

NLT FY22/23 Planning Strategy



north lake tahoe

An aerial view of a person in a red kayak on a clear turquoise lake. The water is so clear that large grey rocks and evergreen trees are visible beneath the surface. The kayaker is wearing a yellow life vest and a brown hat, and is using a yellow paddle. The scene is peaceful and scenic.

Social Media

Social Media Objectives

- 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 social content
- Leverage giveaways for experiences. Partner with resorts and businesses for seasonal/quarterly giveaways
- 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
- Use CrowdRiff to source seasonal imagery
- Build CA Now stories that align with Visit California monthly themes and blogs on the site



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Platform Overview


Data	July	August	MoM
Audience	238,290	238,510	+0.1%
Impressions	1,887,973	2,398,031	+27%
Engagement	86,176	71,676	-17%

- We've seen growth in audiences and impressions July - August. While engagement rates are down month over month, engagement rates are still above benchmarks (2.8-3.3% compared to 0.3-0.98% benchmarks).
- Facebook has been bringing in the majority of impressions providing 2M in August.
- Posted an NLT+Me Reel in August which generated 66.9K views and 5.1K engagements, increasing participation in the content campaign.
- The most engaged audiences are women ages 25-44. The highest reached locations included Los Angeles, San Diego, Reno, Sparks, Sacramento and San Francisco.




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Post Examples


 **North Lake Tahoe**
Sat 8/27/2022 3:15 pm PDT

This summer, head to North Lake Tahoe for a little R&R. The lake is calling you, and the mountains are calling you back again. Come see what fun awaits! <https://fal.cn/3roUd>




Total Engagements	395
Reactions	242
Comments	14
Shares	15
Post Link Clicks	5
Other Post Clicks	119





 **North Lake Tahoe**
Wed 8/17/2022 5:29 pm PDT

If you are a foodie looking for an adventure, you are in the right place. North Lake Tahoe has various dining options to explore. The possibilities in the region are endless. 🍔: @sunnysidetahoe 📍




Total Engagements	203
Reactions	44
Comments	9
Shares	0
Post Link Clicks	30
Other Post Clicks	120




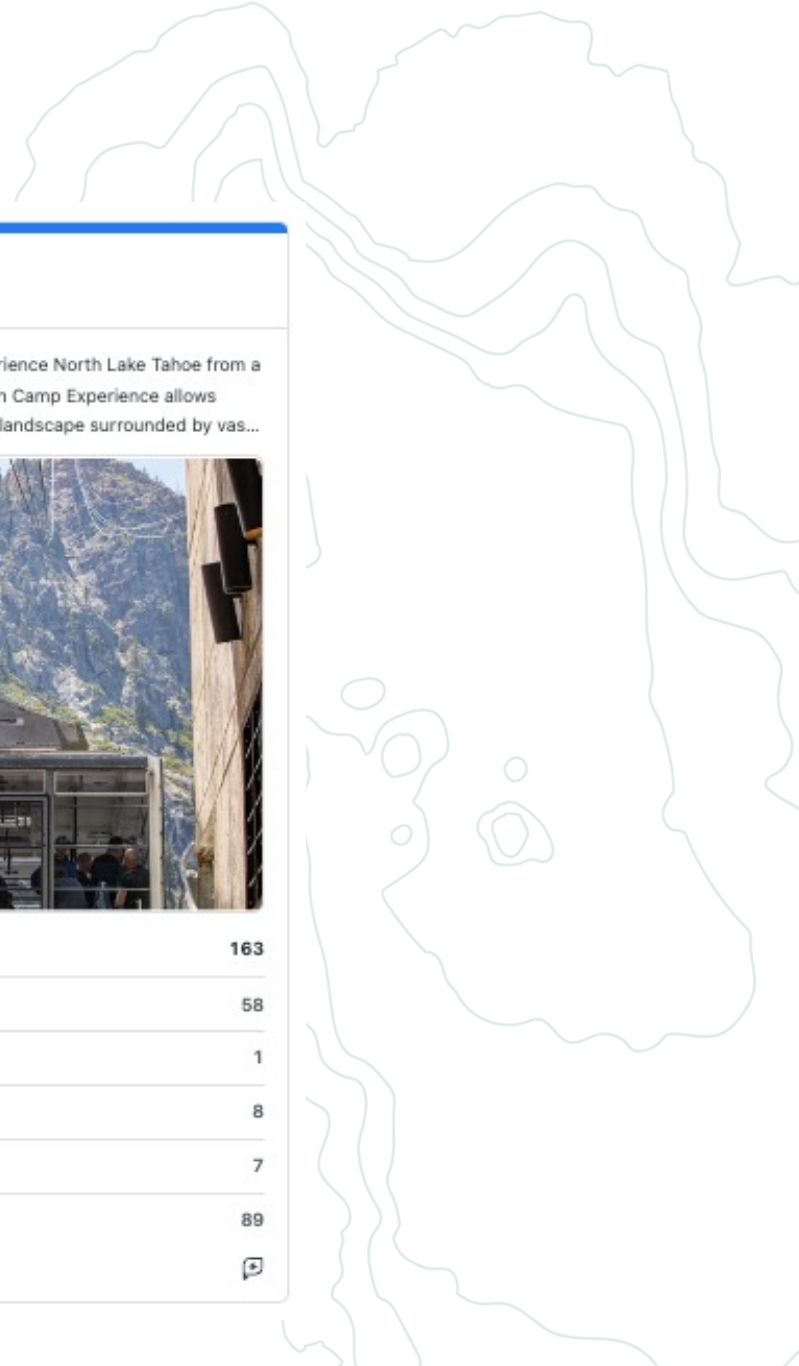
 **North Lake Tahoe**
Thu 8/25/2022 5:39 pm PDT

