



north lake tahoe

Departmental Reports
July 2021



north lake tahoe

June 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

1. Placer County Film Office - Music Video Shoot 2021, June 18-20, 24 room nights, 15 people
2. American Express Meetings & Events - West Directors Meeting, July 2021, 12 room nights, 6 people
3. Helmsbriscoe, Thermo Fisher Scientific Software Offsite, July 2021, 75 room nights, 25 people
4. HPN Global, 78049 Directors Retreat, February 2022, 80 room nights, 30 people
5. Lamont Associates, Sno Jets Ski Club, February 2022, 30 room nights, 10 people
6. University of Alabama, Medical Professional Alumni Meeting, September 2022, 120 room nights, 60 people
7. HPN Global, 77866 2024 LeadCon Meeting, May 2024, 780 room nights, 240 people
8. HPN Global, 78049 - Directors' Retreat, February 2022, 80 rooms, 30 people

NEW INQUIRIES

1. Gainsight, Gainsight Retreat, July 2021, 30 room nights, 15 people
2. ConferenceDirect, 2022 Perkins Commercial Litigation Retreat, March 2022 290 room nights, 290 people
3. HPN Global, 77866 LeadCon Meeting, May 2024 780 room nights, 240 people.
4. Loom, Loom Marketing Offsite, July 2021, 16 room nights, 8 people
5. ADISA, ADISA Summer Board Meeting, July 2021, 54 room nights, 35 people
6. Cardinal Health, NPHS Sales Leadership Meeting, August 2021, 69 room nights, 25 people
7. HPN Global, 77540 2021 Annual Executive Conference, August 2021, 66 room nights, 18 people
8. Owens Corning, Roofing Sales Pacific Region Meeting, August 2021, 50 room nights, 20 people
9. Wilson Perumal & Company, WP&C Company, September 2021, 120 room nights, 40 people
10. HPN Global, 7789V2 September 2021 Roundtable, September 2021, 750 room nights, 350 people
11. Advanced Medical Integration, AMIS PEM Training, September 2021, 90 room nights, 50 people
12. State Farm Insurance, SF NCST Payoff, October 2021, 180 room nights, 180 people
13. Sumrok, Winter MMM 2022, January 2022, 522 room nights, 100 people
14. Wilson Perumal & Company, January Meeting, January 2022, 120 room nights, 40 people
15. HPN Global, 78192 Annual Meeting 2022, July 2022, 260 room nights, 150 people
16. HPN Global, 78066 BOD 2023, July 2023, 44 room nights, 22 people
17. Supernus Pharmaceuticals Managers Retreat, September 2022, 275 room nights, 59 people

18. Wilderness Medical Society Winter Meeting 2023, February 2023, 585 room nights, 260 people
19. The JESUS Film Project, Jesus Film 2022 Fall Briefing, October 2022, 958 room nights, 400 people
20. Association of Independent Corrugated Converters - AICC 2022 West Coast Ski Retreat, February 2022, 105 room nights, 40 people
21. Vivun Team Meeting, August 2022, 100 room nights, 50 people
22. HPN Global, 77848 Annual Meeting 2022, April 2022, 375 room nights, 100 people
23. HPN Global, 77745 21XM/XPS, July 2022, 130 room nights, 65 people
24. McKesson Corporation 2023 Presidents Club, 1143 room nights, 320 people
25. Coca-Cola Company RFPCOK21 Leading Growth 2022, January 2022, 1045 room nights, 250 people
26. United Healthcare Services, E&I Local Markets National Sales Conference 2022, June 2022, 7801 room nights, 375 people
27. American Cotton Shippers 2022 Annual Convention, June 2022, 345 room nights, 200 people
28. American Orthopaedic Foot & Ankle Society, AOFAS Winter Meeting 2023, February 2023, 518 room nights, 150 people

NEW DEFINITES

1. Placer County, Vaccine Clinic - PepperTree Inn, June 2-4th, 20 room nights, 10 people
2. Zipecuriter, Presidents Chari ISO group - March 2022, 48 room nights, 17 people

CONFERENCE SALES PROJECTS

- Greg Howey's last day was May 15th. Bart Peterson and Sarah Winters have been splitting the entire US (sharing Greg's market).
 - Worked with Greg on a transition document.
 - Met internally with team on project allocations
 - Completed (5) Sales Manager interviews, waiting on direction from CEO
- Key Projects:
 - Attended a CVENT training session
 - Worked on the 21/22 budget
 - On-going - working on upcoming sales schedule
 - On-going - working on upcoming scope of work
 - On-going - working on interim plan for when Sarah Winters is on maternity leave
 - On-going - working on contracting for 21/22 partnerships with CVENT, Conference Direct, HB and HPN.
 - On-going - working on year end reporting

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - Hosted Megan Hemming from California Special Districts Association
 - Hosted Jeremy Wright Shaw of HPN – contracted a group for the Hyatt – September 2021

TRADE SHOWS & EVENTS

- Attended trade shows:
 - June 15-17, 2021 Atlanta/Charlotte Sales Mission (joint leisure and MCC)
 - Recap can be found by [clicking here](#)
 - June 28-30, 2021, HelmsBriscoe ABC, Dallas, Texas
 - 16 B2B meetings
 - Recap can be found by [clicking here](#)
- Upcoming trade shows:
 - Conference Direct - Sarah Winters is moderating a panel with Ashlee Barton, DOS, Hyatt on July 13th
 - Connect Marketplace - August 30 - September 1, Tampa, FL
 - Also, attending the RSCVA Connect Marketplace Client Dinner

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of June:
 - personal sales calls - meeting with clients from home
- Coming up:
 - Destination Reps meeting July 20th - golf tournament
 - Destination Reps networking event on August 12th - baseball event
 - Registered for Destination Celebration, Minneapolis Trade Show - November 2021
 - Working on contracting for the 21/22 fiscal year



north lake tahoe

June 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended the Visit California International Committee
 - Hosted a Canadian Travel Advisors Meeting
 - Attended the High Sierra Executive Directors Meeting
 - Large project completed. NLT took the lead on managing the High Sierra Influencer Program.
 - Worked on the other large project - video and content gathering with Local Freshies. Filming and photography to take place in mid-July.
- Projects:
 - Moderated a Tourism Cares/Adventure Travel Expo Travel Agent Panel
 - [link here](#)
 - Worked on Kind Traveler sales - adding lodging properties for fall launch
 - Worked with Tourism Cares to develop the regional Meaningful Map
 - Worked on 21/22 Tourism Sales budget
 - Worked on 21/22 Tourism Sales goals
 - Worked on 21/22 Tourism Sales travel schedule
 - Finalized Visa Vue contracting for 2021
 - Received all new International representation's scope of work. Currently reviewing internally.
 - On-going - working on a transition document for staffing during maternity leave
 - On-going - working on IPW planning for September and IPW FAM planning for September
 - On-going - working on Rural Grant Application for Visit CA due no later than July 19th

TRADESHOWS, FAMS & SITE VISITS

- Site Visits
 - Getaroom.com - Sunnyside, Granlibakken, Hyatt, Village at Squaw Valley
 - Expedia sites - I met with our regional manager
- Hosted the Travel Nevada Mexico Virtual FAM
 - Live from Sand Harbor State Park with over 15 key decision makers out of the Mexico market - June 23rd.

MARKETING COLLABORATIVES

- Expedia Spring Campaign
 - This program ran April - June
 - We had (3) participating hotels.

