

## 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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### Instruction for Public Participation:

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<https://us02web.zoom.us/j/81474272378?pwd=REJLLy9EQXIrdlFvTU5UQzJxWGZvQT09>

as authorized by AB 361

Meeting ID: 814 7427 2378

Passcode: 028933

Dial by your location

+1 669 900 9128 US (San Jose)

## AGENDA

- |                  |    |   |
|------------------|----|---|
| <b>2:00 p.m.</b> | 1. | Call to Order – Establish Quorum  |
| <b>2:05 p.m.</b> | 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>2:10 p.m.</b> | 3. | <b>Agenda Amendments and Approval</b>   |
| <b>2:15 p.m.</b> | 4. | <b>Approval of Tourism Development Meeting Minutes from May 24, 2022 Page 1</b>   |
| <b>2:20 p.m.</b> | 5. | NLTRA Updates   |
| <b>2:30 p.m.</b> | 6. | Review and Discussion of Fall, MCC and Content Campaign- Augustine <b>Page 4</b>  |

- 3:15 p.m.** 7. Update on 22.23 Event Partnership Funding Cycle – Kimberly Brown
- 3:30 p.m.** 8. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee members.) 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
- 3:35 p.m.** 10. Committee Member Comments
- 3:45 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 May 24, 2022**

The Tourism Development Meeting was held via Zoom video conferencing.

**Committee Members that joined via teleconference:** Carlyne Fajkos (Chair), Becky Moore (Vice Chair), Brit Creeze, Caroline Craffey, Connor McCarthy, Christine Horvath, Wendy Hummer, Kristy Oik, Adam Wilson

**NLTRA Board Member:** Alyssa Reilly

**Staff in attendance:** Amber Burke, Tony Karwowski, Anna Atwood

**Others in attendance:** Cathy Nanadiego, Lindsay Moore, Steph Straw, Taylor Eck, Yulianna Cisneros

1. Meeting called to order at 2:08pm and a quorum was established.
2. **Approval of Resolution 2022.08**  
**Motion to approve the resolution 2022.08 MCCARTHY/HUMMER/UNANIMOUS**
3. **Public Forum – No public forum**
4. **Agenda Amendments and Approval**  
**Motion to approve the agenda as presented Moore/Craffey/UNANIMOUS**
5. **Approval of meeting minutes from April 26, 2022**  
**Motion to approve the meeting minutes from Mar 29, 2022 as presented MOORE/MCCARTHY/Carried with Creeze, Horvath, Oik, Reilly abstaining**
6. **Review & Approval of NLTMC 2022/23 Strategic Overview - Augustine**  
Burke provided a quick history on the 2022/23 Strategy overview. NLTRA and Incline Village Crystal Bay Visitors Bureau met with the whole Augustine team at the end of April. The whole team looked at performance in the last fiscal year and discussed new initiatives and changes going forward.

Nanadiego with Augustine provided a high-level overview of recommendations and objectives.

#### Website and SEO:

- Increase time on site and decrease bounce rates. Identifying top pages that are high in traffic and bounce rate and adjusting each one. Increase pages per session by adding CTAs throughout.
- Replace filtered pages with actual pages and unique content
- Page creation
- Site Structure

#### Comments:

- Hummer questioned why the lodging deals page goes right back to the lodging pages? Does that mean there are no current lodging deals? Nanadiego shared that is correct and Burke stated there will be reminder about properties adding their deals.
- Hummer shared the messages NLTRA may not be going to the correct people anymore due to staff changes. Burke shared she is aware of this and there is more education to be done on this.

#### Consumer Media:

- Flexibility built within plan and seasonality focus during Spring/Fall
- Visitation data used to guide decisions (Fusion7, Arrivalist, Google Analytics)

- Maintain sustainability messaging
- Break away from the Destination Marketing noise and introduce new tactics

Comments:

- Horvath questioned if it's a little misleading showing these markets as it doesn't include Monterey and Salinas. She also questioned if New York is on the radar at all for winter? Burke shared the pie chart is showing what happened last year and spring was pulled out because it was so big. She also stated that New York is on the NLTRA's radar for winter.

Social Media:

- Focus on seasonal content creation for platforms in conjunction with our content creators and influencers
- Concentrate on tailoring content per platform based on 2021-2022 audience findings and trends
- Align paid media efforts with organic content and leverage giveaways for experiences.
- Focus efforts on video content creation and real time content to showcase the destination from a POV perspective.
- Build TikTok seasonal videos and tie in paid media tactics to organic strategy and use CrowdRiff to source seasonal imagery.

Public Relations:

- Target top tier luxury media publication. Align with Paid media and aligning sales efforts with Bart Peterson for our international Canadian market.
- Stronger integration with owned and paid channels.
- Peak Season: Education and Shoulder Season: Driving Visitation
- Messaging: Align with brand pillars.

Meetings and Conventions Media Strategy & Creative:

- Balance media platform opportunities and continue year-round presence among audiences
- Utilize lead generation program through Meetings Today and incorporate audience matching through social retargeting
- Maintain presence through social/programmatic using prospecting and retargeting and utilizing video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract

Comments:

- Hummer questioned if NLTRA will be doing any coop program for MCC again? Burke shared the recent Expedia we did not have enough partner participation and it was pushed to late fall, early winter. She will explore and look at opportunities. Hummer suggested maybe looking into a Destination Sponsorship and showcase some properties and venues.

**Motion to approve the NLTMC Strategic Plan for 2022/23 CRAFFEY/MCCARTHY/UNANIMOUS**

7. Review of Draft 22/23 FY Coop Budget – Amber Burke  
Burke shared a high-level overview of the draft 2022/23 budget for the Marketing Cooperative and compared to last year and FY 19/20. She reviewed funding coming from both NLTRA and Incline Village Crystal Bay Visitors Bureau and the next four weeks will be spent looking at all the line items for all the different department expenses. The intentions are to return to the FY 19/20 budget levels. The timing and messaging will be very different, and she outlined some of the departments that are increasing budget.
8. New Creative/Content Campaigns Update – Amber/Augustine  
Burke shared there is a new Creative/Content Campaign that ties in with the overarching objectives that was just discussed. These will be running on all of the owned channels in addition to paid media.
  - NLT + You and Me. This campaign will focus on sharing a video or image of their favorite place in North Lake Tahoe, the post copy must include where it is. This campaign will also ask to share which Traveler Responsibility Pledge they followed on their trip and be asked to tag @gotahoenorth.com and 3 friends for a chance to win a North Lake Tahoe Gift card. This challenge was just launched.
  - The NLT Challenge. This challenge we are asking them to choose their challenge, The Active Traveler (the month of Aug), The Conscious Traveler (September Sustainable challenge), The Scenic Traveler (October challenge). Visitors can do the challenge at their own pace over the course of a few months to encourage

multi-night stays. Visitors can share images on a dedicated landing page of them doing the challenge to earn digital badges.

- Go To Towns Challenge. This will focus on the 12 towns and will be designed to showcase each town's offerings to encourage full week stays and multiple visits. There will be 3-4 itineraries for travelers to download.

9. LTVA Rebrand Update & Discussion – Augustine/Amber

Lake Tahoe Visitors Authority recently announced they will be relaunching a rebrand, calling themselves Visiting Lake Tahoe. Burke shared there was a lengthy discussion at the Strategy meeting, and she will continue to bring information on this to future meetings.

Nanadiego shared a condensed overview of the discussion that took place at the Strategy meeting. Burke shared there were discussions on the pros and cons of using a lake wide name or sticking with North Lake Tahoe. She reminded everyone there is a lot of differentiators that makes North Lake Tahoe special and there is already a lot of brand recognition built up already. What came out of the meeting was the need to stay strong and true to North Lake Tahoe.

