

NLT FY23/24 Planning Strategy



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Agenda

- Insights, Trends, Strategic Foundation
- FY22/23 Performance Overview, Annual Content Theming
- Creative Strategy & Activations
- Consumer Media
- MCC Media Strategy & Creative
- Website & SEO
- Social Media
- Public Relations

An aerial photograph of a person kayaking on a vibrant turquoise lake. The kayaker is in a red kayak, positioned in the upper left quadrant. The water is exceptionally clear, revealing large, smooth, 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 overlaid on the center of the image, containing the main text.

Industry Insights, Trends & Strategic Foundation

Our Process

Looking at Daily Research:

cvent

TRAVEL
PULSE

visit
California

The Harris Poll
A STAGWELL COMPANY

Skift
RESEARCH

NORTHSTAR
TRAVEL GROUP

expedia group™
media solutions



Destination Analysts

Applying Research to Actions:

- Campaign Creative & Tactics
- Content Creation (Social, Blogs, eNewsletter)
- Website Functionality & Content
- PR Promotion



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Sustainability Trends

Compared to prior trip behavior, **intent to make [sustainable] choices on future trips increased nearly 10% on average**, demonstrating the growing opportunity in sustainable travel.

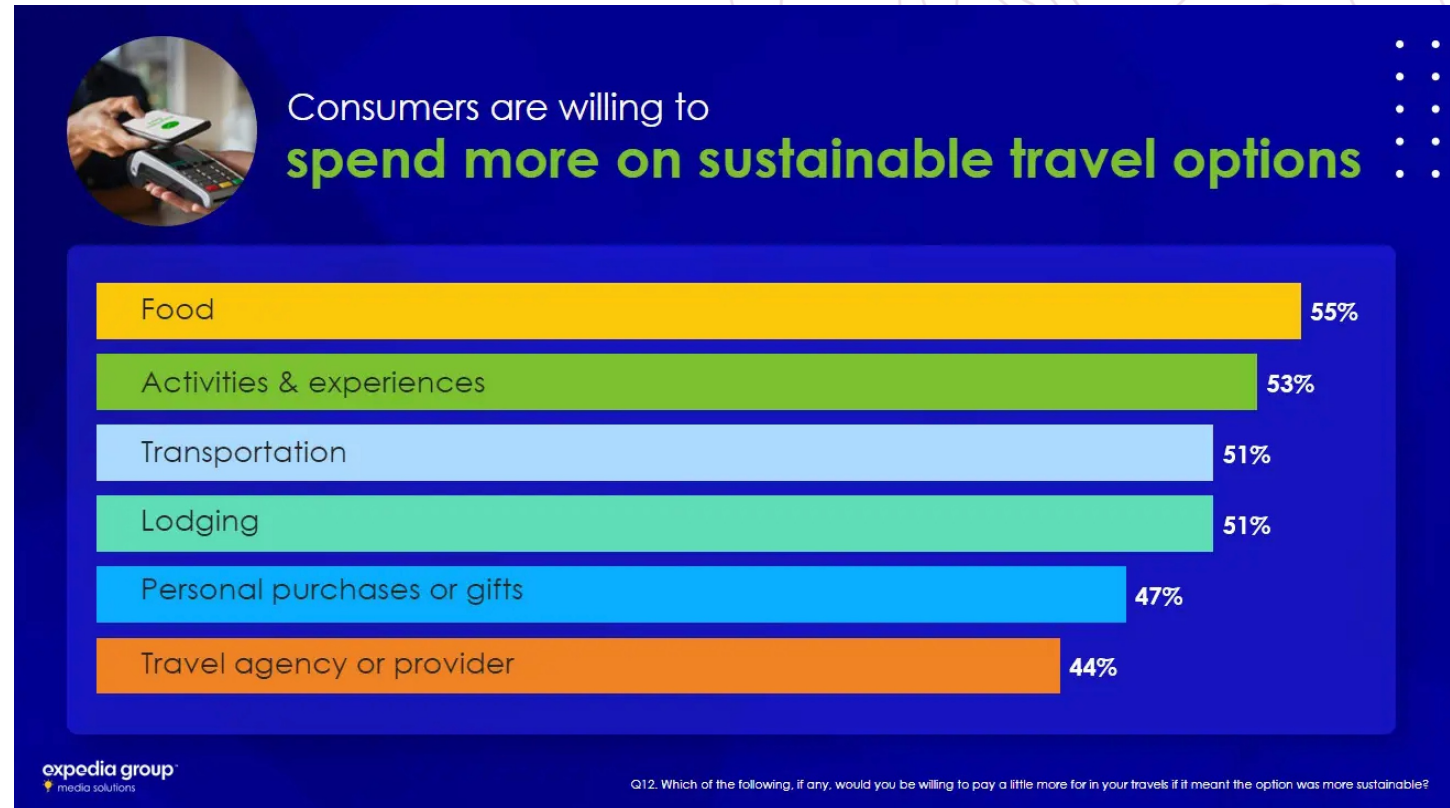
Nine in 10 consumers said they look for sustainable options when traveling, but 70% reported feeling overwhelmed by starting the process of being a more sustainable traveler.



Sustainability Trends

Nearly three in four consumers state they would choose a destination, lodging, or transportation option that is committed to supporting the local community and culture, even if it was more expensive.

Consumers most want to see recommendations for locally owned businesses and restaurants at or near a destination, and transportation options that have a lower environmental impact (45%).



Generational Trends

Boomers: Most Likely to Have the Largest Travel Spending Budget

- When it comes to trip cost, Baby Boomers are the big spenders. The average amount this demographic pays for vacations is \$6,126. Gen X is next up at \$5,060, followed by Millennials who drop about \$4,141 on vacations and finally, Gen Z has an average vacation spending tab of \$2,788. *(Travel Pulse, March 2023)*

Millennials: Most Likely to Prioritize Travel

- The number of Americans who intend to spend more on travel has increased by 17% since late 2022, with Millennials leading the way. This generation is 22% more likely than the average American to spend more on travel in 2023. *(Travel Pulse, March 2023)*
- 84% would rather take a dream vacation than purchase a new luxury item, and 79% agreed that travel is an important budget priority. *(Skift, March 2023)*

Gen Z: Most Likely to Seek Unique Experiences

- Looking for truly authentic experiences, including connectivity with others, hidden gems, local cultural experiences and wellness experiences that go beyond the spa. *(Skift, March 2023)*



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Strategic Foundation

- Maintain seasonal campaigns due to flexibility of the "anywhere traveler."
- Highlight hidden gems, unique experiences and local culture to connect authentically with audiences.
- Actively educate travelers on sustainability before, during and after their trip for return trips.
- Use channels as the ultimate resource, utilizing video whenever available to help with storytelling.
- Utilize new research available (Dean Runyan, SMARI).



