



Departmental Reports



north lake tahoe

December 2023
Meetings & Conventions Report

TURNED DEFINITE

1. Ingram Micor - RFPIMC23_HP AMD Summit - 1/24/24-1/25/24, 80 rooms and 40 people

NEW MEETINGS & RFPs DISTRIBUTED

2. Professional Engineers of California - FECG Annual Meeting - 9/13/24-9/15/24, 405 rooms and 250 people
3. American Association for Justice - Leaders Forum 2025 - 5/7/25-5/10/25, 151 rooms and 110 people
4. California Special Districts Association - General Manager Leadership Summit 2025 - 6/20/25-6/26/25, 679 rooms and 225 people
5. California Special Districts Association - Leadership Academy Conference II - 2025 - 10/18/25-10/21/25, 212 rooms and 70 people
6. California Special Districts Association - Board Secretary/Clerk Conference - 2025 - 10/20/25-10/23/25, 570 rooms and 350 people

NEW INQUIRIES

1. California and Nevada Credit Union Leagues - 2024 - Summit Roundtable (SRT) - 8/5/24-8/8/24, 113 rooms and 45 people
2. Western Systems Power Pool - WSPP 2025 Spring Operating Committee Meeting - 3/1/25-3/5/25, 505 rooms and 250 people
3. HCA-Healthcare - CPC Leadership Retreat - 7/24/24-7/25/24, 32 rooms and 16 people
4. Fujitsu - Technical Service Advisory Conference - 4/21/25-4/25/25, 728 rooms and 250 people
5. TRM Labs - All Company Offsite - June/July 2024 - 6/2/24-6/7/24, 820 rooms and 200 people
6. Guerbet - 2025 National Sales Meeting - 2/1/25-2/6/25, 505 rooms and 120 people
7. Living Church of God - Feast of Tabernacles 2025 - West Coast - 10/6/25-10/15/25, 600 rooms and 350 people
8. Osteopathic Physicians & Surgeons of California - OPSC Fall Conference 2025 - 8/28/25-8/31/25, 388 rooms and 350 people
9. US Foods - Metro DC Circle of Excellence 2024 Trip - 4/24/25-4/28/25 - 82 rooms and 50 people
10. National Portable Storage Association - NPSA 2025 Fall Seminar - 9/5/25-9/10/25, 562 rooms and 230 people
11. Forster Wedding - 8/2/24-8/3/24, 55 rooms and 150 people

ARRIVED BUSINESS

- No arrived programs in December of 23'



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December 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- o Launched a campaign in Canada with Gendron Voyages
- o Renew membership with Discover America Canada
- o Hosted bi-annual Sales Strategy meeting on 12/19
- o Sent Happy Holiday e-newsletter on 12/21 to 3,000 travel advisors
- o Joint webinar with SF Travel Latin America office on 12/11 with American Express Travel and 12/27 with BCD Travel
- o Canada Market Update & Report - October 1 - December 31, 2023 prepared by Canuckiwi sent to partners including attending AMA Travel Suppliers Appreciation Night on Dec 13 and AMA Travel Partner Meeting on Dec 14 as well as campaigns with Merit Ski and Gendron Voyages

Australia campaign results for My Snow Holidays and PE Nation:

Social stats: 6 Grid posts and 8 Stories

Total organic social reach: 99,969 (total social reach comes 100k + when considering Gate 7 owned channel re-sharing the posts)

Total accounts engaged: 1,752

PE Nation EDM:

Solus EDM Send 50k+ | Open Rate: 43% ANZ | 36.2% INTL CTR: 2.88% ANZ | 1.34% INTL

7 days of giveaways tile EDM Send 50k+ |Open Rate: 41.8% ANZ | 47.7% INTL CTR: 1.7% ANZ | 2.4% INTL

Total number of entries:

1,917 ANZ entries

243 INTL entries

MySnow Holidays EDM:

#1 Send 42K+ Open Rate 38.57% CTR 462 Competition Link Clicks 198

#2 Send 10K+ Open Rate 31.96% CTR 1.21%

- Germany \$246k, +5%
 - France \$235k, -4%
 - New Zealand \$147k, +89%
 - Switzerland \$137k, +29%
 - Peru \$101k, +82%
- Total international visitor spend by market segment:
 - Restaurants & Dining \$1.4M
 - Retail \$763k
 - Hotels & Lodging \$678k
 - Food & Grocery \$882k
 - Entertainment \$398k

DECEMBER PERFORMANCE REPORT

TRAVEL NORTH TAHOE NEVADA

PUBLIC RELATIONS





PUBLIC RELATIONS OVERVIEW

In the month of December, The Abbi Agency focused their outreach on following up with media that attended the Travel Nevada event and those that were interested in virtual desksides.

