

## 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:** 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 Ski Resort

**Kressa Olguin**, Hyatt Regency | **Kristy Olk**, 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 Placer County Member: **Stephanie Holloway**

North Lake Tahoe Resort Association Board Member: **Ray Villaman**

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### Join Zoom Meeting

<https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09>

**Meeting ID: 898 2933 8624**

**Passcode: 645800**

**+1 669 900 9128 US (San Jose)**

### AGENDA

- |                  |  |
|------------------|--|
| <b>2:00 p.m.</b> | 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. |
| <b>2:05 p.m.</b> | 3. <b>Agenda Amendments and Approval</b>   |
| <b>2:05 p.m.</b> | 4. <b>Approval of Tourism Development Meeting Minutes from Feb 22, 2022</b> <b>Page 1</b>  |
| <b>2:10 p.m.</b> | 5. <b>Action Items:</b><br>a) <b>Summer Media Plan Recommendations &amp; Discussions - Augustine/Mahk/Burke</b> <b>Page 4</b>  |
| <b>2:35 p.m.</b> | 6. Update on Expanded Spring Media Markets - Augustine/Mahk/Burke <b>Page 18</b>   |
| <b>2:45 p.m.</b> | 7. Update on Independence Week Drone Show Sponsorships   |

- 2:50 p.m.** 8. Information on Tourism Cares Meaningful Travel Summit in NLT
- 2:55 p.m.** 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
  - Marketing - Augustine Agency
  - Reno Tahoe Airport Reports
9. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 2:55 p.m.** 10. Committee Member Comments
- 3:05 p.m.** 11. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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## north lake tahoe

Chamber | CVB | Resort Association

### **Tourism Development Meeting Draft - Meeting Minutes – Tuesday Feb 22, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Christine Horvath, Stephanie Hoffman, Caroline Craffey, Connor McCarthy, Vinton Hawkins, Kristy Olk, Wendy Hummer, Stephanie Hummer,

**Staff in attendance:** Tony Karwowski, DeWitt Van Siclen, Katie Biggers, Anna Atwood

**Others in attendance:** Todd Kelly, Kevin Stang, Jamie Olson, Alyssa Reilly, Neil Morse

1. Meeting called to order at 2:04 pm and a quorum was established at 2:10pm
2. Public Comment: None
3. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented HAWKINS/CRAFFEY/UNANIMOUS**
4. **Approval of meeting minutes from Jan 25, 2022**  
**Motion to approve the meeting minutes from Jan 25, 2022 HORVATH/HAWKINS/UNANIMOUS**
5. Introduction of new CEO  
Tony Karwowski introduced himself to the committee members.
6. Introduction of new committee members  
The new committee members introduced themselves to the committee. Connor McCarthy is the Resort Services Director with Homewood Mountain Resort and has been in Tahoe area for more than 15 years, Caroline Craffey is the Communications Manager with the Tahoe Truckee Community Foundation and was previously at Northstar California. Kristy Olk has been in the area for over 30 years and is currently with the Resort at Squaw Creek. Adam Wilson was not present at the meeting today.
7. **Event Sponsorship Action Items:**
  - a) **Adventure Van Expo Sponsorship Agreement for 2022**

Neil Morse presented his event and is requesting \$10,000 in support for his event taking place September 17 and 18<sup>th</sup> at Homewood Mountain Resort. His event has grown to 8 stops around the country. All of his events are well attended. Neil has a great social media following, 37K and has built up a solid e-mail base of 15K. Last year he added live music as recommended by this committee. He is expecting 5,000 guests at the event in September. This year there will be no camping at Homewood Mountain Resort so guests will be staying at local lodging properties. This event is a great opportunity to meet professional adventure van vehicle builders and see their products on display. The show also hosts a cooking classes, a DIY segment and other workshops.

Comments:

    - How does the attendance compare to other shows? Neil shared Homewood does have some constraints, but it is on par with other shows. Hood River is at an entire fairground and a little better attended than Tahoe.
    - A committee member who attended last year asked if there is an entry fee and that it was pretty easy to walk around it. Neil stated it's hard to charge for an event that used to be free and impossible to fence it all off.