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FY22-23 Performance Overview, Annual Content Theming

FY22/23 Performance Overview

Summer 2022

- Sustainability creative performed much higher than persona creative, especially in terms of social media, which had a 4.13% CTR (industry average is 0.9%).
- Fishing, camping and boating were the top search terms for the season.

Fall 2022/2023

- Across social channels, Boomer Ben and Work From Nature had the strongest CTRs while Millennial Megan and Sustainability earned the most TOS conversions.
- Compared to the previous year's fall campaign, the overall cost per conversion decreased by almost \$22, an over 65% drop in costs. This drop indicated more effective ads higher engagement and channel efficiency since last year's campaign.



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FY22/23 Performance Overview

Winter 2022/2023

- With the addition of Google Performance Max, CTR rose 5% and cost fell by \$1 compared to the year prior.
- All social audience CTRs were more than double industry benchmarks. While social's Sustainability line earned the highest number of TOS conversions (411), the Jones Family audience earned the highest CTR (2.73%) followed by the Boomer Ben audience (2.33%). For comparison, Sustainability earned a 1.82% CTR.

Spring 2023

- Launch of spring was delayed this year due to the high amount of snowfall.



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Annual Content Theming

- Evergreen

- Sustainability/Responsibility
- Return Trips
- Midweek Stays
- Unique Experiences
- Events
- KBYG

- Summer

- Official Playground
- Mountainside Activities
- Live Music

- Fall

- Secret Season
- Lake Activities
- Mountain Activities

- Winter

- Winter Wow
- Lake Activities
- Weather Conditions

- Spring

- Dual Day Experiences
- Lake Activities
- Mountain Activities



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A person in a yellow kayak is paddling on a clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The scene is bright and scenic.

Creative Activations

CREATIVE STRATEGY

AMPLIFY BRAND PILLARS

and unique differentiators with new program ideas

BOLSTER NEED PERIODS

by shifting travel demand to longer week and shoulder seasons — and dispersing visitors during busy seasons

LEVERAGE BRAND PARTNERSHIPS

To extend reach and align with audiences

EVOLVE STORYTELLING

and elevate the It's Human Nature brand positioning

EDUCATE AUDIENCES

with responsible travel, sustainability and safety messaging

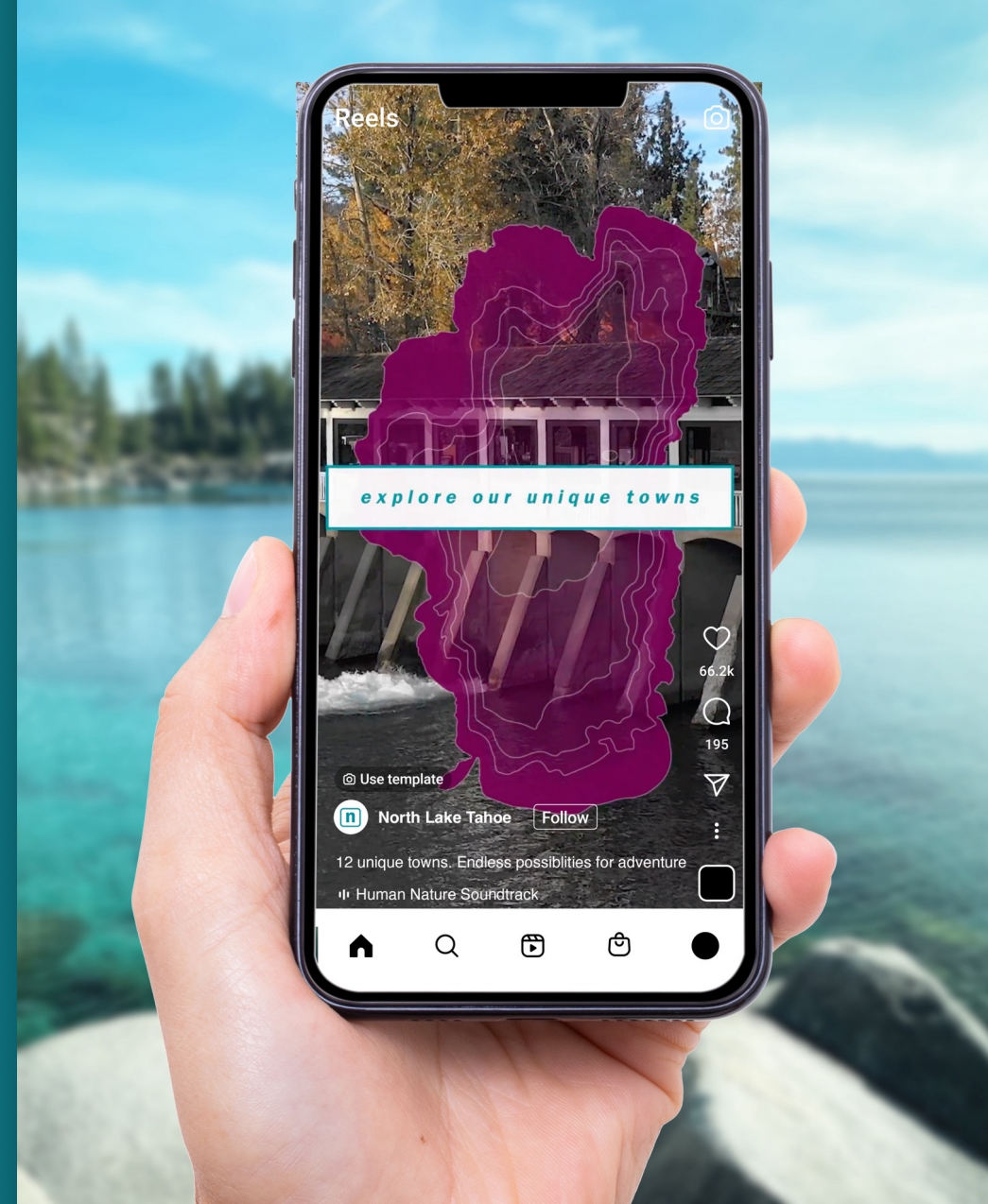
DELIVER DISTINCTION

Identify ownable territories and opportunities within the competitive landscape

BITE SIZED VIDEOS

There's lot to love about North Lake Tahoe, so let's break it down into bite-sized videos:

- Create new 7-second vertical videos with fast tips to fit the average viewer's 8-sec attention span for use on Insta/FB Stories, YouTube Shorts and TikTok
- Content can relate to brand pillar initiatives (responsible travel, 12 towns, activities, etc.)
- Content/series could also be informational and address specific needs (campgrounds, fishing, weather alerts, etc.)
- Provide video content and links to VCA



HAPPY TRAILS

Hiking and biking in North Lake Tahoe is an entrancing experience. NLT will be easier to enjoy with a new trails-focused campaign. Let's update the trails landing page with more details and engaging new content, including:

- 360-degree video and photos of scenic spots on the trail/trailhead
- Align with partner platforms (alltrails.com) to integrate trail maps on the NLT website
- Spotify hiking/biking playlists integrated into the landing page
- Interactive map to bring energy and excitement to trails and curate the map to promote the mountains during the summer
- Sustainability messaging integrated into all maps and content



BREAK AWAY ADS

High-performing BREAK OUT ADS make the perfect vehicle for A BREAKAWAY GETAWAY campaign. Let's take an Augustine best-practice, organic and paid Breakout Ads, and add new energy to the "It's Human Nature" campaign

- Break Away — both static and video — ideas will showcase high motivators as determined by SMARI insights. For example, they could include:
 - Kayak leaves water, and the paddle dips out of the frame
 - Dog on leash
 - Bird flies out of the frame and off screen
 - A sled slides and launches off screen



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The CHP is hiring 1,000 new officers. Are you ready for a secure and fulfilling career?
Join the CHP 1,000 & earn your badge.



