



north lake tahoe  
it's human nature

**ANNUAL REPORT**

2023 – 2024

# C O N T E N T S

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# LETTER FROM THE PRESIDENTS

The 23/24 fiscal year brought great opportunity for all aspects of our brand. Our meticulous approach to constantly evolving has helped position our destination as a leader within California's and Nevada's tourism industries. We continued to highlight North Lake Tahoe as a four-season destination with new experiences and year-round adventures accessible to all. We also emphasized extended travel year-round and bolstered need periods of spring and fall.

Over the course of the year, targeted seasonal consumer campaigns exceeded all industry benchmarks, driving quality traffic to the website. This content helped educate visitors before their trips, as well as assist with trip planning via dedicated seasonal landing pages. Group travel was encouraged through a meetings, conferences and conventions (MCC) campaign and enhanced through efforts of the sales team, who reached meeting planners and tour operators.

The marketing co-op and respective organizations also put significant effort into promoting destination stewardship and educating potential visitors before, during and after their time in the region. A key element of North Lake Tahoe's identity is emphasizing the importance of sustainability and driving responsible travel. A new stewardship campaign launched this past fiscal year, showcasing how visitors and residents alike can "Make A Clear Difference" while in-market. The goal continues to be to increase awareness and visitation while finding new ways to contribute to the communities within the destination.

The incredible work completed throughout the last year was thanks to the efforts of many. We'd like to give a heartfelt thank you to the respective board and committee members for their unwavering support and guidance. None of it would be possible without the staff that keeps everything in forward motion. You have all shown incredible strength, loyalty and perseverance, and we are forever grateful to each of you for the talents that you bring.

We thank everyone who chose to stay in North Lake Tahoe and especially those who helped keep the destination pristine for future generations.



**Andy Chapman**  
*President & CEO*  
Travel North Tahoe Nevada



**Tony Karwowski**  
*CEO*  
North Tahoe Community Alliance

# BRAND OVERVIEW

## Throughout the past year, the North Lake Tahoe Marketing Cooperative made ongoing strides in its role as a destination management organization.

As always, destination stewardship remains a cornerstone of the brand. Our efforts have been increasingly focused on stewardship messaging that encourages residents and visitors alike to be active participants in protecting the region.

All communications across paid, earned and owned channels provided actionable steps for everyone in the region, with very clear – and seasonally-focused – calls to action. We shared ideas about how to practice mindful travel and leave no trace throughout the year. In summer, for instance, we featured messaging about potential invasive species on inflatable water crafts brought in from out of area. In winter, the focus was on proper “slediquette,” encouraging people to properly dispose of their old plastic sleds – and preferably, to ditch their own equipment entirely and rent from a North Lake Tahoe business.

TART Connect was another initiative that continued to see success in FY23/24. The free, on-demand, curb-to-curb shuttle service took people where they wanted to go throughout North Lake Tahoe’s lakeside communities. Using TART Connect reduced carbon emissions and environmental impact in a big way, allowing visitors and residents to feel good about getting around Lake Tahoe while also saving on gas, reducing the stress of driving and parking and limiting traffic for others in the area.

Understanding that audiences evolve, research was completed to redefine target market personas. Instead of focusing on age groups (Millennials, Families, Boomers), the research honed in on behaviors and interests that set our target demographics apart from each other. This allowed the brand to sharpen its media targeting while also adjusting the visuals and messaging included in paid ads. Three new personas were developed including The Adventurer, The Memory Maker and The Timeless Traveler. For each, a typical age group was defined, but the primary focus was on the type of traveler they are – their spending habits, their level of spontaneity when planning their trips, whether they have a sustainability focus, their interests and their key attributes. Messaging and imagery across campaigns were shifted accordingly to align with these new personas.

Four seasonal campaigns ran with a heavy emphasis on extended stays year-round, with a particular focus on the shoulder seasons of fall and spring. To help keep people moving throughout the region during peak timeframes, summer messaging focused on mountainside activities, whereas winter messaging focused on lakeside activities. The objective was and is to extend trips beyond the weekend to further support lodging and businesses when they need it most. In addition to the seasonal campaigns, five new campaign activations were completed throughout the fiscal year, all with the overall objectives to bolster need periods, amplify brand pillars, educate audiences and create a clear distinction between North Lake Tahoe and competitors.

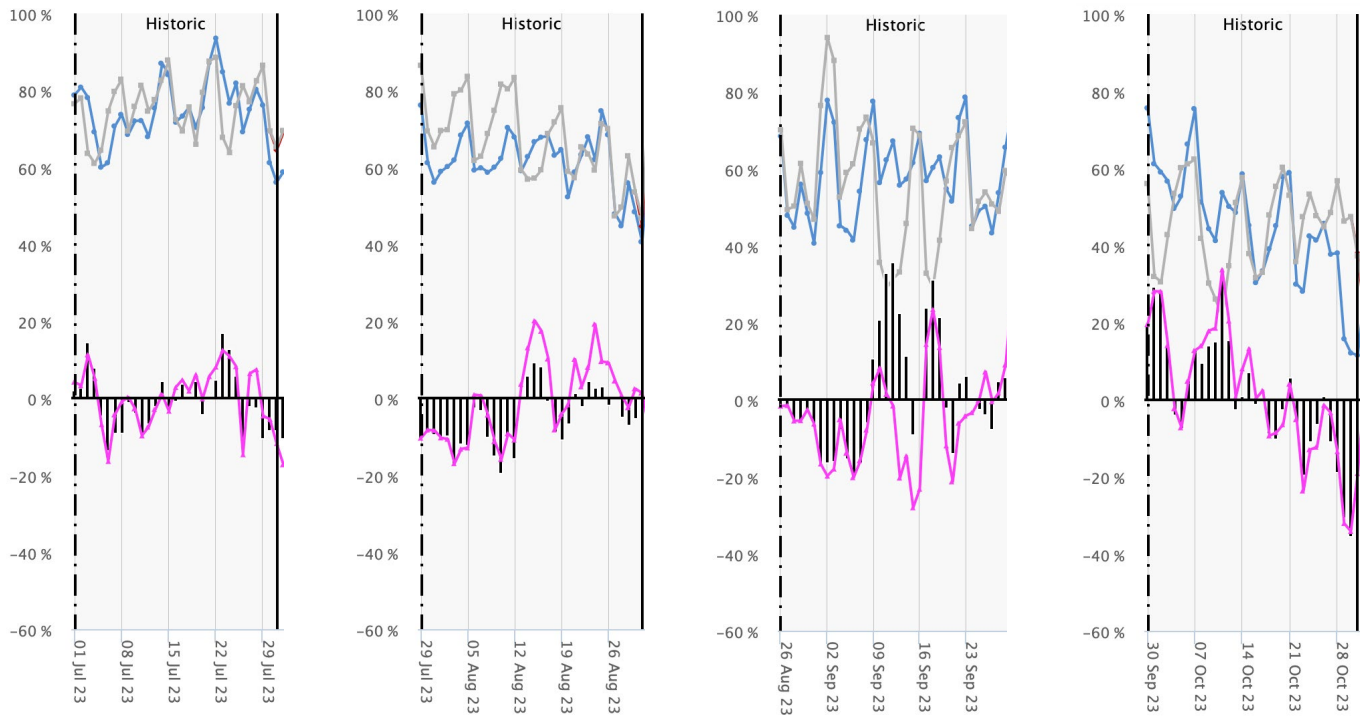


# OCCUPANCY METRICS

Using the occupancy tool within the Destimetrics platform, North Lake Tahoe was able to paint a holistic picture of resort occupancy in FY23/24.

In the beginning of the fiscal year (July 2023), the destination experienced average occupancy rates, relatively even with those of FY22/23. The month of August did see a little bit of a spike YoY, especially towards the end of the month. Similarly, October saw a spike in bookings as there was a longer-than-usual warm season.

Summer & Fall Occupancy (July 2023 - October 2023)



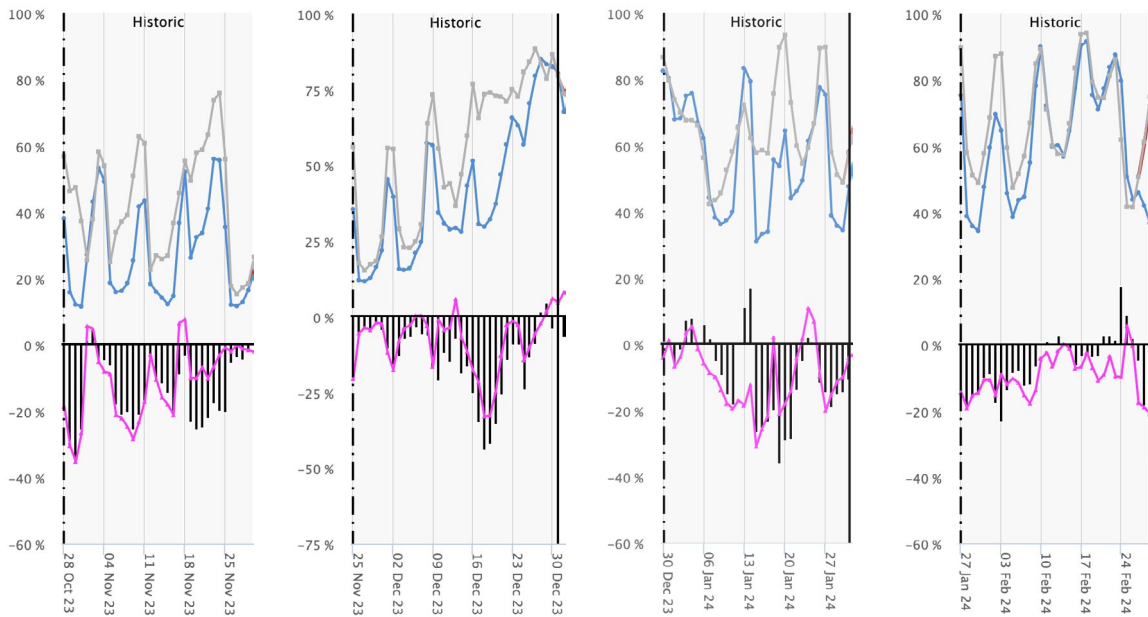
Grey: Historical Occupancy Data from FY22/23 Blue: Actual Data for Time Period FY23/24 Pink: Occupancy Change from Previous Time Period



# OCCUPANCY METRICS

Year over year, the winter season (November – early March) experienced lower occupancy rates, largely due to lack of snowfall until late January. Although the end of January saw significant snowfall, this turn in weather was not enough to significantly bump occupancy rates for the remainder of the winter season.

Winter Occupancy (October 2023 - February 2024)

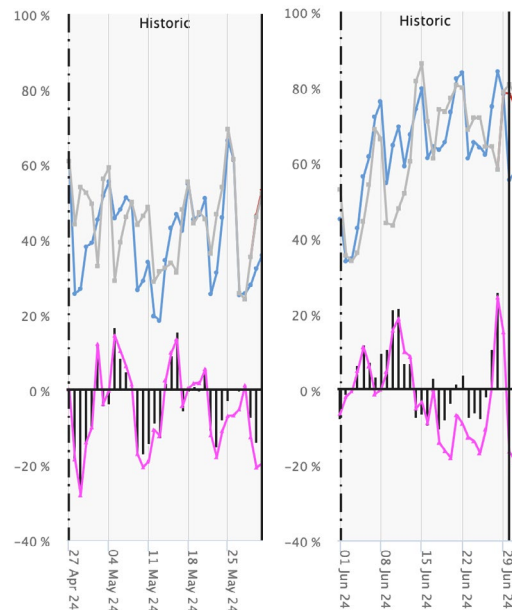


Spring & Summer Occupancy (May 2024 - June 2024)

Spring 2023 experienced an elongated snow season, which allowed many resorts to stay open further into the year. This caused continued lower occupancy rates in spring 2024, lasting until May.

Occupancy did rise somewhat in late May through June, showing consistency in the summer months.

**Grey:** Historical Occupancy Data from FY22/23  
**Blue:** Actual Data for Time Period FY23/24  
**Pink:** Occupancy Change from Previous Time Period



# VISITOR AND WELCOME CENTERS

There is one Visitor Information Center (VIC) in Tahoe City as well as a Welcome Center in Incline Village, both of which saw great success. Going into FY24/25, a third VIC will open in Kings Beach.



Looking forward, each center has different goals to help enhance the experience for visitors in the region.

**Total Visitors - 84,347**  
**Total Visitor Guides Mailed - 904**  
**Gift Shop Revenue - +55%**  
**Ticket Sale Revenue\* - +2%**

\*Applies only to the Incline Village Welcome Center

## Tahoe City Visitor Information Center

Opening a new VIC in Kings Beach to refer visitors to businesses in the downtown area

Continue to grow referrals to and drive traffic to businesses across the North Shore

Be an ongoing resource for people who call, email and walk-in

## Incline Village Welcome Center

Pop-up visitor information kiosks at high traffic areas and events

Select weekend informational programming at welcome center

Ponderosa Ranch/Bonanza exhibit

Washoe People exhibit with traditional Galis Dungal

Earth walk trailhead

# TRENDS / INDUSTRY OVERVIEW

## A few trends and events helped shape North Lake Tahoe's efforts in FY23/24.

**Passion Travel, a New Trend:** While authentic travel was part of the ethos of FY22/23, this past year there was a rise in “passion travel,” wherein people sought out destinations that aligned with their interests and passions as well as specific experiences they wanted to engage in. Whether it be an outdoor physical challenge or a cultural awakening of the mind, people looked to travel to fulfil their individual needs.

**A Reliance on Wellness:** Similar to passion travel, people also looked to prioritize wellness – seeking out everything from better sleep and physical challenges to complete mental and emotional relaxation.

**Luxury Travel Continues:** Despite inflation and other financial travel barriers, people still carved out budget to travel. And while some economic sectors with lower median income slowed their travel, the luxury and ultra-luxury groups continued to rise. The idea of what truly defines luxury also experienced a shift – people were seeking unique adventures tailored to their specific tastes.

**More Flexible and Self-Aware Travel:** Remote work continued to trend post-pandemic. This trend allowed travelers to choose the time period when they wanted to travel – allowing them to explore new places all year round, not just during peak seasons. Travelers also became more self-aware when it came to sustainability, often choosing non-peak times to travel in order to alleviate overtourism.





# SUMMER 2023/24 CAMPAIGN

## July – August 2023, June 2024

With shoulder seasons needing more attention, the summer 2023 campaign only accounted for 3% of the total yearly budget. When combined with the summer 2024 campaign budget, both summer campaigns accounted for 7% of FY23/24's total budget (\$60,000).

For the summer 2023 campaign, North Lake Tahoe focused on digital tactics: display, search, Performance Max and social media. This was in part due to summer being such a high-density travel period. Since the summer season spanned two fiscal year timeframes, the summer 2024 campaign only captured metrics for the months May-June, which ran programmatic display, search,

TripAdvisor, *Nevada Travel* full page print ad and Facebook/Instagram. A special Sacramento campaign ran in June 2024 to encourage destination stewardship from a region that sees the heaviest visitation.

Creative promoted responsible travel through the Make A Clear Difference campaign, Know Before You Go messaging and Facebook breakout ads. The creative strategy emphasized midweek visitation during the particularly busy season, while also advocating for sustainability practices for those already in-market. A smaller budget line promoted activities to the LA market as well.

