



north lake tahoe

An IVCBVB and NLTRA Partnership

NLT Marketing Cooperative Committee Meeting Minutes – Wednesday, April 12, 2023

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

Committee members: Becky Moore, Adam Wilson, Wendy Hummer, Tyler Gaffaney, Andy Chapman, Greg Long, Blane Johnson, Paul Raymore, DJ Ewan,

Staff members: Kirstin Guinn, Julie Barber, Derek Vaughn

Other in attendance: The Augustine Agency

- A. The meeting was called to order at 2:07 pm and a quorum was established.
- B. Public Comment- None
- C. Roll Call: Kirstin Guinn, DJ Ewan, Lindsay Moore, Cathy Nandiego, Claire Marcus, Bart Peterson, Cambi Brown, Tony Karwowski, Tyler Gaffaney, Julie Barber, Blane Johnson, Paul Raymore, Adam Wilson, Walt McRoberts, Kenzie Wall, Wendy Hummer, Becky Moore
- D. **Approval of Agenda**
Motion to approve the agenda as presented M/S/C Blane/Tyler/Unanimous
- E. **Approval of Jan11, 2023 Coop Meeting Minutes**
Motion to approve the Jan 11, 2023 Meeting Minutes M/S/C Becky/Blane/Unanimous
- F. Leisure Sales and Conference Sales Update – Bart Peterson

Peterson reviewed the Conference Sales Highlights as of 4/7/23. 25 programs turned definite, accounting for 1,475,522 in room revenue less taxes and fees. The top source states were CA, AZ, CO, IL. 88 programs turned tentative, accounting for 4,260,775 forecasted room revenue. The top source states were AZ, CA, IL, and VA. Peterson also noted 54 inquiries. Peterson spoke to the sales missions and tradeshow he's attending during the shoulder season, along with FAMs/Site Visits focused on shoulder season. These FAMs and Site visits have not gone definite yet. Bi-monthly and event follow-up newsletters reach 8783 planners. Marketing aims to highlight one property, one offsite dining venue, an activity, and a DMC in each newsletter. The newsletter open rate is currently around 30%.

Mid-year leisure sales highlights include sales missions and tradeshow Peterson attended, including the Mexico Sales Mission with Visit California and Canada Sales Mission with Travel Nevada. He also spoke to FAMs during shoulder season. Peterson aims to connect with as many partners as possible who are selling ski travel, particularly since North Lake Tahoe is hosting MTS next year. There is an opportunity for product development in the Leisure Sales FAMs, including products already in development for the Australia Fire & Ice Fam in March. The strategy includes continuing bi-monthly newsletters to 3,014 travel agents and product managers. This newsletter also has around a 30% open rate. The re-brand of Everline is a recent key message.

Comments:

- Hummer wondered if there are advertising co-ops for members beyond events and wondered if there will be something planned for advertising co-ops for partners. She wondered about putting packages in Southwest Airlines communications.
- Chapman shared that we don't do a lot of print any longer, and McRoberts mentioned we've been doing Expedia, but got a lot of play with the other constituents. Other print opportunities have been shied away from.

- Hummer thinks publisher sponsorships are an opportunity. This may not just be a print ad but a whole destination sponsorship for the partners to promote their venues.
- Wilson stated that the last time we did something like that was 6-7 years ago when the opportunity was more print-based, but it could be a good tactic to revisit for Conference.
- Nandiego shared that the CVENT page highlights collateral and to look into how we can use CVENT to promote different partners.
- Ewan preferred the idea of something cooperative, which allows places like niche properties to get their unique product out there and win business. CVENT is thinking on a different scale.
- Chapman and Wilson shared that since Shay has departed, Julie Barber is coming alongside to assist Peterson with sales work.

G. Augustine/MAHK presentation of summer campaign concept – Augustine/MAHK

Nandiego introduced the 2023 Summer Media Campaign. The campaign is focused on length of stay and mid-week visitation, especially during summer. It also pushes visits toward the end of the season. The biggest focus is on sustainability efforts. The goal is to support travelers and give them actionable steps through the sustainability pledge while they're here, along with spending in-market. Additional tactics include evoking emotion and creating connection through position, visuals and copy and increasing awareness of activities, particularly mountainside, of things to do.

Media strategies from McRoberts include using the lower summer budget to target LA. The strategy continues targeting national high-value audiences, the fly market, four-plus-day stay, higher household income and higher spending. The strategy will maintain sustainability messaging in the Bay Area.

McRoberts pulled up data to showcase the data points used to determine the strategy. The average length of stay is 2.3 days. This data has been consistent with summer trends in the past. LA was the third highest visitation marketing after Sacramento and San Francisco. Using this data, the 2023 Summer target markets include: 1. LA, 2. National Fly Markets/3 year visitors, 3. Local Market (Sustainability), and 4. Bay Area,

McRoberts asked if Sac could be listed as #4 instead of the Bay area.

