
62ABOVE
LAKE TAHOE TRAVEL
REPORTING
September 2026



KEY TAKEAWAYS

CONSUMER

PAID MEDIA

FALL CAMPAIGN WAS AT FULL LAUNCH THIS MONTH WITH STRONG INITIAL RESULTS

12,380,622 Impressions

Meta delivered 729K impressions from Dreaming video, about 20% of video impressions, at the lowest CPM in the mix, demonstrating its efficiency at reaching the audience.

87,055 Link Clicks

The campaign's first full month with all pillars live drove strong click volume at a $2.27 blended CPC. Meta led at $0.47 CPC, and the Planning pillar alone generated 56K+ clicks, signaling travelers actively researching their trip.

2.5K High Intent Events

Website behavior reflected destination planning interest with users actively exploring content and resources, showing consideration for upcoming travel to North Lake Tahoe.

Data from September 1st, 2026 - September 30th, 2026,
Fall Campaign Launched 8/10 with Dreaming and Selecting Pillars. Planning Pillar launched 8/24.

CONSUMER PAID MEDIA ACTIVATED ON:

Google:
SEM and PMAX

Paid Social:
Meta, Reddit, and YouTube (via Equativ)

CTV & Display (Programmatic):
VIA62, Ogury, Datafy, Storygize

SOCIAL MEDIA

GROWTH IN IMPRESSIONS AND ENGAGEMENT ACROSS BOTH CHANNELS

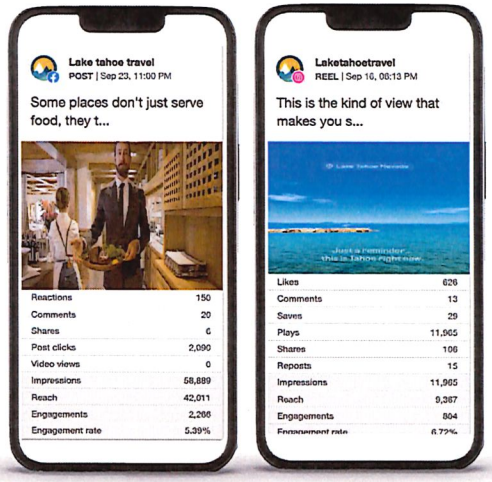
129% ↑ **MoM**

Facebook engagements increased 129% month over month, driven largely by the Savoie Restaurant post, which led performance with 2,266 engagements.

43% ↑ **MoM**

Instagram engagements increased by 43%, driven largely by the Lake Tahoe Looks Like This Reel, which led performance with 806 engagements across likes, comments, saves, shares, and reposts.

Experiencing content featuring Savoie was among the top performers across both platforms, driving strong reactions, saves, and shares. Meanwhile, Dreaming content, such as the Lake Tahoe Looks Like This Reel, generated video plays, saves, shares, and reposts.



ADDITIONAL SOCIAL MEDIA TAKEAWAYS

Instagram Post impressions increased 46%, while engagement rate rose 22%, reflecting stronger content visibility and improved audience interaction month over month.

Facebook experienced an increase in video views, primarily driven by the Chimney Beach Video, which generated 8,545 views.

This months strategic focus was on saveable, fall trip-planning and carousel content, resulted in Instagram video views declining due to less video content this month.

PUBLIC RELATIONS

AMPLIFIED ROMANCE, CULINARY, AND SUSTAINABLE TRAVEL NARRATIVES + SPOTLIGHTED LOCAL BUSINESSES

116 Pieces of Coverage

Avg. Domain Authority: **60**

**Facilitated & Non-Facilitated*

SCRIPPS NEWS · JB LUXE BEAT MAGAZINE · SFWEEKLY · AOL · abc 10 NEWS SAN DIEGO · TTW TRAVEL AND TOUR WORLD

ACTIVITIES

Media communication; Pitched shoulder season travel highlighting quiet October/ November, fall events, romance

Media planning; Prepped late fall/ early winter media pitches; kicked off planning of influencer and press visits for late 2026/early 2027

Media and influencer FAMs; Hosted 1 influencer (@DGSC) and 3 journalists (French FAM with High Sierra Visitors Council + Tomeka Jones, Scripps News)

PAID MEDIA

CONTINUED TO GENERATE STRONG VISIBILITY AND ENGAGEMENT AT CAMPAIGN END

8K
LINK CLICKS

Meta continued to lead channel performance, generating strong engagement at an efficient CPC, while VIA62 further expanded overall reach and brought in additional traffic across the campaign.

