



**Tahoe  
South**

Lake Tahoe  
Visitors Authority

# ANNUAL REPORT 2014-2015

## EXECUTIVE MESSAGE

One of the highlights of FY14/15 had to be Tahoe South hosting the Amgen Tour of California Women's Stage 1 and Stage 2 races in May 2015. Iconic, high-profile events like the ATOC raise awareness of the destination—not just nationally, but internationally—and send a message to our target audiences about the recreational opportunities awaiting them in our destination. Some of us recall seeing the teams of elite athletes training on our roads long before the races, which added to the pre-race excitement. We've included a special section on the value of the ATOC race to the destination in this annual report.

The ATOC Women's Races were a primary staff focus, but we didn't let that get in the way of our other successful programs and outreach. The Tahoe South responsive design website launched in December 2014, making our information easily accessible to the rapidly growing mobile device users who plan their trips on the fly. The LTVA supported the efforts of the Reno-Tahoe International Airport through the Regional Air Service Corporation to seal the deal with jetBlue Airlines for non-stop service from New York to Reno, opening a large portion of the east coast to us as an emerging domestic market. We continued to leverage international opportunities through our relationships with Visit California, Travel Nevada and Brand USA and now have website landing pages in six languages and brochures in seven.

Even with the past few light winters, visitation to Tahoe South continues to increase and the strong summer of 2015 speaks to a rebounding economy. In the latter part of FY14/15, the Marketing Advisory Committee recommended to the LTVA Board to expand our regional reach into Southern California specifically, San Diego on a two-year trial basis. In the Looking Ahead section we mention mid-campaign results in that market.

The Public Relations strategy for the year focused around all of the renovation and redevelopment projects taking place. The "Renaissance" angle piqued the interest of many media outlets and we received some well-deserved attention for the business investment story. In addition to the exposure gleaned from special projects such as Operation Sierra Storm, American Century Golf Championship, Golf the High Sierra and the Amgen Tour of California, advertising equivalency exceeded \$1.3M (20:1 ROI), with circulation, listenership and viewership of 52M. Layer the aforementioned event coverage garnered, and we are well over \$10M of editorial value for the fiscal year.

After you peruse this quick read, remember that the LTVA staff may be small but continues to challenge itself to take on more projects and programs to promote the destination. We are busier today than when I joined the LTVA in 2008, but that doesn't stop the team and that, is a testament to our effectiveness for the community and the destination. As the south shore continues to evolve, improve, renovate and redevelop, it is more important than ever that the LTVA is recognized as a valuable resource and support for tourism business success. All of us welcome your call, email or visit to either our California or Nevada office to show you how we can help.

Yours in tourism,

Carol Chaplin  
Executive Director  
Lake Tahoe Visitors Authority

## SALES

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The LTVA works with the travel industry domestically and internationally to introduce and promote Lake Tahoe, facilitate contract negotiations, and provide the tools and media assets needed to sell the destination. The LTVA also works with community partners to educate and assist them working with the travel trade.

### **Social, Military, Educational, Religious, Fraternal Groups (SMERF)**

In FY14/15 the LTVA responded to over 300 calls and emails from groups and individuals seeking assistance in the planning their event. Staff assists by identifying lodging, attractions, restaurants & services, and specific make recommendations to match the needs of the group.

The LTVA is a member of the National Tour Association (NTA) and works closely with group tour operators to develop itineraries to our region maximizing overnight stays on the south shore of Lake Tahoe.

### **International Representation**

The LTVA retains the sales and PR services of two international firms, covering the UK/Ireland and Australia/New Zealand. Through its membership in the High Sierra Visitors Council, the LTVA also received representation in France. In addition, the LTVA maintains strong working relationships with Visit California, Nevada Commission on Tourism and Brand USA, all of whom have representative offices in many other countries.

### **Sales Missions**

In FY14/15 LTVA partnered with Visit California and Nevada Commission on Tourism and attended sales missions to the UK/Europe, Australia/New Zealand and Mexico.

