

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
Tyler Gaffaney, Tahoe Biltmore | **Wendy Hummer**, EXL Media
Carlynnne Fajkos, Tahome Marketing | NLTRA Board Member: **Brett Williams**, Agate Bay Realty
Advisory Board Member: **Erin Casey**, Placer County

Join Zoom Meeting

<https://us02web.zoom.us/j/89963886183?pwd=eFdUMnpQYWJQOForbIV0dVpWek1ydz09>

Meeting ID: 899 6388 6183

Passcode: 864883

+1 669 900 9128 US (San Jose)

AGENDA

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.
3. **Agenda Amendments and Approval**
4. **Approval of Tourism Development Meeting Minutes from Aug 25, 2020** **Page 1**
5. Presentation by Kind Traveler - Mark Frieden (15 minutes)
6. **Action Items:**
 - a. **Review & Approval of Kind Traveler Agreement - Amber Burke (5 minutes)** **Page 4**
6. Meetings & Conventions Update - Sarah Winters (5 minutes) **Page 11**
 - Geo Markets
 - New Incentive Program **Page 18**
7. PR Update - Liz Bowling (10 minutes) **Page 21**
8. 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)

- Conference Sales
 - Leisure Sales
 - Events
 - Public Relations + Communications
 - Social Media, Blog and Newsletter – Abbi Agency
 - Advertising – Augustine Agency
9. Standing Reports (located on nltra.org; [here](#))
 - Destimetrics Report
 - Lodging Referral Report
 - Conference Activity Report
 10. Committee Member Comments
 11. 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 Aug 25, 2020

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Judith Kline, Becky Moore, Susan Redding, Christine Horvath, Wendy Hummer, Brit Crezee,

Staff in attendance: Jeff Hentz, Amber Burke, Liz Bowling, Katie Biggers

Others in attendance:

1. Meeting called to order at 2:03pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda with one amendment, moving Spartan discussion (item 5) after Consumer Social Media HUMMER/HORVATH/UNANIMOUS
4. **Approval of meeting minutes from June 23, 2020**
Motion to approve the meeting minutes from June 23, 2020. HUMMER/REDDING/UNANIMOUS
5. Virtual Event Sponsorship Policy Discussion

Katie is looking for feedback on Virtual/Hybrid events. She is looking to add guidelines to our event sponsorship strategy to assist the committee in sponsorship recommendations and to clearly outline to producers what we are looking for. Multiple events have currently been canceled due to COVID-19. With a major shift in the industry we will need to look at strategies for criteria for a virtual event sponsored by NLTRA, NLTRA benefits and tracking ROI.

Comments and feedback:

- Christine recommended that we look at it from a viewpoint if these events have any value from a community "good will", or "use it or lose it" before looking at marketing value.
- Wendy stated that if we do not support these events Placer County keeps the funding and then how does virtual events align with our goals of heads in beds and driving TOT.
- Christine also brought up the need to balance the local and the visitor economy and the anti-tourism we have been seeing lately. Are there other areas we should be putting funding into?
- Jeff stated he does not believe the organization will lose the funds, but it brings up a valid question on does it make sense to be putting the funds elsewhere. Amber shared we would need approval to reallocate the dollars from the county if the funds are being used for a different purpose.
- Amber reminded the committee that there are several events such as the Spartan Championships moving forward with "in-person" for next year. There may not be a lot of funds available for virtual events.
- Wendy emphasized that event sponsorships were meant to drive visitation and especially during shoulder season.
- Amber shared the funds for sponsorships comes out the year Fiscal Year the commitment is made, not when the event takes place. For example, if NLTRA commit to the Spartan contract for next year, the funds will come out of this year's budget.
- Wendy suggested supporting events that locals can do, such as the Movie in Squaw and the Scavenger app put on by the Tahoe City Downtown Association.
- Wendy suggested doing two calls for Partnership funding considering the current situation. Amber shared that can be done and might be a good idea.

- It was recommended that the organization do not sponsor virtual events moving forward and the event must have an in-market component driving visitation. Anyone applying for funding must provide a detailed plan for a possible plan b.
- Wendy also suggested that if an event must go virtual, remind the event producer do to include local participation.

6. Consumer Marketing Recovery Campaign Overview – Augustine Agency

Amber reminded the committee that NLTRA is still not doing any paid media but some search terms and no digital ads.