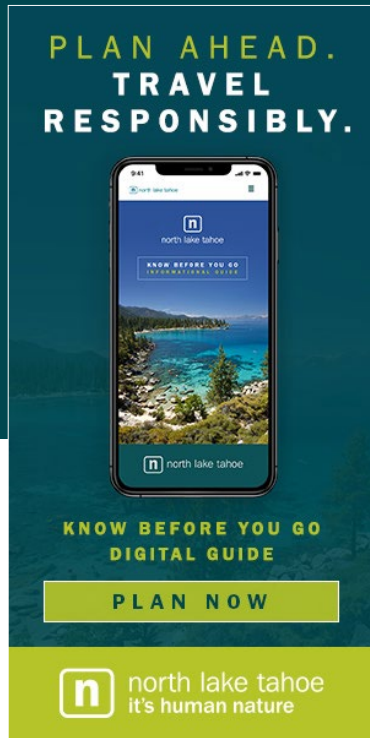
## KEY TAKEAWAYS:

- Removing the early fall creative start, the July-August 2023 summer season spent roughly \$19,743 and earned 15,353 Time On Site (TOS)\* conversions. The 2024 summer campaign spent roughly \$40,000 and earned 34,005 TOS conversions, showcasing both a higher spend and more TOS conversions
- The Know Before You Go creative outperformed the Retargeting creative by 231 TOS conversions. Know Before You Go earned an incredible 4.96% Click Through Rate (CTR) compared to averages of 1.91% CTR across the rest of the creative
- Top-performing display creative by TOS conversions included The Adventurer (97 conversions), Memory Maker (74) and Timeless Traveler (59). Top performing social creative included Stay Informed (941 conversions) and Retargeting (937)
- Instagram earned 1% of total social clicks and minimal TOS conversions. However, spend was low comparatively. Facebook earned 99% of clicks and 96% of social TOS conversions (640 conversions)
- Both Facebook and Instagram ran sustainability and core audience messaging. Instagram CTR averaged 2.03% in summer 2023 and 1.30% in summer 2024, exceeding the industry average of 0.94%. The Facebook CTR of 1.91% in summer 2023 and 2.66% in summer 2024 both outperformed the industry average of 0.72%
- Instagram earned 3% of total social clicks and 7% of TOS conversions. *Sunset's* sponsored Facebook posts earned 2% of clicks
- On average, TOS conversions in summer 2024 occurred with every three clicks on social platforms, proving more effective than summer 2023's 20 clicks per TOS conversion
- Facebook video in summer 2024 ran a 5.7% completion rate compared to summer 2023's 8.33%
- Performance Max earned the highest number of TOS conversions, followed by Facebook (4,238), display (886) and search (780)
- SEM averaged 1.8 clicks for every TOS conversion. Across desktop and mobile, 20 impressions were served for each conversion
- Highest converting keywords\*\* included: "what to do in lake tahoe," "Zephyr cove lake tahoe," "lake tahoe hiking trails," "lake tahoe beaches" and "sand harbor lake tahoe"

\*TOS refers to those who spent 115 seconds (nearly 2 minutes) on the site. This is tracked as it showcases how engaged audiences are with the content once they arrive to the site.

\*\*Note, the capitalization aligns with how people entered in the search terms.

# SUMMER 2023/24 CAMPAIGN



## PERFORMANCE

	Impressions	Clicks	Cost	CTR	Cost per Click	Tos 115	Cost Per TOS	
<b>5,722,905</b> IMPRESSIONS								
	Performance Max	1,987,852	46,781	\$3,639	2.35%	\$0.08	24,684	\$0.15
	Facebook	1,452,367	38,691	\$9,884	2.66%	\$0.26	4,238	\$2.33
<b>90,201</b> CLICKS								
	Programmatic Display	942,156	766	\$5,153	0.08%	\$6.73	886	\$5.82
	Sunset - Display Banners	292,336	128	\$828	0.04%	\$6.47	0	
	Trip Advisor	271,052	253	\$1,084	0.09%	\$4.29	12	\$90.35
	Podcast	235,648		\$2,077				
<b>\$0.42</b> COST PER CLICK								
	CTV	228,976		\$7,813				
	Sunset - Newsletter Weekender	131,856	128	\$0	0.10%	N/A	0	
	Instagram	84,954	1,105	\$1,280	1.30%	\$1.16	318	\$4.02
<b>30,918</b> TOS CONVERSIONS								
	Facebook - Sunset	71,792	672	\$1,535	0.94%	\$2.28	0	
	Paid Search	17,619	1,677	\$831	9.52%	\$0.50	780	\$1.06
	Print	5,232		\$3,577				
<b>\$1.22</b> COST PER TOS CONVERSION								
	Sunset Branded Content - Article	960	0	\$0	N/A		0	
	Native	105	0	\$0	N/A		0	
	<b>Grand Total</b>	<b>5,722,905</b>	<b>90,201</b>	<b>\$37,700</b>	<b>1.58%</b>	<b>\$0.42</b>	<b>30,918</b>	<b>\$1.22</b>

# FALL 2023 CAMPAIGN

## Late August – Mid-November 2023

Fall 2023 had an early start in August to increase exposure during earlier booking windows. The campaign ran in the Seattle, Portland, Los Angeles and Phoenix markets, leveraging a wide range of channels: display, a Pinkbike native article, CTV, TikTok, YouTube, podcast audio ads, TripAdvisor, Expedia, enewsletter, Weekend Sherpa, *Sunset* site and an enewsletter takeover, a TV segment, social media, video and search ads.

In terms of allocated budget, the campaign was a close second to the Spring 2024 campaign in terms of impressions served.

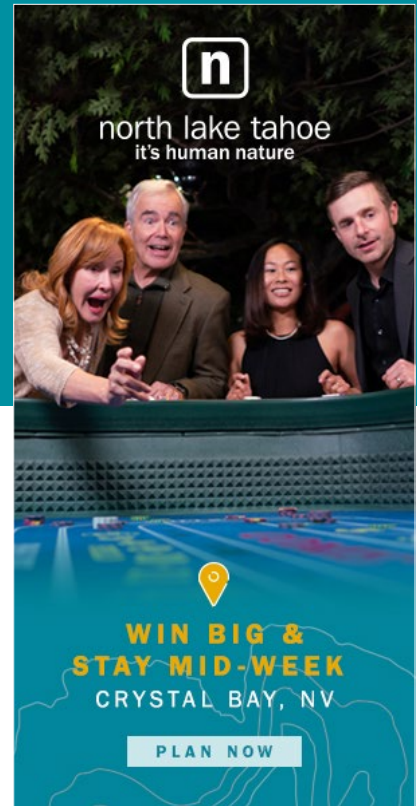
Creative promoted the “secret season” of fall, showcasing a wide variety of activities to participate in during the season. Messaging also focused on making memories and making the most of their trip with midweek stays.

## KEY TAKEAWAYS:

- While the campaign drove over 19,510 TOS conversions, cost per conversion ran \$17 higher than spring
- Digital display banners earned a 5-point higher CTR than TripAdvisor. Performance Max and TripAdvisor performed at the lowest costs per conversion
- Altogether, display channel campaigns earned a \$8.26 cost per conversion and \$1.48 cost per click. The Jones Family\* native ads performed best in terms of spend vs. TOS conversions. Across the retargeting display, Retargeting and Work From Nature creatives ran most efficiently
- Top performing social creative by TOS conversions included: Retargeting (820 conversions), Boomer Ben (238), The Jones Family (230), Millennial Megan (199) and High Value (192)
- Twitter earned 14% of total social clicks and 6% of TOS conversions. Overall, Facebook ran the most efficient clicks to TOS conversion rate, followed by Twitter then Instagram
- TOS conversions occurred on average every 33 clicks on social platforms
- YouTube held the highest video completion rates at every watch length, Facebook earned 92% of the TOS conversions (913)
- TikTok logged 1.475M video views and one of the lowest costs per click at \$0.57. In comparison, Facebook ran 526K views and a cost per click of \$0.68
- SEM averaged 5.5 clicks for every TOS conversion
- 80 impressions were served per search conversion on desktop, while mobile saw 46 impressions per search conversion
- Highest converting keywords centered around variations on “Tahoe” and active vacation planning: places to eat, fine dining, hikes, golf courses, activities and things to do

*\*Fall placements leveraged the previous personas before they were launched for the winter campaign.*

# FALL 2023 CAMPAIGN



## PERFORMANCE

	Impressions	Clicks	Cost	CTR	Cost per Click	Tos 115	Cost Per TOS	
<b>40,263,818</b> IMPRESSIONS	Programmatic Display	10,219,374	24,363	\$71,067	0.24%	\$2.92	1,220	\$58.25
	Rich Media	7,187,319	25,482	\$47,500	0.35%	\$1.86	0	
	Performance Max	4,677,023	67,307	\$25,158	1.44%	\$0.37	15,377	\$1.64
	Facebook	3,862,082	56,760	\$33,181	1.47%	\$0.58	2,109	\$15.73
<b>230,113</b> CLICKS	Podcast	3,565,089	0	\$31,736	N/A			
	Twitter	2,833,802	11,249	\$4,531	0.40%	\$0.40	139	\$32.60
	TikTok	1,496,170	13,099	\$7,499	0.88%	\$0.57	0	
	CTV	1,405,879	80	\$44,285	0.01%	\$553.56	4	\$11,071.30
	YouTube	931,399	272	\$6,242	0.03%	\$22.95	4	\$1,560.56
<b>\$1.64</b> COST PER CLICK	Native	848,775	0	\$7,639	N/A		44	\$173.61
	Instagram	816,798	6,554	\$6,704	0.80%	\$1.02	89	\$75.32
	PinkBike/Outside	754,741	10,117	\$36,510	1.34%	\$3.61	0	
	Expedia	547,114	725	\$19,400	0.13%	\$26.76	0	
	Trip Advisor	323,609	598	\$1,294	0.18%	\$2.16	35	\$36.98
<b>19,385</b> TOS CONVERSIONS	Weekend Sherpa	234,540	1,290	\$4,500	0.55%	\$3.49	0	
	Sunset - Travel Channel Take...	175,398	186	\$8,500	0.11%	\$45.70	0	
	Fox40 - Digital	150,000	450	\$0	0.30%	N/A	0	
	TV	80,505		\$2,125				
	Sunset	73,997	2,325	\$10,260	3.14%	\$4.41	0	
	Email	51,240	6,289	\$5,000	12.27%	\$0.80	0	
<b>\$19.47</b> COST PER TOS CONVERSION	Paid Search	28,964	2,967	\$4,356	10.24%	\$1.47	364	\$11.97
	<b>Grand Total</b>	<b>40,263,818</b>	<b>230,113</b>	<b>\$377,488</b>	<b>0.57%</b>	<b>\$1.64</b>	<b>19,385</b>	<b>\$19.47</b>

# WINTER 2023/24 CAMPAIGN

## Mid-November 2023 – March 2024

At the start of the season, winter was allocated as a small percentage of the overall budget – but soon, low levels of snowfall required a boost in spend between early-to-mid-December. The winter campaign spent 11% of the budget, which accounts for heavier spending December – January, and lighter again in February.

Tactics included: display, TripAdvisor, social media, native, video, local radio, a print placement in the *California Visitor's Guide* and paid search ads. North Lake Tahoe also partnered with On The Snow for a special native article geared exclusively to their ski

audiences. The article focused on activities beyond the mountain to drive visitors towards the lake, where there tends to be less density in the colder months.

Creative featured a variety of snow-based activities. On The Snow proved to be a strategic partnership: difficult snow months mean higher engagement on their site as prospective skiers use the site's snowfall information to inform their trips. The campaign continued to use "Winter WOW" messaging reaching Los Angeles as the primary winter market.

## KEY TAKEAWAYS:

- The campaign earned 14,952 TOS conversions compared to the combined summers' 49,358. The \$5 cost per conversion was a low spend, especially considering the winter season included native and a local radio campaign
- The display retargeting campaign maintained a \$84.65 lower cost per conversion than the prospecting campaign. Excluding Performance Max, the retargeting proved extremely cost effective and earned 88% of total display TOS conversions
- Top performing display creative by TOS conversions was Retargeting (1,397 conversions). Out of the three persona creatives, The Adventurer performed the best followed by Timeless Traveler tying for second
- Top performing creative by total clicks: Sustainability (15,027), Retargeting (7,512), The Memory Maker (3,709), The Timeless Traveler (3,560) and The Adventurer (2,519). For every TOS conversion, 29 clicks on average were needed to log
- Facebook surpassed Instagram with the highest video completion rates at every watch length
- Facebook earned 97% of total social clicks, while Instagram earned 3%
- Video creative ran across Sustainability, Retargeting, High Value and the three persona audiences. Facebook earned the highest completion rates, running the most views and clicks with the lowest cost per click. Cost per conversion was within \$0.22 between Facebook and Instagram
- On The Snow launched its native article complete with native display drivers. Time on page ranked at over a minute and delivered 1.71M impressions and over 9,773 page views – 6,323 more views than benchmarks
- On The Snow's custom newsletter earned a high open rate: 50.46% compared to the average 36.18% open rate. Optimizations between the first and second newsletter increased the CTOR by ten points. Certain display ads underperformed benchmarks but remained within industry averages. Optimizations increased display effectiveness by 8%
- Highest converting keywords included: "lake Tahoe vacation," "Tahoe ski resorts," "lake Tahoe skiing," "lake Tahoe hiking trails" and "lake Tahoe resorts"

# WINTER 2023 - 2024 CAMPAIGN



## PERFORMANCE

	Impressions	Clicks	Cost	CTR	Cost per Click	Tos 115	Cost Per TOS	
<b>8,978,744</b> IMPRESSIONS								
	Programmatic Display	2,219,522	1,462	\$17,752	0.07%	\$12.14	1,553	\$11.43
	Facebook	1,721,065	32,920	\$10,578	1.91%	\$0.32	1,080	\$9.79
<b>84,792</b> CLICKS	On The Snow	1,710,120	10,500	\$21,834	0.61%	\$2.08	0	
	Performance Max	1,566,280	36,072	\$8,719	2.30%	\$0.24	11,916	\$0.73
<b>\$0.90</b> COST PER CLICK	Trip Advisor	1,166,703	1,074	\$4,667	0.09%	\$4.35	121	\$38.57
	Radio	239,289		\$1,076				
	Fox40 - Digital	150,000	450	\$0	0.30%	N/A	0	
<b>15,063</b> TOS CONVERSIONS	Instagram	99,428	893	\$644	0.90%	\$0.72	73	\$8.82
	TV	80,505		\$2,125				
	Paid Search	15,682	1,421	\$1,994	9.06%	\$1.40	320	\$6.23
<b>\$5.07</b> COST PER TOS CONVERSION	Print	10,150		\$6,930				
	<b>Grand Total</b>	<b>8,978,744</b>	<b>84,792</b>	<b>\$76,319</b>	<b>0.94%</b>	<b>\$0.90</b>	<b>15,063</b>	<b>\$5.07</b>

# SPRING 2024 CAMPAIGN

## Mid-March – May 2024

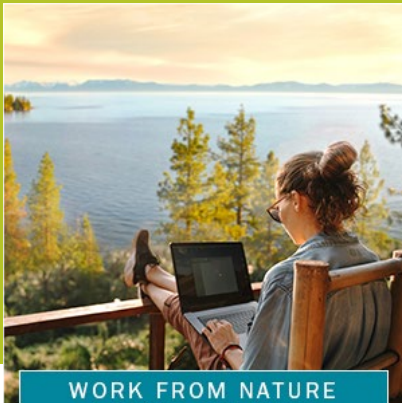
North Lake Tahoe expanded beyond the regional LA market to include Phoenix and Dallas. Messaging and creative focused on spring's "dual days," in which visitors could participate in both snow and non-snow related activities.

In terms of budget, the Spring 2024 campaign spent 44% of the fiscal budget compared to Fall's 38%. Tactics, similar to the Fall campaign, included display, TripAdvisor, social media, video and paid search. There were also activations across Weekend Sherpa, a *Sunset* native article and paid newsletters.

