

NLTRA Mission

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

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

Brett Williams, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Squaw/Alpine

Kressa Olguin, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar

Tyler Gaffaney, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media

Advisory Board Member: **Nicholas Martin and Lindsay Romack**

Join Zoom Meeting

<https://us02web.zoom.us/j/83357663094?pwd=MTNGVndCRUhkYWFFpaXp2UitlakZNUtO9>

Meeting ID: 833 5766 3094

Passcode: 985718

+1 669 900 9128 US (San Jose)

AGENDA

- 2:00pm
1. Call to Order – Establish Quorum
 2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 2:05pm
3. **Agenda Amendments and Approval**
- 2:05pm
4. **Approval of Tourism Development Meeting Minutes from June 29, 2021** **Page 1**
- 2:10pm
5. USA Cycling Gravel World Championships Informational Presentation - Rob DeMartini, USA Cycling & Todd "TK" Kelly, Northstar California (30 mins) **Page 3**
- 2:40pm
6. **Action Items:**
 - a. **Broken Arrow Skyrace Livestream Sponsorship - Brendan Madigan, Broken Arrow Skyrace (20 mins)** **Page 20**
 - b. **Consumer Media Fall Plan - Amber Burke/Augustine Agency (25 mins)** **Page 26**
- 3:25pm
8. Annual Report Presentation - Sarah & Amber (25 mins)
 9. 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

- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

10. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
 - Conference Activity Report
 - Lodging Referral Report

3:50pm 11. Committee Member Comments

4:00pm 12. 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 June 29, 2021

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Tyler Gaffaney, Vinton Hawkins, Carlynne Fajkos, Susan Whitman, Wendy Hummer, Becky Moore, Christine Horvath, Brit Creeze, Kressa Olguin

Staff in attendance: Amber Burke, Sarah Winters, Jeffrey Hentz, Katie Biggers, Anna Atwood

Others in attendance: None

1. Meeting called to order at 2:05pm
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the amended agenda with moving item 5. MCC Planner Update to after item 7. TBID and Re-organization Structure Update MOORE/HUMMER/UNANIMOUS
4. **Approval of meeting minutes from May 25, 2021**
Motion to approve the meeting minutes from May 25,2021 MOORE/GAFFANEY/UNANIMOUS
5. MCC Planner Update
Winters gave a quick update on the meetings and convention planner located on our website. Over the last several months she has worked closely with the Augustine team on updating the meetings and convention planner. This is only a digital guide and may be printed at a later date. The guide can be found [here](#).
6. Event ROI Discussion
Burke stated there is a need for more discussion on events, what metrics are being tracked. This discussion will be added to the August agenda. Now that the TBID has been implemented, the funding is not only from Transient Occupancy Tax, but it now also includes restaurants and activity providers. This meeting is to review the current strategy. Biggers shared the document that includes what is being tracked as far as ROI. Biggers has collected some of the ROI that is being used in other destination such as Jackson Hole, Mammoth and Vail and questioned the committee members if there were any interest to sit on a task force committee for Event ROI.

Burke shared the document of what is being tracked and what is being requested from the event producers and the survey they must send out to their participants. Burke shared the calculations behind each formula and how we track ROI. Biggers also went through the post event survey questions with the committee members.

Burke gave an overview of the 2-year Tourism Development Plan Event Strategy and recommended reading through this before the August meeting.

Comments:

- Horvath questioned the Average Daily Spend from the Dean Runyan Study and recommended including those questions regarding spend to the survey participants. Burke stated she would like to see how those questions are being asked and what is included in the question. For some of the events the sample size is large but for some events it is small. Horvath will share language that they used in some of the surveys.
- Hentz recommended doing immediate surveys and partnering with our hotels and asking specific questions that will help in determining the economic impact.
- There was some discussion on tracking hotel rooms and how difficult it can be. Burke stated some events set up room blocks but some do not. It was mentioned that we are probably under reporting lodging

numbers and many participants now use Airbnb. Biggers and Burke stated those are questions we are currently asking those in the survey.

- Hummer recommended adding a column to the tracking sheet with how many people responded to the survey and sorting it by what type of event.
- Hummer recommended for events such as Oktoberfest where it is not a ticketed event, that they put up iPads with surveys by the beer vendors and "enter to win".
- Fajkos suggested more awareness on the partnership funding and these new events are great for the region.
- Hummer recommended reaching out to RSCVA on their event strategy.
- Fajkos suggested contacting Napa and Monterey too.

Action to Anna: Add Event ROI Discussion to the August agenda.

Action to Katie: Include RSCVA, South Lake Tahoe and Travel Nevada when researching ROI on Events.

7. TBID and Reorganization Structure Update
Hentz shared July 1st, 2021 is the launch date for TBID assessments. The new TBID Board of Directors will be seated on June 30th with first Board of Directors meeting on July 7th.

The Coraggio Consulting Group is now working through the final stages of the re-organization structure process and Hentz shared the additional new jobs that the organization will hire for. He also gave a quick overview of some of the new committees.

Biggers shared there are opportunities to get involved with new committees and shared a sign-up document for anyone potentially interested.

8. Tart Connect Rollout
Tart Connect is a new pilot program that started on June 24th and will go through September 6, 2021. This free shuttle offers a great way to get around North Lake Tahoe. You may use it by downloading the Tart Connect app and get picked up in as little as 15 minutes. The new on-demand service connects you to restaurant, beaches, shopping, buses, work, and anywhere else within the following services. Burke shared the 3 different zones and the video that was just released. Burke shared hopefully this will continue with winter service.

Olguin requested that photos and the media kit be shared.