Comments:

- Hummer commented that what LTVA is doing is a bit confusing to the consumer and to residents. She recommended keeping North Lake Tahoe.
- Fajkos shared that changing the name would create even further chaos and confusion.
- Wilson stated that South Lake Tahoe has done several rebranding, and nothing is sticking because it's not authentic. He recommended staying the course and watch it.
- Horvath shared it is a dis-service to the end user and North Lake Tahoe has done a great job. She also shared that she constantly talks to people staying in South Lake Tahoe that wishes they knew more about North Lake Tahoe.

10. Update on Destination Stewardship Tahoe Project – Tony Karwowski/Amber Burke

Karwowski shared there is a new regionwide destination stewardship project underway. Both NLTRA and IVCBVB are involved and shared the new website [www.stewardshiptahoe.org](http://www.stewardshiptahoe.org). The website just launched, and it includes a series of workshop that starts next week. He encouraged everyone to participate in the workshops and this will start to build initiatives. There is a lot of partners around the table for this effort including the Forest Service, all the DMOs and public agencies so it's a great cooperative effort. It's important that the communities get engaged in this process. This visioning workshop will help draft a stewardship plan and is expected to be done in December/January.

11. Departmental Reports these reports can be viewed on our [website](#).

12. Standing Reports- these reports can be viewed on our [website](#).

13. Committee Member Comments – No committee members comments. Burke reminded everyone there is no meeting in June.

14. Adjournment – The meeting adjourned at 3:29pm

Minutes submitted by,  
Anna Atwood  
NLTRA

# Tourism Development Committee – August 2022



north lake tahoe

An aerial photograph of a lake with clear, turquoise water. In the upper left, a person is kayaking. In the lower center, a white dog is swimming. The shoreline is visible with rocks and evergreen trees. A semi-transparent white box is overlaid on the center of the image, containing the agenda text.

# AGENDA

- **Fall Consumer Campaign**
- **MCC Campaign**
- **Content Campaigns**
  - **NLT + Me**
  - **North Lake Tahoe Challenge**

An aerial photograph of a kayaker on a lake. The water is a deep, clear blue. The kayaker is in a tan kayak, positioned in the upper left quadrant. The lake is surrounded by green trees and large, light-colored rocks. A semi-transparent white rectangular box is centered over the image, containing the text "FALL CONSUMER CAMPAIGN" in a bold, dark blue font.

# FALL CONSUMER CAMPAIGN



## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

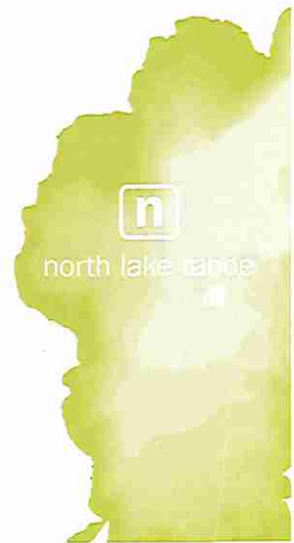
### Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts
- 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



# STRATEGIES

- Omicron/COVID considerations
  - Continue flexibility in plan
  - Prioritize media channels that can be easily adjusted vs traditional media
- Visitation data used to guide decisions (Fusion7, Arrivalist, etc)
  - Target markets
  - Media channels
  - Audience segments, persona's, etc.
  - High value visitors
- Maintain sustainability messaging
- Continue the fall Secret Season campaign messaging



# TARGET MARKETS



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# DATA COLLECTION

- Markets were selected based on Fusion7, Arrivalist, Google Analytics and flight data research.
- Analyzed past fall visitation trends from 2019, 2020 and 2021 and October 2022 flight data.



Average Cost											
		Allegiant	Alaska	American	Delta	Frontier	JetBlue				
Direct Flight	Total Direct Flights/day	Average Flight Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	# of Direct flight per day	
EA	x	5	\$ 97	\$ 97	5						
-PDX	x	2	\$ 190	\$190	2						
-PHX	x	6	\$ 199			\$233	4				
-JFK	x	1	\$ 280							\$280	
-LGA	0	-									
	x	14	\$ 179		\$117	2	\$255	4	\$267	3	\$117
-SAN	x	2	\$ 137								
-LAX	x	10	\$ 156	\$79	2				\$111	1	
BRD	x	3	\$ 373			\$345	2				
HAL	x	0	-								
LAH	x	1	\$ 500								
DFW	x	8	\$ 213						\$180	1	
	x	1	\$ 199			\$199	1				
MDW-SAT	0	-									
LUS	x	1	\$ 407			\$407	1				

Key: Direct flights in both directions

Sacramento - SMF										
		Allegiant	Alaska	American	Delta	Frontier	JetBlue			
Direct Flight	Total Direct Flights	Average Flight Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	Cost	# of Direct flight per day	# of Direct flight per day
EA	x	12	\$ 225	\$137	6					
-PDX	x	6	\$ 218	\$216	3			\$207	5	
-PHX	x	11	\$ 190			\$212	4			\$ 83
-JFK	0	-								
-LGA	0	-								



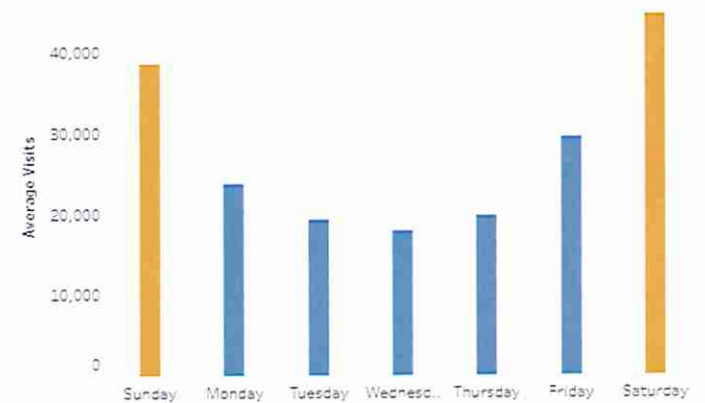
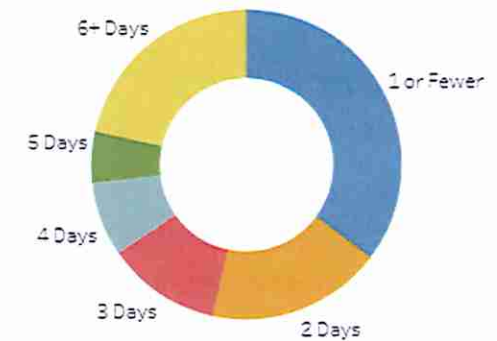
## FALL MARKETS

- Los Angeles
- Phoenix
- Seattle
- Portland



## 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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# MEDIA TACTICS

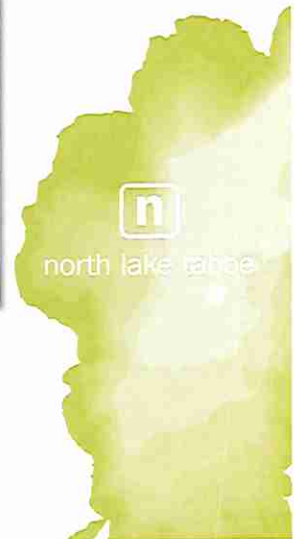


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# MEDIA TACTICS

## Digital

- Programmatic display and native
- Rich Media
- Native direct to publisher
- Google Max (Search, Youtube, Display and Gmail ads)
- Social
  - Facebook
  - Instagram
  - Instagram Stories
  - Twitter
  - TikTok





# MEDIA TACTICS

## Video

- OTT/Connected TV
- Facebook Video
- Youtube Search Retargeting

## OTA's

- TripAdvisor
- Expedia
- TravelZoo

## Miscellaneous

- Email (1x)
- Weekend Sherpa
- Sustainability (Social)



# GOOGLE PERFORMANCE MAX

- Goal-based campaign type that drives conversions across all Google advertising channels:
  - YouTube, Display, Search, Gmail and Maps
- New audiences available across channels.
- Simplified campaign management and optimization.
- Google Ads automation uses machine learning to better adapt audience and budget optimizations towards campaign goals.