## KEY TAKEAWAYS:

- The campaign drove 100,052 TOS conversions, which was nearly 80,660 more conversions than fall 2023's performance of 19,385. Overall, the cost in spring 2024 was \$15.71 less per conversion
- The newsletter ran a 20% open rate (16% industry benchmark) and 10.2% click to open rate (CTOR)
- Average time on page was just under a minute and earned a total of 3,662 page views
- The *Sunset* native article saw nearly 245K social media impressions with an average 1.4% engagement rate on the two sponsored posts. Enewsletter sponsorships earned a 0.31% banner CTOR and the custom newsletter performed well with a strong 58% open rate with a 1.11% CTOR rate. These are exceptional results when compared to industry benchmarks. The *Sunset* audience engaged strongly with the content and ad drivers
- TripAdvisor ran a CTR 0.03% higher than programmatic display. However, display averaged at a \$20 lower cost per conversion
- Twitter earned 9% of total social clicks, Facebook earned 88%, *Sunset's* Facebook 10%, Instagram 2%. Facebook (8,855) and Twitter (753) earned the most social conversions. Overall, social held low costs per conversion at a \$5.18 average
- Top performing social creative by TOS conversions included the Recharge Battery breakout ad (2,517 conversions), Retargeting (1,989), The Timeless Traveler (931) and The Adventurer (886)
- Top performing display creative by TOS conversions included The Timeless Traveler (162 conversions), The Adventurer (126) and The Memory Makers (110)
- The display retargeting campaign earned 76% of all display TOS conversions
- TOS conversions occurred on average every 19 clicks on social platforms
- CTV held the highest video completion rates at every watch length, followed by Facebook and then Instagram. Surprisingly, TikTok held slightly higher completion rates than YouTube
- YouTube logged 1.08M video views in three months. Facebook's CTR far outperformed the other video mediums, followed by TikTok then Instagram. TikTok's cost per conversion ran at \$2.70 compared to Facebook's \$6.29. NLT messaging performs very well on the TikTok channel and should continue to incorporate into media plans
- SEM averaged 3.2 clicks for every TOS conversion. For every one search conversion across mobile and desktop, 30 impressions were served
- Highest converting keywords included: "lake tahoe events," "North Tahoe," "Lake Tahoe," "Things to do near me" and "activities"

# SPRING 2024 CAMPAIGN



**WORK FROM NATURE  
& FIND BALANCE**



north lake tahoe  
it's human nature

**PLAN NOW**



**MORNING THRILLS &  
AFTERNOON CHILLS**



north lake tahoe  
it's human nature

**PLAN NOW**



**RELAX &  
RECHARGE**



north lake tahoe  
it's human nature

**BOOK NOW**

## PERFORMANCE

	Impressions	Clicks	Cost	CTR	Cost per Click	Tos 115	Cost Per TOS	
<b>95,379,665</b> IMPRESSIONS	Outdoor	43,100,008	\$110,000					
	Performance Max	22,738,468	\$22,644	0.87%	\$0.11	84,245	\$0.27	
	Programmatic Display	7,658,693	\$49,775	0.08%	\$8.29	1,615	\$30.82	
<b>489,870</b> CLICKS	Facebook	6,598,568	\$40,280	2.52%	\$0.24	8,855	\$4.55	
	Twitter	4,771,325	\$4,365	0.37%	\$0.24	753	\$5.80	
	Native	1,767,499	\$1,835	0.03%	\$3.62	35	\$52.44	
	Programmatic Video	1,663,389	\$52,397	N/A	\$2,381.67	1	\$52,396.75	
	Podcast	1,531,868	\$20,285					
	YouTube	1,083,786	\$5,062	0.01%	\$71.30	25	\$202.49	
<b>\$0.77</b> COST PER CLICK	TikTok	1,073,430	\$7,500	1.23%	\$0.57	2,685	\$2.79	
	Trip Advisor	1,046,024	\$4,184	0.11%	\$3.70	74	\$56.54	
	Email	429,200	\$74,598	17.38%	\$0.16	0		
	Sunset - Display Banners	419,475	\$2,617	0.09%	\$7.27	0		
	On The Snow	267,871	\$3,420	0.61%	\$2.08	0		
	Best of the West	257,340	\$12,500	0.27%	\$18.12	0		
<b>100,052</b> TOS CONVERSIONS	Weekend Sherpa	234,546	\$4,500	0.56%	\$3.46	0		
	CTV	214,665	\$7,324					
	Instagram	177,747	\$1,848	1.12%	\$0.93	229	\$8.07	
	Facebook - Sunset	172,515	\$4,415	1.20%	\$2.13	0		
	Sunset - Newsletter Weekend	123,615	\$0	0.10%	N/A	0		
	Paid Search	42,028	\$5,290	11.56%	\$1.09	1,535	\$3.45	
	Print	4,905	\$3,353					
	Sunset Branded Content - Art.	2,700	\$0	N/A		0		
<b>\$3.76</b> COST PER TOS CONVERSION	<b>Grand Total</b>	<b>95,379,665</b>	<b>489,870</b>	<b>\$375,820</b>	<b>0.51%</b>	<b>\$0.77</b>	<b>100,052</b>	<b>\$3.76</b>

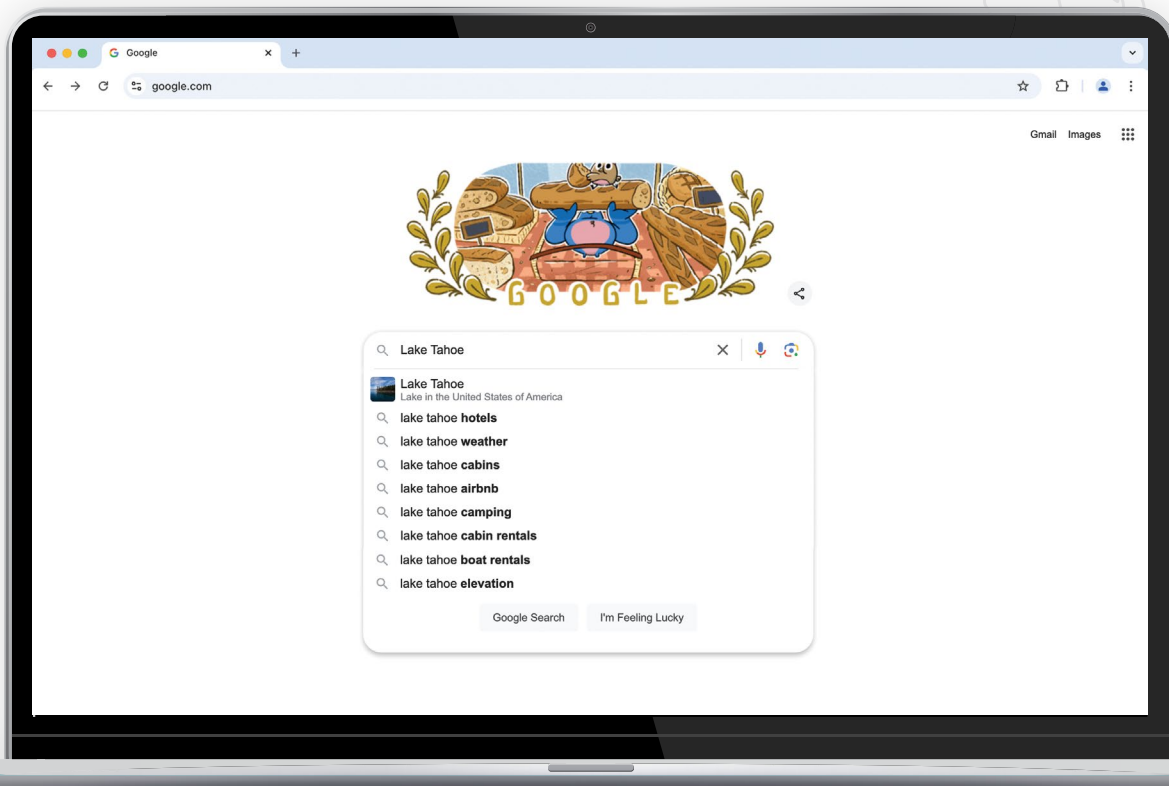


# NATIONAL SEARCH CAMPAIGN

The goal of this campaign is centered around “Lake Tahoe” as a term. When people are searching on Google and other search engines for things to do in Lake Tahoe or other variations, the campaign is set up to increase conversions of clicking on North Lake Tahoe ads instead of regional competitor ads. The campaign ran across the nation outside of seasonal geographic markets. Winter ads saw the best performance for impressions, where the summer campaigns required fewer clicks to secure a TOS conversion.

## KEY TAKEAWAYS:

- Summer 2023 - averaged 3.2 clicks for every TOS conversion. For every one search conversion on desktop, 23 impressions served
- Spring 2024 - averaged 3.3 clicks for every TOS conversion. For every one search conversion, 30 impressions served
- Fall 2023 - averaged 5.3 clicks for every TOS conversion. For every one search conversion on desktop, 50 impressions served
- Summer 2024 - averaged 2.3 clicks for every TOS conversion. For every one search conversion, 27 impressions served
- Winter 2023/2024 - averaged 5.6 clicks for every TOS conversion. For every one search conversion on desktop, 86 impressions served. For every conversion on mobile, 14 impressions served

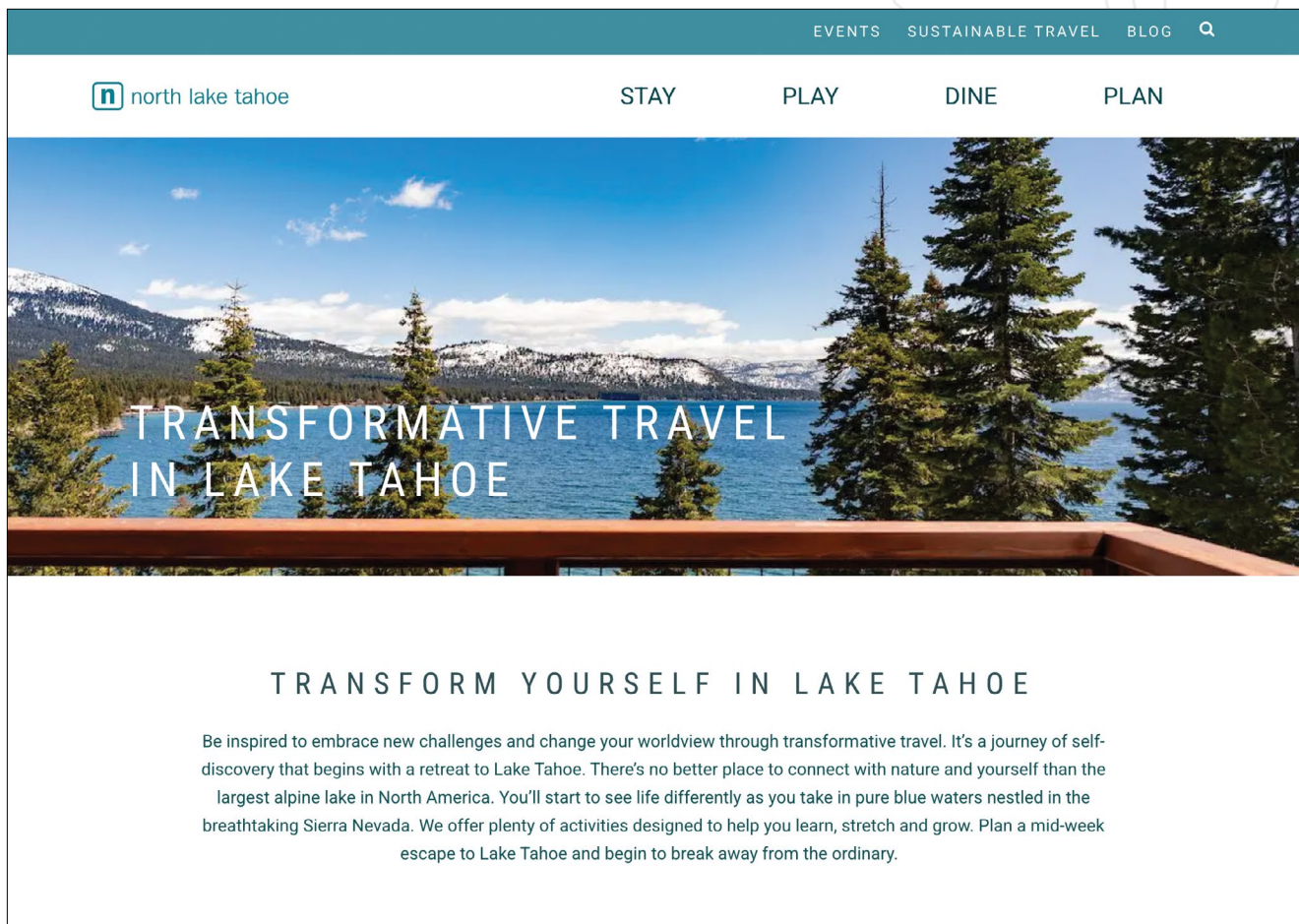


# CAMPAIGN ACTIVATIONS

Five new campaign activations were introduced to support key initiatives throughout the year, specifically encouraging repeat visitation, extended stays and sustainable travel. These campaigns leveraged organic and owned channels to increase engagement on the site and across social platforms.

## Transformative Tahoe

Launched in December 2023, the activation included a landing page that also provided itinerary ideas focusing on activities that would stop a visitor in their tracks and really help them feel a sense of transformation when visiting the destination. Tying into wellness travel trends, the goal of this activation was to deliver distinction of North Lake Tahoe amongst competitors.

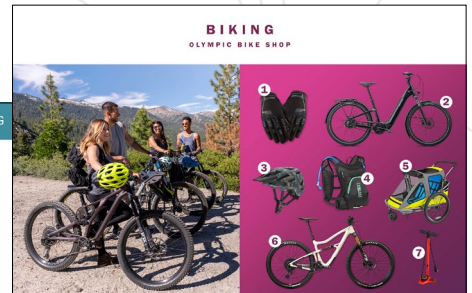
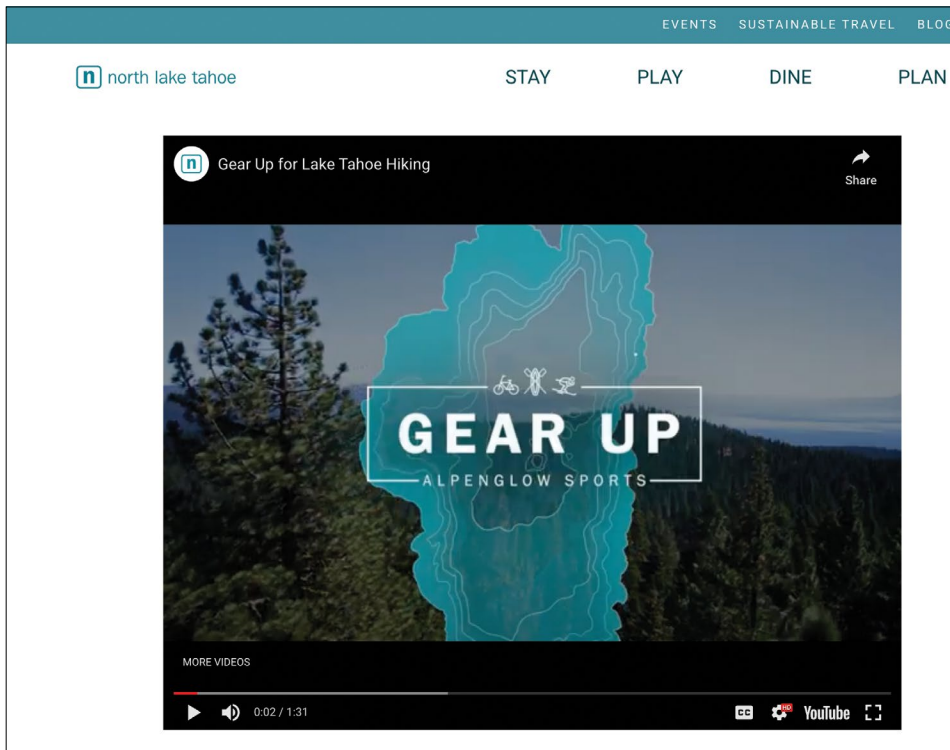


**Landing Page Performance:** Pageviews: 169, Average Time on Page: 0:52

# CAMPAIGN ACTIVATIONS

## Gear Up

Gear is at the center of every North Lake Tahoe trip, and this campaign serves as a way to educate audiences on what they need for some of their favorite activities while also providing direct support and promotion of local businesses. It also encourages visitors to be prepared ahead of their trip and pointed out key locations to enjoy each activity. Launching in June 2023, a landing page was developed and showcased four specific activities: hiking, biking, cross-country skiing and paddleboarding. Each had its own post including a collage and interview-style video highlighting a representative from a respective local business (with the exception of paddleboarding which is slated to be secured in the next fiscal year). Promotion of this activation was also featured on social media and in newsletters at the beginning of FY24/25.