9. Departmental Reports these reports can be viewed on our [website](#).
10. Standing Reports- these reports can be viewed on our [website](#).
10. Committee Member Comments
Burke reminded everyone there is no meeting in July.
11. Adjournment – The meeting adjourned at 3:23pm

Minutes submitted by,
Anna Atwood
NLTRA

A scenic winter landscape featuring a snow-covered foreground, tall evergreen trees, and a view of a lake and mountains in the distance. The Northstar California logo is centered in the upper half of the image. The logo consists of a stylized yellow snowflake icon above the text "NORTHSTAR" in a white, sans-serif font, with "CALIFORNIA" in a smaller, yellow, sans-serif font below it. The background is a clear blue sky with some light clouds and a bright sun flare on the right side.

NORTHSTAR
CALIFORNIA

~~Take the stage.~~
~~Make the stage.~~

Be the stage.

Providing the first-ever UCI Gravel World Championships
a worthy home.



1893

First Track World Championships | Chicago

1921

First Road World Championships | Copenhagen

1950

First CX World Championships | Paris

1990

First MTB World Championships | Durango

2017

First Urban Cycling World Championships | Chengu

2022

First Gravel Cycling World Championships | Northstar - Tahoe

Requirements for success



A new **UCI World Championship** is a once-in-a-lifetime event. This event will be the world stage of cycling when it takes place: success is the only acceptable outcome. That success requires:

Iconic, world-class destination with global awareness and appeal

World-class terrain and course design

Alignment with local community for permitting, enclosures, and security

Facilities access for expo, entertainment, media, and managing the business of a World Championship

Opportunities and Considerations

- Increase awareness of North Lake Tahoe as a global travel destination
- This is an event that is qualified for: 18 global qualifying locations
- Bolster Northstar's visibility with an international audience
- Drive off-peak visitation with Oct. 8, 2022 World Championship date
- Showcase world-class partnership with USA Cycling as the host of the first-ever UCI Gravel World Championship

An international multi-day, family-friendly festival in the off-season

Our vision: a 3-year, 3- to 4-day international festival for pros, amateurs, their families and friends when our tourism economy needs a boost: the shoulder-season between summer and winter.

Year 1

Ca. 2,000 racers | 3,500 attendees

Year 2

Ca. 3,000 racers | 4,500 attendees

Year 3

Ca. 4,000 racers | 6,000 attendees



Sponsorship



UCI Gravel World Championships

/7

Upside Benefits for NLTRA



north lake tahoe
Chamber | CVB | Resort Association



NLTRA stands to benefit from the global awareness of this event, bringing significant year-round economic impact to the region. Towns qualifying as a [UCI Bike City](#) have seen significant economic impact from the designation.

\$137M annual impact from cycling to Northwest Arkansas (Fayetteville/Bentonville)

Boost regional reputation on global level

Showcase initiatives for developing cycling & sustainability

International media coverage to draw awareness and create year-round demand

UCI World Championships economic impact results

3,500
Total Attendees

FIVE
Average Nights Stayed

\$9MM
Est Gross Value Add

LOCATION DATE	EVENT TYPE	EVENT TYPE (Riders Spectators)	GVA IMPACT	LOCAL EMPLOYMENT IMPACT	AVERAGE VISITOR STAY
Innsbruck, Austria 2018	Road World Championships	200,000 560,000	39.8M Euro = \$47.5M	720	4.1 Nights
Lenzerheide, Switzerland 2018	MTB World Championships	30,000 65,000	11.5M Euro = \$13.7M	190	2.1 Nights
Varese, Italy 2018	Gran Fondo World Championships	3,100 1,770	4.4M Euro = \$5.2M	70	5.1 Nights
Bergen, Norway 2017	Road World Championships	175,000 765,000	25M Euro = \$30M	350	3.3 Nights
Northstar, California USA	Gravel World Championships	2,000 1,500	9M USD (estimated*)	75 - 100 (est.)	5 Nights (est.)