**Motion to approve the requested funding of \$10,000 for the Adventure Van Expo  
MCCARTHY/HAWKINS/UNANIMOUS**

**b) High Sierra Archery Sponsorship Agreement for 2022**

Kevin Stang presented his event and is requesting \$5,000 for the event taking place at Homewood Mountain Resort on June 25-26. This year they are setting up three courses and the Whiskey Course will be more demanding with a longer shot distance. New for 2022 is the family course, they are also adding music. This course will have shorter shot distance, easier hiking, and will be great for families. This event features food and beverages, live music, along with a kids and beginners archery range at the base with professional instruction. This event draws people from all over the country in all demographics. This year there is people coming from Bavaria, Germany. This funding would help towards buying targets and with some of the shuttle cost (between Homewood's two parking lot.) This event donates part of the proceeds to Give Hope Foundation, but they would like to utilize a local charity.

**Motion to approve the requested funding of \$5,000 for the High Sierra Archery Event  
HORVATH/CRAFFEY/UNANIMOUS**

**c) Tahoe Cup Paddle Series Sponsorship Agreement for 2022**

Katie Biggers presented on behalf of Tahoe SUP Series. Anik and Jay Wild are requesting \$3,000 in support of their 2022 Lake Tahoe Paddle Racing Series. The events will be taking place June 18, July 23, August 27&28, September 17 in North Lake Tahoe. The funds requested will support marketing initiatives for the race series including event videography, and photography and communication to promote the race series. Their mission is to attract paddlers of all crafts from around the world to enjoy the majestic playground in North Lake Tahoe. This event was awarded \$7,000 through Partnership Funding.

**Motion to approve the requested funding of \$3,000 for the Tahoe SUP Paddle series  
OLK/HORVATH/UNANIMOUS**

**d) Tahoe 100 Mountain Bike Race Sponsorship Agreement for 2022**

Todd Kelly presented the Tahoe 100 Mountain Bike Trail Race happening on July 16. The race takes place within the Golden Triangle of Highway 89,28 and 267 and is also a qualifier for the Leadville Race Series. The race draws 650 competitors and hundreds of friends and family members. This is the 12<sup>th</sup> year of Northstar hosting this event. The ROI on this event is great with 24% staying 3 nights and 33% stayed in Vacation Rentals. Northstar is an official bike park sponsor of Sea Otter and there may be an opportunity to join them as a vendor at the event April 5-10<sup>th</sup>.

Comments:

- Going forward this event should consider moving dates to June.
- Northstar need to work on creatives way of driving lodging to North Lake Tahoe.
- Create a video similar to the "Myrna" video that Alpenglw produced. Some committee members commented that is a costly endeavor. It was also recommended using an "athlete" for a follow a-long mountain bike video.
- Northstar has bike friendly busses and maybe they do a pre-race pick up to encourage stays in Kings Beach/North Lake Tahoe area.

**Motion to approve the \$15,000 for Tahoe 100 with an additional \$5,000 in funding if Northstar can work with NLTRA staff on the additional ask wish list. HUMMER/CRAFFEY/UNANIMOUS**

**e) Fireworks – TCDA Sponsorship Agreement for 2022/NTBA Sponsorship Agreement for 2022**

In 2021, due to COVID and the safety of the North Lake Tahoe community, NTBA and TCDA's Board of Directors in partnership with Placer County, NLTRA and the fireworks producers around the Basin, made the decision to cancel the July 3<sup>rd</sup> fireworks shows for a second year in a row. As fireworks display return to the region, both NTBA and TCDA plan to move forward with the 2022 and is requesting \$50K each in funding due to increased costs and BMP cost. A document was shared explaining the additional increases this year. Alyssa explained that the BMP cost of an estimated \$25K is a new cost that never existed before.

Katie Biggers shared the event document and emphasized if these two organizations were funded at \$50k each, there would still be \$80K left in the event fund bucket. NTBA is doing a hybrid show this year. A hybrid show includes both drones along with fireworks. (She had a drone show scheduled for last year that got canceled and moved to this year.)