In addition, TAA distributed the Road to Winter Wondergrass release and drafted the East Shore Trail release.

~~PRESS MATERIALS~~



PRESS RELEASE: Travel North Lake Tahoe Joins Forces with WinterWonderGrass Music Festival



FOR IMMEDIATE RELEASE
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Travel North Lake Tahoe Joins Forces with WinterWonderGrass Music Festival
The Road to WinterWonderGrass kicks off a series of giveaways in 2024

NORTH LAKE TAHOE, NV (November 30, 2023) - Tahoe North Lake Tahoe (TNNTV) announces its first giveaway in the annual WinterWonderGrass Music Festival series. TNNTV is proud to partner with WinterWonderGrass Festival, a dynamic series building up to the main event.

The Road to WinterWonderGrass Tahoe series promises an immersive musical experience leading to the WinterWonderGrass festival, which runs April 5 through 7, 2024. The series will showcase a diverse lineup of artists at six incredible shows, each contributing to the vibrant buildup of anticipation for the main event.

WinterWonderGrass is a three-day festival including daily tastings of beer, whisky, and seltzer, picturesque mountain landscapes, spring skiing, and a diverse range of bluegrass and roots music, enticing attendees to extend their stay and explore the region.

"We love supporting local shows and hooking up locals with WinterWonderGrass swag, free tickets, and a chance to win the VIP package," said Scotty Sloughlin, founder of the WinterWonderGrass festival. "Highlighting new talent and creating opportunities to connect their music with new fans is a huge part of our mission."

One of the highlights of the Road to WinterWonderGrass Tahoe series is the Show Series Giveaways. At each of the six shows, attendees will have the chance to participate in a drawing for an exclusive package, including 2 General Admission WinterWonderGrass tickets, 4 late-night tickets, and WinterWonderGrass swag, creating memorable moments for lucky winners.

To add to the excitement, TNNTV has introduced two sweepstakes during the series:

Sweepstakes #1 - R2WWTG VIP Sweepstakes: R2WWTG VIP Sweepstakes at the six shows, with one lucky winner to be drawn after the March 23rd show. The VIP Package includes 2 VIP Weekend Passes, 2 late-night tickets per night, and WinterWonderGrass swag.

Sweepstakes #2 - Social Media Sweepstakes: A social media sweepstakes will invite followers to post a video at their favorite bluegrass music venue featuring live entertainment. The winner will be selected after the March 23rd show, receiving a VIP Package that includes 2 VIP Weekend Passes, 2 late-night tickets per night, and WinterWonderGrass swag.

The Road to WinterWonderGrass Tahoe series will feature a diverse lineup of artists, including the Dead Winter Carpenters with AJ Lee and Blue Summit, Matt Ranney and The Diploin' Sauce, Blu Egyptian Band, Broken Compass Bluegrass, and more. The series builds up to the grand finale on March 23rd, featuring the Matt McJannet Band.

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PRESS RELEASE: Travel North Tahoe Nevada Launches Winter Access Improvement Initiative on East Shore Trail



FOR IMMEDIATE RELEASE
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Travel North Tahoe Nevada Launches Winter Access Improvement Initiative on East Shore Trail
TNNTV Promotes Responsible Backcountry Exploration

NORTH LAKE TAHOE, NV (DATE) - Travel North Tahoe Nevada (TNNTV), the leading advocate for outdoor recreation in the North Tahoe region, is excited to announce its latest initiative aimed at improving access and safety on the East Shore Trail. This initiative encompasses critical measures for the benefit of winter enthusiasts while promoting responsible backcountry exploration.

To improve safety and accessibility, TNNTV has taken the proactive step of plowing one of the parking nodes closest to the East Shore Trail. This strategic move aims to facilitate easier access for outdoor enthusiasts looking to embark on winter adventures in the backcountry.

One of the significant benefits of this initiative is improved access to the backcountry trails, including the popular East Shore Trail. This effort allows winter enthusiasts to enjoy the scenic views and breathtaking landscapes of the East Shore Trail. It also makes it easier for snowshoers and backcountry skiers to access the trailhead, making it easier to embark on snowshoeing and backcountry skiing adventures.