Kathy shared the objective is to develop a phased messaging approach that aligns with the brand while remaining sensitive to our audiences, community and the overall situation. This includes adjusting and attaching tactics to appropriate phases and providing a recommendation on phased timing/deployment. Kathy shared the phased approach. We are currently in Phase 2, rebound (finding your new normal at your own pace, providing potential visitors with the tools they need to get back to nature one step at a time.) Phase 3 is recovery and travel ready (we are here for you and welcome you back. We're ready when you're ready.) In this phase paid media is used. Kathy shared that Visit California is looking to start up their advertising on Aug 31st and Brand USA early September.

Kathy shared the tone and message strategy along with paid tactics and safety is a priority message in all messaging tones. September and October tactics include (subject to change): Search Marketing, Retargeting Display and Video, Programmatic Display, YouTube video, OTT/CTV, Facebook/Instagram, Twitter, TripAdvisor, Reddit and Weekend Sherpa for the San Francisco and LA market. Brittany shared the creative and some of the social advertising ads along with the consumer landing page.

Amber shared that they have started to work on fall creative and more to come on that.

Comments:

- Wendy suggested to keep in mind that Stockton, Modesto and Sacramento are a new market and they are not familiar with our brand and topo map. Amber shared that since the region is seeing to many day visitors they may consider not going into these markets. She stated we are exploring some markets further away so it's a great reminder regardless.

7. Consumer Social Media & Content Update – Abbi Agency Team

Connie shared since COVID-19 pandemic affected the US in March, there has been numerous shifts in strategy to remain agile, nimble and responsive. These shifts have included: real-time updates, Adjusting to state announcements, business support & updates, responsible travel focus, extended pauses on posting and halted boosting budget.

The current strategy includes posting limited to 3 x per week, all content is focused on responsible travel, not active invitation to travel, beginning posting of fall travel and activities and actively monitoring and engagement with comments. This strategy will continue through Labor Day and be evaluated based upon visitation levels with the region.

Our message points include: Aspirational & Educational posts, Responsible Travel and the Mask Up Tahoe videos.

No comments on Connie's presentation.

8. Action Items:

a. Discussion and possible approval of an event sponsorship for the 2021 North American Spartan Championships at Squaw Valley – Katie Biggers & Cherie Bortnick

Katie shared contract for 2021 Sponsorship for the North American Championships for \$175,000. There will be some adjustment made to this contract regarding payment schedule and COVID clauses.

Cherie gave a quick presentation on Spartan updates.

Comments:

- Amber shared that last year we discussed the difference in coverage between the North American Championships and the World Championships. Are there any updates on incorporating some of the other locations in the season long messaging? Cherie shared that the season is much longer and that is possible.
- Christine emphasized that the North American Championships ROI were a lot more appealing than the World Championships.

**Motion to approve the 2021 North American Spartan Championships at Squaw Valley
REDDING/HUMMER/HORVATH ABSTAINED/UNANIMOUS**

Action to Katie: Share the contract with the committee members when it is complete.

9. Departmental Reports – these reports can be viewed on our [website](#).
10. Standing Reports- these reports can be viewed on our [website](#).
11. Committee Member Comments – No comments.
12. Adjournment – The meeting adjourned at 3:35pm.



MEMORANDUM

Date: September 25, 2020

TO: NLTRA Board of Directors

FROM: Amber Burke, Dir. of Marketing

RE: Kind Traveler & North Lake Tahoe Partnership

Action Requested:

Review and approval to move forward on a Destination Sponsorship agreement with Kind Traveler.

Background:

Staff has been in communication with Kind Traveler for the last year, beginning a relationship with the hotel booking (OTA) and sustainable travel media platform. NLTRC budgeted to begin this relationship in the 20/21 FY. The partnership perfectly aligns with the fiscal year's strategic initiative to expand our sustainability and responsible travel pillar.

Kind Traveler is the first "Give + Get" hotel booking and media platform that empowers travelers to become a force for good, benefiting the wellbeing of communities, the environment, and animals. Travelers give a \$10 nightly donation to a local charity that positively impacts the region. As a reward for donating, travelers unlock exclusive hotel offers to book directly with curated hotels. 100% of donations go to the charities in partnership.

