

NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

Committee Members:

Chair: Caroline Ross, Squaw Valley Business Association | **Vice Chair: Alyssa Reilly**, North Tahoe Business Association
Stephen Lamb, PlumpJack Inn | **Katie Biggers**, Tahoe City Downtown Association
Sarah Otero, Wanda's Flower Shop | **Lindsay Thayer**, LT Marketing
Greg Long, Incline Community Business Association | **Paul Raymore**, Incline Community Business Association |
Julie Malkin-Manning, Incline Village Business Association | **Patrick Lacey**, Homewood Mountain Resort
North Lake Tahoe Resort Association Board Member: **Jim Phelan**
Placer County Representative: **Nicholas Martin**

Chair: Carlyne Fajkos, Tahome Marketing | **Vice Chair: Becky Moore**, Granite Peak Management
Adam Wilson, Northstar California | **Brit Crezee**, Sotheby's International Realty | **Caroline Craffey**, Tahoe Truckee
Community Foundation | **Christine Horvath**, Palisades Tahoe | Connor McCarthy, Homewood Mountain Resort
Kressa Olguin, Hyatt Regency | **Kristy Olk**, The Resort at Squaw Creek | **Melissa Burin**, The Ritz-Carlton, Lake Tahoe,
Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe
Wendy Hummer, EXL Media
Advisory Board Member: **Nicholas Martin** and **Lindsay Romach**
North Lake Tahoe Resort Association Board Member: **Ray Villaman**

AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKWTJyaEw2dz09>

Meeting ID: 898 2933 8624

Passcode: 645800

Dial by your location

+1 669 900 9128 US (San Jose)

- 1:00 p.m.** **1. Call to Order – Establish Quorum**
- 2. Public Forum**-Any person wishing to address the In-Market Tourism Development Committee on items of interest to the committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the committee on items addressed under Public Forum.
- 1:05 p.m.** **3. Member Introductions**
- 1:10 p.m.** **4. Agenda Amendments and Approval**

- 1:10 p.m. 5. Approval of In-Market Tourism Development meeting minutes from Jan 25, 2022 **Page 1**
- 1:15 p.m. 6. Update on Spring/Summer Media Plan – Augustine/Amber Burke **Page 3**
- 1:35 p.m. 7. Discussion on 22.23 FY recommendations - Augustine/Amber Burke **Page 20**
- 1:45 p.m. 8. Update on Business Association Marketing Grants for the 21.22 FY
- 1:50 p.m. 9. Discussion on April BACC meeting
- 1:55 p.m. 10. New NLTRA Committee Recruitment
- 2:00 p.m. 11. Committee Member Reports/Updates from Community Partners (1-2 mins each)
- 2:05 p.m. 11. Adjournment

This meeting is wheelchair accessible

Posted online at www.nltra.org



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Chamber | CVB | Resort Association

In-Market Tourism Development Draft - Meeting Minutes – Tuesday Jan 25, 2022

The In-Market Tourism Development Meeting was held virtually through Zoom.

BACC Committee member that joined via teleconference: Greg Long, Steve Lamb, Caroline Ross, Alyssa Reilly, Paul Raymore, Kylee Bigelow, Patrick Lacey,

NLTRA Board of Directors member: Ray Villaman

Tourism Development Committee: Vinton Hawkins, Carlyne Fajkos, Christine Horvath, Brit Creeze

Staff in attendance: Amber Burke, Katie Biggers

Other in attendance: Lindsay Moore, Claire Marcus, Yulianna Cisneros

1. Meeting called to order at 1:07pm.
2. Public Comment: None
3. **Agenda Amendments and Approval**
Motion to approve the agenda as presented VILLAMAN/LONG/UNANIMOUS
4. **Motion to approve the In-Market Meeting minutes from Sept 28, 2021 VILLAMAN/REILLY/UNANIMOUS**
5. **Motion to approve the In-Market Meeting minutes from Nov 23, 2021. LONG/VILLAMAN/UNANIMOUS**
6. Election of Committee Chair/Vice Chair for 2022
Ross has chaired this committee for the past 10-15 years and Burke questioned if there are any new committee members who wish to volunteer to be Chair for 2022? Ross has offered to continue as Chair but would like to see a Vice Chair in place that can offer assistance if she is away. No committee members came forward for the Chair position, but Reilly did offer to Vice Chair for 2022.
Motion to approve Ross as Chair for 2022 and Reilly as Vice Chair VILLAMAN/HAWKINS/UNANIMOUS
7. Update on Partnership Funding and Reallocation of Open Funds – Katie Biggers
Biggers is looking for approval of reallocation of the \$5,000 remaining in the 2022 Special Event Partnership Funding budget. The Tahoe Spark event cancelled due to Covid concerns. It was recommended that the funds be allocated toward the Concours d'Elegance event. The selection panel was in support of the reallocation of funds towards this event. No further comments were made from the committee members.
Motion to reallocate \$5,000 for Concours d'Elegance FAJKOS/LACEY/UNANIMOUS
8. Update on In-Market Media Plan
The Augustine Team presented the In-Market media plan for Fiscal Year 21/22 and Summer FY 22/23.

