

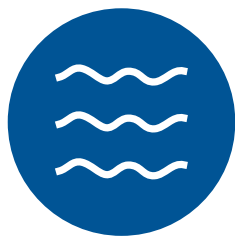


**LAKE TAHOE
VISITORS
AUTHORITY**




RECOMMENDATION

Lake Tahoe South Shore must refine its identity to differentiate itself from North Lake Tahoe and other vacation destinations



LAKE TAHOE
SOUTH SHORE



We don't need to attack
North Lake Tahoe – we just
want people to know that
we are very different.



STRATEGY

Reposition Lake Tahoe South Shore as an exciting, energetic destination, and to keep it top of mind in the drive market.



TARGET AUDIENCE

The young at heart.

They have active interests and
are adventure-minded.



TONE

Passionate

Fun

Energetic

Exciting


Active



**DIFFERENT
ATTITUDE.**



**DIFFERENT
ENERGY.**



**Lake Tahoe South
Shore is about
people, passion, fun,
hard-charging activity,
excitement, and
intensity.**

