



**Tahoe
South**

Lake Tahoe
Visitors Authority

ANNUAL REPORT 2015-2016

EXECUTIVE MESSAGE

The combination of significant redevelopment on the South Shore over the past several years and rebounding domestic and international travel resulted in tourism related businesses experiencing more than 20% increases in revenues and/or occupancy. Considered one of the best years since the Great Recession, our tourism economy enjoyed respite from almost a decade of challenges, and local businesses invested in their products to the tune of over \$500 million in renovations and redevelopment. Great stories about the South Shore “renaissance” provided the LTVA an attractive platform for public relations outreach, which resulted in our best earned media success to date. And because of solid year-over-year revenues from the South Lake Tahoe Tourism Improvement District and the Tahoe Douglas Visitors Authority, the LTVA continued to deliver solid advertising campaigns in Northern and Southern California along with enhanced international programming, and sustained special event promotion, which continues to be strategically significant for the destination. Impressive results are highlighted in the following pages.

Speaking of strategy, we believe the LTVA’s strategic plan and execution positioned the destination for the tremendous success it has enjoyed this past year and allows us to build on that momentum in FY17. Responding to the opportunities afforded by the current strong tourism climate, as well as ever-evolving technology, the Strategic Plan has been updated to guide direction for the next 18-24 months. Important trends, market analysis and primary objectives are detailed in the separate document now available on www.ltva.org for review. The Looking Ahead section in the annual report includes key initiatives contemplated in the Plan, as well as information on our advertising campaign and creative execution.

As previously mentioned, events and event promotion are essential to driving awareness and visitation. It’s hard to imagine what our summer would be like without the Harvey’s Outdoor Concert Series, or July without American Century Championship or what Independence Day would be like without fireworks. The LTVA’s role in the event strategy is not necessarily to produce events but to promote them and much of our summer campaign in the Northern California market is devoted to event information. Events aligned with the Tahoe South brand serve to highlight the destination’s attributes. Certainly, outdoor recreation is at the heart of those and the AMGEN Tour of California professional cycling race is an event that advances South Lake Tahoe as a premier cycling destination. In FY16 we were thrilled to be selected once again as the host for the Women’s Overall Start and Women’s Stage 2 races and also the Stage 5 Finish of the Men’s race. Read more under the Special Event section.

All of the summary information in the FY16 Annual Report will point to the success of the LTVA’s work on behalf of our community and I can proudly say it has been an incredibly rewarding year to be on staff and see the destination flourish. The LTVA is stronger and more productive than ever and we are honored to represent this unique world class destination.

Yours in tourism,

Carol Chaplin
Executive Director
Lake Tahoe Visitors Authority

SALES

The LTVA works with the travel trade industry domestically and internationally to introduce and promote Lake Tahoe as a world class, year-round destination. It facilitates contract negotiations, and provides the tools and media assets needed to sell the destination.

Meetings, Conventions & Groups

Many lodging properties that provide corporate meeting, incentive and social event services do not have the resources necessary to reach the markets from which group business typically originates. The LTVA provides support in the form of an inquiry and lead resource; destination liaison for industry related events and activities; and a facilitator for other cooperative programs. LTVA staff will support and attend trade shows. The LTVA is a member of the National Tour Association (NTA) and works closely with group tour operators to develop itineraries to the region.

The LTVA staff refers Meetings, Corporate, Social, Military, Educational, Religious, Fraternal Group leads to properties which resulted in more than 7,500 room nights booked in FY16.

International Representation

The LTVA retains the services of four international representative firms, in the UK/Ireland, Australia, China and Germany, for representation in the sales and public relations arenas. Through its membership in the High Sierra Visitors Council the LTVA also receives representation in France. The LTVA maintains strong working relationships with Visit California, Travel Nevada, and Brand USA, all of whom have offices in many other countries. The LTVA is also a member of the U.S. Travel Association.

The LTVA produces and distributes Destination brochures in seven languages: English, French, Spanish, German, Portuguese, Chinese and Korean. The TahoeSouth.com website has landing pages in 12 languages.

Sales Missions and Trade Shows

In partnership with Visit California and Travel Nevada the LTVA attended sales missions to the UK/Europe, Australia/New Zealand, Mexico and China. The LTVA represents the destination at several travel trade shows including the Nevada Governor's Global Tourism Summit, National Tour Association's Travel Exchange, Visit California's Outlook Forum, Go West Summit, and U.S. Travel Association's IPW.