# NLT BENEFITS

- Drives smarter conversions – TOS 115 conversions goal for Consumer and MCC campaigns.
- Maximizes campaign performance across all Google platforms.
- Goes beyond keyword-based Search campaigns to win additional reach and conversion value.



# CONSUMER FLOWCHARTS



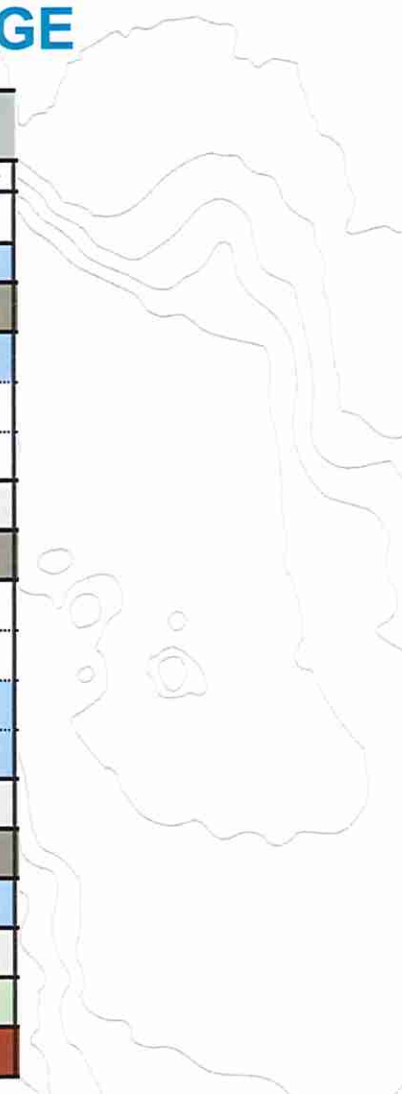
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# CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2022-23 MEDIA PLAN  CAMPAIGN: CONSUMER	2Q 2022										Gross Total
	September				October				November		
	29	5	12	19	26	3	10	17	24	31	
	Fall										
<b>DIGITAL</b>											
Programmatic Display PT											
Programmatic Display RT											
Native (programmatic)											
Rich Media											
Google Max (Search, YouTube, Gmail Ads)											
<b>Digital Total</b>											\$150,224
<b>SOCIAL</b>											
FB/IG PT											
FB/IG RT											
IG Stories											
Twitter											
<b>Social Total</b>											\$36,492
<b>VIDEO</b>											
OTT.CTV											
Facebook Video											
TikTok											
Youtube Search RT											
<b>Video Total</b>											\$88,187

# CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

NLT 2022-23 MEDIA PLAN  CAMPAIGN: CONSUMER	2Q 2022											
	September				October				November			
	29	5	12	19	26	3	10	17	24	31	7	
	Fall											
<b>OTA's</b>												
TripAdvisor (Desktop/Mobile/Audience/etc)												
Expedia (Co-op)												
TravelZoo (Co-op)												
<b>OTA's Total</b>												
<b>MISC</b>												
Email												
Weekend Sherpa (LA)												
Programmatic Display (High Value / National)												
FB/IG (High Value / National)												
<b>MISC Total</b>												
<b>SUSTAINABILITY/PLEDGE/TART/etc</b>												
FB/IG (In-Market Travelers 75%; Locals 25%)												
<b>SUSTAINABILITY/PLEDGE/TART/etc Totals</b>												
Adserving												
<b>Total Media Investment</b>												



# CREATIVE EXAMPLES



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# FALL CREATIVE - DISPLAY

north lake tahoe  
it's human nature

**SOAK IN  
MID-WEEK  
SPECIALS**  
SPEEDBOAT  
BEACH, CA

PLAN NOW

north lake tahoe  
it's human nature

**YOUR FALL FAMILY  
ADVENTURE AWAITS**  
TAHOE CITY, CA

PLAN NOW

north lake tahoe  
it's human nature

**DISCOVER FALL'S  
VIBRANT BEAUTY**

BOOK NOW

**WIN BIG WITH  
MID-WEEK SPECIALS**  
CRYSTAL BAY, NV

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it's human nature

PLAN NOW

**FRESH MOUNTAIN AIR  
IS CALLING YOUR NAME**  
INCLINE VILLAGE, NV

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it's human nature

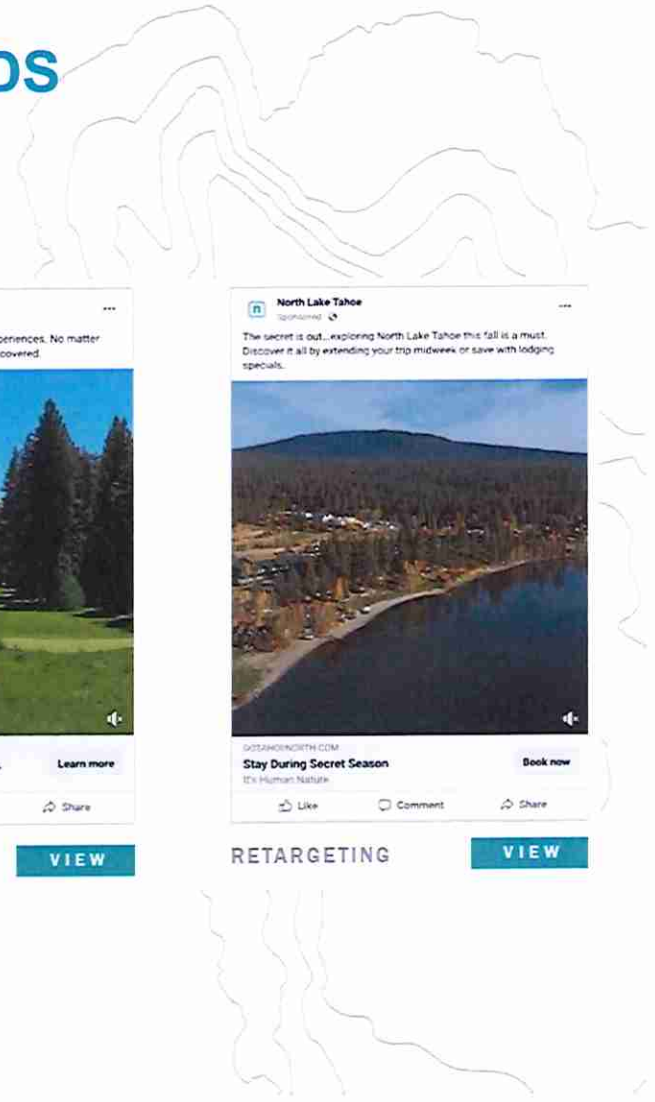
PLAN NOW

**MAKE A POSITIVE IMPACT.  
TRAVEL RESPONSIBLY.**

north lake tahoe  
PLAN NOW



# FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS



**North Lake Tahoe**  
Sponsored

Savor, stroll and soar this fall in North Lake Tahoe. From breathtaking mountains to crystal blue waters your adventure awaits.

gotahoenorth.com  
**Plan an Unforgettable Secret Season Getaway**

Learn more

Like Comment Share

**North Lake Tahoe**  
Sponsored

Elevate your senses, take in breathtaking views and put some adventure in your life this fall in North Lake Tahoe.

gotahoenorth.com  
**Make the Most of Your Trip - Stay Midweek**  
Explore Fall Lodging Specials

Like Comment Share

MILLENNIAL [VIEW](#)

**North Lake Tahoe**  
Sponsored

Tee up a good time or live it up with luxury experiences. No matter how you get away the Secret Season has you covered.

gotahoenorth.com  
**Stay for it all. Extend your trip midweek.**  
Discover Fall Lodging Specials

Like Comment Share

BOOMER [VIEW](#)

**North Lake Tahoe**  
Sponsored

The secret is out...exploring North Lake Tahoe this fall is a must. Discover it all by extending your trip midweek or save with lodging specials.

gotahoenorth.com  
**Stay During Secret Season**  
It's Human Nature

Like Comment Share



RETARGETING [VIEW](#)



# FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

**n** North Lake Tahoe  
Sponsored · 1/18

Experience the beauty of the secret season.  
Make the most of your trip, see it all and extend  
your stay midweek.





