



Departmental Reports



north lake tahoe

September 2023

Meetings & Conventions Report

TURNED DEFINITE

1. Concrete Masonry Association - Concrete Masonry ASSN OF CA & NV (CMACN) Fall - 9/3/25-9/6/25, 118 rooms and 60 people

NEW MEETINGS & RFPs DISTRIBUTED

2. HPN - 96056 - Exec Team Retreat 2023 - 11/14/23-11/16/23, 40 rooms and 25 people
3. HPN - 96197 - Customer Experience_July 2024 - 7/13/24-7/18/24, 338 rooms and 125 people
4. American Association of Oral & Maxillofacial Surgeons - Board of Trustees Meeting - 6/25/25-6/30/25, 165 rooms and 65 people
5. Do it Best Corp - 2025 Eagles Conference - 8/22/25-8/26/25, 265 rooms and 75 people
6. HPN - 96270 - Annual Conference 2025 - 10/19/25-10/24/25, 1,100 rooms and 300 people
7. HPN - 96271 - Annual Conference 2027 - 10/17/27-10/22/27, 1,100 rooms and 300 people

NEW INQUIRIES

1. California Independent Petroleum Association - 2025 Annual - 4/22/25-4/27/25, 381 rooms and 200 people
2. Event Prep - FEAR 2025 - 6/23/25-6/27/25 - 350 rooms and 120 people
3. Berkshire Hathaway Energy - BHE LDP 2024 RFP - 9/9/24-9/12/24, 171 rooms and 85 people
4. Wilson360 - 2024 Thought Leaders - 7/29/24-7/31/24, 180 rooms and 90 people
5. National Center for Women and Information Technology - 2024 NCWIT Summit on Women & IT - 5/21/24-5/24/24, 735 rooms and 400 people

SITE VISITS & SALES CALLS

- Bart Peterson attended the HPN Annual Conference in Tampa, FL September 7-10. He held group appointments with a dozen planners and attended multiple networking functions with 100+ planners from HPN. Follow-up sent to all HPN planners with the CVB's "Come See Fly Free" and "Cash Back for Booking" incentives.
- Julie Barber attended Destination California in San Diego, CA September 28-30. She held (22) one-on-one appointments. Notes and contacts from meetings are to be sent to NLT partners in October.

CONFERENCE SALES PROJECTS

- Key Projects:
 - Submitted ad for the Visit California Sponsored - Northstar California Meeting Planner Guide Meetings and Conventions

Chicago Rep Efforts



north lake tahoe

September 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- o MTS Site Visit Sept 13-14
- o RSCVA FAM with Volaris on Sept 7. E-biked the East Shore Trail with a dozen agents.
- o FAM itinerary for Alberta Motor Association Sept 18-22. Four agents experienced the Tahoe Science Center, East Shore Trail, Clearly Tahoe at Sand Harbor, Alibi Brewing, Watermans Landing outrigger canoe, Sierra Cloud Catamaran, Tahoe Backyard, Whitecap's Pizza, Gar Woods, Coffeebar, Bourbon Pub, Jake's on the Lake and Via Ferrata. Sites were conducted at Hyatt Regency, Incline Lodge, Ritz-Carlton Lake Tahoe, East West Hospitality, Northstar California, Village at Palisades, Everline Resort & Spa and Plumpjack Inn.
- o Travel Nevada Mexico Sales Mission Sept 24-29. Travel Nevada rep firm GMS prepared two itineraries, one for travel trade and a media itinerary for the Lieutenant Governor of Nevada. NLT staff joined the trade delegation to include Visit Lake Tahoe, Reno Tahoe Territory, Reno Tahoe, Las Vegas Territory, and two attraction groups from Las Vegas. The trade delegation conducted nine events to educate and develop product with over 200 tour operators, wholesalers and airline reps in Mexico City and Guadalajara. Contacts made will be shared with NLT partners for their follow-up.
- o Webinar with Ski Safari - UK on Sept 11
- o Webinar with Ski Independence - UK on Sept 12
- o Joint webinar with Ski.com agents in collaboration with Northstar California and Palisades Tahoe - Sept 21
- o Joint webinar with Merit Travel of Travel Brands - Canada in collaboration with Travel Nevada and RSCVA - Sept 21
- o Travelweek in Canada is a travel trade resource that distributed our Fall trade newsletter and made a social post to FB and Twitter
- o Planning attendance at Visit California Luxury Forum October 23-26 with Hyatt Regency Lake Tahoe

