

2022-23 Summer Media and Public Relations Updates



north lake tahoe

An aerial photograph of a kayaker in a red kayak on clear, turquoise water. The kayaker is wearing a yellow life vest and is positioned on the left side of the frame. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, there are dense evergreen trees with green foliage. The overall scene is bright and scenic, suggesting a natural outdoor setting.

AGENDA

CAMPAIGN STRATEGIES

MEDIA STRATEGIES

TARGET MARKETS

TACTICS

CREATIVE EXAMPLES

PR UPDATES

SUMMER CAMPAIGN STRATEGIES

Tier 1:

- Increase length of stay and push Summer 2023 visits towards end of season.
- 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.



north lake tahoe

MEDIA STRATEGIES

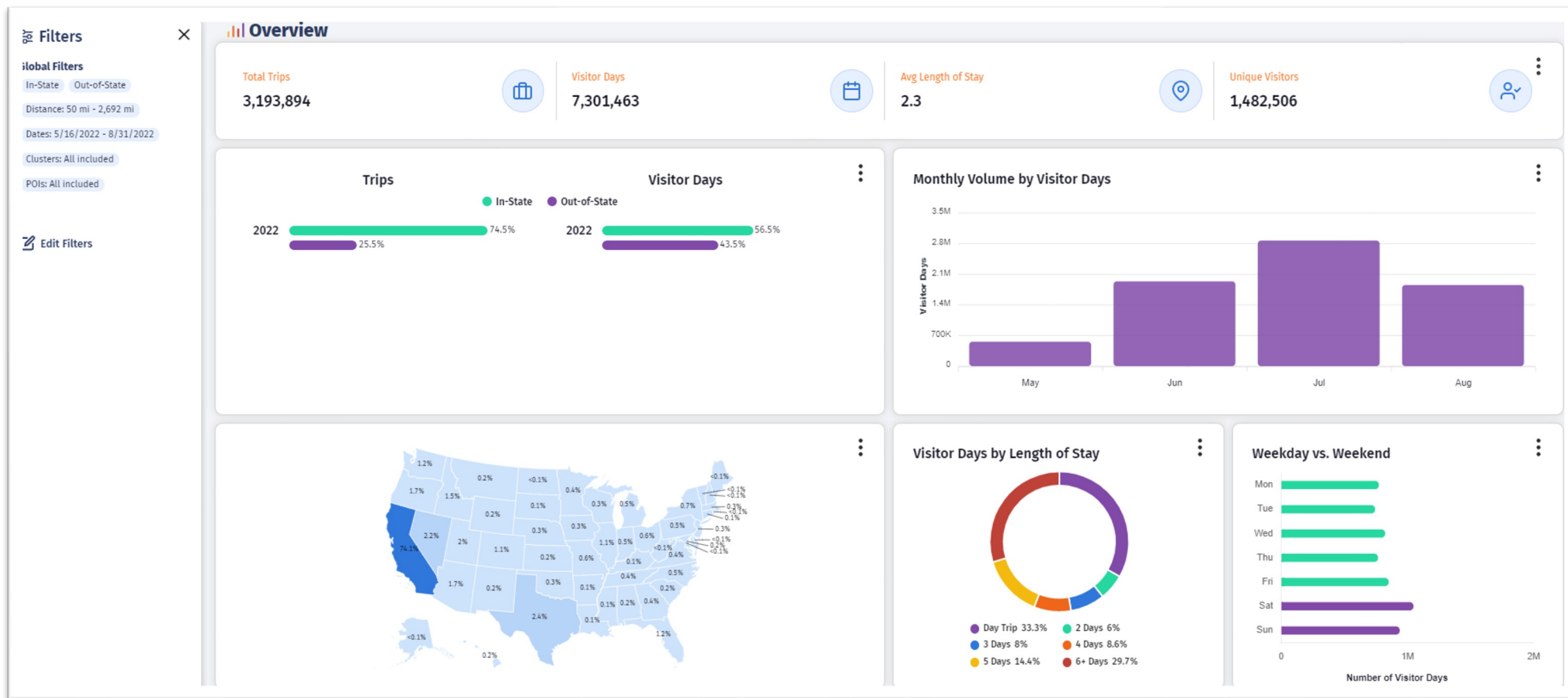
- Use lower budgets to target Los Angeles audiences.
- Target national High-Value audiences.
 - Fly market / 3-year visitor.
 - 4+ day stay, mid-week, higher HHI and higher spending.
- Maintain Sustainability messaging.
 - TV: Bay Area
 - FB / Insta: In-Market Travelers 75%; Locals 25%