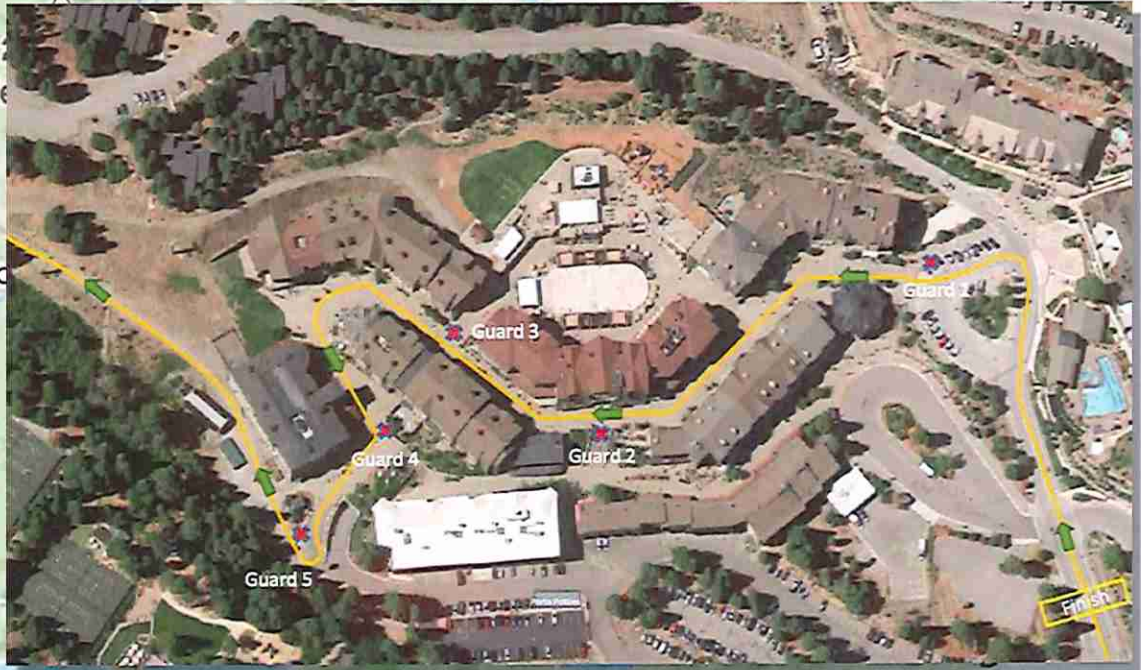
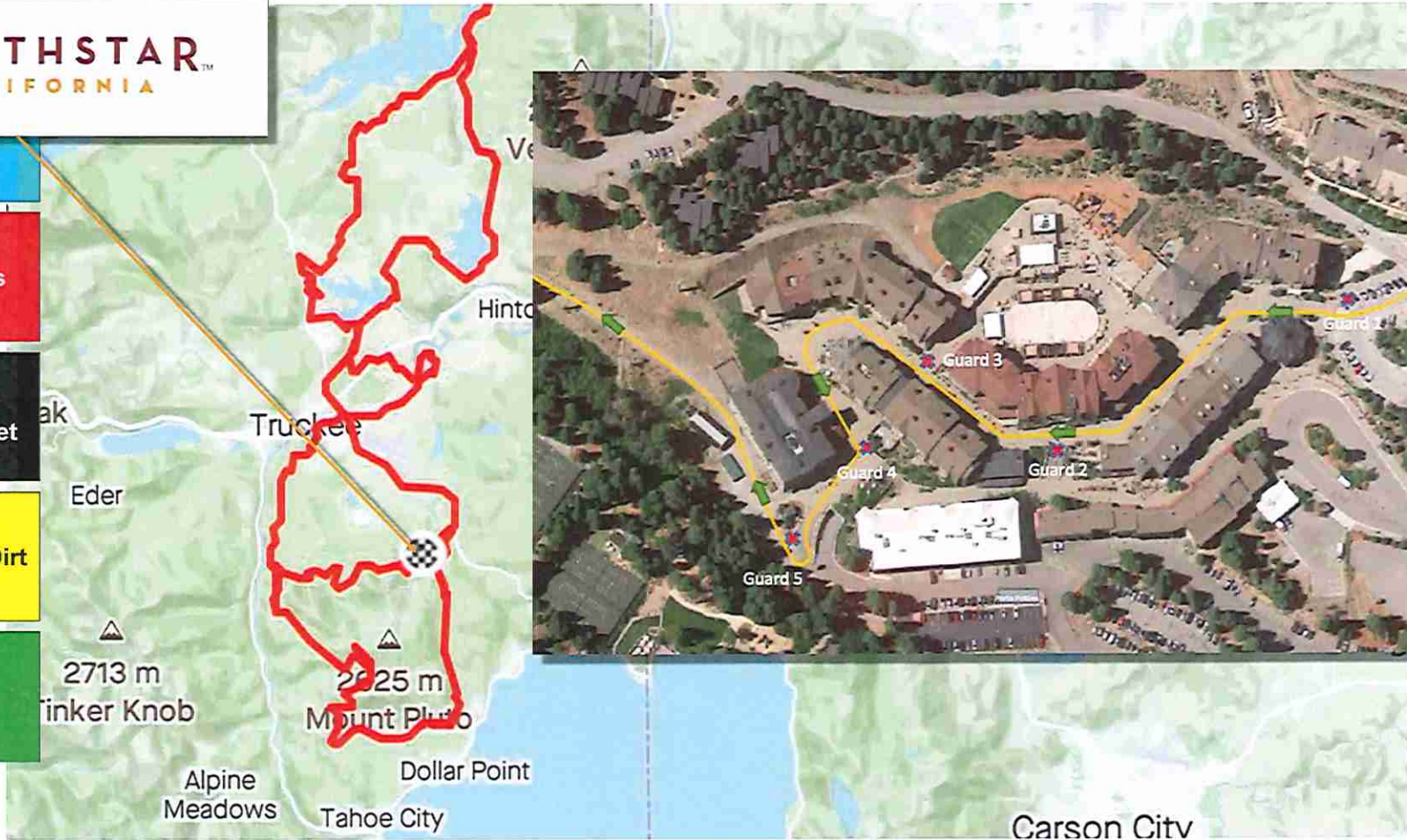
*Assumes an average daily spend >2X than Varese, IT due to significantly higher accommodation and food & drink costs. Average spend per person per night in Varese: accommodation, 76 Euro (\$90); food & drink, 44 Euro (\$52).



182 Km | 114 Miles

Elevation Gain
2,953 M | 9,888 Feet

31% Paved | 69% Dirt



**Course Map is Subject to Change*

Media Value

Huge Hyper-engaged Global Marketing Reach & Support

					
	99,000	963,000	923,000	1,400,000	310,000
	154,000	1,100,000	664,000	709,000	320,000
	65,000	142,000	310,000	14,400	77,700
	17,300	2,740,000	453,000	121,000	86,000

9.7
Million
Community Reach

GCN* as Global Media Distribution Partner



GCN
GLOBAL CYCLING NETWORK

WORLD #1 ROAD CHANNEL

LIFETIME VIEWS **2.1B** | COMBINED TOTAL WATCHTIME **15,790 YEARS** | VIDEO LIKES **15M**

SUBSCRIBERS: 3,968,798 | COMMUNITY: 6,335,856 | VIDEOS / MONTH: 60M

PSN AUDIENCE INSIGHTS

Our combined network and channel subscriber demographics: a truly hyper-engaged, international audience of scale.

PSN SUBSCRIBERS

TOTAL COMMUNITY **11,702,258**

GENDER SPLIT

MALE **93%** | FEMALE **7%**

71% 25-54


Age Group	Percentage
13-17	4%
18-24	17%
25-34	32%
35-44	24%
45-54	15%
55-64	6%
65+	3%

Region	Percentage
USA & CANADA	25%
UK & EIRE	18%
EUROPE	26%
APAC, JAPAN & INDIA	13%
LATAM	5%
RoW	8%
AUSTRALIA NZ	5%

*part of PlaySports Network (PSN), which is wholly owned by the Discovery Channel

GCN as Global Media Distribution Partner: Example


Can Simon Survive A True US Gravel Race?