3M
IMPRESSIONS

Meta remained the leading source of engagement, with the resident audience continuing to deliver strong cost efficiency. VIA62 complemented the strategy by expanding overall reach and driving additional traffic, particularly among the visitor audience.

Data from September 1st, 2026 - September 16th, 2026 (Campaign End Date)

STEWARDSHIP PAID MEDIA ACTIVATED ON:

Meta	VIA62	LOCATION-BASED OUT-OF-HOME

OVERALL

41K SESSIONS

Remained steady month over month, including organic search session engagement maintaining similar levels—58.3%. Paid Social sessions increased by 59% and top pages were homepage, fall, lodging with the Fall Campaign having all pillars active this month.

~30% ↓ MoM

Organic Search clicks declined month-over-month to 9.8K. Events interest declined with holiday interest beginning to climb. Average search ranking position improved from 10.1 to 9.3 and homepage maintained but shifted from 10.7 to 10.4.

WEBSITE

SOCIAL TRAFFIC INCREASES WITH FALL AND LODGING PAGES INCREASES IN SESSIONS.

ADDITIONAL WEBSITE TAKEAWAYS

Sessions from Organic Search decreased by 40%. This may be due to to seasonal shifts (summer dropping while fall is starting to trend up) and/or indication of AI Overviews gaining more visibility and interactions. We will continue to monitor.

Pages and keywords shifted slightly with events starting to drop off and pages like the Christmas page moving up. Sand harbor still remains and Thunderbird Lodge gained interest.

Desktop and Mobile website health remained steady and at top performance across all categories.

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DestiMetrics

Executive Summary

Res Activity Outlook as of Sep 30, 2026

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1231 Units ('DestiMetrics Census'*) and 27.90% of 4412 total units in the North Lake Tahoe destination ('Destination Census'**)

Last Month Performance: Current YTD vs. Previous YTD		2026/27	2025/26	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Sep) changed by (2.1%)	Occupancy (Sep) :	50.4%	49.4%	2.1%
North Lake Tahoe ADR for last month (Sep) changed by (17.8%)	ADR (Sep) :	$ 374	$ 317	17.8%
North Lake Tahoe RevPAR for last month (Sep) changed by (20.3%)	RevPAR (Sep) :	$ 188	$ 157	20.3%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Oct) changed by (5.6%)	Occupancy (Oct) :	31.5%	29.8%	5.6%
North Lake Tahoe ADR for next month (Oct) changed by (13.1%)	ADR (Oct) :	$ 268	$ 237	13.1%
North Lake Tahoe RevPAR for next month (Oct) changed by (19.5%)	RevPAR (Oct) :	$ 84	$ 71	19.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-2.4%)	Occupancy	49.7%	50.9%	-2.4%
North Lake Tahoe ADR for the past 6 months changed by (12.1%)	ADR	$ 428	$ 382	12.1%
North Lake Tahoe RevPAR for the past 6 months changed by (9.4%)	RevPAR	$ 213	$ 195	9.4%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the furture 6 months changed by (0.4%)	Occupancy	19.1%	19.0%	0.4%
North Lake Tahoe ADR for the future 6 months changed by (3.5%)	ADR	$ 366	$ 353	3.5%
North Lake Tahoe RevPAR for the future 6 months changed by (3.9%)	RevPAR	$ 70	$ 67	3.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2026 vs. Previous Year				
Rooms Booked during last month (Sep,26) compared to Rooms Booked during the same period last year (Sep,25) for all arrival dates has changed by (22.7%)	Booking Pace (Sep)	5.1%	4.2%	22.7%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

