

Public Relations & Communications Update

Wednesday, Sept. 9



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July / August Recap

Overview

- Completed budget recommendations for FY 20-21 scope
- Determined metrics tool for media database & placement tracking
- Facilitated all media inquires, itineraries, pitches & statements
- NLT Representation: Regional Communications PIO Call, Visit California Public Relations Committee & Reno-Tahoe Territories Public Relations Committee
- Regional Communications for Coordinated Response (South Lake Tahoe, Truckee)
- Launched Mask UP Tahoe campaign
- Placement Highlights: *Marin Magazine, CNN Travel, Vogue, San Francisco Chronicle, Thrillist, Trivago Magazine, Forbes*



Public Relations Highlights

Key Themes

- Safe & Responsible Travel (placements: *CNN Travel, Forbes, Visit California*)
- Destination / Local Business Highlight (placements: *Vogue, Marin Magazine, Thrillist*)
- Crisis Response (placements: *San Francisco Chronicle, Local/Regional*)
- FAM Coordination (*CNN Travel, Thrillist, Vogue, Forbes, Golf Media Tour*)
- Pending: *Marie Claire, National Geographic, Conde Nast Traveler*

VOGUE

POWDER
THE SKIER'S MAGAZINE



THRILLIST

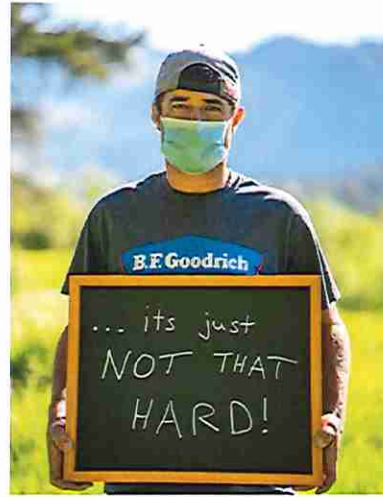
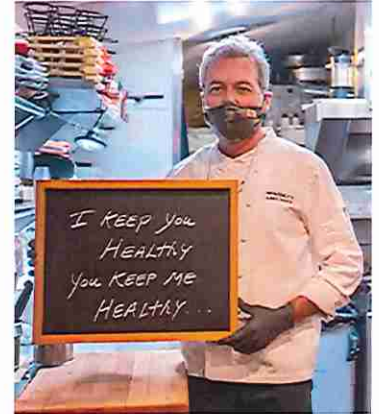
Forbes

MARIN
MAGAZINE

San Francisco
Chronicle



Digital Media Advocacy Campaign: Mask UP Tahoe



#MASK
UP
TAHOE





NORTH LAKE TAHOE business reopening survey

- WORKFORCE
- SAFETY
- OPERATIONS

STRONGER TOGETHER

WE ARE COMMITTED TO HELPING THE NORTH LAKE TAHOE BUSINESS COMMUNITY THROUGH THE UNPRECEDENTED AND TRYING EFFECTS OF THE COVID-19 VIRUS.

nltra.org
GOTAHOE.NORTH.COM

Resources from Community, Health and Public Officials

Global Updates & Resources

- World Health Organization (WHO)
- CDCs Travel FAQs
- CDCs Travel Updates

Washoe County

The Washoe County Health District is monitoring developments of COVID-19 closely. For more information, please see their infographic.

The Washoe County Health District scheduled a COVID-19 press conference where District Health Officer, Kevin Dick provided a brief statement and answered questions from media. View the live stream via Washoe County Health District Facebook.

California Department of Health

As of March 9, 2020, there are a total of 133 positive cases and one death in California. 24 cases are from repatriation flights. The other 109 confirmed cases include 44 that are travel related, 28 due to person-to-person, 19 community acquired and 18 from unknown sources.

More public health labs will soon be able to test for COVID-19. This means California public health officials will get test results sooner, so that patients will get the best care. Read more.

Tahoe Forest Health System

Tahoe Forest Health System (TFHS) routinely practices prevention measures for infectious diseases in our community, and is prepared to treat patients who seek care for infectious illness. Read more.