Can Simon Survive A True US Gravel Race? | Racing the Steamboat Epic

992,682 views · Aug 25, 2019

15K 233 SHARE SAVE ...

 **Global Cycling Network** ✓
2.75M subscribers

[SUBSCRIBE](#)

Can Si survive a proper gravel race? The Steamboat gravel race in Colorado is a true American gravel race, with a mixture of professional and amateur riders tackling the challenging high altitude route together.

Total Views - 1,270,430

YT - 1,116,861

Facebook - 115,690

Instagram - 37,879

Engagements - 28,254

Total like/comments/shares - all platforms

YT Content

Average view duration – 10 mins

Watchtime - More than 21 years

Engagements - 22,792

Marketing Thought Starters

- Inclusion on USA Cycling and partner channel social posts
- Paid digital on Google Stack and FB & IG display banners
- Mention on pre-arrival marketing materials with lodging, activity info, and where to stay; suggestions for exploring the area following the event
- Logos on merch, banners, and other marketing materials
- Community and region highlight via GCN
- Local PR and marketing partnership with the Northstar Communications Team
- PR Agency (TRUE Communications) support via USA Cycling

*Events of this kind occur 90% of the time in Europe and nothing of this scale has happened in the USA since 2015

UCI 2020 CYCLO-CROSS WORLD CHAMPIONSHIPS GLOBAL TV DISTRIBUTION (DEDICATED AND SECONDARY COVERAGE)

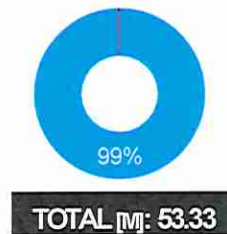
- » The 2020 UCI Cyclo-Cross World Championships were broadcast in 44 territories, equating to 111 countries globally. This is a greater distribution compared to Bogense 2019 thanks to Pan-African rights holder SuperSport (53 countries) as well as Eurosport (7 more countries).
- » Number of broadcasters also increased from 26 to 29. While the number of rights holders for dedicated coverage remained stable (16), news and magazine coverage was distributed to a larger amount of takers.
- » Besides the broader TV coverage, the distribution via digital platforms is also increasing. 8 different platforms live-streamed the event online (last year: 4), e.g. UCI YouTube Channel (global with geo-block), NBC Sports (USA), Fubo TV & Flo Bikes (Canada) and Kayo Sports (Australia).
- » In total, 0.68M hours viewed were generated online which is an 84%-increase compared to 2019.

TOP-5 CHANNELS (DEDICATED COVERAGE) BY		
BROADCAST TIME	CUM. AUDIENCE	HOURS VIEWED
1 Eurosport2 (ITA)	Rai Sport (ITA)	Een (BEL)
2 Eurosport2 (CIS)	CT Sport (CZE)	NPO 1 (NED)
3 Eurosport2 (POL)	Een (BEL)	CT Sport (CZE)
4 Eurosport (ITA)	NPO 1 (NED)	Rai Sport (ITA)
5 TV2 Sport (DNK)	Canvas (BEL)	L'Equipe (FRA)

COUNTRIES WITH COVERAGE BY REGION (#)