**Preliminary Landing Page Performance:** Pageviews: 107, Average Time on Page: 4:42

# CAMPAIGN ACTIVATIONS

## Tahoe Trifecta

This activation launched in June and provided itineraries for three 3-day trips, spending one day mountainside, one day lakeside and one day strolling the towns. There were three different traveler types developed and activities were selected to align with each traveler persona. The landing page houses all three itineraries and includes a gamified experience asking visitors to spin the compass needle to direct them to one of the traveler types: Culinary Connoisseur, Avid Traveler and Real Relaxer. To support engagement with and promotion of the activation, four videos were developed, one more general to speak to all three, and the others more specific to each traveler type. Promotion for this activation will continue across social media, newsletters and website in FY24/25, with a new itineraries feature on the homepage added.

### TRIFECTAS FOR EVERY TRAVELER

#### SPIN TO FIND YOUR ITINERARY

Between the mountains, lake, and towns, there is an abundance of natural wonder to explore in Lake Tahoe. Check out all the ways you can [play](#) on your trip here, and consider [extending your stay](#) to make the most of all the region has to offer.

Choose your own adventure by spinning the compass or view all our Lake Tahoe itineraries [here](#).

SPIN NOW



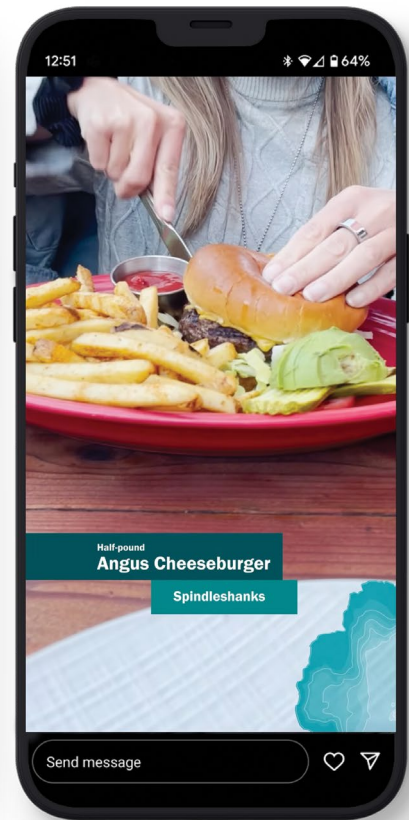
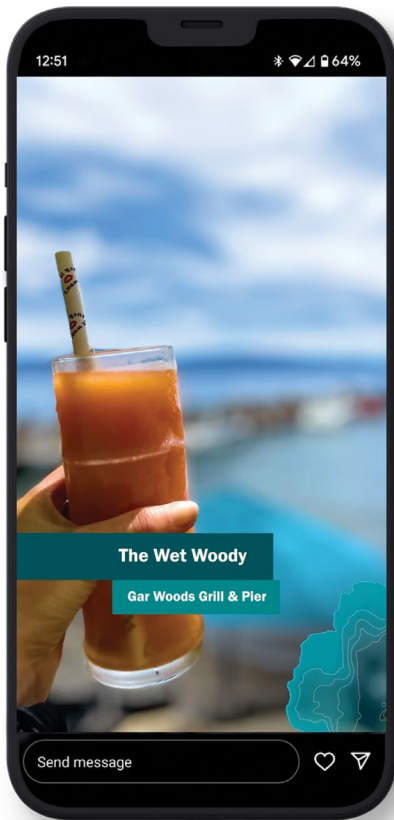
**Landing Page Performance:** Pageviews: 292

**Preliminary Itinerary Pages Performance:** Itinerary #1: Culinary Connoisseur, Pageviews: 53  
Itinerary #2: Avid Adventurer, Pageviews: 78; Itinerary #3: Real Relaxer, Pageviews: 49

# CAMPAIGN ACTIVATIONS

## North Lake Tahoe Eats

To support the region's culinary scene, this activation educated audiences and highlighted some of the best places to catch a bite, differentiating North Lake Tahoe from competitors while also promoting local businesses. From casual sandwich hot spots to fine dining must-haves and beverage indulgences, a variety of dining establishments were highlighted across the region. In June, a blog was published to kick off the activation and video at each location was secured. The video was turned into a Reel to be promoted across social channels and YouTube. A collateral piece was also developed and posted to the blog as an interactive file allowing for people to click on the location directly from the listing. This flyer also was saved as a printable PDF so that visitor centers, lodging partners and other stakeholders would have another resource to share with their customers. Promotion for this activation will continue across social media, newsletters and website in FY24/25.



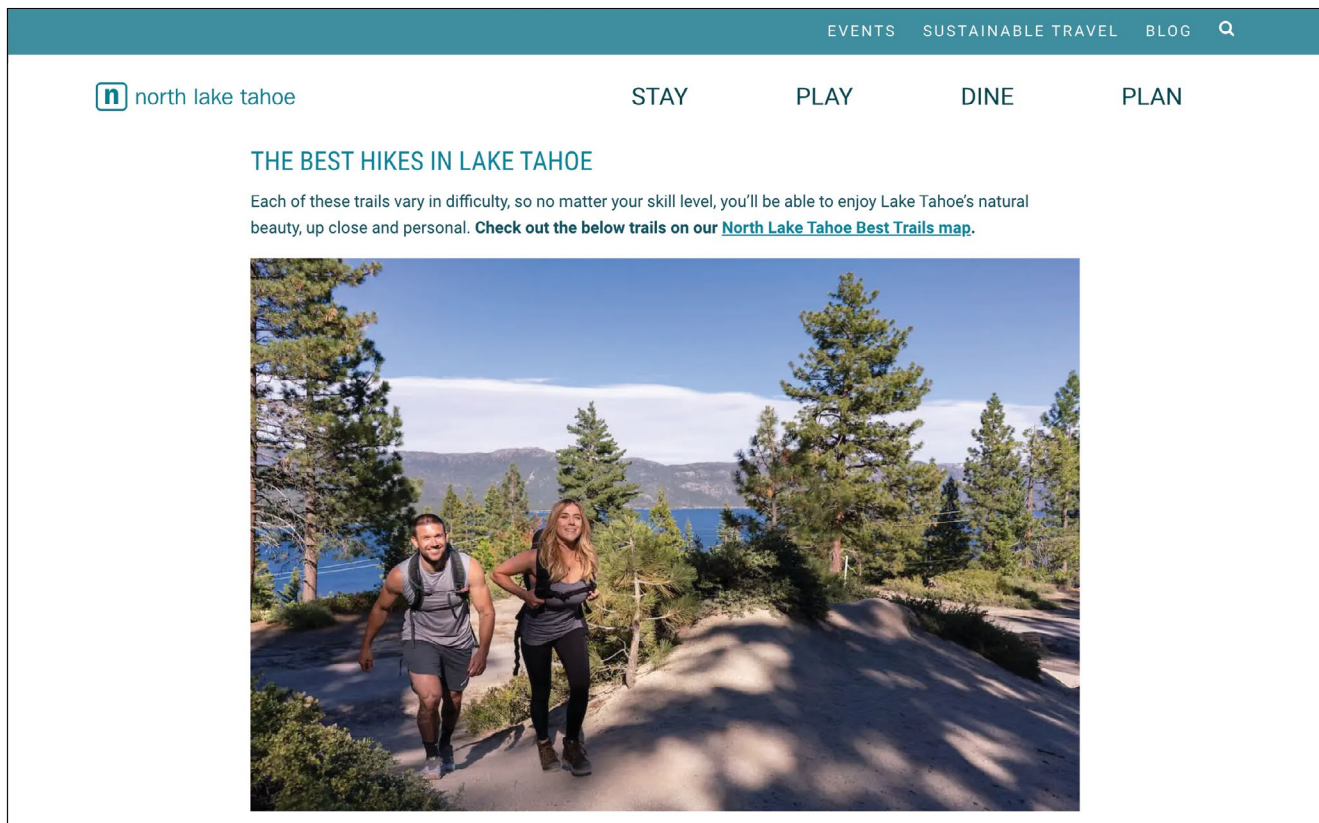
Preliminary Blog Performance: Pageviews: 120

# CAMPAIGN ACTIVATIONS

## Happy Trails

Hiking is one of the most popular activities within North Lake Tahoe. In order to support sustainability initiatives and educate audiences on how best to enjoy the trails, a blog specific to this topic was published in May, kicking off the activation. A collateral piece was also developed to highlight the top 12 trails throughout the region and what was allowed on each (hiking, biking, etc.). Similar to the North Tahoe Eats collateral piece, this flyer was created as an interactive clickable digital piece and a printable file to give another resource to partners and visitor centers.

The hiking content on the site was also bulked up considerably by the addition of a new filter page to organize all available hiking trails onto one page, and each individual listing was further bolstered by the integration of the trail's associated AllTrails.com map. A California Now Story was also developed to increase exposure through Visit California and broaden reach on Google through organic searches. Finally, a Spotify playlist was added to the North Lake Tahoe channel titled "Chill Beats for Hiking" to enhance audience experiences while adventuring on their favorite hike. Promotion for this activation will continue across social media, newsletters and website in FY24/25.



**Blog Performance:** Pageviews: 339, Average Time on Page: 1:10, California Now Story Views: 55

# MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN

July 2023 – June 2024

To remain cost-effective, media tactics remained digital and heavily focused on retargeting efforts. In addition to Facebook, YouTube and LinkedIn advertising, there were four newsletters featured for a total of 28,500+ sends and a 10-11.5% open rate.

North Lake Tahoe also partnered with *Meetings Today* to target their unique and valuable audience. *Meetings Today* creative included timeline, carousel and video. The partnership included sponsored social and a lead generation campaign.

The creative refreshed in October, focusing on energizing, clear visuals. After analyzing performance data, the best-performing creative was selected to run on the five tradeshow geofencing campaigns and on *Meetings Today's* sponsored social.

## KEY TAKEAWAYS:

- Overall, the campaign served 113 impressions for every click and 23 clicks for each TOS conversion
- Facebook outperformed every other channel in terms of total TOS conversions. However, display ran the lowest cost per conversion rates, followed by YouTube, then Facebook
- Display ads earned 6% of clicks and 37% of TOS conversions for a total of 498 conversions
- Facebook ads maintained the lowest cost per click at \$0.45 followed by Instagram at \$1.37. These low costs per clicks indicate engaging creative and effective campaign optimizations throughout the year
- Video performance was most effective across the retargeting campaigns on YouTube and Facebook platforms. While YouTube earned 70% of video conversions, LinkedIn held the highest CTR at 0.68%



# MEETINGS, CONFERENCES & CONVENTIONS CAMPAIGN

AMENITY NO. 73

## Plan Your Off-Site On Mountain

HERE, THE BEST AMENITIES COME NATURALLY

[PLAN YOUR MEETING](#)

**n**

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AMENITY NO. 46

## Blue Sky Breakout Sessions

HERE, THE BEST AMENITIES COME NATURALLY

[PLAN YOUR MEETING](#)

**n**

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AMENITY NO. 32

## Float Some Game-Changing Innovation

HERE, THE BEST AMENITIES COME NATURALLY

[PLAN YOUR MEETING](#)

**n**

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it's human nature

## PERFORMANCE

	Impressions	Clicks	Cost	CTR	Cost per Click	Tos 115	Cost Per TOS	
<b>3,668,774</b> IMPRESSIONS								
	Programmatic Display	1,604,648	1,404	\$6,847	0.09%	\$4.88	498	\$13.75
<b>32,394</b> CLICKS								
	Facebook	988,751	24,563	\$10,954	2.48%	\$0.45	535	\$20.47
	LinkedIn	497,214	4,199	\$9,032	0.84%	\$2.15	77	\$117.30
<b>\$1.22</b> COST PER CLICK								
	YouTube	437,831	797	\$4,502	0.18%	\$5.65	243	\$18.53
	Facebook - Meetings Today	106,129	1,169	\$3,333	1.10%	\$2.85	0	
<b>1,354</b> TOS CONVERSIONS								
	Email	25,781	240	\$4,800	0.93%	\$20.00	0	
	Instagram	8,420	22	\$45	0.26%	\$2.07	1	\$45.49
<b>\$29.18</b> COST PER TOS CONVERSION								
	<b>Grand Total</b>	<b>3,668,774</b>	<b>32,394</b>	<b>\$39,514</b>	<b>0.88%</b>	<b>\$1.22</b>	<b>1,354</b>	<b>\$29.18</b>



# SALES MISSIONS

To best promote the destination's many offerings, the North Lake Tahoe Sales team focused especially on the region's need visitation periods – spring, fall and midweek – by working with corporate groups and associations as well as engaging the domestic and international leisure markets known for their longer stays.

The team nurtured relationships in-person with meeting planners from direct flight markets in San Francisco, San Diego, Burbank, Phoenix, Los Angeles, Las Vegas and Chicago, leveraging the CVB's incentives for shoulder season visitation.

We promoted the region's skiing aspect to the domestic market by attending SkiTops and reached international ski travel buyers at Mountain Travel Symposium, which North Lake Tahoe hosted in April 2024. The top three international markets - Canada, Australia and Mexico - were supported through in-market sales missions wherein itineraries were shared with the travel trade product managers to move visitors around the region and encourage off-peak visitation.



# WEBSITE OVERVIEW

The goal of website optimizations was to enhance overall site performance, user experience and SEO effectiveness. Key objectives included improving site speed and mobile performance, ensuring core web vitals were passed, and increasing the site's domain authority. Specific actions included optimizing content, fixing broken links and images,

addressing duplicate content issues and refining site structure, specifically with the blogs on the site. Regular reviews and updates of key pages and SEO elements were conducted to maintain high engagement and search visibility, while monitoring and addressing technical issues to ensure consistent site health and performance.

## KEY TAKEAWAYS:

- **Organic Search Dominates Engagement:** Organic search channels drove the highest number of users (394,797) and engaged sessions (413,557), with an impressive average engagement time of 0:37. This underscores the effectiveness of organic search in attracting and retaining visitors
- **Paid Search Showed Strong Performance:** Paid search not only brought in a significant number of users (307,083), but also achieved around an 80% engagement rate. This indicates these ads were successful in engaging users and generating meaningful interactions
- **High Engagement with Key Content Pages:** The North Lake Tahoe website saw robust engagement across its content. The "Planner and Guides" page led with 285,610 overall views, of which 91% were driven by paid campaigns. The "Homepage" and "Spring Activities" pages followed closely with 217,194 and 171,834, respectively. With 121,458 views, the "Road Conditions" page attracted the most views via organic traffic, followed by the "Homepage" and "Webcams" page. Overall, there was significant interaction with seasonal and trip planning content. This high engagement across various pages highlights the website's effectiveness in capturing and maintaining user interest across multiple channels, and informs prioritization for optimizing key pages in the future

## WEBSITE METRICS:

- **Total Users:** 1.12M
- **Total Sessions:** 1.4M
- **Pages Per Session:** 1.52
- **Average Session Duration:** 0:40

## TOP PAGE BY CHANNEL (BY VIEWS)

- **Direct:** Homepage (34,165)
- **Organic:** Road Conditions (121,458)
- **Paid:** Planners and Guides (259,580)

## TOP 10 MOST VISITED PAGES

Page	Pageviews
Planners and Guides*	285,610
Homepage	217,194
Spring Activities	171,834
Road Conditions	142,372
Fall Activities	127,489
Winter Activities	60,377
Summer Activities	55,297
Webcams	49,083
Events	29,553
Weather Report	28,039

\*High traffic volume for this page was due to keywords around "planning" and "guides" for the National Paid Search Campaign.