Familiarization Trips (FAMs)

With the help of community partners the LTVA coordinates educational FAM trips and hosts individuals and small groups of travel trade professionals from key markets, conducting over 20 in FY16.

MARKETING

LTVA WEDDING CO-OP

The LTVA Wedding Co-op has been in existence for over 20 years. It was developed to leverage budgets and extend reach to the target market. The coop consists of premium wedding venues and destination properties on the South Shore. SJ Marketing develops an annual media buy that includes paid search, remarketing, email blasts, social advertising, banner campaigns, and profile listings with high-visibility wedding sites. The advertising showcases Tahoe South as a destination as well as the products and services of the individual partners. The call to action for all advertising is TahoeWeddingSites.com.

The primary focus of the co-op is Northern California, with some presence in Southern California. Continuous review of the target markets allows us to identify emerging markets and react accordingly. In FY16 we added a test focus in the national LGBT market. SJ Marketing tracks the progress of the campaign monthly, provides stats & updates, manages the production, develops and maintains branding, and manages the digital presence of the Co-op.

FY16 results show a 37% increase in web visits year over year with a 54% increase in user sessions. Geographically we have seen a 66% increase in Los Angeles traffic and up to 120% increase in the Bay Area traffic. With the addition of the LGBT marketing, Texas traffic has grown 112% and represents almost 13% of overall traffic. The site averages 45 RFP's to partners per month, an increase of 45% year over year.

In FY17 the focus will continue to be on Northern California, and we plan to promote a wedding message in Los Angeles for the winter and San Diego in the summer in support of the LTVA's marketing outreach in those markets.

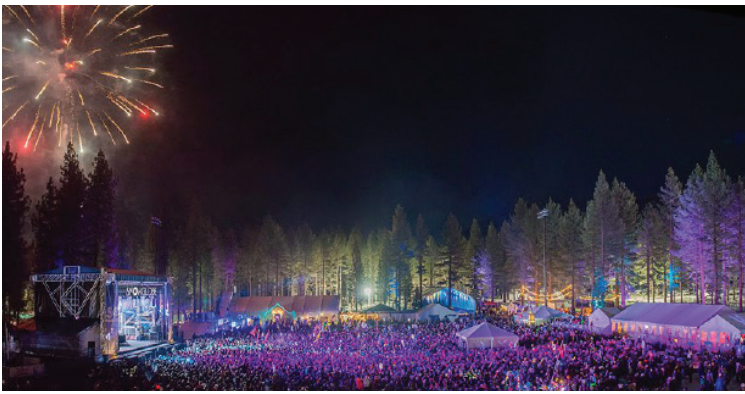


Tahoe South Restaurant Week is part of California Restaurant Month, as designated by Visit California. More than 40 destinations across California, from the desert and coast to wine country and High Sierra, host restaurant weeks and other value-driven food programming in January.

Connecting foodies with the South Shore's most notable eateries, the LTVA hosted the third annual Tahoe South Restaurant Week in January 2016.

Media outreach included social media (Facebook, Twitter, Pinterest), owned media (webpage, blogs), paid advertising (television, digital and radio ads), and a print guide featuring restaurants and menus, and distributed to over 15,000 Tahoe Daily Tribune readers and local businesses

SPECIAL EVENTS



In FY16 the LTVA invested in legacy special events such as Lights on The Lake Fireworks, American Century Championship, Labor Day Fireworks Extravaganza, SnowGlobe and the Amgen Tour of California. The LTVA also supported many other events with advertising and promotion, as well as with staff expertise and execution. With each event the LTVA strived to involve as many local businesses as possible, providing opportunities to promote their individual business and products/services. After a very successful execution of the 2016 Women's AMGEN Tour of California overall start and Stage 2, and Men's Stage 5 Finish, South Lake Tahoe is in the hunt to host the 2017 AMGEN Tour of California Stage 1 & 2 Women's race. If successful, the LTVA will again assume the Local Organizing Committee role for the destination. The primary goal of this event is the promotion of the region as a premier cycling destination through TV, digital, social media and public relations/media coverage. 2016 results were amazing! The Amgen Tour achieved Facebook, Instagram and Twitter reach of 31 million and listed 189,070 followers. Marketing resulted in 25.2 million impressions from Wall Street Journal, Los Angeles Times and many other outlets. There were 948,936 unique visitors to the amgentourofcalifornia.com website; a 98% growth. The tour also garnered attention on the Today Show, USA Today, ESPN and New York Times.