north lake tahoe

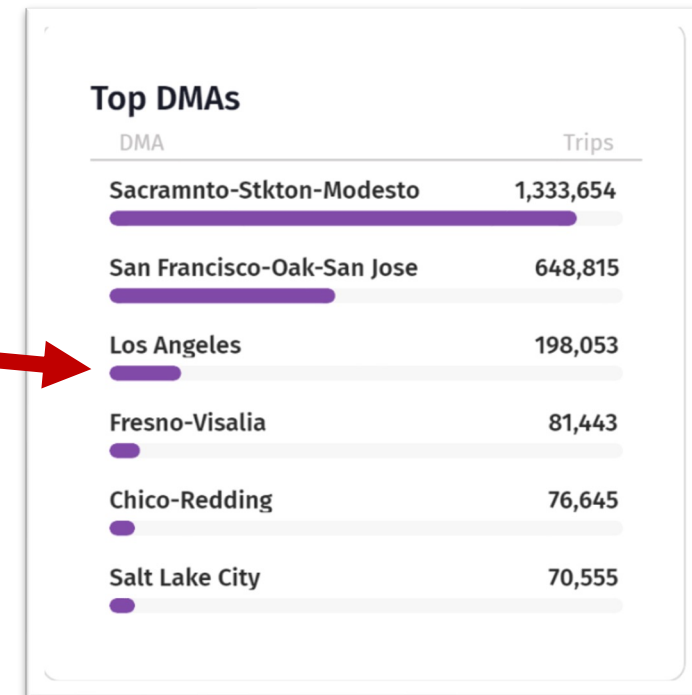
DATA COLLECTION

Markets were selected with Datafy's Visitation dashboard, pulling data from Summer 2022.



Dashboard Insights – Summer 2022

- Average length of stay for all visitors: 2.3 days.
- Summer 2022 weekends saw higher numbers than weekdays. 2023 advertising should focus on pushing weekday visits.
- LA was the third highest visitation market after Sacramento and San Francisco.
- Over 80% of LA visitors stay 2+ days with 62% staying 4+ days.



LA Visitor 'Only' Data:

Trip Length

Day Trip Visitor Days

97,256

2-Day Trip Visitor Days

36,918

3-Day Trip Visitor Days

58,950

4-Day Trip Visitor Days

80,014

5+ Day Trip Visitor Days

236,019

SUMMER TARGET MARKETS

- Los Angeles, CA
- National Fly Markets / 3 Years Visitor (High Value)
- Local Market (Sustainability)
- Sacramento (Sustainability)
 - TV and Radio PSA
 - Running print as part of NTCA plan
- CA statewide - search and annual California Visitor Guide
- Nevada statewide - travel guide



north lake tahoe

Consumer Flowcharts



north lake tahoe

CONSUMER SUMMER FLOWCHART – 10% of Yearly Budget

TACTICS

Programmatic Display

- Prospecting and retargeting
- High value / national audiences

Search Marketing

- National search and Google Max

Facebook/Instagram

- Prospecting and retargeting
- High value / national audiences

Native Direct

TV Segment

- Sustainability messaging

TripAdvisor

In-Market Radio (KTKE)

Nevada Travel

California Visitor's Guide

NLT 2022-23 MEDIA PLAN CAMPAIGN: CONSUMER	4Q 2022-23						1Q 2023-24								Gross Total	
	May		June				July				August					
	15	22	29	5	12	19	26	3	10	17	24	31	7	14		21
	2022-23 Fiscal Year: Summer						2023-24 Fiscal Year: Summer									
DIGITAL																
Programmatic Display PT																
Programmatic Display RT																
Native (direct)																
Paid Search - National																
Google Max (Search, YouTube, Display, Gmail Ads)																
Digital Total																
SOCIAL																
FB/IG PT																
FB/IG RT																
Social Total																
OTA's																
TripAdvisor (Desktop/Mobile/Audience/etc)																
OTA's Total																
MISC																
Programmatic Display (High Value / National)																
FB/IG (High Value / National)																
MISC Total																
SUSTAINABILITY/PLEDGE/TART/etc																
TV: Sac/SF (KRON/KCRA/etc)																
FB/IG (In-Market Travelers 75%; Locals 25%)																
In-Market Radio (KTKE)																
Nevada Travel																
California Visitor's Guide																
Sustainability/Pledge Totals																
Adserving																
Total Media Investment																
																May-June Total: \$66,240
																July-August Estimated Total: \$27,393
																Comined Total \$93,634

Creative Strategy



north lake tahoe

Display

n
north lake tahoe
it's human nature

WORK
AND PLAY.
PLAN YOUR
STAY.