# WEBSITE INITIATIVES

- **New Website Filter System and Hub Pages:** Of all the initiatives completed this fiscal year, the revamping of the website filter system was the heaviest lift. As a part of this, new “Hub” pages were added to the Stay, Play and Dine sections of the website, creating around 20 new pages that allowed for an optimized search experience depending on what the user was looking for. The cleaner, more intuitive interface made it easy for site visitors to explore specific types of lodging, activities and dining. Pages began to index mid-February 2024 and already started improving the website’s search engine rankings, particularly in areas where it previously has not competed, such as lodging pages. This benefit was most noticeable with the Campgrounds page, which spiked in performance for the primary target search “lake tahoe camping” from 1,476 impressions in May 2024 to 9,062 impressions in June 2024. Prior to the filter update, it had close to no impressions. This new Campgrounds page is expected to be one of the top performing pages on the site moving forward
- **New Events System:** A custom solution was developed for the Events portion of the site, adding options for a calendar picker and to allow users to narrow results to “this week,” “weekend” or “month” to follow how they more naturally would interact with an Events calendar. The ability to select past dates was removed and design was refreshed to streamline user experience
- **Search Updates:** Categories were added to the search filter in order to add context to the WordPress search function. Users can now filter results by blogs, pages, listings and events to find what they’re looking for more easily
- **Meetings:** The main Meetings page was refreshed and a new page was added to house Meeting Planning Resources including maps, guides, information on the incentive programs and a simplified form to request printed materials
- **Activities:** As a result of SEO findings, a new page for Golf listings was created and existing Fishing pages were strengthened
- **Miscellaneous:** The website also received many additional updates, including homepage slider adjustments and additions, optimization of seasonal landing pages, creation of landing pages for activations as needed, header and footer navigation updates in response to search activity, general requested website updates and incorporation of new sustainability and transportation details
- **New Templates:** Another benefit of the website revamp was the creation of new flexible webpage templates that were added to the backend of the site. These add efficiencies in developing new landing pages for activations or refreshing older pages across the site
- **Know Before You Go:** This one-stop location of all North Lake Tahoe travel information was created using the new template look and feel. This page houses relevant seasonal updates and helps users quickly grab information they need before embarking on their trip

## Audience Demographics & Device

- The age group spanning 65+ had the highest average engagement time with 1:06, followed closely by those 55-64 years old with a 1:01 engagement time. The age group with the lowest average engagement times was 25-34-year-olds at 0:50. The minimal difference in engagement times across all age groups is a strong indicator that most users are similarly engaged with the content, and any differences are likely due to online browsing behavior (e.g., younger audiences tend to have shorter attention spans) rather than how site content is delivered
- The website showed impressive engagement rates across several major cities, with Dallas leading at 85.42%, followed by San Jose at 79.50%, Los Angeles at 76.17%, Sacramento at 74.95%, San Francisco at 74.88% and Phoenix at 69.52%. Los Angeles and Phoenix in particular align with paid media targeting
- Female users demonstrated a higher average engagement time of 1:00 compared to male users
- Looking at traffic by state, Texas led with a remarkable engagement rate of 84.67%. California followed closely with a solid engagement rate of 75.81%. Other notable states included Nevada (75.21%), Washington (63.24%) and Oregon (62.89%)
- Mobile devices accounted for the majority of users with 823,874 total users, achieving a strong engagement rate of 74.37%
- Tablets showed the highest engagement rate at 85.81%, with users having 1.44 engaged sessions on average
- Desktop users, although fewer in number, had a notably higher average session duration of 1:01

# CROWDRIFF OVERVIEW

In FY23/24, North Lake Tahoe continued to utilize the CrowdRiff platform to source user-generated images and videos for the website and social media promotion. Seven galleries were featured on the website including:

- Wedding Page
- Lodging in Lake Tahoe
- Homepage
- North Tahoe Eats
- Pure Blue Waters
- Play in Lake Tahoe
- NLT + Me

**Total Engagement Rate: 23.7%**

(-42% YoY)

**Total Interactions: 5.1K**

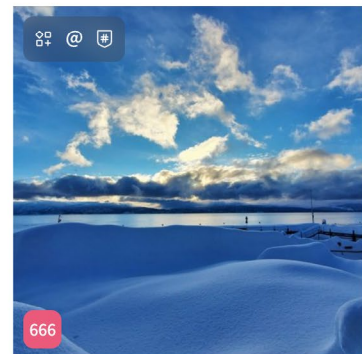
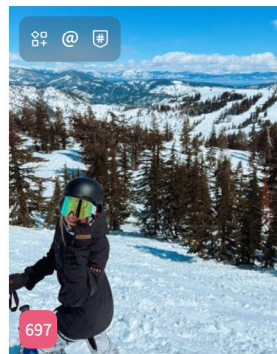
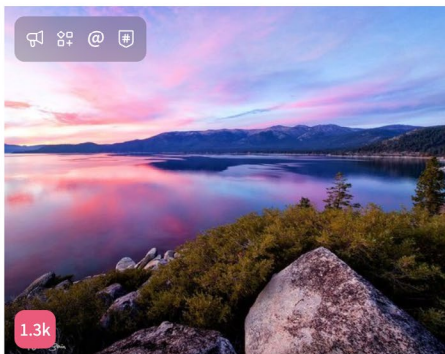
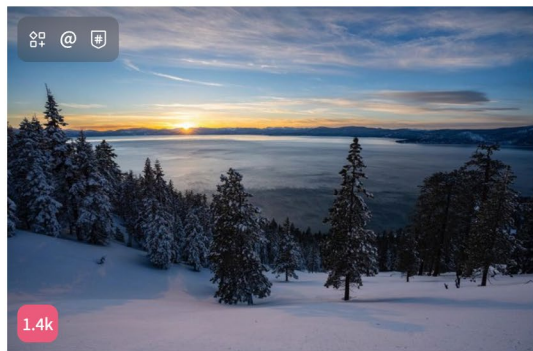
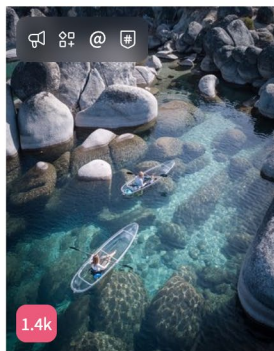
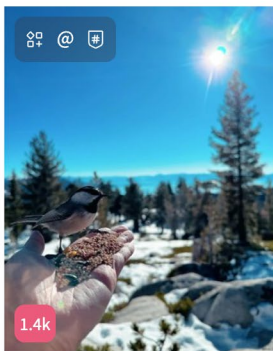
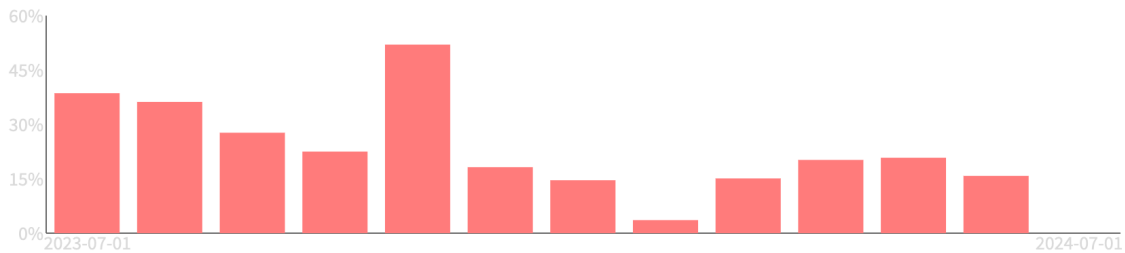
(-54% YoY)

**Total Views: 21K**

(-22% YoY)

## KEY TAKEAWAYS:

- The Wedding Gallery had the highest engagement rate of 41.7%, but the Homepage Gallery had the highest number of views (3.3K)
- Engagement slowed towards the end of winter, but increased again in the spring
- Gallery interaction differed month by month but there was a definitive peak in November



# SEARCH ENGINE OPTIMIZATION

The North Lake Tahoe website has made significant strides in enhancing user experience and boosting search visibility through a series of strategic optimizations. One of those biggest efforts over the past year was updating the Stay, Play and Dine pages, with a key focus of that update being to improve search performance. By also consistently passing Core Web Vitals, with impressive metrics like an average website speed (LCP) of 1.9 seconds (2.5s benchmark), the site offered a faster and more engaging experience, reducing bounce rates and improving user satisfaction. Other SEO-led efforts, including site structure improvements, content relevance updates,

and optimizing internal and external linking, have helped lead the site to a 25% increase in total clicks and 6% increase in total impressions throughout the fiscal year. These stats are expected to continue to rise as the new Stay, Play and Dine update further takes root. By fiscal year end the site ranked for 4,198 top-ranking keywords (defined as the top three positions of search engine result pages), with 1,630 of those placing in the #1 spot. Continuous content updates and technical enhancements have further solidified North Lake Tahoe's competitive edge, ensuring sustained authority and relevance in search results.

## TECHNICAL FIXES

The following items were notable technical fixes performed. In addition, as part of our routine maintenance, we optimized third party code, canonicals, 301 redirects and various other one-off issues that arose.

- Fixed broken links: 518
- Fixed redirect chains: 8
- Fixed duplicate meta-descriptions: 27
- Fixed duplicate title tags: 6
- Fixed duplicated events: 40
- Added image alt tags: 1,829
- Removed pages from XML sitemap: 46
- Recovered backlinks: 662

## CONTENT AND SEO UPDATES

- Updated outdated blog posts
- Optimized page content for SEO (e.g. fishing, dog-friendly, weather pages)
- Reviewed and updated filters and category pages
- Optimized and updated key pages for Stay, Play and Dine

## TECHNICAL MAINTENANCE AND MONITORING

- Monitored site performance on a monthly basis
- Maintained and enhanced site speed through data-driven adjustments
- Maintained passing score for Core Web Vitals (e.g. LCP, FCP, INP, CLS)
- Reviewed indexing settings and adjusted as necessary
- Conducted SEO competitor analysis and backlinking efforts

# SEARCH ENGINE OPTIMIZATION

## USER EXPERIENCE IMPROVEMENTS

- Enhanced site navigation and user interface (e.g., updated main navigation items)
- Removed unnecessary pages and content that might impact user experience negatively

## ORGANIC SEARCH PERFORMANCE

- Impressions: 28.9 million
- Clicks: 436,680
- Avg. CTR: 1.5%
- Users: 394,797
- Sessions: 542,616
- Avg. Session Duration: 4:32
- Avg. Engagement Time per Session: 0:37
- Avg. Pages per Session: 1.51
- Bounce Rate: 24%

## SITE SPEED (OF HOMEPAGE)

The following are response times averaged over the past year for the mobile version of the homepage.

- Time to First Byte: 1.56s
- Speed Index: 6.72s

## ORGANIC TRAFFIC BY DEVICE

- Mobile: 65%
- Desktop: 33%
- Tablet: 2%

## TOP 10 KEYWORDS

This list shows the top 10 queries over the past year ranked by their number of click throughs. This indicates which keywords were the most popular for driving traffic to the site via organic search.

1. lake tahoe
2. north lake tahoe
3. tahoe road conditions
4. lake tahoe webcam
5. incline village
6. north lake tahoe weather
7. lake tahoe live cam
8. tahoe webcam
9. how to get to lake tahoe
10. tahoe east shore trail

As of fiscal year-end, these are the top pages with the most backlinks from referring domains, as cited by Google Search Console.

- [gotahoenorth.com/](#) (1,621)
- [/events/](#) (91)
- [/lake-tahoe-activities/north-lake-tahoe-ale-trail/](#) (72)
- [/lake-tahoe/towns/incline-village/](#) (69)
- [/lodging/](#) (62)

# NEWSLETTERS

Between July 2023 – June 2024, a total of 18 newsletters were deployed to an audience of 25,546 subscribers. The average open rate was 28.2% (+0.3% YoY) and CTR was 1.3% (+0.4% YoY), on par with industry benchmarks. CTR was higher in FY23/24, likely due to more newsletters exclusively promoting events and sustainability tips. Also new to this fiscal year was resending emails to non-openers to ensure content was seen by a larger portion of the database. Overall content varied between promoting regional events, highlighting monthly blogs, sharing Spotify playlists and providing sustainability tips.

## KEY TAKEAWAYS:

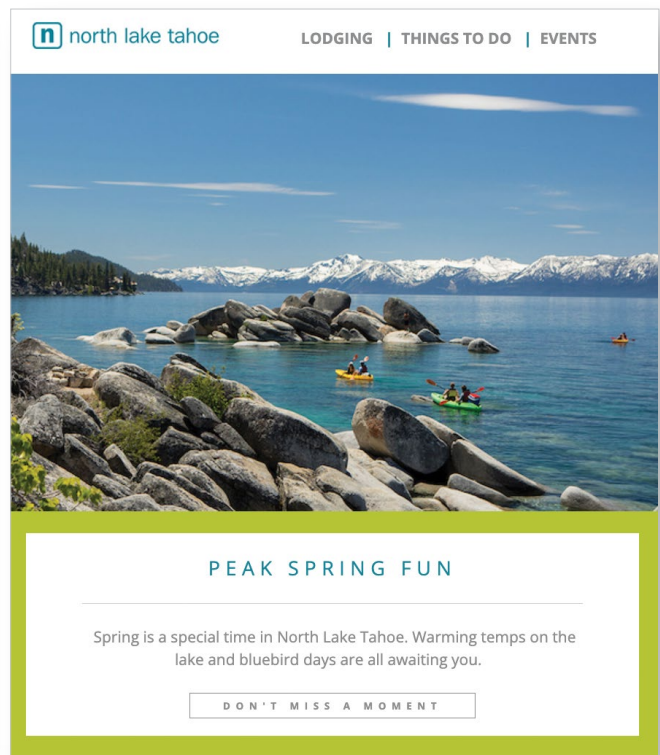
- There were two standout newsletters in terms of open rate, October and April, each of which boasted over 30% open rates
- With A/B subject line testing, we were able to see that newsletters with subject lines featuring seasonal “adventure” far surpassed other subject lines featuring specific events and activities
- Many newsletter recipients also gravitated towards sustainability tips

## KEY METRICS:

- Audience
  - List Total – 25,546
- Open Rate
  - List Total – 28.2%
  - Industry Average – 16%
- CTR
  - List Total – 1.3%
  - Industry Average – 1.6%



The screenshot shows a newsletter header for 'north lake tahoe' with navigation links for 'LODGING | THINGS TO DO | EVENTS'. The main image depicts a man and a woman in a forest setting, with the woman holding a mug. Below the image, the title 'SHARING OUR FAVORITE FALL SECRETS' is displayed. The text reads: 'Fall in North Lake Tahoe is known as the "secret season." Discover all the adventures to be had from traveling on the Ale Trail to mountain biking and more.' A button at the bottom says 'LEARN THE SECRETS'.



The screenshot shows a newsletter header for 'north lake tahoe' with navigation links for 'LODGING | THINGS TO DO | EVENTS'. The main image shows a scenic view of a lake with large rocks in the foreground and snow-capped mountains in the background. Below the image, the title 'PEAK SPRING FUN' is displayed. The text reads: 'Spring is a special time in North Lake Tahoe. Warming temps on the lake and bluebird days are all awaiting you.' A button at the bottom says 'DON'T MISS A MOMENT'.