NLTRC would like to enter into an agreement to have North Lake Tahoe listed as a destination on the website. The cost is \$10,000 and includes the following:

- NLT hotels featured on Kind Traveler website (www.KindTraveler.com)
 - DMO sponsorship reduces individual participating hotel activation fee from \$2,000/property to \$500/property. Each hotel receives a promotional package which will mention NLT.
 - NLT remains on Kind Traveler after the initial launch with or without additional DMO support
- Designated page with sponsor logo and link
- Kind Traveler Blog Story Inclusion
 - Promotion includes: shared & boosted on FB (1x), Twitter (12x), IG (1x), Newsletter (1x)
- "Win This" Campaign and Website Display on KindTraveler.com/content/win
 - 30-day feature
 - Promotion includes: FB (2x), Twitter (12x), IG (2x), Newsletter (1-3x)
 - Acquisition of entry emails (typically between 10k – 40k)
- Kindness Ambassadors/Influencer Marketing Options (additional costs for press trip/hosting fees)
- Press release announcing partnership with distribution

Fiscal Impact:

\$10,000 – budgeted in the 20/21 fiscal year



KIND TRAVELER KIND DESTINATION SPONSORSHIP AGREEMENT

September 18, 2020

Dear Amber:

Welcome to Kind Traveler! As a Public Benefit Corporation that's the first Give + Get hotel booking and sustainable travel media platform that empowers travelers to positively impact the communities they visit, we are honored to have you as a Kind Destination partner.

Attached, please find a Memorandum of Understanding a.k.a., Kind Destination/Supporting Sponsor Agreement between Kind Traveler and North Lake Tahoe. Please review and sign to officially secure your position as a Kind Destination Sponsor on the Kind Traveler platform.

In the meantime, if there are any questions we can answer or anything we can help you with, please feel free to contact me at mfrieden@KindTraveler.com or 703.864.7576.

Thank you for joining us on our mission to transform everyday travelers into warriors for good.

Kindly,

Mark Frieden

KIND TRAVELER KIND DESTINATION SPONSORSHIP AGREEMENT

This Supporting Sponsor Agreement (this "Agreement") is entered into, by and between "Company" Kind Traveler, PBC, a Public Benefit Corporation with offices at PO BOX 1164 Malibu, CA 90264, and "Supporting Sponsor/Kind Destination" doing business as North Lake Tahoe, 100 N. Lake Blvd., Tahoe City, CA 96145.

1. Company is an online travel platform utilizing an online fundraising campaign (hereinafter referred to as "Promotion") with charity partners under the Kind Traveler digital platform to offer exclusive rates for destination properties.

2. SPONSORSHIP AND PROMOTIONAL ACTIVITIES.

2.1 SPONSORSHIP OF THE COMPANY.

Supporting Sponsor shall be prominently featured as such on the Company's public World Wide Web site, located at <http://www.kindtraveler.com> (the "Site"), for the Term of this Agreement. The Company shall prominently feature Supporting Sponsor's logo, hyperlinks, mission and or sponsorship on the Site. KIND TRAVELER agrees that all use of Supporting Sponsor's name, logo(s), mission statement, and/or other brand information shall be consistent with the Supporting Sponsor's graphic standards and subject to Supporting Sponsor's approval. All content appearing on Supporting Sponsor's individual page within the KIND TRAVELER digital platform shall be first approved by Supporting Sponsor. Supporting Sponsor shall be reasonable time to complete its review in order to provide approval (or denial) of all such uses.

2.2 PROMOTION OF THE SITE AND COMPANY SERVICES. Supporting Sponsor shall use reasonable efforts to promote the Site and the Company's services on its Website and in its Marketing Materials and/or Social Media. The exact nature and extent of such promotion, if any, shall be left in the control and discretion of Supporting Sponsor.

2.3 SUPPORTING SPONSOR'S PRODUCTS AND SERVICES. The Company shall use reasonable efforts to promote Supporting Sponsor's products and services related to travel on the Site and in its Marketing Materials and Social Media. The Company and Supporting Sponsor shall cooperate to coordinate the exact nature and extent of such promotion.

3. LICENSES. The Company and Supporting Sponsor each grants to the other a nonexclusive, worldwide, license, with no right to sublicense, to use, reproduce and distribute, in print, on-line and on such other media as the parties may agree from time to time, the other party's name, logo and other trademarks and service marks used with respect to such party's products and services for the sole purpose of fulfilling the parties' respective obligations under this Agreement. Any such use shall be in accordance with the guidelines established by the licensing party, as may be in effect from time to time. The Company will use its best efforts to gain approval from Supporting Sponsor on all uses of Supporting Sponsor's brand and logo for activations under this Agreement.

4. SPONSORSHIP FEES. Kind Destination Supporting Sponsor shall pay the Company a sponsorship fee of \$10,000.00. Payment paid in full upon initial signing of agreement.

5. TERM. The term of this Agreement shall become effective on the Effective Date and shall continue for twelve (12) months thereafter (the "Term"). This Agreement shall be effective upon signature by both parties. If the parties sign on different dates, the Agreement will become effective on the latest date on which one of the parties signed ("Effective Date"). After the Term Company will offer additional sponsorship opportunities to the Supporting Sponsor. The Supporting Sponsor will have a right of first refusal on such further sponsorship opportunities.