Objectives & Tactics

- Promote sustainable tourism practices – highlight TART Connect, and Traveler Responsibility Pledge, Drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region, encourage locals to lead by example.
- Increase purchases of NLT Gift Cards through the Yiftee program.
- Support regional events through paid media efforts.
- Align placements with peak in-market visitation.

Cisneros shared timing, budget and geotargets with the committee members along with creative examples for the Yiftee campaign. Moore went through the traditional campaign overview of the selected publications, and they have included Tahoe Weekly, Tahoe Quarterly, Moonshine Ink and Tahoe.com. Some of the details are still being fine-tuned, but she wanted to give an update to this committee on progress. Burke and Moore also highlighted the Tahoe.com buy, which will include messaging to their concierges list prior to the guests arriving.

One member questioned how the reporting is measured. Moore stated that depends on what media outlet is used and shared the different ways it's tracked. Another member questioned how the Yiftee Gift Card Program is doing and Biggers shared about \$3000-4000 has been sold so far. Villaman suggested that more local promotion be done around the gift card. Burke shared that a window cling has been handed out to the participating businesses, but she can work on a collateral piece or a rack card to share with the businesses. Bigelow questioned if there has been any outreach to the local realtors, TCPUD or the TTUSD school district. Burke stated that these business categories has not been reached out to individually but every time a new business signs up they are highlighted and welcomed on social media. It was also suggested the Yiftee Gift Cards make great "closing gifts" for our local realtors and it may be great to be utilized for hiring bonuses too. One member suggested just creating a "guest presenter" for the restaurant tables with information on the gift card program.

Action: Investigate additional opportunities for the Yiftee Gift Card Program to increase business sign-ups.

9. Committee Member Comments

Villaman stated a frequent question asked is how staff is doing currently with Covid and feel the "wave" has passed. He asked for other opinions. Reilly shared she feels the outbreaks mostly come from the schools, not so much the local businesses. A lot of parents are having to stay home due to kids being quarantined.

Burke announced that NLTRA has a new CEO, Tony Karwowski and his start date is January 31st.

Bigelow shared this is her last meeting and she has resigned from TCDA.

10. Adjournment

The meeting adjourned at 1:58pm.

North Lake Tahoe In-Market Media Plan FY 21/22 and Summer FY 22/23



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An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and green vegetation are visible. The kayaker is positioned in the upper left quadrant of the frame. The right side of the image is dominated by the dense green foliage of trees. The overall scene is bright and scenic, suggesting a natural, outdoor setting.