**Comments:**

- A committee member questioned if NTBA/TCDA could speak to the changing climate and what Incline is doing? Cost? Alyssa shared that NTBA was scheduled for a drone show last September but due to the wildfires it was postponed. A good quality drone show is very expensive, \$100-\$150K. There are very few drone companies licensed to fly more than 50 drones as they must comply with FAA regulations. She shared there is currently no BMP fees implemented with drone shows.
- What are NTBA's long-term plan for fireworks? Alyssa stated as a small business organization, they are priced out and certainly can't move forward without the support of NLTRA and Placer County. She shared NTBA's fundraising efforts brings in about \$30K from the community which is usually a 6-month long effort.
- One committee member commented that 4<sup>th</sup> of July weekend is already so busy so wouldn't the \$50K be better spent in the fall? Alyssa stated the Fire Department all around the area is in support of doing fireworks as it detours people from bringing in their own, which is a big fire hazard. She also emphasized that is a tourist experience that is expected, and the businesses are in support of it.
- One member questioned if both TCDA and NTBA's Board members are in favor of the Fireworks? Alyssa stated her Board is in support of the fireworks and Jaime shared the same sentiment for the TCDA Board. People are sentimental about these events and this event has grown above and beyond of what they can handle financially, especially with the new addition of BMP fees.
- One member suggested that NTBA do a smaller Firework show since they are doing a drone show. (Instead of the \$60K Firework show, do the \$45K Firework show)
- Has NTBA considered doing a full drone show instead of hybrid? Alyssa has met with their drone vendor, and he is waiting for a proposal for a full drone show. NTBA would still be short \$70K. She recommended if other areas are doing drone shows, we should all use the same vendor to get a price cut. This is how the Fireworks contract is handled between TCDA and NTBA.
- One member recommended funding at a higher level since there is extra funding but moving towards a drone show.
- It was agreed by several committee members that you have to offer programming (fireworks/drone show) at a resort destination over 4<sup>th</sup> of July.
- Alyssa stated the minimum for drone shows over 4<sup>th</sup> of July weekend is \$100K.
- The committee members recommended starting the Firework discussion earlier for next year and it needs to be in line with our sustainability message and being good steward for our destination.
- It was brought up that other communities are having the same struggle with increased cost, and some are charging for their events or charging for parking.

**Direction:**

**No action was taken at today's meeting. The committee members recommended this goes to the NLTRA Board of Directors for more discussion. The committee members are in favor of supporting the events.**

8. Departmental Reports these reports can be viewed on our [website](#).
9. Standing Reports- these reports can be viewed on our [website](#).
10. Committee Member Comments  
Katie Biggers shared this is her last meeting and she is looking forward to working with everyone in her new role as the new Executive Director for TCDA.
11. Adjournment – The meeting adjourned at 4:30pm.

Minutes submitted by,  
Anna Atwood  
NLTRA

# 2021-22 Summer Media Proposal



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The background of the slide is a high-angle photograph of a lake. The water is a vibrant turquoise color, with some darker patches visible. In the foreground, there are large, smooth, grey rocks. To the right, there are several green pine trees with dense needles. The overall scene is bright and natural.

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## SUMMER CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation
- Support Traveler Responsibility Pledge and sustainability efforts.

### Tier 2:

- Increase in-market spending and support of local businesses.
- 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 and experiences.
- Continue to grow destination awareness, brand loyalty and conversation.





