

**South Lake Tahoe Tourism Improvement District  
Board of Directors Meeting  
Tahoe Beach Retreat  
1:00 pm, Thursday July 25, 2024**

- A. Call to Order
- B. Roll Call
- C. Introduction of Guests and Staff
- D. Approval of Minutes of Previous Meeting (Attachment)
- E. Approval of Agenda
- F. Public Comment (Non-Agenda Items, 5-Minute Limit)

**AGENDA**

- A. Discussion/Possible Action
  - i. Treasurer's Report
    - 1 Review of Current Financial Position
  - ii. Discussion on Event Funding and Possible Changes to Allocations
  - iii. Selection of TID Seats (2) on LTVA Board
  - iv. Discussion on TID Bi-Law Changes
  - v. LTVA ACC Recap
- B. Board Member Comments
- C. Public Comment (Non-Agenda Items, 5-Minute Limit)
- D. Next Meeting: Sept 26, 2024. Discussion on Location Possibilities
- E. Adjournment

**South Lake Tahoe Tourism Improvement District (SLTTID)**  
**Board of Directors Meeting**  
**Forest Suites Resort**  
**1:00 pm, Thursday, May 23, 2024**

**A. Call to Order**

Board Chairman Rich Bodine called the meeting to order at 1:00 pm.

**B. Roll Call**

**Board members present** Rich Bodine, Hotel Azure, Jerry Bindel, Forest Suites Resort, Doug Williams, Cedar Pines Resort, Kathleen Mason, Holiday Inn Express, Randall Lambach, Bluelake Inn, Dan Evans, Beach Retreat & Lodge at Tahoe, Bill Cottrill, Margaritaville Resort Lake Tahoe, Nick Carta, Fireside Lodge and Playpark Lodge.

**Board members not present** Jennifer Cewinski, Stardust and Americana,

**C. Introduction of Guests** Sue Barton, LTVA, Stuart Maas, LTVA, Brady McIntyre, LTVA, Ryn Muat, LTVA and Anne Sutterfield, LTVA.

**Guests on Zoom** Monica George, Noble Studios, and Danni Winter, Noble Studios

**D. Approval of previous meeting minutes**

A motion was made to approve the January 25, 2024 meeting minutes.

**Moved:** Kathleen Mason

**Seconded:** Jerry Bindel

**Approved:** Unanimously

**E. Approval of Agenda**

A motion was made to approve the agenda.

**Moved:** Bill Cottrill

**Seconded:** Doug Williams

**Approved:** Unanimously

**F. Public Comment (Non-Agenda Items, 5-Minute Limit)**

- no public comment

**AGENDA**

## A. Discussion/Possible Action

### 1. Treasurer's Report (Bill Cottrill)

- [PDF of SLTTID Budget with actuals and budget for 2024](#)
- February 5, 2024: check # 3709, Zoom fees, \$31.98.
- February 6, 2024: Received November, Transferred \$145,554.39 to LTVA and \$7,384.89 to LTVA special projects.
- February 14, 2024: check #3710, column software, \$273.94
- February 26, 2024: December, transferred \$195,511.89 to LTVA and \$9,958.87 to LTVA special projects.
- April 4, 2024: January, transferred \$223,233.78 to LTVA. No special projects transfer.
- April 18, 2024: February, transferred \$253,669.61 to LTVA and \$25,048.89 LTVA special projects.
- April 19, 2024: check # 3711, City of SLT for credit card fees, \$24,006.10.
- April 30, 2024: check #3712, Zoom 3-month subscription.
- May 8, 2024: check #3713, D&O Insurance, \$724.00.
- \$6,900 below budget from October through March. Not that bad.
- Received city's March transfer. Has not gone through yet.
- Randall commented the Ambassador is supposed to open July 1st.
- Discussion about May numbers. Most people are doing good.
- Discussion about the Northern Lights event bringing people here.
- Discussion about CUFA Father's Day Weekend.

### 2. Update on Lake Link On-Demand Shuttle Services

- April 1-30, riders just under 15,000 riders for April. An 80% increase year over year.
- Passenger count was 18,830, a 77% increase.
- 33,000 miles ridden, a 93% increase.
- Shared rides 83%, 25% increase year over year.
- Average wait time only 18 minutes. A 10% decrease in wait time.
- Average ride time: 11 minutes. A 37% increase. Coverage age has increased so more rides.
- Average rider experience 4.91 out of 5 stars.
- Expansion? Goal is to get to the Y. Not there yet.
- Healthy funding partners, City, and two counties. Trying to get TTD involved. More Highway 50 buses.

