



Departmental Reports

July 2023

June 2023 Monthly Report



north lake tahoe

An aerial photograph of a tropical beach. The top half of the image shows a dense canopy of green trees. Below the trees is a narrow strip of white sand beach. The bottom half of the image shows the turquoise water of the ocean, with some darker patches of coral or rocks visible beneath the surface. The text "Paid Media" is centered in the white sand area.

Paid Media

Consumer Paid Media



Executive Summary – Consumer Campaign

- June closed out FY22/23 and launched a few channels (radio and TV segment) that would carry over into July.
- Performance Max earned the bulk of TOS conversions (similar to previous months), followed by Paid Search. TOS conversion totals dropped with the lower summer budgets. However, comparing cost per conversion KPIs, June's KPI's cost \$0.63 less than May's. This shows effective tactics even at lower budgets, likely helped by fresh summer creative, channel optimizations and North Lake Tahoe's popularity as a summer destination.
- Overall, June CTRs logged 47% higher than May's. Paid Social especially contributed to the jump. Fresh seasonal creative tends to spike performance across KPI metrics. June CTRs rose by 22% on Facebook since May. Retargeting and Sustainability surpassed High Value audiences. Boomer, Family and Millennial audiences did not log any TOS conversions and only a few clicks in June. Low TOS performance is abnormal for Facebook, so MaHK is investigating performance.
- Social's Sustainability ads earned a 3.13% CTR (industry average is 0.9%), the highest of all June creatives.
- Performance Max earned 85% of all Consumer TOS conversions (for comparison, May Performance Max led to 69% of TOS conversions). Facebook earned 4%, Paid Search 10% and Native Display 1% of total TOS conversions.
- Website session durations spiked in June with an average session duration of nearly 5 minutes (1 min industry average).



Consumer Paid Media Recommendations

- Due to the high CTR (3.13%) of Facebook's Sustainability creative, pull a performance report within the Facebook platform to see the audience breakdown of engagements with Sustainability messaging. Use this information to refine targeting and possibly integrate into specific target audiences.
 - Consider expanding Sustainability messaging on social – perhaps a "Lake Etiquette" campaign or teasers from the actual KBYG Guide.
- With strong CTRs on Facebook Video, continue to push social video platforms in the upcoming year with similar feed structures: YouTube Shorts, Instagram Shorts and TikTok. After a/b testing the platforms, focus on building the best-performing channels.
- Consider leveraging the Datafy Dashboard data to weight spend between audiences during different seasons. If Boomer audiences are most likely to travel during a specific season from a certain market, consider spending slightly more in that audience than others to capture lower-hanging, higher-spending fruit.



MCC Paid Media



Executive Summary

- June spent roughly \$1,400 less than May as FY22/23 budgets ended. Despite the smaller budget, there were only 62 fewer clicks and 74 fewer TOS conversions MoM.
- The Meetings campaign earned 2,783 total clicks, only 2% less than last month's 2,845 clicks. YouTube video saw a decrease of 42 TOS conversions in May, but only 19 less conversions in June. Facebook actually increased in conversions from May's 17 to June's 29.
- All tradeshow wrapped up or are in their final month of the 90-day retargeting campaigns. CTRs across all tradeshow performed higher than the 0.11% benchmark.
- Video completion rates maintained a 0.37% completion rate, similar to last month's rate. Instagram held the highest completion rate (6.54%) and Facebook ran the second highest (1.66%). While YouTube's completion rate suffered this month, the channel earned the highest CTR at 0.54%.



MCC Paid Media Recommendations

- Optimize tradeshow campaigns toward conversions instead of just CTR.
- Explore geofencing with social lookalike ads. See if this tactic leads to higher engagement.
- MaHK exploring targeting optimizations and checking that the pixels are firing correctly to help address low TOS conversion rates.
- Review LeadGen results to inform 2023-24 media plans.