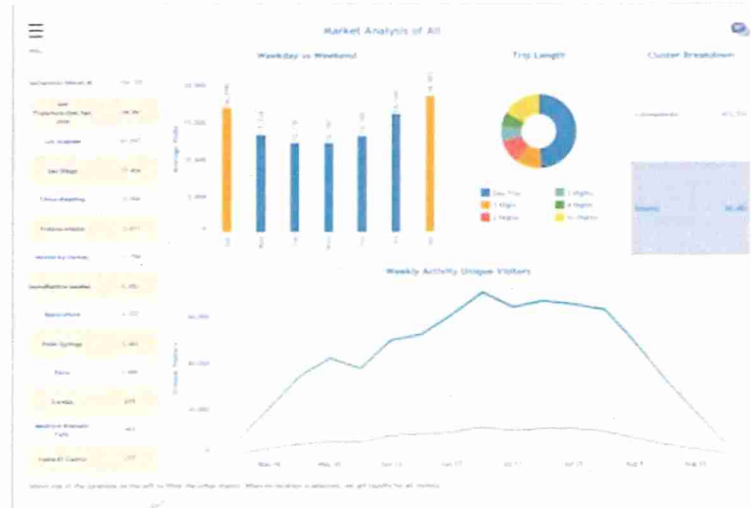
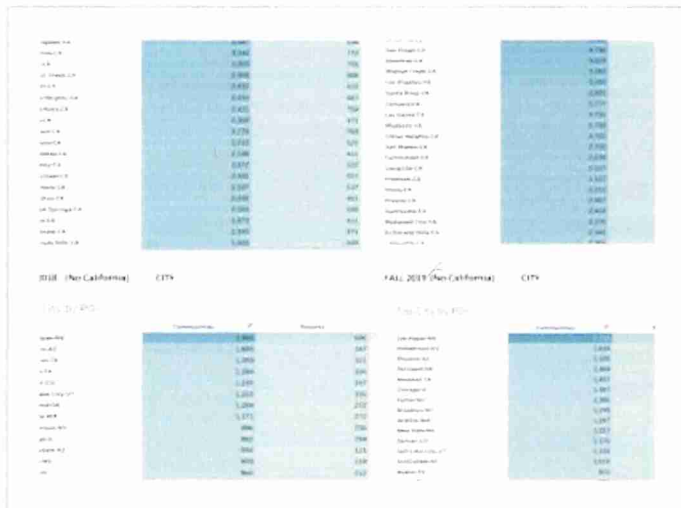
## MEDIA STRATEGIES

- Keep spending geographically close to allow flexibly in the current COVID-19 environment.
  - Use lower budgets to target CA fly markets.
- Target national High-Value audiences.
  - Fly market / 3-year visitor.
  - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
  - TV: Bay Area
  - FB / Insta: In-Market Travelers 75%; Locals 25%



# DATA COLLECTION

- Markets were selected through Google Analytics, Fusion7 and Arrivalist data.
- Fusion7/Arrivalist data informed 2-year visitors for the Summer season.



## FUSION7 & ARRIVALIST DATA – 2020 & 2021 (In-State)

DMA Name	Arrivalist 2021 Visitor %s	Fusion7 2021 Visitors %
San Francisco/Oakland/San Jose	43.80%	34%
Sacramento/Stockton/Modesto	33.00%	35%
Los Angeles	11.20%	15%
San Diego	2.90%	4%
Monterey/Salinas	2.20%	3%
Fresno/Visalia	2.20%	3%
Chico/Redding	2.00%	3%
Santa Barbara/Santa Maria/ San Luis Obispo	1.00%	1%
Bakersfield	0.50%	1%
Palm Springs	0.50%	1%
Reno	0.40%	0%
Eureka	0.10%	0%
Medford/Klamath Falls	0.10%	0%

DMA Name	Arrivalist 2020 Visitor %s	Fusion7 2020 Visitors %
San Francisco/Oakland/San Jose	46.80%	34%
Sacramento/Stockton/Modesto	35.20%	36%
Los Angeles	8.90%	15%
San Diego	2.30%	4%
Monterey/Salinas	2.00%	2%
Chico/Redding	1.60%	2%
Fresno/Visalia	1.30%	2%
Santa Barbara/Santa Maria/ San Luis Obispo	0.80%	2%
Bakersfield	0.40%	1%
Reno	0.40%	0%
Palm Springs	0.10%	0%
Eureka	0.10%	0%
Medford/Klamath Falls	0.00%	0%



## FUSION7 & ARRIVALIST DATA – 2020 & 2021 (All Markets)

DMA Name	Arrivalist 2021 Visitor %s	Fusion7 2021 Visitors %
Sacramento/Stockton/Modesto	21%	28%
San Francisco/Oakland/San Jose	22%	22%
Reno	30%	22%
Los Angeles	6%	10%
San Diego	1.5%	3%
Las Vegas	1%	2%
Fresno/Visalia	1%	2%
Monterey/Salinas	1%	2%
Phoenix	1%	1%
Chico/Redding	1%	1%
Salt Lake City	1%	1%
Seattle	1%	1%
Santa Barbara/Santa Maria/ San Luis Obispo	1%	1%