ADVERTISING

The LTVA contracts with DuncanChannon for advertising creative and placement; Noble Studios for ongoing digital integration; and Weidinger Public Relations to manage media relations. The destination's personality and attitude is delivered through all creative messages, images and experiences. Tahoe South is young at heart, adventurous, social and active around the clock. It possesses an energetic nature that is reinforced by the juxtaposition of the environments in which it lives; day and night, winter and summer, outdoor adventure and indoor play. The brand resonates with a diverse audience, appealing to a broad spectrum of demographics that embrace the brand values.

Our target includes above average income consumers who enjoy life, live it to the fullest and put pleasure first. They are always in search of new experiences and making new discoveries. They are active; enjoy skiing, hiking, biking, and other outdoor pursuits, but also love a good meal, a good show, and a choice of accommodations.

2015 SUMMER CAMPAIGN

The objectives were to raise awareness for Tahoe South as a summer destination and to increase traffic to the LTVA website for packages and information on summer activities and events. A regional TV, radio, and digital integrated campaign was utilized to drive traffic to the website for fulfillment. The target audience was a Northern California and San Diego, adventurous, active young adult, age 25-44. Channels included TV, Radio, Outdoor boards, Email, Paid Search and Digital audio and Display. Over 60 million impressions resulted, with a web site traffic jump of over 7% YOY. The campaign supported more than 31 specific events in outdoor boards and Radio.

2015-16 WINTER CAMPAIGN

In FY16, the media plan also included a winter campaign as well. The LTVA leveraged a small budget in the Southern California market along with Ski Lake Tahoe's and Travel Nevada's messages. Billboard, online and public relations were primary channels of delivery.

Cooperative ski marketing leveraged the LTVA's advertising funds significantly with a unified ski message - focused on differentiating the region from competitive ski destinations and raised awareness for Tahoe South as a winter destination. The TahoeSouth.com website was the fulfillment for packages and information. In addition to participating in the regional ski product consortium, the LTVA invested in a destination specific message, using outdoor boards and digital channels in the L.A. Market, and maintained a presence in the Northern California market with digital assets. Channels in both markets included: Paid search, Digital, and Online radio for a total of over 48 million impressions in the two markets.



DIGITAL

Digital marketing is a fundamental element in the overall marketing, advertising, public relations and sales strategy of the Lake Tahoe Visitors Authority. The strategy continues to focus on inspiring people to visit the destination and illustrate all that there is to see and do in the area.

The monthly e-newsletter promotes events, entertainment and special offers and is distributed to 52,000+ opt-in subscribers.

TahoeSouth.com

In FY16 the TahoeSouth.com website saw unprecedented growth in organic visits, up 46% over prior year, against an industry average of 10-15%. The website continues to position Lake Tahoe's south shore brand to stand apart from other like-destinations.

- FY16 total website visits: 1.62 million, up 32% over prior year
- FY16 unique visitors: 1.26 million, up 34% over prior year
- FY16 referral clicks to south shore lodging establishments: 146,000

In FY16 mobile visits of 46% overtook desktop visits at 43%, with 10% of visits originating from a tablet.

TAHOESOUTH.COM TOP 5

REFERRING SITES:

Google.com/organic
VisitingLakeTahoe.com*
Direct to site
E-target/Email
Bing/Organic
*Co-op with North Lake Tahoe

PAGES VISITED:

Home page
Events
Where to stay/cabin/vacation rentals
Explore
Stay

KEYWORDS USED TO FIND TAHOE SOUTH WEBSITE:

Lake Tahoe
Tahoe
South Lake Tahoe
Lake Tahoe Hotels
South Lake Tahoe Hotels

USER'S COUNTRY OF ORIGIN:

United States
United Kingdom
Canada
Australia
Germany

SEARCHED KEYWORDS ON SITE:

Fireworks
Celebrity Golf
Gondola
Concerts
Emerald Bay

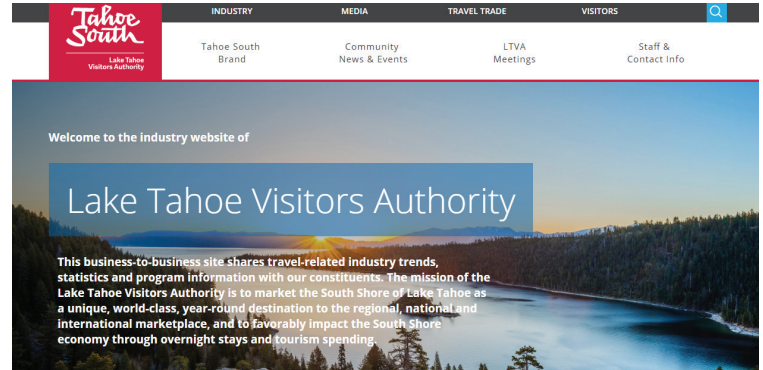
USER'S CITY OF ORIGIN:

San Francisco
South Lake Tahoe
Sacramento
Los Angeles
San Jose

LTVA.ORG

In FY16 the LTVA's business-to-business site, LTVA.org, was completely redesigned to more easily serve the needs of our community partners. The most visited pages were Resources/Statistics & Research, Contact Us, Meetings, Resources, News and Resources/Opportunities.

The site is updated constantly with relevant information and statistics as well as time-sensitive partnership opportunities.



SOCIAL MEDIA

FACEBOOK

The LTVA Facebook page boasts over 130,000 likes. Posts focus on inspiring images, events, real-time weather and road conditions, new developments, trivia, and promotions. Our aim is to create a buzz, keeping the destination top-of-mind while growing engagement. In FY16 we averaged more than 30,000 engaged users per month.



Visit Lake Tahoe South

TWITTER

The LTVA's Twitter account surpassed 9,000 followers in FY16. Followers include media outlets (NPR News, RGJ.com, KOLO, ABC News 10 Sacramento) and travel websites as well as travelers who enjoy getting up-to-the minute alerts, current weather and road conditions, and news articles about the destination.



@TahoeSouth

INSTAGRAM

In FY16 the LTVA's Instagram account grew to over 22,000 followers. Frequent sharing and reposting of community images of Lake Tahoe and activities has led to a growing engaged and active following.



@TahoeSouth

STRATEGIC ALLIANCES

GOVERNMENTAL

South Lake Tahoe Tourism Improvement District
 Tahoe Douglas Visitors Authority
 City of South Lake Tahoe, California
 El Dorado County, California
 Douglas County, Nevada
 Travel Nevada
 Visit California

NATIONAL/INTERNATIONAL TOURISM

American Bus Association
 National Tour Association
 U.S. Travel Association
 DMA West

LOCAL AGENCIES

Lake Tahoe South Shore Chamber of Commerce
 Tahoe Fund
 League to Save Lake Tahoe
 Tahoe Douglas Fire Protection District

REGIONAL TOURISM

El Dorado County Tourism Authority
 High Sierra Visitors Council
 Regional Air Service Committee
 South Tahoe Alliance of Resorts
 North Lake Tahoe Resort Assoc.
 Reno-Tahoe Territory
 Sierra Ski Marketing Council | Ski Lake Tahoe
 US Commercial Service Tour & Travel Team

VISITOR INFORMATION SERVICES



The LTVA's Visitor Information Centers are located at:

- 3066 Lake Tahoe Blvd., South Lake Tahoe, CA
- 169 Hwy 50, Stateline, NV

The Visitor Center staff provide local and regional recommendations for lodging, dining, activities, attractions, and daily itinerary planning. In addition to in-person contacts, they field questions and provide information by phone and email with a view to influencing visitation, length of stay, return visits, and increased in-market spending. Visitors, particularly those from other countries, seek local knowledge and personal insights to enhance their experience of the destination.

In FY16 the Visitor Centers served more than 37,000 walk-in visitors, an increase of 11% over FY15.



DESTINATION AWARDS AND ACCOLADES

50 Romantic Honeymoon Destinations in US	Yahoo!
Top Spring Destinations	Wall Street Journal
No. 9 Best Firework display in the world	MSN
Top Destinations "On the Rise" (No. 4)	TripAdvisor
Tahoe Tap was Named Best Drinking Water in the Country	National Rural Water Association
Top 10 Mountain Biking Trails in North America	MountainGetaway.com
Go Fourth: 7 top destinations for Fourth of July celebrations	United Airlines
Lights on the Lake top spot in California for seniors to celebrate Independence Day	AvaCare Medical
25 most popular destinations to rent a vacation home this summer	TripAdvisor
The 15 most scenic bike trails across America (Flume Trail)	Timeout.com

Weidinger PR was recognized for the Tahoe/Reno Golf Tournament media tour at the Annual Public Relations Awards

Nobles Studios won the Award for Best SEO Initiative Small Business at the 2016 Landy Awards for its work on TahoeSouth.com

PUBLIC RELATIONS

The public relations strategy complemented the media plan and its overarching goal of increasing awareness of the destination and capitalized on the LTVA events calendar. The year end summary shows outstanding success garnering national and regional recognition through PR efforts.