### **Trade Shows**

In FY 14/15 LTVA staff represented the destination at several travel trade shows including the International Pow Wow (IPW), Go West Summit, National Tour Association Annual Marketplace, Visit California Outlook Forum, and the Nevada Governor's Conference on Tourism.

### **Hosted Educational Trips (FAM's)**

The FY14/15 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 FY14/15, LTVA conducted over 30 of these FAM trips.

### **Meetings, Conventions & Corporate Groups**

The LTVA facilitates requests from meeting planners, convention and corporate groups. Staff assists potential clients in identifying venues, attractions & services. In FY14/15 the LTVA responded to nearly 50 leads. Throughout the year we hosted planners introducing them to Tahoe South. This activity resulted in over 6,000 confirmed room nights.

## MARKETING

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### **LTVA WEDDING CO-OP**

The LTVA wedding marketing co-op has been in existence for over 20 years. It was developed to maximize wedding marketing dollars by aligning noncompetitive business partners to work together cooperatively, thereby leveraging budgets and reach into the target market. The co-op consists of premium wedding venues and destination properties in Tahoe South. The primary target marketing is Northern California and the secondary market is Los Angeles. The agency, smith+jones inc., develops an annual media buy (December-November) that focuses on digital media and showcases individual partners, including the LTVA, as well as the umbrella organization Tahoe Wedding Sites. In addition, a website landing page and an RFP page continuously evolves to direct traffic and interest to each partner. See website: <http://tahoeweddingsites.com/>

Throughout the year, smith+jones, inc. tracks the progress of the campaign monthly, analyzes the success or revises the current campaign to improve results, provides stats, manages the production, develops & maintains branding, develops promotions as determined by partners, and maintains social media presence of the Tahoe Wedding Sites co-op.

Current results show a 42% increase in web traffic year over year with a 124% increase in Los Angeles traffic and a 95% increase in San Francisco traffic. Since December 2014, we have received 42,089 highly targeted visitors. Between December 2014 and June 2015 TahoeWeddingSites.com referred 2,144 website visits to the LTVA site TahoeSouth.com, and 12,198 visits to all partners. The co-op averages 37 RFP's per month, a 12% increase year over year.

### **RESTAURANT WEEK**

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.

The LTVA hosted the second annual Tahoe South Restaurant Week in January 2015 to connect foodies with the South Shore's most notable eateries. Participating restaurants featured prix fixe menus or specials highlighting the theme "Made with Altitude." By the time the week started, 25 restaurants were participating with menus and offers.

Media outreach included social media (Facebook, Twitter, Pinterest), owned media (webpage, blogs), paid advertising (digital and radio ads), and a print guide featuring restaurants and menus, and distributed locally to over 13,000 Tahoe Daily Tribune readers.

## SPECIAL EVENTS



Staff received strategic direction from the LTVA Board and Marketing Committee regarding the “Legacy Events” and their importance to tourism on the south shore. To that end, the Amgen Tour of California Women’s Professional cycling race was added to the category. We hosted two days of racing. The official women’s start circumnavigated the lake and Stage 2 featured a circuit course through South Lake Tahoe and “The County.” The event fulfilled the goal of raising the profile of Tahoe South as a premier outdoor recreation and cycling destination and opened the door to future world class cycling events.

### Amgen Key Takeaways

- Coverage in 150 media organizations
- \$350,000 in media exposure
- 23 million TV viewers, listeners and monthly unique visitors nationwide (social media)
- National TV Coverage

### Legacy Events Funded

Lights on the Lake July 4 Fireworks Display, Labor Day Display, American Century Golf Championship, SnowGlobe and Heavenly Holidays were the “Legacy Events” funded. In addition to funding, staff supported the events with communication, marketing, permits, logistics, organizing volunteers and shoreline cleanup efforts to fulfill requirements attached to the fireworks displays.

## ADVERTISING

The LTVA contracts with DuncanChannon for advertising creative and placement. The LTVA also contracts with Noble Studios for ongoing digital integration and Weidinger Public Relations to manage media relations. Through research and focus groups the target audience for Tahoe South advertising is defined as the “Good Lifers”. They are 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. The LTVA’s 2009 Strategic Plan supported the research and further defined the target market by its “passions;” specific activities including those mentioned above, that visitors are very likely to engage in.

