Valley Alpine Meadows) 15, 31 (Spartan Race Sponsorship Team)
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee - Working with producers to ensure all deliverables are met from all parties. Event took place 22-24 Virtually
- 2020 TCDA Scavenger Hunt/Adventure Race Event- Worked with producers to get proposals ready to send to TD Committees for additional funding

Upcoming Spring/Summer Events Sponsored by the North Lake Tahoe Marketing Cooperative

Big Blue Adventure Race Series | North Lake Tahoe/Truckee

- Working on marketing plans, contract negotiations, discussions with Big Blue Adventure on ROI and Marketing deliverables.

Big Chief 50K July 12 → Postponing September 13 (Tentative) | Donner Lake Kids Triathlon July 18 |
Donner Lake Triathlon July 18th & 19th | Alpine Fresh Water Swim July 19th |
Truckee , Half Marathon & 5K August 1 | Marlette 50K and 10 Miler August 9 |
XTERRA Trail Run 5K & 10K August 15 | XTERRA Lake Tahoe August 15 |
Lake Tahoe Triathlon August 22nd & 23rd | Lake Tahoe Open Water Swim August 23 |
Emerald Bay Trail Run September 12 | Lederhosen 5K September 19 |
Tahoe Adventure Challenge September 20 | Great Trail Race October 4

North Lake Tahoe Partnership Funding Grants- (Marketing Sponsorships) Working with all producers to promote MaskUp Campaigns, Know Before You Go Guides, Gift Card Campaigns, etc.

- 2020 Tahoe Paddle Racing Series | 7/25, 8/29, 9/19, 9/20 (weather) | Waterman's Landing- Carnelian Bay & West Shore (Postponed 5/30 race to 7/25)
- 2020 Lake Tahoe Dance Festival | July 22-24 | North Lake Tahoe/Truckee- Pivot to Virtual
- 2020 TaHoeNalu | August 1 - 2 | Kings Beach - Event cancelled → Postponing - August 7-8, 2021
- 2020 Lake Tahoe Music Festival | August 12 - 14 | North Lake Tahoe/Truckee - Event Cancelled
- 2020 Skate the Lake | August 28-29 | Tahoe City & Squaw Valley - Pivot to Virtual
- 2020 Tahoe 200 Running Festival | September 11-13 | Homewood Resort - taking place as planned
- 2020 Halloweekends at Homewood | October 23-25 | Homewood Resort - taking place as planned

Chamber/COVID-19 Communications/Ongoing Event Duties

- NLTRA/TCDA/NTBA- NLT Restaurant- Take Out Tahoe Campaign
 - Create surveys for the local business community, price out banners, etc.
- Worked with PR/Communications to assist with NLTRA daily Blog and social channels
- Assisted with Distribution of free PPE to the Business Community -7/24
- Responsible for all NLTRA website updates as needed
 - Ensure all MaskUp Tahoe content/videos are uploaded appropriately
- Working on Virtual/Hybrid Event Strategy Document for Event Resource Kits and Guidelines for Funding for Tourism Development Committees.

Public Relations + Communications July Report

Communications

- Regional Communications Call: continued participation with regional PR/PIO stakeholders to share outreach, responsible recreation/travel messaging, and campaign updates (1x per week)
- The *Mask Up Tahoe* advocacy campaign launched on July 10 and is running on all consumer digital channels. The campaign features local influencers with global reach to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. Visit California, Visit Reno-Tahoe, California Travel Association, Getaway Reno/Tahoe and Powder Magazine have shared campaign assets through their digital channels; locally the campaign has been featured in Sierra Sun and across partner platforms, including: Tahoe Regional Planning Agency, North Tahoe Public Utility District, and Tahoe Truckee Media. In total, 11 videos will be shared (the campaign will run through September) and there are a number of photography assets local partners have access to for their own use. South Lake Tahoe is also working on a similar Mask UP influencer campaign. Results:

Focus	Platform	Impressions	Reach	Engagement	Comments
Sherry McConkey	Instagram	13,282	12,787	794	23
	Facebook	6,688	5,982	561	12
Michelle Parker	Instagram	15,416	14,232	806	21
	Facebook	7,613	6,365	379	5
Travis Ganong	Instagram	16,664	15,869	931	26
	Facebook	14,436	11,674	932	17
Montage Video	Instagram	8,980	8053	427	13
	Facebook	45,806	38,991	1,157	22
Cody and Elyse	Instagram	13,094	12,170	578	23
	Facebook	12,378	11,407	515	9

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Earned Media (Domestic + International)

- Overview: completed budget recommendations for FY 20-21 scope and determined metrics tool for media database and placement tracking/reporting. Organized calls with multiple tracking service providers to determine best plan for Public Relations in the upcoming Fiscal Year.
- Media Inquiries & Pitch Angles: focus remained on responsible tourism - how to access the North Lake Tahoe destination and recreate responsibly with Know Before You Go content. Safe travel was also a key point - how businesses have adjusted policies/practices to safely reopen.
- Media Relations & FAMs:
 - Began working with Weidinger PR on regional golf media tour for August 10
 - FAM support for CNN Travel: How lodging has reopened safely; why consumers continue summer travel
 - FAM support for Forbes: Responsible travel in outdoor mountain destinations
 - FAM support for Las Vegas based writer on assignment for Thrillist and Trivago: Nevada Road Trips
 - FAM support for Vogue Magazine: Socially Distanced Outdoor Recreation
 - Began working with freelance journalist, Amy Whitley: Fall Road Trips in the Pacific Northwest
 - Crafted wellness travel pitch for Marin Magazine
- Content:
 - Worked with regional DMO partners (South Lake Tahoe and Truckee) on reopening press release and corresponding media videos for distribution on Friday, June 12
 - Worked with regional DMO partners (South Lake Tahoe and Truckee) on responsible travel/Know Before You Go press release ahead of July 4 holiday weekend for distribution on Thursday, June 25
 - Mask Up Tahoe Press Release to launch campaign; also provided blog and newsletter content for consumer channels
- Placements:
 - FOX40 (Sacramento)
[Tahoe, Truckee to welcome visitors for Fourth of July weekend but officials stress safety](#)
UVM: 479,179; Domain Authority: 78
 - FOX40 (Sacramento)
[Enjoying Lake Tahoe, Truckee over the holiday weekend](#)
UVM: 479,179; Domain Authority: 78

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KTVN Channel 2 (Reno)

[Lake Tahoe-Truckee Communities Reopening Ahead of Summer Season](#)

UVM: 358,182; Domain Authority: 66

Sierra Sun (Truckee-Tahoe)

[Lake Tahoe-Truckee Move Further into Reopening](#)

UVM: 53,624; Domain Authority: 59

Reno Gazette Journal (Reno)

[Truckee-Tahoe Reopening Businesses](#)

UVM: 1,033,029; Domain Authority: 79

Tahoe Ski World (National)

[Responsible Travel over July 4 Holiday](#)

7x7.com (Bay Area)

[25 Things to do in Tahoe Summer 2020](#)

UVM: 134,490; Domain Authority: 63

CNN Travel (National)

