



Lake Tahoe
Visitors Authority

Annual Report 2016-2017

Executive Message

Looking back at last year's Executive Message, it would be easy just to repurpose it as we have again seen the continuation of infrastructure improvements on the South Shore, year-over-year increases in visitation, solid occupancy for all FY17 seasons and, most importantly, a healthy, vibrant, tourism economy. Each following section is a testament to this prosperous period, which allows the Lake Tahoe Visitors Authority to seize trending opportunities within all of our program areas.

The LTVA staff has never been busier and has never taken on more than this past year. I hope you take a moment to review the back page of this report to notice that we have long-tenured staff who bring relationships and experience to our endeavors, and also some new faces that have enriched our sales and marketing teams and have infused them with innovative, creative approaches.

The summary information for FY17 points to the success of the LTVA's work on behalf of the community. It is noteworthy that the LTVA team has not allowed any of our programs or projects to stay the same as the year prior. Advertising, events, public relations and sales initiatives have either been enhanced, improved, increased in scope, or shifted to maintain relevant to the visitor and to remain competitive in our destination set.

Yours in tourism,

Carol Chaplin
President & CEO
Lake Tahoe Visitors Authority

NEVADA A WORLD WITHIN. A STATE APART. **Inaugural Larry J. Friedman Industry Partner of the Year**



Sue Barton, Senior Vice President, Administration & Operations of the Lake Tahoe Visitors Authority, was recently recognized for her longtime commitment to the tourism industry through her work with the Reno-Tahoe Territory. At the LTVA, Sue demonstrates superior marketing and event-planning skills, but her dedication to the tourism industry is most evident in her involvement with Reno-Tahoe Territory. As territory chair, she regularly promotes the region at trade shows and on TravelNevada-sponsored sales missions. She has proven an invaluable partner on TravelNevada familiarization tours, helping to raise awareness of Nevada tourism among media and within the travel



Tahoe Chamber's 9th Annual Blue Ribbon Awards
Customer Service (Public Agency) Award
Honorable Mention: Irma Salazar, 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 cooperative programs. The LTVA is a member of the National Tour Association (NTA) and works closely with group tour operators to develop itineraries to the region. In addition the LTVA is an active member of the California Society of Association Executives (CalSAE), and maintains a membership in Meeting Planners International (MPI) Sacramento/Sierra Nevada Chapter. The LTVA staff refers Meetings, Corporate, Social, Military, Educational, Religious, Fraternal and Group leads to properties which resulted in more than 6,700 room nights booked in FY17.



International Representation

LTVA retains the services of four international representative firms, covering the United Kingdom/Ireland, Australia, China (Beijing and Shanghai) and Germany, and representing Tahoe South in the sales, public relations and social media arenas. Through its membership in the High Sierra Visitors Council, the LTVA also receives additional representation in France. The LTVA maintains strong working relationships with Visit California, TravelNevada, and Brand USA, all of whom have representative offices in many other countries.

In partnership with Visit California, LTVA participates in their Club California Product Training Roadshow program in Japan and China.

The LTVA has produced eight international destination brochures in the following languages: Chinese, English, French, German, Japanese, Korean, Portuguese and Spanish. In addition, the TahoeSouth.com website has 12 foreign language landing pages.

Sales Missions

LTVA partners with Visit California and TravelNevada and attends their sales missions to the United Kingdom, Australia/New Zealand, Mexico, Japan, South Korea and China. LTVA also participates in a Los Angeles receptive tour operator sales mission and other opportunities as they arise.

Trade Shows

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, Mountain Travel Symposium and U.S. Travel Association's IPW.

Familiarization Trips (FAMs)

LTVA and partners in the community are proponents of educational FAM trips and host individuals and small groups of travel trade professionals from key markets. In FY17, LTVA conducted over 18 of these FAM trips from Australia, China, France, Germany, Japan, Mexico, South Korea and the United Kingdom.

Marketing

LTVA Wedding Co-Op

Recognizing the importance of the wedding industry to South Shore businesses, 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 co-op consists of premium wedding venues and destination properties on the South Shore. SJ Marketing develops an annual media buy that includes paid search, retargeting, 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.