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INNTOPIA
DestiMetrics

Executive Summary
Res Activity Outlook as of Sep 30, 2026

Executive Summary

Last Month Performance: Current YTD vs. Previous YTD		2026/27	2025/26	Year over Year % Variance
North Lake Tahoe Lakeside Occupancy for last month (Sep) changed by (-3.6%)	Occupancy (Sep) :	64.8%	67.2%	-3.6%
North Lake Tahoe Lakeside ADR for last month (Sep) changed by (13.9%)	ADR (Sep) :	$ 259	$ 227	13.9%
North Lake Tahoe Lakeside RevPAR for last month (Sep) changed by (9.8%)	RevPAR (Sep) :	$ 167	$ 152	9.8%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Lakeside Occupancy for next month (Oct) changed by (4.1%)	Occupancy (Oct) :	32.9%	31.6%	4.1%
North Lake Tahoe Lakeside ADR for next month (Oct) changed by (14.7%)	ADR (Oct) :	$ 214	$ 187	14.7%
North Lake Tahoe Lakeside RevPAR for next month (Oct) changed by (19.5%)	RevPAR (Oct) :	$ 70	$ 59	19.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Lakeside Occupancy for the past 6 months changed by (-1.9%)	Occupancy	64.9%	66.1%	-1.9%
North Lake Tahoe Lakeside ADR for the past 6 months changed by (10.7%)	ADR	$ 275	$ 248	10.7%
North Lake Tahoe Lakeside RevPAR for the past 6 months changed by (8.7%)	RevPAR	$ 179	$ 164	8.7%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Lakeside Occupancy for the furture 6 months changed by (2.7%)	Occupancy	14.1%	13.7%	2.7%
North Lake Tahoe Lakeside ADR for the future 6 months changed by (11.6%)	ADR	$ 223	$ 200	11.6%
North Lake Tahoe Lakeside RevPAR for the future 6 months changed by (14.6%)	RevPAR	$ 31	$ 27	14.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2026 vs. Previous Year				
Rooms Booked during last month (Sep,26) compared to Rooms Booked during the same period last year (Sep,25) for all arrival dates has changed by (-34.4%)	Booking Pace (Sep)	4.1%	6.2%	-34.4%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

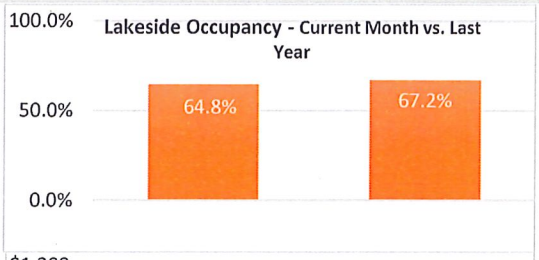
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RESERVATIONS ACTIVITY REPORT
Executive Summary

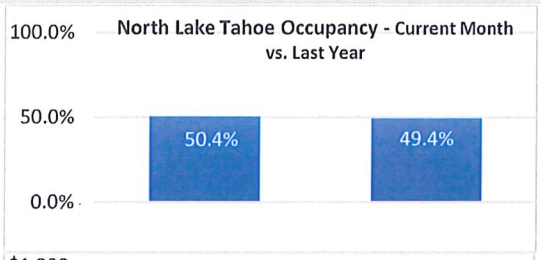
Destination: North Lake Tahoe

As of 09/30/26

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1231 Units









North Lake Tahoe - Lakeside			
September (Actual)	**2026/27**	**2025/26**	**Year over Year % Difference**
Paid Occupancy	64.8%	67.2%	-3.6%
ADR	$259	$227	13.9%
October (On The Books)			
Paid Occupancy	32.9%	31.6%	4.1%
ADR	$214	$187	14.7%
November (On The Books)			
Paid Occupancy	14.2%	12.0%	18.1%
ADR	$200	$186	7.4%
December (On The Books)			
Paid Occupancy	11.2%	12.6%	-11.0%
ADR	$256	$220	16.7%
January (On The Books)			
Paid Occupancy	9.7%	8.6%	12.2%
ADR	$220	$219	0.7%
February (On The Books)			
Paid Occupancy	7.5%	7.7%	-2.7%
ADR	$263	$221	19.1%
March (On The Books)			
Paid Occupancy	3.8%	7.0%	-45.2%
ADR	$236	$205	14.8%

North Lake Tahoe - ALL			
September (Actual)	**2026/27**	**2025/26**	**Year over Year % Difference**
Paid Occupancy	50.4%	49.4%	2.1%
ADR	$374	$317	17.8%
October (On The Books)			
Paid Occupancy	31.5%	29.8%	5.6%
ADR	$268	$237	13.1%
November (On The Books)			
Paid Occupancy	15.3%	11.5%	33.0%
ADR	$277	$256	8.2%
December (On The Books)			
Paid Occupancy	19.5%	17.0%	14.6%
ADR	$431	$503	-14.3%
January (On The Books)			
Paid Occupancy	17.6%	17.4%	1.4%
ADR	$402	$402	0.0%
February (On The Books)			
Paid Occupancy	20.8%	21.9%	-4.9%
ADR	$482	$441	9.2%
March (On The Books)			
Paid Occupancy	9.6%	16.6%	-42.4%
ADR	$396	$310	27.7%