**Tee Up an Adventure** **Learn more** **Pause for Some N**

Like Comment Share

**n** North Lake Tahoe  
Sponsored · 1/18

Make the most of your stay with lodging  
specials and explore all the beauty and  
adventure of the secret season.





**Enjoy Midweek Adventures** **Book now** **Explore Special**

Like Comment Share

**n** North Lake Tahoe  
Sponsored · 1/18

Make the most of your stay with lodging  
specials and explore all the beauty and  
adventure of the secret season.





**Explore Lodging Specials** **Book now** **It's Na**

Like Comment Share

**n** North Lake Tahoe  
Sponsored · 1/18

Make the most of your stay with lodging  
specials and explore all the beauty and  
adventure of the secret season.





**now** **It's Human Nature** **Book now**

Like Comment Share

# FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

**n** North Lake Tahoe  
Sponsored · 🌐

The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.



**Rethink Your Workspace** [Learn more](#) **Reimag Team E**

👍 Like    💬 Comment    ➦ Share

**n** North Lake Tahoe  
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The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.



**Reimagine Team Building** [Learn more](#) **Re Na**

👍 Like    💬 Comment    ➦ Share

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The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.



**more** **Refresh in Nature** [Learn more](#)

👍 Like    💬 Comment    ➦ Share

# FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS



 **North Lake Tahoe** Sponsored · 

Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.






**Be Prepared** [Learn more](#) **Travel Responsibly**




 Like  Comment  Share



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Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.



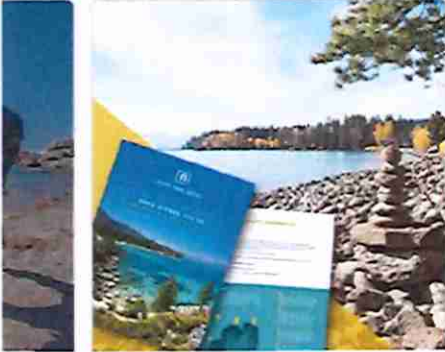


**Travel Responsibly** [Learn more](#) **Get the Guide**




 Like  Comment  Share

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Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.





**Get the Guide** [Learn more](#) **Be Prepared**

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# SUSTAINABILITY – FIRE SAFETY

**n North Lake Tahoe** Sponsored · 🔒

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.





**Fire and Health Safety Tips** [LEARN MORE](#) **Sign Up Alerts**

Like Comment Share

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Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.




**Sign Up For Alerts** [LEARN MORE](#) **Sta**

Like Comment Share

**n North Lake Tahoe** Sponsored · 🔒

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.



**Stay Informed** [LEARN MORE](#)

Like Comment Share

# SUSTAINABILITY – TART CONNECT

North Lake Tahoe Sponsored

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.

**TART Connect service map** Learn more

**Just tap and go!** Learn more

**Just tap, relax and go!** Learn more

Like Comment Share

Carousel Ad

North Lake Tahoe Sponsored

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.

**Get the app!** Learn more

Like Comment Share

North Lake Tahoe Sponsored

Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more.

gotahoenorth.com  
**TART Connect** Learn more

Like Comment Share

North Lake Tahoe Sponsored

TART Connect offers a free and easy way to get around North Lake Tahoe. Servicing three zones from Incline Village to Tahoma.

gotahoenorth.com  
**Free Shuttle Service** Learn more

Like Comment Share

Single Image Ads

# SUSTAINABILITY – TRAVELER RESPONSIBILITY PLEDGE





 **North Lake Tahoe**  
Sponsored ·   

No feeding, poking or taking selfies with bears.  
Just keep things natural, wildlife depends on it.




gotahonorth.com  
**Keep Wildlife Wild**  
Take the Pledge [Learn more](#)




 Like  Comment  Share

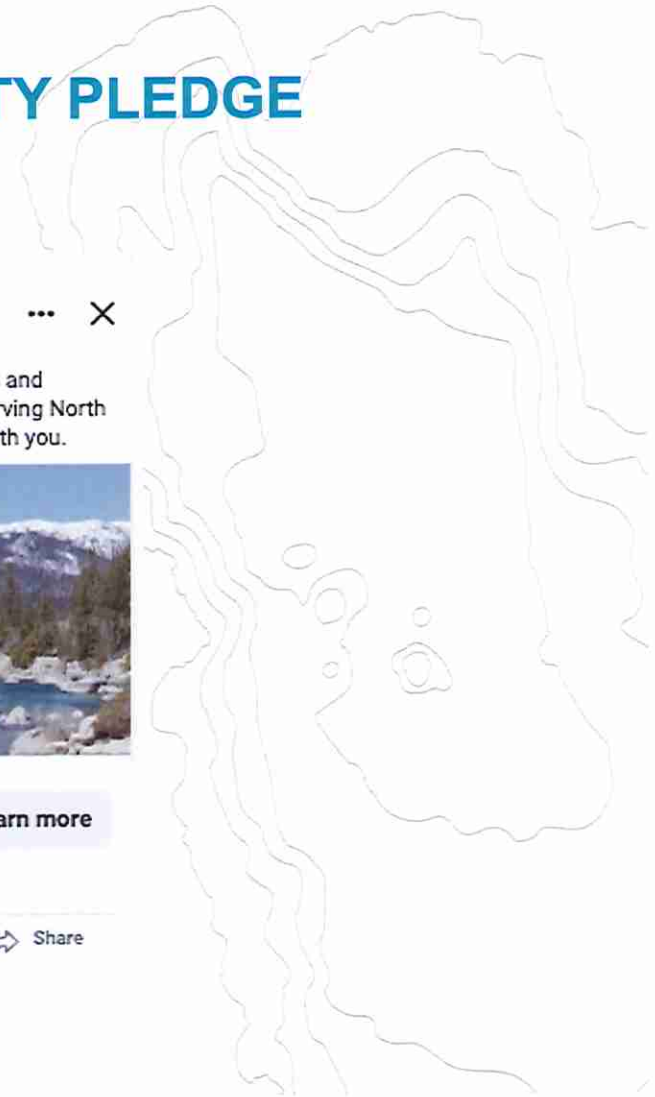
 **North Lake Tahoe**  
Sponsored ·   

From picturesque crystal blue waters and  
towering tree-lined mountains, preserving North  
Lake Tahoe's natural beauty starts with you.



gotahonorth.com  
**Take the Traveler  
Responsibility Pledge** [Learn more](#)

 Like  Comment  Share



An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is positioned in the upper left quadrant of the frame. The water is exceptionally clear, revealing large, light-colored rocks at the bottom. The right side of the image is framed by the dense, green foliage of evergreen trees. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the title text.