Website

Executive Summary

- In June, the website had 72K users which was a +8.73% increase YoY. Organic Search brought in the most traffic with 43% of the total audience, followed by Paid Search with 37.03%.
- The average session duration was 1:04 (industry average is 1:00) which is a +25.78% increase MoM. Pages that users spent the most time on included the Planners and Guides page (4:00 average time spent on page) and the Homepage (0:59). New users represented 87% of the total traffic.
- The Planners and Guides page (due to the new 23/24 Visitor Guide) was the top driver of traffic followed by the Homepage. Other real-time pages like Webcams and Summer Activities were high on the list this month.
- During June, mobile speed was optimized resulting in a speed increase, going from 74 to 75 according to Google's measuring tools.





Content

Executive Summary

- One blog was updated this month featuring 4th of July events content. The blog was really successful in driving traffic to the website with 2,697 pageviews.
- Two newsletters were in June – one for the month at large and then one specific to 4th of July sustainability tips.



The background of the slide is a photograph of a calm lake. On the left side, there are dense trees with bright yellow foliage. The water is a deep blue. In the foreground, there are some rocks and a small patch of white sand or a log. A large, white, semi-transparent rectangular box is centered on the slide, containing the title text.

Public Relations

Executive Summary

- In June, 27 clips were secured with 21.1M estimated digital monthly visits and 394K estimated digital coverage views.
- There was one radio broadcast clip secured in June with an estimated reach of 21,400.
- Pitching efforts focused on wildfire safety education, adventurous honeymoon destinations, lakes you need to experience in the U.S., bike-friendly destinations, where to avoid the crowds this summer, how to be a good eco-tourist, travel destinations to go with your adult children, destinations for National Ice Cream Day, best stargazing destinations, luxury travel destinations, planning your meeting in North Lake Tahoe, what's new in North Lake Tahoe and the launch of the Destination Stewardship Plan.
- The "What's New in North Lake Tahoe Summer 2023" press release was distributed on June 27.
- Media that was hosted included Justin Walter with KTLA and Scott and Julie McConkey with syndicated AP and MSN.





Social Media

June Executive Summary – Organic Social Media

- Social content focused on warmer temperatures in the region and summer activities.
- There were 957K impressions and 8.5K post clicks.
- Social pages overall saw an engagement rate of 5.3% (industry average engagement is 0.9%).
- Custom Instagram video content generated over 168K impressions.
- CA Now Story content generated over 29K Google Impressions.
 - The Best Ski and Snowboard Locations in North Lake Tahoe, CA continues to perform extremely well across Google generating 23K impressions in June.



An aerial photograph of a lake with vibrant yellow trees along the shoreline. A large white rectangle is centered over the lake, containing the title text. The water is a deep blue-green, and the trees are a bright, almost neon yellow. The overall scene is serene and natural.

Other Creative Projects

Creative Projects

- Fall Campaign – Launching mid-August to early September.
- Developing and sharing the July blogs featuring lakeside dining and activities at summer's end (revise).
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy newsletters to consumer audiences. Leisure and MCC will resume in August.
- Continue to add playlists to Spotify for upcoming music events in the region.
- Scheduling out campaigns and new activations for the 23/24 fiscal year.
- Designing new pages for the dining, lodging and fishing sections of the site.
- Finalizing the summer mountainside page to encourage visitors to experience activities away from the lake.
- Completing research to re-examine audience personas.
- Continuing to develop new collateral and signage to support Visitor Centers and event needs.
- Planning out activations for the fiscal year and begin creative on some activations.



An aerial photograph of a tropical coastline. The top half of the image shows a dense line of green trees and vegetation. Below the trees is a narrow strip of white sand beach. The bottom half of the image is dominated by clear, turquoise water with visible coral reefs and sandy patches on the seabed. A white rectangular box is centered over the water, containing the text 'Industry Insights'.

Industry Insights

Industry Insights

- An Allianz Partners poll of more than 2,000 American adults found that the average number of nights spent away this summer now sits at 4.5 compared to 4.3 last year and 4.1 in 2021. What's more, the index shows that nearly two-thirds of respondents (64 percent) will squeeze their next trip into a micro-cation—defined as a leisure trip of four nights or fewer and at least 100 miles away from home—and almost a quarter (23 percent) are planning more than one micro-cation.
- Approximately seven in 10 Americans (71 percent) will travel away from home for at least one night, averaging 1.4 trips away from home again this summer.
- Meanwhile, 39 percent are planning multiple getaways of two or more nights. That figure is comparable to 2022. Allianz also found that overall trip length begins to shrink as the number of trips passes three.
- "A 'micro-cation' affords more opportunity to make a quick getaway and justify a splurge, and many Americans are planning multiple trips to soak in all summer has to offer from the mountains to the beaches and everywhere in between," Daniel Durazo, director of external communications at Allianz Partners USA, said in a statement.