[#californiahighwaypatrol](https://twitter.com/californiahighwaypatrol)

TRANSFORMATIVE TAHOE

For many, peace and reinvigoration is the purpose of their NLT visit. Let's create a campaign that focuses on locations and activities that are relaxing, peaceful and transformative in nature.

- Create themed itineraries and blogs highlighting transformative gems
- Align content to drive multi-night stays during shoulder season (seasons in which transformative travel is at its peak)
- Transformative Tahoe bite size video series highlight locations and activities that have the power to be transformative
- Wellness Event Packages: Offer Transformative Tahoe incentives for booking a hotel stay during a wellness events (i.e., Wanderlust). Package can include NLT branded water bottle, yoga mat, sleeping mask and print collateral.



TAHOE TRIFECTA

Perfection times three – mountains, lakes, and towns. That’s the Tahoe trifecta that draws visitors here year-round.

- Itineraries: Create itineraries that move visitors through NLTs 3 key experiences – Mountains, Lakes, and Towns
- Gamified Experience: Create North Lake Tahoe trifecta randomizer game (slot machine style) to build itineraries. The game can be unique per season and placed on seasonal landing pages.
- Video: Create a Tahoe Trifecta bite-size video series
- Challenge: Let’s create an adventure challenge that is easy for the audience to grasp yet has the appeal of a challenge. Hike, Kayak and Dine (Winter challenge in the summer, summer challenge in the winter)



MAKE IT LAST

NLT is pristinely beautiful. Let's expand our sustainability message to not only share how our audience can be sustainable but also showcase how our destination works to make North Lake Tahoe sustainable.

- Website content: Show how we're doing our part and share how its easy for you to do your part
- Video Series: Outline sustainable practices and initiatives to show that visiting NLT is a smart choice for the environment
- Collateral Kits: Sustainability collateral kits at hotels
- Partner Integrations: Take Care Tahoe, Keep Tahoe Blue, etc.

Source: March 2022 by Wakefield Research Study, Expedia Group



EDUCATE AUDIENCES | AMPLIFY BRAND PILLARS | EVOLVE CREATIVE

A WORK OF TART

TART is a convenient and sustainable way to get around NLT. Let's elevate the ride with activations that make it fun, unique, and informative.

- Make them experiences you want to go on
- Wrap each van with unique artwork that promotes sustainability
- Ask local artists to submit ideas
- Create a video series documenting the artistic process of the vans, including interviews and BTS with the artists



LEVERAGE BRAND PARTNERSHIPS | BOLSTER TIME PERIODS | BOOST LOCAL RECOVERY

PURE BLUE WATERS

The pure waters of Lake Tahoe are worth admiring – and protecting. A bottle design competition would reinforce that with a beautiful artistic design in a reusable water bottle that would benefit lake preservation efforts:

- The winning design will be produced and sold at the visitor centers and could extend to other merch (hats, posters, etc.)
- Promoting the use of reusable water bottles is an important step, one that many hotels and tour operators are acting, providing guests with reusable water bottles or even branded filling stations
- Would help reduce single-use plastics, a major environmental concern to which the travel industry is one of the major contributors
- Highlight the measure NLT is taking to keep lake preserved
- Co-partner with Yeti, Hydroflask, Stanley, etc. to create the piece



GO TO TOWNS 2024

NLT's best-kept secret might just be how big it is. Even locals are still surprised when they hear there are 12 towns to explore so we started the Go TO TOWNS campaign in 2023 — and want to add more content to this powerful storytelling.

Photo Contest: Let's showcase a photography contest where a winner would be chosen for each of the twelve towns. The winning photo would become the official 2024 photo for the town — featured on the site, social — and be made into posters or postcards.



TAHOE BITES

Let's introduce bite-sized video series of the can't miss unique food items of North Lake Tahoe. This restaurant campaign will feature specifically-named must try items from the Grande Meatball (Montagna) to the Baked Tahoe (Lone Eagle Grille) to the Wet Woody (Gar Woods), Chambers Punch (Chambers Landing).

- Social organic content: photos and bite size videos
- New blog content
- Must try downloadable checklist on the site to encourage multiple visits



NLT FOR ALL

North Lake Tahoe's pristine beauty is meant for all to enjoy. A new video series could show just how inclusive and accessible NLT really is with real people and their stories:

- Stories could share how everyone can visit, interact, and love NLT
- Let's add a page on the site dedicated to accessibility for all
- Remove barriers, and perceptions, and drive accessibility of destination with real examples/tips/content
- Videos showing the diversity of unique locals and visitors (disabled athletes, shop owners) accessing it all
- Potential for influencer activations



GEAR UP FOR NORTH LAKE TAHOE

Whether you lace 'em tight, pack it on, or zip it up, your gear is at the center of every North Lake Tahoe trip. The Gear Up For North Lake Tahoe campaign will provide a unique way for audiences to interact and engage with our brand and prepare for their trip.

- Create seasonal and activity-based gear collages and content
- Gamify the experience with a “dream gear” selection game
- UGC Organic Social activation will ask audiences to share their must have piece of gear for Tahoe. We could prize this with an NLT gift card to be used at local gear shops
- Video Series featuring expert advice from local gear shops
- Feature print/digital ads or an article in Outside Magazine



LEVERAGE BRAND PARTNERSHIPS | BOLSTER TIME PERIODS | BOOST LOCAL RECOVERY

An aerial photograph of a person kayaking on a vibrant turquoise lake. The kayaker is in a red kayak, positioned in the upper left quadrant. The water is exceptionally clear, revealing large, smooth, light-colored boulders scattered across the lakebed. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. The overall scene is serene and scenic, typical of a wilderness area.

Consumer Media

MEDIA STRATEGIES

- Optimize results from 22-23 campaign.
- Consider new media platforms and opportunities.
- Maintain flexibility around fall-winter and winter-spring seasonal switches.
- Seasonality focus during spring/fall.
- Reevaluation of core audiences.
- Continue targeting the high value audience.
- Maintain sustainability messaging.
- Continue paid media presence in Phoenix.