### 3. SLTTID Special Projects Fund Update

- Balance is at \$182,062.48 as of May 23, 2024.
- Jerry said we discussed a Labor Day Weekend event at our last lodging meeting. Do we have any more details from Dreu? He will be coming to this meeting; he is running late. We will discuss when he arrives.
- Sue commented [this document](#) shows the full accounting since October 2021
- Did not pay Heavenly Holidays out of this account last year. LTVA paid.
- Doug asked if this would be an ongoing thing. Sue: That is the hope.
- Discussion about buying the stage.
- Dreu: Sorry he was late. Fire inspection. A couple years ago we did a Labor Day Midway Art and Music Festival. Ran for two years. Sent Jerry the information. The original ask was \$50,000.
- Three-day event. Car show. Three stages. Live bands from 3-9 pm. Three different bands.
- Art set up along Hwy 50 and interior by the ice rink.
- Fireworks off the parking garage are included in the \$50,000.
- Nick asked how hotels can target market these events. Is there a website? <https://visitlaketahoe.com/events/>
- Kiddie rides midway: teacups, Ferris wheel, bouncy house, snowboard machine.
- Stuart: We did a photo shoot previously, so we have assets.
- Workshops in the art galleries. Expositions, meet the artists, classes, jewelry making, etc.
- Fireworks on Sunday of Labor Weekend, September 1st.
- [Proposal for the Midway Art and Music Festival PDF](#)

**A motion was made to approve \$60,000 for the Midway Art & Music Festival on Labor Day Weekend 2024**

**Moved:** Randall Lambach  
**Seconded:** Kathleen Mason  
**Approved:** Unanimously

- Rich: This will come out of our Special Events Fund.

#### **4. SLTTID Newsletter Update**

- [PDF of Newsletter stats](#)
- 117 opens for the database of 223. Not a bad open rate.
- This is the first email that Rich was in charge of.
- Doug asked what Sightline Hotels is. Hotel Becket. Becket will become a Best Western.
- The back half of the current Hotel Becket will become Tahoe Blue.
- Nick commented he spoke to Scott Fair. The original owner sold off part of the hotel.
- Sue commented multiple opens means forwarded to others. The newsletter is informing people, which is what we want it to do. If you have any content you would like, funnel it to Rich, and we will incorporate it.
- We send out quarterly.
- Jerry commented he is concerned about getting caught in spam. Spam filters on some computers are very strong. We are verified. If it does go into your spam folder, you will need to mark it as not spam.

#### **5. LTVA Winter Campaign Update and Summer Marketing Overview**

- Stuart handed out a couple of magazines with Visit Lake Tahoe ads for people to look at and pass along.
- Danni Winter with Noble Studios presented [this document](#) on Zoom.

