

# 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](http://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

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- 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

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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

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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.