



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Oct 11, 2022 ~ 3:00pm

Agenda

**Join Zoom Meeting
as authorized by AB 361**

Join Zoom Meeting

<https://us02web.zoom.us/j/83469332097?pwd=Mkk2eUMybWtkSjREUW10a2ErcUQwdz09>

Meeting ID: 834 6933 2097

Passcode: 874008

One tap mobile

Dial by your location

+1 669 900 9128 US (San Jose)

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link above.

- | | | | |
|----------------|-----------|---|----------------|
| | A | Call to Order | Chair |
| | B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. | Roll Call | Chair |
| | D. | Introduction of New Staff Members | Chair |
| | E. | Motion: Approval of Agenda | Chair |
| Page: 1 | F. | Motion: Approval of Aug 10th, 2022 Coop Meeting Minutes | Chair |
| | G. | Reno Tahoe Airport - Winter Air Service Update | Azam/Tucker |
| Page: 4 | H. | Winter Media Discussion, Recommendation and Direction | Augustine/MAHK |
| Page:18 | I. | PR & Social Update | Augustine/MAHK |
| | J. | New Business | Chair |
| | | • Tahoe Filmfest Event (December 1-4) | |
| | K. | Old Business | Chair |

- | | | |
|----|---|-------|
| L. | Committee Member Request for Future Agenda Item | Chair |
| M. | Adjournment | Chair |

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday Aug 10, 2022

The North Lake Tahoe Marketing Cooperative Committee Meeting was held via Zoom Video Conferencing.

Committee members: Andy Chapman, Tyler Gaffaney, Paul Raymore, Tony Karwowski, Adam Wilson, Becky Moore, Blane Johnson

Committee members not present: Stephanie Hoffman

Staff members: Bart Peterson, DeWitt Van Siclén, Anna Atwood

Other in attendance: Walt McRoberts, Kressa Olguin, Yulianna Cisneros, Cathy Nanadiego, Lindsay Moore

- A. The meeting was called to order at 3:05pm and a quorum was established.
- B. Public Comment – None
- C. Roll Call: Anna Atwood, Andy Chapman, Walt McRoberts, Bart Peterson, Paul Raymore, Tony Karwowski, Cathy Nanadiego, Adam Wilson, Becky Moore, DeWitt Van Siclén, Yulianna Cisneros, Tyler Gaffaney, Kressa Olguin, Lindsay Moore, Blane Johnson
- D. New Committee Member Welcome and Introduction
Chapman introduced Paul Raymore with IVGID and Tyler Gaffaney with Tahoe Biltmore.
- E. **Approval of Agenda**
Motion to approve the agenda WILSON/JOHNSON/UNANIMOUS
- F. **Approval of June 7th, 2022 Coop Meeting Minutes**
Motion to approve the June 7th, 2022 Coop Meeting Minutes JOHNSON/GAFFANEY/UNANIMOUS
- G. Fall Media Recommendations & Discussion
Nanadiego gave an overview of Fall Campaign and MCC Campaign. Campaign strategies for the Fall Campaign is still similar to last year with a focus on increase length of stay and mid-week visitation. McRoberts stated strategies going forward will continue to include consideration for the Omnicron/Covid and being flexible along with utilizing data from Fusion7 and Arrivalist to guide decisions. Target markets recommendations specific to fall includes Los Angeles, Phoenix, Seattle and Portland. Chapman did remind the committee members that there is a substantial campaign with the RSCVA, Jet Blue and RASC within the New York market. The media tactics will continue with video, OTA's and email, Weekend Sherpa and Sustainability through social. McRoberts shared the consumer flow-chart, and it starts on September 1, mostly through mid-November. Nanadiego shared all the fall creative and what the displays ads looks like.