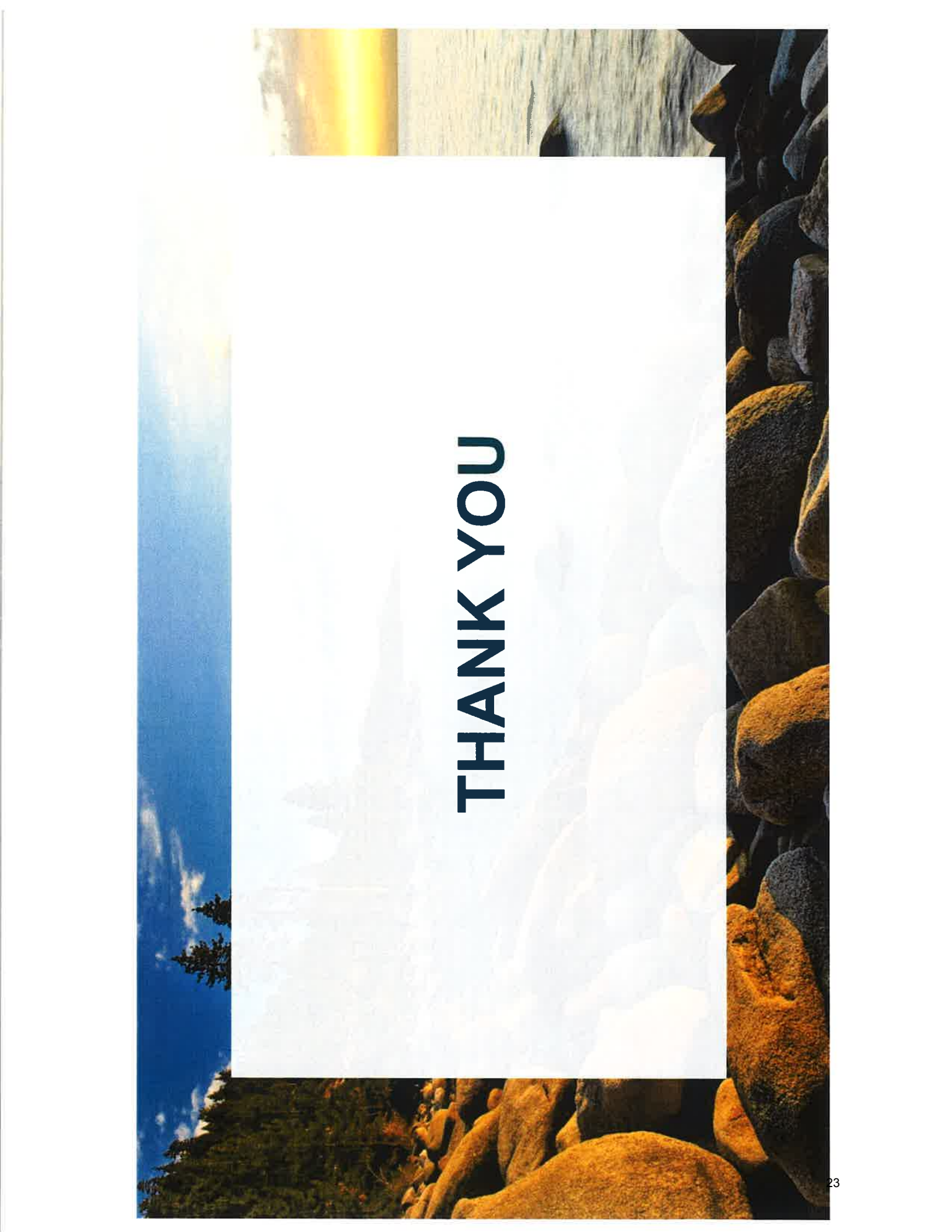
Travel Pulse, "Americans Taking Longer Trips, Spending More on Summer Vacations"