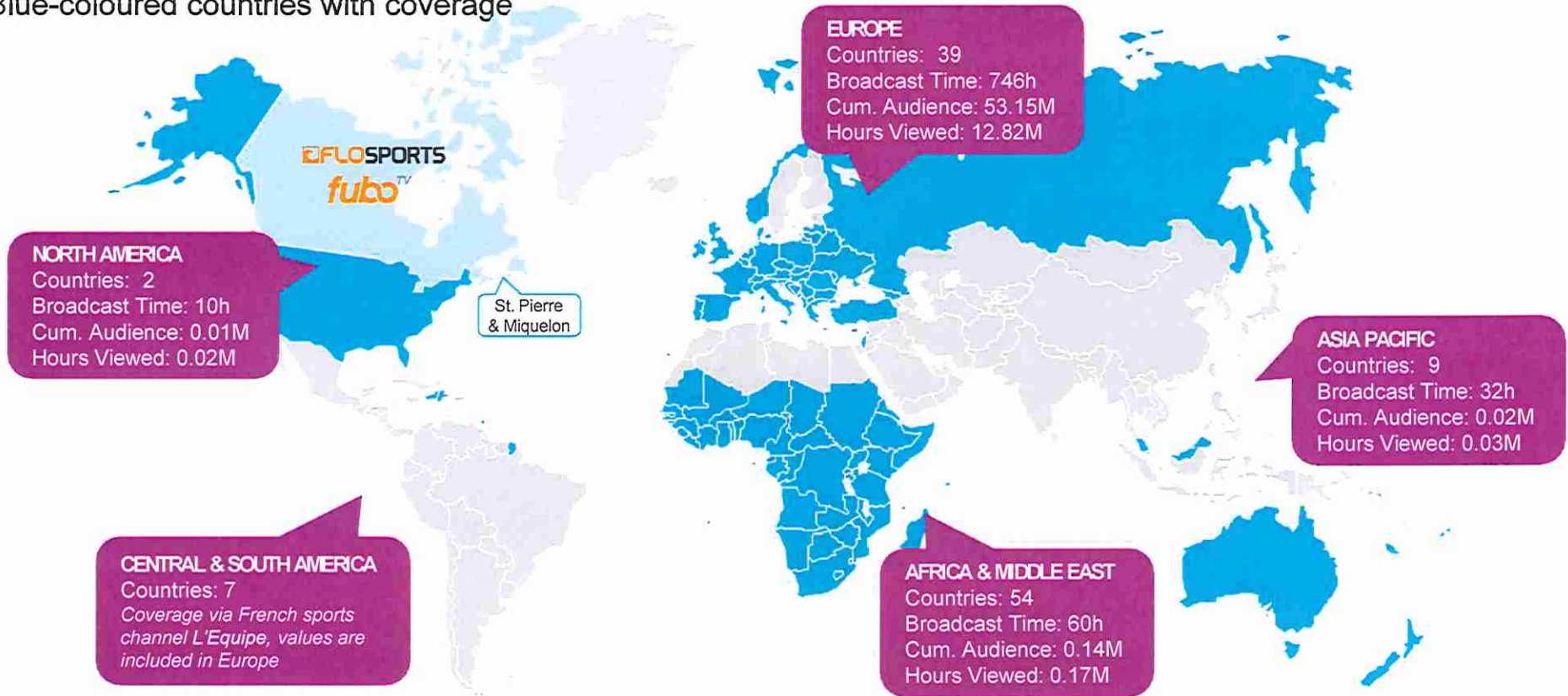


CUM. AUDIENCE BY REGION (%)



UCI 2020 CYCLO-CROSS WORLD CHAMPIONSHIPS GLOBAL TV DISTRIBUTION (DEDICATED AND SECONDARY COVERAGE)

Blue-coloured countries with coverage



Canada: Coverage via OTT platforms FloBikes and Fubo.tv

Key Takeaways

- **Top-tier partner helping to drive increased awareness of North Lake Tahoe among domestic and international guests**
- **Will drive off-peak visitation, aligning with the new Destination Management Vision**
- **An estimated gross value add of \$9MM in year 1**
- **One year contract with first right for years 2 and 3**
- **Opportunity for a significant, year-round economic upside for the region**

Thank you!



NORTHSTARTM
CALIFORNIA





MEMORANDUM

Date: August 20, 2021
TO: NLTRA Tourism Development Committee
FROM: Amber Burke, Dir. of Marketing
RE: 2021 Broken Arrow Skyrace Livestream Sponsorship

Action Requested:

Discussion and possible approval of an additional \$15,000 sponsorship for the 2021 Broken Arrow Skyrace Livestream.

Background:

Broken Arrow Skyrace has partnered with Strava to live broadcast the 2021 Broken Arrow Skyrace. The 4-hour live broadcast of the 26k distance will take place on Sunday October 3, 2021 on the Broken Arrow Skyrace YouTube channel. There will also be a 2-hour bonus coverage of the Vertical Kilometer held on October 1, 2021.

There are two sponsorship levels available, the Granite Chief sponsor for \$15,000 (available to one sponsor) and the Big Blue sponsors for \$5,000 (available to three sponsors). Attached are the benefits for each level.

Additional information on the streaming event can also be found on www.brokenarrowsskyrace.com/livestream.

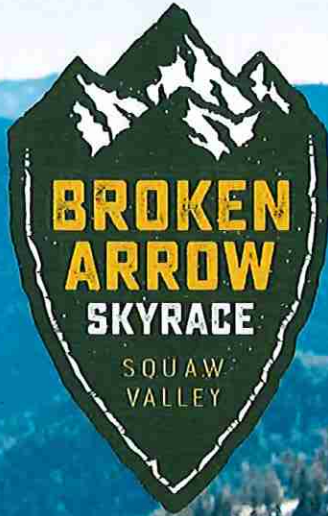
In March 2021, the Tourism Development Committee recommended a \$25,000 sponsorship of this event which was approved by the NLTRA Board of Directors at the April 2021 meeting. This funding came out of the 20.21 fiscal year and has been paid to the event producer.

Fiscal Impact:

\$15,000

Attachments:

- Broken Arrow Skyrace Livestream Sponsorship Deck



BROKEN ARROW SKYRACE

OCT. 1-3, 2021



**LIVESTREAM
SPONSOR
BENEFITS**

LIVESTREAM SPONSORS

TITLE SPONSOR • TAKEN FOR 2021
 DETAILS: BRENDAN@BROKENARROWSKYRACE.COM

WHAT'S INCLUDED:

	GRANITE CHIEF \$15,000	BIG BLUE \$5000
QUANTITY AVAILABLE	1 SPONSOR	3 SPONSORS
<u>BHR BROADCAST DISPLAY AND MENTIONS (VK - 2HR, 26KM - 4HR)</u>		
<ul style="list-style-type: none"> • LOGO DISPLAYED IN LIVESTREAM ROTATING SPONSOR BANNER • BRAND MENTIONS BY EMCEE'S DURING BROADCAST • SOCIAL MEDIA MENTIONS DURING EVENT 	180 MINUTES 25 10	60 MINUTES 8 5
<u>BRAND PROVIDED CONTENT (ATHLETE PROFILE)^A</u>		
<ul style="list-style-type: none"> • ATHLETIC PROFILE (HUMAN INTEREST FILM) OR • LIVE ATHLETE INTERVIEW (FILMED DURING RACE) OPTION TO REALLOCATE ALLOTTED TIME BASED ON BRAND'S PRE-EXISTING ASSETS. <small>*REQUIRES ADDITIONAL NEGOTIATION</small> 	3 FILMS 3 MIN/FILM 3 MIN/ATHLETE	1 FILM 3 MINUTES 3 MINUTES
<u>COMMERCIAL ADVERTISEMENT TIME</u>		
<ul style="list-style-type: none"> • ORGANIC EMCEE BRAND CONVERSATION • BRAND REPRESENTATIVE "GO LIVE" WITH EMCEE'S DURING RACE • COMMERCIAL TIME OPTIONS (CHOICE OF ONE) • 15 SECONDS • 30 SECONDS • 1 MINUTE <small>*COMMERCIALS SHOWN IN PERPETUITY VIA BROKEN ARROW SKYRACE'S YOUTUBE CHANNEL</small>	3 X 2 X 12 8 5	1 X 1 X 4 3 1
<u>ADDITIONAL IN-RACE ACTIVATIONS</u>		
<ul style="list-style-type: none"> • ON-COURSE ACTIVATION WITH DEDICATED CAMERA • DRONE CAMERA • FOLLOW CAMS^B • ELITE PROFILES/RACE STATISTICS HIGHLIGHTS "BROUGHT TO YOU BY" 	3 - MENS <u>AND</u> WOMENS	- 2 MENS <u>OR</u> WOMENS