# **MCC Media Strategy & Tactics**

## Objectives

- Balance media platform opportunities
- Continue year-round presence among audiences, refreshing the amenities campaign creative as needed
- Utilize lead-gen program through *Meetings Today* or incorporate audience matching through social retargeting
- Maintain presence through social/programmatic using prospecting and retargeting
- Utilize video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract



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# MEDIA TACTICS

## Digital

- Programmatic display retargeting
- Geofencing 2x conferences

## Social

- LinkedIn
- FB/IG retargeting

## Miscellaneous

- LeadGen or Social retargeting
- Email
- CVENT



# MEDIA FLOWCHART

NLT 2022-23 MEDIA PLAN	1Q 2022									2Q 2022									3Q 2023									4Q 2023									Gross Total													
CAMPAIGN: Meetings	July			August			September			October			November			December			January			February			March			April			May			June																
	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27		3	10	17	24	1	8	15	22	29	5	12	19	26
	Summer						Fall						Winter						Spring						Summer																									
DIGITAL																																																		
Programmatic Display RT																																																		
Geofencing (2 Conferences)																																																		
Digital Total																																		\$6,780																
SOCIAL																																																		
LinkedIn																																																		
FB/IG RT																																																		
Social Total																																		\$18,090																
VIDEO																																																		
Facebook Video RT																																																		
LinkedIn Video																																																		
Youtube RT																																																		
Video Total																																		\$15,255																
MISC																																																		
Meetings Vendor - Social Targeting																																																		
Email (MT)																																																		
MISC Total																																		\$15,594																
CVENT																																																		
CVENT																																																		
Adserving																																																		
Optimization, Reporting, and Management																																																		
<b>Total Media Investment</b>																																		<b>\$68,365</b>																

# CREATIVE EXAMPLES



north lake tahoe

# CREATIVE EXAMPLES - DISPLAY

AMENITY NO. 26

## Audio & Visual

CONNECTIONS COME STANDARD



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it's human nature

PLAN YOUR MEETING

AMENITY NO. 18

PERFECT FOR

## Breakout Sessions

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



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it's human nature

AMENITY NO. 34

## Room to Project

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



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AMENITY NO. 3

## Spacious Conference Rooms



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it's human nature

PLAN YOUR MEETING

# CREATIVE EXAMPLES - SOCIAL

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
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# CREATIVE EXAMPLES - VIDEO



An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in a red kayak, positioned in the upper left quadrant. The water is exceptionally clear, revealing large, light-colored rocks at the bottom. The right side of the image is framed by the dense green foliage of evergreen trees. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "NLT + ME" in a bold, dark blue font.

**NLT + ME**

## Overview

- Objective: Encourage people to engage with North Lake Tahoe social channels by share their favorite experience and bringing more attention to the Traveler Responsibility Pledge. The goal is to show the world what we're protecting and how we're doing it.
- People share their favorite North Lake Tahoe spot/experience with a video or photo and post about what they're doing to protect the region, featuring one of the [six traveler responsibility pledge tenets](#).
- Participants will be entered to win a 2-night stay at the Inn at Boatworks, dinner for two at Mirada Tacos & Tequila and a \$250 North Lake Tahoe gift card.



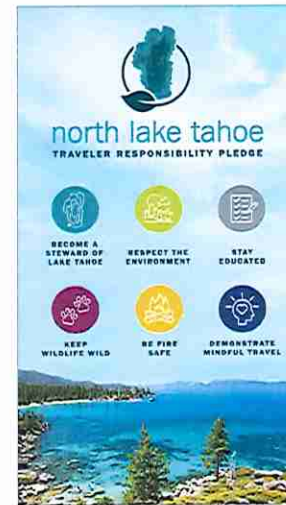
north lake tahoe





# Tactics

- Landing Page
- Organic Social – custom story and reels
- eNewsletter Content
- Partner Toolkit
- CA Now Story