Industry Insights

- A MMGY study found that most Americans now regard travel as a direct reflection of their self-identity, with more than half of all survey respondents (51 percent) in agreement with the idea that the places they visit say a lot about who they are.
- "This notion of self-expression through travel – or 'identity travel' – indicates that Americans, now more than ever, seem to be seeking out destinations and activities that best align with their unique ideals and values," Chris Davidson, Executive Vice President of MMGY Travel Intelligence, said in a statement. "As American travelers become more discerning with their dollar, marketers should take greater note of this changing mindset, working to clearly articulate and deliver on their brand values to attract those who see life through a similar lens."
- Road trips continue to be quite popular, with 63 percent of travelers embarking on a road trip in the past 12 months, marking the highest percentage ever recorded in the survey's history.
- Bespoke travel is becoming the new luxury travel, as only a third of respondents making more than \$100,000 a year consider themselves "luxury travelers" while three-quarters of travelers agree that the memories they take from vacations are more valuable than any material item they purchased in the last year.



Travel Pulse, "Summer Travel Is Booming and New Trends Are Emerging"

The background of the slide is a scenic landscape. In the foreground, there are large, smooth, light-colored rocks. To the left, there are dark evergreen trees. The sky is bright blue with a large, bright sun flare in the upper left corner. The text "THANK YOU" is centered in the middle of the slide.

THANK YOU



north lake tahoe

June 2023

Meetings & Conventions Report

TURNED DEFINITE

1. McKesson Corporation - CMM LT Meeting - 7/24/23-7/26/23, 33 rooms and 12 people

NEW MEETINGS & RFPs DISTRIBUTED

2. HPN - 93709 - Incentive Trip 2024 - 1/4/24-1/9/24, 132 rooms and 44 people
3. HPN - 94014 - June 2024 Annual Executive Conference - 6/4/24-6/9/24, 71 rooms and 18 people
4. CSU, Fresno Family and Consumer Sciences - Leadership and Management Conference - 6/15/24-6/20/24, 150 rooms and 50 people
5. HPN - 93103 - 2024 Summer Meeting - 6/25/24-6/30/24, 335 rooms and 250 people
6. HPN - 93098 - 2024 Summer Family Meeting - 7/1/24-7/7/24, 451 rooms and 250 people
7. HPN - 92019 - BTI Breakthrough_AUG 2025 - 8/9/25-8/16/25, 1,240 rooms and 250 people
8. Society of Gynecologic Oncology - Winter Meeting 2026 - 1/27/26-2/1/26, 780 rooms and 300 people

NEW INQUIRIES

1. Kaiser Permanente - KP, 2024 Platinum Circle - 9/7/24-9/10/24, 50 people and 158 rooms
2. Rise Up Kings - Ski Trip - 1/10/24-1/13/24, 24 people and 36 rooms
3. Siemens Industry Inc. - 40798 - SITEC 2024 - 4/25/24-5/3/24, 200 people and 993 rooms
4. Elevanta - 2024 GWFA Summer Regional Meeting - 7/13/24-7/16/24, 140 people and 195 rooms
5. Commission on Accreditation of Allied Health Educational Programs - CAAHEP - July Summer Workshop 2025 - 7/15/25-7/19/25, 200 people and 435 rooms
6. Commission on Accreditation of Allied Health Educational Programs - CAAHEP - July Summer Workshop 2024 - 7/16/24-7/20/24, 200 people and 435 rooms
7. Kustomer - Company Meeting - 9/10/23-9/14/23, 125 people and 395 rooms
8. Oppy - 2024 Jun - Executive Strategy & Board Meeting - 6/5/24-6/8/24, 16 people and 64 rooms
9. VIP Marketing Services - WestopNorcal Professional Dev Seminar - 10/4/23-10/5/23, 100 people and 100 rooms
10. Vixen Gathering - MasterMinds - September Retreat - 9/21/23-9/23/23, 26 people and 78 rooms
11. Globe Guides - DA Team Retreat 2023 - 8/21/23-8/22/23, 26 people and 52 rooms
12. The American Board of Obstetrics & Gynecology - ABOG 2024 QEDC Meeting - 8/3/24-8/8/24, 34 people and 173 rooms
13. The American Board of Obstetrics & Gynecology - ABOG 2025 CEDC Meeting - 7/12/25-7/16/25, 34 people and 139 rooms
14. CKE Restaurant Holdings - Carls Jr Summit Fall 2023 - 10/22/23-10/25/23, 75 people and 235 rooms