Booking Pace (Current Month)	2026/27	2025/26	Year over Year % Difference
September	4.1%	6.2%	-34.4%

Booking Pace (Current Month)	2026/27	2025/26	Year over Year % Difference
September	5.1%	4.2%	22.7%

INNTOPIA DestiMetrics

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North Lake Tahoe Marketing Cooperative

Final Financial Statements for the Period Ending

July 31, 2026



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Balance Sheet
End of Jul 2026

Financial Row	Amount
ASSETS	
Current Assets	
Bank	
1000-00 - Cash - NLTMC 9347	$3,128.75
Total Bank	$3,128.75
Accounts Receivable	
1200-00 - Accounts Receivables	$471,715.39
Total Accounts Receivable	$471,715.39
Other Current Asset	
1400-00 - Prepaid Expenses - NLTMC	$15,833.33
Total Other Current Asset	$15,833.33
Total Current Assets	$490,677.47
Total ASSETS	$490,677.47
Liabilities & Equity	
Current Liabilities	
Accounts Payable	
2000-00 - Accounts Payables	$522,960.75
Total Accounts Payable	$522,960.75
Total Current Liabilities	$522,960.75
Equity	
3300-00 - Unrestricted Net Assets-NLTMC	$16,182.78
Retained Earnings	($103,301.47)
Net Income	$54,835.41
Total Equity	($32,283.28)
Total Liabilities & Equity	$490,677.47



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Income Statement

Jul 2026

Financial Row	Amount
Ordinary Income/Expense	
Income	
4000-00 - TNTNV Funding	$35,000.00
4001-00 - NLTRA Funding	$300,000.00
4099-00 - Revenue - Other	$15,000.00
Total - Income	$350,000.00
Gross Profit	$350,000.00
Expense	
5000-00 - CONSUMER MARKETING	
5001-00 - Paid Media (net)	$157,238.09
5007-01 - Creative Production	$7,500.00
5007-03 - Photo/Video Creative	$10,000.00
5010-00 - Account Strategy & Management	$7,350.00
5018-00 - Media Commission	$9,845.18
5018-03 - Strategic Account Planning	$2,500.00
5021-01 - Stewarship Campaign (Creative)	$18,684.40
Total - 5000-00 - CONSUMER MARKETING	$213,117.67
5200-00 - PUBLIC RELATIONS	
5200-01 - Strategy, Reporting, Mgmt, Etc.	$7,350.00
5206-00 - Digital Buy/ Social Media Boost	$750.00
5210-00 - Content Dev - Newsletters	$500.00
5211-00 - Social Media Strategy & Mgmt	$5,250.00
5222-00 - Media Tracking / Membership	$250.00
Total - 5200-00 - PUBLIC RELATIONS	$14,100.00
6100-00 - TRADE SHOWS	
6151-00 - Destination CA	$5,500.00
Total - 6100-00 - TRADE SHOWS	$5,500.00
7000-00 - COMMITTED & ADMIN EXPENSES	
5123-00 - HSVC - High Sierra Visitors	$2,500.00
7002-00 - CRM Subscription	$490.92
7004-00 - Research	$30,000.00
7007-00 - Destimetrics / DMX	$5,172.00
Total - 7000-00 - COMMITTED & ADMIN EXPENSES	$38,162.92
8000-00 - WEBSITE CONTENT & MAINTENANCE	
8001-00 - Website Refresh	$21,750.00
8003-00 - Website Hosting Maintenance	$2,534.00
Total - 8000-00 - WEBSITE CONTENT & MAINTENANCE	$24,284.00
Total - Expense	$295,164.59
Net Ordinary Income	$54,835.41
Net Income	$54,835.41



North Lake Tahoe Resort Association, Inc. dba North Tahoe Community Alliance (NTCA)
North Lake Tahoe Resort Association, Inc. : North Lake Tahoe Marketing Cooperative