During FY14/15, the LTVA reviewed and updated the Strategic Plan to reflect changes in markets and in marketing. The Strategic Plan aligns the passions under three guiding pillars: Outdoor recreation, Entertainment and Indulgence. Further, the Plan defines the LTVA’s guiding principles, the destination’s personality, the destination brand offerings, an updated SWOT analysis, industry trends and LTVA objectives. This document continues to inform the Board and the Marketing Committee in regards to efficient, focused and effective marketing efforts.

### 2014 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, adventurous, active young adult, age 25-44. Channels included TV, Radio, Outdoor boards, Email, Paid Search and Digital audio and Display. Over 43 million impressions resulted, with a web site traffic jump of over 240% (45,000 visits per week). The campaign supported more than 35 specific events in outdoor boards and Radio.



### 2014-15 WINTER CAMPAIGN

In FY 14/15, the media plan included a winter campaign as well as summer. The LTVA leveraged a small budget in the Southern California market along with Ski Lake Tahoe’s and Nevada Commission on Tourism’s messages. Billboard, online and public relations were primary channels of delivery. The summer campaign included TV, Radio, Online SEO and SEM and print. The campaign focused on the various passions with high energy, active images.

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 Tahoe South as a winter destination and using the website for 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 33,000,000 impressions in the two markets.

## DIGITAL

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Digital marketing has become a critical part of the overall marketing, advertising, public relations and sales strategy of the Lake Tahoe Visitors Authority. The digital strategy continues to focus on inspiring people to visit the destination and show all that there is to do here. In December 2014 the LTVA updated the TahoeSouth.com website to be responsive, which allows users an optimized view on any device, and moved the site to a Wordpress content management system. Mobile use is anticipated to overcome desktop and tablet in the near future and Google now penalizes websites who do not offer a mobile optimized experience.

The monthly e-newsletter promotes events, entertainment and special offers and is distributed to 50,000+ subscribers with an average open rate of 14%.

### TahoeSouth.com

In FY14/15 the TahoeSouth.com website branding continued to position Lake Tahoe's south shore to stand apart from other like destinations by engaging visitors with our active, young at heart, non-stop vacation experiences.

- Total Visits 1,227,967 (up 7% over prior year)
- Unique visitors 944,662 (up 8% over prior year)

Mobile visits have doubled since 2012. In FY14/15 40% of visits were from people on a mobile device, 46% from a desktop and 14% from a tablet. From January to June 2015 there were 56,000 referral clicks from TahoeSouth.com to south shore hotel, motels, and lodging establishments.

## TAHOESOUTH.COM TOP 5

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### REFERRING SITES:

Google.com/organic  
VisitingLakeTahoe.com\*  
Direct to site  
Yahoo.com/organic  
Google.com/paid  
\*Co-op with North Lake  
Tahoe Resort Association

### PAGES VISITED:

Home Page  
Events  
Where to Stay  
Deals  
Events/search

### KEYWORDS USED TO FIND LTVA WEBSITE:

Lake Tahoe  
South Lake Tahoe  
Lake Tahoe Cabins  
Lake Tahoe Camping  
Tahoe Rentals

### USER'S COUNTRY OF ORIGIN:

United States  
United Kingdom  
Canada  
Australia  
Mexico

### SEARCHED KEYWORDS ON SITE:

AMGEN  
Fishing  
Fireworks  
Gondola  
4th of July

### USER'S CITY OF ORIGIN:

San Francisco  
South Lake Tahoe  
Sacramento  
Los Angeles  
Reno

## LTVA.ORG

LTVA.org continues to be a valuable business-to-business resource for our partners. The site includes:

- LTVA Meetings
- Resources
- Opportunities
- Press Releases
- Industry News

In FY14/15 LTVA.org saw a 12% increase in visits to the site over prior year. The most visited pages were

- Resources/Statistics & Research
- Contact Us
- About
- News

Our goal going forward is to update the site to make LTVA.org even more of a valuable resource for those looking for research and statistics, LTVA opportunities, and industry news.