AGENDA

OBJECTIVES

CO-OP SUPPORT

NLTRA PLAN

GOALS FOR NEXT FISCAL YEAR



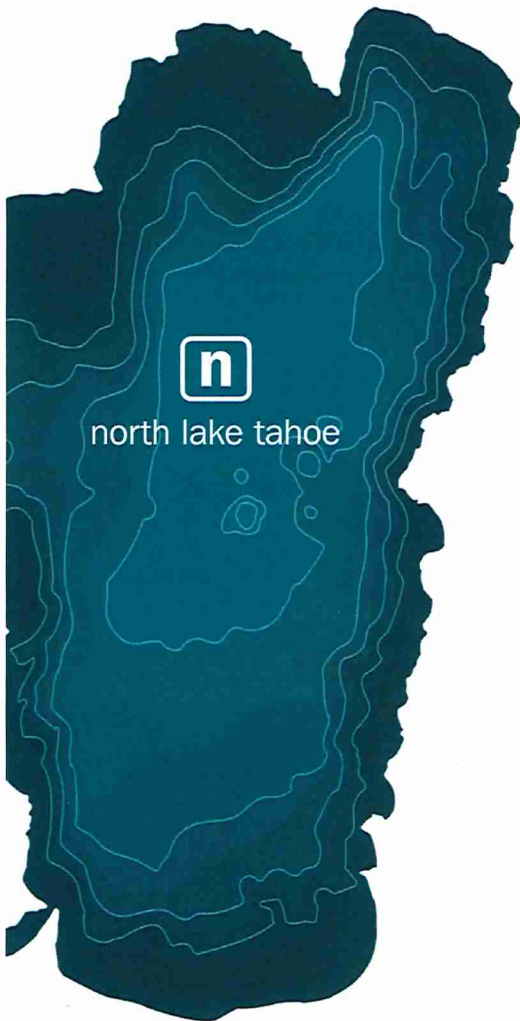
OBJECTIVES & TACTICS

- Promote sustainable tourism practices
 - Highlight TART Connect, and Traveler Responsibility Pledge
 - Drive mountainside activities during the summer and lakeside during the winter to disperse travel throughout the region
 - Encourage residents to participate in programs
- Increase purchases of NLT Gift Cards through the Yiftee program
- Support regional events
- Align placements with peak in-market visitation (i.e., holidays, weather, events, etc.)

CO-OP SUPPORT



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CO-OP SUPPORT

- Paid social media specific to in-market sustainability placements throughout the year.
 - TART Connect
 - Traveler Responsibility Pledge
- Creative development for collateral and ad assets.

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The TART Connect app offers a free and easy way to get around Lake Tahoe. Get picked up within the hour. Servicing three zones from Incline Village to Tahoma.

GOTAHOENORTH.COM
Free Shuttle Service
Fall Hours: 6pm - 10pm

LEARN MORE

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NLTRA PLAN



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CAMPAIGN OVERVIEW

Promote local business and events, increasing awareness around NLTRA initiatives.

- **Timing** –
11/1/2021-8/31/2022
- **Media Budget** –
\$44,000
- **Target** –
Locals, nearby locals (Reno, Carson City, Truckee), visitors in-market
- **Geotarget** –
North Lake Tahoe + 50 mi.
- **Tactics** –
Paid Social (Facebook, Instagram)
Programmatic Display
Print
Dedicated Newsletters
- **Media Goals** –
Awareness (Reach)
Traffic (CTR, site traffic)

Winter Creative Examples

North Lake Tahoe
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Take a moment and soak in the majesty of North Lake Tahoe from the shoreline. Beauty like this is well worth the pause.



GOTAHOENORTH.COM
Discover Your Winter Wow
Refresh Your Senses

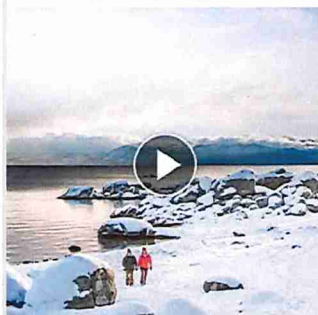
[LEARN MORE](#)

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SINGLE IMAGE

North Lake Tahoe
Sponsored · 🌐

Winter Wow is happening in North Lake Tahoe! Enjoy a lakeside restaurant, snowshoe along the shore and explore unique shopping districts.



GOTAHOENORTH.COM
Find Your Winter Wow
So Much to Explore

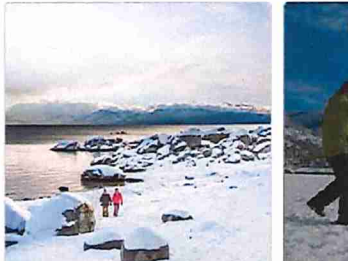
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SLIDESHOW

North Lake Tahoe
Sponsored · 🌐

Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



A Walk Along the Shore
Take in the Beauty

[LEARN MORE](#)

A Picturesque Way To
So Much

[LEARN MORE](#)

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CAROUSEL

North Lake Tahoe
Sponsored · 🌐

Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



A Picturesque Way to Play
So Much to Explore

[LEARN MORE](#)


S'mores and More
Family Time Fun

[LEARN MORE](#)

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North Lake Tahoe
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Marvel at the beauty of the lake and choose from endless breathtaking activities to create your perfect Winter Wow.



S'mores and More
Family Time Fun

[LEARN MORE](#)

[LEARN MORE](#)

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Winter Creative Examples

North Lake Tahoe
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Keep local dollars local! Support the community with a North Lake Tahoe Gift Card, accepted at participating shops, restaurants & businesses.