Notwithstanding the foregoing, either party may terminate this Agreement at any time after thirty days' written notice to the other party of such other party's breach of any of its obligations under this Agreement in any material respect, which breach has not been remedied within such thirty-day period. In the event Supporting Sponsor terminates this Agreement in accordance with the preceding sentence, Supporting Sponsor shall have no obligations to make any further payment of sponsorship fees.

6. GENERAL PROVISIONS.

6.1 ENTIRE AGREEMENT. This Agreement represents the entire agreement between the parties with respect to Supporting Sponsor's sponsorship of the Company.

6.2 AMENDMENT AND WAIVER. No amendment to, or waiver of, any provision of this Agreement shall be effective unless in writing and signed by both parties.

6.3 GOVERNING LAW. This Agreement shall be governed by and interpreted in accordance with the laws of the State of California without regard to the conflicts of laws principles thereof.

6.4 SUCCESSORS AND ASSIGNS. Neither party shall assign its rights or obligations under this Agreement without the prior written consent of the other party, except in connection with the merger, sale of substantially all of its assets or other form of substantial transfer of the business.

6.5 REGULATED ENTITY. The Company understands that Supporting Sponsor and its affiliates are regulated entities. Nothing in this Agreement shall require Supporting Sponsor to take any action which in any way violates applicable laws or regulations in sole the opinion of Supporting Sponsor or its counsel.

6.6 ARBITRATION. Any dispute between the parties arising out of or in connection with this Agreement shall be referred for settlement to arbitration in Los Angeles, California in accordance with the Commercial Rules of the American Arbitration Association. The award shall be final and binding upon the parties and judgment of such award may be entered in any court or tribunal having jurisdiction.

6.7 ACTIVATIONS.

1. Supporting Sponsor Logo Placement
 - Designated page to include your logo and link to your site
2. Blog: Story Inclusion
 - Editorial inclusion on Kind Traveler's Blog
3. Blog Promotion (Social + Newsletter)
 - Shared + Boosted on Facebook (1x), Twitter (12x), Instagram (1x) and Newsletter Inclusion of the Blog (1x)
4. "Win This" Campaign + Website Display on KindTraveler.com/content/win
 - Campaign to feature for 30 days on website
 - Social Promotion: 'Win This' campaign promoted via Facebook (2x), Twitter (12x), Instagram (2x)
 - Newsletter Promotion (1-3x)
5. Kind Hotel + Charity Inclusion*
 - Kind Traveler will invite local charities and select hotels in your destination to join Kind Traveler with a reduced marketing/activation fee of \$500.00 (a \$1,500.00 discount from the published \$2,000.00 activation fee per hotel). Marketing activations for each hotel include a combo of newsletter, social, blog, and inclusion in PR efforts.
6. Kindness Ambassadors/Influencer Marketing
 - Opportunity to invite top-tier influencers to participate in the celebration of your Kind Destination campaign (press trip/hosting fees not included in the price).

7. Press Release

- Kind Traveler will provide a press release to share your Kind Destination campaign to your media network; Kind Traveler will also share the release with its journalist network.

*Each hotel will be offered a reduced rate of \$500.00 activation fee (originally \$2,000.00) and receive an individual contract to include requested commission percentages, discounts off of BAR, and up to (6) room nights of trade to be used for promotional opportunities only.

How You Help Us:

In efforts to optimize the Kind Destination opportunity, Kind Traveler requests your support with the following marketing activations:

- Distribute a press release to announce partnership between city, local charity, and Kind Traveler (Kind Traveler will provide sample for use)
- Create a Sustainable/Responsible Travel section on your website and showcase your Kind Destination Initiative with Kind Traveler
- Logo Use: Promote your Kind Destination Initiative and help travelers identify your destination as committed to sustainability and community impact by displaying the Kind Traveler on the footer of your website and in your communication materials, where it makes sense.
- Follow Kind Traveler on its social channels: Facebook, Twitter, Instagram, LinkedIn
- When Kind Traveler posts about your city, hotels, or local charities on social media, engage (like/comment/share/retweet) with the post
- Connect Kind Traveler with your social media/PR team so that we can share via email once posts have been published on your behalf
- Publish a blog story that celebrates your Kind Destination initiative
- Share the blog story in your newsletter and social media
- If an event takes place between you and the local charity, Kind Traveler requests the option to integrate into the event in some capacity

EXHIBIT B

Collaboration Guiding Principles

As collaborators we agree to recognize the following guiding principles to maintain this relationship and to interpret this Agreement:

TRANSPARENCY

We're committed to transparency. We will adopt the principles of openness and transparency in all aspects of operation and communication with each other.