Since the start of 2015, the Tahoe Wedding Sites co-op has generated:

- 1,373 Completed RFPs
- 341,000 website views from 147,000 unique people.
- Over 60,000 referrals to the partner websites.
- 150,000 website sessions including 75k sessions from Paid Search/Display ads and 59k sessions from Social Media ads
- 75,000 video views between Facebook and Youtube
- Instagram organic increased followers from 188 to 894 in less than 9 months. Total engagement is 1502 (a 30% increase)
- Pinterest has garnered over 9 million impressions and 22,582 clicks



Special Events



The LTVA was able to financially invest in special events such as American Century Championship, Heavenly Holidays, SnowGlobe, and the Amgen Tour of California. Other events were supported with advertising and promotion, as well as with staff expertise and execution. With each event the LTVA strives to involve as many local businesses as possible, providing opportunities to promote their individual business, products and services. The Valhalla Art, Music and Theatre Festival is a locally-produced event that also received support in FY2017. After a very successful execution of the Women's Amgen Tour of California Stage 1 and Stage 2 cycling races in 2016, South Lake Tahoe was invited to be Host City to the 2017 Amgen Tour of California Stage 1 and Stage 2 Women's races. The LTVA again assumed the Local Organizing Committee role. 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. Results included an estimated \$1.6 million in earned media value over a circulation of more than 150 million, 69,000 social media impressions, and a custom race guide distributed to more than 110,000 through local print circulation.

Advertising

The LTVA contracts with Duncan Channon for advertising creative and placement; Noble Studios for ongoing digital integration; and Weidinger Public Relations to manage domestic 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.

Summer Campaign

The objectives were to raise awareness of South Lake Tahoe as a summer destination and to increase traffic to the TahoeSouth.com website for inspiration and information on summer activities and events. A regional TV, Out-of-Home Billboard (OOH), and digital integrated campaign was utilized to drive traffic to the website for fulfillment.

The strategy behind the 2017 summer campaign was to continue penetration in San Diego for the third year while maintaining a presence in Northern CA. San Diego is both a drive and fly market, which has the potential to increase the number of overnight stays and overall spend per visitor. Secondary goals were to support South Shore summer events and drive traffic to the website, TahoeSouth.com. The integrated campaign targeted active, young-at-heart adults and families in the Bay Area and San Diego markets. Multiple media channels (TV, online banners, e-newsletters, paid search and OOH) were layered to increase frequency and keep Lake Tahoe's South Shore top of mind as a summer vacation option. As mentioned, availability of non-stop air service from Orange County and Long Beach was reinforced in those specific DMA's.

The campaign—at mid-summer 2017 review—has so far resulted in digital impressions exceeding 38 million.

OOH, e-newsletters, and digital banners were specific to event promotion, with over 34 events receiving exposure in Northern California.



Winter Campaign

Cooperative ski marketing efforts, which leverage the LTVA's advertising funds significantly with a unified ski message, focused on differentiating the region from competitive ski destinations in the country and raising awareness for South Lake Tahoe as a winter destination. In addition to participating in the regional ski product consortium, the LTVA invested in a destination specific message, using OOH and digital channels in the L.A. market, and maintained a presence in the Northern CA market with digital assets. Channels in both markets included: social media; digital display ads, cinema, retargeting, native, and paid search; and travel influencers, for a total of more than 27 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 FY17 the TahoeSouth.com website continued to see growth in organic visits, up 23% 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.

- FY17 total website visits: 2.1 million, up 30% over prior year
- FY17 unique visitors: 1.6 million, up 29% over prior year
- FY17 referral clicks to south shore lodging establishments: 151,000

In FY17 mobile visits of 53% overtook desktop visits at 39%, with 8% of visits originating from a tablet.