VISA VUE DATA

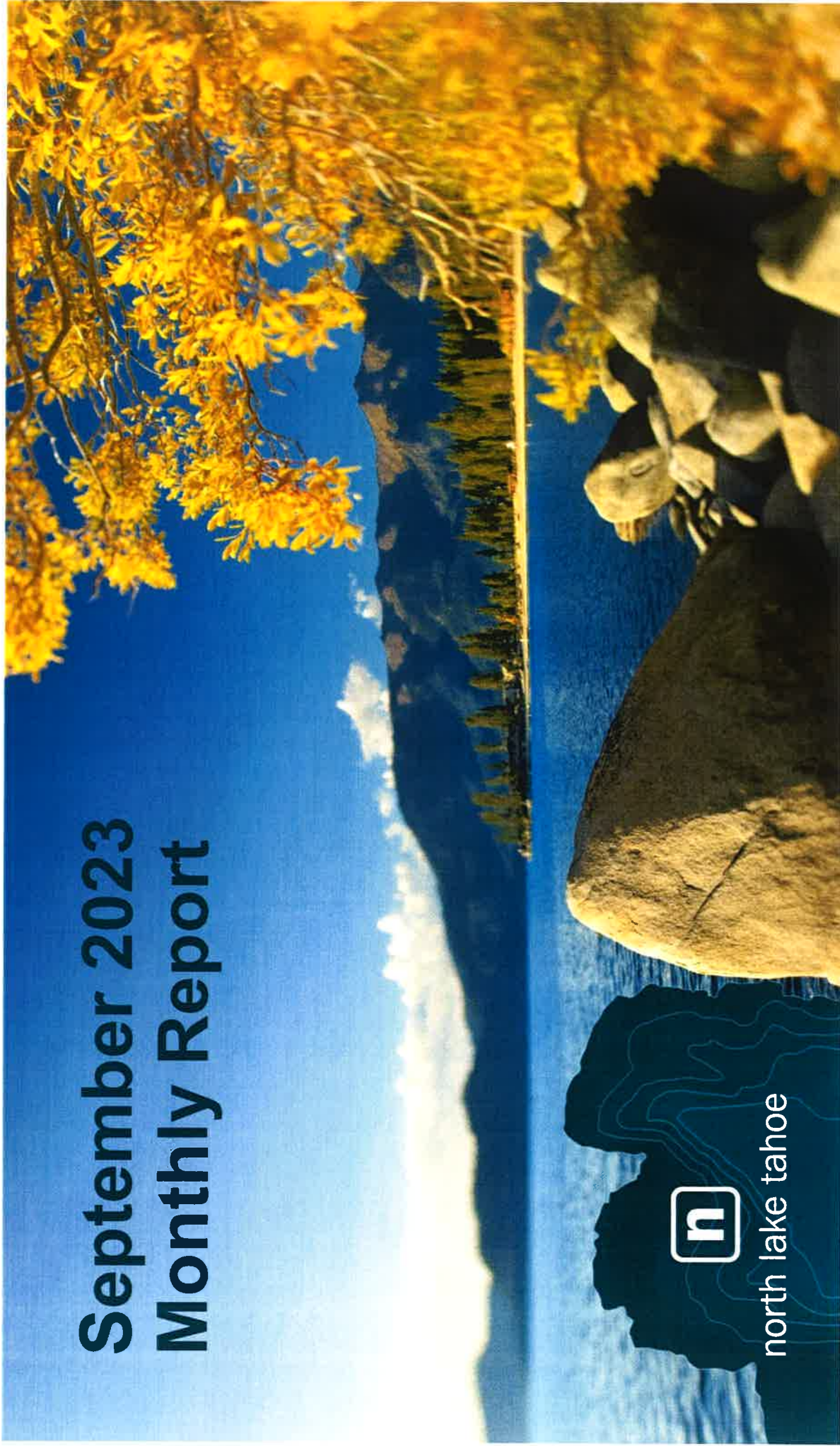
- Domestic Visitor Data - January - August 2023
 - o Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities YOY % change:
 - SF -1% YoY \$77.8M
 - Sacramento -3% YoY \$29.2M
 - Reno +1% YoY \$19.9M