Budget vs. Actual
Jul 2026

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4000-00 - TNTNV Funding	$35,000.00	$35,000.00	$0.00	100.00%
4001-00 - NLTRA Funding	$300,000.00	$300,000.00	$0.00	100.00%
4099-00 - Revenue - Other	$15,000.00	$0.00	$15,000.00	0.00%
Total - Income	$350,000.00	$335,000.00	$15,000.00	104.48%
Gross Profit	$350,000.00	$335,000.00	$15,000.00	104.48%
Expense				
5000-00 - CONSUMER MARKETING				
5001-00 - Paid Media (net)	$157,238.09	$136,627.38	$20,610.71	115.09%
5007-01 - Creative Production	$7,500.00	$17,500.00	($10,000.00)	42.86%
5007-03 - Photo/Video Creative	$10,000.00	$0.00	$10,000.00	0.00%
5010-00 - Account Strategy & Management	$7,350.00	$7,350.00	$0.00	100.00%
5018-00 - Media Commission	$9,845.18	$28,390.15	($18,544.97)	34.68%
5018-03 - Strategic Account Planning	$2,500.00	$2,500.00	$0.00	100.00%
5021-01 - Stewarship Campaign (Creative)	$18,684.40	$24,250.14	($5,565.74)	77.05%
Total - 5000-00 - CONSUMER MARKETING	$213,117.67	$216,617.67	($3,500.00)	98.38%
5110-00 - LEISURE SALES				
5112-00 - Training / Sales Calls	$0.00	$12,000.00	($12,000.00)	0.00%
5147-00 - AUS / Gate 7	$0.00	$10,250.00	($10,250.00)	0.00%
Total - 5110-00 - LEISURE SALES	$0.00	$22,250.00	($22,250.00)	0.00%
5200-00 - PUBLIC RELATIONS				
5200-01 - Strategy, Reporting, Mgmt, Etc.	$7,350.00	$7,350.00	$0.00	100.00%
5206-00 - Digital Buy/ Social Media Boost	$750.00	$750.00	$0.00	100.00%
5210-00 - Content Dev - Newsletters	$500.00	$500.00	$0.00	100.00%
5211-00 - Social Media Strategy & Mgmt	$5,250.00	$5,250.00	$0.00	100.00%
5222-00 - Media Tracking / Membership	$250.00	$250.00	$0.00	100.00%
Total - 5200-00 - PUBLIC RELATIONS	$14,100.00	$14,100.00	$0.00	100.00%
6000-00 - CONFERENCE SALES				
6006-00 - CVENT	$0.00	$20,200.00	($20,200.00)	0.00%
Total - 6000-00 - CONFERENCE SALES	$0.00	$20,200.00	($20,200.00)	0.00%
6100-00 - TRADE SHOWS				
6151-00 - Destination CA	$5,500.00	$5,500.00	$0.00	100.00%
6155-00 - Connect Trade Shows	$0.00	$5,500.00	($5,500.00)	0.00%
Total - 6100-00 - TRADE SHOWS	$5,500.00	$11,000.00	($5,500.00)	50.00%
7000-00 - COMMITTED & ADMIN EXPENSES				
5009-00 - Fulfillment / Mail	$0.00	$484.00	($484.00)	0.00%
5123-00 - HSVC - High Sierra Visitors	$2,500.00	$2,500.00	$0.00	100.00%
5124-00 - Reno Tahoe Territory Members	$0.00	$1,000.00	($1,000.00)	0.00%
7002-00 - CRM Subscription	$490.92	$2,500.00	($2,009.08)	19.64%
7004-00 - Research	$30,000.00	$0.00	$30,000.00	0.00%
7007-00 - Destimetrics / DMX	$5,172.00	$0.00	$5,172.00	0.00%
Total - 7000-00 - COMMITTED & ADMIN EXPENSES	$38,162.92	$6,484.00	$31,678.92	588.57%
8000-00 - WEBSITE CONTENT & MAINTENANCE				
8001-00 - Website Refresh	$21,750.00	$21,750.00	$0.00	100.00%
8002-00 - Content Manager Contractor	$0.00	$4,000.00	($4,000.00)	0.00%
8003-00 - Website Hosting Maintenance	$2,534.00	$2,000.00	$534.00	126.70%
8004-00 - Website Strategy & Maintenance	$0.00	$5,833.33	($5,833.33)	0.00%
Total - 8000-00 - WEBSITE CONTENT & MAINTENANCE	$24,284.00	$33,583.33	($9,299.33)	72.31%
Total - Expense	$295,164.59	$324,235.00	($29,070.41)	91.03%

Financial Row	Amount	Budget Amount	Amount Over Budget	% of Budget
Net Ordinary Income	$54,835.41	$10,765.00	$44,070.41	509.39%
Net Income	$54,835.41	$10,765.00	$44,070.41	509.39%