[Summer vacation plans stay the course in spite of Covid-19 spikes](#)

UVM: 170,889,861; Domain Authority: 95

Visit California Newsletter (National)

Know Before You Go

Distribution: 163,000

Powder Magazine (National)

[Tahoe Leaders and Pro Skiers Ask Their Community to Wear Masks](#)

UVM: 137,916; Domain Authority: 63

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FOR IMMEDIATE RELEASE

LAKE TAHOE-TRUCKEE COMMUNITIES REOPENING AHEAD OF SUMMER SEASON
Businesses and Recreation Areas in Compliance with State and County COVID-19 Safety Guidelines Approved to Reopen and Welcome Visitors

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 12, 2020) – Ahead of the official start of the summer season, the communities surrounding Lake Tahoe and Truckee are celebrating new directives from state and county health officials that permit the return of leisure and recreational travel and allow businesses, inclusive of gaming, lodging and short-term rentals to reopen and welcome visitors back to the region. Visitors are encouraged to support responsible tourism efforts and continue to slow the spread of COVID-19 by wearing masks, recreating responsibly and maintaining physical distancing while at Tahoe area businesses, on trails, public lands and other recreational areas.

“To say our business community is excited to welcome visitors back to the lake and mountains would be an understatement,” said Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. “While we continue to take a cautious reopening approach to ensure the health and safety of our residents and guests, local businesses have implemented new operational guidelines that adhere to county and state protocols. Alongside our public land operators, they continue to demonstrate resilience in their varying business models and like us, are confident in our entire region’s ability to safely welcome visitors.”

“Lake Tahoe is the perfect destination for visitors to begin to venture out and our communities are ready to offer the ultimate ‘travel therapy’ experience with everything visitors love about our region including the wide open outdoors, unparalleled beauty and the ideal environment to celebrate being together again,” said Carol Chaplin, CEO and president of the Lake Tahoe Visitors Authority.

The character of the Lake Tahoe - Truckee region is unique in that it comprises two states (California and Nevada) and five counties including Nevada, El Dorado, Placer, Washoe and Douglas. When visitors travel to the area, they may not realize they cross county and state lines that have different requirements. This can present extra challenges for the entire region, despite both states and all counties’ efforts to diligently incorporate thoughtful reopening processes.

To help travelers navigate differing information across state and county lines, “Know Before You Go” information about current guidelines and what’s open in Lake Tahoe communities can be found online at the destination website for each area: [North Lake Tahoe](#), [South Lake Tahoe](#), [Truckee](#). Visitors are encouraged to call hotel properties and other businesses directly for clarity on their latest policies and guidelines prior to travel.

“Truckee hotels, short-term rentals, shops and restaurants have been preparing for this historic day for over a month with the highest degree of safety and health precautions. Many Truckee businesses stayed open, working through new Covid-19 workflow and training requirements. We realize that for many visitors, dreaming about coming back to the mountains and into nature is what kept hopes high. Finally, we’re ready to say now IS the time to visit,” said Colleen Dalton, director of tourism and economic programs for VISIT TRUCKEE. “The CEO of the Tahoe Forest Health System, Harry

Weis, supports the County decision for lodging to reopen safely, and we are happy that travelers can now come visit to spend time outdoors in the mountains this summer.”

“With an abundance of outdoor recreation opportunities in the Sierra, we are happy to help guide the visitor experience to best connect with nature, culinary offerings, locally-owned shops, and more,” explained Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. “Remember to recreate responsibly, maintain a safe social distance and consider wearing a face covering in public. North Lake Tahoe has created a comprehensive *Know Before You Go* guide that provides tips and recommendations for incoming visitors to best prepare for their trip.”

In this new landscape of life during and after the COVID-19 pandemic, being a responsible traveler is now more important than ever. Before embarking on a journey to the Sierra region, visitors are encouraged to prepare and embrace the mindset of a responsible traveler. This means thinking not only of your travel footprint, but also the safety and compassion required during this unprecedented time.

Lake Tahoe watercraft inspection stations remain closed, and only vessels with intact Lake Tahoe inspection seals can launch at this time. Updates related to the opening of launch facilities and inspection stations will be posted at www.TahoeBoatInspections.com.

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About the Lake Tahoe Visitors Authority

Designated the “America’s Favorite Ski Destination” by USA TODAY readers (Jan. 2014), Tahoe South combines the distinctive appeal of two worlds: spectacular natural beauty and a modern tourism destination with an array of outdoor recreation, entertainment, nightlife and gaming. Tahoe’s timeless splendor and an emerging economic diversity continue to define its inimitable personality. For information about lodging, recreation and family packages at Tahoe South, call 1-800-288-2463 or log onto www.TahoeSouth.com.

About North Lake Tahoe

Lake Tahoe is the crown jewel of the Sierra. Formed approximately two million years ago, it is the largest alpine lake in North America and the second deepest in the United States. North Lake Tahoe spans two states and boasts two dozen beaches, twelve ski resorts, hundreds of miles of biking and hiking trails, and communities filled with local artisans and shopping experiences. North Lake Tahoe is a 45-minute drive from the Reno-Tahoe International Airport, two hours from Sacramento International Airport and just over three hours from San Francisco International Airport. Visitor Information centers are located at 100 North Lake Boulevard in Tahoe City and 969 Tahoe Boulevard in Incline Village. For more information, visit: GoTahoeNorth.com/KnowBeforeYouGo.

About Visit Truckee

Truckee, California located just 15 minutes from Lake Tahoe and 40 minutes from the Reno-Tahoe International Airport is an authentic mountain town with convenient access to alpine outdoor recreation. Locals and visitors enjoy nearby downhill and Nordic resorts including Squaw Valley | Alpine Meadows, Sugar Bowl | Royal Gorge, Northstar and Tahoe Donner, as well as hundreds of scenic dirt and road miles that are also used as a training base camp for athletes from around the world. With a charming historic downtown dating back to the 1800’s and a vibrant Cultural District, there is plenty to do from shopping to craft brew tastings to walking along the Truckee River. Learn more and plan to Visit Truckee at www.Truckee.com, and view current COVID-19 guidelines at www.Truckee.com/knowbeforeyougo.

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FOR IMMEDIATE RELEASE

SIX WAYS TO ENJOY LAKE TAHOE-TRUCKEE OVER JULY 4 HOLIDAY WEEKEND

Amid the COVID-19 pandemic, Lake Tahoe and Truckee communities appeal to travelers to wear masks to help keep businesses open and outline how to prepare in advance to make the most of time in the mountains this summer

LAKE TAHOE-TRUCKEE, Calif./Nev. (June 25, 2020) – Ahead of the July 4 weekend, the communities surrounding Lake Tahoe and Truckee are asking visitors planning travel to the region to adhere to mandates from the governors of California and Nevada to wear masks in order to keep businesses open amid an increasing number of positive COVID-19 cases across the country. The communities are also sharing six ways visitors can plan ahead and enjoy a socially distanced holiday weekend in the mountains.