- Waiting on full ROI of program, but all NLT hotels during this period brought in a \$437K in sales
- High Sierra Influencer Program
 - June 9-10th we hosted Hannah Brie to North Lake, South Lake & Truckee Tahoe to educate on the Traveler Responsibility Pledge and the High Sierra Region
 - ROI for this project: [click here](#).
 - Highlights include: 84 new Facebook likes, 158 new Instagram likes, over 48K Facebook impressions and 15K Instagram impressions, and over 868 blog views

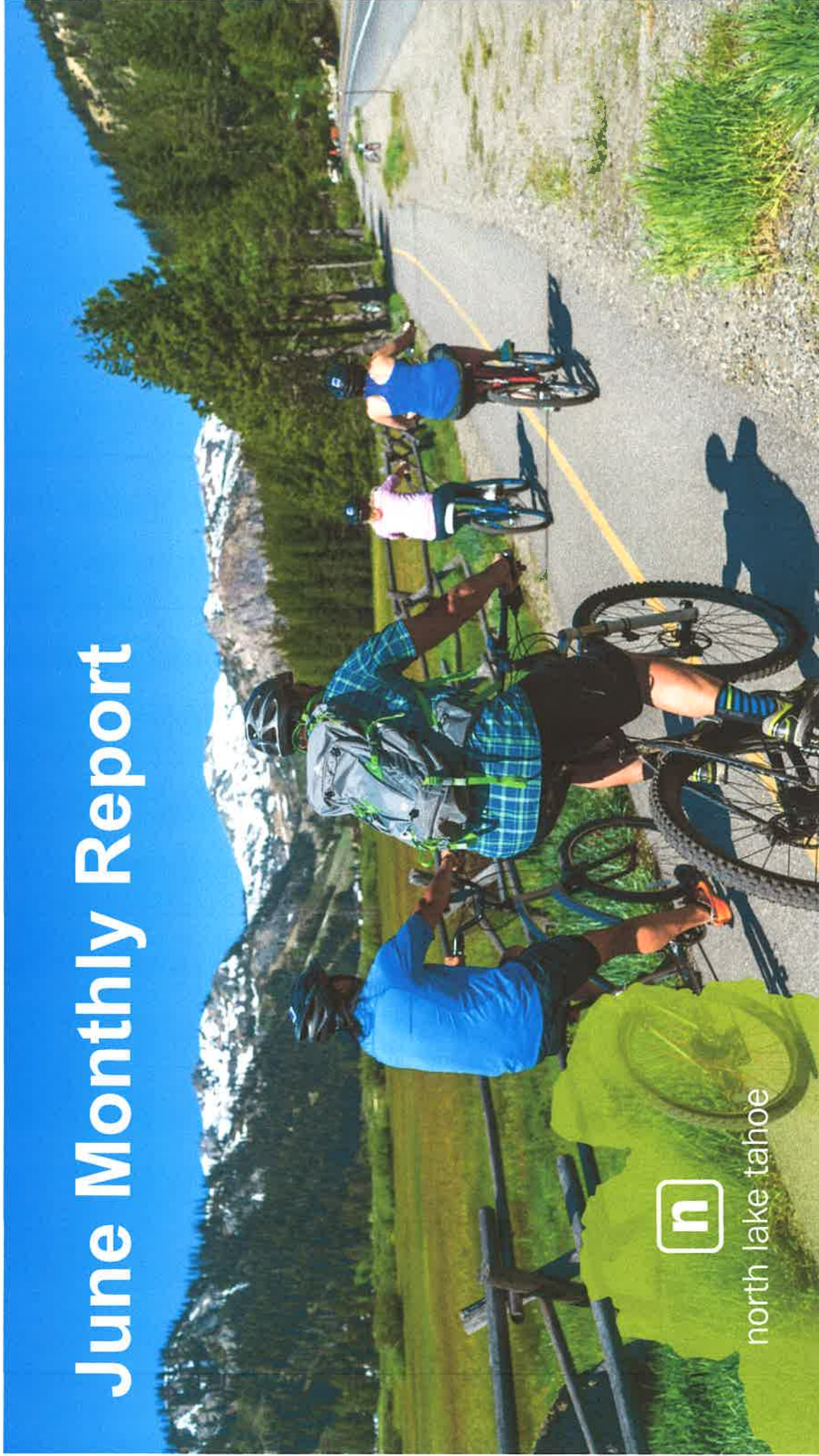
INTERNATIONAL UPDATES

- Canada/DCI – limited scope of work and are working on future webinar training for June. Wrapped up our annual contract and conducted one last webinar training.
- Australia - wrapped up PR scope of work for the last six months.

June Monthly Report



north lake tahoe





PAID MEDIA OVERVIEW



north lake tahoe

Executive Summary

- The summer campaign began mid-June with a focus solely on display and social platforms featuring sustainability messaging.
- Social has started to slow with mapping GPS devices to audiences on FB/IG. Impressions are flowing more quickly with fly and past visitor audiences so far in July.
- For display, the local/current visitor audience also has started to slow but is running at full steam with optimizations and additional targeting in place.
- Overall CTR levels are performing well with comparable TOS conversions. Impressions have dropped though due to lower budget levels.
- The MCC campaign did not see additional demand in search and received low levels of impressions.

All Campaigns Overview

Start Date
6/1/2021

End Date
6/30/2021

452,435
IMPRESSIONS

\$0.84
COST PER CLICK

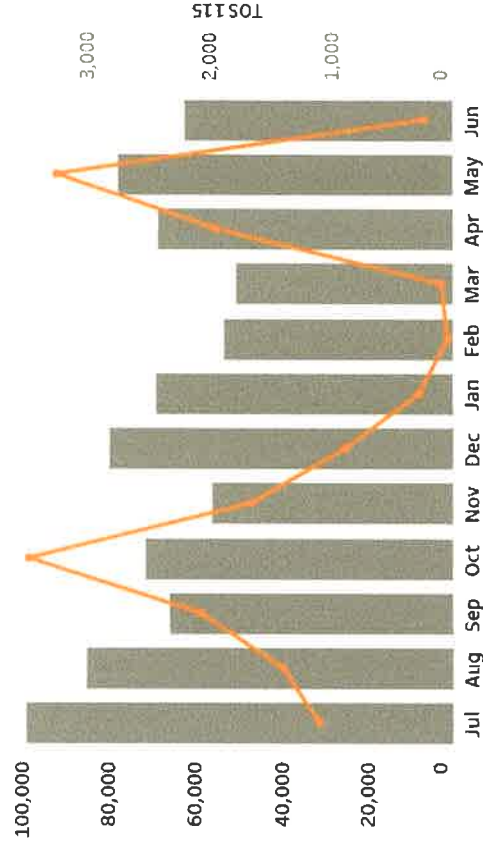
4,844
CLICKS

235
TOS
CONVERSIONS

\$17.25
COST PER TOS
CONVERSION

- Both campaigns are seeing good CTR levels with standard CPC performance.
- Delivery was slow for both campaigns in June.
- The Consumer campaign is seeing higher levels of impression delivery so far in July.

Sessions | TOS 115 Conversions



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
Consumer	448,547	4,705	1.05%	\$0.83	\$3,908.78	234	\$16.70	12
MCC	3,888	139	3.58%	\$1.04	\$144.74	1	\$144.74	0
Total	452,435	4,844	1.07%	\$0.84	\$4,053.52	235	\$17.25	12



CONSUMER SUMMER CAMPAIGN

Overview by Campaign

Start Date
6/1/2021

End Date
6/30/2021

395,571
IMPRESSIONS

4,626
CLICKS

\$0.84
CPC

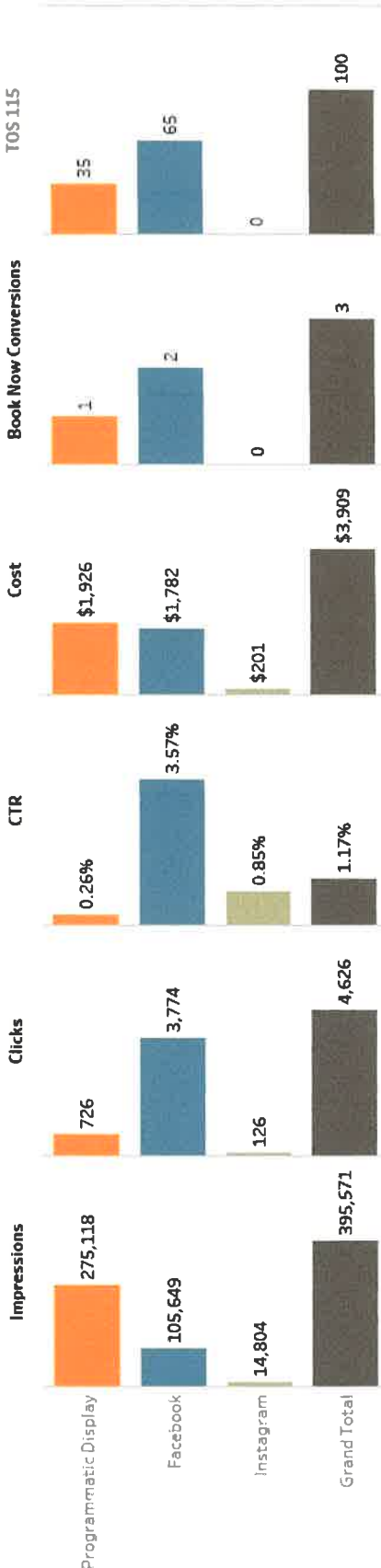
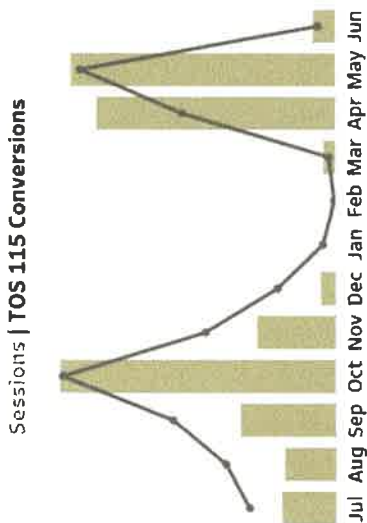
100
TOS 115
CONVERSIONS