Nanadiego also shared the Meetings and Conventions Strategy and Tactics. Objectives are to balance media platform opportunities. Continue year-round presence among audiences and refreshing the amenities campaign creative as needed, utilizing lead-generations through Meetings Today, maintain presence through social media, utilize video in retargeting and LinkedIn efforts and continue with CVENT. McRoberts shared flow-chart and creative examples were also shown.

Comments:

- Wilson had a question on the Seattle numbers. Arrivalist numbers were up but some of the other numbers stayed flat or declined. Nanadiego and McRoberts explained that last fall advertising efforts started late due to the Caldor fire and as an organization there were messaging out there recommending or discouraging travel to the region.

- Raymore had some questions on the percentages on the market segments. McRoberts shared most is captured through GPS data.
- Karwowski asked if they could break up the spend by percentage per month. McRoberts stated that 45% spend is in September, 35-40% in October and about 15% in November. (This is a little ebb and flow but close.)
- Chapman showed Destimetrics number and shared some of the softer numbers and the time frame. He recommended to start earlier and asked for thoughts on this and questioned the lodging properties numbers. Moore reported August has been slow as well as fall, but winter is picking up. Olguin shared August is down too at Hyatt too. Wilson shared that in general we should always start earlier as we look at the calendar to "plant the seed".
- Wilson questioned the media flow-chart on the mcc and asked if there has been a decision yet on what tradeshow we are doing geo-fencing? Wilson shared it great to do it while at a conference. Peterson will touch on the tradeshow he will be attending at the next agenda item.

Motion to recommend the Fall Consumer Media Plan as presented by Augustine MOORE/KARWOWSKI/UNANIMOUS

H. Review of Group & Leisure Sales Trade Show Schedule

Peterson reviewed some conference sales highlights from last fiscal year with the committee members. He presented the conference sales market territory map and sales highlights. 29 programs turned definite last year, \$1,553,704 in room revenue and 6,841 requested rooms. 123 programs turned tentative and 47 inquiries. Top source states: AZ, CA, TX and IL with the majority being corporate (finance/insurance and computers/technology) and national associations. Peterson shared the organization attended 4 tradeshow last year and hosted 8 site visits. He also sent out a bi-monthly newsletter went out to 8,783 planners and highlighted some of the themes they were speaking to.

On the Leisure Sales side, he attended 3 trade shows and one international sales mission to Mexico City with Visit California, domestic trade shows included: SoCal Receptive Tour Operator Sales Calls, Go West, IPW Vegas in September and Orlando in June, MTS, Visit California Outlook Forum and the California Cup.

Peterson presented a tentative conference/leisure sales schedule for 2022/23, along with conference partnerships and highlighted the international contracts he is currently working with. He is planning on hosting a Director of Sales meeting the next weeks and will share all these partner opportunities at the meeting and will be looking for feedback. He will also review the incentive programs for the conference sales program.

Peterson called out the shows that has geo-fencing opportunities and also like the idea of doing it at an event that he can't attend. Wilson thanked Peterson for all of his efforts to move things forward this last year and a half with staffing changes and maternity leave.

I. May & June Coop Financials Update

Van Siclen gave an update on May and June Cooperative financials. Cash balance at month end as of June 30, 2022 was \$434,000 and was \$217,000 higher than prior year primarily due to an increase in net income of \$496,000 offset by a decrease in unrestricted net assets of \$294,000. Accounts Receivable balance was \$4,000 and prepaid expenses of \$21,000 was \$19,000 lower than prior year. Accounts payable of \$64,000 were the same as prior year. Van Siclen shared the financials are still incomplete and a review with the auditors are scheduled for the fall, but this is pretty close. Chapman did share discussions on what's an appropriate amount to keep in reserve for the coop will be had soon. Wilson stated on funds being returned it should be emphasized that it is going back to TOT – Housing/Transportation fund and not CAP pool. Van Siclen recommended this be confirmed from the county. More discussion on this will be had by department heads after audit is complete.