Although annual holiday events, parades and fireworks displays have been canceled in response to the pandemic, Tahoe-Truckee is still expected to be a popular place for travelers to spend the holiday weekend. Mid-week travel continues to be encouraged by destination officials and advance booking of experiences and lodging is highly recommended.

Here are six ways to enjoy Lake Tahoe-Truckee this summer and beyond:

1. **Know Before You Go.** To help travelers navigate current information across state and county lines and plan ahead, “Know Before You Go” details have been compiled by [North Lake Tahoe](#), [South Lake Tahoe](#) and [Truckee](#) specific to their regions. Visitors are also encouraged to call hotel properties and other businesses directly for clarity on their individual policies and guidelines.
2. **Spread out on over 40 public beaches.** Explore little known hidden gems, find out how to get there and which beaches have exactly what you’re looking for. Learn about Lake Tahoe’s beaches at [tahoepublicbeaches.org](#), and about lakes, reservoirs and rivers in Truckee at [truckee.com](#).
3. **Go for a hike.** Venture out and consider seeking out some of Tahoe-Truckee’s less traveled trails. Whether you’re looking for an easy stroll for the whole family, or a longer trek with steep switchbacks and stunning views, there’s something for everyone. Find the perfect hike in [North Lake Tahoe](#), [South Lake Tahoe](#) or [Truckee](#).
4. **Explore on two wheels.** Whether you prefer paved paths or dirt trails, Lake Tahoe and Truckee have an extensive trail network for cycling enthusiasts of all experience levels to enjoy. From the new Tahoe East Shore Trail to paved trails that surround the lake and the Truckee Legacy Trail, to mountain bike trails throughout the region, make a plan and ride in [North Lake Tahoe](#), [South Lake Tahoe](#) or [Truckee](#).
5. **Get on the water.** Whether you want to get on Lake Tahoe or Donner Lake, there are plenty of ways to experience the region’s high alpine lakes. Kayak. Standup paddleboard. Wakesurf. Water

ski. Parasail. Jet ski. Explore the Lake Tahoe Water Trail. Human powered or not, the options are extensive. Rental operators and experiences are linked on destination websites: [South Lake Tahoe](#), [North Lake Tahoe](#) and [Truckee](#).

6. **Hit the links.** Lake Tahoe and Truckee are home to some of the finest golf courses in the High Sierra. Gather your family foursome and schedule a tee time at one of the area's courses. Find a variety of mountain courses on destination websites: [Truckee](#), [South Lake Tahoe](#) and [North Lake Tahoe](#).

Curious to try other outdoor adventure activities like the Tahoe Via Ferrata, Treetop Adventure Parks, or Heavenly's Ridge Rider Mountain Coaster? Advance reservations are recommended. In addition, reservations for watercraft inspections are also opening ahead of the holiday weekend. Appointments can be scheduled June 26-30. For July 1-5, inspections will be offered on a first-come, first-served basis. The appointment reservation system will resume for inspections July 6 onward. Appointments can be scheduled at www.tahoebotinspections.com.

Fire safety remains a top priority for the region and many restrictions went into effect June 1. This includes the suspension of all solid fuel recreational fires and open burning. Campfires continue to be the leading cause of wildfires in the Tahoe Basin; it is important for visitors and residents alike to know that open-flame devices and all fireworks, including sparklers and firecrackers are not permitted.

Other rules and regulations are changing fast, but one thing remains the same – whether recreating at the beach, on the trail or elsewhere in Tahoe and Truckee, visitors are reminded to help Take Care of Tahoe by packing out and securing trash, cleaning up after dogs, not leaving cigarette butts behind, or allowing any kind of pollutant into the lake. Visitors are invited to learn how to keep Tahoe and each other healthy and safe at takecaretahoe.org.

As Tahoe-Truckee area businesses continue to reopen, travelers are strongly encouraged to help slow the spread of COVID-19 by following the recommendations of health experts and wearing a mask in any indoor public space, and outdoors when social distancing cannot be maintained—including while at area businesses, on trails, public lands and other recreational areas. Regional officials also advise visitors to be aware that different requirements may exist as six counties, a city, a town, two states and the federal government all govern the Tahoe-Truckee region.

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FOR IMMEDIATE RELEASE

'Mask UP Tahoe' Advocacy Campaign Further Extends North Lake Tahoe's Efforts to Encourage Safe, Responsible Travel

Local community leaders, small business owners and nationally recognized athletes share a unified message rooted in adventure and personal responsibility: Mask UP Tahoe.

NORTH LAKE TAHOE, Calif. (July 22, 2020) – The North Lake Tahoe destination continues to amplify messaging around safe travel, reminding visitors and residents that wearing a face covering is a simple act, but a grand gesture to help slow the spread of Coronavirus. The 'Mask Up Tahoe' advocacy campaign is their latest effort to communicate the importance of personal responsibility to an audience determined to recreate through summer months and beyond.

"We recognize the innate need to keep North Lake Tahoe communities safe and local businesses open," explained Jeffrey Hentz, CEO of the North Lake Tahoe Resort Association. "Our role is to manage tourism responsibly and ensure we are proactively communicating with incoming visitors about the importance of washing hands, social distancing and wearing masks. While we are not promoting travel to the destination, we know there is an overwhelming desire for people to get outside and enjoy nature. We want to ensure they are doing so responsibly and through a variety of content campaigns, are sharing that message across all of our platforms."

At the onset of business closures and stay at home orders in March, the North Lake Tahoe Resort Association (NLTRA) and Placer County partnered to convey a "Stronger Together" message for the local business community. The video series evoked messages of positivity during a time when many small business owners were concerned about their survival. Throughout the phased reopening process, the NLTRA developed reopening toolkits for select business industries in the region, hosted Town Hall meetings to communicate effectively across each business sector, and Personal Protective Equipment (PPE) was sourced free of charge for local businesses to share with customers and staff. In conjunction, the North Lake Tahoe Marketing Cooperative produced multiple safe-travel content pieces and worked closely with regional partners to advocate for safety messaging on trails and in front of high-trafficked areas.

"Placer County remains vigilant on all aspects of the COVID-19 pandemic," stated Erin Casey, Principal Management Analyst for Placer County. "We continue to work closely with public health officials, the NLTRA and local business associations to decipher state guidance and maintain safety compliance among the business community. We know there is a lot of work ahead, but we feel confident in how far we've come and the new, collaborative systems in place. Personal responsibility is critical during this time. If we practice responsible distancing and safety measures, it shouldn't matter who is in the house down the street, at the grocery store, at the lake, or on the trail. We are committed to the health and safety of North Lake Tahoe to ensure our community is a beautiful place to live, visit, work and play."

The Mask UP Tahoe campaign features local leaders with global reach who share a unified message that is rooted in adventure and responsible travel. Through a montage video that anchors campaign messaging, the sentiment is clear: "For North Lake Tahoe to stay open, we all need to do our part and show that we truly care. You wear a mask to protect me and I wear a mask to protect you. When we show up with a mask on, we're showing up for each other. It's pretty easy to wear a mask." Local community leaders featured in the series include:

Travis Ganong, Olympic Skier: North Lake Tahoe's own Travis Ganong, 2014 Winter Olympics athlete, is a World Cup alpine ski racer in downhill and super-G with six top 10 World Cup finishes. He is passionate about the wellbeing of the North Lake Tahoe community and believes we should all have fun while pursuing our goals. Travis wears a mask to protect his beloved community and family.