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MARKETING FUNNEL OVERVIEW

MARKETING FUNNEL



AWARENESS

the customer is aware of the existence of a product or service

INTEREST

the customer is actively expressing an interest in a product group

DESIRE

the customers is aspiring to a particular brand or product

ACTION

the customer is taking the next step towards purchasing the chosen product



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NEW IDEAS

- Podcast advertising
 - Recorded ads to allow for geotargeting and aggressive audience targeting.
- VCA expanded opportunities
 - Podcast
 - Direct Newsletter
- Sunset Magazine
- Outside Magazine x Pinkbike – Fall native article
- Sand Stamp
- TV segment in a California market
 - Selected per data pulled early Spring 2024.

OVERALL MEDIA RECOMMENDATIONS

- Support all levels of marketing funnel (not just digital).
- Adjust to SMARI results.
- Continue using video and expanding where appropriate.
- Include seasonal adjustments by platform by persona.
- Continue presence in Phoenix market.
- Lower budget on TripAdvisor and adjust to higher performing media platforms.
- Audit Paid Search keywords by season/campaigns and keep close eye on AI trends.



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An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in a red kayak with a yellow paddle, positioned in the upper left quadrant. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. The right side of the image is framed by the dense, green foliage of evergreen trees. The overall scene is serene and natural.

MCC Media Strategy & Creative

Objectives & Planning

- Balance media platform opportunities.
- Continue year-round presence among audiences.
- Utilize lead-gen program through Meetings Today and incorporate social retargeting.
- Maintain presence through social/programmatic using retargeting and some prospecting.
- Utilize video in retargeting Facebook and LinkedIn efforts.
- Continue with CVENT (3-year contract.)




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Best Performing Creative FY 22/23

North Lake Tahoe Sponsored · 🌐

It's time to think outside Zoom. Take your team to North Lake Tahoe for a big dose of fresh inspiration.



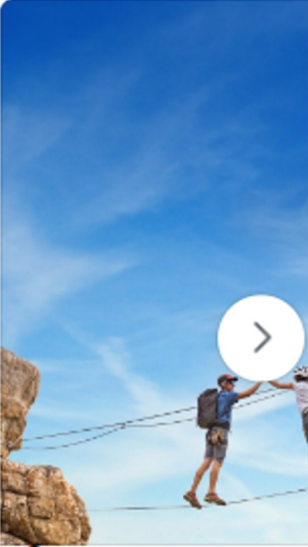

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Planning meetings here is as easy as a Tahoe sunset. Discover conference centers, team building & beyond in North Lake Tahoe.



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➦ Share

AMENITY NO. 26

Audio & Visual

CONNECTIONS COME STANDARD



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[PLAN YOUR MEETING](#)

AMENITY NO. 36

Conference Rooms with No Boundaries

HERE, THE BEST AMENITIES COME NATURALLY

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AMENITY NO. 17

Connect on a Higher Level

HERE, THE BEST AMENITIES COME NATURALLY

[PLAN YOUR MEETING](#)



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Creative Recommendations

- Continue with best performing creative from current campaign
- Optimize to develop additional assets to support the campaign
- Leverage the IDSS email platform for ongoing organic communications
- Develop additional content/resources to help sale team
- Capture additional photo assets leveraging existing meetings
- Leverage sustainability efforts through team-building activities
- Continue to leverage LinkedIn to share collateral and updates

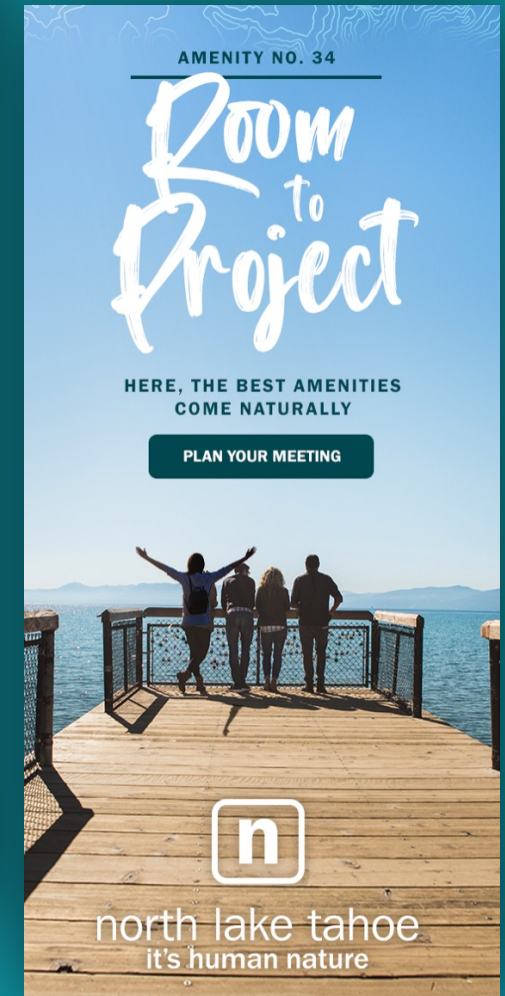
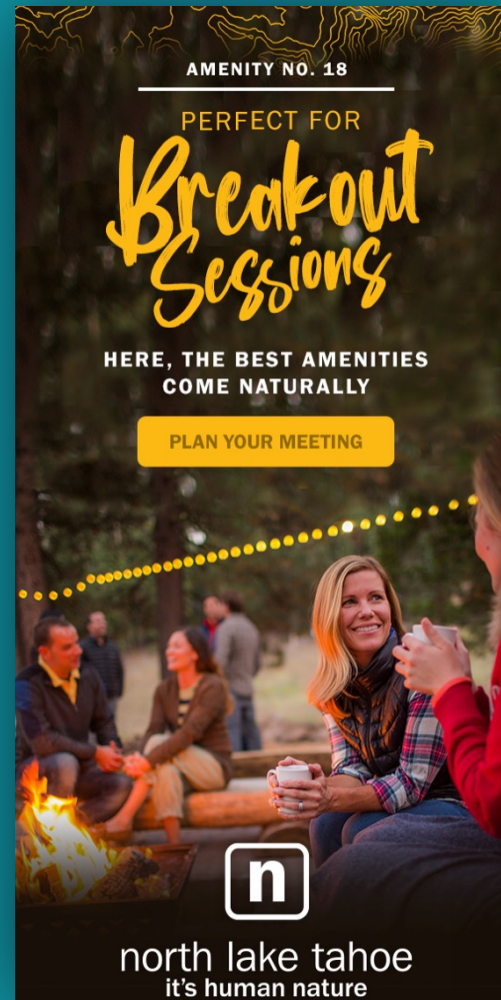


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AWESOME AMENITIES 2.0

The 2022-2023 Amenities campaign has outperformed past meetings campaigns. Let's expand the successful campaign with a series of refreshing new engagements for our meetings campaign, including:

- Bite-sized video featuring each of the fun #s, posts for social, and content for the amenities page to improve the experience
- Refreshed digital and social ads to share more # amenities
- Campaign to fully explain each of the locations and offerings
- Paid Digital + Organic Social Quiz for Planners
 - The questions would lead to a checklist of matching hotel options, landing them on Team Splash or Team Alpine



Paid Media Recommendations

- Creative refresh for retargeting campaigns across channels to efficiently reach professionals who are ready to plan and book for their companies.
- Optimize video across Facebook and LinkedIn while being supported by static campaigns on the same platforms.
- Continue to run animated banners. Can drop the smaller mobile sizes into static only.
- Increase the Facebook Retargeting budget across static and video ads to drive planners down the funnel.