Organizational Updates

Chapman shared they have launched their new brand as of Monday and they are he is happy and very pleased with the outcome. The name has changed (in a dba) to Travel North Tahoe Nevada. No changes in staffing on the Incline side. Karwowski shared a staffing update from the NLTRA. Three positions were recently filled, and a press release will be going out soon. There is still one more director position to be filled, Director of Destination Management. NLTRA is also going to a renaming process, and he will keep the committee updated at the next meeting.

New Business

Chapman shared there is a Marketing Cooperative meeting scheduled for September 14, 2022 will most likely need to be rescheduled. He is not available at those dates as he will be attending DMA West in Ventura.

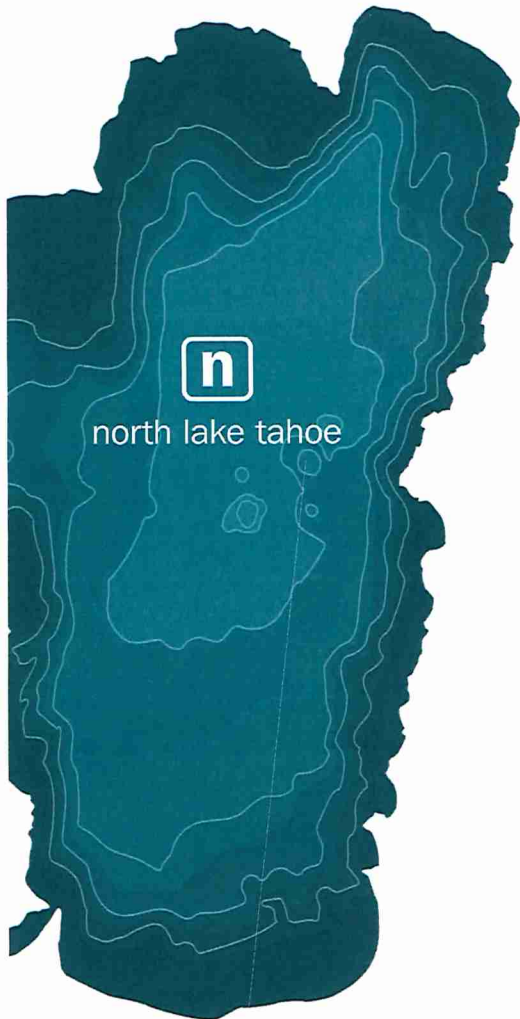
- K Old Business
Wilson gave recognition to Amber Burke for all her efforts as she starts on her new chapter.
- L. Adjournment
Meeting adjourned at 4:22pm.

Meetings Minutes submitted by Anna Atwood

2022-23 WINTER CONSUMER MEDIA



north lake tahoe



CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay
- Increase mid-week visitation

Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy



AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
 - Fly market / 3-year visitor
 - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



north lake tahoe

WINTER TARGET MARKETS

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



north lake tahoe

TACTICS

- Programmatic Display
 - Prospecting and Retargeting
 - High Value / National Audiences
- Native Direct
- Search Marketing
 - National
 - Google Max
- Facebook/Instagram
 - Prospecting and retargeting
 - High Value / National Audiences
 - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



CONSUMER MEDIA FLOWCHART

- 10% of total fiscal budget
- Focus on targeted digital media

NLT 2022-23 MEDIA PLAN	2Q 2022						3Q 2023						Gross Total			
	November		December				January			February						
	14	21	28	5	12	19	26	2	9	16	23	30		6	13	20
CAMPAIGN: CONSUMER	Winter															
	10%															
	\$75,802															
DIGITAL																
Programmatic Display PT																
Programmatic Display RT																
Native (direct)																
Paid Search - National																
Google Max (Search, YouTube, Display, Gmail Ads)																
Digital Total																\$50,353
SOCIAL																
FB/IG PT																
FB/IG RT																
Social Total																\$5,746
OTA's																
TripAdvisor (Desktop/Mobile/Audience/etc)																
OTA's Total																\$7,036
MISC																
Email																
Programmatic Display (High Value / National)																
FB/IG (High Value / National)																
MISC Total																\$10,287
SUSTAINABILITY/PLEDGE/TART/etc																
FB/IG (In-Market Travelers 75%; Locals 25%)																
SUSTAINABILITY/PLEDGE/TART/etc Totals																\$1,510
Adserving																
Gross Total Media Investment							\$5,123	\$17,076	\$29,554	\$24,049						\$75,802