Step outside the ordinary and experience North Lake Tahoe from a new level. The Palisades Tahoe High Camp Experience allows visitors to step outside and enter a landscape surrounded by vas...



Total Engagements	163
Reactions	58
Comments	1
Shares	8
Post Link Clicks	7
Other Post Clicks	89





Content Creation



Looking Ahead

- Continue focusing content on a mixture of lifestyle, landscape, and lodging-specific content. Also highlight seasonality year-round.
- Identify additional key events and experiences for in-market content creators to attend and secure video/images at.
- Look to partner with additional organizations to participate in social takeovers.
- Award winners of the NLT + Me and NLT Challenge campaigns.
- Continue to develop additional CA Now stories.
- Post paid TikTok, Facebook and Instagram ads to organic channels.



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Public Relations

Objectives

- Luxury, Top Tier Publications
- Target Markets
 - Align with national paid media placements
 - International to align with sales team and VCA efforts
- Stronger integration with owned and paid channels
- Focus peak season messages around education and shoulder season around driving visitation
- Align messaging with brand pillars



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Tactics

- FAM Tours – Traditional Journalists & Influencers
- Quarterly Call for Content
- What's New Round-Up – Spring & Fall
- Peak Season Messaging
- Content Creation
- Desk Sides & Trade Shows/Media Missions
- Crisis Communication as Needed



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Earned Media Results

- Secured Clips: 41
- Est. Digital Monthly Visits: 2.5B
- Est. Digital Coverage Views: 3.16M
- Est. Broadcast Audience Reach: 4.22M

The New York Times

[Coming Soon to an American Cliff Near You: 'Via Ferrata' Routes](#)

Long popular in Europe, the beginner-friendly climbing routes are being installed on peaks and in gorges across the United States. Here are six to try now.

OLYMPIC VALLEY, CALIF.

[Tahoe Via Ferrata](#)



Tahoe Via Ferrata offers four routes through weathered, knobby granite. Alpenglow Expeditions/Tahoe Via Ferrata

TRAVEL+ LEISURE

10 U.S. Ski Destinations That Are Just As Spectacular in the Summer

Lake Tahoe, California



PHOTO: COURTESY OF NORTH LAKE TAHOE

With stunning Sierra mountain scenery and the crystal-clear lake, North Lake Tahoe is a picturesque locale with a wide range of things to do. Visitors can take part in on-lake activities like rafting and stand-up paddleboarding, as well as biking, golfing, zip lining, and the Squaw Valley's newest outdoor adventure: a via ferrata, which combines climbing, hiking, and ascending an 800-foot vertical cliff. Other summertime draws include Shakespeare on the lake and plenty of live music experiences, from weekly concerts on the beach to festivals in the mountains. Pro tip: Don't miss raising a glass (or two) along the scenic Tahoe Rum Trail.



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Fodor's Travel

thrillist

visit California

SFGATE

msn

THE TRAVEL

capradio

YouTube

2NEWS

PureWow

VacationIdea
DREAM VACATION MAGAZINE

KCRA 3

BESTLIFE

THE POINTS GUY

TELLMEBEST

Blogarama

TravelDreams Magazine
What is your version of living the dream?

THE POST STAR

wtopnews

ONLY IN YOUR STATE

Bestgamingpro

TRAVEL SQUIRE .COM

RV LIFESTYLE
Your Adventure Awaits

The A-List of Travel®
LUXURY TRAVEL
MAGAZINE

Roadtrippers

NEWSBREAK

reno gazette journal

THE MANUAL

MOON SHINE INK

Sierra Sun

Looking Ahead

- Following up from the connections recently made at the VCA Fall Media Event.
- Scheduling influencer and traditional media FAMs reaching national and international audiences.
- Continue proactive pitching to support seasonal messaging and events.
- Send out a What's New press release for fall.
- Planning for TravMedia's IMM event in January.



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THANK YOU!