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Multiview & Meeting Professionals International

In partnership with over 1,200 associations, Multiview is able to leverage and target meeting professionals with proprietary data. Multiview reports open rates at 2x the industry average and run opt-in subscriptions only.

- MPI eBlast
 - Opt-in subscribers
 - Cost: \$5876
- Association Site Retargeting
 - Cost: \$5,876
 - CPM: \$43.33
 - Multiview places a pixel on selected partner websites to retarget the site visitors
 - Geotargeting available



SportsEvents Media - Print

Targeting over 18,000 planners specializing in sports events and competitions. The publication offers facts, expert advice, tools, how-to's and more on topics that sports event planners need to know to produce top-notch sporting events and competitions.

- August 2023 Natural Venues Guide
 - Full page print ad
 - Cost: \$3,672
- April 2024 – Nevada State Spotlight Feature
 - Full page print ad & bonus Sports ETA distribution
 - Cost: \$3,672

August

Natural Venues Guide

Enhanced Natural Venues listing for advertisers

Game Plan:	State
Pre-conference Issue	Spotlights: Arizona California Georgia Iowa Kentucky Massachusetts New Mexico South Dakota
Sports Reports: Wakeboarding Waterskiing Sport Climbing	

Space Closing: July 13, 2023
Material Deadline: July 20, 2023
Publishing: August 11, 2023

April

19th Annual State of the Industry Report

Sports ETA Bonus Distribution

Game Plan:	State
Mobilizing Your Volunteers	Spotlights: Kansas Nevada Ohio Tennessee Wyoming
Sports Reports: Canoe & Kayak racing Rugby Tennis	

Space Closing: March 13, 2024
Material Deadline: March 20, 2024
Publishing: April 12, 2024

MEETINGS MEDIA FLOWCHART



NLT 2023-24 MEDIA PLAN		1Q 2023					2Q 2023					3Q 2024					4Q 2023					Gross Total																																	
CAMPAIGN: MCC		July		August			September			October			November			December			January				February			March			April			May			June																				
		26	3	10	17	24	31	7	14	21	28	4	11	18	25	2	9	16	23	30	6		13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24
		Summer					Fall					Winter					Spring						Summer																																
DIGITAL																																																							
Programmatic Display RT																												\$3,390																											
Geofencing (2 Conferences)																												\$3,390																											
Digital Total																												\$6,780																											
SOCIAL																																																							
LinkedIn																												\$5,650																											
FB RT																												\$6,780																											
Social Total																												\$18,080																											
VIDEO																																																							
Facebook Video RT																												\$5,650																											
LinkedIn Video																												\$4,520																											
Youtube RT																												\$5,085																											
Video Total																												\$15,255																											
MISC																																																							
Meetings Vendor - Social Targeting																												\$5,650																											
Email																												\$5,424																											
CVENT																																																							
CVENT																												\$12,091																											
Adserving																												\$565																											
Optimization, Reporting, and Management																												\$0																											
Total Media Investment		\$14,726	\$2,636	\$4,331	\$2,636	\$5,122	\$3,766	\$5,122	\$6,252	\$6,591	\$9,642	\$3,766	\$3,775	\$68,365																																									

Total Gross Budget	\$68,365
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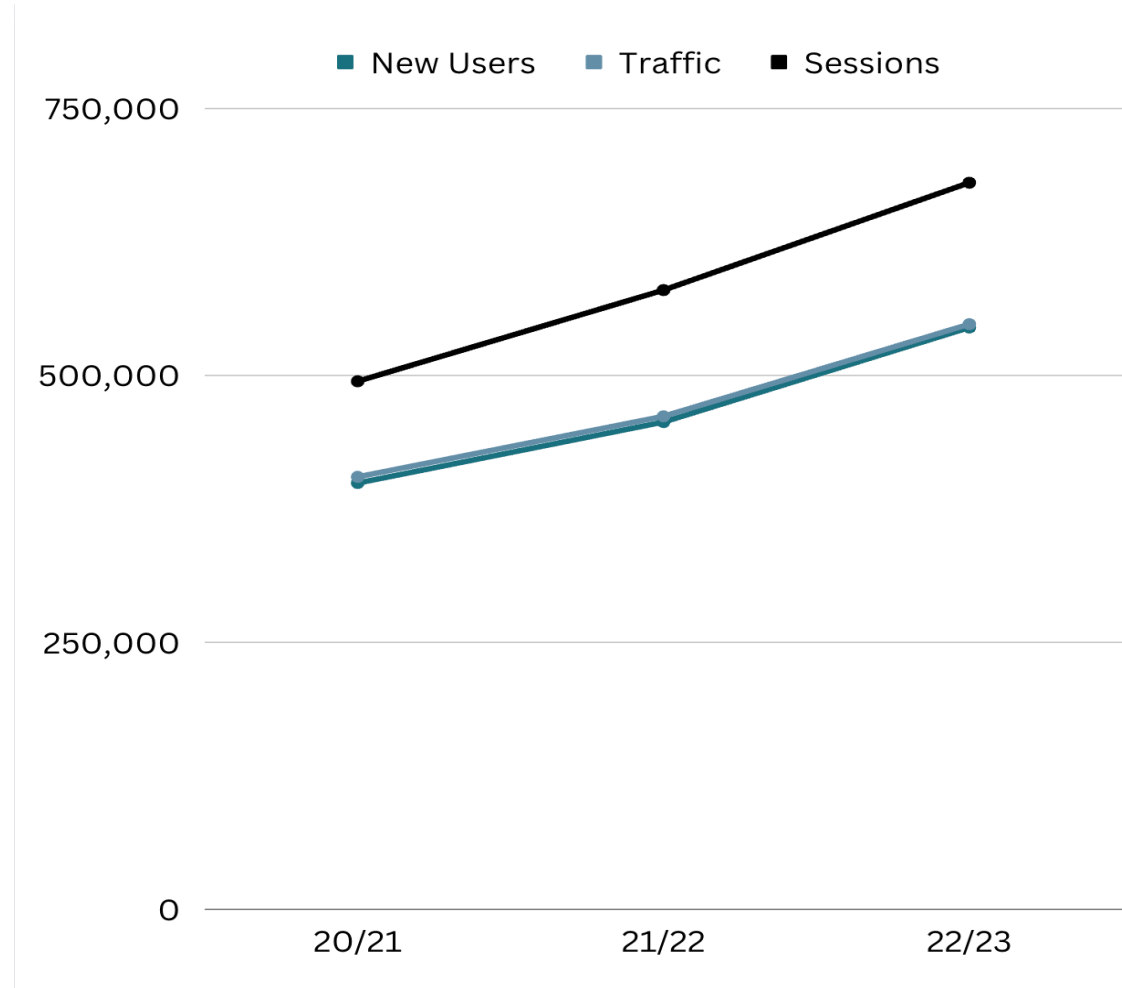
TOTAL: \$68,365

A scenic photograph of a person in a red kayak on a clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The text 'Website & SEO' is overlaid in the center in a dark teal font.