Placer County

The Placer County Health Department issued a statement that references mass gathering guidance from the California Department of Health, outlining recommendations and requirements for public event organizers. Placer County is entering Scenario II recommendations. Read more.

Placer County Health Officers recommend COVID-19 mitigation efforts that will extend through March 31, 2020. Read more. Watch the Facebook Live stream here.

Tahoe-Truckee Unified School District

The health and safety of our students and staff is a top priority. While the Tahoe-Truckee community does not yet have any confirmed, positive cases of the novel coronavirus (COVID-19), we are preparing in case there is an outbreak in our area. We'd like to share with you some of the proactive steps the district is currently taking to be ready for the possible spread of the virus. Read more.

Real-time updates from the Tahoe-Truckee Unified School District can be found here.



REOPENING CALIFORNIA: STAGE 3 VISITOR READINESS TOOLKIT

Visitor Resources & Know Before You Go Information

Today, multiple business sectors in North Lake Tahoe reopened under stage 3 guidance from the state of California. We have worked diligently with the local business community to safely reopen the North Lake Tahoe destination and we are confident in our collective ability to welcome visitors back to the region. The North Lake Tahoe Resort Association/Chamber of Commerce continues to work closely with county partners and public health officials to monitor the COVID situation and will respond as necessary to any updates or changes.

The North Lake Tahoe Marketing Cooperative has compiled visitor resources that advocate for responsible tourism practices and are encouraging safe social distancing, the wearing of face coverings and frequent hand washing.

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How Local Businesses & Tourism Industry Leaders Are Preparing for COVID-19

As industries around the world prepare for economic impacts as a result of COVID-19, the travel/tourism industry will no doubt be affected. However, the majority of U.S. travelers are optimistic and as of today, 81% of Americans with previously booked travel plans are still holding onto their reservations. Read below for best practices, industry insights and community resources as we continue to navigate next steps together.

The North Lake Tahoe Destination Management Organization (NLTRA + IVCEBIS) is carefully monitoring developments of COVID-19 and following recommendations from our leaders to ensure communication lines are open and taking points are driven by fact, not fear.

Visitation Predictions & Media Monitoring

U.S. travel consumers are more likely to vacation domestically, creating an opportunity for North Lake Tahoe to attract additional drive market guests.

The North Lake Tahoe DMO is evaluating media opportunities on a weekly basis, and will proactively pivot market spending if necessary in an effort to support local businesses and minimize what could be vacation fallout.

CRISIS RESPONSE



REOPENING CALIFORNIA: STAGE 2 BUSINESS READINESS: RESTAURANT EDITION

Restaurants receive approval to resume dine-in operations

Restaurants have received approval to open dine-in operations. Learn more on the County Variance page. The Resilience Roadmap outlining each reopening stage can be found [HERE](#).

As you prepare to reopen your business, please refer to [State Guidance](#), specific to restaurants. Placer County has also outlined [Business Guidelines](#) for reopening, which must be in place prior to resumed operations. The state recommends printing and posting [THIS](#) compliance checklist, we have also created a customer facing compliance checklist [HERE](#).

- Restaurant Industry Guidance
- Self Certifying Checklist
- CAL/OSHA/CDPH Printable
- Customer Facing Printable

Discover Real-Time Updates on the NLTRA.org Blog

The blog is updated daily with new funding resources, government directives and more.

Discover a variety of information for small business owners, employees and community members.

[Learn more.](#)

Find Virtual Public Meetings & Industry Webinars on the NLTRA.org Event Calendar

We've gone virtual! Find public meetings, industry webinars and stakeholder calls in this one central location.

[Learn more.](#)

SAVE THE DATE

What's Ahead

Fall Asset Collection

Images will highlight safe, responsible travel
Coordination with marketing needs

Brand Approach to Sustainability

Visitor Education | Destination Stewardship | Infrastructure Advocacy

Ski Season Town Hall Meeting: Sept. 17

Welcome to Winter: Press Release + Video



Questions



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Thank You



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