DMA Name	Arrivalist 2020 Visitor %s	Fusion7 2020 Visitors %
Sacramento/Stockton/Modesto	21%	27%
San Francisco/Oakland/San Jose	26%	20%
Reno	26%	21%
Los Angeles	4%	9%
San Diego	1.4%	2%
Las Vegas	1%	2%
Fresno/Visalia	1%	2%
Monterey/Salinas	1.6%	2%
Phoenix	1%	2%
Chico/Redding	1%	2%
Salt Lake City	.5%	1%
Seattle	.7%	1%
Santa Barbara/Santa Maria/ San Luis Obispo	.5%	1%

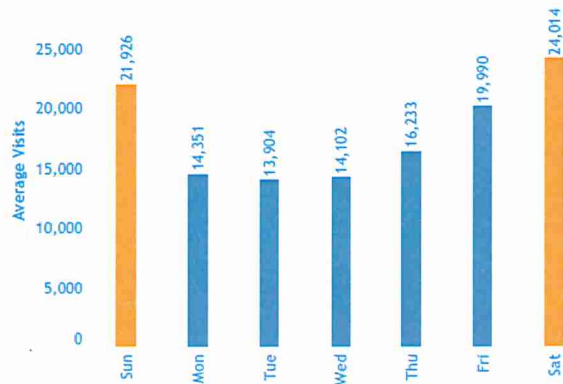


# FUSION7: IN-STATE ONLY – SUMMER 2020

## DMAs

Sacramnto-Stkton-M...	250,318
San Francisco-Oak-San Jose	234,642
Los Angeles	101,724
San Diego	29,069
Monterey-Salinas	16,980
Fresno-Visalia	16,744
Chico-Redding	15,833
SantaBarbra-SanMar..	10,759
Bakersfield	7,152
Palm Springs	2,800
Reno	1,671
Eureka	990
Medford-Klamath Falls	367
Yuma-El Centro	334

## Weekday vs Weekend



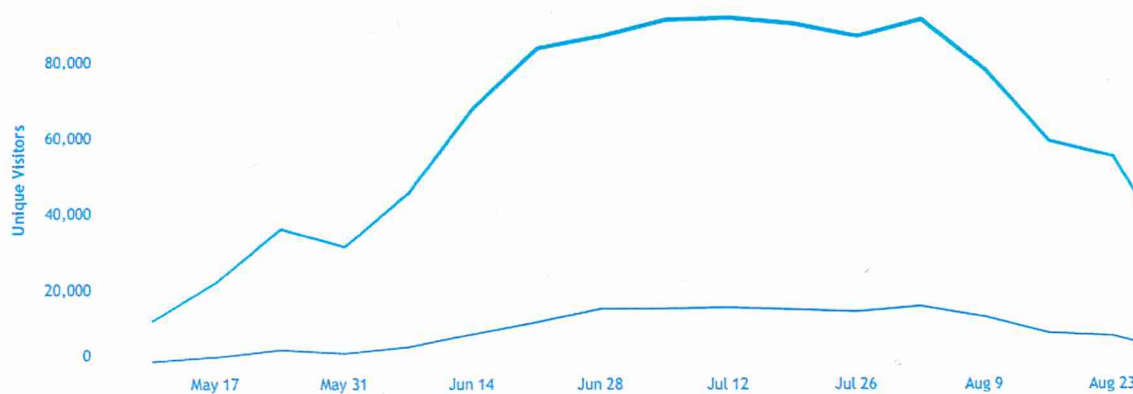
## Trip Length



## Cluster Breakdown



## Weekly Activity Unique Visitors



# FUSION7: IN-STATE ONLY – SUMMER 2021

DMAs

Sacramnto-Stkton-M...	154,108
San Francisco-Oak-San Jose	148,861
Los Angeles	67,597
San Diego	17,466
Chico-Redding	12,986
Fresno-Visalia	12,671
Monterey-Salinas	11,798
SantaBarbra-SanMar..	6,382
Bakersfield	4,729
Palm Springs	2,363
Reno	1,480
Eureka	839
Medford-Klamath Falls	443
Yuma-El Centro	257