- July - December winter year-to-date performance.
- KPI (Key Performance Indicators) Month 10 of 12. Goal pace 83%. We look at Partner referrals (clicks off the website to partners) Our goal was 314,000. We have 381,639 so far (122% to goal). Overall sessions, goal was 3,163,000. We have 3,194,086 so far (101% to goal). Organic sessions, goal was 1,586,000. We have 1,446,822 (91% to goal) so far. Paid sessions, goal was 1,180,000. We have 1,276,239 so far (108% to goal). Goals were set based on past performance.
- Jerry asked if there is any area that is not performing the way we want it to. Danni: Google changes are coming (integrating Gemini into Google search). We will keep an eye on it. It was rolled out about a week ago.
- **Media plan** - Plan in half-year chunks.
- We maintained our established markets while introducing strategic emerging markets for both evergreen and sustainability audiences.
- We saw both online awareness and in-market visitation impact from our chosen markets this past year compared to last year.
- We saw an 89% increase in paid sessions and a 599% increase in partner referrals at a 49% increase in cost.
- This year, we saw a 9% increase in overall visitation and a 15% increase in visitor spending from our target markets.
- Spend on accommodations from our target markets is 9% higher than the overall visitor and saw a 6% growth YoY.
- We successfully tested new vendors and placements, including Spotify, Matador, Threshold 360 and Afar with the goal of driving awareness of shoulder season activities and lodging.
- We are aligning content (ads and landing pages) served based on audience
- **Strategy for FY 24/25**
- Goal: Balance driving awareness and consideration for Visit Lake Tahoe in top feeder markets through a strategic integrated media advertising campaign, while driving traffic to the website and encouraging partner referrals.
- Strategy: Based on our budget analysis, travel sentiment insights, and media habit research, we are recommending a comprehensive full-funnel approach that incorporates regionalized traditional elements, focusing on brand awareness and traffic-driving tactics. Our target audiences will remain consistent, with the inclusion of our sustainability audience as a perpetual segment.
- For Sacramento and San Francisco, we propose implementing select digital tactics. Furthermore, we are excited to introduce the emerging market of Chicago to our campaign.
- KPIs: Awareness (Impressions), Engagement (Sessions), Conversion (Partner Referrals)
- Flighting: July-December | Media Budget: \$1,581,860
- Core Audiences
- Outdoor Enthusiast: Potential travelers looking for responsible travel destinations with outdoor options that give them more control. Ages 25-54. HHI \$125k+.
- Entertainment Seeker: Potential travelers that seek entertainment activities, including gaming, live concerts, nightlife, etc. Ages 30-54. HHI \$125k+.
- Affluent Adventurer: Potential travelers are looking for ways to shut down and fully immerse in a destination in a unique and interesting way. Ages 35-64. HHI \$250k+.
- Families: Potential travelers likely to book family or multi-generational group trips. Ages 25-54. HHI \$125k+.
- Sustainable Traveler: Potential travelers that live more sustainable/green lives and consider environmental impact. Ages 21-54. HHI \$125k+.

- Market Approach: we want a continuous emphasis on the most profitable and visitor-attracting target markets. We assessed markets that have proven to be historically successful, top markets of origin for overnight stays, device count by geography, spending in Zartico, organic website traffic, airline passengers by origin, as well as market demographics. In addition, we took into account up-to-date travel sentiment for market consideration. In addition, we analyzed which geographies spent most on accommodations in market.
- Recommendation For the July-December campaigns, we are planning to target 9 DMAs with a combination of drive markets and fly markets for both.
- Los Angeles DMA
- Las Vegas DMA
- San Diego DMA
- Phoenix DMA/Switch to Dallas DMA in November
- Chicago DMA
- San Francisco DMA - Select Channels
- Sacramento DMA - Select Channels
- Seattle, Portland, Fresno DMAs - Sustainability
- [Channel Mix PDF](#)
- Paid Media Budget FY25: We have adjusted the budget to encourage travel in shoulder seasons and account for booking windows. In addition, we have built in flights to boost brand awareness in August-November.
- [Media Flowchart PDF](#)
- Rich commented looks great! Thank you.
- Stuart commended Noble Studios and our Boards and Staff. We have received the highest recognition in US Travel for the Awe and then Some campaign. At the ESTO awards last year and the Visit CA Poppy Awards with this campaign. Most recently the Data Hero Award and Zartico Award for sustainability. We just got a trophy chest and have ten awards in there.
- Dreu commented when do trophies start to draw tourism?
- Jerry commented Dreu missed the early presentation about hitting our KPI goals for the whole year in 10 months.
- Jerry asked if we are now marketing summer. Danni: Summer starts next week. What is the total media budget vs previous year? Sue commented, Fiscal year media (not SEM) 2 million last year. This new fiscal year the Board approved 3 million. Split in two seasons. 1/3 more in marketing.
- Doug asked if we have examples of what the media will look like. Danni has summer creative. Marketing Services Committee and the Board have approved the creative. [Summer Campaign Creative Deck PDF](#)
- Sue commented that you won't see these ads in market. However, you may if you travel outside the area.
- Doug asked if we are spending money on internet search, bill boards, radio, print ads, tv? Stuart: Yes, that was in the channel mix slide they showed earlier.
- Percentage mix of what is in the channel mix: [Media Mix Breakdown PDF](#)
- Sue commented SEM budget is \$340k this year. Last year it was \$300k. We heard your feedback on the need to develop softer shoulder seasons.
- Rich commented he started seeing a bunch of LL Bean commercials.
- Danni: We are working on a couple of brand partnerships. The first one is LL Bean. They are a sustainable brand that studies the outdoors and Awe. We are looking into a long-form video series.