"We're confident that these enhancements will contribute to a positive and responsible outdoor experience for both visitors and locals," said Andy Chapman, president and CEO of TNNTV. "By providing a maintained entry to some of Lake Tahoe's beautiful scenery, we're looking forward to fostering a winter recreation environment that combines adventure with responsible outdoor exploration."

TNNTV is pleased to collaborate with Washoe County to ensure a comprehensive approach to winter trail management. By partnering with local authorities, TNNTV aims to create a safer and more enjoyable experience for all.

Those eager to explore the East Shore Trail, particularly if venturing into the backcountry, are advised to exercise caution. TNNTV urges all trail users to adhere to safety guidelines and take responsibility for their well-being while enjoying the natural beauty of the area. It is important to note that the trail remains unmaintained during winter, and users should proceed at their own risk.

Visitors to the East Shore Trail will find signage provided by the State Parks, reinforcing the importance of caution and responsibility. These informative signs will be strategically placed along the trail, promoting awareness and emphasizing the need for safe practices in winter conditions.

Travel North Tahoe Nevada encourages everyone to enjoy the East Shore Trail responsibly and respect the surrounding environment.

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About Travel North Tahoe, Nevada: Travel North Tahoe Nevada (TNNTV) is the public organization responsible for destination management for the North Shore, Nevada side of Lake Tahoe. Its mission is to encourage destination experiences that support a vibrant economy, enhance community character, and foster environmental stewardship. For more information, click here.

NEWSLETTER





The Road to WonderGrass Tahoe series is back! Join us for a diverse lineup of artists at six incredible shows all leading up to the main WinterWonderGrass event. Attend to enter to win one of this year's Show Series Giveaways and you might just get lucky!



Road To WonderGrass

Switch report ▾

Overview **Activity** Click Performance Content Optimizer Social E commerce Inbox Analytics360

81 Recipients

Audience: RWGT 2023

Subject: Don't Miss Your Chance to Win WinterWonderGrass Festival Passes **Delivered:** Thu, Dec 7, 2023 2:53 PM

42 Opened

3 Clicked

0 Forwarded

0 Unsubscribed

Success: All deliveries

81 100.0%

Clicks per unique opens

Total opens

69

Total clicks

Last opened

1/5/24 11:58PM

Last clicked

Forwarded

0

Abuse reports

Click performance

See how many times contacts clicked each of the links in your email.

Top links clicked

- <https://travelnorthtahoenevada.com/road-to-winterwondergrass/> 2
- <https://travelnorthtahoenevada.com/road-to-winterwondergrass/#wondergrass-video> 1
- <https://travelnorthtahoenevada.com/> 0
- <https://www.facebook.com/TravelNorthTahoeNevada> 0
- <https://www.instagram.com/travelnorthtahoenevada> 0

View All Links

Six shows. One great time.

The Road to WonderGrass Tahoe is back! In order to celebrate the return of the 20th Annual Road to WonderGrass Tahoe, a limited amount of seats are available for the six incredible shows leading up to the main WinterWonderGrass event. Attend to enter to win one of this year's Show Series Giveaways and you might just get lucky!

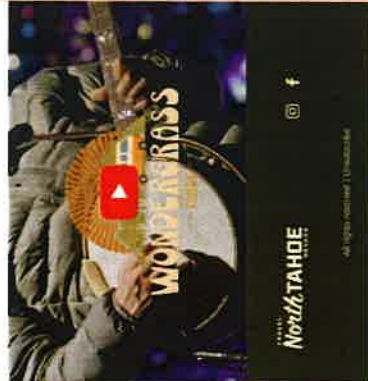
The Road to WonderGrass Tahoe series is back! Join us for a diverse lineup of artists at six incredible shows all leading up to the main WinterWonderGrass event. Attend to enter to win one of this year's Show Series Giveaways and you might just get lucky!

and that's not all! In addition to the excitement, we've thrown in a VIP giveaway to boot!

RWGT VIP Giveaways: Show attendees can sign up for the RWGT VIP Sweepstakes at any of the six shows, with one lucky winner to be chosen after the March 2nd show. The VIP Package includes 2 VIP Reserved Seats, 2 late night buses per night, and a WinterWonderGrass t-shirt.

We can't wait to see you at North Lake Tahoe, favorite celebration of music, community, and unforgettable world moments.

LEARN MORE



~~THANK YOU~~