\$39.09
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
----------	-------------	--------	-----	-----	------	----------------------	---------	------------------

Consumer	395,571	4,626	1.17%	\$0.84	\$3,908.78	3	100	\$39.09
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- Facebook is providing exceptional CTR way surpassing benchmarks of .89%.
- The majority of TOS conversions are coming from Facebook, so the messages are resonating well on this platform.



Overview by Medium

Start Date
6/1/2021

End Date
6/30/2021

395,571
IMPRESSIONS

4,626
CLICKS

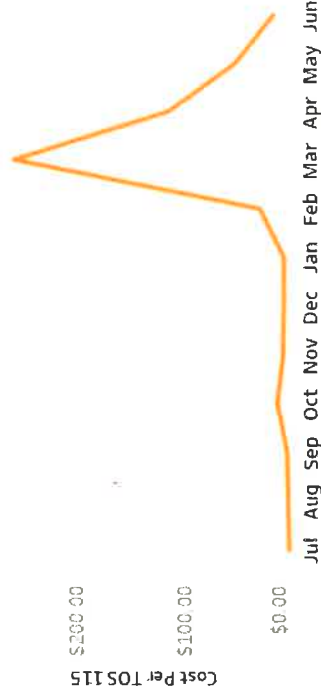
\$0.84
CPC

100
TOS 115
CONVERSIONS

\$39.09
COST PER TOS 115
CONVERSION

Target Group	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Fly Markets	13	3.8%	\$80.78	0	150,022
Local / Visitor	67	1.7%	\$30.15	2	125,751
Past Visitor / 3 Years	20	6.8%	\$41.93	1	119,798
	100	2.2%	\$39.09	3	395,571

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	275,118	726	0.26%	\$2.65	\$1,925.83	1	35	\$55.02
Paid Social	120,453	3,900	3.24%	\$0.51	\$1,982.95	2	65	\$30.51
Grand Total	395,571	4,626	1.17%	\$0.84	\$3,908.78	3	100	\$39.09

Paid Social Performance

Start Date
6/1/2021

End Date
6/30/2021

120,453
IMPRESSIONS

3,900
CLICKS

\$0.51
CPC

65
TOS 115
CONVERSIONS

\$30.51
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Target Group	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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Prospecting	Local / Visitor	120,453	3,900	3.24%	\$0.51	\$1,982.95	2	65	\$30.51
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Total		120,453	3,900	3.24%	\$0.51	\$1,982.95	2	65	\$30.51
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Paid Social Creative Performance

Start Date
6/1/2021

End Date
6/30/2021

- The "wildlife" and "mindful" static image ads are providing the highest CTRs on Facebook.
- The "educate" ad on Instagram has the highest CTR for Instagram, followed by "environment" and "mindful" ads.