## 6. LTVA Special Event Strategy Status

- Brady: Staff is currently reviewing the strategy. Then, it goes to Marketing and Board meetings. People can come and comment at these meetings.
- Doug: What is the event strategy? Brady: We will present it to Marketing and then the Board. We are working on it now.

- Doug: Can we present this strategy to our board prior to LTVA Marketing and Board? Brady: You are invited to the Marketing and Board meetings. It will come to this board after.
- Doug: Can we get the presentation beforehand to give input on what our board members are looking for?
- Jerry: Dreu we love having you here. We conduct ourselves respectfully in our board meetings. We don't like comments from the audience except during the public comment portion. Please treat others with respect.
- Stuart: Carl Ribaudo and his team have done this study. It outlines where funds have been placed, ACC Golf, Heavenly Holidays, etc., and provides a framework for funding requests moving forward. We are trying to get a little smarter in the way we fund events.
- Doug: This board would like to see a preview of what you are going to present before it goes to the board so we can give feedback.
- Stuart: The study is going to Marketing for feedback and the board for sign-off.
- Jerry: This board has a ton of input. We have representatives on both the Marketing and LTVA Board. Meetings are public. Rich is on the Marketing Services Committee. He will tell TID board to come and comment and give public comment input.
- There was a discussion about having a quorum. If not making a vote, it is okay to have multiple TID board members in another meeting, listening to a presentation.
- Doug: Since we are a funding source, we should be able to get the presentation prior.
- Stuart: We will have to look at TDVA also. We will have to refer back to Carol.
- Sue: We are not looking to add meetings to anybody's schedule. We are hoping interested parties will attend existing Marketing and Board meetings. Public comment before any action is taken.
- Jerry: We have our own Special Projects Fund. We give money to the LTVA for PR, advertising and marketing. We have representation on both the marketing and the LTVA Board. Not everything that is done and voted on by marketing and the LTVA Board comes to this board first. We get presentations. If we really want to be a part of the process, showing up to the meetings is the best way to do it.
- Doug: I would personally like to have presentations to our board also. What are your thoughts? Bill: I don't think it is necessary to have a special meeting.
- Stuart: Marketing meeting is on Tuesday, June 25th 10-12. Then there is no July Board meeting so it will be August 10th 3pm. Both in the Tahoe Blue Event Center.
- Jerry: we are not necessarily a part of that approval process. We as a board talk about special events that we believe are important to go to marketing and LTVA Board. We push with our Influence and our desires.
- Rich: We will put it on our July agenda.
- Sue: We cannot bring anything to you before we present it to Marketing and the Board.
- Randall: One man show, can't do another meeting.
- Jerry: On zoom as well.

## 7. LTVA.org Demo

- Anne showed the board the [LTVA.org](https://www.lтва.org) business-to-business information site. It is totally different from our consumer website, VisitLakeTahoe.com. Take a look. Give us some feedback if there is anything you would like to see.
- Resources
  - Community Meetings Calendar
  - Destination Update

- Download Lake Tahoe street map
  - Marketing Tools
  - Partner Opportunities
  - Sustainability
- Data & Statistics
  - City and Douglas County Lodging information
  - Zartico Destination Management Reports
  - Visit Ca and Travel NV information
  - Research & Trends
- News & Media
  - Live Webcams
  - Media resources
  - Press releases
- Travel Trade
  - Digital Assets
  - International Resources
  - Newsletters
  - Specialist program
  - Tool kit
- About
  - About us
  - Board of Directors
  - Marketing Services Committee
  - Meetings Calendar
  - Staff
- Jerry asked about the STR report on the site. We are not allowed to have the STR report on a website or share it publicly. We can share it with the LTVA board in a meeting. It is a worldwide rule for STR.
- Jerry: Can we bring the STR report to this board? Sue: Absolutely.
- Sue: STR presented to lodging some months ago. They lost a big reporter: Motel 6. I'm working with STR to get them to take the SunRay off. They did not report, but the rooms in our community skewed the results. I need help getting one or both of the Marriotts on. They are corporate so that sometimes is a problem. Dreu: Let me know what you need. Sue: Previously, Timberlodge could not report due to mostly timeshare.
- Doug: The Becket will probably report once they become a Best Western.
- Sue: We were up to 22, but we are down to 19 now with the loss of Lakeland, Motel 6, and Elevation.
- Dreu: No Nevada properties on STR? About five years ago we do have some reporting properties from Nevada. No short term rentals on STR reports.