15. The American Board of Obstetrics & Gynecology - ABOG 2024 CEDC Meeting -
7/13/24-7/17/24, 34 people and 139 rooms

SITE VISITS & SALES CALLS

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CONFERENCE SALES PROJECTS

- Key Projects:
 - Attended Smart Meetings Austin Texas June 25-27. One-on-one meetings were held with: Emee Pumarega, EJP Events in Portland, OR., Beth Hoffman, ConferenceDirect in Mission Viejo, CA., Andrea Kinney, BonEvent in Saint Augustine, FL., Wendy David, ConferenceDirect in El Cajon, CA., Millie Khoe, Webush in LA, CA., Melissa Hahn, Meetings & Incentives Worldwide in Caledonia, WI., Bryant Clark, Fifty Five South Ventures in Dallas, TX., Susan Ellis, HelmsBriscoe in San Antonio, TX., Joellen Messerli, JM Meetings & Events in Kansas City, MO., Nicole Bane, Meritage Events in Austin, TX., Ellie Soucy, Incentive Meeting Services, LLC in Clearwater, FL, Monica Anderson, Fiserv in Jersey City, GA., Danielle Murray, BCD Meetings & Events in Chicago, IL., Mia Righetti, Betterview in San Francisco, CA., Julie Hicks, ConferenceDirect in Frisco, TX., Lauralee Shapiro, ConferenceDirect in Davenport, FL, Sadija Metovic, Lam Research in Tualatin, OR., Carol Harvey, EDIFY, New Braunfels, TX., Eric Hutchins, Lamont Co in Irving, TX., Mary Frances Despres, ConferenceDirect in Austin, TX., Mary Muldoon, Brightspot Incentives & Events in San Antonio, TX., Nicki Schmidt, Yaskawa in Houston, TX., Jennifer Cheetham, Well Assembled Meetings in Lake Oswego, OR., Susan Burruss-Gibson, Susan Gibson Meeting Consultant, LLC in Mesa, AZ., and SarahBeth Donaghy, The Eventurist in Seattle, WA.
 - Hosted Topgolf client event in Roseville on June 29th for a dozen meeting planners and joined by NLT partners: Village at Palisades, North Tahoe Event Center and Ritz-Carlton Lake Tahoe

Chicago Rep Efforts

- Planning attendance at Destination Reps summer event to be held July 18th



north lake tahoe

June 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Reno Tahoe Territory meeting on June 14th and Tahoe Science Center
 - Hosted Brand USA MegaFAM for a dozen Australian and New Zealand travel agents as well as Clinton White the Brand USA rep for Australia and Casey Canevari the Brand USA rep for Canada. Host locations included the Hyatt Regency, Garwoods, East West, Ritz-Carlton, Northstar California, Palisades Tahoe and Everline Resort & Spa.
 - Quarterly check-in with Expedia, Booking.com, Bonotel and Hotelbeds

VISA VUE DATA

- Domestic Data - January - May 2023
 - Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities YOY % change:
 - SF -3% YoY \$44M
 - Sacramento -6% YoY \$13.2M
 - San Jose/Sunnyvale/Santa Clara +2% \$11M
 - Reno -3% YoY \$9.7M
 - LA/Long Beach/Anaheim -4% YoY \$6M
 - Santa Rosa +3% YoY \$3.3M
 - San Diego -2% YoY \$3.2M
 - Santa Cruz +10% YoY \$2.2M
 - New York -5% YoY \$2.1M
 - Seattle-Tacoma-Bellevue -3% \$1.2M
 - Total spend: \$225 M (all) and \$133 M (non-resident)
 - Top spend by market YOY % change:
 - Restaurants +1.8% \$72.5M
 - Food & Grocery +25.2% \$47.7M
 - Retail +8.5% \$32.5M
 - Hotels & Lodging -13.4% \$10.5M
- International Data - January - May 2023
 - Total spend: \$2.2M
 - Estimated visitors: 8,9K
 - Top countries by spend and YoY % Change
 - Canada \$367k, +55%
 - Australia \$245k, +155%