LTVA.org

In FY17 visits to the LTVA's business-to-business site, LTVA.org, saw an increase of 74%. The most visited pages were Community News/Calendar, Data/Statistics, Contact Us, Media Resources and Reno Tahoe International Airport Deals. The site is updated constantly with relevant information and statistics as well as time-sensitive partnership opportunities.

TahoeSouth.com Top 5

Referring Sites:

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

Pages Visited:

Events
Home page
Where to stay/cabin/
vacation rentals
Lake Tahoe Web Cams
Explore

Keywords Used To Find LTVA Website:

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

User's Country Of Origin:

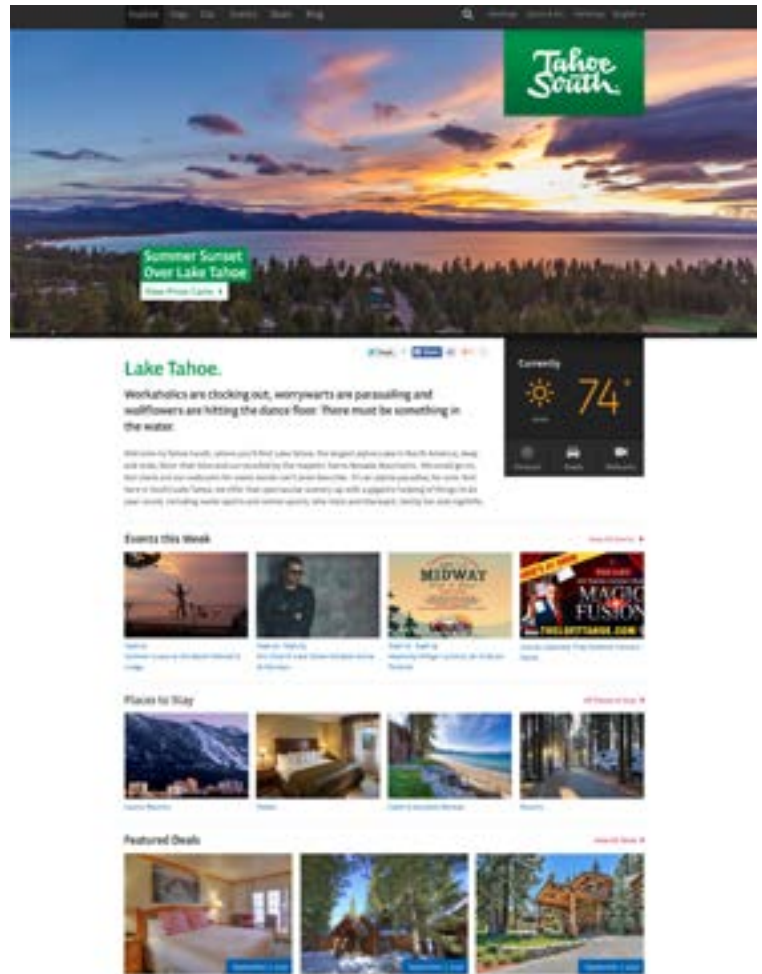
United States
United Kingdom
Canada
Australia
Germany

Searched Keywords On Site:

Fireworks
Concerts
Tim McGraw
Keith Urban
Celebrity Golf

User's City Of Origin:

San Francisco
South Lake Tahoe
Sacramento
Los Angeles
San Jose



Social Media

Facebook

The LTVA Facebook page, Visit Lake Tahoe South, boasts over 138,000 fans. 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 FY17 we averaged more than 30,000 engaged users per month.



Visit Lake Tahoe South

Twitter

The LTVA's Twitter account, @TahoeSouth, surpassed 10,800 followers in FY17. 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 FY17 the LTVA's Instagram account, @TahoeSouth, grew to over 35,000 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
 Douglas County
 El Dorado County
 TravelNevada
 Visit California

National/International Tourism

Brand USA
 DMA West
 National Tour Association
 U.S. Commercial Services
 U.S. Travel Association

Local Agencies

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

Regional Tourism

Carson Valley Visitors Authority
 El Dorado County Tourism Authority
 High Sierra Visitors Council
 Incline Village Crystal Bay Visitors Bureau
 North Lake Tahoe Resort Association
 Regional Air Service Committee
 Reno Sparks Convention & Visitors Authority
 Reno-Tahoe Territory
 San Francisco Travel
 Sierra Ski Marketing Council
 South Tahoe Alliance of Resorts

Visitor Information Services



The LTVA's Visitor Information Centers are a source of excellent information and free collateral for the traveling public.