## **8. LTVA Let's Leave Less/Drink Tahoe Tap Update**

- Ryn: We are on round two of the fill-it-forward water bottle distribution. Email Ryn when you start to run out and we can schedule pick-up times.
- Sue: What is the general feedback? Randall: They love them. Rich: They have given a lot to international guests.
- Rich: How are the scans going? Ryn: Want to make sure front desk staff tell people to scan the QR codes.
- More shipments coming June 17 and another in August.
- Doug: How much are these water bottles? Stuart: \$6.68 each. Doug: How many did you order? There were 35,000 total, but we did not get all 35,000 at one time.
- Doug: Is the LTVA the sole source for funding or are other partners involved? Just LTVA.



- Dreu: Feedback from retail. Handing out free water bottles has impacted water bottle sales in the Heavenly Village.
- Sue: The Board approved this initiative to support the City of SLT's single-use bottle ban. It will not be ongoing.
- Randall: Lakeside Beach Association has added two refilling stations, although you have to pay to get into the beach.
- Ryn: Drink Tahoe Tap has installed Year-round filling stations.
- Stuart: The owner Matt was so impressed with what we are doing, he will highlight our region with a plastic free challenge. We will get Exposure to hundreds of thousands of people, from anyone using the app.

#### **9. LTVA Awe *and then* Some Forum**

- Wednesday, June 12, 8:30 am - 1:00 pm at the Tahoe Blue Event Center
- Ryn handed out flyers with a QR code to purchase tickets.
- Multi purposes to come, insight into what we are up to.
- Presenters include Noble Studios, Weidinger PR, Carl Ribaudo and the Destination Stewardship Council, as well as most of the LTVA staff.
- Travel and Tourism talk with Juraj will be really valuable.
- Good event for marketing and activities staff.
- Registration closes June 5th.
- \$25 includes breakfast, lunch, parking, and a portion that goes to Lake Link.
- Rich: If you go to Bally's and get a local player's card, you can park for free.
- The first hour is free. Up to four hours, it's \$20, and it's \$25 for more than four hours.
- Doug: Is this something our board would sponsor each of us to go?

#### **Board Member Comments**

- Doug: Last meeting we talked about changing the percentages of the budget for events. Not seeing it on this agenda.
- Rich: We will add it on the July meeting agenda.
- Jerry: Doug will you be giving a presentation on reasons why we will change the percentages? Doug: Yes.
- Sue: With your pie chart, you will have to figure out where taking out.
- Doug: You guys would have to figure that out.
- Jerry: We will discuss in July.
- Rich: Also, add to the July agenda changes to bylaws to have members vote not just the board.
- Doug: We did not change it last time.
- Doug: Any changes to the bylaws must be approved by the membership and not just the board. Civitas gave us wrong information saying the board could make decisions without membership.
- Membership never voted to increase board seats.
- The city approved it, but the membership never voted on it.
- The Board has to vote to make the change, and then the membership has to vote.
- Jerry: To be honest, our membership is not the most active. During the last election cycle, one board member got a lot of members to vote in one specific way. One board member could potentially manipulate a situation to their advantage.
- Kathleen: Can we table this discussion until we are just the board?
- Doug: Brown law says we can't talk outside the public.
- Jerry: Kathleen would like an executive session with just the Board.

- Jerry: When can a board have an executive session? Sue: When it concerns litigation (legal matters) or personnel (HR). You could ask Civitas. This would fall under legal.
- Two sides to the coin. Important to bring it all out.
- Nick Renaissance Festival is back in its new location, Tahoe Valley Campground. The campground is looking to expand and have more events. Stuart: How is the parking situation? Bennett is the manager. Kathleen: Bennett has been to a couple of lodging meetings.
- Discussion about Camp Richardson and City annexing back into the city.
- Doug: For the next lodging meeting, I asked Greg and Dan to see if they could get the CA Lodging Industry Association (CLIA) to talk about the Cancellation and Resort fee laws. Both laws go into effect on July 1st.
- Rich: It might be hard to get them here by June 13th. Doug: Maybe Zoom.
- Nick: The Renaissance Festival is on August 24 and 25. and the Brewfest is on August 24th on Ski Run Blvd. Need to stagger events.
- Stuart: Part of our event strategy addresses a lot of this. Bring it all together.