Creative Performance

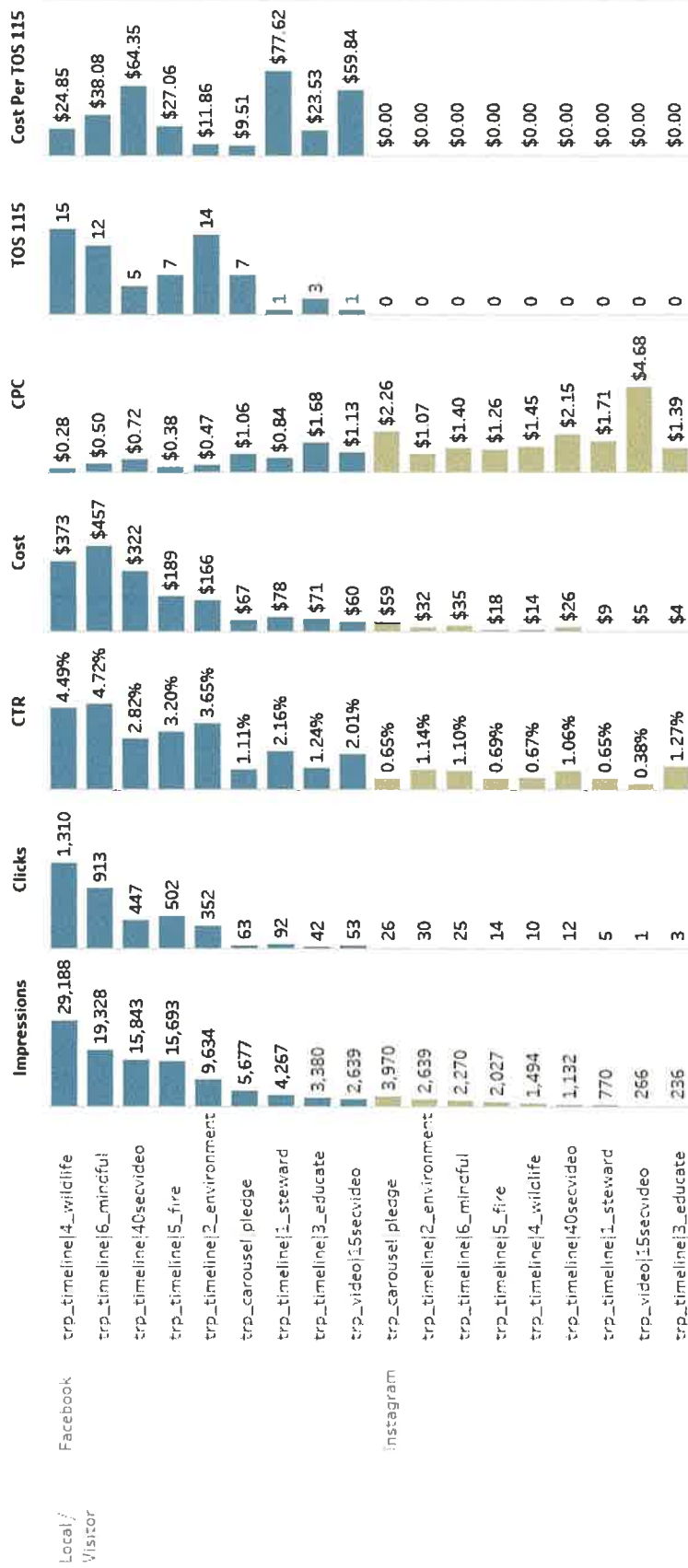
120,453
IMPRESSIONS

3,900
CLICKS

\$0.51
CPC

65
TOS 115
CONVERSIONS

\$30.51
COST PER TOS 115
CONVERSION



Display Performance

Start Date
6/1/2021

End Date
6/30/2021

275,118
IMPRESSIONS

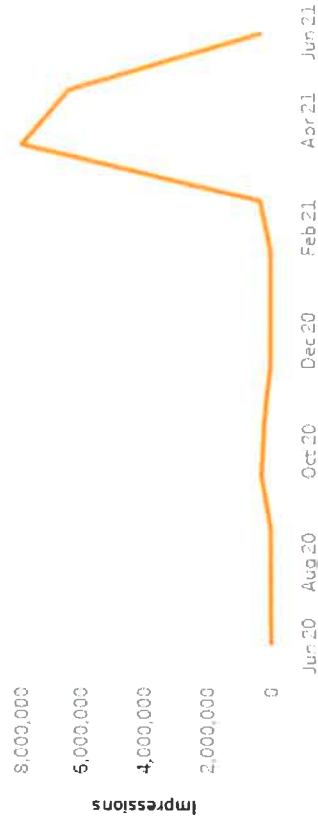
726
CLICKS

\$2.65
CPC

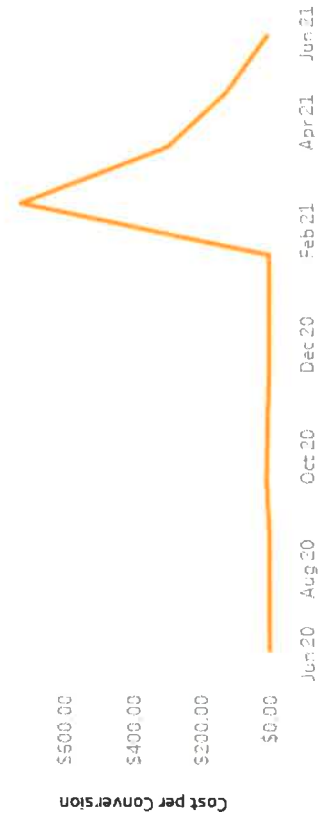
35
TOS 115
CONVERSIONS

\$55.02
COST PER TOS 115
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
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Programmatic Display	275,118	726	0.26%	\$2.65	\$1,925.83	35	\$55.02
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Grand Total	275,118	726	0.26%	\$2.65	\$1,925.83	35	\$55.02
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Display Creative Performance

Start Date
6/1/2021

End Date
6/30/2021

275,118
IMPRESSIONS

726
CLICKS

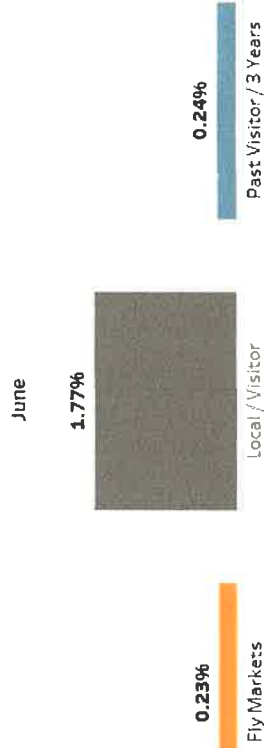
\$2.65
CPC

35
TOS 115
CONVERSIONS

\$55.02
COST PER TOS 115
CONVERSION

The 'locals/current visitor' target is seeing high levels of CTR, suggesting this audience is resonating well with the pledge messaging. The CTR is dropping in July as we expand the target audience for further reach.

Creative CTR Trending

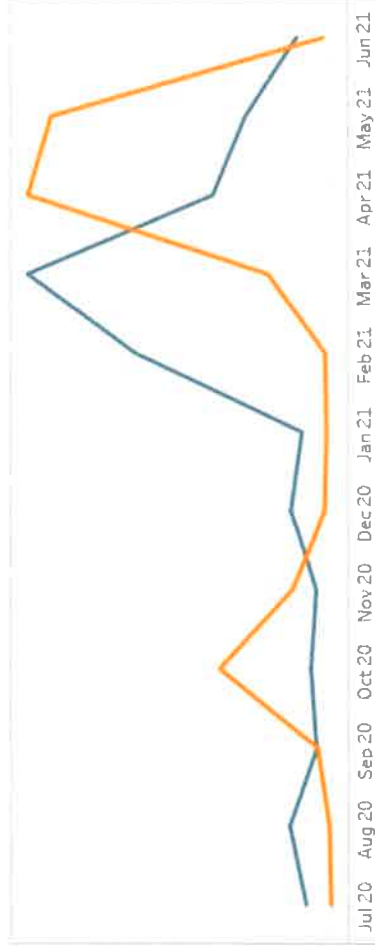


Legend: Fly Markets (orange), Local / Visitor (grey), Past Visitor / 3 Y. (blue)

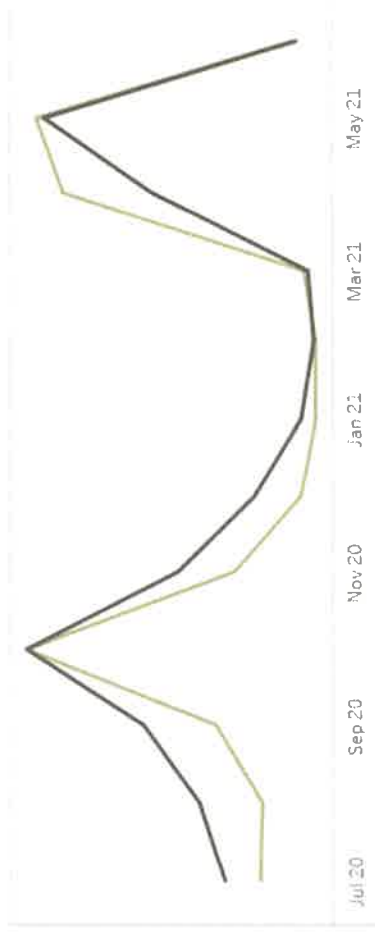
Target Group	Ad Name	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Fly Markets	KBYG	150,022	339	0.23%	\$3.10	\$1,050.15	13	\$80.78
Past Visitor / 3 Years	KBYG	119,798	293	0.24%	\$2.86	\$838.59	20	\$41.93
Local / Visitor	TRP	5,298	94	1.77%	\$0.39	\$37.09	2	\$18.54
Grand Total		275,118	726	0.26%	\$2.65	\$1,925.83	35	\$55.02

Trending Performance

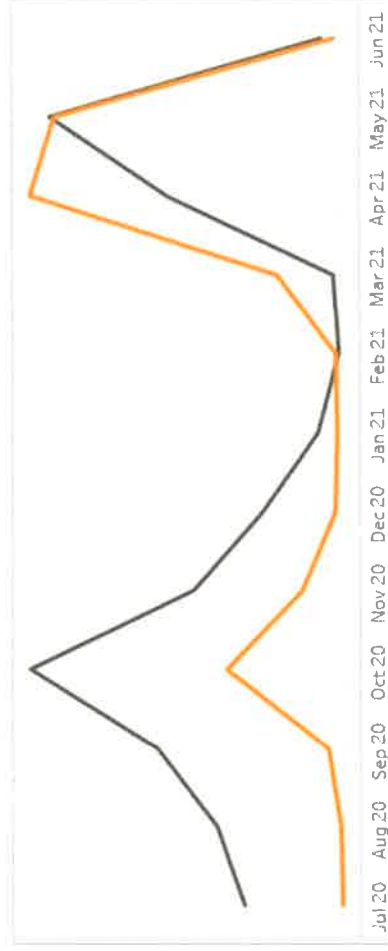
Cost per Conversion | Impressions



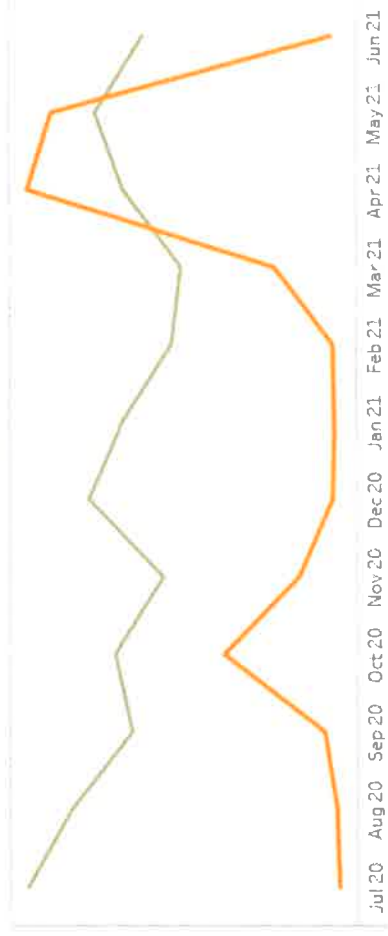
Sessions | Conversions



Conversions | Impressions



Sessions | Impressions





MCC CAMPAIGN

Overview by Campaign

Start Date
6/1/2021

End Date
6/30/2021

3,888
IMPRESSIONS

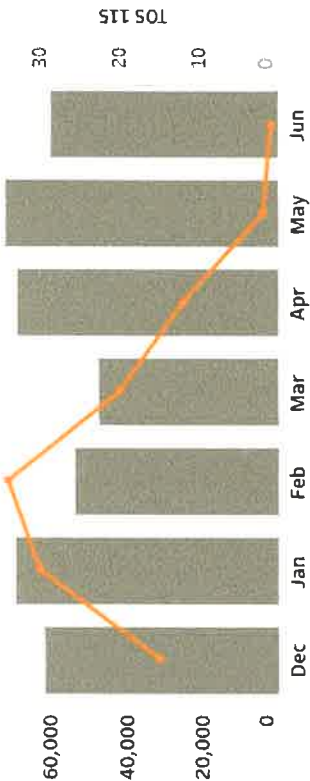
139
CLICKS

\$1.04
COST PER CLICK

1
TOS CONVERSIONS

\$144.74
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



- Although paid search continued to perform well with high CTR levels, surpassing industry bench marks of 2%, a decrease in relevant searches yielded lower impressions which slowed the campaign.