- San Jose/Sunnyvale/Santa Clara 0% \$18.8M
 - LA/Long Beach/Anaheim -3% YoY \$12.7M
 - San Diego +1% YoY \$6.5M
 - Santa Rosa +3% YoY \$6.4M
 - Santa Cruz +6% YoY \$4M
 - New York -2% YoY \$3.5M
 - Phoenix-Mesa-Chandler -3% \$2.6M
 - Seattle-Tacoma-Bellevue -1% \$2.5M
- Total spend: \$418 M (all) and \$261.4 M (non-resident)
- Total domestic visitor spend by market segment YOY % change:
 - Restaurants +38.15% \$99M
 - Food & Grocery +20.13% \$52.6M
 - Retail +14.97% \$39M
 - Entertainment +6.1%, \$16M
 - Hotels & Lodging +7.2% \$18.9M
- International Visitor Data - January - August 2023
 - Total spend: \$3.8M
 - Estimated visitors: 18.3K
 - Top countries by spend and YoY % Change
 - Canada \$610k, +23%
 - UK \$403k, -11%
 - Australia \$359k, +78%
 - China Mainland \$247k, +38%
 - Mexico \$218k, +21%
 - France \$18k, -10%
 - Germany \$172 -3%
 - New Zealand \$127k, +140%
 - Switzerland \$111k, +38%
 - Peru \$94k, +79%
 - Total international visitor spend by market segment YOY % change:
 - Restaurants & Dining +31%, \$1.1M
 - Retail +16.59%, \$624k
 - Hotels & Lodging +14.8%, \$558k
 - Food & Grocery +18.4, \$693
 - Entertainment +10.1%, \$380k

September 2023 Monthly Report



north lake tahoe



A photograph of a person in a kayak on a calm lake, surrounded by dense green trees. A large white rectangular box is superimposed over the center of the image, containing the text 'Paid Media' in a bold, black, sans-serif font.

Paid Media

Consumer Paid Media



Consumer Paid Media Recommendations

- Adjust Portland's break out ads. Along with other Portland social placements, audience size optimizations were needed to boost ad performance.
- Working on the backend data so that YouTube Shorts will pull separately from general YouTube data within these Analytics reports. Pull a separate Expedia report covering a campaign recap and results.
- Possibly run earlier winter creative during the fall campaign to target earlier booking windows.
- Implement pixel for tracking TikTok and email conversions.
- Optimize native display ads. Update data algorithms on the backend to pull in clicks for October reporting.



MCC Paid Media



Executive Summary

- September ran roughly \$370 more in budget than August and earned 61 more TOS conversions. Cost per click increased by \$0.29. Meetings earned 2,301 total clicks, 14% fewer than last month's 2,678 clicks. The drop in clicks was offset by the dramatic increase in conversions likely due to the creative asset switch.
- YouTube video earned 3% more views than last month, watched to completion climbed 72% since August. TOS conversions spiked from 4 to more than 25 month-to-month. A majority of the conversions stemmed from YouTube, with a handful from Facebook. This spike was due to the creative switch of the 15s video.
- Facebook conversions stemmed primarily from the new retargeting hike ad (34 conversions). The new retargeting conference ad followed with 4 conversions.
- Geofencing around the Connect tradeshow ran more than 75K impressions and earned a 0.1% average CTR in September, on par with industry benchmarks (0.09% - 0.10%). The "audio-visual" and "team-2" banner ads earned above benchmark CTRs at 0.13%.