^A - INTENTION ON HUMAN-INTEREST STORIES
^B - 4 FOLLOW CAMS SPREAD OVER COURSE



PRESENTED BY

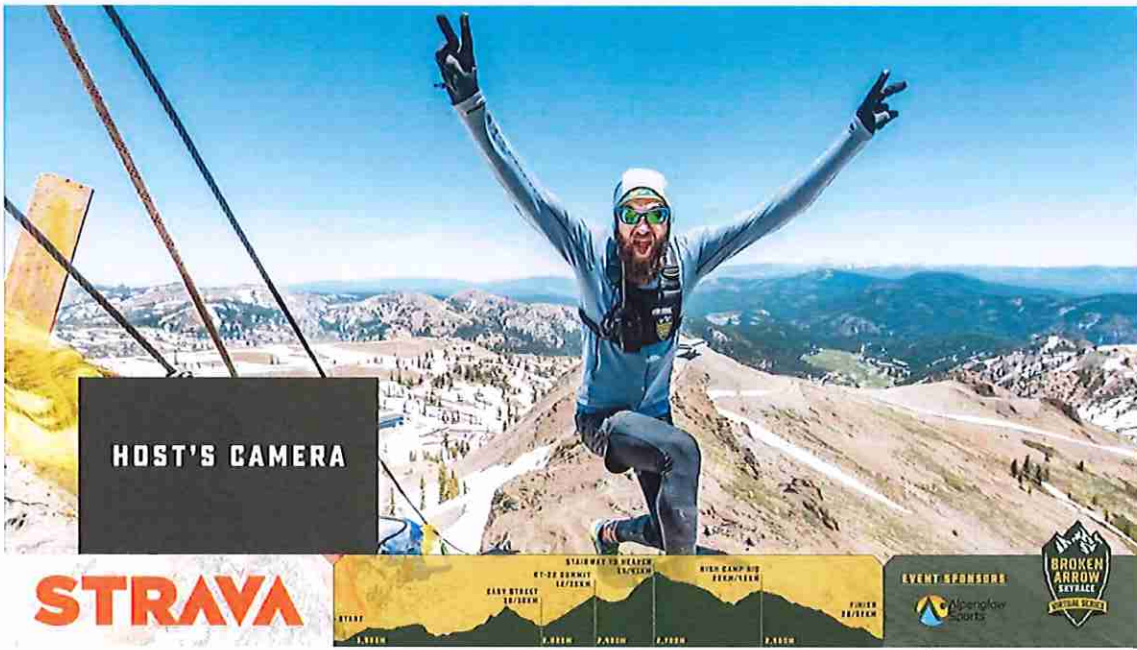


EXAMPLE: LIVESTREAM SCENES



MAIN DISPLAY

*FINAL OVERLAY DESIGN IN PROGRESS



↑
ROTATING LOGO BANNER



EXAMPLE: LIVESTREAM SCENES



RACE/RUNNER STAT HIGHLIGHTS

*FINAL OVERLAY DESIGN IN PROGRESS

ATHLETE HIGHLIGHTS

- JARED VANDERHOOK, 35
- MINNESOTA NATIVE
- HARDROCK 100 2021, 42HRS
- 1ST PLACE SUPERIOR 100
- 14 TOP 5 ELITE FINISHES
- 1ST BROKEN ARROW SKYRACE

BROUGHT TO YOU BY: ALPENGLOW SPORTS

STRAVA

START 6:00AM

EARLY BREAKFAST 6:30AM

STAIRWAY TO HEAVEN 6:45AM

MT. DEERWAY 6:55AM

HIGH CAMP AID 7:00AM

FINISH 8:00AM

EVENT SPONSORS

Alpenglow Sports

BROKEN ARROW SKYRACE SQUAW VALLEY

↑
ROTATING LOGO BANNER



EXAMPLE: LIVESTREAM SCENES



FOLLOW CAM DISPLAY

*FINAL OVERLAY DESIGN IN PROGRESS



↑
ROTATING LOGO BANNER





MEMORANDUM

Date: August 20, 2021
TO: NLTRA Board of Directors
FROM: Amber Burke, Dir. of Marketing
RE: NLTMC FY 21/22 Fall Consumer Media & MCC Strategy and Flow Chart

Action Requested:

Approval of the overarching consumer media and MCC strategy for the 21.22 FY along with approval on the Fall Media Plan.

Background:

North Lake Tahoe staff has been working on a strategy for the 21.22 fiscal year for both consumer media and MCC. In the following presentation there are key strategies and paid media tactics to guide decisions throughout the year.

Staff has outlined a fall media plan based on various data points and the current travel climate. This includes GPS data, geographic market considerations, and visitation data to guide paid media outlet decisions.

Staff is looking for input and approval on the fall plan. Staff will continue to share seasonal data prior to launching seasonal campaigns.

A tentative MCC media flow chart is also being presented at this time for discussion and approval.