Michelle Parker, Professional Skier: Whether it's big mountain skiing, cruising over technical single track with ease, or cleaning problem pitches and crags, North Lake Tahoe native and Red Bull athlete, Michelle Parker, shows up full force as a formidable opponent in any outdoor sport. She has big game and an even bigger heart. She's the co-founder of S.A.F.E.A.S. (Skiers Advocating and Fostering Education for Avalanche and Snow Safety) and sits on the board for High Fives Foundation. Michelle wears a mask because she loves North Lake Tahoe and wants to continue to share it.

Sherry McConkey, Shane McConkey Foundation: Sherry McConkey, founder of The Shane McConkey Foundation, and her daughter Ayla are dedicated to protecting the environment while carrying on the legacy of free skiing pioneer, Shane McConkey, Sherry's late husband and Ayla's father. They hope to inspire others to live by Shane's philosophy that, "You have one life, live it. You have one world, protect it." Sherry and Ayla wear masks to protect the small business community and to get back to school this fall.

Additional videos will launch through North Lake Tahoe's website (www.gotahoenorth.com/maskuptahoe) and social channels in coming weeks. Stay tuned for videos from professional athletes Jim Morrison, Hilaree Nelson, JT Holmes and Rory Bosio; Jessi, Jenni and daughter Mable of the Dead Winter Carpenters; award-winning photographer, Ming Poon; professional skiers, Elise Saugstad and Cody Townsend, and small business owner, Brendan Madigan.

The travel and leisure industries comprise over 60 percent of the jobs in North Lake Tahoe, and visitor spending averages over \$835 million annually. Visit California anticipates unprecedented economic impacts to the statewide travel industry, eclipsing the impact of the September 11, 2001, terrorist attacks by sevenfold. The organization estimates a statewide loss of \$10.9 billion in revenue, a decline in direct visitor spending by \$54.5 billion, and a loss of 554,000 jobs this year.

Here are six ways to provide immediate support to North Lake Tahoe businesses and families:

1. Donate to the [Boys and Girls Club of North Lake Tahoe's COVID-19 Relief Efforts](#) in support of local families
2. [Purchase gift cards from Tahoe area businesses](#) to be used at a later date
3. Contribute to the Tahoe Truckee Community Foundation's [Emergency Response Fund](#) to support local nonprofit organizations assisting the community
4. Buy a [family-friendly activity box](#) packed with locally-made goods
5. [Live stream an exercise class](#) offered by one of our local fitness or yoga instructors
6. Participate in a [virtual field trip or tour](#)

The North Lake Tahoe Resort Association and Chamber of Commerce is collaborating with local business associations, the Sierra Business Council and Placer County Economic Development to provide additional resources for local business and community recovery. Community updates, including how to support local businesses will continue to be updated at www.nltra.org/north-lake-tahoecovid-19-community-update.

###

Press Contact:

Liz Bowling, North Lake Tahoe Resort Association

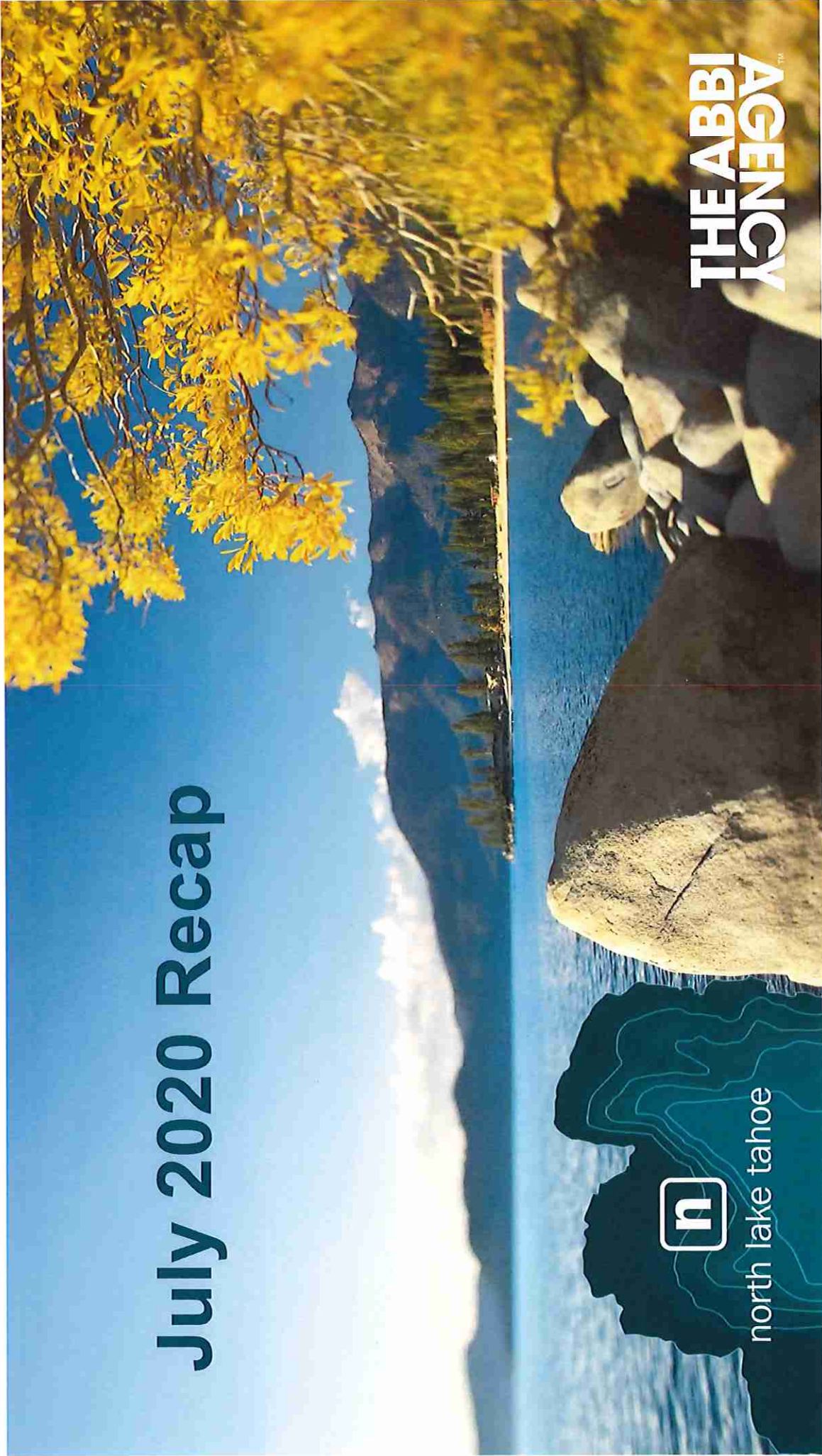
liz@gotahoenorth.com or (303) 726-7104

July 2020 Recap



north lake tahoe

THE ABBBI
AGENCY™





Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

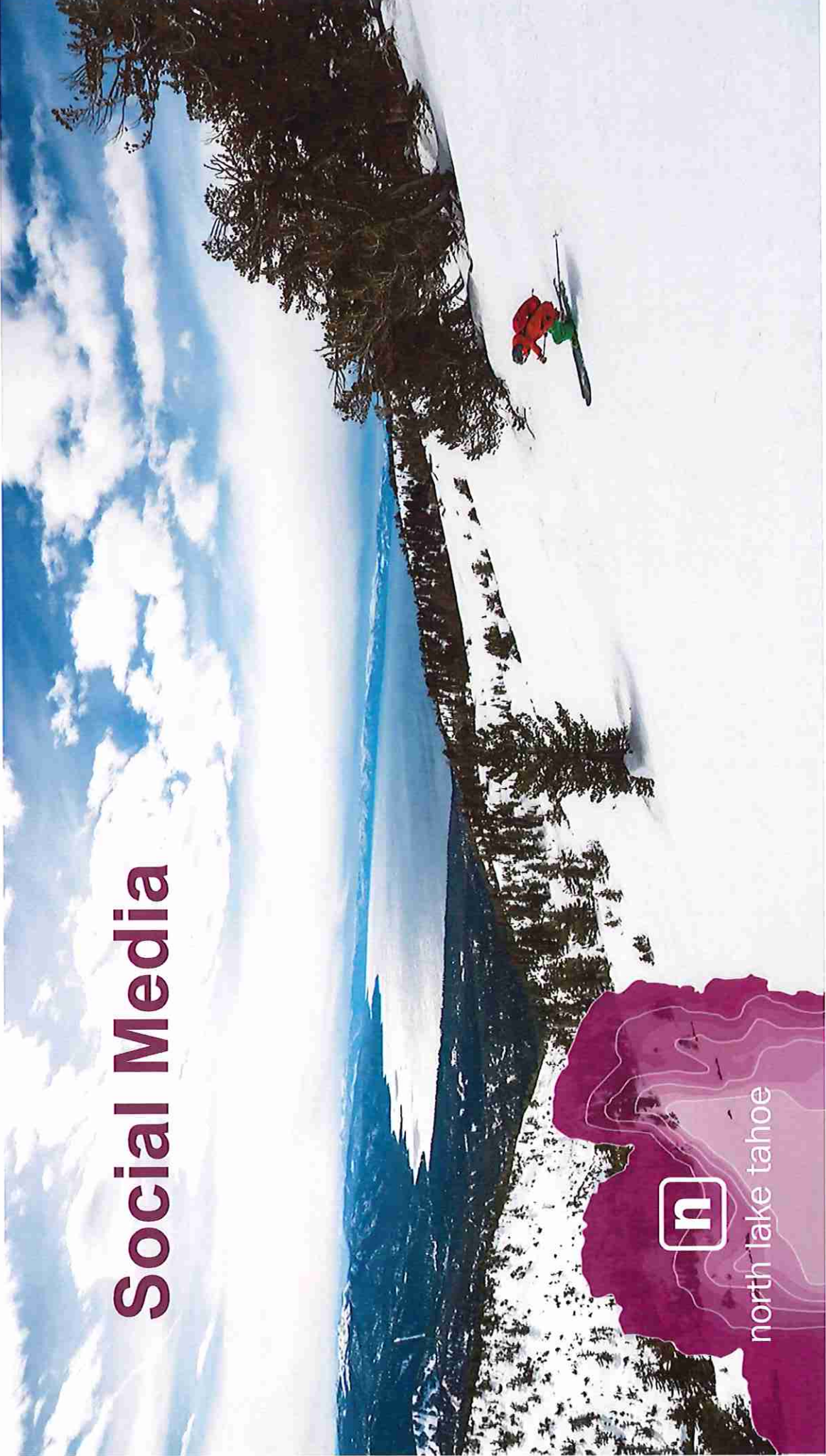
- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: .36% increase in Facebook followers and 2.95% increase in Instagram followers.
 - SoCal: -0.11% decrease in Facebook followers and 0.87% increase in IG followers.

Content

- Blog
 - Goal: 1 per month
 - Completed: 1
- Newsletter
 - Goal: 1 per month
 - Completed: 1



Social Media



north lake tahoe

Social Media Approach

Strategy

- Based upon current travel trends in-market, county restrictions, and general consumer sentiment, North Lake Tahoe has adopted a limited posting strategy. This limited strategy includes three posts per week (optimized for each platform) each of which focuses on education as the primary message.

Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)
- **Increase overall followers** by at least 0.5% monthly

Channels

- Facebook, Instagram, Twitter, YouTube, Pinterest

Follower + Engagement Insights:

- Total followers: **230,631**
- Total audience increased by **0.8%** with total net audience growth increasing by **77.2%** compared to the previous month.
- Total Impressions: **2,880,422 (+ 5.7%)**
- Total Engagement: **132,143 (+8.9%)**



Top Posts by Engagement

#1 Facebook Post: 45k impressions, 40k reach, 5.3k engagements, 12% engagement rate

#1 Instagram Post: 39K impressions, 38k reach, 3.8k engagements, 10% engagement rate

#1 Twitter Post: 3,610 impressions, 263 engagements, 11% engagement rate



tahoenorth • Following
North Lake Tahoe

tahoenorth The endlessly magical west shore of Lake Tahoe is wonderful for those looking for more of a slower pace. The Cottage in at Lake Tahoe is about as charming as they come. We recommend connecting with your lodging property to ask any questions you may have, from cleaning procedures to touchless check-in. Photo by @lucy/keating

2w

meilinda_foster_realtor It does look like a Carmel cottage!

Liked by abbijayne and 3,613 others

JULY 23

Add a comment...

While we're all excited to pack up the car and head out on the road, it's important to know the necessary safety precautions being taken by local businesses before you arrive. Check out our Know Before You Go Guide at [bit.ly/NLTKnow-Before](#).
Photo by @identorgpt2move

6:59 PM · Jul 1, 2020 · Shared Social

8 Retweets 22 Likes 1 Quote Tweet

While we're all excited to pack up the car and head out on the road, it's important to know the necessary safety precautions being taken by local businesses before you arrive. Check out our Know Before You Go Guide at [bit.ly/NLTKnow-Before](#).
Photo by @identorgpt2move

6:59 PM · Jul 1, 2020 · Shared Social

8 Retweets 22 Likes 1 Quote Tweet

COVID-19 Messaging

Across all of North Lake Tahoe's social media channels, our team continues to curate a blend of aspirational tour-imagery along with educational messaging to support local businesses.

Know Before You Go

- We have continued to share messaging from the "Know Before You Go" guide, woven into the beautiful aspirational imagery that has proven to perform well.