## SOCIAL MEDIA

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### FACEBOOK

FY14/15 ended with over 120,000 Tahoe South fans. Posts focused on events, real-time weather and road conditions, new developments, inspiring images, trivia, and promotions. Our aim is to create a buzz, keeping the destination top-of-mind while growing the number of engaged fans. During FY14/15 we averaged more than 45,000 engaged users per month.



Visit Lake Tahoe South

### TWITTER

Tahoe South's Twitter account surpassed 7,200 followers in FY14/15. 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 Tahoe South.



@TahoeSouth

### INSTAGRAM

In FY14/15, Tahoe South's Instagram account grew to over 10,000 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**

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The LTVA leverages funds through strategic alliances that broaden reach outside the regional advertising efforts.

### **Lake Tahoe South Shore Chamber of Commerce**

In June 2008, the LTVA joined the LTSSCC in the implementation of The Blue Ribbon Awards, which strives to annually celebrate and recognize our business community's efforts towards sustainability. The program's goal is to recognize and reward businesses in five key areas: Experience, Service, Entrepreneur, Tourism and Green Business Practices. Nominees and winners are showcased at an event in November. Winners receive community recognition. The intention is to inspire our business community members to provide an exemplary experience for our visitors and local community.

### **The Reno-Tahoe Regional Marketing Committee**

The RMC was formed in June 2001 with the goal to assist the Reno Tahoe International Airport (RTIA) in providing additional incentives to maintain and grow air service and to promote the Reno-Tahoe area as a viable year-round travel destination. The participants agree that the intent and mission of the co-op is to bring together public and private organizations and businesses to contribute marketing dollars and expertise to position the Reno-Sparks-Lake Tahoe-Northern Nevada region as one destination, to increase quality air service to and from the RTIA and to target common tourism and business industry concerns for cooperative action.

### **Sierra Ski Marketing Council**

With the primary goal to promote and strengthen the awareness of winter recreation available in the greater Lake Tahoe-Reno area, complementary marketing programs implemented by SSMC and Ski Lake Tahoe have continued to create a comprehensive national marketing program which include print and online advertising, email marketing activities, public relations, sales and promotions. Membership in this organization leverages the LTVA winter budget to reach markets far beyond what the allocation could reach individually.

## **VISITOR INFORMATION SERVICES**

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The LTVA's Visitor Information Centers are staffed with knowledgeable visitor information specialists who assist with itinerary planning with local and regional recommendations for lodging, dining, activities and attractions. In FY15 the LTVA served more than 33,500 visitors, an increase of 22% on FY14.

The California location handles the majority of the visitors in part due to its visibility and ease of access from Hwy 50. Visitors are from all over the world and are in search of local knowledge and insights provided by staff in addition to directions and maps.

### **GOVERNMENTAL**

South Lake Tahoe Tourism Improvement District  
Tahoe Douglas Visitors Authority  
City of South Lake Tahoe, California  
El Dorado County, California  
Douglas County, Nevada  
Nevada Commission on Tourism  
U.S. Forest Service/California Tahoe Conservancy  
Visit California

### **NATIONAL/INTERNATIONAL TOURISM**

American Bus Association  
National Tour Association  
U.S. Travel Association  
Western Association of Convention & Visitors Bureaus

### **LOCAL AGENCIES**

Tahoe Fund  
League to Save Lake Tahoe  
Tahoe Douglas Fire Protection District

### **REGIONAL TOURISM**

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

During the summer many families seek details and information for a full day of activities. The fall and spring visitor skews older and international. The winter attracts many non-skiers looking to have fun in the snow. Hiking, nature and beaches are popular with visitors year-round.



## PUBLIC RELATIONS

The public relations strategy complimented 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 17% of the top 150 outlets and \$1.3M in value or 20:1 ROI. Circulation, viewers and listenership was 52.4M.