Fiscal Impact:

- Consumer Media Annual Budget: \$618,804
- Fall Seasonal Campaign: \$218,571
- MCC Media Annual Budget: \$39,882

Attachments:

- 2021-22 Fall Media Strategy, Consumer Media Plan, and Annual MCC Plan Presentation

2021-22 Fall Media Strategy, Consumer Media Plan, and Annual MCC Plan



north lake tahoe

Key Strategies

- **Tier 1:**
 - Increase length of stay
 - Increase mid-week visitation
 - Increase visitation during Spring and Fall
 - Increase in-market spending and support of local businesses
- **Tier 2:**
 - Support Traveler Responsibility Pledge and sustainability efforts
 - Engage with locals and visitors, promoting positive sentiment and community support
 - Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy
 - Increase awareness of seasonal activities, events, experiences
 - Continue to grow destination awareness, brand loyalty and conversation



Consumer Campaign: Paid Media Tactics

- **Continued flexibility in response to ever-changing COVID conditions**
 - **Prioritize easily adjustable media channels (i.e. digital vs. traditional media)**
- **Focus on fall and spring seasons with some support in winter and summer**
- **Use visitation data to guide decisions (Fusion7, Arrivalist, etc)**
 - **Target markets**
 - **Media channels**
 - **Audience segments, persona's, etc.**
 - **High value visitors**
- **Promote sustainability messaging on an ongoing basis**



Current Lodging Pacing Data for Fall



- Occupancy for August is trending at a 70% increase year over year
- The average daily rate for August is trending lower by 1%
- Occupancy rates for the next six months (August – January) are trending up by over 100%

AIRDNA

- Available room nights are down for the remainder of August
 - Average -30% compared to 2019
 - Average -10% compared to 2020
- Available room nights for September are similar to/greater than both 2019 and 2020.
- There are less available room nights in November and December compared to previous years
 - December averaging approx. 10% less STR inventory.
- Looking forward at booked room nights
 - August pacing is down approx. 30% compared to 2019 and 2020
 - September and October are pacing slower
 - Average -22% compared to 2019
 - Average -28% compared to 2020



Target Markets – 2021 Fall Only

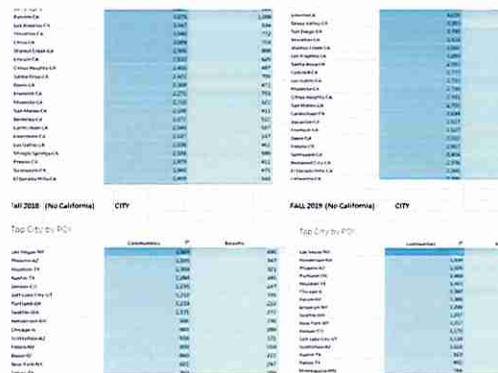
- Markets based on direct flight & GPS data sources
 - Primary market consideration
 - Los Angeles
 - San Diego
 - Portland
 - Seattle
 - Secondary markets for future consideration
 - Phoenix
 - Denver
 - Las Vegas

Flight Data

Key: Direct flights to each destination									
Reno - Reno									
	Total Direct	Average	Allegiant	Alaska	American	Delta	Frontier	JetBlue	
Direct Flight	Flights/Day	Flight Cost	# of Direct	# of Direct	# of Direct	# of Direct	# of Direct	# of Direct	Flight per
			Cost	Cost	Cost	Cost	Cost	Cost	Day
WI	1	5	5	5	5	5	5	5	5
WI - SEA	1	5	5	5	5	5	5	5	5
WI - PHX	1	5	5	5	5	5	5	5	5
WI - DEN	1	5	5	5	5	5	5	5	5
WI - LAS	1	5	5	5	5	5	5	5	5
WI - LAX	1	5	5	5	5	5	5	5	5
WI - SFO	1	5	5	5	5	5	5	5	5
WI - ORD	1	5	5	5	5	5	5	5	5
WI - BOS	1	5	5	5	5	5	5	5	5
WI - MIA	1	5	5	5	5	5	5	5	5
WI - DCA	1	5	5	5	5	5	5	5	5
WI - IAH	1	5	5	5	5	5	5	5	5
WI - MKE	1	5	5	5	5	5	5	5	5
WI - DTW	1	5	5	5	5	5	5	5	5
WI - ORD	1	5	5	5	5	5	5	5	5
WI - AUS	1	5	5	5	5	5	5	5	5

Key: Direct flights to each destination									
Sacramento - SFO									
	Total Direct	Average	Allegiant	Alaska	American	Delta	Frontier	JetBlue	
Direct Flight	Flights/Day	Flight Cost	# of Direct	# of Direct	# of Direct	# of Direct	# of Direct	# of Direct	Flight per
			Cost	Cost	Cost	Cost	Cost	Cost	Day
WI	1	5	5	5	5	5	5	5	5
WI - SEA	1	5	5	5	5	5	5	5	5
WI - PHX	1	5	5	5	5	5	5	5	5
WI - DEN	1	5	5	5	5	5	5	5	5
WI - LAS	1	5	5	5	5	5	5	5	5
WI - LAX	1	5	5	5	5	5	5	5	5
WI - SFO	1	5	5	5	5	5	5	5	5
WI - ORD	1	5	5	5	5	5	5	5	5
WI - BOS	1	5	5	5	5	5	5	5	5
WI - MIA	1	5	5	5	5	5	5	5	5
WI - DCA	1	5	5	5	5	5	5	5	5
WI - IAH	1	5	5	5	5	5	5	5	5
WI - MKE	1	5	5	5	5	5	5	5	5
WI - DTW	1	5	5	5	5	5	5	5	5
WI - ORD	1	5	5	5	5	5	5	5	5
WI - AUS	1	5	5	5	5	5	5	5	5

Fusion 7 and Arrivalist GPS Data



Visitation Data

- **Using visitation data, target:**
 - Past visitors and look-a-likes
 - Summer/winter visitors to push fall/spring
 - Share data/audience profiles across programmatic display, social and OTT.CTV
 - Prioritize the "high value" visitor