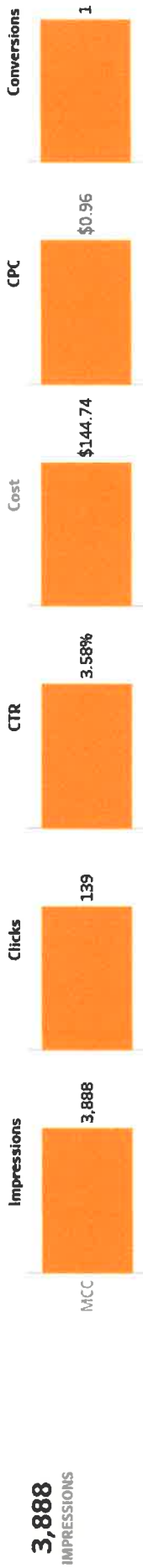
Campaign	Impressions	Clicks	CTR	CPC	Cost	Submit RFP Conversion	TOS 115	Cost Per TOS 115
MCC	3,888	139	3.58%	\$1.04	\$144.74	0	1	\$144.74
Total	3,888	139	3.58%	\$1.04	\$144.74	0	1	\$144.74

Paid Search Performance

Start Date
6/1/2021

End Date
6/30/2021

Ad Group Performance



139
CLICKS

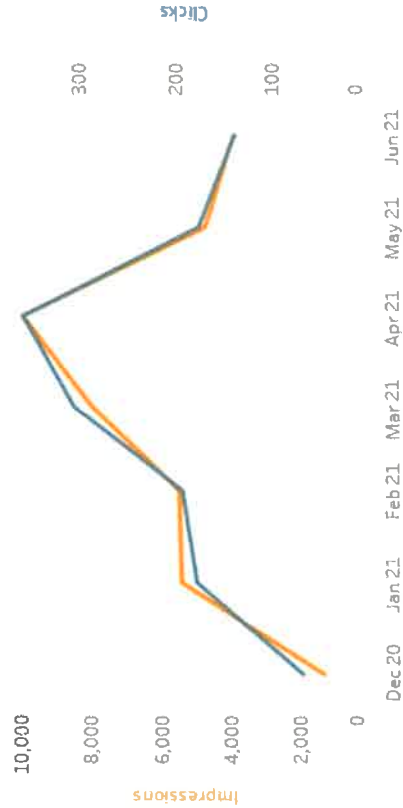
1

TOS 115
CONVERSIONS

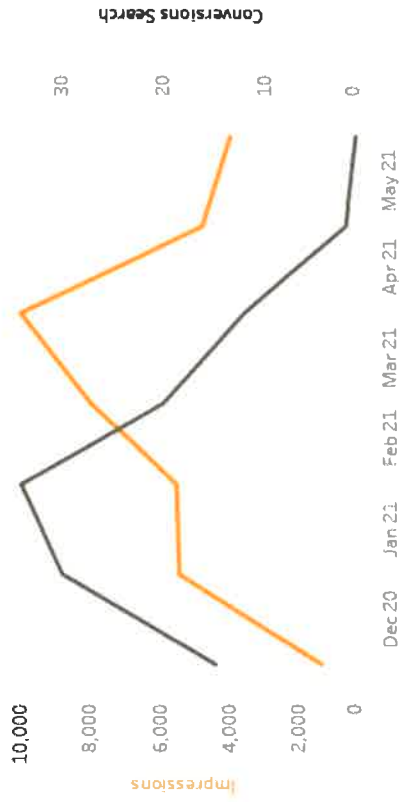
\$144.74
COST PER TOS 115

\$0.96
COST PER CLICK

Impressions | Clicks

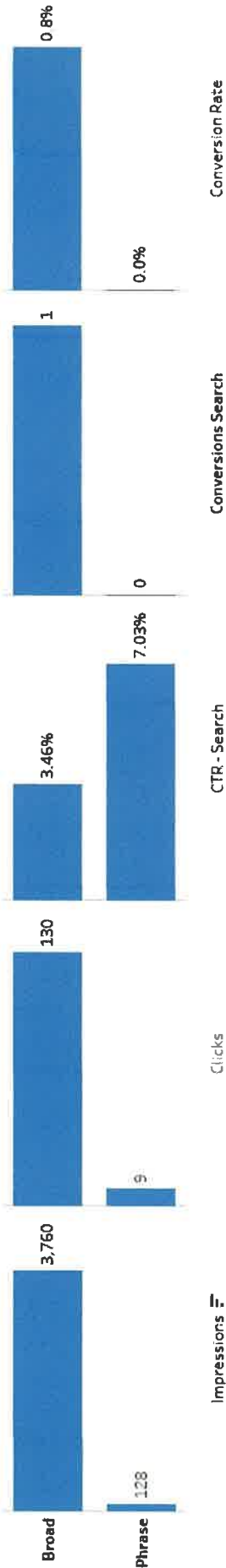


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



Campaign Performance

	Impressions	Cost	Clicks	CPC	CTR	Conversions
MCC	3,888	\$144.74	139	\$0.96	3.58%	1

Paid Search Performance

Start Date 6/1/2021 End Date 6/30/2021

Keyword Performance

Keyword	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
north lake tahoe things to do	3,042	106	\$0.96	3.48%	\$110.64	0	0.0%	\$0.00
lake tahoe venues	289	9	\$1.24	3.11%	\$7.26	1	11.1%	\$7.26
things to do in north shore lake tahoe	275	12	\$0.99	4.36%	\$12.11	0	0.0%	\$0.00
lake tahoe wedding venues	146	2	\$0.94	1.37%	\$2.12	0	0.0%	\$0.00
north lake Tahoe activities	128	9	\$0.73	7.03%	\$12.26	0	0.0%	\$0.00
+Tahoe +conference +center	4	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
+lake +Tahoe +conference +center	2	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
+lake +Tahoe +convention +center	1	1	\$2.86	100.00%	\$0.35	0	0.0%	\$0.00
+Tahoe +convention +center	1	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
north lake Tahoe conference	0	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
+lake +Tahoe +venue	0	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00

Website Performance

Start Date
6/1/2021

End Date
6/30/2021

- Bounce rates were higher than normal towards the end of the campaign. Augustine will evaluate the landing page and provide recommendations for adjustments.

27
SESSION

Tablet	Mobile	Desktop/PC
4	17	6

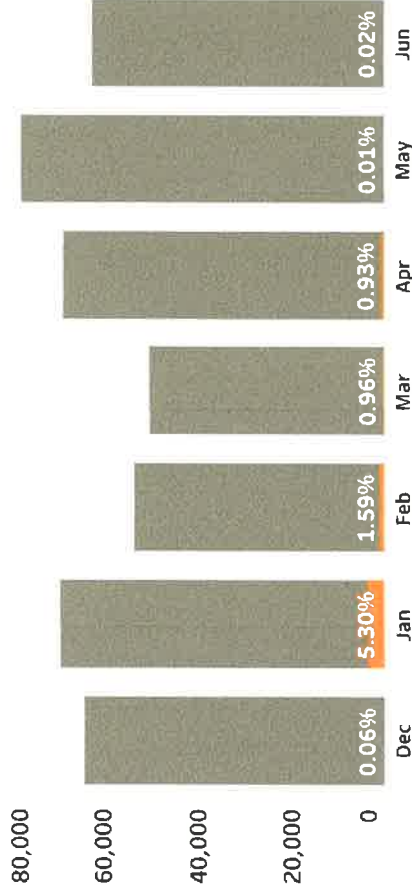
000,08



Top Regions	Sessions
California	16,154
Nevada	3,649
Texas	1,870
Florida	672
Arizona	534

00:00:05
SESSION DURATION1.3
PAGES PER SE

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1	1	00:00:00	1.0	100%
Search	11	17	00:00:11	1.5	91%
Social	15	17	00:00:00	1.1	93%
Total	27	35	00:00:05	1.3	93%

Recommendations

OVERALL

- Continue to work on delivery optimizations and targeting through July and August of the summer campaign.
- Once the Know Before You Go guide is updated, reintroduce messaging into campaign.