WELLBEING

We promote wellbeing and mindful, healthy lifestyles. We believe the kinder you can be to yourself, the better you will be. We encourage each other to provide activities that support overall wellness, including conscious food choices and fitness.

ENVIRONMENTAL STEWARDSHIP

We practice and advance choices that support clean air, clean water, resource conservation, and a reduced carbon footprint. We highlight and engage those taking on sustainable standards in travel.

HEALTHY LOCAL & GLOBAL COMMUNITIES

We serve and support local and global communities through our digital giving platform. Our Give + Get model inspires and rewards giving back to our network of charities. 100% of public donations benefit community and environmental needs. Charities receive 100% of donations made on the Kind Traveler platform.

HUMANE CHOICES

We practice, advance and educate choices that support the humane treatment of animals. We do not believe in animals being used for entertainment or testing. We promote cruelty-free and ethical products, services and lifestyles.

ECONOMIC GROWTH

We're committed to proliferating the growth of the travel and tourism sector. We recognize that our property partners are often a cornerstone of their communities—driving tourism, job creation, and prosperity. By pointing customers directly to our travel partner reservation sites, we're able to increase the growth of our travel partners without the hefty commissions associated with OTA's.

WIN-WIN PARTNERSHIPS

We create ongoing win-win relationships with our travel and nonprofit participants. We believe in fairness, innovation and honest communications.

SMART GIVING

We guide intelligent giving decisions by advancing transparency of top performing charities. Our featured charities have low administration to program ratios, spending 75% or more on programs.


HUMAN RIGHTS

We respect and advance diversity and universal human rights. We denounce prejudice and inspire dignity.

EDUCATION

Through education of today's most pivotal societal and environmental concerns, we seek to inspire conscious decision-making that keeps the greater good in mind.

Meetings & Convention Advisory Committee September 22, 2020

 north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a yellow kayak. The water is exceptionally clear, revealing large, light-colored rocks and patches of green algae or seaweed beneath the surface. On the right side of the frame, dense evergreen trees with bright green needles are visible, their branches extending over the water. The overall scene is serene and scenic, typical of a wilderness area.