Instagram

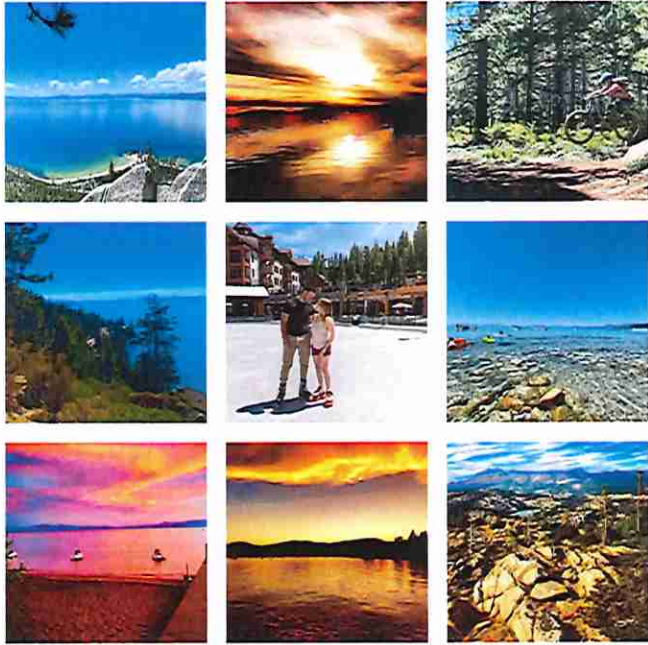
Search

Log in Sign up

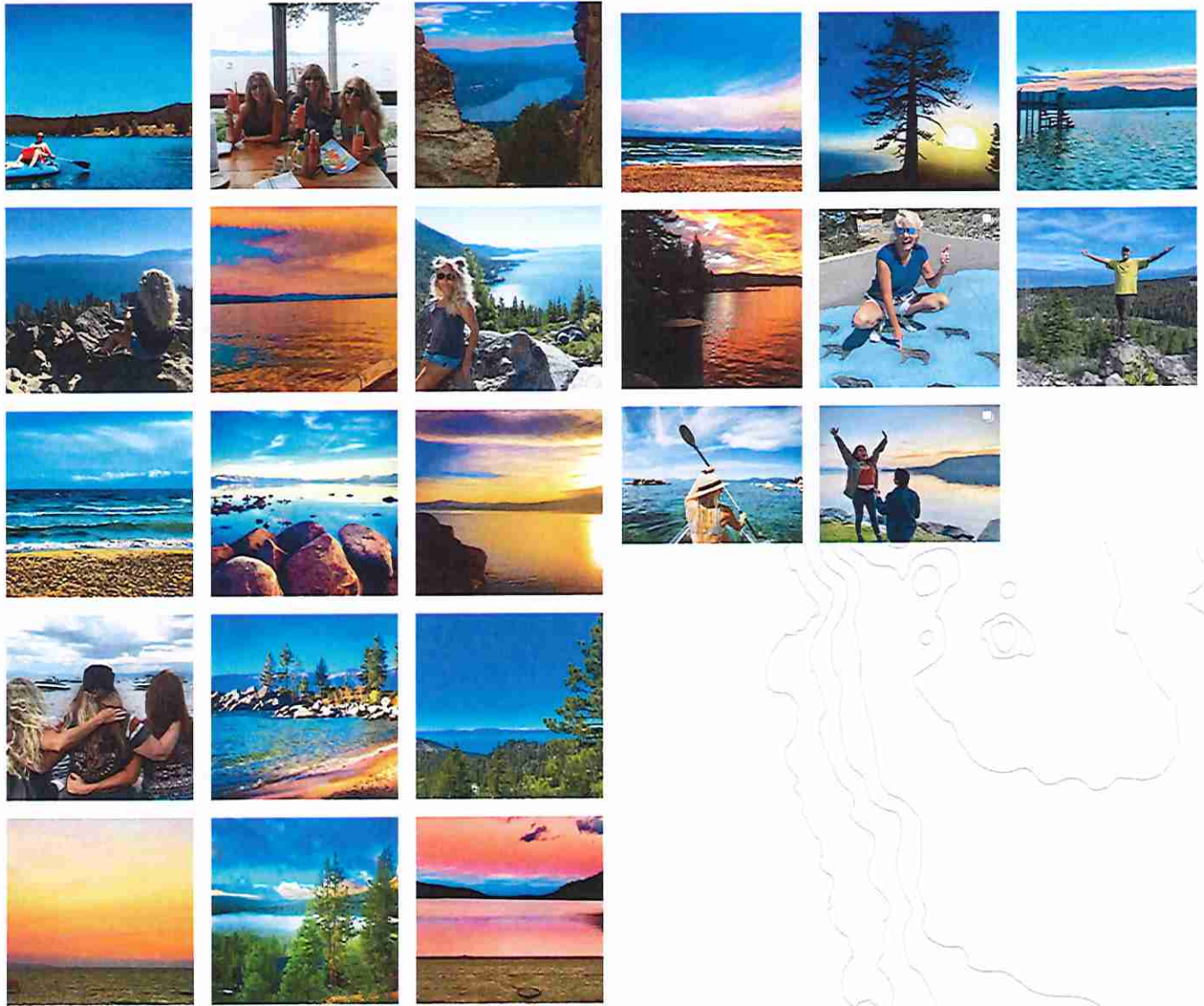


#nltandme  
45 posts

Top posts



Most recent

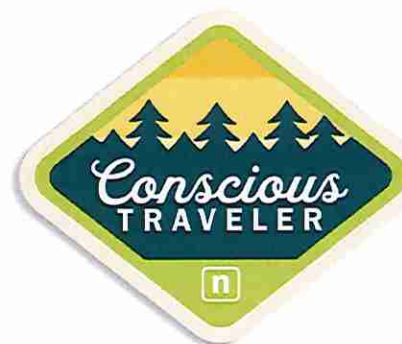


An aerial photograph of a kayaker on the turquoise waters of North Lake Tahoe. The kayaker is positioned in the upper left quadrant of the frame. The water is exceptionally clear, revealing large, light-colored rocks beneath the surface. In the lower right, the dense green foliage of evergreen trees borders the lake. A semi-transparent white rectangular box is centered over the image, containing the text "NORTH LAKE TAHOE CHALLENGE" in a bold, dark blue, sans-serif font.

# NORTH LAKE TAHOE CHALLENGE

## Overview

- Objective: Promote activities across the region during August – October 2022 including outdoor adventure, sustainable practices and town-related activities.
- Participants can choose to participate in any or all of the three challenges including the Active Traveler, Conscious Traveler and Scenic Traveler challenges.
- Participants receive a digital badge for the particular challenge they participate in and are entered to win a 2-night stay at Mourelatos Lakeside Resort.
- Each month has a theme featuring a particular challenge, but participants can complete whichever challenge suits their needs.



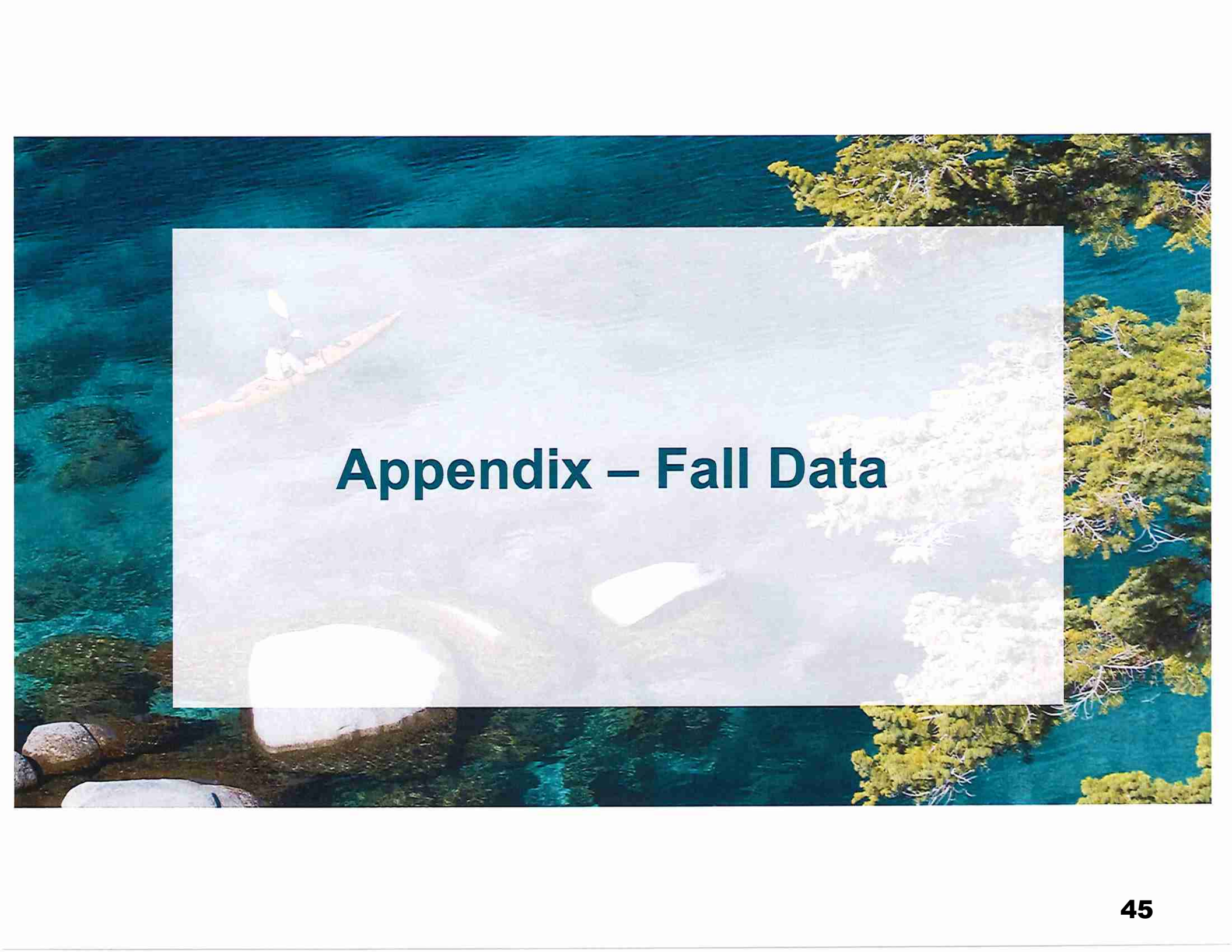
## Tactics

- Landing Page
- Digital Badges
- Stickers (Printed + Digital)
- Organic Social/eNewsletter Content
- Badge Emails
- Partner Toolkit
- Blog
- CA Now Story



A scenic view of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing the text "Thank You!". The background shows a person in a kayak on a clear blue lake, with large white rocks in the foreground and green trees on the right side. The text "Thank You!" is centered in a bold, dark blue font within the white box.

**Thank You!**

An aerial photograph of a kayaker on a lake. The water is a vibrant turquoise color. In the foreground, there are large, light-colored rocks. To the right, there are green evergreen trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Appendix – Fall Data" in a dark blue font.