# ENEWSLETTERS

Date	Theme	Winning Subject Line	Open Rate	CTR
July 25, 2023	July newsletter – Lakefront Dining, Mountain Biking, Summer Events	Lakeside Dining, Events & More in North Lake Tahoe	29.2%	1.7%
August 24, 2023	August newsletter – Fine Dining Blog, Activities Before Summer’s End	Fine Dine with Us	29.2%	1.6%
August 31, 2023	Labor Day newsletter – Safety, Sustainability	Have a Fun and Safe Holiday Weekend	28.6%	0.6%
September 7, 2022	Fall newsletter – Secret Season, Lake and Mountainside Activities, Events	Time for Fall Feels in North Lake Tahoe	29.5%	1.0%
September 27, 2022	September newsletter – Fall Activities, Regenerative Travel	What’s New This Fall in North Lake Tahoe	28.2%	1.1%
October 27, 2023	October newsletter – Fall Activities, Fishing, Birdwatching	Fall Fun in North Lake Tahoe	34.6%	2.5%
November 17, 2023	November newsletter – Winter Snow, Winter Family Fun, Events	Plan Your Winter Adventure in North Lake Tahoe	29.4%	0.8%
November 21, 2023	Thanksgiving newsletter	Thankful for You This Thanksgiving	27.9%	0.5%
December 12, 2023	December newsletter - Holiday Events, Holiday Activities, Winter Transit	Experience Holiday Magic in North Lake Tahoe	27.9%	0.9%
December 21, 2023	Holiday newsletter	Have a Fun and Safe Holiday Season	27.4%	0.5%
January 25, 2024	January newsletter – Make a Clear Difference Blog, Pure Blue Waters Water Bottle Design Contest, National Plan for Vacation Day	Kick Off Your 2024 with Planning a Trip to Lake Tahoe	29.4%	0.9%
February 8, 2024	February newsletter – Valentine’s Day Blog, Pure Blue Waters Water Bottle Design Contest	Celebrate Love in Lake Tahoe	26.8%	0.7%
February 9, 2024	WinterWonderGrass 2024 newsletter	Feel the Love with a Trip to Lake Tahoe for WinterWonderGrass	27.1%	0.5%
March 8, 2024	March newsletter – Spring Activities, WinterWonderGrass	Plan Your Spring Adventure in Lake Tahoe	26.5%	0.7%
April 9, 2024	April newsletter – Spring Activities, Ale Trail, April/May Events	Peak Spring Fun in Lake Tahoe	32.9%	4.2%
May 15, 2024	May newsletter – Mountainside Activities in Summer, Summer Events	May Adventures in Lake Tahoe	18%	0.9%
May 31, 2024	May newsletter – Summer Events Guide, Responsible Travel in Summer, Mountainside Activities/Lodging	Your Summer Guide to North Lake Tahoe	29.8%	3.0%
June 21, 2024	June newsletter – Summer Live Music, North Lake Tahoe Eats	Summer Adventures Abound in Lake Tahoe	24.4%	1.4%

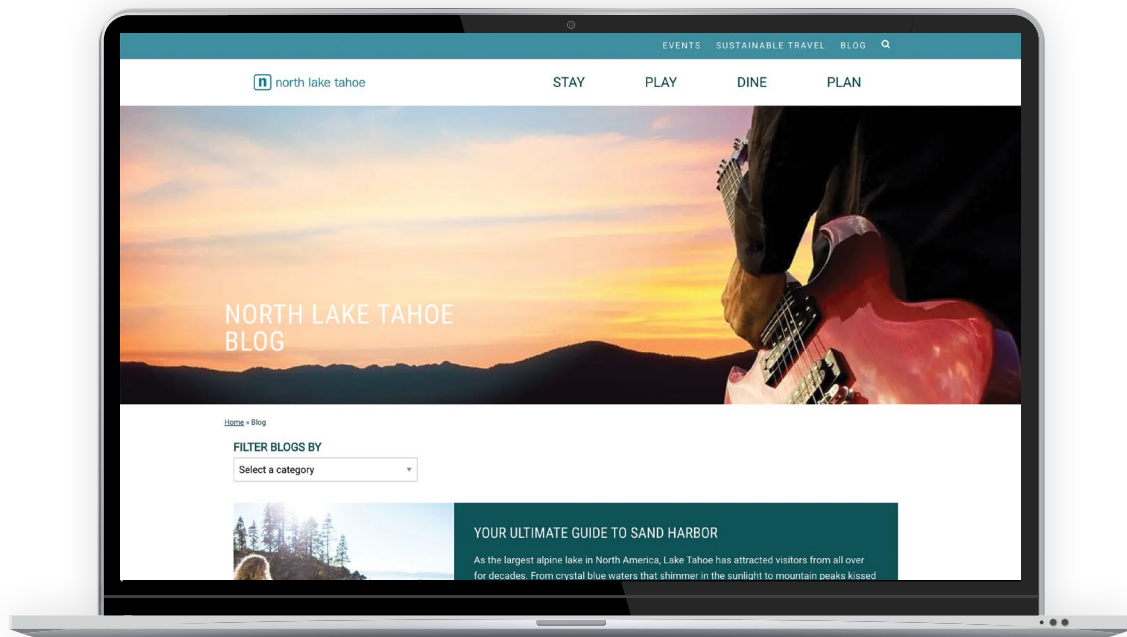


# BLOGS

In FY23/24, a total of 28 blogs were posted providing information on how to plan for a trip to North Lake Tahoe, including seasonal stewardship tips, outdoor activities and event information. New blog topics were introduced as well as revises of previous blogs that were top performers and organic search drivers. And to support the new activations, posts were created to share searchable content (see page 18 for Campaign Activations). Blogs were promoted on the website's homepage, throughout the website as crosslinks, in newsletters and consistently across social posts and CA Now Stories.

## KEY TAKEAWAYS:

- The top performing blog was the "Where to Go Tubing, Sledding and More in Lake Tahoe" with 14,020 pageviews, followed by the 2024 "Summer Events Guide" at 10,426 pageviews, and "How to Celebrate July 4" blog at 8,443 page views. Top-performing blogs were typically revises of past high performers with significant authority that has grown over time. We see these especially for blogs tied to holidays or seasonal activities, with a seasonal split between summer and winter peak seasons
- Users spent the longest average time on the "Visitor's Guide to Lake Tahoe Fishing", likely due to the comprehensive amount of information and more niche interest. The blog with the least amount of time focused on the WinterWonderGrass event, but the blog had one of the higher total page views indicating people got the information they needed quickly
- Two older blogs that stood out as high performing were the TART blog and the dog-friendly lodging blog
- What's New press releases repurposed to blogs were some that had the least views. This could be due to the specific relevance to a single season or the more new-focused format
- Stewardship topics also saw fewer views, likely due to lower organic searches on topics like regenerative travel. With that, however, stewardship blogs provided the highest percentage of returning vs. new readers indicating that those interested found these blogs to be a valuable resource



# BLOGS

Month Posted	Blog Name	New/ Revise	Total Pageviews	Users	Average Time on Page
July 2023	Top Lakefront Dining in Lake Tahoe	New	2,433	1,919	0:55
July 2023	Best Things to Do in Lake Tahoe Before Summer Ends	Revise	2,297	1,915	1:14
August 2023	Best Fine Dining in Lake Tahoe	New	2,739	2,258	0:43
September 2023	Regenerative Travel	New	194	118	0:45
September 2023	What's New in Lake Tahoe Fall 2023	New	443	357	0:55
October 2023	Where to Go Birdwatching in Lake Tahoe	New	729	535	0:57
October 2023	Visitor's Guide to Lake Tahoe Fishing	Revise	848	650	1:16
October 2023	Lakeside Activities for a Winter Family Vacation in Lake Tahoe	Revise	3,547	2,933	0:41
November 2023	Transport Yourself to a Lake Tahoe Winter Wonderland	Revise	901	635	0:57
November 2023	Where to Go Tubing, Sledding and More in Lake Tahoe	Revise	14,020	10,661	0:57
December 2023	Christmas Activities and Events in Lake Tahoe	Revise	8,302	6,961	0:48
December 2023	Your Après Ski Guide to Lake Tahoe	Revise	2,560	2,192	0:24
December 2023	New Year's Eve Activities in Lake Tahoe	Revise	5,962	4,838	0:44
January 2024	Make a Clear Difference	New	150	97	0:36
February 2024	Valentine's Day Date Ideas	Revise	472	369	0:43
March 2024	What to Expect at Lake Tahoe's WinterWonderGrass Festival	Revise	3,366	3,100	0:20
March 2024	What's New in Lake Tahoe Spring 2024	New	253	207	0:55
April 2024	What to Do this Spring in Lake Tahoe	Revise	3,228	2,803	0:37
April 2024	Top Accessible Activities in Lake Tahoe	New	840	648	0:43
May 2024	Happy Trails: Where to Hike in Lake Tahoe	New	339	213	1:10
June 2024	Lake Tahoe 2024 Summer Events Guide	Revise	10,426	8,760	0:58
June 2024	How to Celebrate July 4 in Lake Tahoe	Revise	8,443	6,553	1:05
June 2024	North Lake Tahoe Eats: Where to Eat and Drink in Lake Tahoe	New	120	85	0:19

# PUBLIC RELATIONS

Building on the momentum of our PR initiatives throughout the years, the team was able to capture measurable growth and media engagement throughout FY23/24.

Further education about the distinction between North Lake Tahoe and South Lake Tahoe was provided to journalists through media relations and event attendance. Through proactive media outreach, the confusion caused by the continued presence of South Lake Tahoe's "Visit Lake Tahoe" branding was addressed, allowing for further clarification on the various organizations that manage different parts of the lake across state and county lines.

Journalist interest in North Lake Tahoe remained strong, with representation from top-tier national publications like Fodor's Travel, AFAR, The Points Guy, *Condé Nast Traveler*, *Travel + Leisure* and more. Internationally, FY23/24 saw a positive shift in media awareness. Through familiarization tours (FAM tours) hosted for journalists from Mexico, Canada and Australia, along with connections made at events like IMM and IPW, North Lake Tahoe garnered significant coverage with international travel media.

Sustainability also remained a prominent theme throughout the year. Stewardship education provided to media during the peak seasons, and with the launch of the Destination Stewardship Plan in June 2023, this messaging began to be included across all tactics where applicable.

## KEY TAKEAWAYS:

- Secured 414 clips providing a UVM of 4.21B and an AVE of \$38.98M
  - UVM is the unique visitors per month of a specific website
  - AVE is the total estimated monetary value of the earned PR placements
- Assisted with crisis communications around 4th of July celebrations
- Distributed four seasonal "What's New" press releases and pitched across hundreds of themes throughout the year
- Hosted a total of 12 FAM tours: five international and seven domestic
- Attended two media events: IMM in New York in January; IPW in Los Angeles in May

## CRISIS COMMUNICATIONS:

With the development of our strategic crisis communications plan in FY22/23, the team's crisis communications shifted to a more reactive strategy knowing that the plan was there for any crisis situations that arose.

Heading into FY23/24, it was clear North Lake Tahoe had become a victim of its own popularity. After the 2023 4th of July celebrations, some of Lake Tahoe's beautiful beaches turned into a scene of environmental disrupt as more than 8,000 pounds of trash covered the shores. This record-breaking amount, the most ever collected, painted a grim picture of disregard for this pristine environment, and local, regional and national media quickly latched onto the situation. As a result of this, the PR team acted quickly to provide speaking points in response to the various media coverage received. Throughout the year, the team continued to incorporate sustainability messaging in proactive media outreach, press releases and FAM tours to provide education on how to protect North Lake Tahoe.

# PUBLIC RELATIONS

## PITCHING THEMES

Pitching themes included a mix of evergreen and seasonal activities and events.

### STEWARDSHIP & ECO-TOURISM

- Peak Season Education
- Destination Stewardship Plan
- Traveler Responsibility Pledge
- TART Connect, Mountaineer, East Shore Express
- Drone Shows & Clean Up Days
- How to Be a Good Eco-Tourist
- UC Davis Tahoe Environmental Research Center
- Eco-Friendly Hotels

### SHOULDER SEASONS

- North Lake Tahoe's Secret Season
- Where to Experience Fall Foliage in NLT
- Spring Super Bloom in NLT
- North Lake Tahoe's Dual Days

### NORTH LAKE TAHOE TRAILS

- Ale Trail
- Rum Trail
- Hiking Trails
- Biking Trails

### CULTURE & HISTORY

- Native American Heritage Month
- Tahoe Tessie
- Historic Tours: Thunderbird Lodge, Watson Cabin, Gatekeeper's, etc.

### NATURE & OUTDOOR ACTIVITIES

- Hikes in North Lake Tahoe
- Accessible Hikes
- Camping Destinations
- Fishing
- River Rafting
- Stargazing
- Ski Destinations

### MEETINGS & EVENTS

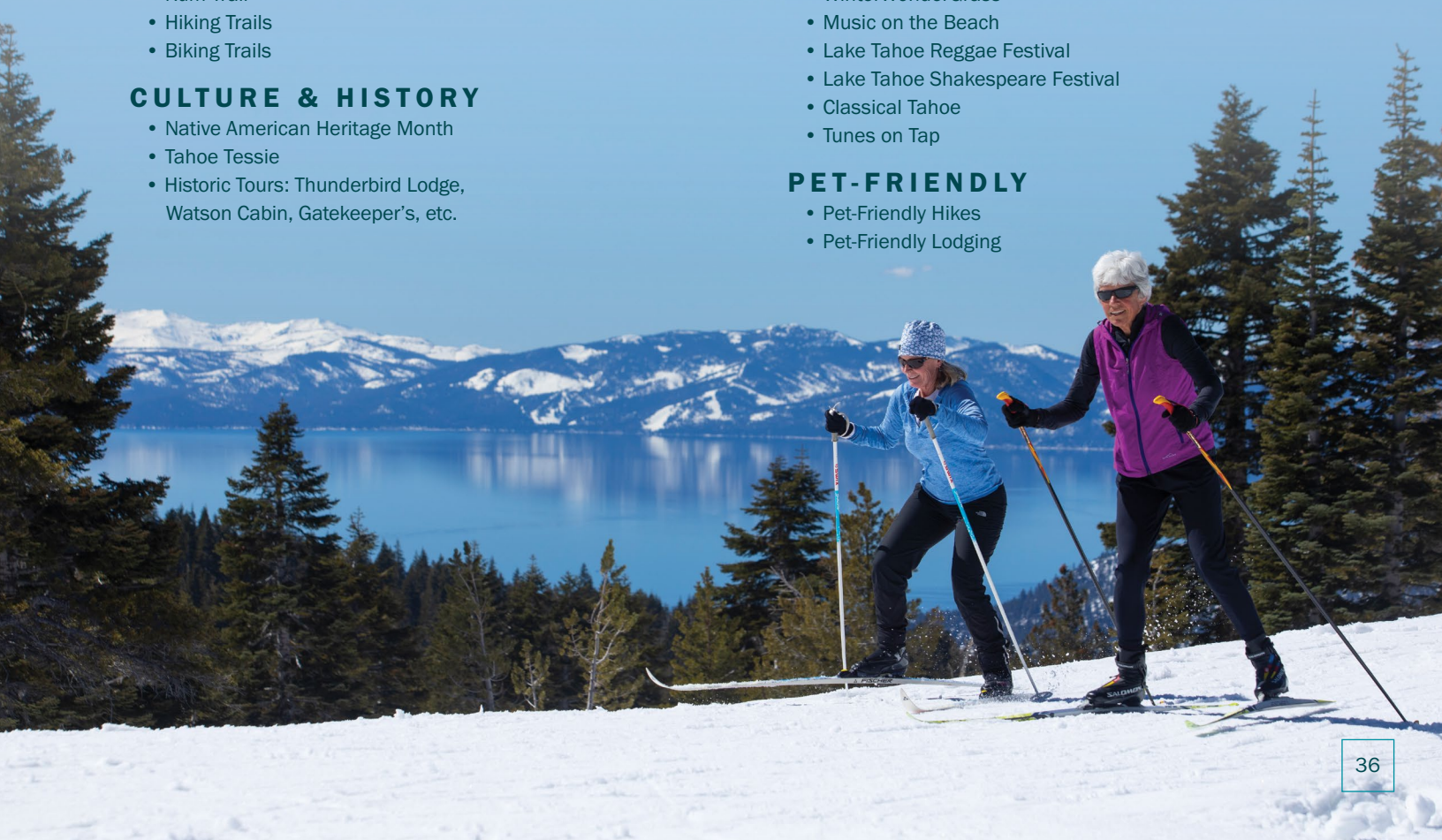
- Best Destinations for Team Building Activities
- Meeting Planning Destinations
- Where to Get Married in North Lake Tahoe