- China Mainland \$195k, +42%
- Mexico \$177k, +26%
- UK \$175k, -21%
- Peru \$86k, +83%
- New Zealand \$77k, +269%
- France \$70k, +10%
- Switzerland \$59k, +78%
- Market Segment YOY % change, spend:
 - Restaurants & Dining +37.8%, \$638
 - Hotels & Lodging +11.2%, \$357k
 - Retail +73.1%, \$432k

JUNE PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA



PUBLIC RELATIONS



PUBLIC RELATIONS OVERVIEW

In the month of June, The Abby Agency focused their outreach on the Skyshow and Lake Tahoe clarity as summer influx continues. In addition, TAA was able to publish a Lake Tahoe Destination Stewardship Plan op ed in Tahoe Daily Tribune.

In July, TAA is planning to continue distributing pitches around the influx of summer travel and Lake Tahoe Clarity.

The agency will also craft a neighborhood thank you letter surrounding the SkyShow.

7

Media placements

34.3M

Est. Monthly Visitors

48.8K

Est. Coverage Views

To view all coverage to-date, go to your [22/23 Coverage Book](#)

PLACEMENT HIGHLIGHTS

Tahoe Daily Tribune

North Lake Tahoe July Fourth drone show set to light up night sky



INCLINE VILLAGE, Nev. — TravelNorth.Tahoe.Nevada is presenting the 2nd annual SkyShow on July Fourth. The drone show prioritizes community safety, inclusivity, and the reduction of environmental risks posed by drought and warm temperatures.

As the grand finale of the Local Heroes Fourth of July celebration, this event will bring the community together for an unforgettable evening. The free SkyShow will take place from 7-11 p.m. Tuesday, July 4, at the Redwood Ballfields next to Incline Middle School. The Laser show, produced by Summit Creative with coordinated sound by DJ Mark Sexton, will commence at approximately 9:30 p.m. with the finale of the evening, the Incline Village Crystal Toy SkyShow, produced by Verge Aero, beginning at approximately 10:55 p.m.

Tahoe Daily Tribune

Placement Date: June 17, 2023

Est. Monthly Visitors: 360,000

Est. Coverage Views: 2,190

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

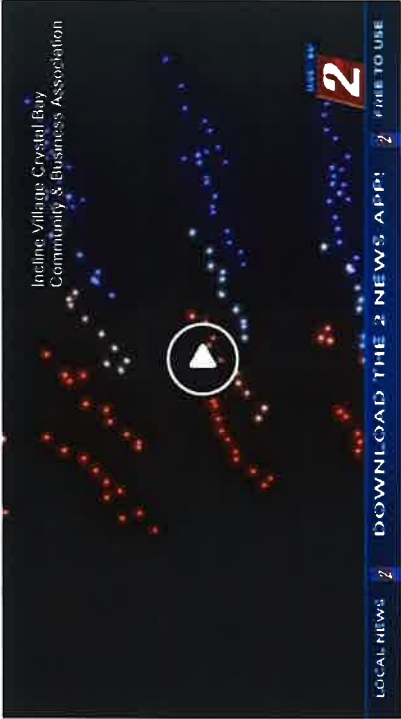
Story: [North Lake Tahoe July Fourth drone show set to light up night sky](#)

PLACEMENT HIGHLIGHTS

THE ABBI
AGENCY



Incline Village Crystal Bay 4th of July SkyShow Preparing to Light Up the Night Sky



LOCAL NEWS 2 DOWNLOAD THE 2 NEWS APP! 2 FREE TO USE

Travel North Tahoe News (TNTV) will be presenting the second annual SkyShow on July 4. The drone show prioritizes community safety, inclusivity, and the reduction of environmental risks posed by drought and warm temperatures.