Weekday vs Weekend



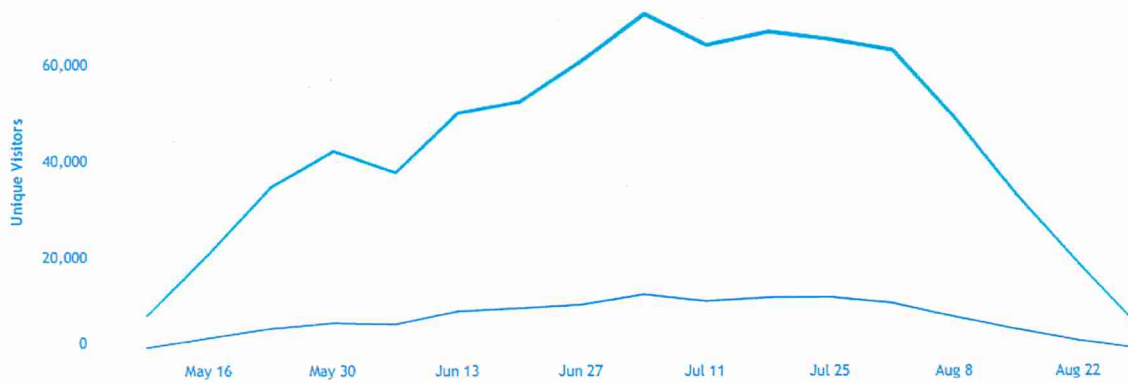
Trip Length



Cluster Breakdown

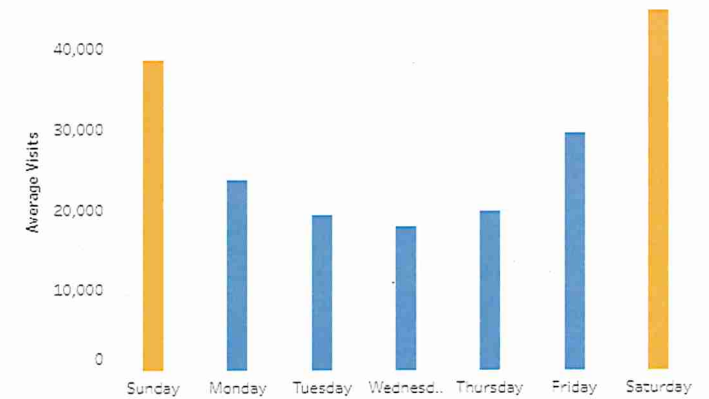
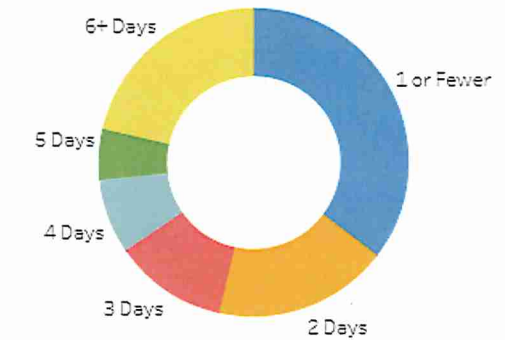


Weekly Activity Unique Visitors



## High Value Visitors

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



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## SUMMER TARGET MARKETS

- Los Angeles, CA
- National Fly Markets / 3 Years Visitor (High Value)



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# TACTICS

## Programmatic Display

- Prospecting and retargeting
- High value / national audiences

## Native Direct

## Search Marketing

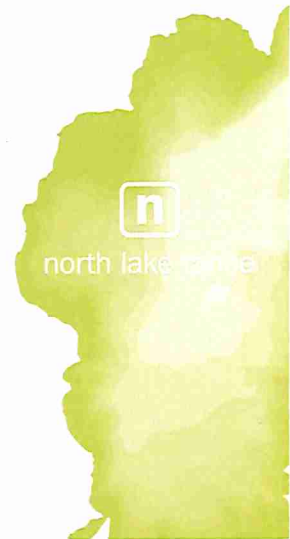
## Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

## KRON TV Segment

## TripAdvisor

## Email



# Consumer Flowcharts



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# CONSUMER MEDIA FLOWCHART – DIGITAL & SOCIAL