MCC Paid Media Recommendations

- Submit the updated Meetings creative for the *Meetings Today* Social campaign launching in November. Conduct A/B test between creatives to enhance performance. This will provide insight into what messaging audiences respond to the most between the two audiences.
- Set up TOS conversion tracking for the geofenced tradeshow.
- Monitor YouTube video and continue to optimize for engagement with the new creative. Over a period of six months, monitor drops in CTR and TOS conversions for ad fatigue.
- Meetings retargeting display needs more visitors to the site so it can allocate more impressions towards the retargeting audience. Add any underspend in display to the Facebook line to boost site traffic and prove out the retargeting audience total.





Website

Executive Summary

- In September, the website had over 99K visitors, which is a 47.63% increase from August. New users also increased this month 53.27% to over 91K.
- The top channel which drove the most users and sessions to the site was Performance Max (38.99%), followed by organic search (24.13%). Ranking keywords increased slightly from 32,190 in August to 34,414 in September.
- Over 22K clicks to the site were from web searches, followed by image clicks (283) and 61 clicks from video. California continued to be the top state driving the most traffic with 53.87% of total users.
- During September, the overall performance for mobile increased slightly from 71 to 77, this was caused by improved blocking time and improved speed index. Desktop saw a 2% increase MoM with an excellent performance score down from 96 in August to 95.



SEO Maintenance

Completed

- Removed /business-community/ section from site
- Fixed 73 broken links
- Fixed broken pagination on blog category pages
- Fixed broken redirects on blog category pages
- Added 1,829 image alt tags
- Optimized Press Room and its sub-pages
- Added missing canonicals
- Finalized /blog/ migration

In Progress

- Optimize dog-friendly pages
- Optimize weather page
- Optimize meetings pages
- Optimize lodging pages
- Optimize plan section
- Optimize fishing pages
- Implement automatic excerpt in Yoast
- Review /category/ redirects using Redirection

The background image is a scenic landscape. In the foreground, there's a sandy beach with some rocks. A person is kayaking on the water, which is a deep blue color. The shoreline is covered with dense green trees and foliage. The sky is a light blue with some white clouds. The word "Content" is written in a large, bold, black font in the center of the image.

Content

Executive Summary

- Two blogs were posted this month on regenerative travel and what's new this fall in North Lake Tahoe.
- Two newsletters were sent in September featuring the what's new this fall in North Lake Tahoe, regenerative travel, Spotify playlist for fall, fall events and activities and the travel responsible tip of being bear aware.
- Additionally, a dedicated fall eblast was sent out this month. The eblast featured fall lake and mountain activities, events and sustainable travel tips.





Public Relations

Executive Summary

- In September, 22 clips were secured with 913M estimated digital monthly visits and 1M estimated digital coverage views.
- Pitching efforts focused on best coffee shops to visit in North Lake Tahoe, fall family break destinations, best places to travel in 2024, kid-friendly vacations, multi-generational destinations, hiking, Native American Heritage Month, where to ski/snowboard for the 23/24 season (with projected opening dates), sustainability and what's new this fall.
- Augustine hosted Katrina Lobley with *The Australian* from Sept. 8-14 and Aaron Sagers from Den of Geek Podcast Sept. 12-13, in partnership with Reno-Tahoe Territory.
- Augustine booked fall FAM trips, including Charmaine Noronha with *The Toronto Star* (Oct. 16-19) and Lynn Brown with The Points Guy and *Travel + Leisure* (Oct. 16-20).



Upcoming PR Initiatives

- Continuing to vet prospective international and domestic writers for spring FAMs.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on where to learn how to ski in North Lake Tahoe, last-minute fall vacations, best mountain towns, Nevada Day, best destinations for hiking, best destinations to get outdoors, things to do in North Lake Tahoe this fall and sustainability.
- Continue to position North Lake Tahoe as a leader in the sustainable travel sector with thought leadership pieces.
- Continue to promote the Destination Stewardship Plan.



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 strip of white sand beach. The bottom half of the image shows clear, turquoise water with some darker patches of coral or rocks visible beneath the surface. A white rectangular box is overlaid on the water and sand area, containing the text 'Social Media'.