Mask Up Tahoe:

- July 10th marked the roll out of North Lake Tahoe's "Mask Up Tahoe" campaign. The campaign has received quite a bit of engagement and feedback across all of our social channels. Our team is continuing to regularly monitor the feedback from the general public to make sure we keep positive and respectful social media channels.


Local Business Promotion

- We have also continued to share our Responsible Travel videos across all of our social networks.



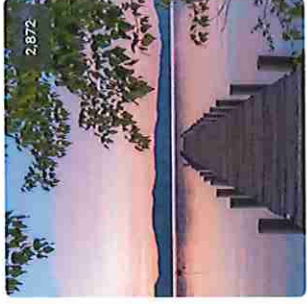
Instagram Competitor Set


Tahoe North has identified both Tahoe South and Visit Mammoth as competitors. In July, @TahoeNorth received more overall engagements than Tahoe South and Visit Mammoth.

 **tahoenorth**
 tahoenorth

34 #madrakuptahoe #tahoenorth #TahoeNorth 51,938 413 52,851 1,540

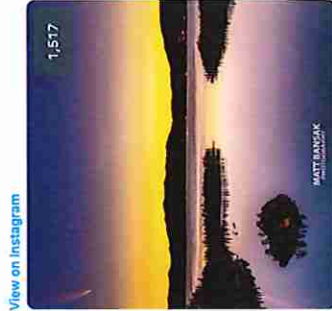
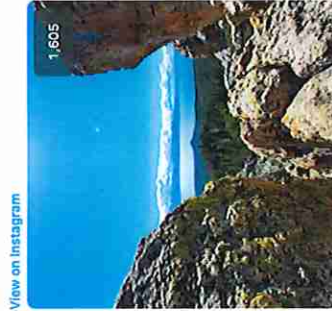
Most Popular Media by tahoenorth




 **tahoosouth**
 tahoosouth

16 #TahoeSouth #ACCGolf #FridayFun 12,033 133 12,166 760.38

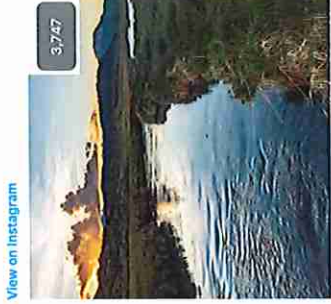
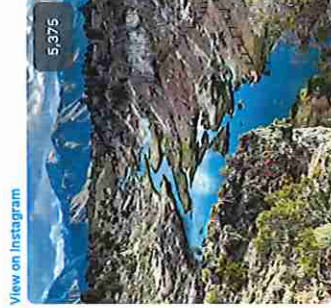
Most Popular Media by tahoosouth



 **visitmammoth**
 visitmammoth

27 #VisitMammoth #StaySafeToStayOpen #RecreateResponsibly 52,345 713 53,058 1,965

Most Popular Media by visitmammoth



Content



north lake tahoe

Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- **Creating evergreen blog messages** to provide consumers with messages that are beneficial year-round.
- **Reserving time-sensitive information for monthly newsletters** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



Content Approach (cont)

Blogs:

- We have shifted from “events-based marketing” and are focusing primarily on evergreen content — while at the same time maintaining our commitment to highlighting partners, experiences and NLTMC commitments.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO, increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable), while reserving a few pieces for longer-form “essay content,” like “52 Weeks in North Lake Tahoe” (+/- 1,200 words).

Newsletters:

- The newsletter takes a more “news and events” approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



north lake tahoe

Blogs & Newsletters

Key Themes:

- Responsible Travel.
- COVID-19 related crisis communications and sentimental thank you.
- Secret season soft-push.

Campaigns:

- Reopening Video Series, Stay At Home, Stay Safe, Appreciate Tahoe from a Distance, Look Ahead to fall, Mask Up.

Newsletters Posted: 1

- *North Lake Tahoe - Getting Back to Nature, Safely - July 2020 Newsletter*

- 11.5 % Open Rate
- 0.4 % CTR

Blogs Posted: 1

- *Getting Back to Nature in North Lake Tahoe – Safely*
 - 429 Page Views
 - 38 Social Shares
 - 2:50 minutes spent on page on average (76.93 percent growth)

Blogs In Production: 1

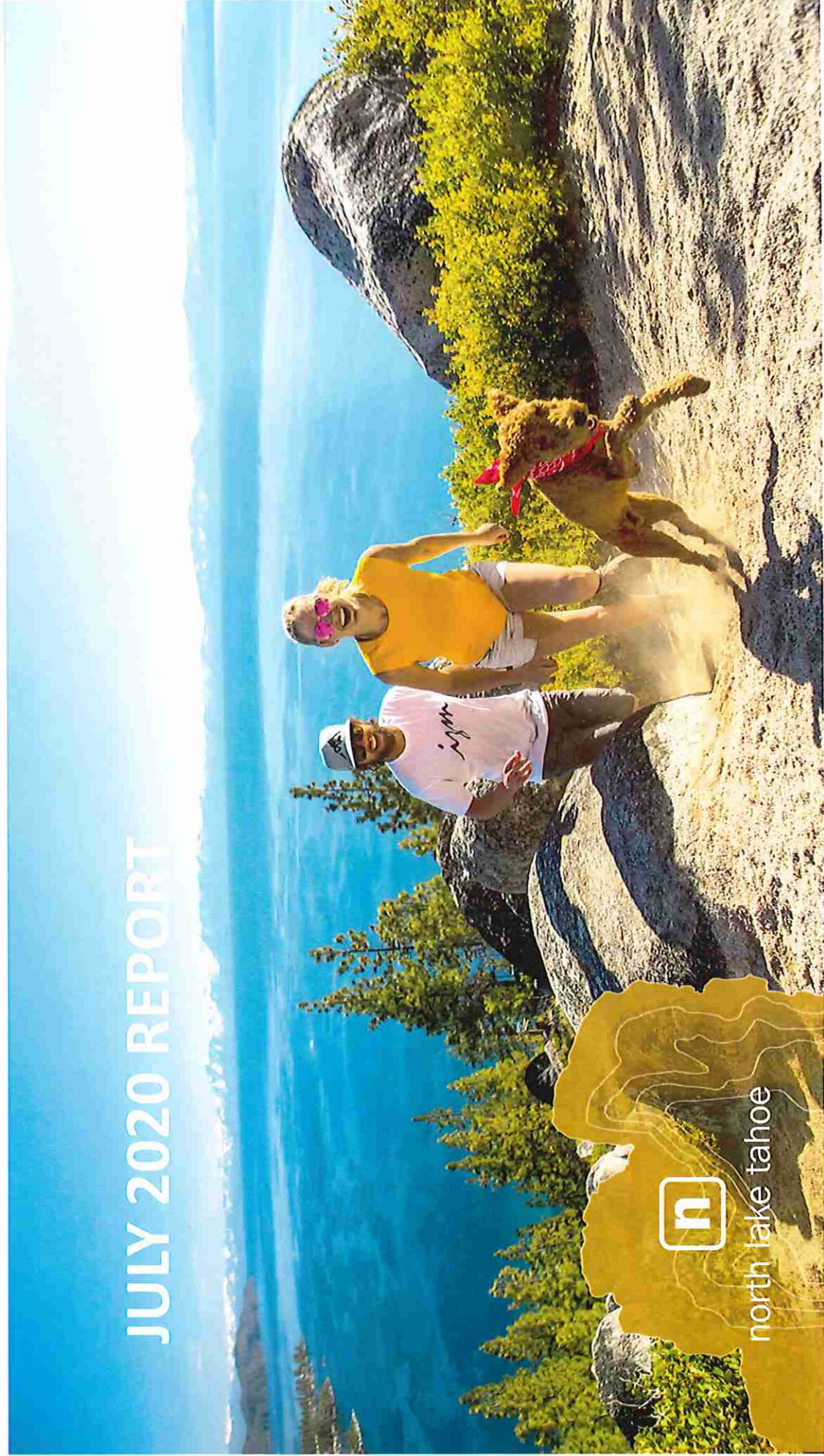
- *Peace and Tranquility in North Lake Tahoe's Secret Season*
 - Slated for mid-August release.