DISCOVER YOUR
WINTER WOW

north lake tahoe
it's human nature

EXPLORE
WORLD-CLASS
ADVENTURES

north lake tahoe
it's human nature

north lake tahoe
it's human nature

PALISADES TAHOE
Alpine Meadows, CA

PLAN NOW



ENJOY YOUR
WINTER WOW
GETAWAY
RESPONSIBLY

north lake tahoe
it's human nature

VIEW OUR

KNOW
BEFORE
YOU GO
INFORMATIONAL
GUIDE

north lake tahoe
it's human nature

north lake tahoe
it's human nature

TAHOE CROSS
COUNTRY SKI AREA
Tahoe City, CA

PLAN NOW

TURN
FAMILY TIME
INTO WOW TIME

north lake tahoe
it's human nature

CONNECT
IN NATURE.
STAY AND PLAY.

north lake tahoe
it's human nature

north lake tahoe
it's human nature

THE VILLAGE
AT NORTHSTAR
Northstar, CA

PLAN NOW

EXPERIENCE
THE BEAUTY OF
WINTER WOW

north lake tahoe
it's human nature

ENJOY
MID-WEEK
SPECIALS

north lake tahoe
it's human nature

north lake tahoe
it's human nature

SPEEDBOAT BEACH
Kings Beach, CA

PLAN NOW

ONE DESTINATION.
11 SKI RESORTS.
ENDLESS WOW.

