

BLOGGERS, CONTENT CREATORS & DIGITAL INFLUENCER HOSTING CRITERIA AND EXPECTATIONS



AUDIENCE / REACH REQUIREMENTS

- 20,000+ followers/per with a minimum on two social media platforms; a blend of social and traditional media
- Provide Google web and social analytics
- Demographics must include key flight or drive markets from Reno/Tahoe International Airport (RTIA)
- Engagement rate of 3-6% or higher

EXPECTATIONS

The overarching goal of the Lake Tahoe Visitors Authority is to promote Tahoe as a leading and responsible tourism destination that provides memorable vacations. All content needs to prominently feature overnight accommodations, recreational + lifestyle, tips, info, recommendations, activities, travel access, Know Before you Go/sustainable practices, where to stay play and dine that showcase lesser known excursions.

Link to www.visitlaketahoe.com and correctly tag channels of all partners.

Clarify timing of deliverables.

LTVA OFFERINGS

We know Tahoe is stunning and a visit will help grow channels/engagement and secure future work. Therefore, we want each visit to be unique and showcase best practices/tips for a memorable vacation with resources and information.

Each visit varies and will be tailored to achieve coverage goals, key messages, interests and audiences. Typically we can offer:

- Two nights of complimentary lodging (mid-week, non-holiday), activities and select meals
- Ideal months: mid-Sept. thru mid-Dec. and March -mid-June.
- Shuttle transfers from RTIA to South Shore; carless vacations are encouraged



AGREEMENT / EXCLUSIVITY

- Our financial arrangements/agreement is confidential, please do not disclose to others.
- Is this arrangement specifically with Visit Lake Tahoe, or are there other Destination Marketing Organizations involved?
- Our goal is to focus solely on businesses within our destination.

SAMPLES OF WORK / TIMING

Provide examples of content that would showcase Lake Tahoe in a similar manner.

Provide an official tourism contact with another destination with whom you have recently partnered.

Please provide a minimum of three weeks notice. We realize opportunities are sometimes spontaneous but as a courtesy to our partners and a reflection of professionalism, lead time is appreciated. Otherwise, we're glad to provide recommendations and information about the area to explore at your own expense.



DISCLOSURE / REQUESTS

Include #VisitLakeTahoe_Partner in content.

Follow all current FTC's Endorsement Guidelines.

Provide post-visit analytics, links as a result from posts/content within less than a month, unless discussed otherwise.