### ANNUAL EVENTS

- Palisades Tahoe World Cup
- Oktoberfest Events
- Made in Tahoe Festival
- WinterWonderGrass
- Music on the Beach
- Lake Tahoe Reggae Festival
- Lake Tahoe Shakespeare Festival
- Classical Tahoe
- Tunes on Tap

### PET-FRIENDLY

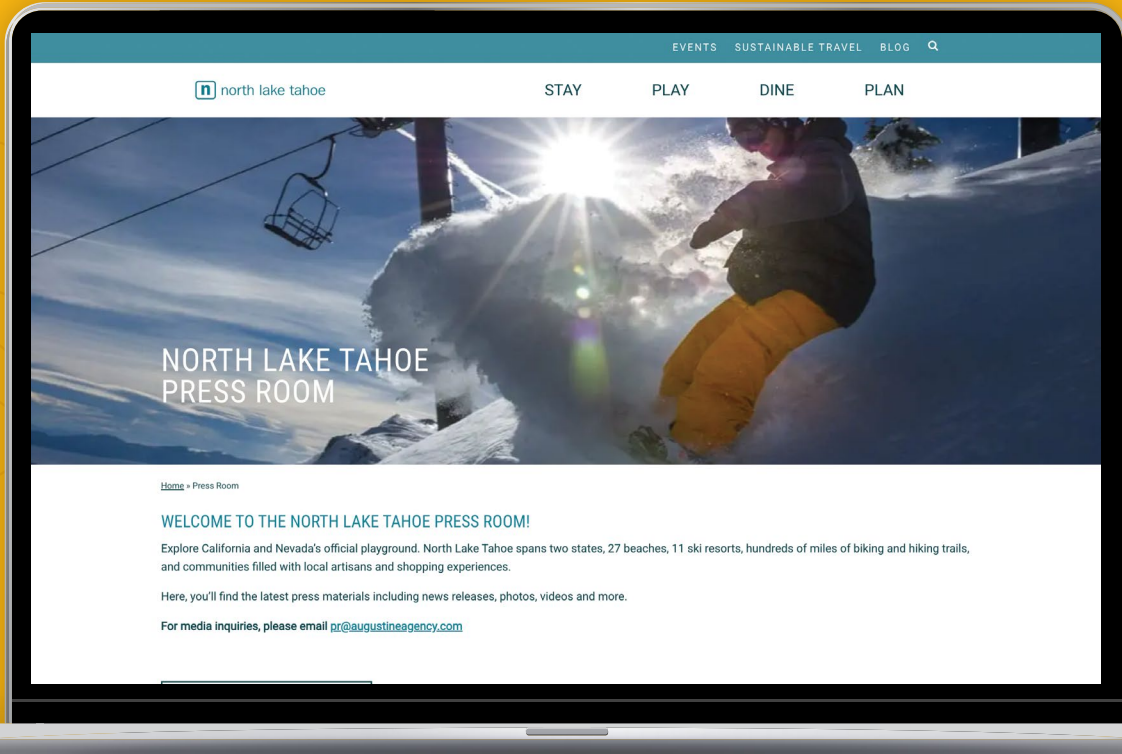
- Pet-Friendly Hikes
- Pet-Friendly Lodging



# PRESS RELEASES

Press releases consisted of four seasonal “What’s New” press releases:

- What’s New in North Lake Tahoe Fall 2023
- What’s New in North Lake Tahoe Winter 2023/2024
- What’s New in North Lake Tahoe Spring 2024
- What’s New in North Lake Tahoe Summer 2024



## SECURED COVERAGE

CLIPS

414

UVM\*

4.21B

AVE\*\*

\$38.98M

\*UVM is the unique visitors per month of a specific website

\*\*AVE is the total estimated monetary value of the earned PR placement

# INFLUENCERS/MEDIA FAMS INTERNATIONAL

## THE AUSTRALIAN (KATRINA LOBLEY)

### Dates Visited:

September 8 - 14, 2023

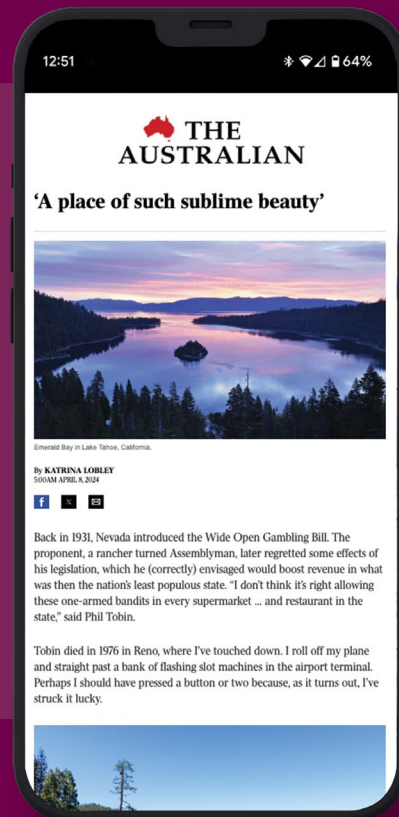
**Country:** Australia

### Lodging:

The Incline Lodge  
& The Village at Palisades Tahoe

### Activities:

- Thunderbird Lodge
- Flume Trail Bikes
- Sand Harbor
- Via Ferrata



## BUSINESS INSIDER, EXPLORE, HUFFPOST, MSN, ETC. (CHARMAINE NORONHA)

**Dates Visited:** October 16 - 19, 2023

**Country:** Canada

**Lodging:** Granlibakken

**Activities:** Hiking

**Story:** Print Article – Explore Spring 2024

## JOURNAL

BY CHARMAINE NORONHA

### Returning to Myself and the Mountains

After two life-altering concussions, I wasn't sure I'd ever hike, travel or truly be myself again

As sun rays danced on the surface of Eagle Lake in California's Lake Tahoe area, gentle waves of emotion bubbled up within me. I paused before imposing granite peaks, which towered behind lines of sun-dappled evergreens. With each step to reach this point, I repeated the words "Om Namah Shivaya Om Namah Shivaya," from a Hindu meditation chant. Tears trickled down my sweat-soaked cheeks as I stared into the vastness of the lake. I was moved not because this was a particularly difficult hike, nor because of the magical scenery, but because I had stood in this very spot more than three years ago, and so much had changed.

In January 2020, I went on an impromptu road trip to Lake Tahoe after spending a month at an ashram in northern California, three years after sustaining my first life-changing concussion, for what I deemed my final piece of healing. Little did I know I would return to this spot three years later after fighting the toughest battle of my life, once again—recovering from my second traumatic brain injury (TBI).

As I trekked on the well-laid-out, popular trail near South Lake Tahoe, I sang the chant, which means "I bow down to Shiva," a Hindu God, and to yourself. The ever-changing natural scenery reminded me that life is in a constant state of flux and that life cannot exist without loss,

recovery journey. The whistling winds through bountiful trees, the crash of waves on a craggy oceanside rockface or hiking beneath a canopy of trees often brings me an overwhelming sense of awe, wonderment and peace.

I sustained my first concussion in 2017 from an accidental kick to the jaw while helping a fellow yogi execute a headstand after a yoga class.

The brain injury rendered me unable

to work for more than a year. I spent that year in a dark room—concussion recovery protocol at the time—unable to handle lights, loud sounds and what felt like the chaos of the outside world. The crushing head pressure, migraines, nausea, insomnia, memory loss, confusion and depression rocked my world. Prior to the concussion, I was strong and active—thanks to regular boot camp classes and strength training—and I worked as a breaking-news journalist, chasing stories during 10-hour workdays with The Associated Press.



Canada—a job I struggled with, not realizing my brain had atrophied while sitting in that dark room. After my contract ended, I became a full-time freelancer, reporting on how Covid was affecting vulnerable communities for The Toronto Star. In between assignments, I ventured into nature, taking hours-long walks, perfecting what I deemed the slow living of lockdown.

I felt like I was finally healthy, happy and thriving again, despite the world crumbling around me—until a fateful birthday celebration. On June 2, 2020, my sister

# INFLUENCERS/MEDIA FAMS INTERNATIONAL

## VOYAGE VOYAGE (FABIEN GUYON & MARTINA MAFFINI)

**Dates Visited:**

February 2 - 3, 2024

**Country:**

France

**Lodging:**

N/A - arranged accommodation outside of North Lake Tahoe last-minute due to snowstorms

**Activities:**

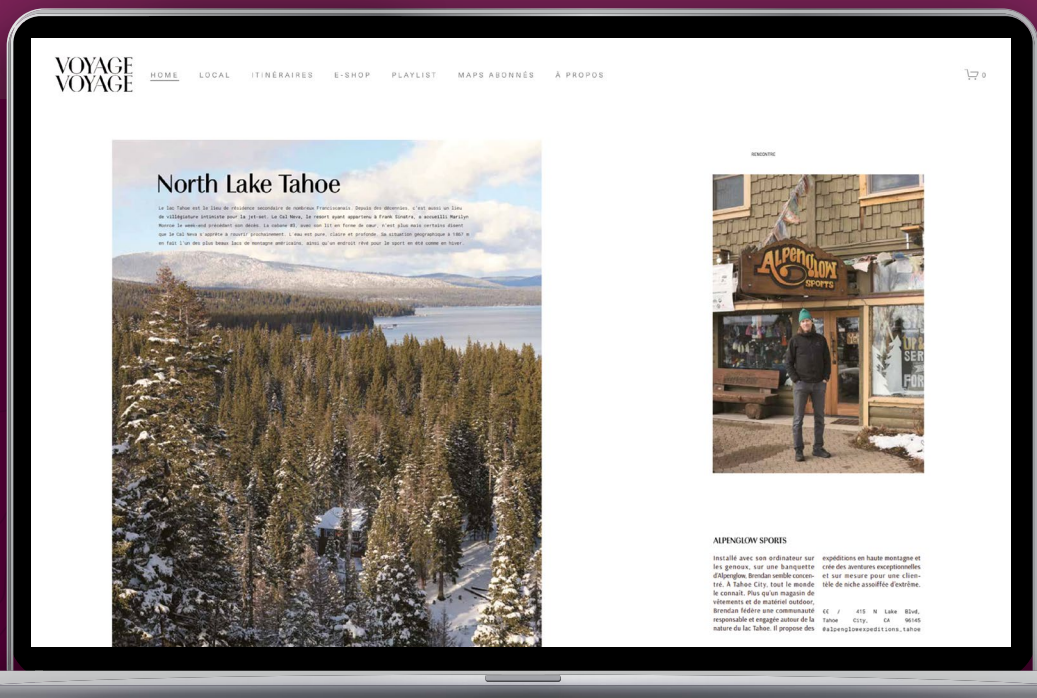
- Gar Woods
- Alpenglow Sports

**Story:**

Print Article – Voyage Voyage Spring 2024

**Partnership:**

High Sierra



## MONDAQ, LEXOLOGY, ETC. (REBECCA FIELD JAGER)

**Dates Visited:** February 20 - 22, 2024

**Country:** Canada

**Lodging:** Mountain Condos

**Activities:** The Ritz-Carlton Spa, Explore Towns (Tahoe City, Olympic Village)

**Partnership:** Canuckiwi

## MEXICO MEDIA TRIP

**Dates Visited:** February 22, 2024

**Country:** Mexico

**Lodging:** Mountain Condos

**Activities:** Chickadee Ridge Snowshoe Tour (Tahoe Adventure Company)

**Stories:**

- Print - VidalTurismo
- Print - ABZ Turistico
- Winter Is Better in Reno-Tahoe – ABZ Turistico

**Partnership:** Visit Reno Tahoe

# INFLUENCERS/MEDIA FAMS DOMESTIC

## DEN OF GEEK (AARON SAGERS)

**Dates Visited:**

September 12 - 13, 2023

**Lodging:**

Hyatt Regency Lake Tahoe Resort,  
Spa and Casino

**Activities:**

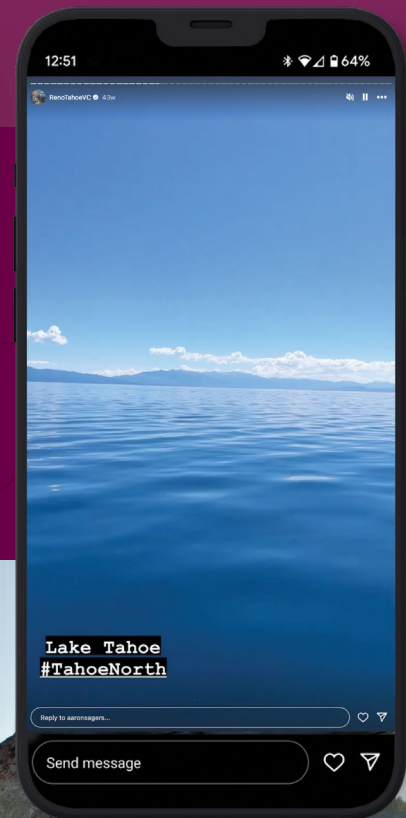
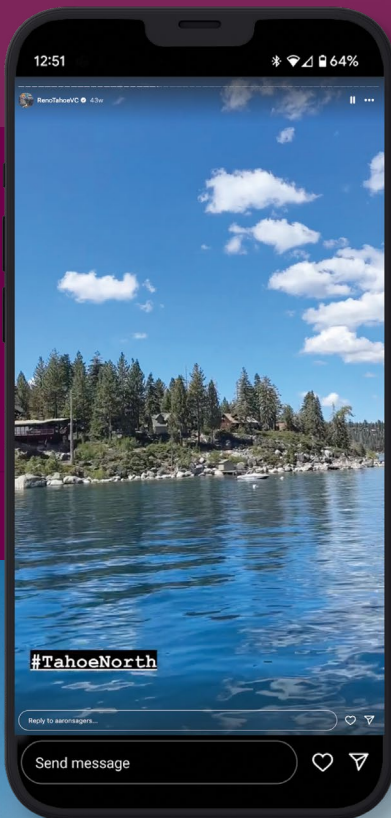
- Watson Cabin
- Tahoe Gal

**Partnership:**

Reno-Tahoe Territory

**Content:**

- Den of Geek: Watson Cabin TikTok
- Aaron Sagers: Watson Cabin TikTok
- Aaron Sagers: @renotahoe Story Highlight