north lake tahoe
it's human nature

EXPLORE
WINTER
LODGING
SPECIALS

north lake tahoe
it's human nature

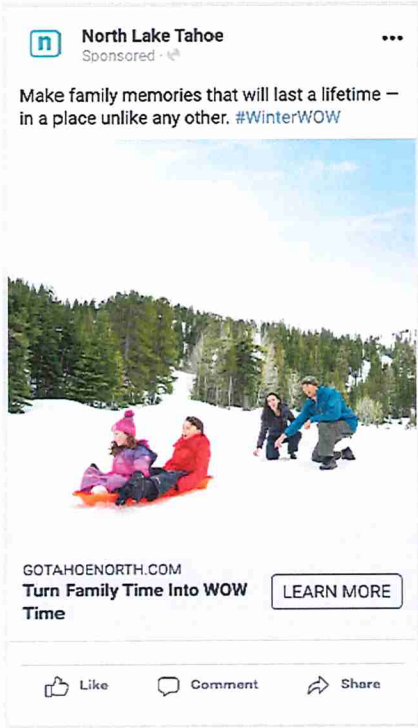
north lake tahoe
it's human nature

INCLINE VILLAGE,
NEVADA

BOOK NOW



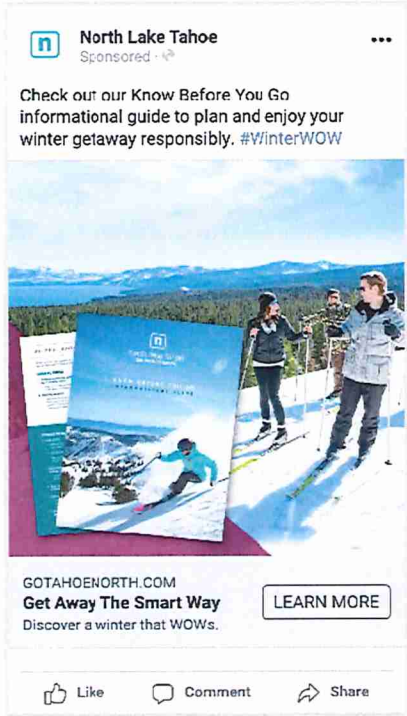
MILLENNIAL



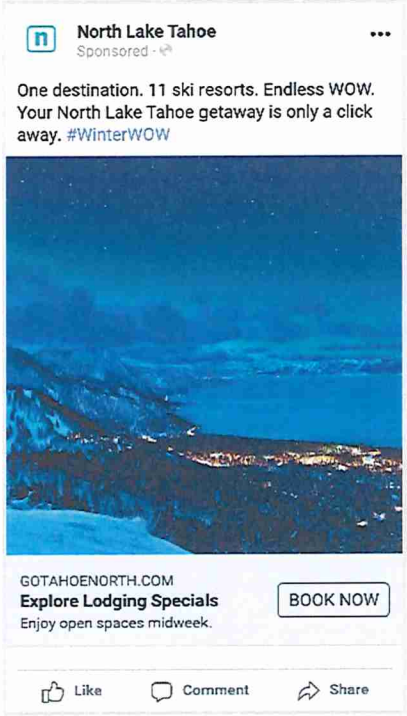
FAMILY



BOOMER



RETARGETING





RETARGETING / LODGING



n North Lake Tahoe
Sponsored · 🌐

The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW

Plan Your Family Getaway
Explore Specials



Discover New Adventures
Travel Responsibly

LEARN MORE

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW

Discover New Adventures
Travel Responsibly


Reconnect in Nature
Enjoy Lakeside

LEARN MORE

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

The secret to finding winter WOW is having a North Lake Tahoe family vacation booked to look forward to. #WinterWOW



Reconnect in Nature
Enjoy Lakeside


LEARN MORE

Like Comment Share

FAMILY

n North Lake Tahoe
Sponsored · 🌐

Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.



Marvel at the Beauty
Travel Responsibly


Plan Your Adventure
Escape Midweek

LEARN MORE

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.




Plan Your Adventure
Escape Midweek

LEARN MORE

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

Adventurous or relaxing, weekend or midweek, mountain or lake, North Lake Tahoe is the perfect place for #WinterWOW.



Explore Unique Towns
Plan Your Getaway

LEARN MORE

Like Comment Share

BOOMER

CREATIVE – SUSTAINABILITY



TART WINTER 21 SOCIAL MEDIA ADS



SINGLE IMAGE 1
TART



THANK YOU!

NLT FY22/23 Planning Strategy



north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a red kayak. 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 image, containing the text "Social Media" in a bold, dark blue font.

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



north lake tahoe

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.

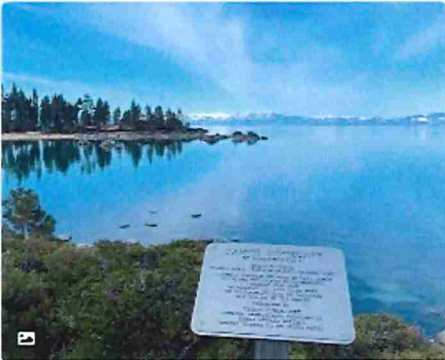


north lake tahoe

Post Examples

n **North Lake Tahoe**
Sat 8/27/2022 3:16 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