PLAN NOW

n
north lake tahoe
it's human nature

ADVENTURE
SOARS IN
SUMMER'S
PLAYGROUND

**SAND HARBOR
INCLINE
VILLAGE, NV**

PLAN NOW

EXPLORE
SUMMER'S
BEST MIDWEEK
LODGING
SPECIALS

n
north lake tahoe
it's human nature

BOOK NOW

SCHOOL'S OUT.
SUN'S OUT.
IT'S TIME
TO PLAY.

n
north lake tahoe
it's human nature

**TAHOE TREETOP
ADVENTURE PARK
Tahoe City, CA**

PLAN NOW

n
north lake tahoe
it's human nature

RELAX IN
SUMMER'S
PLAYGROUND

**THE LINKS AT
SQUAW CREEK
Olympic Valley, CA**

PLAN NOW

VIEW OUR

**KNOW
BEFORE
YOU GO**

**INFORMATIONAL
GUIDE**

n north lake tahoe
it's human nature

PLAN NOW

Social

North Lake Tahoe
Sponsored · 🌐

Experience the best of summer's playground by planning ahead with our Know Before You Go guide.



gotahoenorth.com
Travel Responsibly
Plan Ahead

Book now

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Be inspired by North Lake Tahoe, work from nature and stay to play.



gotahoenorth.com
Expand Your Work Space
Plan Your Stay

Learn more

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Crystal blue waters, mountain adventures and unique events are calling. Take advantage of midweek deals in our summer playground.



gotahoenorth.com
Travel Responsibly
Plan Ahead

Learn more

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Schedule some "me" time and tee up relaxation in summer's playground. Book midweek for special deals and offers.



gotahoenorth.com
Travel Responsibly
Plan Ahead

Learn more

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

Find your next adventure in summer's ultimate playground. Make the most of your trip and book midweek.



gotahoenorth.com
Travel Responsibly
Enjoy Forever

Learn more

Like Comment Share

North Lake Tahoe
Sponsored · 🌐

School's out. Sun's out. It's time to play in summer's official playground. Enjoy offers for the whole family when you book midweek.



gotahoenorth.com
Travel Responsibly
Enjoy Forever

Learn more

Like Comment Share

Sustainability Examples



north lake tahoe
TRAVELER RESPONSIBILITY PLEDGE

TRAVEL RESPONSIBLY

Take the Pledge

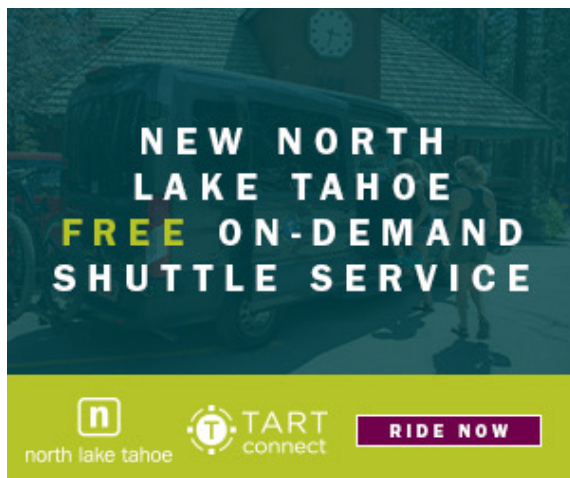


DISCOVER **EXQUISITE NATURAL BEAUTY IS WELL WORTH PRESERVING**

North Lake Tahoe's alpine blue waters and majestic mountain peaks have drawn visitors and locals for generations. With your commitment, we can protect and preserve the natural wonders we all love for future generations. Take the Traveler Responsibility Pledge and join us in preserving our treasured spaces by leaving them better than you found them. Be sure to pack out what you pack in, drink Tahoe Tap from a reusable bottle and pick up after your pet.