**Public Comment (Non-Agenda Items, 5-Minute Limit)**

- Sue: American Century Championship tickets are selling the way they should be. Steph Curry is not returning because he is representing his country at the Olympics. A couple of pretty decent names will be announced soon. We do sell out on Friday and Saturday. If you are talking to people, ensure they understand to purchase tickets beforehand online. Ticket prices have gone up.
- Stuart: The Knight Monster schedule will be announced on June 4th. I met with them yesterday. Last week, 500 people showed up for the open house and open skate. The affiliation will be announced in the next couple of weeks. Mid-October through mid-April, 36 home games. Once we can share, we will have it on the visitlaketahoe website and the extranet.

Next meeting - Thursday, July 25, 2024. Fourth Thursday of every other month.

The meeting was adjourned at 3:00 pm.

	TID SPECIAL PROJECTS FUNDS HELD BY LTVA – as of 7/18/24				
Date	CREDIT	DEBIT	BALANCE	Notes	Month Earned
10/06/21	\$184,500.00		\$184,500.00	Special Projects TBD	
11/16/21	\$11,643.61		\$196,143.61	Special Projects TBD	
11/26/21	\$5,686.12		\$201,829.73	Special Projects TBD	
12/16/21		\$80,000.00	\$121,829.73	Heavenly Holidays	
01/05/22	\$13,461.06		\$135,290.79	Special Projects TBD	
02/01/22	\$8,505.76		\$143,796.55	Special Projects TBD	
03/02/22	\$11,732.68		\$155,529.23	Special Projects TBD	
03/29/22	\$13,386.20		\$168,915.43	Special Projects TBD	
04/27/22	\$13,335.07		\$182,250.50	Special Projects TBD	
05/23/22		\$43,500.00	\$138,750.50	Dreu Murin Pmt 1 of 2 - Big Blue	
06/14/22		\$43,500.00	\$95,250.50	Dreu Murin Pmt 2 of 2 - Big Blue	
08/01/22		\$5,000.00	\$90,250.50	Valhalla 2022	
09/13/22	\$6,205.16		\$96,455.66	Special Projects TBD	
09/29/22	\$19,158.82		\$115,614.48	Special Projects TBD	
10/31/22		\$50,000.00	\$65,614.48	SSTMA Microtransit Inv 3000	
11/07/22	\$15,522.79		\$81,137.27	Special Projects TBD	
12/12/22	\$14,001.47		\$95,138.74	Special Projects TBD	
12/23/22	\$11,323.69		\$106,462.43	Special Projects TBD	
12/31/22		\$65,000.00	\$41,462.43	Heavenly Holidays 2022	
02/01/23	\$7,592.53		\$49,054.96	Special Projects TBD	
03/03/23	\$12,716.72		\$61,771.68	Special Projects TBD	
03/29/23	\$13,049.29		\$74,820.97	Special Projects TBD	
04/19/23	\$13,787.46		\$88,608.43	Special Projects TBD	
05/31/23	\$8,749.70		\$97,358.13	Special Projects TBD	
06/27/23	\$11,303.78		\$108,661.91	Special Projects TBD	
10/10/23	\$16,606.45		\$125,268.36	Special Projects TBD	
11/27/23	\$10,836.50		\$136,104.86	Special Projects TBD	
12/31/23	\$10,949.86		\$147,054.72	Special Projects TBD	Oct-23
02/28/24	\$9,958.87		\$157,013.59	Special Projects TBD	Dec-23
04/18/24	\$25,048.89		<b>\$182,062.48</b>	Special Projects TBD	Feb-24

# SLTTID Newsletter 7 - Q2 2024

**Sent**

Mon, Jul 1, 2024 11:27 am

Overview

213 Recipients

**Audience:** South Lake Tahoe Tourism  
Improvement District

**Subject:** South Lake Tahoe Tourism  
Improvement District Quarterly Newsletter

**Delivered:** Mon, July 1 2024 11:27 AM

120 Opened	16 Clicked	4 Bounced	0 Unsubscribed
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Successful deliveries	209	98.1%	Clicks per unique opens	13.3%
Total opens	251		Total clicks	55
Last opened	7/14/24 4:43PM		Last clicked	7/2/24 3:13PM
Forwarded	0		Abuse reports	0

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
-------------	--	--------------------------------