Social Media

September Executive Summary – Organic Social Media

- September content employed a seasonal focus around the beginning of fall, including autumn activities and natural scenery, as well as a sustained focus on lodging and local businesses.
- While reach was up from August – resulting in steady audience growth on North Lake Tahoe’s channels throughout the month – engagement leveled-off. However, the 1.9% engagement rate during the month is more than double the 2023 travel industry benchmark of 0.9%.
- Videos most often ranked among North Lake Tahoe’s top-performing content during the month, and content featuring seasonal scenery around the start of fall also resonated with audience members.
- CA Now Story content generated over 21K Google impressions, buoyed by the “Regenerative Travel in Lake Tahoe” story.



An aerial photograph of a tropical beach. The water is a vibrant turquoise color, transitioning to a deeper blue further out. The beach is a bright white sand, with several large, smooth, light-colored rocks scattered along the shoreline. Lush green tropical trees and vegetation border the beach. A semi-transparent white rectangular box is centered over the image, containing the text "Other Creative Projects".

Other Creative Projects

Creative Projects

- Begin creative for the winter campaign.
- Feature blogs on fishing, birdwatching and other snow-related blogs in preparation for winter travel.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of beaches and outdoor adventure.
- Continuing to deploy newsletters to consumer audiences.
- Continue to add playlists to Spotify for upcoming events and themes for the region.
- Developing new pages for the dining, lodging and fishing sections of the site.
- Implementing new filter across the site.
- Finalized the summer mountainside page to encourage visitors to experience activities away from the lake.
- Completing audience personas updates.
- Continuing to develop new collateral and signage to support Visitor Centers.
- Beginning creative for the Gear Up, Transformative Tahoe and Pure Blue Water activations.