NLT MCC Updates

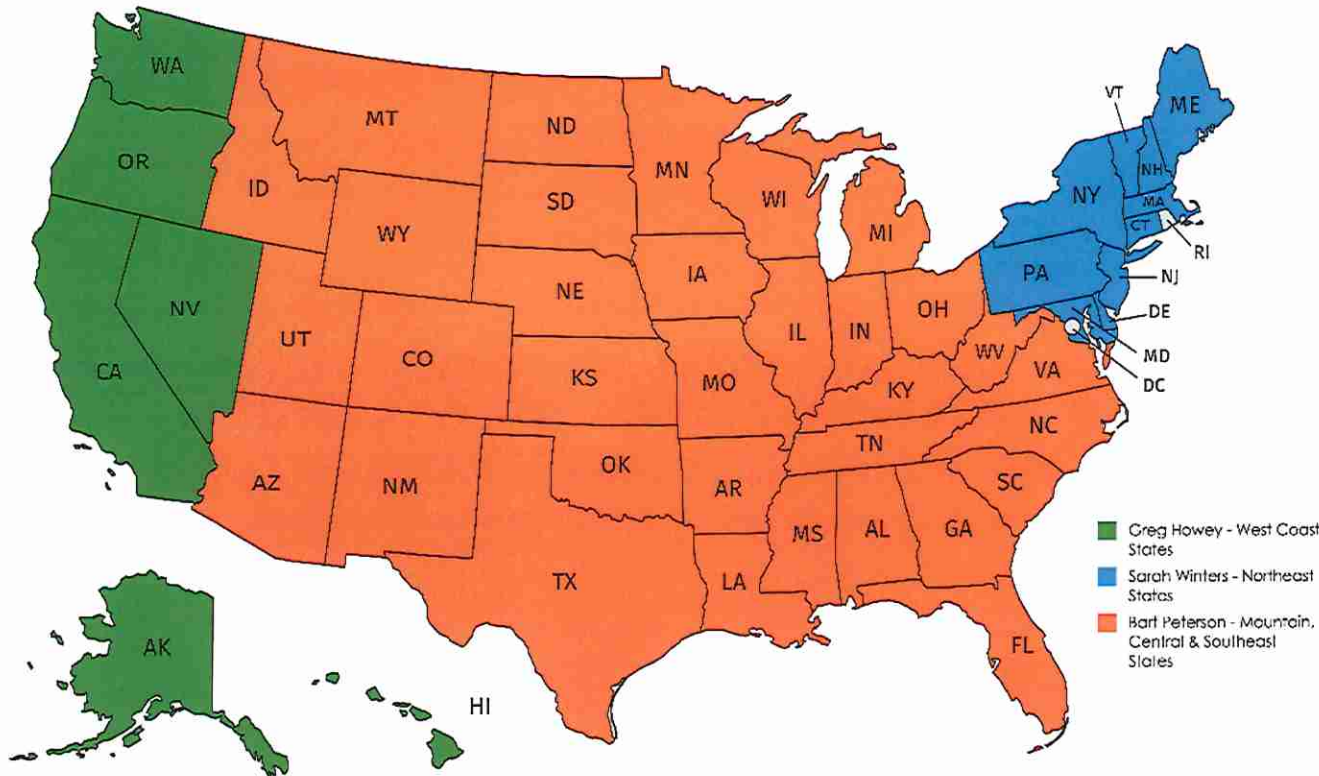
STAFF UPDATES & GEO MARKETS

Market Breakdown

Greg Howey
Sr. National Sales Manager
West Coast

Bart Peterson
National Sales Manager
Mountain, Central & Southwest States

Sarah Winters
Director of Global Sales
Northeast



NEW – Meeting & Incentive Program

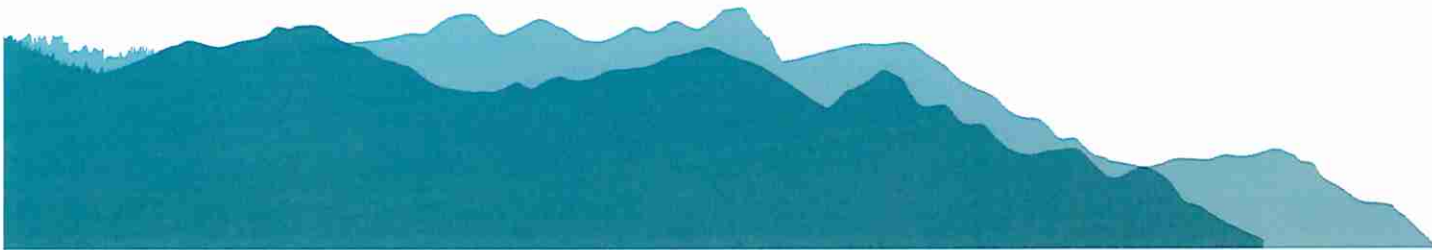
How to qualify:

- Meeting RFP must be submitted to North Lake Tahoe for distribution to North Lake Tahoe hotels
- Meeting is booked at a selected North Lake Tahoe hotel
- Meeting must actualize:
 - October 1st – December 15th
 - April 1st – June 15th

What you receive:

Based on the size of your meeting, you will receive one of the following credits:

- 25-50 actualized rooms: \$500
- 51-100 actualized rooms: \$1000
- 101-200 actualized rooms: \$1500
- 201+ actualized rooms: \$2000



2020-2021 NLT Partnerships

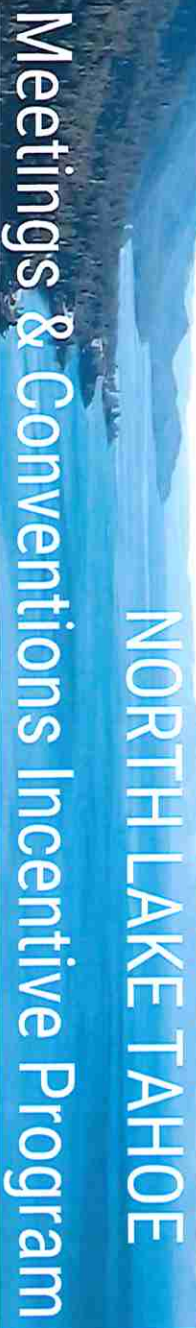
- CVENT
- HelmsBriscoe
- HPN
- New – Conference Direct
- **Benefits: enhanced listing, updated meeting planner lists, webinar trainings, newsletters and marketing opportunities**

MCC Project Updates

- **MCC Website Audit & New Informational Sheets**
 - <https://www.gotahoenorth.com/meetings/>
- **iDSS CRM Database Audit**
- **New bi-weekly cancellation reports**
- **Updated 20-21 Tradeshow Calendar**
- **MCC Meeting Readiness Guide**

A scenic landscape featuring a calm lake in the foreground, a dense forest of evergreen trees in the middle ground, and rolling mountains in the background under a soft, hazy sky at sunset. A semi-transparent white rectangular box is centered over the image, containing the text "THANK YOU" in a bold, dark teal font.