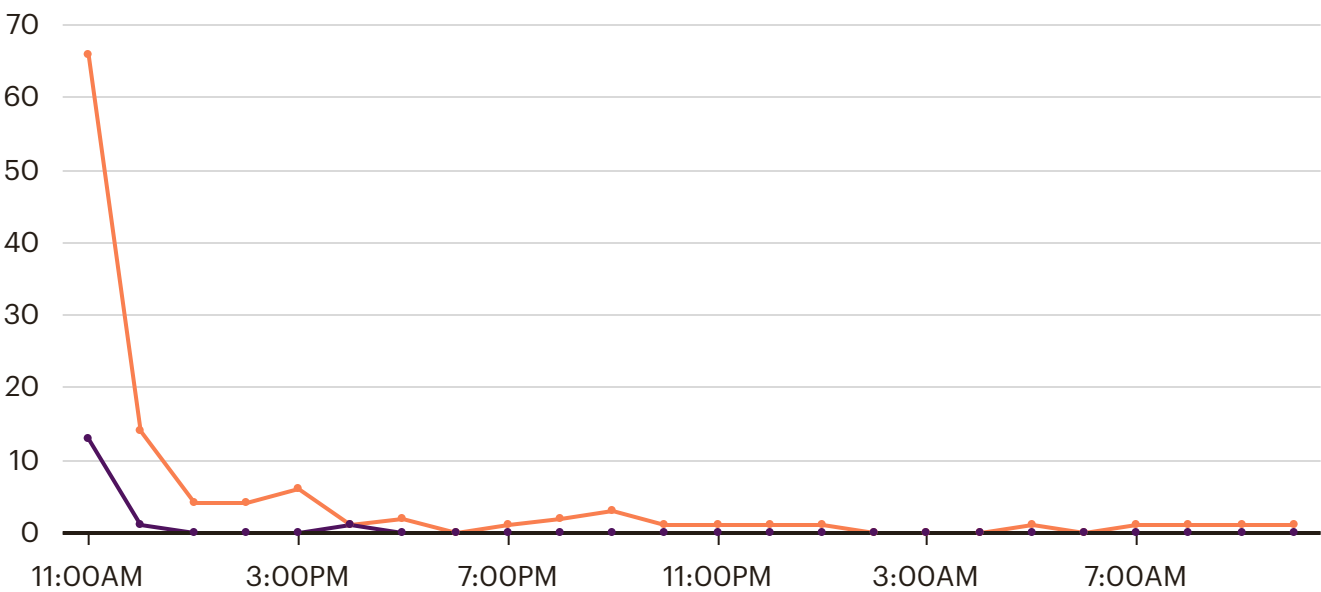
SLTTID Newsletter 7 - Q2 2024

Sent 7/1/24 11:27AM

# Subscriber activity

## 24-hour performance

Opens Clicks



## View more

info@bluebirddaytahoe.com	9
tiffany.celnar@diamondresorts.com	13
chris.mauro@vacationclub.com	9
bcottrill@tahoeresorthotel.com	8
tgehrke@davidsonresorts.com	9

SLTTID Newsletter 7 - Q2 2024

Sent 7/1/24 11:27AM

# Click performance

URL	Total	Unique
https://southtahoetourism.com/	14 (25.5%)	12 (27.3%)
https://www.facebook.com/ads/library/?active_status=...	12 (21.8%)	9 (20.5%)
https://ltva.org/awe-and-then-some-tourism-forum-pr...	10 (18.2%)	9 (20.5%)
https://visitlaketahoe.com/events/	6 (10.9%)	4 (9.1%)
https://visitlaketahoe.com/things-to-do-in-lake-tahoe/	5 (9.1%)	4 (9.1%)
https://visitlaketahoe.com/things-to-do/lake-tahoe-we...	4 (7.3%)	3 (6.8%)
https://www.travelpulse.com/news/hotels-and-resorts...	2 (3.6%)	1 (2.3%)
https://www.latimes.com/travel/story/2024-06-18/calif...	1 (1.8%)	1 (2.3%)
https://39670822.fs1.hubspotusercontent-na1.net/hub...	1 (1.8%)	1 (2.3%)
https://visitlaketahoe.com/	0 (0.0%)	0 (0.0%)
https://thepointsguy.com/news/hotel-rate-update/	0 (0.0%)	0 (0.0%)
https://www.forbes.com/advisor/credit-cards/survey-t...	0 (0.0%)	0 (0.0%)
http://www.visitlaketahoe.com	0 (0.0%)	0 (0.0%)
http://southtahoetourism.com	0 (0.0%)	0 (0.0%)