Website & SEO

Organic Traffic Metrics – Users and Traffic

The site has seen positive growth (13%) in organic users and traffic. Over the next year our goal is to continue this level of growth organically.



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Objectives

- Leverage continued growth increasing direct high-value organic traffic. Initial focuses on the site will be:
 - Lodging pages
 - Dining pages
 - Fishing pages
 - Hiking pages
 - Itinerary pages
 - Home page
 - Listing pages and filter look
- Increasing site speed, specific to mobile
- Continue to better the user experience which in turn will lower bounce rates and increase TOS.
- Continue regular SEO maintenance while also focusing on optimizing existing blogs.



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Blogs Recommendations

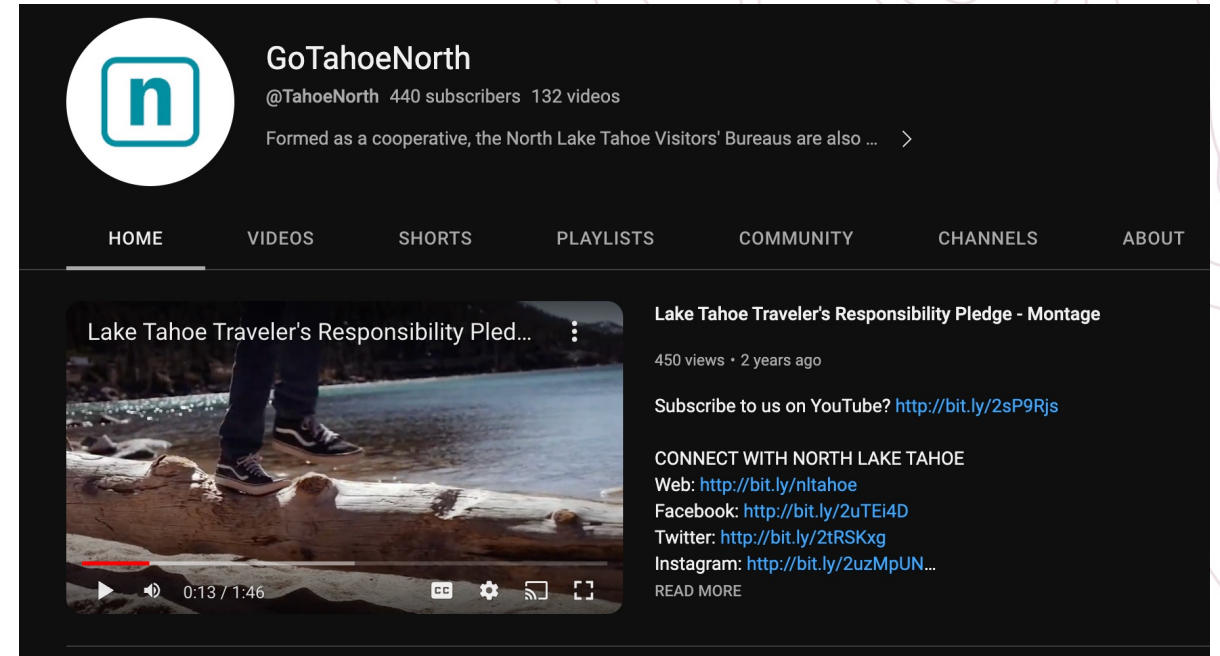
- Prioritize blog revises that are related to **timely events or holidays** so that we can capitalize on what is already drawing users in and provide them the most **relevant, updated information** to plan their trips.
 - Increase **linking** within these blogs to other pages of our site, i.e. itineraries, to keep users on our site longer.
- To encourage travel for all seasons, focus on **drawing more traffic to spring/fall blogs**.
 - This can be done by **more frequent promotion on social, newsletters and tying more blogs/itineraries to timely events**.
- **Make blogs section easier to find on the website** – for example, those on mobile may not see blog suggestion at all due to it not being included in main or top-level nav.



YouTube Channel – SEO Optimization

YouTube is the second most popular website in the world with over **30B visits per month**, and **average time on page of 20 minutes**. YouTube has become the **second largest search engine** in the world.

We recommend optimizing the channel using specific best practices for the platform that increase the visibility for both the channel and the website. Optimizations strategy will be aligned with the overall content development plan for the year so that all tactics complement each other.



Google – Bard – SEO Impact

Google recently announced an update that will introduce AI driven conversational search results. Our strategy will remain flexible to accommodate for any developments on AI impacting the future of SEO.

It is important to be on the lookout for technical developments that can be implanted to optimize the site towards AI generated results. We are expecting these to come in the form of new schema, an increased emphasis on relevant content and building website for specific objectives.

We also expect a shift in success measure metrics, with zero click searches we will see a decrease in CTR.



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A scenic photograph of a person in a red kayak on a clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The scene is bright and sunny, with a light blue sky. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text.

Consumer Content: Social Media

Where Are We Headed?



2021

Developed a social strategy highlighting key pillars. Focused on community management and building an online community.



2022

Increased video content. Introduced Tik Tok account.

Created branded Instagram story content to increase engagement and hired content creators in Tahoe to capture timely assets.

California Now Story Content produced positive results for the North Lake Tahoe brand on social and online.



2023

Tailored strategy to include more trendy video content.

Continued to leverage CA Now Content.



Continue shifting content based on platform changes. Create opportunities to curate content for restaurants and promote local stories.