Visitor Centers are located at:

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

The California location sees the majority of visitors, in part due to its visibility on Hwy 50 and also due to the ease of parking directly in front of the building. Many of the visitors are from other countries, notably Germany, France, Switzerland, UK, Australia, India, China and Mexico. Informal research indicates that many international visitors do not activate their mobile devices while in the USA and they are therefore more dependent on the information and maps obtained at a visitor center. In addition, visitors seek the local knowledge, insights and recommendations provided by LTVA staff.

In FY17 the LTVA's Visitor Information Specialists interacted with almost 37,000 visitors, 66% of whom were seen at the California location.



Destination and Agency Awards and Accolades - July 2016 - June 2017

25 Most Popular Destinations to Rent a Vacation Home This Summer	TripAdvisor
The 15 Most Scenic Bike Trails Across America (Flume Trail)	Timeout.com
Best Winter Wonderland (No. 5)	USA Today
TOP 15: Best Places to Ski in the World	Niumba of TripAdvisor
Top 10 Hottest Hotel Openings in America	About Time Magazine from the UK
Best Affordable Winter Getaways out West (South Shore No. 8 of 14)	TripAdvisor
8 Beautiful Little Lake Towns Across America (South Shore No. 4)	Flipkey by TripAdvisor
7 Best Places to See Fourth of July Fireworks	Sunset Magazine
Great Value Spring Vacations for Group Travelers	TripAdvisor
27 Stunning Photos of the World's Most Beautiful Places	Travel + Leisure
The Best Lake Towns in the US (No. 2)	MSN
The Best 4th of July Fireworks in the USA (No. 8)	Conde Nast Traveler

Weidinger Public Relations was awarded The Public Relations Society of America, Sierra Nevada Chapter Silver Spikes "Award of Excellence" for the 2016 Operation Sierra Storm that generated national media attention for Tahoe South as a leading winter destination with major coverage on two national programs: Fox & Friends, and The Weather Channel totaling 7 hours.

Nobles Studios won the American Marketing Association - ACE Award - Best in Direct Marketing - Tahoe South - Search Marketing

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 Lake Tahoe brand awareness high in targeted markets through influential media.

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 account for exposure in 20% of the top 150 outlets; and \$4.9 million in earned media value or 60:1 ROI. Circulation, viewers and listenership was 307 million.

PR Events

Operation Sierra Storm, January 2017

- 35-40 Live and Taped Shots
- The Weather Channel Live for two days with their top two meteorologists: Jim Cantore and Paul Goodloe for a total of 165 minutes including a 13 minute continuous segment
- Major Drive and Direct Service Air Markets:

Atlanta, San Francisco, Los Angeles, Chicago, Denver, Billings, Sacramento, and Reno

- Total earned media - broadcast and online/print \$15.3 million
- Total estimated audience – 31.7 million for viewership/readership

American Century Championship, July 2017

- Over 7 million TV viewers nationwide
- Coverage in 350+ media organizations with circulation of 893+ million
- South Lake Tahoe area non-profits have historically benefited from the amateur pool through a grant award process

Tahoe Reno Golf Media Tour, June 2017 (coverage to-date; please note that more results are scheduled to hit within the next 6-8 months)

- 52 print and online stories and 5 on-air radio programs
- 30 attendees regional/national affiliation
- 34.2 million circulation
- Earned media value of \$481,446

Other PR FY2017

- Visit California's NYC, Los Angeles and San Francisco Media Receptions
- TravelNevada Media Reception in San Francisco

International

- International media fairs produced \$1.7 million dollars in PR value with the potential to produce even greater returns for FY2018.