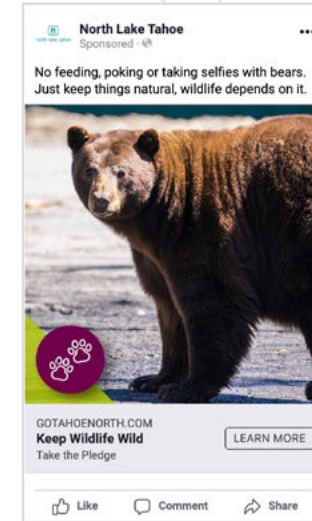
Learn more and take the Traveler Responsibility Pledge at GoTahoeNorth.com/TravelNevada23

north lake tahoe
it's human nature



NEW NORTH LAKE TAHOE
FREE ON-DEMAND SHUTTLE SERVICE

north lake tahoe **TART connect** **RIDE NOW**



North Lake Tahoe Sponsored

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

Keep Wildlife Wild
Take the Pledge

[LEARN MORE](#)

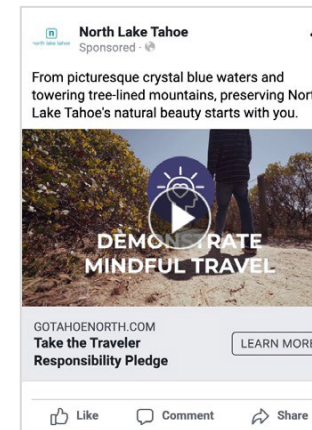


North Lake Tahoe Sponsored

Know how campfires work – and no fireworks. Your actions have the power to preserve the beauty of our region.

Be Fire Safe
Take the Pledge

[LEARN MORE](#)

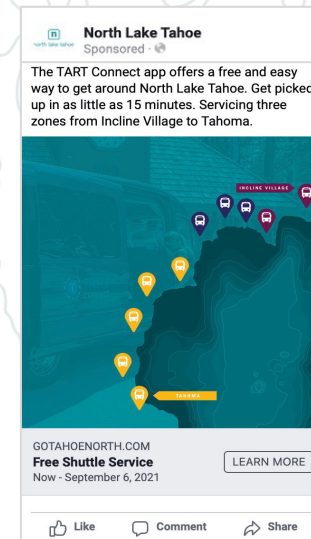


North Lake Tahoe Sponsored

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

Take the Traveler Responsibility Pledge

[LEARN MORE](#)



North Lake Tahoe Sponsored

The TART Connect app offers a free and easy way to get around North Lake Tahoe. Get picked up in as little as 15 minutes. Servicing three zones from Incline Village to Tahoma.

Free Shuttle Service
Now - September 6, 2021

[LEARN MORE](#)

PR Updates



north lake tahoe

Recent and Upcoming FAMs

- Kathleen Wong – USA Today (Jan. 17-20)
- Dominique Chouvet – Roadtrippin.fr (Feb 27-March 3)
- Michelle Baran – AFAR (March 31-April 2) Connection made at VCA SF Media Mission, won raffle
- Ed Leigh – The Telegraph (April 3-6)
- Four Mexico Influencers in conjunction with Visit Reno (April 5)
- Scott Laird – Fodors, Conde Nast, TravelPulse, TripSavvy, TraveAge West (May 11-14) Connection made at IMM
- Karon Warren – 10Best, BestLife (May 16-19) Connection made at IMM
- Lynn Brown – The Points Guy (Oct 11-16) Connection made at IMM

Recent and Upcoming Media Events

- IMM – Jan 25-27
- Travel Nevada LA Media Mission – March 21
- Visit California LA Media Mission – May 4



north lake tahoe

Recent Coverage

[Pros' Picks: 7 Top U.S. Golf Destinations](#)



Lake Tahoe

You'll find many more quality golf options on the less-populated North Shore. Superb course conditions are the calling card on the Championship Course at Incline Village on the Nevada side of the North Shore. The downhill tee shot on the par-4 7th hole, with Lake Tahoe visible in the distance, is the standout on a layout with eight dogleg holes.