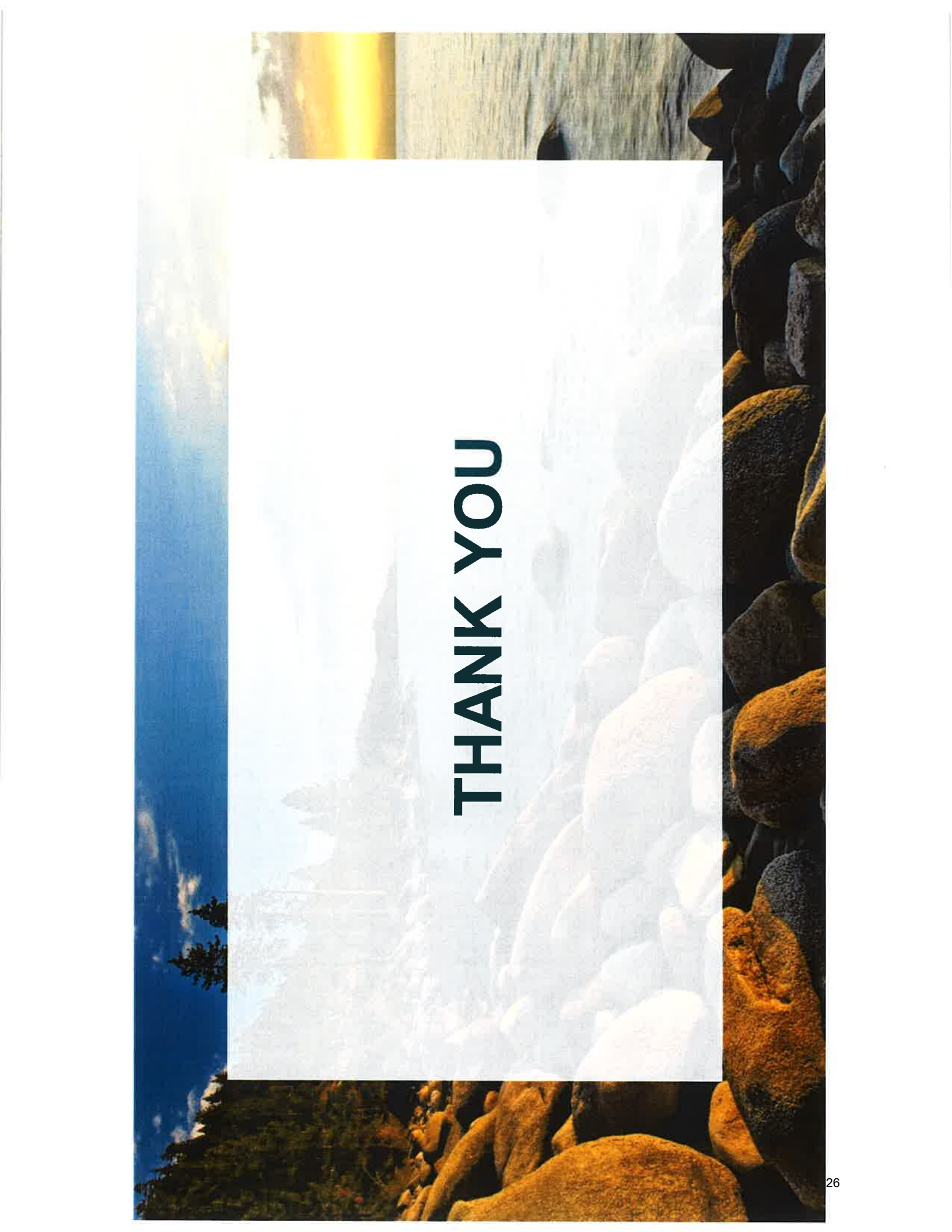
Industry Insights

Industry Insights

- A new trends report by Hilton predicts that the main driver for travelers of all generations to enjoy leisure trips in 2024 will be a desire to rest and relax. Across generations, we're seeing guests customize their stays with us, invest in quality sleep, pursue new cultural experiences, and stretch the boundaries of business travel. Travelers across generations will continue to desire personalized travel experiences, with a focus on booking travel online.
- Gen Z, the youngest generation of adult travelers, is the most intentional about these activities, like taking time to wind down before bedtime to get better rest, and this is likely to inform their travel habits.
- With a renewed sense of comfort with traveling and as travelers prioritize their travel experiences over spending in other ways, 64 percent of travelers expect to reduce their spending in other areas so that they can spend more on the travel experiences they want.
- Culinary experiences are the most desired travel experiences in 2024, with exploration and adventure activities coming in second place. Leading the way with both of these trends are Millennial and Gen Z travelers.
 - Eighty percent of travelers believe it's important to be able to book their trips entirely online, with a large majority of younger generations leading the way with this trend. Seventy-six of travelers enjoy using travel apps that reduce travel stress.
 - In fact, 24 percent of travelers plan to take a friend or family member with them on a business trip next year. The generation leading the way with this new trend are Millennials (at 29 percent).



Travel Pulse, "Hilton Trends Report Finds Travelers Desire Rest & Relaxation the Most in 2024"



THANK YOU

OCTOBER PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA



PUBLIC RELATIONS





PUBLIC RELATIONS OVERVIEW

In the month of October, The Abbi Agency focused their outreach on **October's Sustainability Day**. In addition, TAA worked to plan media desksides for the upcoming New York media mission, as well as any supporting documents for the event.

In November, TAA is planning to begin pitching messaging around sustainable travel during the holidays, while also **pitching TNTV's partnership for Tahoe Film Fest..**