# INFLUENCERS/MEDIA FAMS DOMESTIC

## FODOR'S TRAVEL, MATADOR NETWORK, BUSINESS INSIDER, ETC. (MOLLY O'BRIEN)

### Dates Visited:

November 3-5, 2023

### Lodging:

Hyatt Regency Lake Tahoe Resort, Spa and Casino

### Activities:

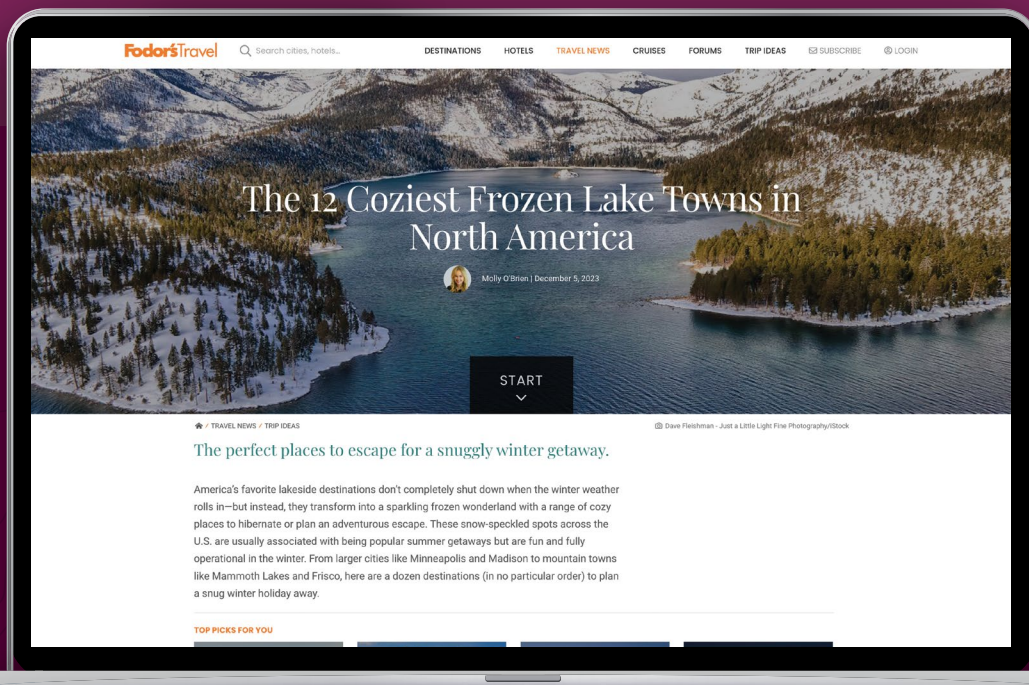
- Hiking
- Borges Sleigh & Carriage Rides at Sand Harbor

### Story:

12 Coziest Frozen Lake Towns in North America - Fodor's Travel

### Partnership:

Travel Nevada



# INFLUENCERS/MEDIA FAMS DOMESTIC

## MICHELLE, APOLLO & MOON (INFLUENCER)

### Dates Visited:

February 8 - 9, 2024

### Lodging:

Hyatt Regency Lake Tahoe Resort, Spa and Casino

### Activities:

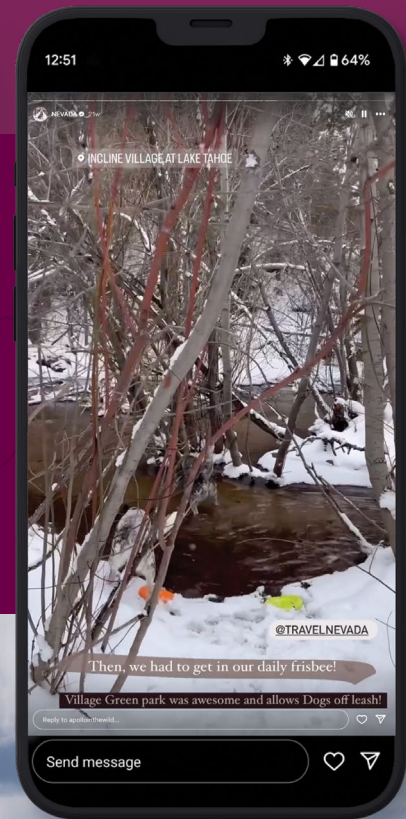
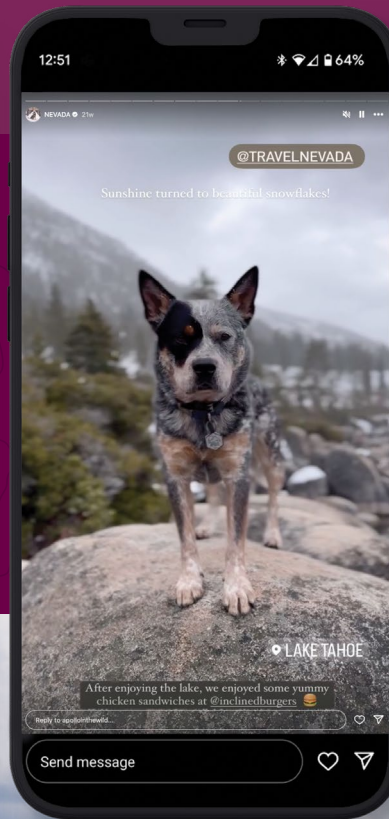
- Winter Pet-Friendly Hiking
- Pet-Friendly Dining

### Content:

- NEVADA Story Highlight

### Partnership:

Travel Nevada



# INFLUENCERS/MEDIA FAMS DOMESTIC

## LONELY PLANET, BBC, TRAVELAGE WEST, ETC. (LYNN BROWN)

**Dates Visited:** October 16 - 20, 2023

**Lodging:** Hyatt Regency Lake Tahoe Resort, Spa and Casino

**Activities:** Gatekeeper's Museum, Environmental Dive Center, UC Davis Tahoe Environmental Research Center, Borges Sleigh & Carriage Rides at Sand Harbor

## TEXAS LIFESTYLE MAGAZINE, USA TODAY, SHEBUYSTRAVEL, ETC. (HEIDI GOLLUB)

**Dates Visited:** March 11 - 15, 2024

**Lodging:** Granlibakken Tahoe

**Activities:** Skiing at Granlibakken, Homewood and Palisades, Snowshoeing with Tahoe Adventure Company, Après Ski Activities

**Story:** Plan Your Next Ski Getaway in North Lake Tahoe, California – Texas Lifestyle Magazine

## EXHIBIT CITY NEWS (CHRISTY DIGIAM & JULIE MAC)

**Dates Visited:** April 22 - 25, 2024

**Lodging:** Hyatt Regency Lake Tahoe Resort, Spa and Casino

**Activities:** Meetings & Events Facility Tours (Hyatt Regency, Everline, PlumpJack Inn, Ritz Carlton, North Tahoe Event Center)

## EXPLORE WITH ALEC (ALEC SILLS-TRAUSCH)

**Dates Visited:** June 5 - 6, 2024

**Lodging:** The Incline Lodge

**Activities:** Hiking, Rose Knob Peak, Lake Tahoe East Shore Trail, etc.

**Content:** 13 Fun Things To Do Near Tahoe, Carson City, and Carson Valley – Explore With Alec, North Lake Tahoe Static IG Post, Reno-Tahoe Territory Highlight Reel

**Partnership:** Reno-Tahoe Territory



# MEDIA EVENTS

Representatives from North Lake Tahoe attended two media events during the 23/24 fiscal year.

## TRAVMEDIA'S INTERNATIONAL MEDIA MARKETPLACE

- Attended the International Media Marketplace (IMM) in New York City on 1/25/24
- Had a full schedule with 24 scheduled appointments plus additional desk sides before, during and after the event
- Media outlet conversations included *Condé Nast Traveler*, *Hemispheres*, *USA Today*, *National Geographic*, *Travel + Leisure*, *POWDER* and more
- The FAM trip with Heidi Gollub was arranged as a result of IMM 2024

## IPW LOS ANGELES

- Attended IPW in Los Angeles on 5/5/24
- Had a full schedule with 20 scheduled appointments plus additional desk sides before, during and after the event
- Media outlet conversations included *The Points Guy*, *Travelweek*, *Time Out*, *The Independent (UK)*, *Essence*, *The Telegraph (UK)*, *Travel + Leisure*, *TravelAge West* and more

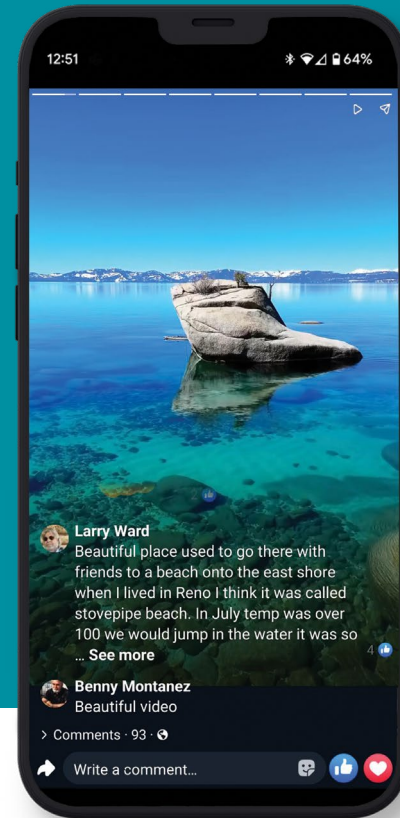


# SOCIAL MEDIA

The organic social strategy operated with evolution as the main drive in order to stay at the forefront of the ever-changing tourism industry as well as the larger social media arena. More video content was produced than ever before, and the results were striking: lifts in reach, engagement, viewership and audience grew year-over-year. The channels' commitment to celebrating North Lake Tahoe's natural beauty and working to preserve it into the future rallied residents and visitors alike. Spotlights on local establishments enriched visitors' travel itineraries, and event marketing efforts for events like WinterWonderGrass framed North Lake Tahoe as the destination to visit in any season.

## KEY TAKEAWAYS:

- In addition to lifts in impressions across all channels and lifts in engagement across most channels, there was also a significant increase in video views year-over-year. In total, video views across all channels were up roughly 25% from the previous fiscal year, surpassing the 3.5M threshold
- The increased viewership likely helped foster the increases in engagement, particularly on video-centric platforms like Instagram and TikTok
- Audience growth also remained steady across all channels, with TikTok more than doubling the size of its audience over the course of the fiscal year through effective content, strategic keywords and a steady posting cadence



## METRICS BY PLATFORM

Platform	Followers	Impressions	Engagement	Posts
Facebook	134,280 (+1.7%)	23,871,084 (+8.8%)	121,278 (-34.7%)	327
Instagram*	84,719 (+1.5%)	4,004,564 (+20.2%)	126,825 (+4.4%)	508
Pinterest	661 (+2.6%)	10,130 (+18.3%)	387 (+3.2%)	40
TikTok	1,054 (+169.6%)	65,419 (video views) (+434.3%)	1,838 (+235.4%)	48
YouTube**	453 (+3.2%)	84,979 (video views) (+2,468.1%)	184 (+178.8%)	45
LinkedIn	174 (+48.7%)	2,021 (+93.0%)	154 (+116.9%)	10
<b>TOTAL</b>	<b>221,341</b>	<b>28,038,197</b>	<b>250,666</b>	<b>978</b>

\*Metrics include Instagram Stories. \*\*Metrics include YouTube Shorts.

# SOCIAL MEDIA

## CONTESTS

A sweepstakes ran to promote WinterWonderGrass which offered three different grand-prize packages for tickets and/or overnight stays for the festival. The success of the initial post, including number of user comment entries, and the sweepstakes reminders published in stories can be attributed to both the popularity of the event and the quality of the prizes themselves. In total, this drove standout results on Instagram:

- 25.6K impressions
- 793 likes, 168 comments, 19 shares
- 3.88% engagement rate

## CA NOW STORIES

- Consistent additions and updates to the Stay, Play and Dine page galleries led to an increase of roughly 5% in gallery views year-over-year
- Although CA Now Stories' engagement was down from the previous fiscal year, engagement in the latter half of this fiscal year was up more than 40% from the first half of the year, indicating a positive trend leading into the next fiscal year
- Interaction and Completion Rates improved in the past year, with both metrics falling close to platform-provided benchmarks

Gallery Impressions	Story Interactions	Story Views	Total Clicks	Completion Rate	Benchmark Completion	Interaction Rate	Benchmark Interaction
11,363 (+4.9%)	10,712 (-38.2%)	10,015 (-48.8%)	689 (-69.2%)	49.6% (+10.4%)	52%	66.1% (+20.4%)	67%



# SOCIAL MEDIA

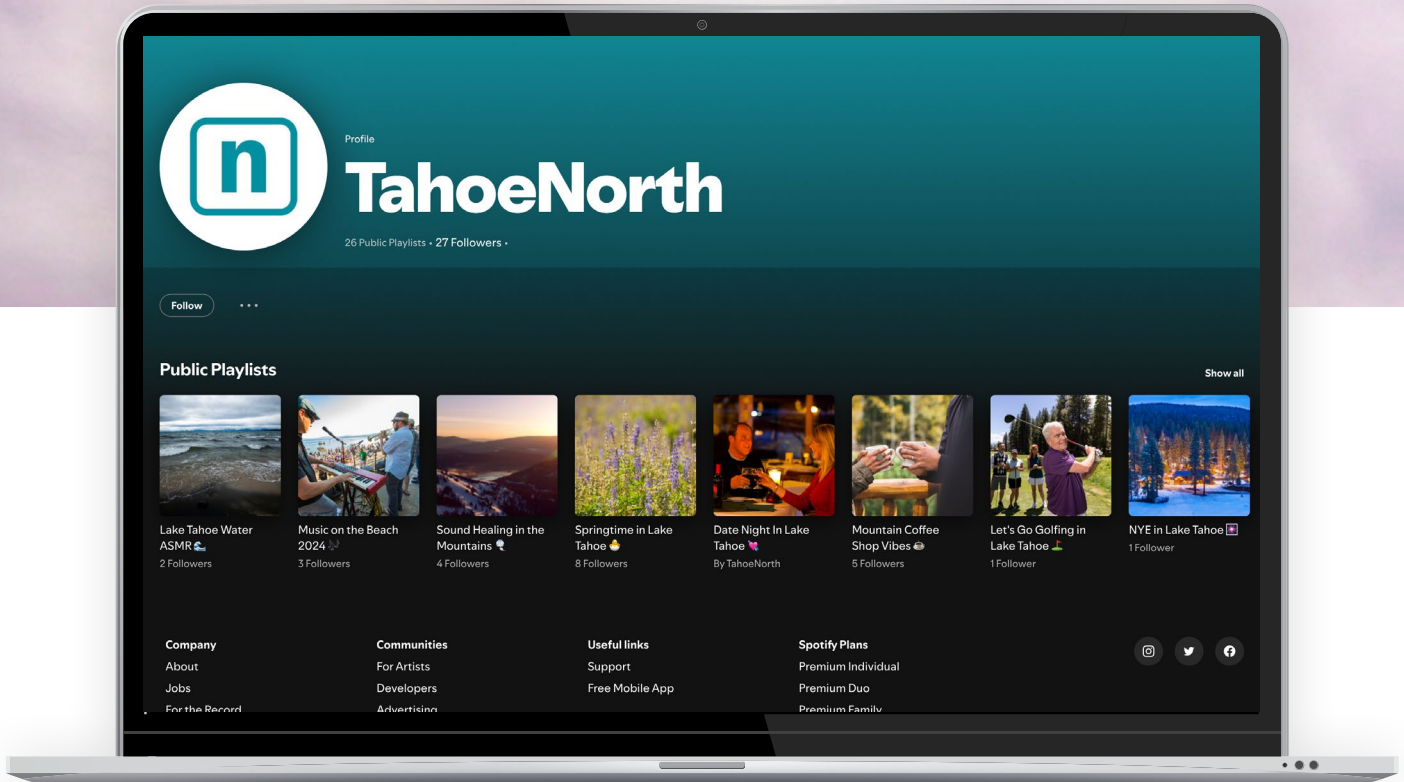
## SOCIAL CREATOR

Real-time content was secured through regional content creators in the North Lake Tahoe area. Topics included:

- North Lake Tahoe Eats Activation
- First Snow of the Year (and “Disco Tubing” plus other snowy footage)
- Local Business Spotlights
- WinterWonderGrass
- Activities on the Water
- Rum Trail
- Lakeside Views/Natural Scenery

## SPOTIFY PLAYLISTS

New to the fiscal year was introducing new playlists to a North Lake Tahoe Spotify channel. This was shared primarily through newsletters, blogs on the website and other social platforms. To date, the channel has 21 followers and 26 public playlists. The most saved playlist is the fall playlist with 48 followers.





north lake tahoe  
it's human nature

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GOTAHOENORTH.COM