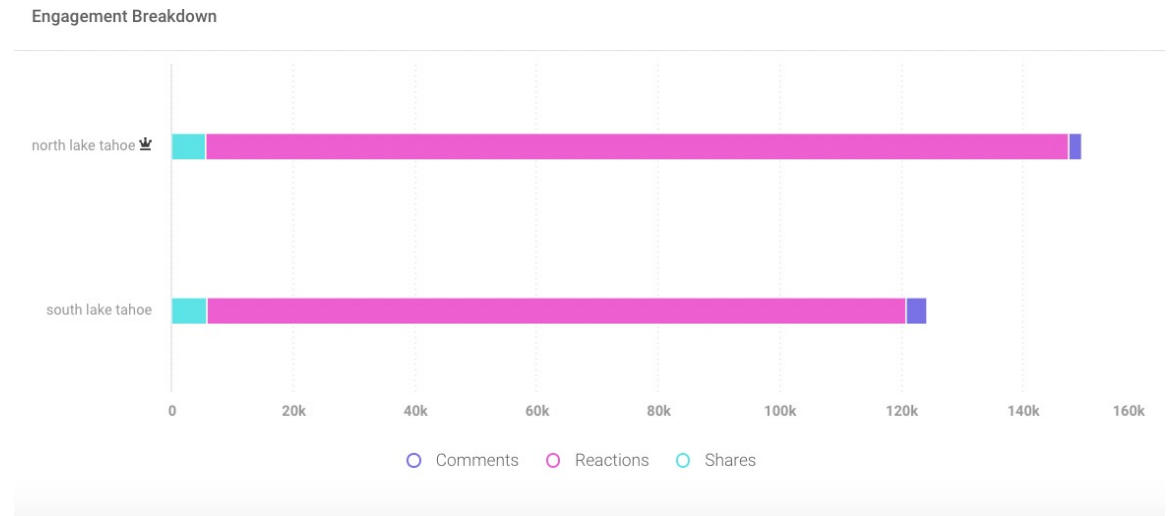


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What Makes North Lake Tahoe Unique?

Competitive Analysis Key Takeaways

- While our competitor has social ownership of the "Lake Tahoe" name, North Lake Tahoe leads in primary social network platform engagement
- North Lake Tahoe social takes the lead in share of voice and share of engagement
- Continue to share unique experiences
- Highlight ease and relaxation



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Source: Brandwatch

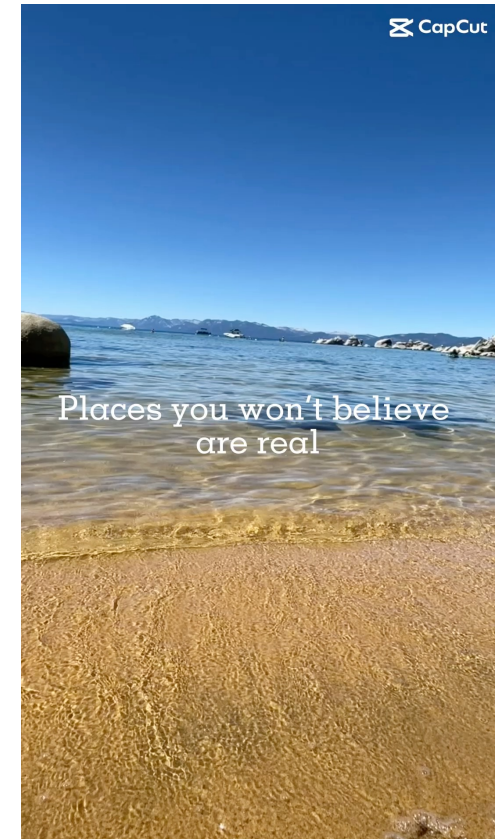
How Can We Elevate Our Social Channels?

Continue to work with content creators to leverage short-form video content. Attention spans are short. All of our top performing video content grabs the user's attention quickly with a trending audio or scenic view.

- Places in North Lake Tahoe that don't feel real
- POV: Day in The Life
- Beaches To Visit
- Family Friendly
- Local Stories + BTS Restaurant Content
- Listicles for Seasonal Content
- Continue to build an online community on Instagram. While in-feed content is great to reach new users, interactive story content allows the brand to engage with our current audience.
- True to Tahoe Monthly or Quarterly Brackets. Allow our Instagram audience to "nominate" brands as their favorite place.
- Winner gets bragging rights and Instagram Story "takeover"



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How Can We Elevate Our Social Channels?

Utilize social features to create a central hub for users looking for travel inspiration and save-able content through Instagram Guides.

- Sustainability
- Trails
- Hikes
- Restaurants

- Reintroduce #sustainablesaturdays in a more impactful way
- Collaborate monthly with businesses and restaurants that participate in sustainable practices to curate social media posts
- Eco-Friendly Lodging
- E Biking and TART POV
- State and National Parks
- UC Davis Tahoe
- Keep Tahoe Blue Initiatives



north lake tahoe

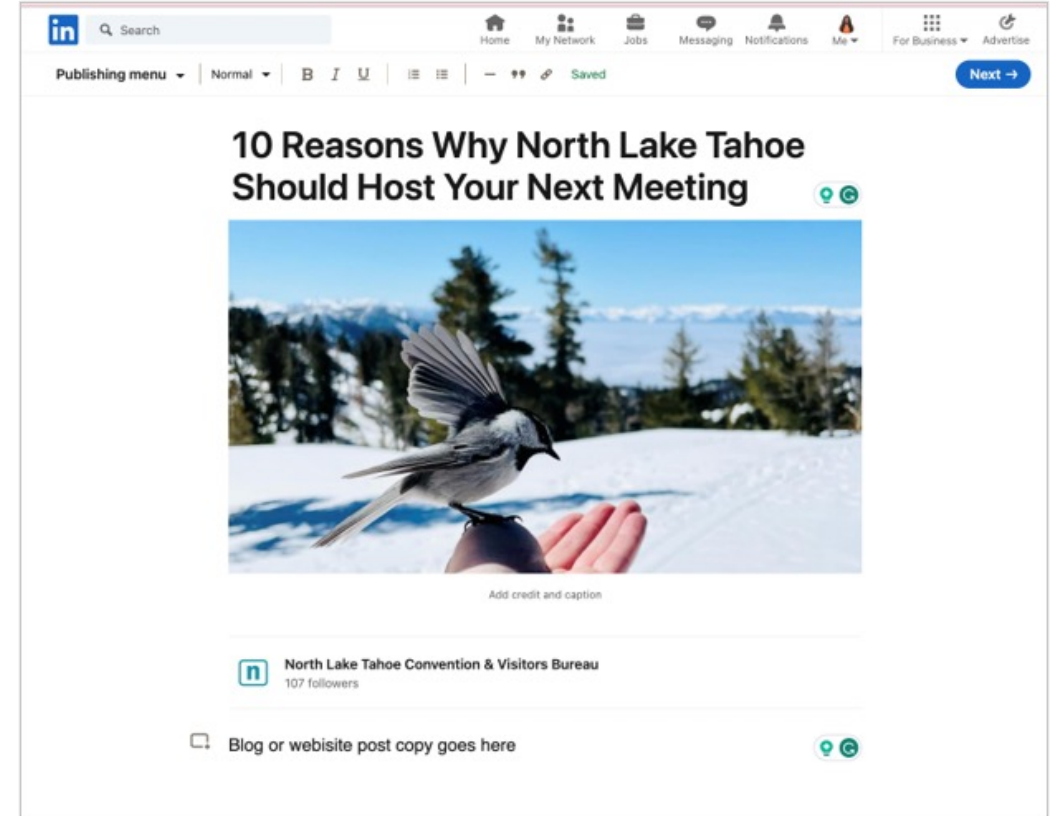


How Can We Elevate Our Social Channels?