The LTVA retains Weidinger Public Relations (WPR) to execute a comprehensive national and regional media communications plan to keep the Tahoe South brand awareness high in targeted markets through influential media. WPR supported a comprehensive social media component utilizing Instagram to reinforce LTVA's brand and strategic plan.

The Public Relations goal is to obtain media coverage in 5-10% of the top 150 media outlets as defined by the LTVA PR Committee and WPR, reinforce key messages, talking points and the brand and achieve editorial ROI of 5-10 times the PR investment.

Media results achieved was exposure in 15% of the top 150 outlets and \$1.5 million in value or 19:1 ROI. Circulation, viewers and listenership was 122.3M.

PR EVENTS

OPERATION SIERRA STORM

- Resulted in 72 live hits during the two-day conference
- Live 3 and 4 hour programming: The Weather Channel, Fox & Friends
- Attendance consisted of 20 TV meteorologists Chicago, Dallas, Boston, Boise, Florida, North Carolina, Montana, Northern Nevada, Northern California markets.
- \$5.2 million earned media and 100.6 million viewership
- Build reputation and brand in key drive and direct flight market
- Reinforced snowmaking, grooming technology

AMERICAN CENTURY CHAMPIONSHIP 2015

- Over 7 million TV viewers nationwide
- Coverage in 300 media organizations: over 3,000 print and online articles with circulation of 865+ million
- Social media impressions of 1.1 billion, which includes American Century Championship, American Century Investments, NBC Sports and Golf Channel efforts
- South Lake Tahoe area non-profits received \$113,984

TAHOE RENO GOLF MEDIA TOUR

- 39 print stories to date
- 14 million audience reach
- 461,000 earned media value

FINANCIAL POSITION

JUNE 30, 2016

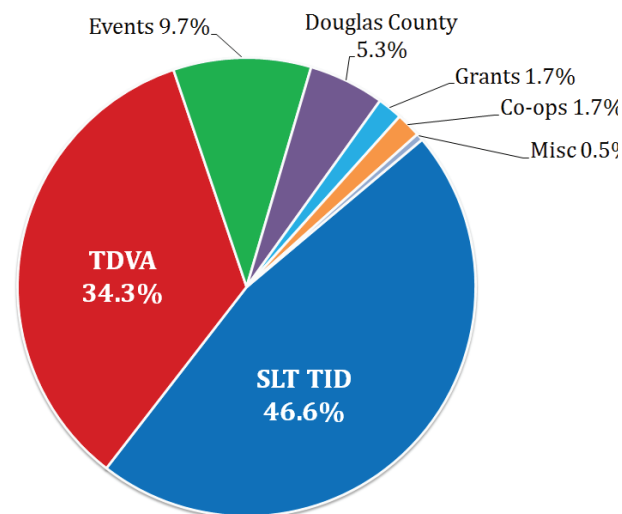
Operating Cash	2,270,165
Cash Reserves	523,217
Receivables	83,826
Prepays	398,689
Inventory	0.00
Fixed Assets	53,053
Total Assets	\$ 3,328,950

Payables	52,745
Current Liabilities	359,662
Equity	3,022,033
Total Liabilities & Equity	\$ 3,328,950

For the fiscal year July 1, 2015 through June 30, 2016, the LTVA showed a net gain of \$433,532 compared to a budget of \$11,500. This was as a result of a combination of higher than expected room tax revenues and a strong attendance at the American Century Celebrity Golf Championship. These are preliminary numbers, pending audit.