PROGRAMMATIC DISPLAY

- Expand the audience for local/visitor target which is engaging well at currently low, but highly targeted, impression levels.

SOCIAL

- Further campaign to target audiences of fly markets and past three-year visitor targets in July/August.

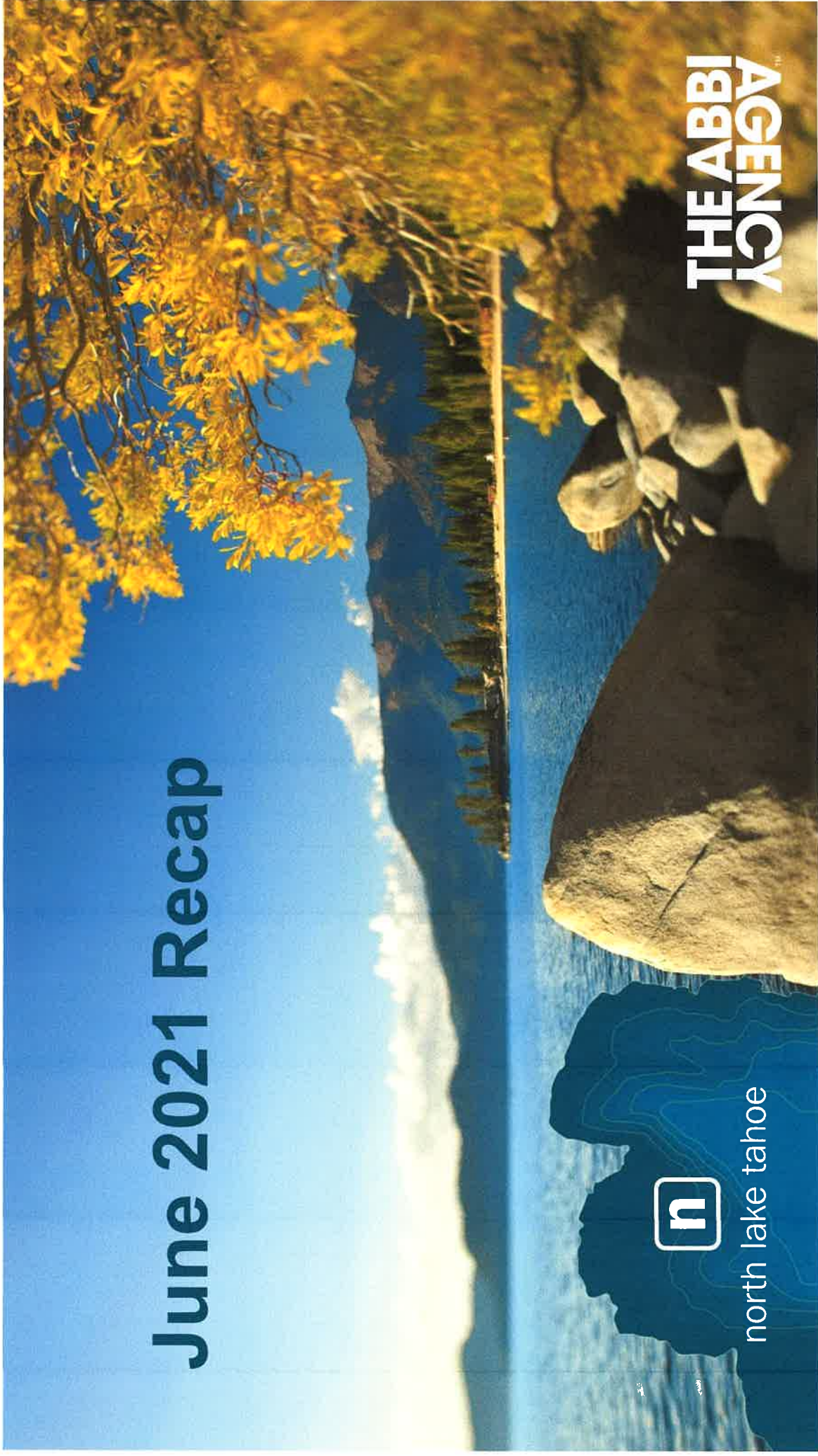


June 2021 Recap



north lake tahoe

THE ABBBI
AGENCY





Social Media Blog and Newsletter Content

Overall Objectives & KPIs

Social Media

- Goal
 - Increase followers: from Bay Area / SoCal by 5 percent
 - Bay Area: 0.5% increase in Facebook followers and -0.3% decrease in Instagram followers.
 - SoCal: -1% decrease in Facebook followers and -2.1% decrease in IG followers.

Content

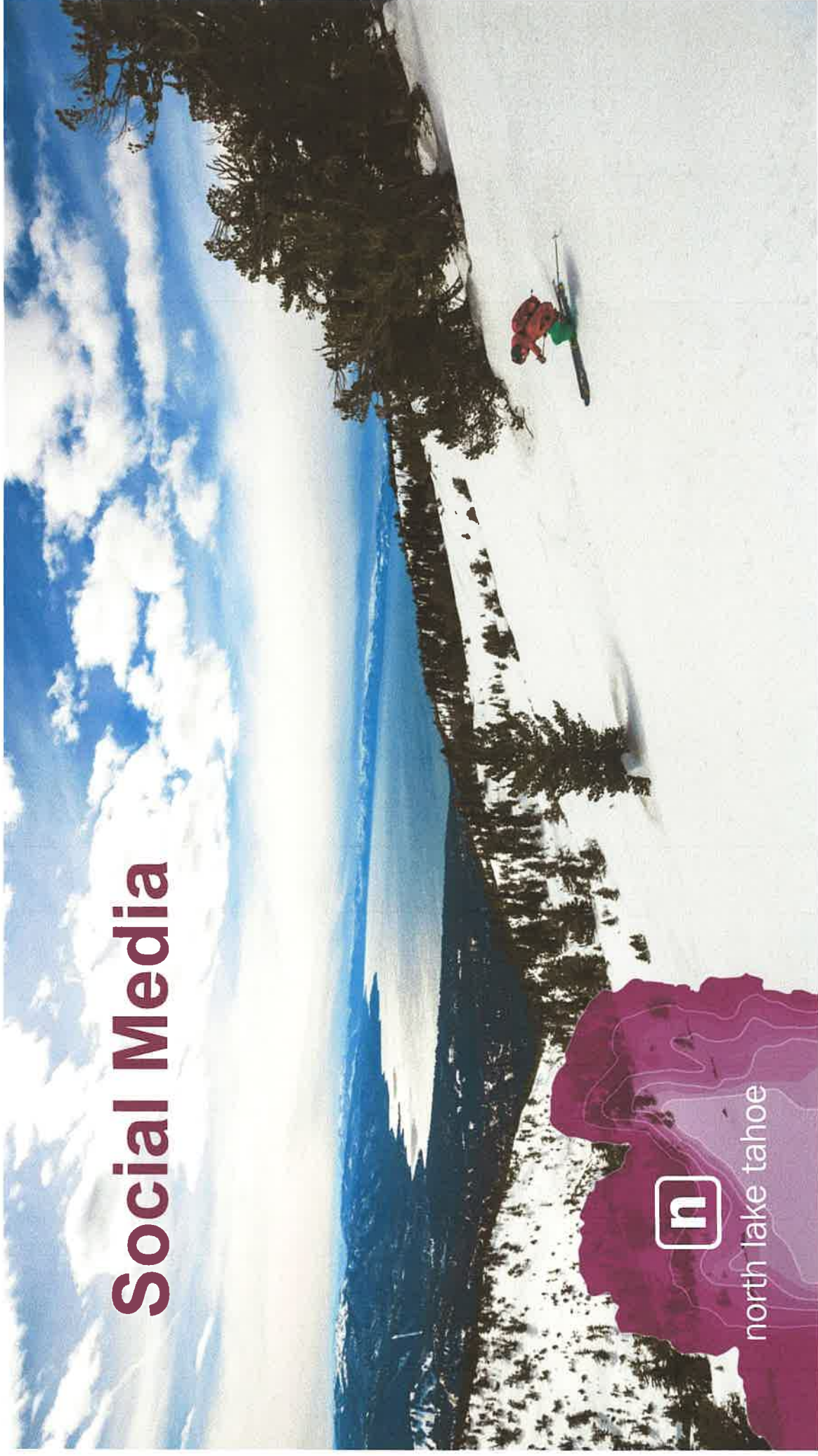
- Blog
 - Goal: 1 per month
 - Completed: 3
- Newsletter
 - Goal: 1
 - Completed: 2 (one holdover from May)