NAME	OUTLET	EMAIL	RECENT COVERAGE	TITLE	HEADSHOT	NOTES
Laura Begley Bloom	Forbes/Freelance	laura@laurabegleybloom.com	https://www.forbes.com/sites/laurabegleybloom/2023/08/24/its-beautiful-europe-in-island-but-tourists-arent-her-about-improving-local-sentiment-with-sustainable-travel-efforts	Senior contributor		Wrote story in August on Mallorca creating signs at different popular beaches like "dangerous jellyfish" or "falling rocks" or "no swimming" to keep locals more local friendly and keep out tourists - can talk to her about improving local Tahoe sentiment with sustainable travel efforts
Jovanna Billington	NBC News	jovanna.billington@nbcuni.com	No recent articles since 2017 as she is a producer	Executive Producer		Would be good to speak on anything national broadcast-worthy, TNTNTV being a leader with laser and drone shows for 4th of July
Bryan Kinkade	AFAR	bryan@afar.com	https://podcasts.apple.com/us/podcast/afar-1503/id1503150315	VP and Publisher		Because he is the VP and publisher, it would be important to offer any insight for 2024 future efforts
Zach Mack	Thrillist	zachmack@gmail.com	https://bustle.com/story/movies/what-should-you-watch-this-weekend-15045342	Contributing writer, beer and travel		Dani has pitched before and worked with, great to reconnect and offer additional story angles pertaining to TNTNTV
Robin Sanders	CBS News Sunday Morning	sandersr@cbsnews.com	No recent articles in the last year as she is a producer	Planning producer		Would be good to speak on anything national broadcast-worthy, TNTNTV being a leader with laser and drone shows for 4th of July
Doug Stallings	Fodor's	dstallings@fodors.com	https://www.fodors.com/world/europe-and-europe-travel/europe-travel/11492/news/2023/11/14/your-top-10-europe-travel-backlist/	Executive Director		Does a lot of travel itinerary stories, can offer up story ideas on a trip to Tahoe as a responsible traveler - ride sharing, visiting less crowded areas, leaving the destination like you found it

TRAVEL North TAHOE NEVADA

Addressing Overtourism:

In recent years, Lake Tahoe has garnered significant media attention due to concerns about overtourism. The pristine beauty of the area has attracted an increasing number of visitors, leading to overcrowding, traffic congestion, and environmental challenges. However, rather than succumbing to these issues, TNTNTV and its partner organizations have taken proactive steps to address the problem and steer the narrative toward responsible tourism.

The Real Story Behind Tourism and Lake Tahoe:

The real story behind tourism in Lake Tahoe is not just about visitor numbers but about managing tourism sustainably and preserving the unparalleled natural beauty of the region. TNTNTV is dedicated to striking the delicate balance between welcoming tourists and safeguarding the fragile ecosystem of Lake Tahoe.

Behind-the-Scenes Efforts:

While the public often sees the end product of these efforts, it's essential to highlight the behind-the-scenes work that TNTNTV and its partner organizations engage in. This includes extensive research, collaboration with experts, and community engagement to ensure that tourism is managed sustainably.

TART Connect:

One of the critical initiatives TNTNTV is involved in is TART Connect. TART (Tahoe Area Regional Transit) Connect is a comprehensive transportation plan aimed at reducing traffic congestion and emissions in the Lake Tahoe area. By improving public transportation options and promoting eco-friendly alternatives like electric buses, TNTNTV and its partners are actively working to alleviate the negative impacts of overtourism.

Stewardship Plan:

TNTNTV is one of the 17 regional organizations involved in the development of the Lake Tahoe Destination Stewardship Plan, a comprehensive strategy designed to protect and maintain the natural assets of Lake Tahoe. The plan creates a comprehensive framework and sets in motion action priorities to better manage outdoor recreation and tourism and ensure the sustainability and preservation of an iconic natural treasure.

Innovative Initiatives:

One exciting example of TNTNTV's commitment to responsible tourism is the use of drone shows. They organized the first-ever drone show in the western United States for the 4th of July celebration. This innovative approach not only provided a stunning visual spectacle but also significantly reduced the environmental impact compared to traditional fireworks displays. It's a testament to their creativity in balancing tourism and environmental preservation.

1

Media placements

890K

Est. Monthly Visitors

4.9K

Est. Coverage Views

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

PLACEMENT HIGHLIGHTS

THE ABBY
AGENCY



Sustainability Day in North Lake Tahoe



KOLO 8 News

Placement Date: October 18, 2023

Est. Monthly Visitors: 890,000

Est. Coverage Views: 4,900

Key Messages: Sustainability

Brand Pillar: Lead

Story: [Sustainability Day in North Lake Tahoe](#)

THANK YOU