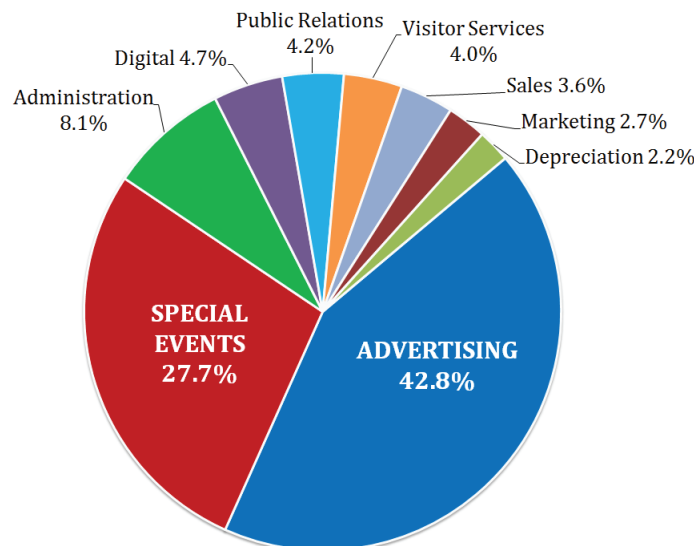
REVENUE

\$5,460,706



EXPENSES

\$5,027,174



LOOKING AHEAD

At the rate technology continues to evolve, and with a robust trend in both domestic and international travel, the LTVA's Marketing Advisory Committee worked with staff to review and update the 2014 Strategic Plan to reflect current market conditions. The LTVA's plan responds to global opportunity, new technology, as well as the destination's infrastructural improvements. The plan also contemplates the availability of additional resources resulting from a prosperous period, allowing for the implementation of innovative programs, promotions and partnerships.

As leisure travel has increased, so has business travel, and the LTVA will work with industry partners in 2017 to promote the unique properties and venues that can accommodate the meeting segment. LTVA resources will be used to reach meeting planners that a single property is unlikely to reach on its own.

Digital message delivery continues to dominate destination marketing, and trends indicate that video and photography assets are more important than ever. The LTVA is pleased to report that we continue to source these assets through local partners as no one knows or captures video and images like one of our own.

Video is what we've been up to since March, shooting a new campaign direction, called "There Must Be Something in the Water," obviously directing our message to that beautiful lake of ours and the transformation of any average person after they have a Tahoe South and Lake Tahoe experience. These ads will run in both Northern and Southern California as well as online. They are fun, light-hearted and action packed with all of the recreation and entertainment options the Tahoe South brand has to boast about.

We will continue to be proactive in monitoring and evaluating global travel trends, and will adjust marketing and sales initiatives accordingly as we did with the addition of representation in China and Germany and the strengthening of industry relations in other Asian markets.

Data is the new buzz word and we're into it! The LTVA has invested in several data sources that reveal visitor information including origin, booking, and spending behavior. We hope to provide our industry partners with relevant statistics for their own planning and marketing endeavours.



BOARD OF DIRECTORS AND COMMITTEES

The LTVA Board of Directors is comprised of business professionals representing our funding sources constituencies and who have the experience and willingness to serve the community beyond the scope of their demanding schedules and duties. Their volunteer responsibility includes steering company policy, building relationships with local government, interpreting the needs and interests of the community to the agency and staff, and determining the future course of the LTVA.

EXECUTIVE COMMITTEE

Chairman: Patrick Ronan

Vice Chairman: Jerry Bindel

Treasurer/Secretary: John Koster

BOARD MEMBERS

South Lake Tahoe Tourism Improvement District

Patrick Ronan, Tahoe Lakeshore Lodge & Spa

Jerry Bindel, Aston Lakeland Village

Tahoe Douglas Visitors Authority

John Koster, Harrah's/Harveys

Bryan Davis, Edgewood Tahoe

Douglas County

Nancy McDermid, County Commissioner

City of South Lake Tahoe

Tom Davis, City Councilmember

Tahoe Chamber

Pete Sonntag, Vail Resorts

MARKETING COMMITTEE

Mindi Befu, Barton Health

Nicholas Breaux-Fujita, Harrah's & Harveys

Kelly Campbell, Vail Resorts

Bill Cottrill, Lake Tahoe Resort Hotel

Bryan Davis, Edgewood Tahoe

Diana Evans, AE Marketing & Associates

Jenn Gleckman, MarketingProfs

Steven Hemphill, Sierra-at-Tahoe Resort

Margie Kovarik-Maxhimer, Tahoe Summer Inc.