GOTAHOENORTH.COM
Eat, Drink & Buy Local
Support Local

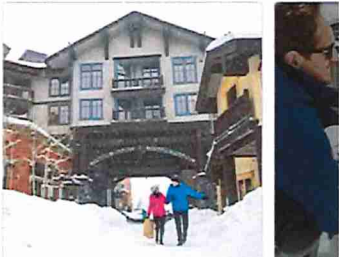
[SHOP NOW](#)

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SINGLE IMAGE

North Lake Tahoe
Sponsored · 🇺🇸

Show love to the community by purchasing a North Lake Tahoe Gift Card. Enjoy it at participating retailers, restaurants & services.




Shop Local [SHOP NOW](#) **Eat Local**
Purchase a Gift Card Savor Our Flavors

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
Sponsored · 🇺🇸

Show love to the community by purchasing a North Lake Tahoe Gift Card. Enjoy it at participating retailers, restaurants & services.




Eat Local [SHOP NOW](#) **Enjoy Local**
Savor Our Flavors Explore Unique Goods

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
Sponsored · 🇺🇸

Show love to the community by purchasing a North Lake Tahoe Gift Card. Enjoy it at participating retailers, restaurants & services.




Enjoy Local [SHOP NOW](#) **North Lake Tahoe Gift Card**
Explore Unique Goods Support Local

👍 Like 💬 Comment ➦ Share

North Lake Tahoe
Sponsored · 🇺🇸

Show love to the community by purchasing a North Lake Tahoe Gift Card. Enjoy it at participating retailers, restaurants & services.



North Lake Tahoe Gift Card [SHOP NOW](#)
Support Local


👍 Like 💬 Comment ➦ Share

CAROUSEL

Winter Creative Examples

WANDER OUR
WONDERLAND

EXPLORE OUR SHORE




n

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it's human nature

EXPLORE NOW

WANDER OUR
WONDERLAND

EXPLORE OUR SHORE



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it's human nature

EXPLORE NOW

FIND YOUR
WINTER
WOW

TAKE IN
THE LAKE



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it's human nature

EXPLORE NOW

FIND YOUR
WINTER
WOW

TAKE IN THE LAKE



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EXPLORE NOW

NORTH LAKE TAHOE
GIFT CARD



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SHOP LOCAL

NORTH LAKE TAHOE
GIFT CARD



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SHOP LOCAL

FIND YOUR
WINTER
WOW

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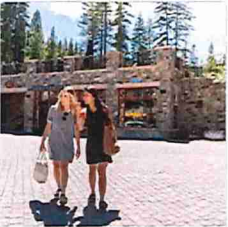
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Spring Creative Examples

North Lake Tahoe
Sponsored

Show love to the community by purchasing a North Lake Tahoe Gift Card.



Shop Local
Support Local

Eat Local
Support Local

SHOP NOW

Like Comment Share

North Lake Tahoe
Sponsored

Show love to the community by purchasing a North Lake Tahoe Gift Card.



Eat Local
Support Local

Enjoy Local
Support Local


North Lake Tahoe Gift Card
Support Local

SHOP NOW

Like Comment Share

North Lake Tahoe
Sponsored

Show love to the community by purchasing a North Lake Tahoe Gift Card.



Enjoy Local
Support Local


North Lake Tahoe Gift Card
Support Local

SHOP NOW

Like Comment Share

North Lake Tahoe
Sponsored

Show love to the community by purchasing a North Lake Tahoe Gift Card.




North Lake Tahoe Gift Card
Support Local

SHOP NOW

Like Comment Share

North Lake Tahoe
Sponsored

Support the community with a North Lake Tahoe Gift Card, accepted at participating shops, restaurants and businesses.