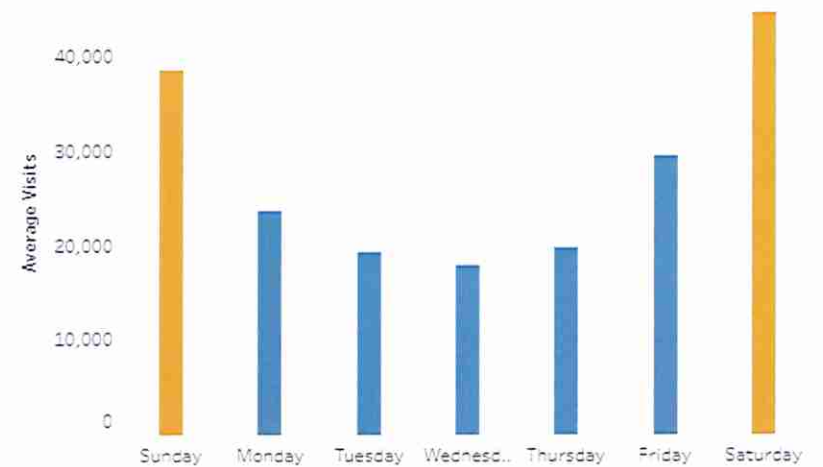
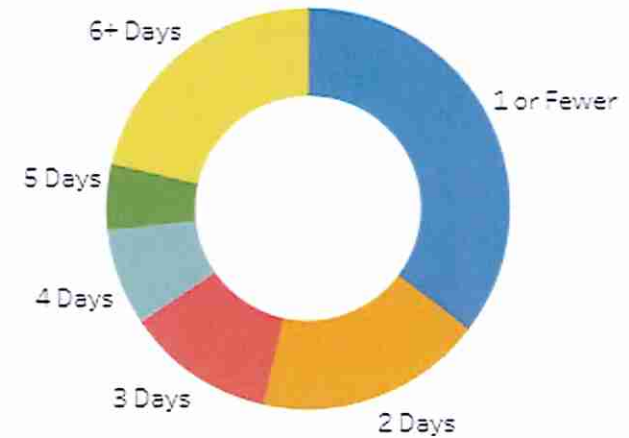


High Value Visitors

- Visitation data: benchmarks:
 - Length of stay = 4+ nights
 - Includes some mid-week
 - Origin city = any fly market (national)
 - Has higher spending percentage



north lake tahoe



Digital and Social

- Programmatic display prospecting and retargeting
- Programmatic native
- Search marketing
- FB/IG prospecting and retargeting
- Instagram Stories
- Twitter
- TikTok
- YouTube prospecting and retargeting



Video

- YouTube prospecting and retargeting
- TikTok
- Facebook/Instagram
- OTT.CTV
 - Primary focus on ConnectedTV to gain additional viewers and ensure quality
 - Live dashboard updated daily to provide data transparency

Devices



Device Type



Day Part Distribution



OTA's and Miscellaneous

- **TripAdvisor Annual – continues to be top performer**
- **Expedia Spring Co-op**
- **Weekend Sherpa (targeting Los Angeles) for fall/spring**
- **1x email per season**
- **Native direct (winter/summer)**
 - **Direct opportunities with properties such as ski.com for direct native opportunities**



Sustainability, Pledge, TART, etc.

- **San Francisco/Sacramento Television**
 - Utilize during high drive market visitation seasons (summer/winter)
- **Facebook/Instagram**
 - Continuous messaging all year to locals and visitors



CONSUMER MEDIA FLOWCHART

NLT 2021-22 MEDIA PLAN	1Q 2021									2Q 2021									3Q 2022									4Q 2022									Net Total																
CAMPAIGN: CONSUMER	July			August			September			October			November			December			January			February			March			April			May			June																			
	26	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28		7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20
	Summer									Fall									Winter									Spring										Summer															
	Fly/Local/3 Year Visitor									Fly/Local/3 Year Visitor									Fly/Local/3 Year Visitor									Fly/Local/3 Year Visitor									Fly/Local/3 Year Visitor																
	\$25,210									\$218,571									\$73,054									\$257,424									\$44,541									\$613,804							
DIGITAL																																																					
Programmatic Display PT																																																					
Programmatic Display RT																																																					
Native (programmatic)																																																					
Native (direct)																																																					
Search Marketing																																																					
Digital Total																																														\$189,839							
SOCIAL																																																					
FB/IG PT																																																					
FB/IG RT																																																					
IG Stories																																																					
Twitter																																																					
Social Total																																														\$65,494							
VIDEO																																																					
OTT.CTV																																																					
Facebook Video																																																					
TikTok																																																					
Youtube PT																																																					
Youtube RT																																																					
Video Total																																														\$169,499							

MCC: Key Strategies

- Balance media platform opportunities
- Maintain messaging throughout majority of year
- Include successful lead-gen
- Incorporate video
- Continue with CVENT



MCC: Tactics

- Utilize lead-gen program through Meetings Today
- Maintain presence through social/programmatic using prospecting and retargeting
- Incorporate audience matching through social retargeting to Meetings Today audiences
- Utilize video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract



MCC MEDIA FLOWCHART

NLT 2021-22 MEDIA PLAN CAMPAIGN: MCC	1Q 2021									2Q 2021									3Q 2022									4Q 2022									Total														
	July			August			September			October			November			December			January			February			March			April			May			June																	
	28	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28		7	14	21	28	4	11	18	25	2	9	16	23	30	6
DIGITAL																																																			
Programmatic Display PT																																																			
Programmatic Display RT																																																			
Digital Total																																																			
SOCIAL																																																			
LinkedIn																																																			
FB/IG RT																																																			
Social Audience Matching (MT)																																																			
Social Total																																																			
VIDEO																																																			
Facebook Video RT																																																			
LinkedIn Video																																																			
Youtube RT																																																			
Video Total																																																			
MISC																																																			
LeadGen (MT)																																																			
MISC Total																																																			
CVENT																																																			
CVENT																																																			
CVENT Totals																																																			
Adserving																																																			
Total Media Investment																																																			