THANK YOU



NORTH LAKE TAHOE

Meetings & Conventions Incentive Program

While getting to North Lake Tahoe is easy with its proximity to nearby airports, Reno Tahoe, Sacramento and San Francisco, we are making it even easier for your meeting attendees to come and explore our Northern Nevada and Northern California destination. When you book your meeting through North Lake Tahoe CVB, take advantage of our booking incentive:

How to qualify.

Eligible meeting planners or meeting professionals will receive a booking incentive/supplement based on the following criteria:

- Meeting RFP must be submitted to North Lake Tahoe for distribution to North Lake Tahoe hotels
- Meeting is booked at a selected North Lake Tahoe hotel
- Meeting must actualize:
 - October 1st – December 15th
 - April 1st – June 15th

What you receive

Based on the size of your meeting, you will receive one of the following credits:

- 25-50 actualized rooms: \$500
- 51-100 actualized rooms: \$1000
- 101-200 actualized rooms: \$1500
- 201+ actualized rooms: \$2000

Eligibility is based on new proposals, originated by North Lake Tahoe CVB and distributed to two or more properties, that booked one more nights. Cash incentives are paid out within 30 days of group arrival. North Lake Tahoe CVB reserves the right to end the incentive program at any time and funds are used on a first come, first serve basis. For more information, or submit your RFP, please contact the sales team at Sales@GoTahoeNorth.com

GoTahoeNorth.com

 north lake tahoe

North Lake Tahoe Visitor Centers

100 N Lake Blvd.
Tahoe City, CA 96145
(530) 583-3494

969 Tahoe Blvd.
Incline Village, NV 89451
(775) 832-1606

2020-2021 North Lake Tahoe Sales Schedule

DATE	TRADESHOW/EVENT	TEAM MEMBER	LOCATION
JULY			
22	Visit CA Roadshow	Sarah Winters	Virtual Meeting
SEPTEMBER			
15	Tourism Cares Conference	Sarah Winters	Virtual Meeting
22	ConferenceDirect Webinar	Sarah Winters/Greg Howey	Virtual Meeting
22	Conference Sales Meeting	Conference Team	Virtual Meeting
29-30	All Things Meetings Virtual Trade Show	Greg Howey	Virtual
OCTOBER			
TBD	Leisure Sales Meeting	Leisure Sales Team	North Lake
TBD	Bay Area Sales Calls w/RSCVA	Sarah Winters	San Francisco
14	Visit CA Travel Agent Roadshow	Sarah Winters	Virtual
19-21	Connect	Greg Howey/Bart Peterson	Orlando, FL
20	ConferenceDirect Industry Insights	TBD	Virtual
NOVEMBER			
TBD	Governor's Global Tourism Summit	Sarah & Bart	Reno, NV
Postponed	Prestige Meetings SF	Greg Howey	San Francisco
DECEMBER			
TBD	Conference Sales Meeting	Conference Team	North Lake
TBD	Southern CA Sales Calls w/RSCVA	Sarah Winters	Southern CA
TBD	Expedia Conference	Sarah Winters	Las Vegas, NV
14-15	Seasonal Spectacular	Greg Howey	Virtual
JANUARY			
14	ConferenceDirect Industry Insights	TBD	Virtual
TBD	Outdoor Retailer Conference	Bart Peterson	Denver, CO
FEBRUARY			
15-16	Visit California Outlook Forum	Sarah & Bart	San Francisco
24-25	Connect Chicago	Bart Peterson	Chicago, IL
MARCH			
28-31	Ski Tops	Sarah Winters	TBD

APRIL

7-9	HelmsBriscoe ABC	Greg Howey	Dallas, TX
11-17	Mountain Travel Symposium	Sarah Winters	Vail, Colorado
11-16	California Cup	Bart Peterson	Santa Barbara
TBD	CalSAE Elevate	Greg Howey	TBD
TBD	Connect CA	Greg Howey	California
TBD	Connect Mountain Incentive	Bart Peterson	TBD
TBD	Connect NYC	Sarah Winters	TBD

MAY

TBD	Leisure Sales Task Force	Sarah Winters	North Lake
TBD	Sales Mission Canada	Sarah Winters	Canada
TBD	TopGolf Client Event	Greg Howey	Roseville, CA
10-14	International Pow Wow (IPW)	Sarah Winters	Las Vegas, NV