[Head to North Lake Tahoe for out-of-a-postcard nature and world-class snow sports](#)



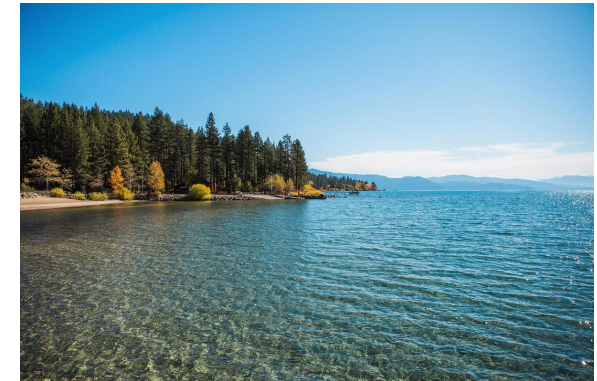
For nerding out on science, UC Davis Tahoe Environmental Research Center

At [this research center](#) in Incline Village, you can dig into the science behind Lake Tahoe, aka North America's largest alpine lake. Interactive virtual exhibits let you explore under the lake's surface without getting wet. There are also occasional evening lectures on everything from managing water in California to the science of attraction. And bonus—the LEED Platinum building offers plenty of eco-friendly design inspo.

[The 15 Best Lake Beaches in the USA](#)



Kings Beach, Lake Tahoe



[Kings Beach](#) is a favorite with visitors and locals alike, boasting 979 feet of beautiful lakefront area along the north shore of . It's a day-use-only area that offers visitors a wide, sandy beach and picnic tables to relax. This beach was named after the card shark "Joe King," who won the town nearly a century before poker had a cable TV following. From the expansive beach area, visitors can admire panoramic lake views of the mountains in the distance (which may even be snowcapped, depending on the time of year!) and enjoy outdoor live music in the summer. The Kings Beach area is lined with a range of boutique shops and lively restaurants to explore off the sands and can be a great central location to set as a home base for a day in North Tahoe.



north lake tahoe

Coverage Highlights

[5 Amazing Lake Tahoe Hotels for Every Season](#)

AFAR

The Ritz-Carlton, Lake Tahoe

- **Location:** North Lake Tahoe
- **Best time to go:** Winter/Spring
- [Book now](#)

Set midmountain with ski-in/out privileges to Northstar California Resort (an extinct volcano once known as Mount Pluto), the 170-room [Ritz-Carlton, Lake Tahoe](#) capitalizes on ease of entry. [Epic Season Pass](#) holders have ready access to Northstar's 3,170 skiable acres, including eight terrain parks and 100 trails.

[Holidays Without Harm](#)



Tahoe Treasures

From its majestic mountain peaks to its iconic alpine lake, [North Lake Tahoe's](#) natural wonders are a sight to drink in. The area invites all visitors to take its Traveler Responsibility Pledge and become a steward of the land by using its TART Connect, a complimentary on-demand shuttle service, participating in a Scuba dive cleanup, or joining the UC Davis Tahoe Environmental Research Center circumnavigating Tahoe by kayak to collect information on water quality and microplastics.

['If I can do this, I can do anything': How this Tahoe nonprofit empowers travelers with disabilities](#)



Serving the [North Lake Tahoe](#) area, like the mountains Palisades and [Northstar](#), the nonprofit [assists people with a wide variety of disabilities](#), like autism, down syndrome and muscular dystrophy. "As long as you can breathe (independently), you can come ski," Marina Gardiner, Guest Services Director at Achieve Tahoe, says.

[Why Skiers Flock to North Lake Tahoe Before the Snow Falls](#)

UNOFFICIAL  NETWORKS



[North Lake Tahoe](#) is currently buried in feet upon feet of snow.

Skiers and riders from across the world flock to this corner of California/Nevada to experience the legendary powder days, the glorious sunshine, and the breathtaking views offered by more than a dozen ski resorts.

When you think of [North Lake Tahoe](#), you *probably* think of skiing, but this region has plenty to offer before the snow even falls—especially mountain biking.

I had never been mountain biking before.

March: 17 clips, 2.26M views



north lake tahoe

Looking Ahead

- Create media dossier for the VCA LA Media Mission ahead of the May 4 event
- Future pitching will focus on team building retreats, water safety, ski resorts in summertime, mountain activities, events, eco-tourism and sustainability
- Work on itineraries for upcoming FAMs, as well as continue to vet both domestic and international journalists for future trips
- Write and distribute the What's New Press Release for summer
- Connect with individual businesses to update our contact list for the team and future call for content emails



north lake tahoe



THANK YOU!