



In-Market Tourism Development Draft - Meeting Minutes – Tuesday April 25, 2023

The In-Market Tourism Development Meeting was held at the Tahoe City Public Utility District, 221 Fairway Dr., Tahoe City, CA.

BACC Committee member that attended: Chair: Caroline Ross, Steve Lamb, Katie Biggers, Greg Long, Lindsay Thayer and Placer County Advisory representative Nick Martin

NLTRA Board of Directors member: DJ Ewan

Tourism Development Committee: Christine Horvath, Brit Creeze, Connor McCarthy, Katie Biggers, Caroline Craffey, Wade Machon

Staff in attendance: Kirstin Guinn (via zoom), Adam Wilson (via zoom), Kimberly Brown, Anna Atwood

Other in attendance: Christin Hanna, Keith Prawalsky, Neil Morse (via zoom)

1. The meeting was called to order at 1:36pm and a quorum was established.
2. Public Forum – No public forum.
3. **Agenda Amendments and Approval**
The agenda was accepted as presented with the correction of the Squaw Valley Business Association name under item 6a M/S/C CRAFFEY/LONG/UNANIMOUS
4. **Motion to approve the In-Market Meeting minutes from Nov 29, 2022**
Motion to approve the Nov 29, 2022 meeting minutes M/S/C BIGGERS/MCCARTHY/UNANIMOUS
5. **Informational Updates/Verbal Updates:**
 - a) Spring Campaign Update: Guinn reviewed the upcoming Consumer Summer Campaign with the committee members.

Comments:

- One member questioned where does the fishing collateral or photos fall in-line as he didn't see any? Guinn stated she is working with Matt Heron on some things, and he is our go to person if hosting journalists. At the moment she is waiting to see how it performs on the native direct space since the content on GoTahoeNorth is being revamped. She is planning photography shoots this summer and fishing is one activity that has been identified as a need for better photography.
- One member brought up the diversity in the creative and what is the plan for that? Guinn stated that the photography being utilized is what currently exists, but she is looking to incorporate more diversity in the upcoming shoots.
- One member brought up with the name change from Squaw to Palisades is there an opportunity to showcase native attractions or for our visitors looking for something more meaningful when they travel. Guinn stated this is something that is on our radar and is being approached very carefully. GoTahoeNorth is following that path and is working on establishing a true partnership and is meaningful to both sides.

b) Update on remaining meeting dates

Guinn shared the next In-Market Tourism Development meeting will be held on June 27th.

6. Squaw Valley Business Association Request for 2022/23 Business Association Marketing Grant in the amount of \$10,000 – Action

Christine Horvath provided what properties and companies makes up the Squaw Valley Business Association. The SBA is funded primarily by dues. Their purpose is to promote Olympic Valley as a year-round tourist destination resort, supporting programs that promote long visitation duration year-round. Some of the items that have been funded in the past are a shopping/dining guide and also digital marketing campaigns. The Squaw Valley Business Association is requesting \$10,000 for FY 2022/23 so that they can contract with EXL media to assist with a digital campaign to promote the Olympic Valley lodging properties and a midweek lodging offering, spring skiing and Memorial Day weekend events. (Made in Tahoe) this April and May 2023. This will also help to drive traffic into the restaurants and the shops in the village as they are still open. This campaign has already been launched and it will focus on midweek lodging.

The success of the project will be measured by a performance report at the end of the campaign.

Comments:

- Is there a landing page and where does it live? Horvath stated it lives on the Palisades Tahoe, but it is stripped down and it doesn't have their ads and you can only get to it from the digital buys.
- There was a question if the SBA is looking to rebrand. Ross shared they have tried changing the name to Olympic Valley Business Association, but they are not allowed to. There may be other opportunities later with the TBID grants.

Motion to approve the Squaw Valley Business Association Grant Request for FY 22/23 in the amount of \$10,000 M/S/C LONG/CREEZE/Carried with Horvath, Lamb and Ross abstaining.