n **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 📍



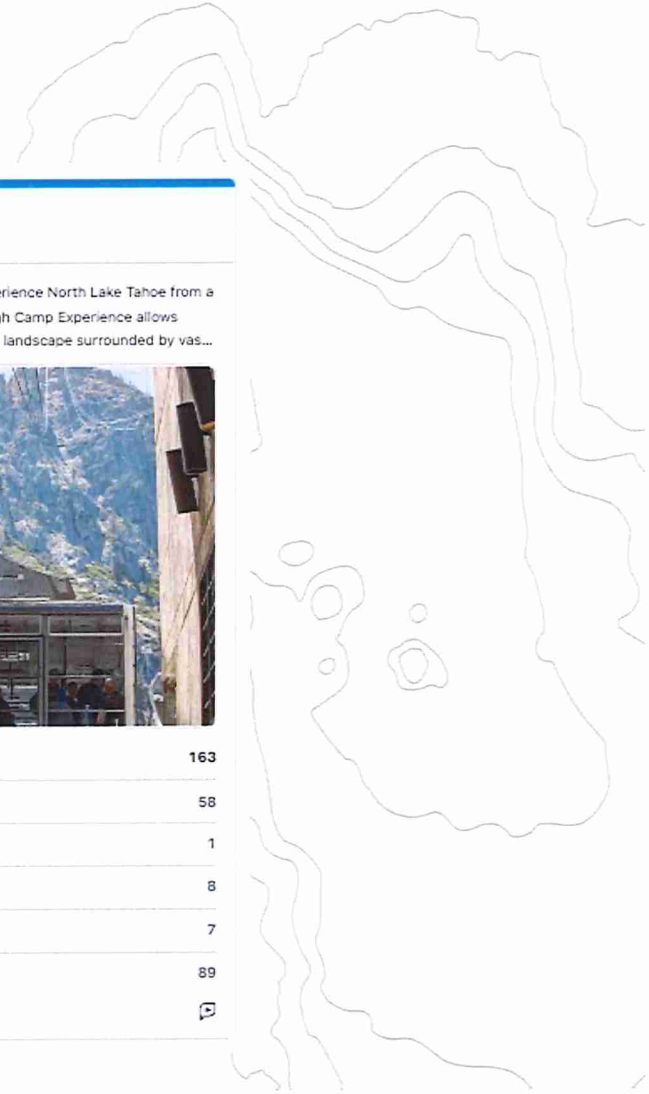
Total Engagements	203
Reactions	44
Comments	9
Shares	0
Post Link Clicks	30
Other Post Clicks	120