## TACTICS

### Programmatic Display

- Prospecting and retargeting
- High value / national audiences

### Native Direct

### Search Marketing

### Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

### KRON TV Segment

### TripAdvisor

### Email

NLT 2021-22 MEDIA PLAN CAMPAIGN: CONSUMER	4Q 2021-22						1Q 2022-23						Gross Total							
	May		June		July		August													
	16	23	30	6	13	20	27	4						11	18	25	1	8	15	22
	2021-22 Fiscal Year: Summer						2022-23 Fiscal Year: Summer													
<b>DIGITAL</b>																				
Programmatic Display PT									TBD							\$1,695				
Programmatic Display RT									TBD							\$847				
Native (direct)									TBD							\$11,300				
Search Marketing									TBD							\$4,520				
<b>Digital Total</b>																\$18,362				
<b>SOCIAL</b>																				
FB/IG PT									TBD							\$1,695				
FB/IG RT									TBD							\$226				
<b>Social Total</b>																\$1,921				
<b>OTA's</b>																				
TripAdvisor (Desktop/Mobile/Audience/etc)									TBD							\$2,260				
<b>OTA's Total</b>																\$2,260				
<b>MISC</b>																				
Email												TBD				\$5,650				
Programmatic Display (High Value / National)									TBD							\$1,695				
FB/IG (High Value / National)									TBD							\$1,695				
<b>MISC Total</b>																\$9,040				
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>																				
TV: Sac/SF (KRON/KCRA/etc)																\$7,910				
FB/IG (In-Market Travelers 75%; Locals 25%)									TBD							\$2,825				
<b>Sustainability/Pledge Totals</b>																\$10,735				
Adserving									TBD							\$226				
Optimization, Reporting, and Management																				
<b>Total Media Investment</b>																\$42,544				
																May-June Total:				
																July-August Estimated Total: \$30,000 - \$40,000				

# 2021-22 Spring Expanded Markets



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# DATA COLLECTION

- Markets were selected per Fusion7 In-state data
- Budget split 63/37 per attendance percentages.

## FUSION7: IN STATE ONLY

<u>2019</u>	<u>2020</u>	<u>2021</u>	
• San Fran	• Sacramento	• San Fran	129k
• Sacramento	• San Fran	• Sacramento	89k
• LA	• LA	• LA	31k
• Monterey	• Chico	• San Diego	9.6k
• San Diego	• Monterey	• Monterey	9.1k
• Fresno	• San Diego	• Chico	6.8k
• Chico	• Chico	• Fresno	5.3k
• Santa Barb	• Santa Barb	• Santa Barb	3.5k

- County
- Monterey Co, CA
- San Benito Co, CA
- Santa Cruz Co, CA
- County
- Fresno Co, CA
- Kings Co, CA
- Madera Co, CA
- Mariposa Co, CA
- Merced Co, CA
- Tulare Co, CA



# CONSUMER MEDIA FLOWCHART – MONTEREY/SALINAS & FRESNO

NLT 2021-22 MEDIA PLAN		Q3 SPRING											Gross Total		
CAMPAIGN: CONSUMER		March			April				May						
		14	21	28	7	14	21	28	4	11	18	25		2	9
Houston, Dallas & LA // Monterey/Salinas & Fresno															
<b>MONTEREY/SALINAS &amp; FRESNO EXPANDED MARKETS (63/37 Budget Split)</b>															
<b>DIGITAL</b>															
Programmatic Display PT															
Programmatic Display RT															
Search Marketing															
<b>Digital Total</b>															\$17,189
<b>SOCIAL - MONTEREY/SALINAS &amp; FRESNO</b>															
FB/IG PT															
FB/IG RT															
<b>Social Total</b>															\$7,868
<b>VIDEO - MONTEREY/SALINAS &amp; FRESNO</b>															
OTT.CTV															
Facebook Video															
TikTok															
Youtube PT															
Youtube RT															
<b>Video Total</b>															\$31,811
<b>OTA's - MONTEREY/SALINAS &amp; FRESNO</b>															
TripAdvisor (Desktop/Mobile/Audience/etc)															
<b>OTA's Total</b>															\$11,973
<b>MISC - MONTEREY/SALINAS &amp; FRESNO</b>															
Email															
<b>MISC Total</b>															\$5,650
Adserving - MONTEREY/SALINAS & FRESNO															\$508
<b>MONTEREY/SALINAS &amp; FRESNO EXPANDED MARKETS</b>															\$75,000