GOTAHOENORTH.COM/GIFTCARD
Eat, Drink & Buy Local
Support Local

SHOP NOW

Like Comment Share

Spring Creative Examples

GIVE BACK TO THE COMMUNITY



SHOP LOCAL SUPPORT LOCAL

BUY A NORTH LAKE TAHOE GIFT CARD

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it's human nature

SHOP LOCAL

BUY A NORTH LAKE TAHOE GIFT CARD



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it's human nature

SHOP LOCAL

GIVE BACK TO THE COMMUNITY



SHOP LOCAL SUPPORT LOCAL

BUY A NORTH LAKE TAHOE GIFT CARD

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it's human nature

SHOP LOCAL

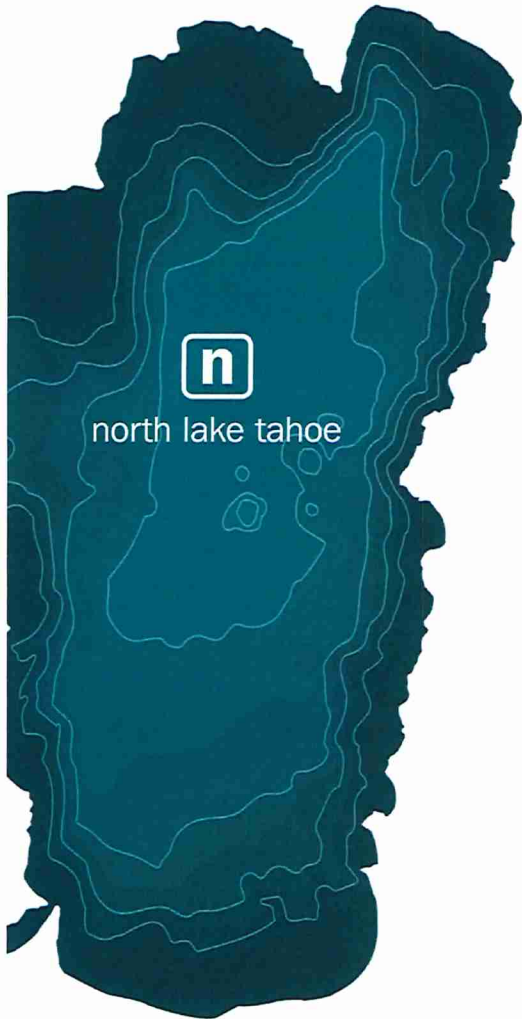




PAID DIGITAL MEDIA CAMPAIGN RESULTS

In-market and Yiftee paid media metrics from 11/1/2021 to 3/20/22.

Platform	Impressions	Clicks	CTR	Benchmark
Social	1,495,369	37,588	2.51%	1.25%
Display	3,887,446	4,657	0.12%	0.10%



TRADITIONAL CAMPAIGN OVERVIEW

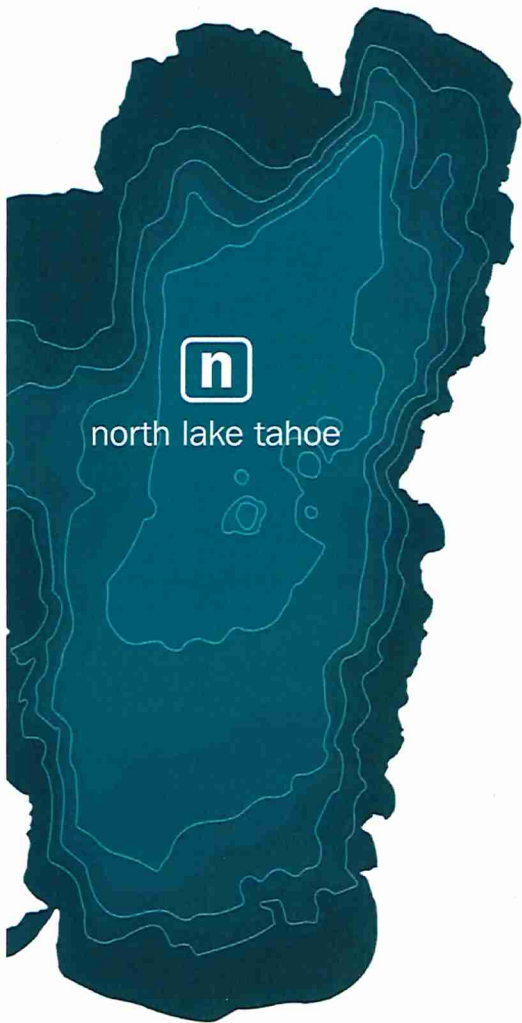
Select publications with appropriate reach and key features that align with NLTRA initiatives.

Creative focuses for the remainder of placements will adjust based on placement type and will cover:

- Summer Music
- NLT Gift Card
- Traveler Responsibility Pledge
- Mountainside Activities

Placements

- Tahoe Weekly
- Tahoe Quarterly
- Moonshine Ink
- Tahoe.com
- Edible Reno-Tahoe



TRADITIONAL CAMPAIGN *ADDED VALUE*

Select publications with appropriate reach and key features that align with NLTRA initiatives.

