

FY22/23 Marketing Coop Meeting



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Conference Sales Highlights 7/1/22 – 6/30/23

(35) Programs Turned Definite

- \$1,708,122 in room revenue less taxes and fees
- 7,259 requested rooms
- Top source states: CA, AZ, CO, IL

(107) Programs Turned Tentative - does not include RFP's from CVENT unless adding a property or conducting a site visit

- \$5,408,775 forecasted room revenue
- 25,795 requested rooms
- Top source states: AZ (HPN), CA, IL, VA, CO, TX

(66) Inquiries - RFP's received in CVENT which did not add a property or conduct a site visit



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Conference Sales Highlights

• Sales Missions & Tradeshows

- Connect Spring Marketplace April 11-13
- CalSAE Elevate April 17-19
- SF All Things Meetings April 24
- Visit California Roadshow to Denver & Seattle April 25-27
- HelmsBriscoe Annual Business Conference May 3-5
- Smart Meetings – Austin, TX June 23-25
- TopGolf Event in Roseville June 29

• FAMs/Site Visits

- National Association of Steel Pipe Distributors – March 13-14
- California Police Activities League - March 22-24
- Little Caesars - March 26-27



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Conference Collateral

- Creating bi-monthly and event follow up newsletters to 8,783 planners
 - August 26th - Connect on a Higher Level in North Lake Tahoe – sustainable travel, Granlibakken, Hyatt, GarWoods
 - October 27th - Fall in Love with North Lake Tahoe – Group off site dining and events calendar
 - November 16th - All Things Meetings Thank you Sent to planners who attended the trade show
 - December 5th - Destination Celebration Minneapolis Thank You Sent to planners who attended the trade show
 - December 7th - Seasonal Spectacular 2021 Thank You Sent to planners who attended the trade show
 - December 21st - Season's Greetings from North Lake Tahoe!
 - December 27th - Destination Celebration Indianapolis Thank You Sent to planners who attended the trade show
 - February 23rd - Plan for Winter Wow in North Lake Tahoe
 - April 20th - Meet at a Higher Level MCC Newsletter



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Mid-Year Leisure Sales Highlights



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Leisure Sales Highlights

- **Sales Missions & Tradeshows**

- California Cup – April 17-21
- Australia Sales Mission – May 9-19
- IPW May 20-24

- **Familiarization Tours (FAMS)**

- Australia Fire & Ice FAM March 5-9
- Trave & Co – March 13
- Reno Tahoe Experience - April 27
- Canada FAM – April 30 – May 2
- Brand USA AU/NZ MegaFAM – June 8-9



COLLATERAL UPDATES

- Creating bi-monthly newsletters to 3,014 travel agents and product managers
 - August 26th - Connect on a Higher Level in North Lake Tahoe – sustainable travel, Granlibakken, Hyatt, GarWoods
 - October 27th - Fall in Love with North Lake Tahoe – Group off site dining and events calendar
 - December 21st - Season's Greetings from North Lake Tahoe!
 - February 23rd - Heighten Your Senses Where Winter Wows
 - April 20th - Twice the Adventure in North Lake Tahoe Leisure Newsletter

VISA-VUE Q1 UPDATE

January – April 23' is as follows for international visitor spend to our region:

Canada \$319k, +69%
Australia \$227k, +89%
China Mainland \$174k, +36%
Mexico \$171k, +27%
UK \$143k, -26%
Peru \$80k, +73%
New Zealand \$72k, +300%
France \$56k, +14%
Brazil \$55k, +115%



FY 23/24 Proposed Schedule

- July – Destination Reps Summer Event (Denise)
- August – Connect Fall Marketplace
- September – HPN Annual Conference, Travel Nevada Mexico Sales Mission, Destination California
- October – Destination Celebration, IMEX, Visit California Luxury Forum
- November – Connect West – Tech, Smart Meetings Northern California, Holiday Showcase
- December – CalSAE Seasonal Spectacular, Destination Reps Signature Event
- January – Connect Midwest
- February – Go West
- March – Outlook Forum
- April – SkiTops, MTS, Connect Spring Marketplace, CalSAE Elevate, Destination Reps
- May – IPW, California Cup, HelmsBriscoe Annual Conference, Australia Sales mission
- June – PNW Sales Mission with Reno Tahoe, Travel Nevada and Las Vegas Convention and Visitor Bureau



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THANK YOU