Tab 2 - Multi-Segment

Lake Tahoe Visitors Authority  
For the month of: June 2024

Currency: USD - US Dollar

	Current Month - June 2024 vs June 2023													Year to Date - June 2024 vs June 2023													Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2023							Occ %		ADR		RevPAR		Percent Change from YTD 2023							Properties		Rooms	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold		2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold		Census	Sample	Census	Sample
Colorado Ski Area	55.9	55.7	258.57	263.32	144.61	146.67	0.4	-1.8	-1.4	-5.6	-4.3	-3.9		57.7	58.4	398.30	403.60	229.72	235.71	-1.2	-1.3	-2.5	-7.4	-4.9	-6.1		198	70	15882	7549
Mammoth Lakes, CA+	57.2	62.7	169.09	178.01	96.79	111.66	-8.7	-5.0	-13.3	-11.8	1.8	-7.1		61.6	65.6	244.60	253.41	150.73	166.27	-6.1	-3.5	-9.3	-8.0	1.5	-4.7		27	11	2280	1413
Monterey/Carmel	75.5	73.8	257.84	255.38	194.72	188.58	2.3	1.0	3.3	3.9	0.6	2.9		64.4	64.6	230.79	231.87	148.52	149.73	-0.3	-0.5	-0.8	0.2	1.0	0.7		93	48	5845	4464
North Lake Tahoe+	65.8	61.5	252.35	254.90	165.99	156.65	7.0	-1.0	6.0	3.4	-2.4	4.4		57.0	56.6	285.66	302.40	162.88	171.07	0.8	-5.5	-4.8	-3.9	0.9	1.7		31	8	1840	894
Reno, NV	70.1	70.7	154.43	156.22	108.25	110.49	-0.9	-1.1	-2.0	-1.0	1.0	0.1		55.2	59.5	137.27	134.57	75.81	80.11	-7.2	2.0	-5.4	-4.4	1.0	-6.3		113	39	20385	5440
San Diego, CA	82.3	82.6	227.48	226.19	187.23	186.86	-0.4	0.6	0.2	0.9	0.7	0.3		74.0	73.7	204.30	202.60	151.19	149.29	0.4	0.8	1.3	2.0	0.8	1.2		520	347	64685	54475
San Luis Obispo County,	72.8	73.1	217.29	215.09	158.25	157.28	-0.4	1.0	0.6	0.8	0.2	-0.2		61.9	62.8	179.80	180.10	111.25	113.11	-1.5	-0.2	-1.6	-1.3	0.3	-1.2		197	87	10318	6646
Sonoma County, CA	72.4	66.6	235.34	236.59	170.36	157.67	8.6	-0.5	8.1	7.7	-0.4	8.2		59.1	57.7	205.39	215.28	121.41	124.15	2.5	-4.6	-2.2	-1.8	0.4	2.9		125	69	7884	5992
South Lake Tahoe, CA+	71.9	64.2	200.61	187.49	144.15	120.31	12.0	7.0	19.8	17.4	-2.0	9.7		55.1	55.1	185.77	167.33	102.41	92.24	0.0	11.0	11.0	10.0	-0.9	-0.9		76	20	6044	3398
Summit County, UT	58.0	58.6	293.18	282.41	170.09	165.43	-1.0	3.8	2.8	2.7	-0.1	-1.1		54.8	55.1	562.60	540.33	308.12	297.71	-0.6	4.1	3.5	4.1	0.6	-0.0		43	22	4868	2964
Santa Cruz County, CA	76.4	72.7	216.02	213.44	165.15	155.21	5.1	1.2	6.4	6.3	-0.1	5.0		63.7	64.4	174.37	172.21	111.12	110.84	-1.0	1.3	0.3	0.8	0.5	-0.5		89	36	4444	2979
City of Anaheim, CA	80.5	78.5	233.94	242.22	188.25	190.14	2.5	-3.4	-1.0	0.6	1.6	4.1		72.9	73.5	232.42	235.19	169.43	172.78	-0.8	-1.2	-1.9	-0.4	1.5	0.8		140	85	22014	18698

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