### PR EVENTS

#### OPERATION SIERRA STORM

- Resulted in 31 live hits during the two-day conference
- Attendance consisted of 17 TV meteorologists including in The Weather Channel, San Diego, Chicago, Dallas, Boston, Las Vegas and Northern California markets
- Advertising equivalency of \$650,000
- Circulation of 6.5 million/listenership
- Build reputation and brand in key drive and direct flight market
- Reinforced snowmaking, grooming technology

#### AMERICAN CENTURY CHAMPIONSHIP 2014

- 6.5 million TV viewers nationwide
- Coverage in 200 media organizations: 2,000 print articles with circulation of 100+ million
- South Lake Tahoe area non-profits received \$115,000
- Build reputation and brand

#### TAHOE RENO GOLF MEDIA TOUR

- 47 print and online stories and 10 on-air radio programs
- 24 attendees regional/national affiliation
- 17.9 million circulation

### Other Projects

- Fireworks beach cleanup media outreach
- Winter Conditions Messaging
- San Diego summer campaign media reception
- JetBlue JFK-Reno air service media outreach and FAM facilitation

## FINANCIAL POSITION

JUNE 30, 2015

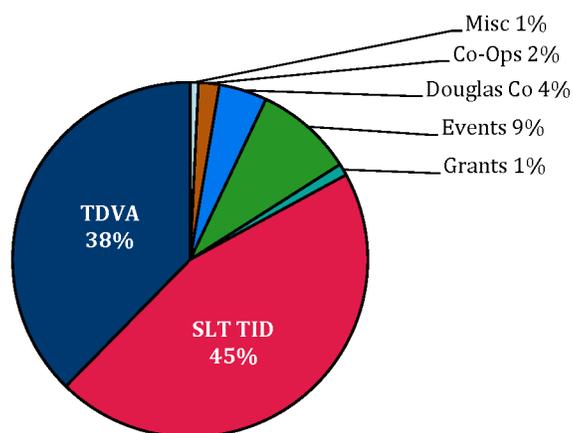
Operating Cash	1,564,129
Cash Reserves	511,105
Receivables	-154,865
Prepays	678,593
Inventory	0.00
Fixed Assets	99,760
<b>Total Assets</b>	<b>\$ 2,698,722</b>

Payables	-68,757
Current Liabilities	381,070
Equity	2,386,409
<b>Total Liabilities &amp; Equity</b>	<b>\$ 2,689,722</b>

For the fiscal year July 1, 2014 through June 30, 2015, the LTVA showed a net loss of (\$36,997) compared to a budget of (\$54,306). The result was a combination of higher than expected room tax revenues, despite extra expenses for Amgen tour of California. These are preliminary numbers, pending audit.

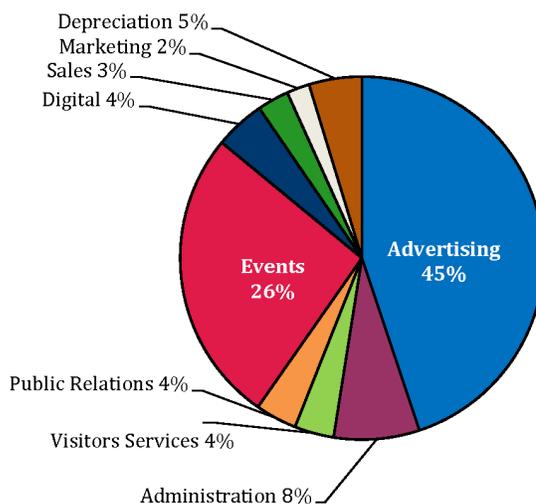
## REVENUE

**\$5,017,297**



## EXPENSES

**\$5,054,293**



## LOOKING AHEAD

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With all of the ongoing development, we will continue to promote the south shore “renaissance” this coming year. We will continue to invite media and travel trade to see for themselves the transformation taking place. Whether it is renovations, upgrades, additional amenities or brand new projects, we are on the radar for travel journalists and professionals for “what’s new,” and we have a lot of great projects to talk about, from the “Y” to the Stateline casinos, to our various attractions on the mountain and on the water.