## Appendix – Fall Data

# FLIGHTS (as of mid July 2022)

## October 2022 Flights (9/29 - 10/7) & (10/3 - 10/7)

RENO - RNO		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	4	\$250
Portland - PDX	2	\$238
Phoenix - PHX	5	\$278
New York - JFK	1	\$291
New York - LGA	0	-
LA - LAX	9	\$171
San Diego - SAN	2	\$197
Las Vegas - LAS	12	\$172
Chicago - ORD	0	-
Dallas - DAL	4	\$412
Houston - IAH	1	\$377
Denver - DEN	7	\$258
SLC - SLC	4	\$383
San Antonio - SAT	0	-
Austin - AUS	1	\$438
1 STOP (AVG OF TOP 4)		
New York - JFK	44	\$509
New York - LGA	39	\$627
Chicago - ORD	59	\$431
San Antonio - SAT	45	\$493

SACRAMENTO - SMF		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	15	\$193
Portland - PDX	7	\$250
Phoenix - PHX	9	\$248
New York - JFK	1	\$295
New York - LGA	0	-
LA - LAX	17	\$200
San Diego - SAN	26	\$116
Las Vegas - LAS	16	\$147
Chicago - ORD	4	\$457
Dallas - DAL	1	\$423
Houston - IAH	1	\$416
Denver - DEN	12	\$273
SLC - SLC	6	\$226
San Antonio - SAT	0	-
Austin - AUS	1	\$286
1 STOP (AVG OF TOP 4)		
New York - JFK	51	\$416
New York - LGA	55	\$590
Chicago - ORD	106	\$385
San Antonio - SAT	54	\$379

KEY
9/29 - 10/7
10/3-10/7
1-Oct
Economy Class
nonstop
Chrome incognito browser
Google flights & Southwest.com



# FUSION7/ARRIVALIST FALL: ALL MARKETS

FUSION7					
Fall 2019 (Top 20)		Fall 2020 (Top 20)		Fall 2021 (Top 20)	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramnto-Stkton-Mod	31.6%	Sacramnto-Stkton-Mod	31.9%	Sacramnto-Stkton-Mod	32.3%
San Francisco-Oak-San	19.0%	San Francisco-Oak-San	21.5%	Reno	25.4%
Reno	28.1%	Reno	25.0%	San Francisco-Oak-San	21.8%
Los Angeles	5.3%	Los Angeles	6.6%	Los Angeles	6.7%
San Diego	1.4%	San Diego	1.6%	San Diego	0.1%
Monterey-Salinas	1.3%	Las Vegas	1.6%	Phoenix -Prescott	1.2%
Las Vegas	1.5%	Fresno-Visalia	1.5%	Las Vegas	1.6%
New York	1.3%	Monterey-Salinas	1.6%	Chico-Redding	1.5%
Phoenix -Prescott	1.2%	Phoenix -Prescott	1.2%	Fresno-Visalia	1.5%
Chico-Redding	1.6%	Chico-Redding	1.5%	Monterey-Salinas	1.6%
Salt Lake City	1.0%	Salt Lake City	0.9%	Dallas-Ft. Worth	0.8%
Fresno-Visalia	1.4%	Seattle-Tacoma	0.8%	Salt Lake City	0.9%
Dallas-Ft. Worth	0.9%	SantaBarbra-SanMar-S	0.7%	Seattle-Tacoma	0.8%
Denver	0.8%	Portland- OR	0.7%	Denver	0.6%
Seattle-Tacoma	1.0%	Denver	0.6%	Portland- OR	0.7%
Portland- OR	0.8%	Dallas-Ft. Worth	0.8%	Houston	0.5%
Chicago	0.7%	Bakersfield	0.5%	Chicago	0.4%
Houston	0.6%	Chicago	0.4%	New York	0.3%
SantaBarbra-SanMar-S	0.5%	Houston	0.5%	SantaBarbra-SanMar-S	0.7%
Washington-DC -Hagrs	0.0%	New York	0.3%	Bakersfield	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Reno	31.1%	Reno	27.5%
San Francisco/Oa	28.0%	San Francisco/Oa	20.5%
Sacramento/Stoc	19.7%	Sacramento/Stoc	27.2%
Los Angeles	6.4%	Los Angeles	3.8%
San Diego	1.2%	San Diego	0.9%
Phoenix	0.7%	Phoenix	1.1%
Monterey/Salina	1.3%	Monterey/Salina	1.1%
Fresno/Visalia	1.4%	Fresno/Visalia	1.1%
Las Vegas	1.2%	Las Vegas	1.3%
Chico/Redding	1.3%	Chico/Redding	1.4%
Dallas/Fort Worth	0.4%	Dallas/Fort Worth	0.9%
Denver	0.3%	Denver	0.8%
Seattle/Tacoma	0.4%	Seattle/Tacoma	0.8%
Salt Lake City	0.5%	Salt Lake City	0.5%
New York	0.0%	New York	0.5%
Houston	0.3%	Houston	0.6%
Santa Barbara/Sa	0.6%	Santa Barbara/Sa	0.5%
Austin-Tx	0.1%	Austin-Tx	0.3%
Portland-Or	0.3%	Portland-Or	0.6%
Chicago	0.2%	Chicago	0.3%

# FUSION7/ARRIVALIST FALL: OUT OF STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
New York	10.3%	New York	3.7%	New York	→ 5.1%
Phoenix -Prescott	9.6%	Phoenix -Prescott	14.3%	Phoenix -Prescott	→ 12.6%
Seattle-Tacoma	7.9%	Seattle-Tacoma	9.8%	Seattle-Tacoma	→ 7.4%
Dallas-Ft. Worth	7.4%	Dallas-Ft. Worth	9.3%	Dallas-Ft. Worth	→ 8.8%
Denver	7.2%	Denver	6.7%	Denver	→ 8.5%
Salt Lake City	7.2%	Salt Lake City	10.0%	Salt Lake City	→ 6.9%
Portland- OR	7.1%	Portland- OR	8.4%	Portland- OR	→ 8.2%
Chicago	6.0%	Chicago	4.8%	Chicago	→ 6.3%
Houston	5.3%	Houston	6.0%	Houston	→ 4.8%
Minneapolis	3.7%	Minneapolis	2.9%	Minneapolis	→ 4.9%
Washington-DC -Hags	3.5%	Orlando	2.5%	Orlando	→ 3.1%
Atlanta	3.3%	Atlanta	3.0%	Atlanta	→ 4.4%
Tampa	3.3%	Tampa	3.4%	Tampa	→ 3.2%
Boise	2.9%	Boise	3.0%	Boise	→ 2.7%
Boston	2.8%	San Antonio	2.3%	San Antonio	→ 0.0%
Austin	2.7%	Austin	3.7%	Austin	→ 3.2%
St Louis	2.6%	St Louis	2.2%	Boston	→ 2.4%
Honolulu	2.5%	Honolulu	0.0%	Honolulu	→ 3.1%
Philadelphia	2.4%	Kansas City	2.2%	Philadelphia	→ 2.3%
Detroit	2.3%	Detroit	2.0%	Washington DC	→ 2.2%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Phoenix -Prescot	10.6%	Phoenix -Prescot	→ 6.3%
Dallas-Ft. Worth	6.0%	Dallas-Ft. Worth	→ 5.3%
Seattle-Tacoma	5.3%	Seattle-Tacoma	→ 4.6%
Denver	4.3%	Denver	→ 4.6%
Minneapolis	1.7%	Minneapolis	→ 3.4%
Houston	4.8%	Houston	→ 3.3%
Portland- OR	3.9%	Portland- OR	→ 3.3%
New York	0.0%	New York	→ 3.2%
Orlando	0.0%	Orlando	→ 2.8%
Miami	1.3%	Miami	→ 2.4%
Detroit	1.3%	Detroit	→ 2.2%
Washington DC	0.8%	Washington DC	→ 2.2%
Salt Lake City	7.1%	Salt Lake City	→ 2.2%
Chicago	3.0%	Chicago	→ 2.0%
Austin	1.9%	Austin	→ 2.0%
Oklahoma	0.0%	Oklahoma	→ 1.9%
Atlanta	2.0%	Atlanta	→ 1.7%
Colorado Springs	0.0%	Colorado Springs	→ 1.6%
Fort Myers	0.0%	Fort Myers	→ 1.5%
Philadelphia	0.0%	Philadelphia	→ 1.5%