Michael Newberger, Aston Lakeland Village

Jenna Palacio, Jenna Palacio Public Relations

PUBLIC RELATIONS COMMITTEE

Phil Weidinger & Jenn Boyd, Weidinger Public Relations

Thea Hardy, Sierra-at-Tahoe

Rachelle Atherton, Vail Resorts

John Packer, Harrah's/Harveys

CONTRACT SERVICES

Duncan/Channon, Advertising Agency

Noble Studios, Digital Agency

Weidinger Public Relations, PR Agency

Charter Advertising & Design, Project Marketing

SJ Marketing, Project Advertising

MEET THE STAFF



Carol Chaplin
President & CEO

Primary responsibilities:

Administration, Marketing, Public and Community Relations

Background: 30+ years in the hospitality industry including Hotel and Attraction Management and Operations, Sales and Marketing, Food and Beverage

Affiliations: Executive Director: Tahoe Douglas Visitors Authority; Board member: Sierra Ski Marketing Council, Tahoe Prosperity Center, Regiona Air Service Committee. Liaison: TahoeChamber; Past Chair: High Sierra Visitors Council



Sue Barton
**Senior Vice President,
Administration & Operations**

Responsibilities: Administration, Motorcoach and SMERF Sales, Visitor Center oversight, Community Relations

Background: 30+ years in the hospitality industry in Tahoe South, including Attraction Management and Operations, Sales and Marketing, Food and Beverage

Affiliations: Chairperson: Reno-Tahoe Territory; Board Member: Nevada Commission on Tourism's Territory Advisory Committee



Tony Lyle
**Vice President,
Tourism Development**

Primary Responsibilities:

Sales and distribution through 3rd party vendors; Visitor Information Services strategy and operation; Digital oversight and support; Local marketing and partner/community relations.

Background: 20+ years in the Leisure, Tourism & Travel Industry. Direct experience with the travel trade and ski industry.

Affiliations: Vice Chair, High Sierra Visitors Council

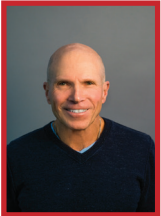


Eric Szandzik
Accounting Manager

Primary Responsibilities:

Financial Preparation and Reporting, Data Analysis and Human Resources.

Background: Bachelors in Science Business Management from Western Governors University, Office Management experience for property management, financial advisors, and employer group benefits, Accounting experience in personal finances and State of Nevada Admin Fiscal



Mike Frye
Event & Media Relations

Primary Responsibilities:

Event development and oversight, media communication and story development, corporate sales

Background: Over 30+ years in the hospitality industry in Tahoe South, including Ski Resort Senior Management and Operations, Sales and Marketing



Anne Sutterfield
Online & Operations Manager

Primary Responsibilities:

TahoeSouth.com and LTVA.org, Activity Tickets, SMERF and Motorcoach Group Sales, Visitor Center Operations, Community Relations/Outreach and Social Media.

Background: 15+ years' experience in the hospitality industry in Tahoe South, including Sales and Operations.



Stuart Maas
Marketing Manager

Primary Responsibilities:

Content Calendar, Social Media, Marketing Strategies, Community Relations, Domestic & International Sales.

Background: 15 years in the Recreation, Tourism, Marketing and Sales industry.

Affiliations: Tahoe Regional Young Professionals, TAMBA, Lake Tahoe Master Gardners.



Sarah Ackerson
Administrative Coordinator

Primary Responsibilities:

Office Administration and staff support.

Background: Ski Instructor at Heavenly Mountain Resort (2011-2016), Degree in Advertising with a minor in Marketing and Consumer psychology - Universidad del Desarrollo, Santiago, Chile.

HISTORY

The Lake Tahoe Visitors Authority was founded in 1986 through a joint powers agreement between the City of South Lake Tahoe, California, and Douglas County, Nevada. The LTVA operates as an independent 501(c)6 corporation. As a regional organization the LTVA represents the South Shore of Lake Tahoe from Glenbrook, NV to Emerald Bay, CA.

MISSION STATEMENT

The mission of the Lake Tahoe Visitors Authority is to market the South Shore of Lake Tahoe as a unique, world-class, year-round destination to the regional, national and international marketplace, and to favorably impact the South Shore economy through overnight stays and tourism spending.

LTVA LOCATIONS

Executive Offices

169 Highway 50
Stateline, NV 89449
775.588.5900

CA Visitor Information Center

3066 Lake Tahoe Boulevard
South Lake Tahoe, CA 96150
530.541.5255 / 800.288.2463

NV Visitor Information Center

169 Highway 50
Stateline, NV 89449
775.588.4591

VISITOR INFORMATION SPECIALISTS

Irma Salazar
Michael Papa
Anne Heinman

Stephanie Hernandez
Nancy Nance
Ethan Niven