Vendor	Run Dates	Asset Type	Reach	Creative Direction
Tahoe Weekly	April - August	Newsletter banner ads	13,800+ subscribers 28% CTR	NLT Gift Card + TRP
Tahoe Quarterly	Around Summer Peak Season	Dedicated eBlast to 40k subscribers	44,517 subscribers 12% open rate	TRP
Tahoe.com	June 5 - August 31	Concierge emails for 13 weeks	70% open rate	Summer Music Series

TRADITIONAL MEDIA CREATIVE EXAMPLES

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SEASON'S TREATINGS

SHOP LOCAL SUPPORT LOCAL

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Give back to the community, view a list of participating businesses and get your gift card at GoTahoeNorth.com/GiftCard

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it's human nature

BEAUTY THAT'S WORTH PROTECTING

Become a Steward of Lake Tahoe | North Lake Tahoe's alpine blue waters and Sierra mountain peaks have drawn visitors and locals for generations. With your commitment, we can protect and preserve the natural wonders we all love for future generations to enjoy. Act, think and explore like a local. Take the Travel Responsibility Pledge and join us in preserving our treasured spaces by leaving them better than you found them. Be sure to pack out what you pack in, remove any used litter and drink Tahoe Tap from a reusable bottle.

This holiday season you can gift like a local too with our North Lake Tahoe gift card that can be used at a variety of participating North Lake Tahoe restaurants, shops and businesses. Shop local, support local and keep Lake Tahoe beautiful.

SHOP LOCAL SUPPORT LOCAL

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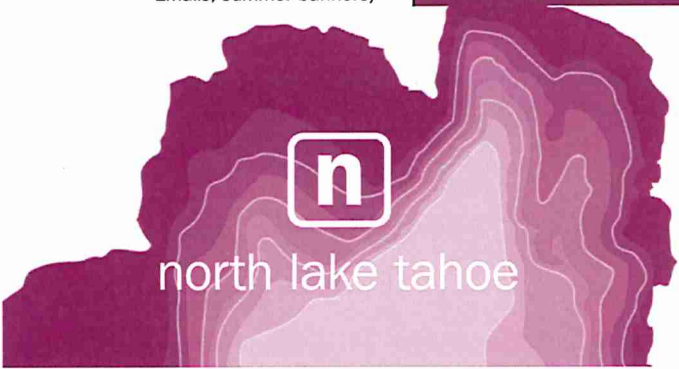
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For more information visit GoTahoeNorth.com/TWDownhillGuide



MEDIA TIMING AND BUDGET

IN-MARKET FLOWCHART																						
FY 21/22 + Summer FY 22/23		April				May				June				July				August				
		4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	4	11	18	25
DIGITAL MEDIA																						
Paid Social																						
Display																						
PRINT																						
Moonshine Ink (Print Ads, Emails)		1/2 Pg - Think Local; Email Spring Break				Email				Email				1/2 Pg - Think Local Feature and banner								
Tahoe Weekly (Downhill Ski Guide, Website Banners, Summer Music Guide and enewsletter banners as added value)										Website banners, 1/2 Pg 6/22												
Tahoe Quarterly (Summer issue Print Ad, dedicated eblast as added value)																		1/2 Pg - Summer Peak Season, dedicated eblast in July				
Edible Reno-Tahoe (Gift Guide)						May/June Gift Guide																
Tahoe.com (Editorial, Conceirge Emails, summer banners)		Full Pg - Summer Issue; Summer banner package; 13 Conceirge Emails (daily emails, 13 weeks June-Aug)																				



TACTIC	TOTAL	% OF TOTAL BUDGET
Digital	\$34,000	41%
Traditional	\$10,000	12%
TOTAL	\$44,000	54%

An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and some submerged vegetation are visible. The kayaker is positioned in the upper left quadrant of the frame. On the right side, there are dense evergreen trees. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the text 'GOALS FOR FY 22/23'.

GOALS FOR FY 22/23



PLANNING OBJECTIVES

- **Develop a plan based off current budget as a baseline.**
- **Analyze creative performance and adjust as needed.**
- **Begin media earlier so it starts in the fall to support year-round.**
- **Continue adjusted flighting so media runs at a heavier frequency during peak seasons.**
- **Balance out traditional placements so it's more even between winter and summer.**
- **Look into additional placements such as local radio and TART buses.**
- **Continue messaging to focus on mountainside in the summer, lakeside in the winter, encourage gift card purchases year-round and increase participation in the Traveler Responsibility Pledge.**