# FUSION7/ARRIVALIST FALL: IN-STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		★ Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramento/Stockton	41.7%	Sacramento/Stockton	46.9%	Sacramento/Stockton	54.1%
San Francisco/Oakland	43.4%	San Francisco/Oakland	32.0%	San Francisco/Oakland	25.7%
Los Angeles	6.3%	Los Angeles	10.0%	Los Angeles	8.5%
Fresno/Visalia	1.5%	Fresno/Visalia	2.2%	Fresno/Visalia	2.3%
Monterey/Salinas	2.9%	Monterey/Salinas	2.3%	Monterey/Salinas	1.9%
Chico/Redding	0.9%	Chico/Redding	2.1%	Chico/Redding	3.3%
San Diego	2.0%	San Diego	2.4%	San Diego	2.4%
Santa Barbara	0.9%	Santa Barbara	1.1%	Santa Barbara	0.7%
Bakersfield	0.2%	Bakersfield	0.7%	Bakersfield	0.5%
Palm Springs	0.2%	Palm Springs	0.3%	Palm Springs	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Sacramento/Stoc	42.7%	Sacramento/Stoc	43.6%
San Francisco/Oa	38.5%	San Francisco/Oa	36.9%
Los Angeles	8.8%	Los Angeles	6.9%
Fresno/Visalia	1.9%	Fresno/Visalia	2.1%
Monterey/Salina	1.8%	Monterey/Salina	1.9%
Chico/Redding	1.7%	Chico/Redding	2.5%
San Diego	1.7%	San Diego	1.7%
Santa Barbara	0.8%	Santa Barbara	0.9%
Bakersfield	0.5%	Bakersfield	0.5%
Palm Springs	0.1%	Palm Springs	0.5%

★ Data not reliably stable

# Google Analytics

Metro	Acquisition			Behavior		
	Users ↓	New Users ↑	Sessions ↑	Bounce Rate ↓	Pages / Session ↑	Avg. Session Duration ↑
<b>Paid Channels (Combined)</b>	<b>28.01%*</b> 12,612 vs 17,520	<b>27.64%*</b> 12,493 vs 17,265	<b>32.92%*</b> 13,436 vs 20,029	<b>11.25%*</b> 79.41% vs 89.48%	<b>9.07%*</b> 1.34 vs 1.23	<b>142.24%*</b> 00:00:53 vs 00:00:22
<b>1. Los Angeles CA</b>						
Sep 1, 2021 - Oct 31, 2021	5,088 (40.06%)	5,039 (40.33%)	5,362 (39.91%)	77.49%	1.36	00:01:03
Sep 1, 2020 - Oct 31, 2020	7,108 (39.96%)	7,008 (40.59%)	7,892 (39.40%)	93.03%	1.12	00:00:12
<b>% Change</b>	<b>-28.42%</b>	<b>-28.10%</b>	<b>-32.06%</b>	<b>-16.71%</b>	<b>21.03%</b>	<b>430.38%</b>
<b>2. Seattle-Tacoma WA</b>						
Sep 1, 2021 - Oct 31, 2021	1,345 (10.59%)	1,339 (10.72%)	1,413 (10.52%)	77.35%	1.35	00:01:10
Sep 1, 2020 - Oct 31, 2020	49 (0.28%)	46 (0.27%)	52 (0.26%)	90.38%	1.15	00:00:37
<b>% Change</b>	<b>2,644.90%</b>	<b>2,810.87%</b>	<b>2,617.31%</b>	<b>-14.42%</b>	<b>17.40%</b>	<b>86.14%</b>
<b>3. San Diego CA</b>						
Sep 1, 2021 - Oct 31, 2021	996 (7.84%)	976 (7.81%)	1,040 (7.74%)	80.77%	1.30	00:00:51
Sep 1, 2020 - Oct 31, 2020	244 (1.37%)	223 (1.29%)	268 (1.34%)	87.69%	1.31	00:00:19
<b>% Change</b>	<b>308.20%</b>	<b>337.67%</b>	<b>288.06%</b>	<b>-7.89%</b>	<b>-0.59%</b>	<b>163.28%</b>
<b>4. Phoenix AZ</b>						
Sep 1, 2021 - Oct 31, 2021	930 (7.32%)	933 (7.47%)	945 (7.03%)	56.19%	1.65	00:01:53
Sep 1, 2020 - Oct 31, 2020	95 (0.53%)	93 (0.54%)	101 (0.50%)	93.07%	1.13	00:00:19
<b>% Change</b>	<b>878.95%</b>	<b>903.23%</b>	<b>835.64%</b>	<b>-39.63%</b>	<b>45.88%</b>	<b>494.09%</b>
<b>5. Sacramento-Stockton-Modesto CA</b>						
Sep 1, 2021 - Oct 31, 2021	835 (6.57%)	809 (6.48%)	957 (7.12%)	84.33%	1.44	00:00:38
Sep 1, 2020 - Oct 31, 2020	858 (4.82%)	738 (4.27%)	1,035 (5.17%)	75.07%	1.72	00:01:11
<b>% Change</b>	<b>-2.68%</b>	<b>9.62%</b>	<b>-7.54%</b>	<b>12.33%</b>	<b>-16.15%</b>	<b>-46.31%</b>
<b>6. San Francisco-Oakland-San Jose CA</b>						
Sep 1, 2021 - Oct 31, 2021	712 (5.61%)	691 (5.53%)	763 (5.68%)	84.53%	1.28	00:00:20
Sep 1, 2020 - Oct 31, 2020	6,059 (34.07%)	5,936 (34.38%)	6,975 (34.82%)	87.83%	1.28	00:00:27
<b>% Change</b>	<b>-88.25%</b>	<b>-88.36%</b>	<b>-89.06%</b>	<b>-3.75%</b>	<b>0.32%</b>	<b>-24.76%</b>
<b>7. Portland OR</b>						
Sep 1, 2021 - Oct 31, 2021	689 (5.42%)	684 (5.48%)	715 (5.32%)	92.17%	1.12	00:00:09
Sep 1, 2020 - Oct 31, 2020	28 (0.16%)	25 (0.14%)	29 (0.14%)	79.31%	1.31	00:00:12
<b>% Change</b>	<b>2,360.71%</b>	<b>2,636.00%</b>	<b>2,365.52%</b>	<b>16.21%</b>	<b>-14.50%</b>	<b>-24.42%</b>
<b>8. Reno NV</b>						
Sep 1, 2021 - Oct 31, 2021	478 (3.76%)	453 (3.63%)	511 (3.80%)	82.00%	1.33	00:00:30
Sep 1, 2020 - Oct 31, 2020	272 (1.53%)	219 (1.27%)	305 (1.52%)	81.64%	1.52	00:00:44
<b>% Change</b>	<b>75.74%</b>	<b>106.85%</b>	<b>67.54%</b>	<b>0.44%</b>	<b>-12.72%</b>	<b>-32.31%</b>
<b>9. (not set)</b>						
Sep 1, 2021 - Oct 31, 2021	332 (2.61%)	325 (2.60%)	340 (2.53%)	87.94%	1.22	00:00:33
Sep 1, 2020 - Oct 31, 2020	408 (2.29%)	394 (2.28%)	427 (2.13%)	91.80%	1.25	00:00:15
<b>% Change</b>	<b>-18.63%</b>	<b>-17.51%</b>	<b>-20.37%</b>	<b>-4.21%</b>	<b>-2.58%</b>	<b>123.98%</b>