As the grand finale of the Local Heroes 4th of July Celebration, the event promises to bring the community together for an unforgettable evening.

KTVN 2 News

Placement Date: June 17, 2023

Est. Monthly Visitors: 343,000

Est. Coverage Views: 2,160

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

Story: [Incline Village Crystal Bay 4th of July](#)

[SkyShow Preparing to Light Up the Night](#)

[Sky](#)

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PLACEMENT HIGHLIGHTS



Celebrate Independence Day in Tahoe



IVCB SkyShow

July 4 | Incline Village, Nev.

Incline Village will host a laser show at 9:30 p.m., followed by a drone show (gates open at 7 p.m.) with a live DJ, food trucks and a Beer Garden at the Incline Village Ridgeline Ball Fields. Parking will be available at the middle school, Parasol, Recreation Center and Visitors Center. Shuttles will be available at The Chateau and Diamond Peak parking lots. | ivcba.org

Tahoe Weekly

Placement Date: June 18, 2023

Est. Monthly Visitors: 7,160

Est. Coverage Views: 174

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

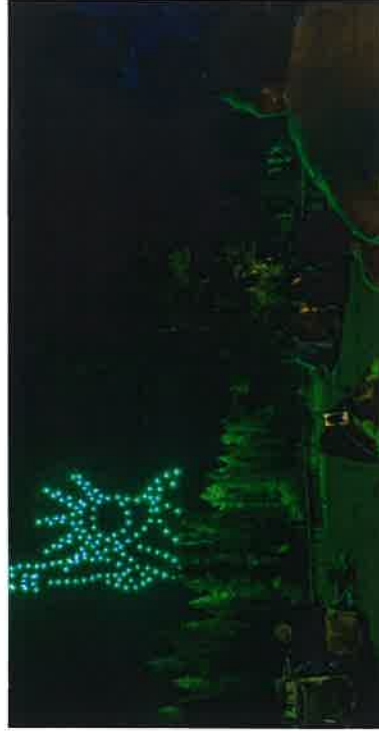
Story: [Celebrate Independence Day in](#)

[Tahoe](#)

PLACEMENT HIGHLIGHTS

active

**Illuminating Drone Show Scheduled
to Light Up Lake Tahoe for the Fourth
of July**



Get ready to look up and be awed, NorCal adventure seekers! Travel North Tahoe Nevada is gearing up to paint the night sky with the 2nd annual SkyShow this Fourth of July. This isn't your average fireworks display, though. The SkyShow is a drone-powered spectacle that puts community safety, inclusivity, and environmental sustainability front and center.

Active NorCal

Placement Date: June 25, 2023

Est. Monthly Visitors: 3,140,000

Est. Coverage Views: 11,200

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

Story: [Illuminating Drone Show Scheduled to Light Up Lake Tahoe for the Fourth of July](#)

Tahoe Daily Tribune

Stewardship plan: Fostering community wellbeing, driving economic growth, instilling sustainability practices (Opinion)



Lake Tahoe encounters significant challenges in accommodating the area's local residents and travelers. These challenges encompass a range of issues, including the negative consequences of overcrowding, frustrating traffic gridlocks, and the profound impacts of climate change. When extending a warm welcome to visitors in our region along with nurturing the relationship with local and residents, it is essential to thoroughly consider and address these pressing concerns.

That is why we came together to create a shared destination stewardship plan that will help address these overall local and traveler concerns across the entire region. Partners include California, Tahoe Conservancy, City of South Lake Tahoe, El Dorado County, Lake Tahoe Visitors Authority, Nevada Division of Outdoor Recreation, North Tahoe Community Alliance, Placer County, Tahoe City Marina, Tahoe Prosperity Center, Tahoe Regional Planning Agency, The Tahoe Fund, Travel North Tahoe Nevada, USDA Forest Service, Lake Tahoe Basin, Reno-Sparks Convention and Visitors Authority, Washoe County, and Washoe Development Corporation (Washoe Tribe).