During the latter part of fiscal 2014, the Marketing Committee and Board made a decision to split the summer advertising budget between Northern California and San Diego. The thought process was that we have continued to have a strong presence in the Bay Area and Sacramento markets and thus are well-established, and that San Diego could be developed over a multi-year effort into a “fly and drive market”. After our first season, we are optimistic that summer 2016 will secure our position in the vacation destination set in the San Diego market. Additionally, our campaign creative, both winter and summer, will be refreshed.

With El Niño forecasted to bless us with a better winter season, we are developing a flexible media buy in both Northern and Southern California. Our hope is to exploit the anticipated heavy precipitation with changeable message systems in the digital space. We will be launching in Southern California in early December to take advantage of an earlier travel planning decision window, leveraging our buy on the Ski Lake Tahoe efforts in the same market.

With an eye on the bigger picture, the LTVA begins a deeper dive into international travel potential. Our website now has six language landing pages as well as having produced destination overview brochures in six languages. Our international representation expands this year to include China, along with our continued efforts in Australia, the United Kingdom, France, Mexico and Brazil.

Digitally, we continue to evolve with the fast pace of advancing technology. Our in-house digital team is focused this year on refining the social media engagement strategy and focusing on driving more traffic to the website through curating relevant content.

The American Century Golf Championship has been an iconic, impactful event on the south shore for 26 years. It was a proud moment this last July when we announced a seven year extension of our contract with NBC Sports, and the partnership speaks to the close, trustful and mutually beneficial relationship with all sponsors. This extension takes us through 2022!

## BOARD OF DIRECTORS AND COMMITTEES

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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**, Heavenly Mountain Resort

### MARKETING COMMITTEE

**Mindi Befu**, Barton Health

**Bill Cottrill**, Lake Tahoe Resort Hotel

**Bryan Davis**, Edgewood Tahoe

**Diana Evans**, AE Marketing & Associates

**Jenn Gleckman**, Strategic Marketing Group

**Margie Kovarik-Maxhimer**, Tahoe Summer Inc.

**Stuart Maas**, Tahoe Sports

**Michael Newberger**, Aston Lakeland Village

**Jenna Palacio**, Jenna Palacio Public Relations

**John Wagnon**, Heavenly Mountain Resort

**Matthew Wright**, Harrah’s & Harveys

### PUBLIC RELATIONS COMMITTEE

**Phil Weidinger & Jenn Boyd**, Weidinger Public Relations

**Thea Hardy**, Sierra-at-Tahoe

**Kevin Cooper aka “Coop,”** Kirkwood Mountain Resort

**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

**smith + jones, inc.**, Project Advertising

### STAFF

#### Visitor Information Specialists

Michael Papa | Anne Heimann | Irma Salazar | Cindy Ochoa | Nancy Nance

# MEET THE STAFF



**Carol Chaplin**  
**Executive Director**

*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, Regional Marketing Committee (Co-Chair); Liaison: TahoeChamber; Past Chair: High Sierra Visitors Council



**Sue Barton**  
**Deputy Director**

*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**  
**Director of Tourism**

*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



**Joanna Lilly**  
**Accounting Manager**

*Primary Responsibilities:* Financial Preparation and Reporting, Payroll and Human Resources  
*Background:* Accounting experience in Hospitality, Higher Education, Transportation, Construction and Food and Beverage industries  
*Education:* Bachelor of Science in Accounting and Master of Business Administration from University of Nevada, Reno, CPA candidate



**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.



**Georgette Hartley**  
**Integrated Marketing Manager**

*Primary Responsibilities:* Content Calendar, Social Media, In-house Artwork and Creative, Special Events  
*Background:* Hospitality, Graphic Design, Project Management  
*Affiliations:* Lake Tahoe Wildlife Care ( Board of Directors)

## 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 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 3066  
Stateline, NV 89449  
775.588.5900

**CA Visitor Information Center**  
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