A scenic landscape photograph featuring a rocky shoreline in the foreground, a body of water in the middle ground, and a forested hillside in the background under a clear blue sky. The text "Thank You!" is overlaid in the center.

Thank You!

JULY 2020 REPORT



north lake tahoe

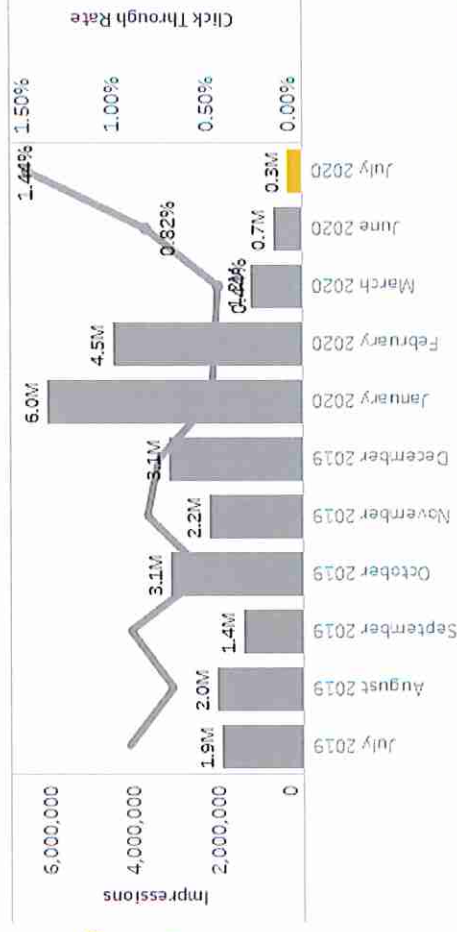
Executive Summary

- Consumer social ads ran the first week of July, pausing again on July 4 (before the second round of COVID-19 shutdowns). Search ran the entire month.
- MCC continues to be paused.
- July saw over 343K impressions, over 1K time on site conversions and 265 book now conversions.
- Overall website traffic is at an all-time high this year with consumers conducting more careful research about COVID-19 rules and regulations and wanting to satisfy their innate need to get out and explore.
- Messaging for getting back to traveling and traveling safely resonated well with our audience on our social media platforms resulting in high performance.
- Paid search continues to perform well, showing significant increases in conversions month over month.

Campaign Performance Consumer

- In July, the consumer campaign ran search ads, as well as some ads on Facebook early in the month, which were turned off July 4.
- July saw over a 100% increase in time on site conversions and a 150% increase in book now conversions in comparison with June.

Impressions and Click Through Rate



Campaign Group	Channel	Impressions	Spend	Clicks	Click Through Rate	Sessions	Session Duration	Pages per Session	Bounce Rate	Time on Site Conversions	Book Now Conversions
Consumer	Paid Social	268,374	\$961	1,317	0.49%	1,306	00:00:21	1.3	86%	18	2
	Paid Search	75,076	\$3,447	3,639	4.85%	3,308	00:02:03	2.7	47%	1,079	263
Grand Total		343,450	\$4,408	4,956	1.44%	4,614	00:01:35	2.3	58%	1,097	265



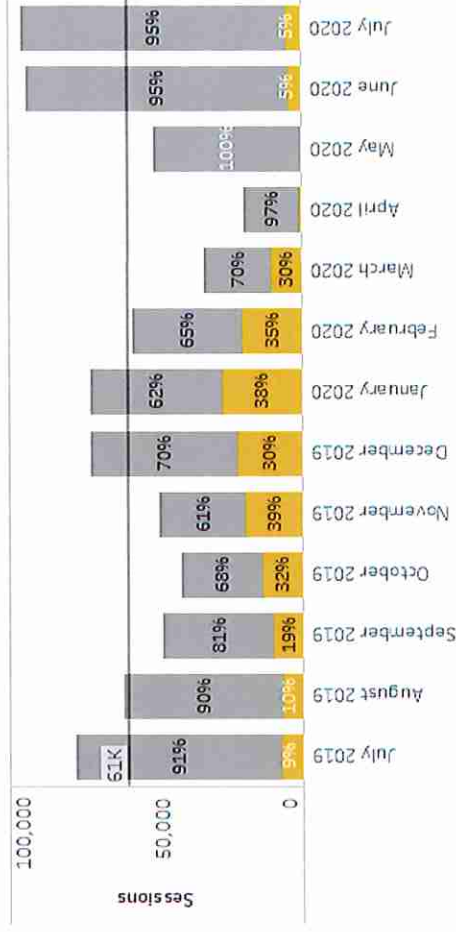
July Digital Report | Consumer

Website Performance

- With the COVID-19 pandemic at the forefront of travelers' minds, website traffic is at a 12-month high, with 99K total sessions in July.
- The high average session duration of 2:03 for paid search indicates the concern of travelers, who are spending more time researching restrictions and guidelines for destinations in which they're interested.

Consumer Campaign Organic

Website Sessions From Consumer Ads



Channel	Sessions	Session Duration	Pages per Session	Bounce Rate
Paid Search	3,308	00:02:03	2.7	47%
Paid Social	1,306	00:00:21	1.3	86%
Grand Total	4,614	00:01:35	2.3	58%

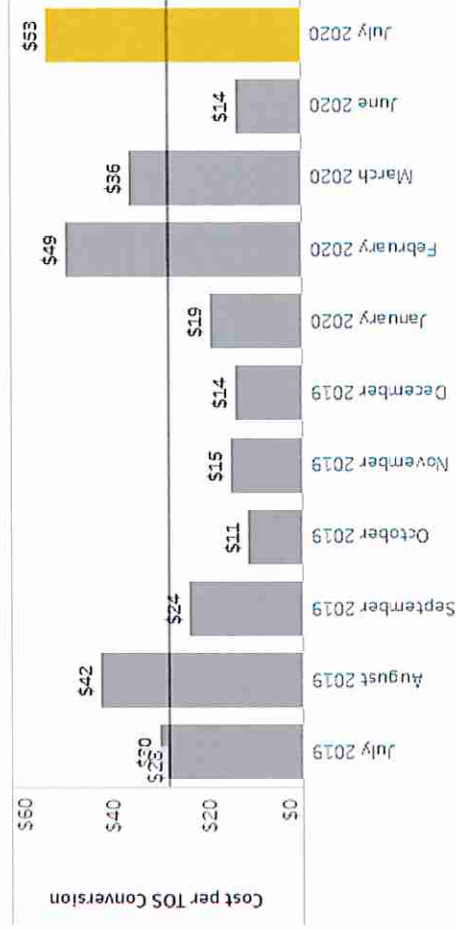


July Digital Report | Consumer

Social Media Performance Facebook & Instagram

- Having only run a few days in July, Facebook and Instagram saw a higher time on site conversion cost.
- Retargeting saw a good click through rate of 1.05%, despite the small number of impressions.
- Our messaging for getting back to traveling, and traveling safely, received the most time on site conversions on the Instagram Stories placement, which had 14 time on site conversions.