- Continue to partner with content creators to develop seasonal and evergreen content and promote giveaways.
- Consider running co-branded giveaways with influencers, content creators or brands to increase reach and potential engagement.
- If paid engagement is the goal, run giveaways on Facebook.
- Utilize LinkedIn to build brand awareness around meeting spaces in North Lake Tahoe.
- Publish Meeting Articles directly on the platform.

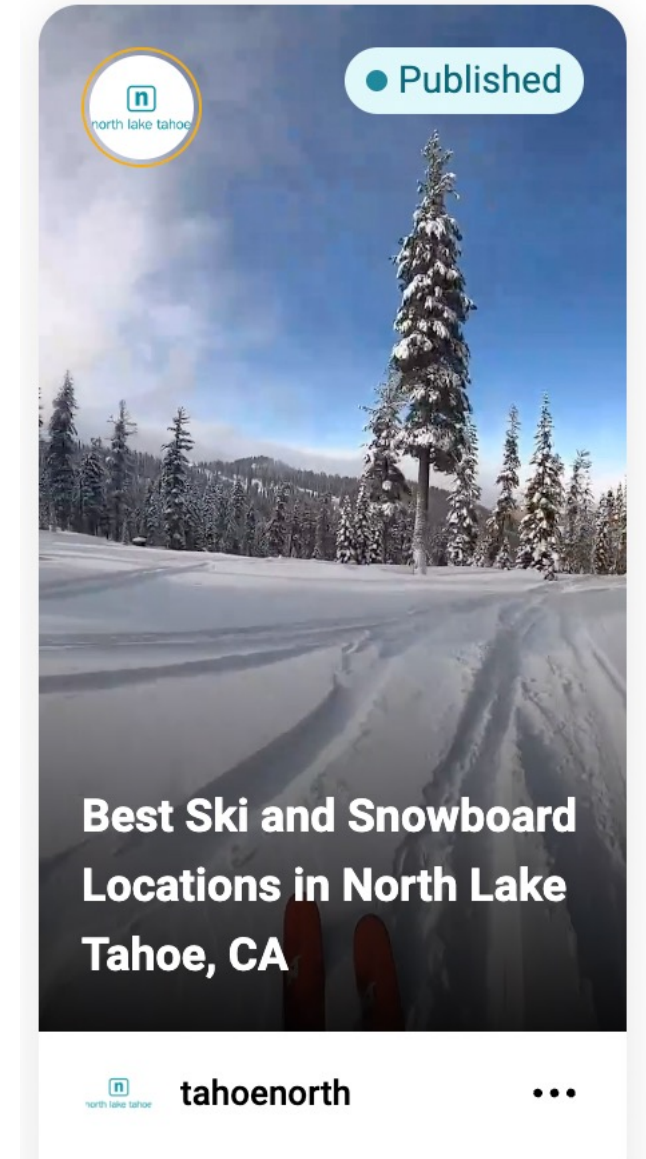


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How Can We Elevate Our Social Channels?

- Continue to create CA Now Stories to promote blogs, listicles and seasonal events in the region. During the 22/23 FY, content generated 1M Google Impressions!
- Repurpose story content on Pinterest in order to increase brand awareness.
- Repurpose relevant story content themes as LinkedIn articles.



A scenic photograph of a person in a red kayak on a clear turquoise lake. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. The shoreline is lined with lush green evergreen trees. The overall atmosphere is peaceful and natural.

Public Relations

22/23 Recap: Press Releases & Press Coverage

- **Press Releases:**

- What's New Fall 2022
- What's New Winter 22/23
- What's New Spring 2023

- **Press Coverage This FY So Far:**

- Total Pieces: 247
- Total Est. Monthly Visits: 5.45B
- Total Est. Coverage Views: 21.6M
- Total Est. Broadcast Reach: 1.7M

- **FAMs**

- Matt Lorelli, Unofficial Networks (Oct. 18-21, 2022)
- Kathleen Wong, USA Today (Jan. 17-20, 2023)
- Michelle Baran, AFAR (March 31-April 2, 2023)
- Scott Laird, Fodor's, TripSavvy, Condé Nast Traveler, TravelPulse (May 11-14, 2023)
- Danny Mangin, Fodor's Travel (May 15-19, 2023)
- Karon Warren, 10Best, Best Life (May 16-19, 2023)
- Justin Walter, Around The World With Justin, KTLA (May 31-June 3, 2023)
- Julie and Scott McConkey, syndicated AP and MSN (June 13-17, 2023)
- Dominique Chouvet, roadtrippin.fr (Feb. 27- March 3, 2023)
- Ed Leigh, The Telegraph (April 3-6, 2023)
- 4 Mexico Influencers with Visit Reno (April 5, 2023)



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Strategy

- Stories That Elicit Emotion
- Support Website and Social with Earned Content
- Leadership Thought Pieces
- Partner With Visit California and Travel Nevada
- Distinguish Us From Them
- FAM Focus on Traditional Media and Influencers
- SEO Pitching
- Connecting with Paid Media Based on Seasonality

Messaging Pillars

- Sustainability/Eco-Tourism
- True to Tahoe
- DE&I
- Peak Season/Shoulder Season Messaging
- Trails: Ale Trail, Rum Trail, Hiking Trails, Biking Trails
- Culture/History
- Nature/Outdoors
- Dog-Friendly



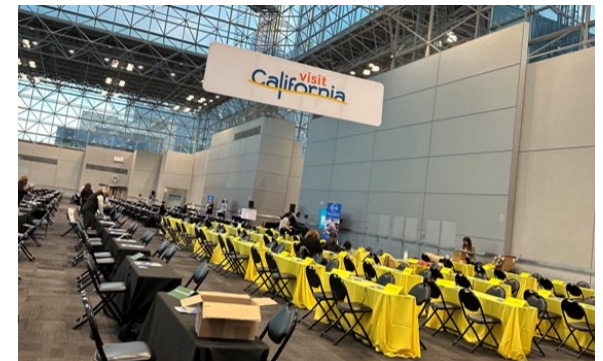
north lake tahoe

Tactics

- Continue to focus on top-tier publications and luxury outlets
- Invite domestic and international traditional media contacts for FAMs
- Focus FAM strategy on traditional journalists for earned media while using influencers for campaign-focused goals
- Quarterly Call for Content's
- Quarterly "What's New" Press Releases
- Concentrated effort on meetings publications
- Thought leadership pieces for sustainability messaging and publications
- Greater emphasis on fly markets by targeting location specific magazines/journalists who speak to that audience
- Focus on educating visitors in peak seasons and driving visitation in shoulder seasons
- Desk sides and trade shows/media missions



**'If I can do this, I can do anything':
How this Tahoe nonprofit empowers
travelers with disabilities**





Thank You!