JUNE

2-4	Tourism Cares Conference	Sarah Winters	North Lake
TBD	SF Giants Client Event	Greg Howey	San Francisco
TBD	Conference Sales Meeting	Conference Team	North Lake

JULY

TBD	Sacramento River Cats Client Event	Greg Howey	Sacramento
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Public Relations & Communications Update

Tuesday, Sept. 29



north lake tahoe

Q1 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 & Crisis Taskforce, and 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*
- Pending Placements: *National Geographic, Conde Nast Traveler, Marie Claire*



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

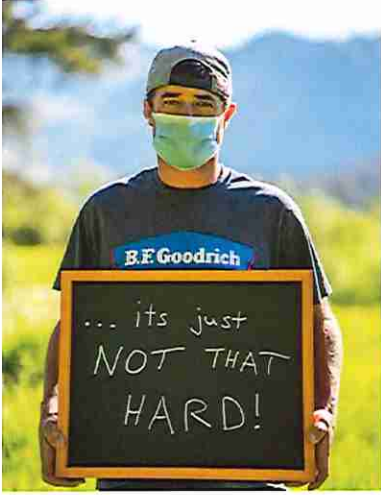
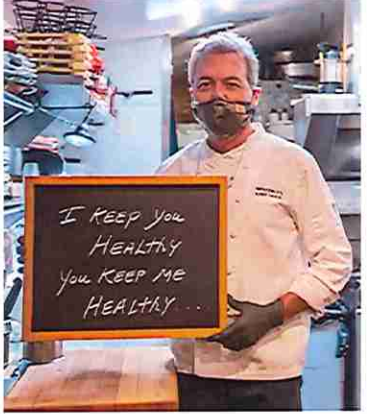
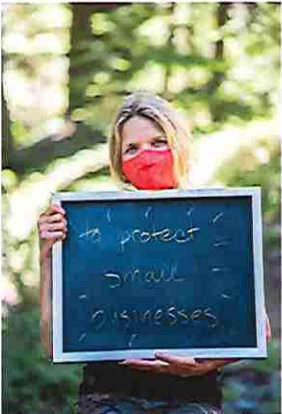


Communications Highlights

- **Trash Mitigation**
 - Local: video, newsletter, working with Placer County on solutions
 - Consumer: media response, visitor education
- **Ski Season Town Hall**
 - Speakers: Visit California, Travel Nevada, Reno-Tahoe International Airport, NLTRA, Ski California, NLT Resorts
 - Attendees: 170 local participants; local media
 - Press Release + Video
- **Mask Up Tahoe Advocacy Campaign**
 - 11 videos; 13 influencers (+ community leaders)
 - Full page Thank You ad



Digital Media Advocacy Campaign: Mask UP Tahoe





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 not 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 (NLTMA + NTCO) is carefully monitoring developments of COVID-19 and following recommendations from our leaders to ensure communication lines are open and talking points are driven by fact, not fear.

CRISIS RESPONSE

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 seek market openings if necessary in an effort to support local businesses and minimize what could be visitation fallout.

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- Below are several resources that launched today in preparation of reopening:
- Download the Visitor Readiness **KNOW BEFORE YOU GO** guide [HERE](#)
 - Download the regional Press Release [HERE](#)
 - Find itineraries, games and additional resources for incoming guests at: www.gotahoeorth.com/knowbeforeyougo
 - Watch and share videos from North Lake Tahoe CEO's who discuss reopening and how the destination has prepared:



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

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 our latest effort to communicate the importance of personal responsibility.

#MASK UP TAHOE

"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."

Member to Member News

North Lake Tahoe Destination Asks Visitors To Travel Responsibly

In addition to the **Know Before You Go International Guide** shared with incoming guests and local businesses, The North Lake Tahoe Marketing Cooperative (a partnership between the North Lake Tahoe Resort Association and Incline Village Crystal Bay Visitors Bureau) continues to publish informational content about responsible travel. The latest is a video outlining safety practices that businesses and land operators across the region have put in place and ways to **Take Care** while visitors are here. We encourage you to share these pieces on your own channels to ensure the message is rooted in all communications with incoming guests.



What's Ahead

Fall Asset Collection

Images will highlight safe, responsible travel
Coordination with marketing needs

Welcome to Winter

Video + Press Release

Brand Approach to Sustainability

Visitor Education | Destination Stewardship | Infrastructure Advocacy

PR Summit



Questions



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Thank You



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