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

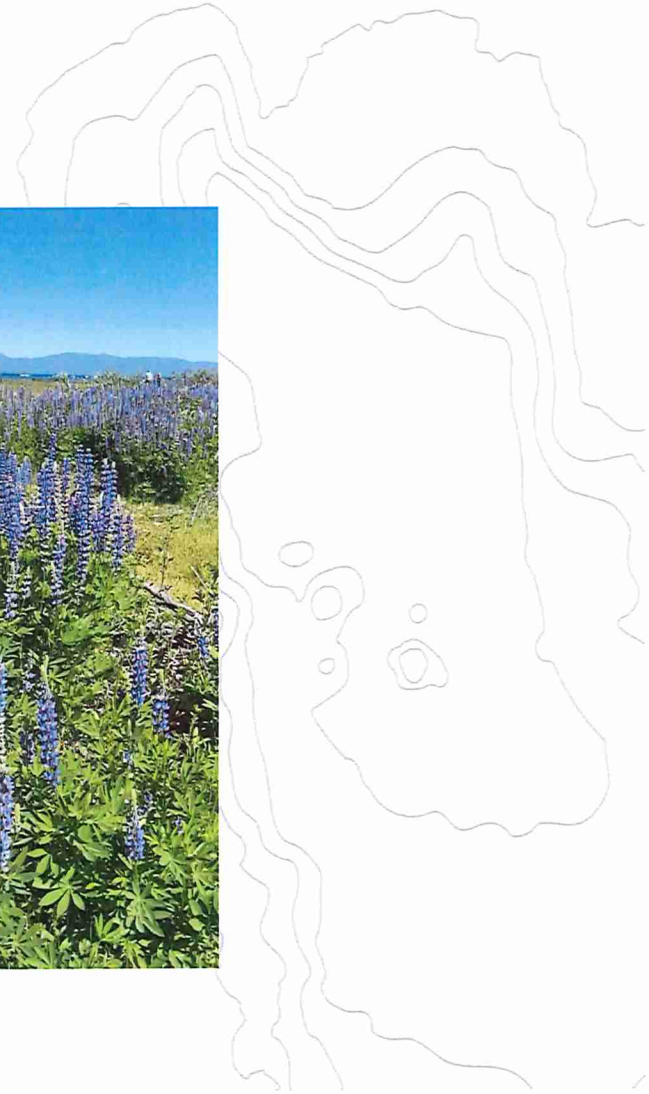
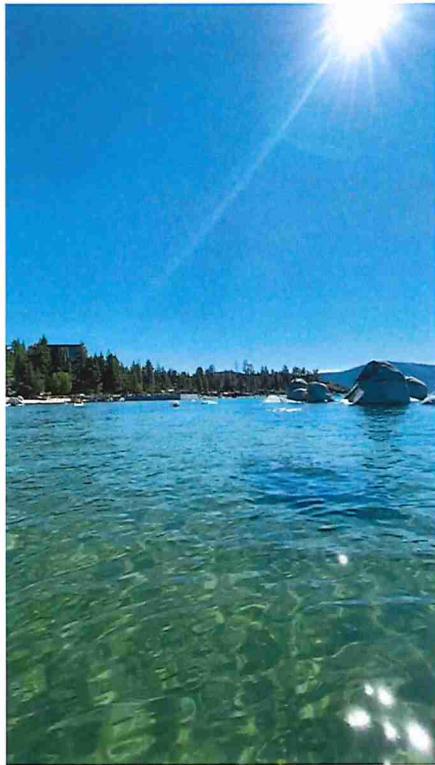
Step outside the ordinary and experience North Lake Tahoe from a new level. The Palisades Tahoe High Camp Experience allows visitors to step outside and enter a landscape surrounded by vas...



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



Content Creation

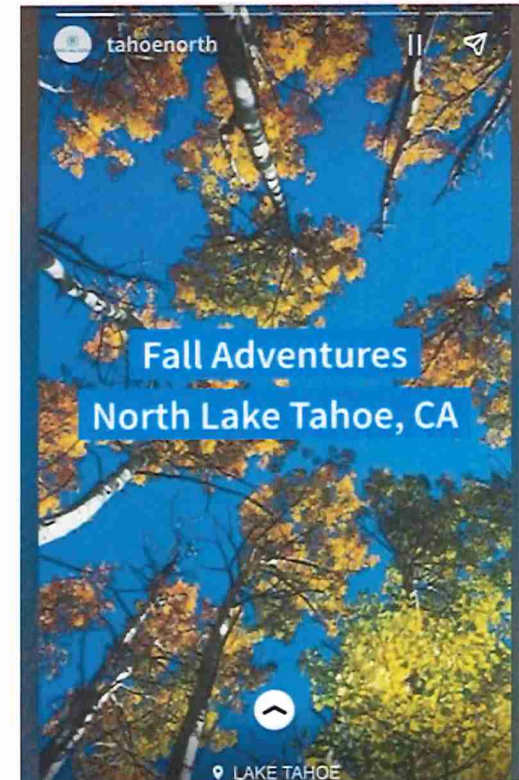


Looking Ahead

- 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.



north lake tahoe





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



north lake tahoe

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



north lake tahoe

Earned Media Results

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



north lake tahoe

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](#).

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.



north lake tahoe

A scenic landscape photograph of a rocky shoreline. In the foreground, large, smooth, light-colored boulders are scattered across the beach. The middle ground shows a calm body of water reflecting the sky. In the background, a forested hillside with tall evergreen trees rises on the left, and a sunset with a bright orange and yellow glow is visible on the right. The sky is a mix of blue and white clouds. A semi-transparent white rectangular box is overlaid in the center of the image, containing the text "THANK YOU!".

THANK YOU!