Financial Position as of June 30, 2017

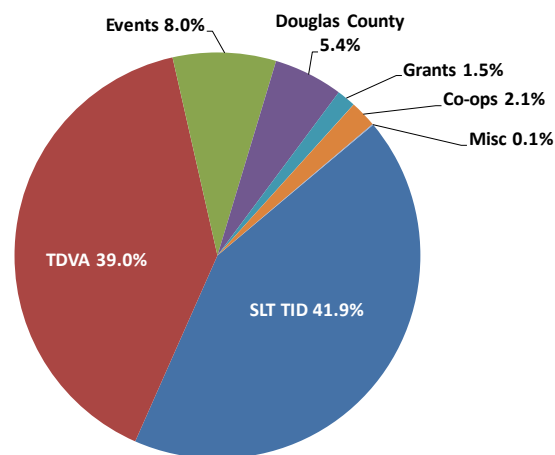
Operating Cash	3,167,217
Cash Reserves	531,208
Receivables	79,303
Prepays	1,311,212
Inventory	0.00
Fixed Assets	6,890
Total Assets	\$ 5,095,830

Payables	19,689
Current Liabilities	10,094,715
Equity	3,981,426
Total Liabilities & Equity	\$ 5,095,830

For the fiscal year July 1, 2016 through June 30, 2017, the LTVA showed a net gain of \$975,653 compared to a budget of \$26,578. 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.

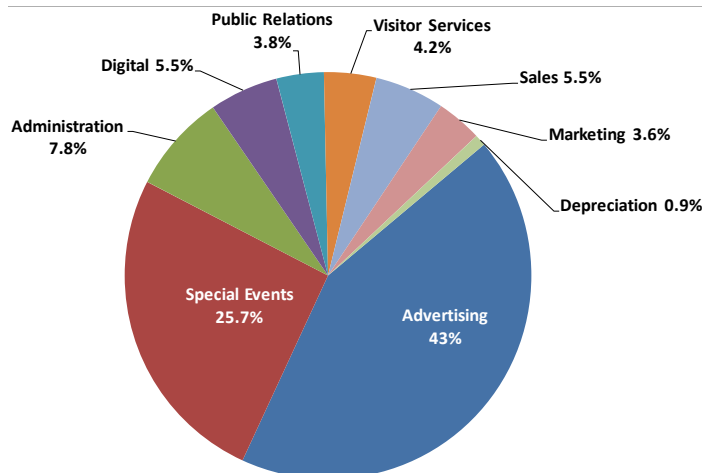
Revenue

\$6,405,738



Expenses

\$5,430,087



Looking Ahead

Travelers continue to consume digital content at a voracious pace and destination message delivery has almost completely gone digital. Additionally, the demand for imagery, video and blog resources to engage the potential visitor has significantly increased. Our website continues to be our primary source of visitor information with its main purpose to inspire someone to consider Tahoe South as a vacation destination. As we leave 2017 behind, we continue to shift our focus and our message to fly-markets - both short and long-haul, domestic and international - all of which will bring a guest who stays longer and spends more. As the Reno-Tahoe International Airport continues to add new non-stop and one-stop flights, we are working closer and more collaboratively with the region to promote air service.

As leisure travel has increased, so has business travel, and the LTVA will work with industry partners in 2018 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. To that end, we've joined forces with several agencies to develop a SWOT (strengths, weaknesses, opportunities, threats) analysis, and a marketing strategy to support our meeting-capable properties.

Digital message delivery continues to dominate destination marketing, and trends indicate that video and photography assets are more important than ever. Several new platforms and website enhancements help us provide destination information in the way our visitors expect, as well as support our local partners with assets they can also use for promotion.

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. EMC Research now provides the LTVA with quarterly reports that inform our decisions about market performance and visitor information.

Responding to our lodging constituency, which has asked the LTVA to develop a "Spring Break" event to bolster the final weeks of winter, "Tahoe South Spring Loaded" will be launched mid-March 2018 for a three weekend line-up of events, including "Pink Heavenly," "March Madness," "Sierra-at-Tahoe Van's Hi-Standards," "Beer Garden," and many more events peppering a 16 day period.