7. Committee Member Reports/Updates from Community Partners

- Incline Village Visitors Bureau: Long shared the are doing another drone show for the 4th of July that they are starting to push out. They are increasing the drones from 200 to 250 this year.
- TCDA – This year they have a 300-drone show planned for 4th of July. They are also working on getting an art car along with a DJ at Commons Beach to help amplify the event and make it more exciting. TCDA is also working on the Tahoe City Food & wine Classic for June 10th. Biggers shared the lineup that was just announced for the Concerts at Commons Beach. She also touched on the construction project happening with replacing the gas lines that will happened through end of June.
- NTBA – This year they are doing the drone show on Labor Day Weekend. They will be doing Music on the Beach every Friday. The line-up is available online. Lindsay also announced their cleanup day on June 3rd from 9-1pm.
- Palisades Tahoe: Open for skiing through June. The resort will be closed 2 days per week as well as Alpine Meadows. Please check the website for more details. They are gearing up for Made in Tahoe Festival with over 100 vendors.

8. Staff Updates- Guinn emphasized the importance of accepting the meeting invitations so we can make sure we have a quorum ahead of time.

9. Adjournment

The meeting adjourned at 2:20pm.



Stewardship Marketing Plan **2023-2024**

JUNE 30, 2023 | PRESENTED BY KIRSTIN GUINN

Objectives

- Promote sustainable tourism practices.
- Support regional events and highlight local businesses.
- Align placements and flight media with peak in-market visitation (i.e., holidays, weather, events, summer, winter, etc.).
- Utilize learnings from past creative performance on paid and organic channels to inform tactic selection

CREATIVE STRATEGIES

- Refresh campaign creative to align with the new NTCA brand.
- Emphasize "right here" messaging into media placements.
- Provide suggestions around real sustainable actions people can take while in market.
- Gather new imagery and video footage to develop videos and support campaign placements.
- Drive traffic to a new landing page to speak to sustainable efforts.

PAID CAMPAIGN OVERVIEW

- **Timing**
9/1/2023-8/31/2024
- **Media Budget**
\$46,000
- **Target**
Locals, nearby locals (South Lake Tahoe, Reno, Carson City, Truckee), visitors in-market within a 50 mi radius
- **Media Goals**
Awareness (Reach)
Traffic (CTR, site traffic)

TACTICAL STRATEGIES

Paid Social

Prioritize to reach users where they are spending the most time online posting about their trip and searching for local inspiration.

Programmatic Display

Use targeting capabilities to support awareness of NTCA's initiatives as well as retarget users from Paid Social. Use very narrow targeting for specific "crowd traffic" campaigns depending on seasonality. Leverage the capability to target specific websites and apps that will help the brand show on specific content related to trails, hiking and outdoors.

Paid Search (New Tactic)

Promote peak seasons with itinerary landing pages that will drive in-market messaging by highlighting sustainability.

YouTube Shorts (New Tactic)

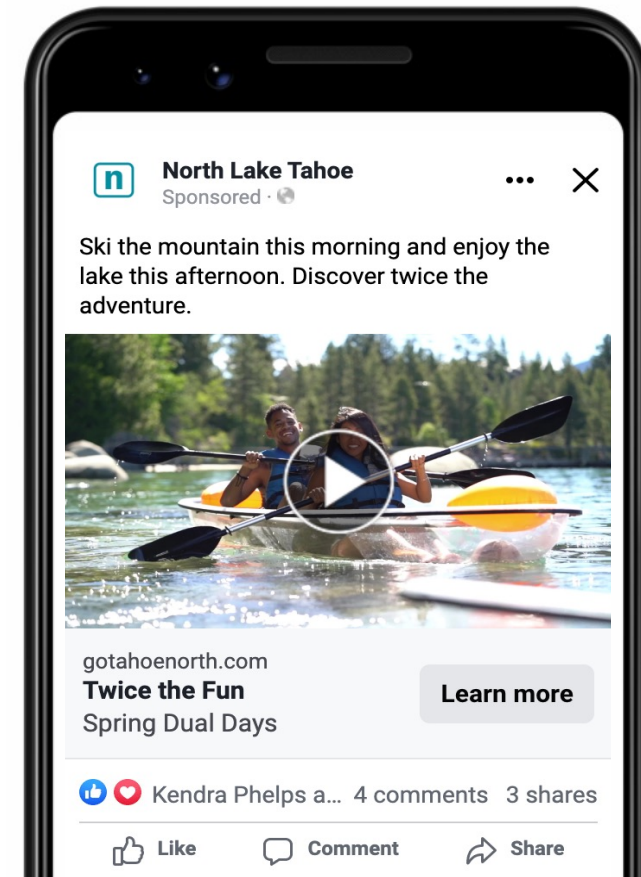
Share educational and engaging messaging to in-market consumers on best practice when traveling Lake Tahoe.

