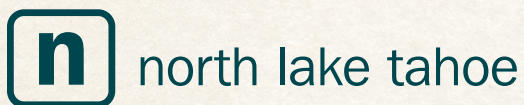


2021 Official Annual North Lake Tahoe Visitors Guide



The guide is distributed at two Visitor Center locations in North Lake Tahoe, and at kiosk locations on Kings Beach and at the Tahoe City Farmer's Market.

Ad Space April 23, 2021

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Reach travelers ahead of their arrival.

The Official North Lake Tahoe Visitor Guide is found in high-traffic locations across the Tahoe-Truckee region and throughout Reno, including the Reno-Tahoe International Airport. The guide is distributed to over 100 lodging properties and vacation homes, and on display in over 150 weatherproof racks. New this year, the guide will be an annual piece to highlight year-round experiences and will remain on the shelves for twelve months.

Your message reaches travelers ahead of their arrival to North Lake Tahoe. The guide is distributed to media partners and corporate groups, while also having online presence on www.gotahoenorth.com, the official destination website for incoming guests. The guide is also featured across @TahoeNorth digital channels, with a combined following of over 230,000.

"The Official North Lake Tahoe Visitor Guide is a go-to resource for visitors to find information on lodging, dining, recreational activities, local shopping experiences, area maps and more. We distribute 75,000 copies annually to highly trafficked visitor hubs throughout the Tahoe Basin and surrounding areas, regional hotels, and the Reno-Tahoe International Airport. This printed piece continues to help us communicate with guests in a positive, informative way."

— Jeffrey Hentz, North Lake Tahoe Resort Association