The banner winter season and the best summer season since the recession puts the LTVA in a strong position to consider new market opportunities and creative marketing approaches. With our new and enhanced initiatives this coming year, we anticipate visitation to remain strong and we look forward to equally positive results in FY18.

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

Wendy David, City Councilmember

Lake Tahoe South Shore Chamber of Commerce

John Packer, Harrah's/Harveys

Marketing Committee

Mindi Befu, Barton Health

Nicholas Breaux-Fujita, Harrah's/Harveys

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

Kevin Cooper, Vail Resorts

Rachelle Atherton, Vail Resorts

John Packer, Harrah's/Harveys

Alisa Mirabal, Hard Rock Hotel & Casino

Bryan Davis, Edgewood Tahoe

Mirimille Dacia, MontBleu Resort Casino & Spa

Contract Services

Duncan/Channon, Advertising/ Brand Agency

Noble Studios, Digital Agency

Weidinger Public Relations, PR Agency

Charter Advertising & Design, Project Marketing

SJ Marketing, Project Advertising

EMC Research, Data Analysis

Meet the Staff



Carol Chaplin
President & CEO
Joined LTVA: June 2008

Primary responsibilities: Administration, Marketing, Public & Community Relations

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

Affiliations: Executive Director: Tahoe Douglas Visitors Authority; Board member: Sierra Ski Marketing Council, Tahoe Prosperity Center, Regional Air Service Corporation.



Sue Barton
Senior Vice President,
Administration & Operations
Joined LTVA: March 2001

Primary Responsibilities: Administration, Domestic & International Sales, Visitor Center Oversight & Special Projects.

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

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



Tony Lyle
Vice President,
Tourism Development
Joined LTVA: October 2012

Primary Responsibilities: Strategic Marketing Distribution Partnership, Planning & Implementation with 3rd Party Travel Trade Partners; Digital Marketing Oversight & Support; Local, Regional, National & International Partner Relations

Background: A recognized executive level steward with 25+ years experience in the Leisure, Tourism & Travel Industry & Destination Marketing.

Affiliations: Vice Chair, High Sierra Visitors Council



Mike Frye
Event & Media Relations
Joined LTVA: August 2008

Primary Responsibilities: Event development & oversight, media communication & story development, corporate sales

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



Anne Sutterfield
Online & Operations
Manager
Joined LTVA: November 2006

Primary Responsibilities: TahoeSouth.com & LTVA.org, Activity Tickets, SMERF & Motorcoach Group Sales, Visitor Center Operations, Outreach & Social Media.

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



Stuart Maas
Sales & Marketing
Manager
Joined LTVA: August 2016

Primary Responsibilities: Content Calendar, Social Media, Marketing Strategies, Public Relations, Domestic & International Sales.

Background: 15 years in recreation, tourism, marketing & sales industry.

Affiliations: Tahoe Regional Young Professionals, Lake Tahoe Master Gardeners.



Katherine McComb
Accounting Manager
Joined LTVA: August 2016

Primary Responsibilities: Financial Preparation & Reporting, Payroll & Human Resources

Background: Graduated from UC San Diego with a degree in Economics & a minor in Environmental Studies.



Vanessa Lopez
Executive Assistant
Joined LTVA: February 2017

Primary Responsibilities: Office Administration, Staff Support & Graphic Design.

Background: AA Graphic Design from San Diego City College. Certificate of Photography from Lake Tahoe Community College.



Valerie Lomeli
Sales & Marketing
Coordinator
Joined LTVA: August 2017

Primary Responsibilities: Coordination of sales & marketing efforts, strategically execute team goals, project coordination.

Background: Tourism & Outdoor Industry, Project Management, Marketing, Data Analyst.

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 and Sierra at Tahoe, CA to Kingsbury, NV.

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 resort destination for the economic benefit and quality of life for the area, while respecting its traditions and environment.

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 Heimann
Stephanie Hernandez

Nancy Nance
Ethan Niven