Paid Social

Utilize an "always on" model with planned media spikes throughout the year. This tactic will focus on core target audiences, including retargeting and lookalike efforts to increase awareness. Unique monthly messages will be created in order to stay as relevant as possible throughout seasons.

Target Specifics

- 50 mile around North Lake Tahoe
- People living, recently in or traveling in this location
- Age: 21-65+
- Interests: Outdoors and Travel, Frequent Travelers



Paid Search

Paid search is the best channel to capture users in the moment they're researching activities in the destination. Ads will take users to specific seasonal landing pages to guide users to recommended activities and things to do.

Target Location

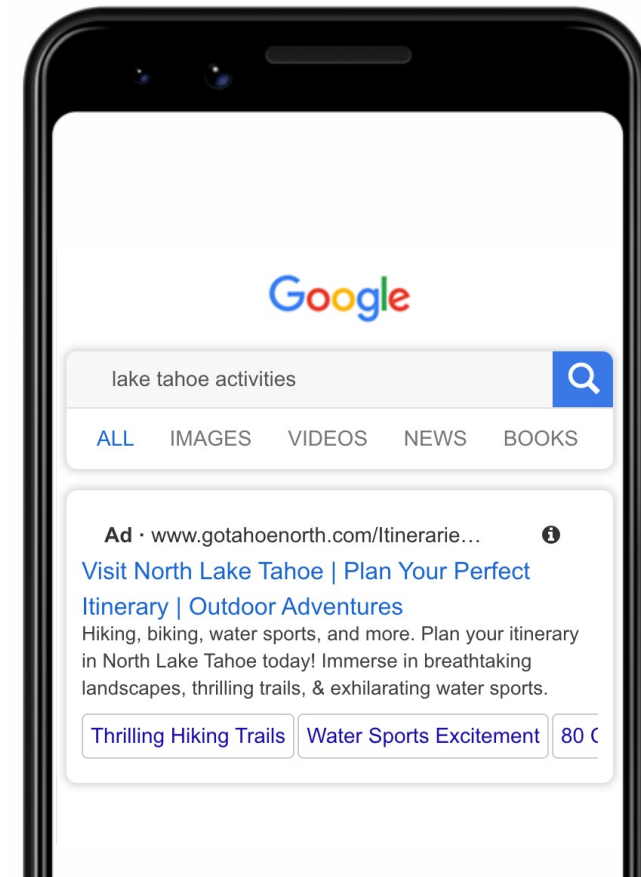
10 miles around North Lake Tahoe

Sample Keywords

“What to do in lake tahoe”

“North lake tahoe itinerary”