Cost per TOS Conversion Trending



Targeting	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
Instastory	174,156	519	0.30%	\$644	\$1.24	14	\$46	1
Prospecting	93,554	791	0.85%	\$284	\$0.36	4	\$71	1
Retargeting	664	7	1.05%	\$33	\$4.70	0	\$0	0
Grand Total	268,374	1,317	0.49%	\$961	\$0.73	18	\$53	2

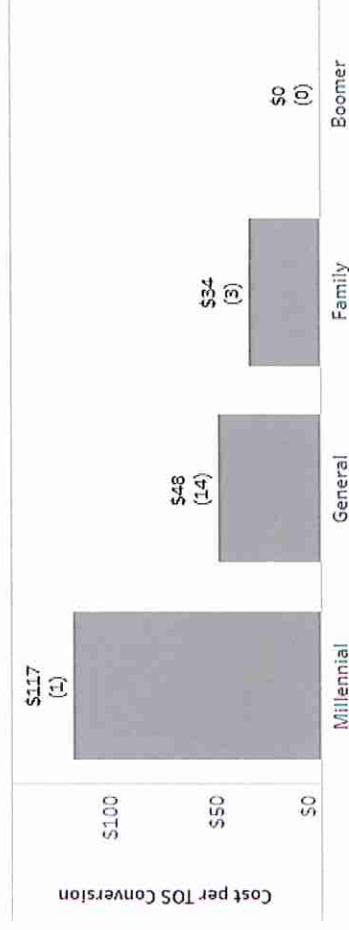


July Digital Report | Consumer

Social Media Performance By Persona

- Although they had the highest click-through rate, our Boomer audience, still more cautious about COVID-19, saw no conversions.
- Moving forward, we recommend focusing paid efforts more on Millennials and Families once the campaign turns back on.

Cost per TOS Conversion By Persona



Persona	Impressions	Clicks	Click Through Rate	Spend	Cost per Click	Time on Site Conversions	Cost per TOS Conversion	Book Now Conversions
General	174,820	526	0.30%	\$677	\$1.29	14	\$48	1
Millennial	49,079	319	0.65%	\$117	\$0.37	1	\$117	0
Family	29,062	290	1.00%	\$102	\$0.35	3	\$34	1
Boomer	15,413	182	1.18%	\$65	\$0.36	0	\$0	0
Grand Total	268,374	1,317	0.49%	\$961	\$0.73	18	\$53	2



July Digital Report | Consumer

Facebook and Instagram Ad Examples

Instagram Stories



Facebook Creative

North Lake Tahoe
Sponsored

Your safety matters, which is why we have prepared a detailed International Guide – giving you tips for travel and...

GO TAHOENORTH.COM
Know Before You Go
This is the perfect resource for a...

47 1 Comment 3 Shares

Like Comment Share

North Lake Tahoe
Sponsored

Your safety is in our nature. From lakeside to mountainside, it's time to get back to nature and doing what you love.

GO TAHOENORTH.COM
Get Back to Making Memories

49 1 Comment

Like Comment Share

North Lake Tahoe
Sponsored

We're prepared to welcome you back safely. Get back to nature and get some fresh air in Summer's Official Playground.

GO TAHOENORTH.COM
Get Back to Adventure
Enjoy the endless outdoor fun...

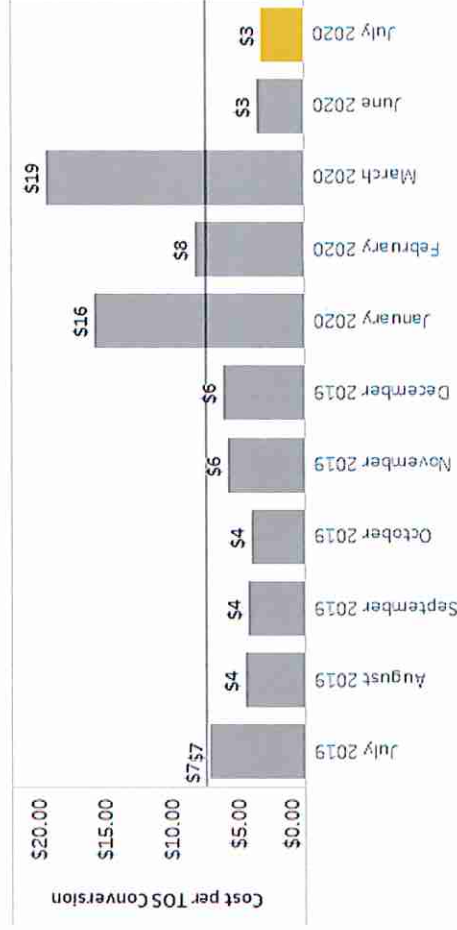
119 12 Comments 10 Shares

Like Comment Share

Search Performance

- As travelers continue to be cautious during the pandemic, paid search continues to perform well, with a high click-through rate of 4.85% and a 30% time on site conversion rate.
- Evergreen vacation produced 179 book now conversions with 34% of site traffic meeting the time on site goal of 115 seconds.

Cost per TOS Conversion Trending



Paid Search Group	Impressions	Spend	Clicks	Cost per Click	Click Through Rate	Time on Site Conversions	Book Now Conversions	Cost per TOS Conversion	TOS Conversion Rate
Evergreen - Vacation	35,906	\$1,596	1,583	\$1.01	4.41%	546	179	\$2.92	34%
General	30,431	\$1,191	1,392	\$0.86	4.57%	344	74	\$3.46	25%
Evergreen - Local	8,739	\$660	664	\$0.99	7.60%	189	10	\$3.49	28%
Grand Total	75,076	\$3,447	3,639	\$0.95	4.85%	1,079	263	\$3.19	30%



July Digital Report | Consumer

A scenic landscape featuring a river flowing through a valley, with mountains in the background and a wooden cabin on the left. The foreground is dominated by large, smooth, light-colored rocks. The sky is blue with some clouds. A semi-transparent white rectangle is overlaid on the center of the image, containing the text "THANK YOU!" in a bold, yellow, sans-serif font.

THANK YOU!