Comments:

- Hummer asked if the distance range could be wider. McRoberts said the current range excludes anyone within 50 miles, including South Lake.
- Becky Moore and Gaffaney agreed with targeting Sacramento instead of the Bay area.
- Karwowski asked if the targeted messaging is aimed towards Sacramento, can we also permeate the Bay area with the same messaging?
- McRoberts said that right now there are no funds to be able to do that.
- Andy said this could be achieved through social and PR in the Bay area marketplace.
- Nandiego added we have a paid search campaign.
- The direction was established to make the change to the Sacramento market.

Kenzie Wall shared the Consumer Summer Flowchart, which shows 10% of the yearly budget. It highlighted the following tactics: Programmatic display (prospecting and retargeting and high value/national audiences); Search Marketing: National search and Google Max; Facebook and Instagram (Prospecting and retargeting/national audiences); Native Direct; KRON TV segment with sustainability messaging; TripAdvisor; Nevada Travel; and California Visitor's Guide. The combined total for the next fiscal year will be about \$91,000. Paid search for national and Google max performs very well. Summer and winter are the smallest media buys.

Nandiego added that a PSA for Sacramento radio stations is in the works and airing July 4th with a focus on sustainability. In-market radio around sustainability is also running.

Comments:

- Guinn mentioned she was on the Visit CA Snow Committee call and shared that Mammoth is basically not going to have a summer. Right. Now, Tahoe can offer a full summer plus skiing, which is worth highlighting to the LA market because the LA market goes to Mammoth in the summer.

H. Public Relations/Communication Update – Augustine

Creative Strategy

Nandiego stated they continue to evolve creative based on what's working well, and plan on continuing the creative with messaging around where visitors can work and play in Tahoe, along with creative showing different generational target segments. Sustainability messages are key, including traveling responsibly, being fire-safe, and taking TART connect. Visit CA is transiting from "Dream Big" to "The Ultimate Playground" – where we already are.

PR:

Brown shared the recent upcoming FAMs on the PR side, along with recent coverage, showing the value of the relationships that have been built. Future focus will be on team-building, water safety, ski resorts in the summertime, mountain activities, events, eco-tourism and sustainability. She wants to encourage as many people as possible are participating in the Call for Content to highlight local businesses.

Comments:

- Karwowski commented about Fodor's and asked for thoughts on a strategy that could be involved. He asked if there is a strategic plan for how information is placed in their publications, for example, taking some of the points from their "no-go" article and talking about how we have taken steps to relieve those issues.
- Brown said that because we were on that list once, we probably won't be on it for a while. Brown's contact understands sustainability messaging. Her goal is to target reporters based on what they're writing about and what their recent stories were. She stated there is currently good traction to be included in publications that focus on sustainability messaging.
- Ewan shared he noticed social media posts around Tart Connect and mentioned that on the west shore, it is failing tourists and being used by people who work in the area. He questioned if this is best message to target right now.

I. Review of Newly Launched www.VisitingLakeTahoe.com - Chair

Chapman and Guinn shared a quick update on this website, a co-shared site with South Lake for many years. Over the past five months, the URL was acquired from South Lake Tahoe. The site has been re-skinned so it is now the Official Visitor's Bureau, combining Travel North Tahoe Nevada and North Lake Tahoe. The site was bought for Go Tahoe North as an organic site.

J. Review of February Financials – Derek

Derek reviewed the February financials with the committee members. There were no questions specific to the February financials. Guinn spoke to the forecast for Jan-June. Dollars were reallocated within the coop to support spending for the second half of the year.

K. Discussion on Returning to In-Person Coop Meetings

Chapman mentioned that the coop doesn't necessarily have to follow new California rules and asked about the possibility of hybrid or in-person future meetings. Karwowski said this isn't necessarily a Brown Act committee, so those rules might not directly impact us. Guinn mentioned travel frustrations as a possibility in mid-July, and agreed to look at an in-person or hybrid October meeting. Wilson mentioned alternating virtual and hybrid. The coop agreed to keep the meeting as a Zoom meeting for July 12.

L. New Business

Guinn spoke about the Winter Recap and mentioned that the full winter recap will be ready in July since the winter campaign just finished running. The consumer campaign did well with over 9 million impressions. Other highlights include a standout paid search and geofencing trade shows. The entire recap will be presented in July.

Hummer suggested looking at occupancy numbers around the lake because it seemed like many were hurting this year. Guinn agreed all businesses were down this year because of the difficulty getting here.

Gaffaney said they were good up until March and then it was the worst March he's experienced. Mid-week was a little tougher than expected.

- M. Old Business - None
- N. Committee Member Comments – No additional comments.
- O. Adjournment

This meeting adjourned at 3:23 PM.

Meetings Minutes submitted by Julie Barber