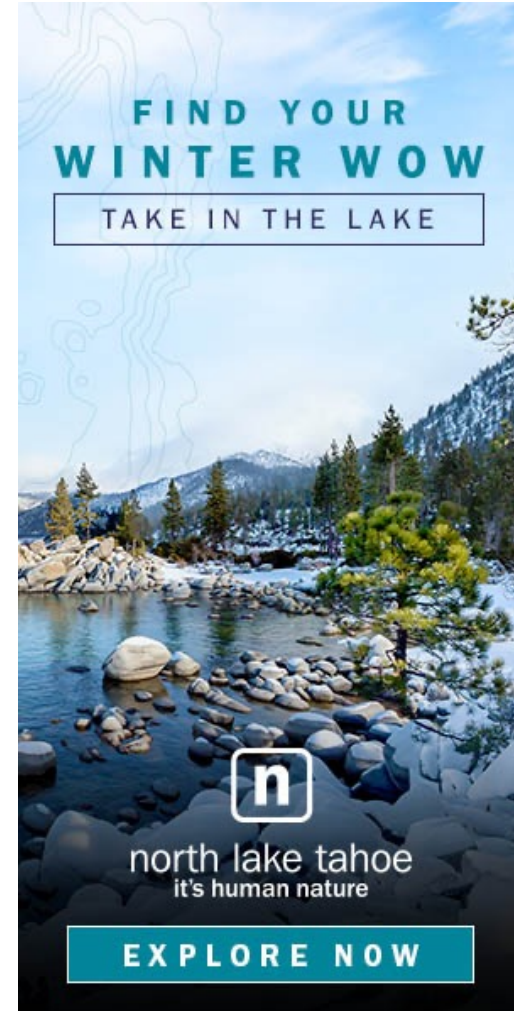
“North lake tahoe itinerary summer”



Programmatic Display

Use targeting capabilities of this tactic to support awareness of initiatives as well as retarget users from Paid Social. Ads will run on sites that align with seasonal outdoor interests like hiking, trails, biking and winter sports. High Impact creative is recommended as it will generate higher engagement overall and increase CTR.

Target Location: Crowd Traffic



YouTube Shorts

YouTube is the second largest search engine only after Google. The high traffic volume along with the low CPC makes YouTube an ideal platform to showcase North Lake Tahoe in a visual environment.

The shorts placement will allow NTCA to reach users on mobile devices scrolling for entertaining and educational content through short form video.



CAMPAIGN FLIGHTING

Paid media efforts will ramp up during peak time periods providing higher foot traffic in-market:

- Winter season: December 1 - February 30
- Summer season + Holidays: May 1 - early September

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
DIGITAL MEDIA												
Paid Social	■	■	■	■	■	■	■	■	■	■	■	■
Display				■	■	■			■	■	■	■
Search			■	■	■	■	■		■	■	■	■
YouTube Shorts				■	■	■						

BUDGET OVERVIEW

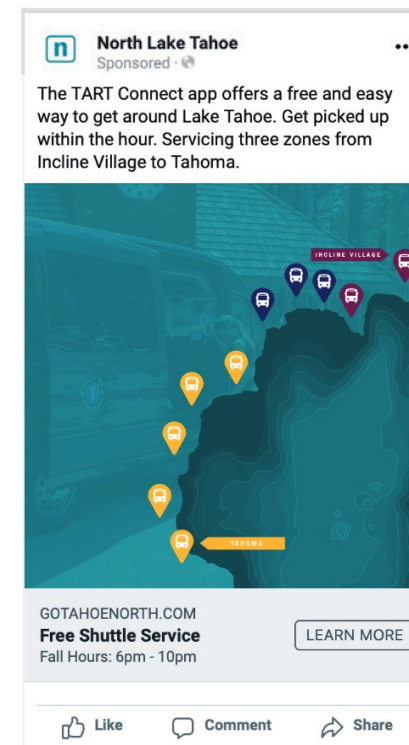
	Budget	Percentage
Monthly Management		
Account Management	\$ 10,000.00	13%
Digital Media Management	\$ 8,000.00	10%
Campaign Development		
Creative Production	\$ 16,000.00	20%
Hard Costs		
Paid Media - Digital	\$ 46,000.00	58%
Total	\$ 80,000.00	100%



Co-Op Support

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- Paid social media specific to in-market sustainability placements throughout the year.
 - TART Connect
 - Traveler Responsibility Pledge
- Creative development for collateral and ad assets.



Co-Op Support

Developing creative assets and completing organic promotion (blogs, newsletters, social media) for various events:

- Summer Music Series
- WinterWonderGrass
- Made in Tahoe





NORTH TAHOE
NTCA
COMMUNITY ALLIANCE

Thank you!