Tahoe Daily Tribune (Op ed)

Placement Date: June 27, 2023

Est. Monthly Visitors: 360,000

Est. Coverage Views: 2,110

Key Messages: Destination Stewardship Plan

Brand Pillar: Lead

Story: [Stewardship plan: Fostering community wellbeing, driving economic growth, instilling sustainability practices \(Opinion\)](#)

PLACEMENT HIGHLIGHTS

SFGATE

"Hectic beyond belief,' Tahoe braces for July Fourth tourists, litter and chaos



"We've shifted from traditional pyrotechnics to drone shows as it's a much more environmentally sustainable way to celebrate," said Travel North Tahoe Nevada President and CEO Andy Chapman of the Fourth of July celebration in Incline Village. "It's better for wildlife, better for domestic animals, and better for some of our community veterans who struggle with the 'bombs bursting in air.'"

SFGate

Placement Date: June 30, 2023

Est. Monthly Visitors: 33,100,000

Est. Coverage Views: 36,700

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

Story: [Hectic beyond belief,' Tahoe braces for July Fourth tourists, litter and chaos](#)

PLACEMENT HIGHLIGHTS



Best places to watch fireworks in Reno, Tahoe this Independence Day



Incline Village Crystal Bay drone skyshow

- When: Tuesday, July 4
- Time: 7 p.m. to 10:30 p.m.
- What: This is a free, hi-tech twist on 4th of July fireworks. The drone show will be best viewed from the Incline Village Ridgeline ball fields #1 and #2, though other spots offer viewing opportunities as well. Shuttle service will be available from other areas.
- Notes: Bring blankets, beach chairs and a picnic while enjoying a beer garden, DJ music and a laser show before the main event drone show. Donations to support the show are encouraged.

KRXI Fox 11 News

Placement Date: June 30, 2023

Est. Monthly Visitors: 9,300

Est. Coverage Views: 343

Key Messages: 2nd Annual SkyShow

Brand Pillar: Lead

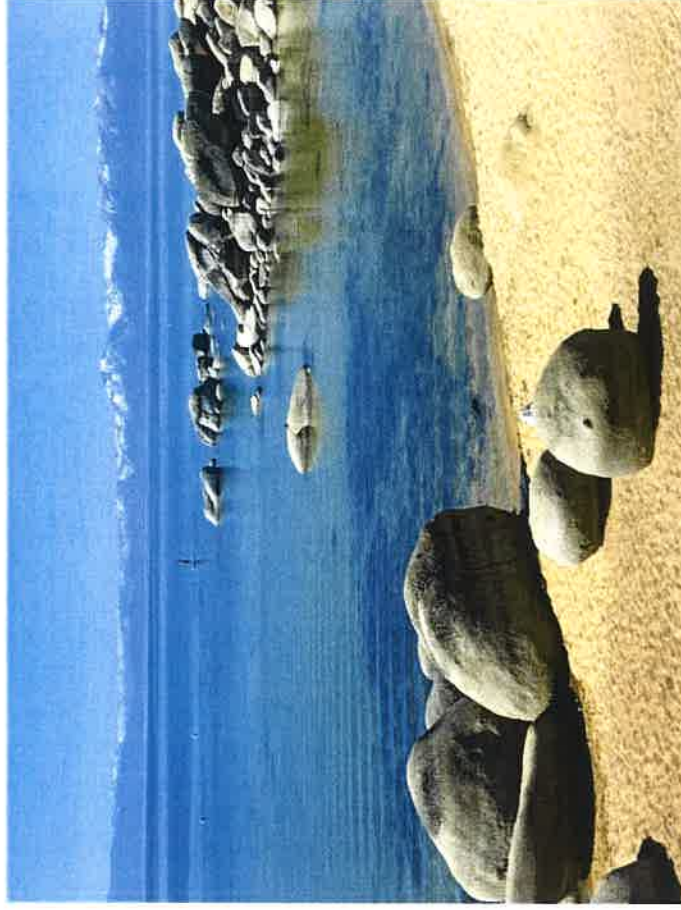
Story: [Best places to watch fireworks in](#)

[Reno, Tahoe this Independence Day](#)

LOOKING AHEAD

In July, TAA is planning to continue distributing pitches around the influx of summer travel and Lake Tahoe Clarity.

The agency will also craft a neighborhood thank you letter surrounding the SkyShow.



THANK YOU

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