Social Media



north lake tahoe



Social Media Approach

Strategy

- For the month of June, we focused on local eateries, bars, and lodgings as well as outdoor activities. We continued to push the Traveler's Responsibility Pledge through influencer videos and messaging.
- Content has focused on responsible travel/education, mindful travel tips, things to do in North Lake, and summery, scenic content.

Objectives

- **Instagram:** Maintain a 5-7% engagement rate month over month (this is *very high*, compared to industry average of 2-3%)
- **Facebook:** Maintain a 3-4% engagement rate month over month (industry average for all types of content is 3.91%)
- **Twitter:** Maintain an average engagement between 0.09% and 0.33% (industry standard)

Channels

- Facebook, Instagram, Twitter, YouTube

Follower + Engagement Insights:

- Total followers: **235,676**
- Total audience increased by **0.2%** with **270** new followers from the last month.
- Total Impressions: **1,555,060**
- Total Engagement: **48,383**

Insights:

- Overall performance decreased slightly from last month, but we experienced a 77% increase in engagements per impression. We pushed North Lake Tahoe Eats and local business more than scenic content during June.

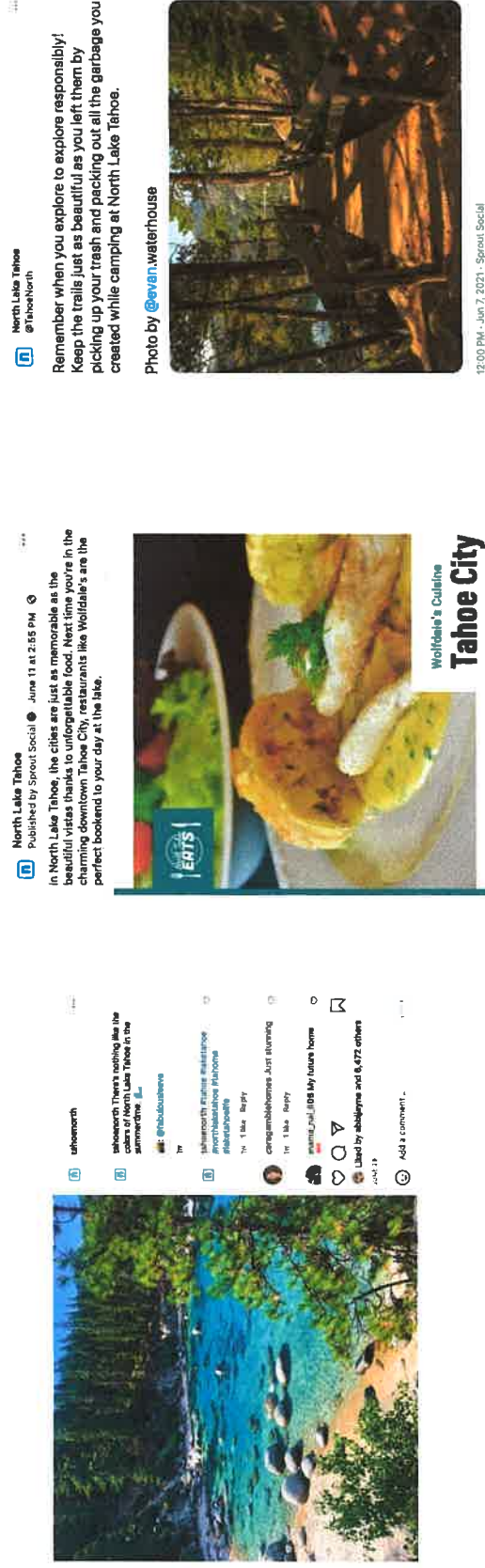


Top Posts by Engagement

#1 Instagram Post: 79,468 impressions, 6,782 engagements, 8.5% engagement rate

#1 Facebook Post: 114,149 impressions, 1,169 engagements, 2% engagement rate

#1 Twitter Post: 1,854 impressions, 91 engagements, 11.4% engagement rate



Content Messaging

North Lake Tahoe Social Media Efforts

- North Lake Tahoe maintained a steady posting frequency, with approx. 4-7 posts per week (optimized for each platform). Content is focused on responsible travel/education, while also educating our audience on the opening of individual resorts and the restrictions and changes found there.

Local Business Support:

- North Lake Tahoe supported local organizations and lodgings such as The Hyatt Lake Tahoe, Crystal Bay Club and more.

Influencers:

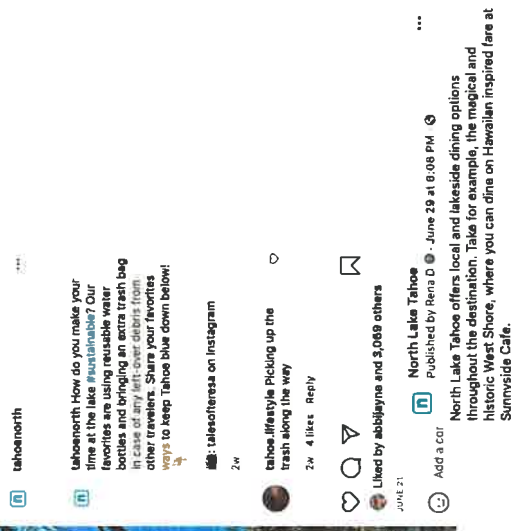
- Influencers Amie Engerbretson and Hannah Brie conducted takeovers on Instagram highlighting local outdoor activities and sustainability.

North Tahoe Eats Contest

- The North Lake Tahoe Eats campaign continued through June, highlighting restaurants in Olympic Valley, Northstar, Incline Village, Tahoe City, and Kings Beach.

