

Seminar about increasing Lodging occupancy

As part of its Chamber Education program, the North Lake Tahoe Chamber of Commerce is hosting "Internet Bookings: How to Increase Your Lodging Occupancy" April 27, 1-3pm, at the North Tahoe Event Center, 8318 North Lake Blvd. in Kings Beach.

The seminar is geared for owners and managers of hotels, motels, condominiums and vacation homes, and will assist properties in increasing their visibility in domestic and international markets, increasing occupancy and online booking presence, and how best to utilize North Lake Tahoe Resort Association member benefits. Speakers include Leisure Sales Manager Jeremy Jacobson of the NLTRA, as well as representatives with Travelocity, Expedia, Alpine Adventures and BookIt.com.

The registration deadline is April 25. This seminar is free to North Lake Tahoe Chamber of Commerce members and is \$25/person for non-members. To register, contact North Lake Tahoe Chamber of Commerce Manager Kym Fabel at (530) 581-8764 or kym@PureTahoeNorth.com.