Traveler Responsibility Pledge

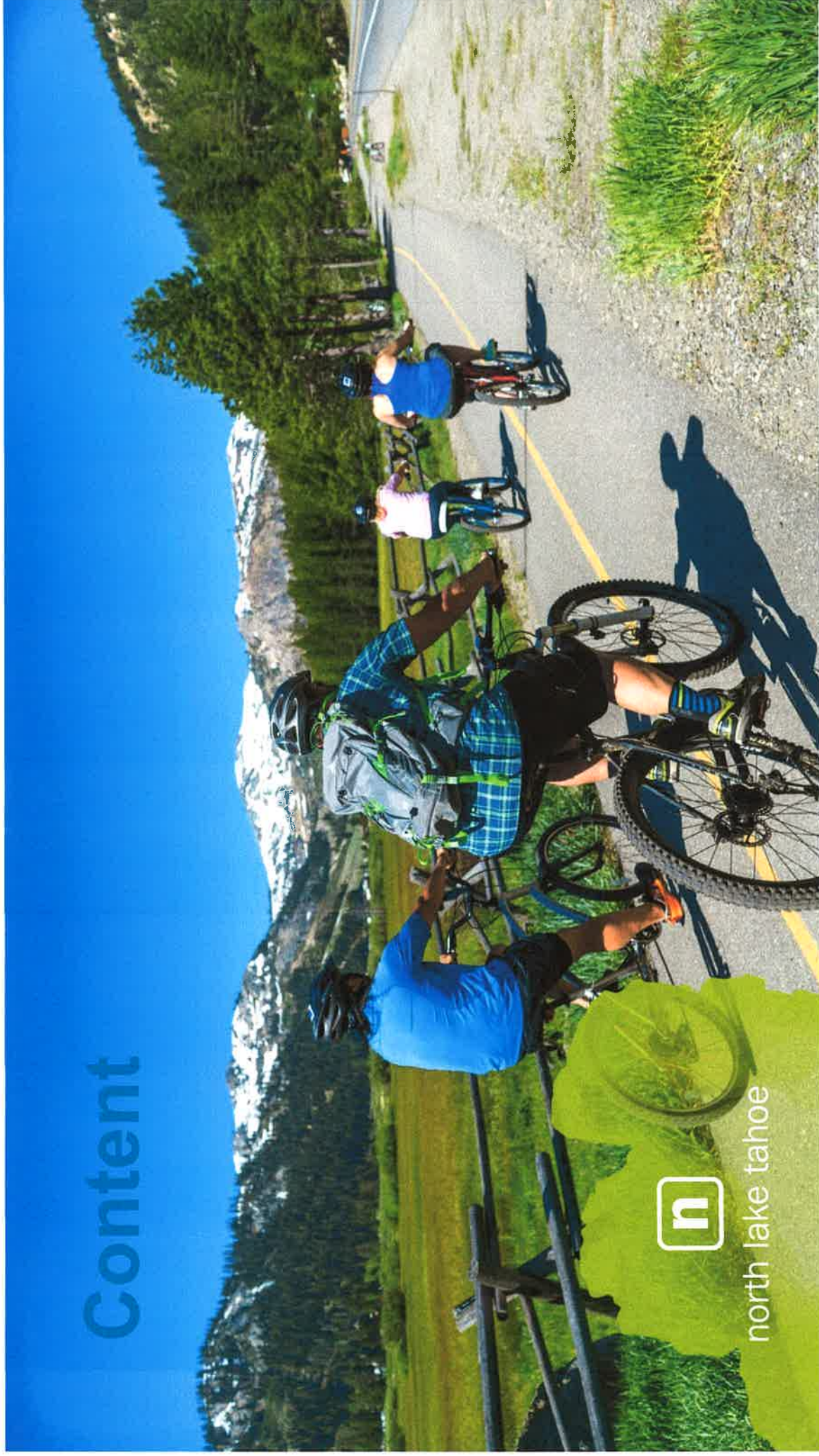
- We continued to promote the Traveler Responsibility Pledge through stories including swipe-up links and regular sustainability posts.



Content



north lake tahoe



Content Approach

Overall Strategy:

The Abbi Agency has evolved content strategy by:

- ***Creating evergreen blog messages*** to provide consumers with messages that are beneficial year-round.
- ***Reserving time-sensitive information for monthly newsletters*** with the understanding that the newsletter can inspire and motivate travel intent.
- **Brand Voice & Tone** – Blogs and newsletters are crafted with an identifiable “character,” with the intent of conveying the “Tahoe experience” in all levels of the decision-making funnel.
- **Granular content per channel** for better segmentation to fly/drive market audiences.



Content Approach (cont)

Blogs:

- We have shifted from “events-based marketing” and are focusing primarily on education/responsible travel and evergreen content.
- In this way, we create aspirational messages that are useful to consumers for trip planning, year-round.
- With one blog per month, each is designed to **improve SEO**, **increase brand awareness** (especially during shoulder seasons) and **provide educational content**.
- Most blogs range from 600-800 words (a length that Google deems valuable).
- The **Content Guidelines** draft is complete and will be evolved in tandem with the brand book in 2021.

Newsletters:

- The newsletter takes a more “news and events” approach, highlighting current and upcoming events, driving bookings and encouraging users in our flight and drive markets to *explore North Lake Tahoe* as its offerings change throughout the seasons.



Blogs & Newsletters

Key Themes:

- Spring Dual Days
- Travel Preparedness
- Responsible Travel / Leave No Trace

Campaigns:

- Dual Days
- Sustainability Pledge Continued
- Biking and trail usage



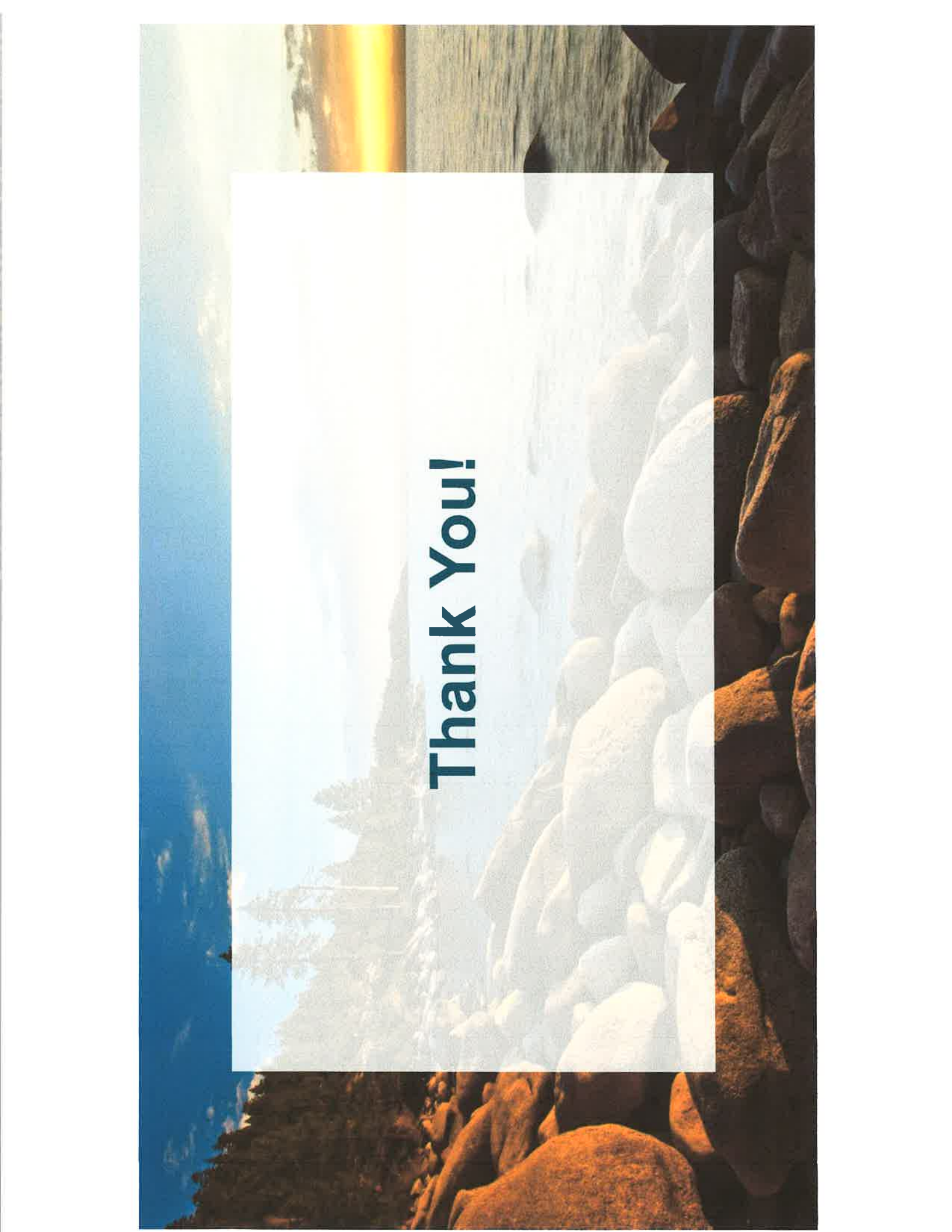
Newsletters Posted: 2

- *Sunny Summer Days Have Arrived in North Lake Tahoe*
 - Open rate: 11.7 percent.
 - Click through rate: 0.8 percent.
- *Get Ready for Summer in North Lake Tahoe*
 - Open rate: 11.7 percent.
 - Click through rate: 0.8 percent.

Blogs: 3

- *Tahoe Voluntourism: How You Tap Into North Lake Tahoe's Sustainability Ethos*
 - 25 Views | 1:08 minutes spent on-page
- *Meet Tart Connect: The Sustainable and Convenient Way to Explore NLT*
 - 114 Views | 1:08 minutes spent on-page
- *Taking a Tour of North Lake Tahoe's Traveler Responsibility Pledge*
 - Posted June 30 | Stats Pending

Pledge Subscribers: 90



Thank You!