

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1408 Units ("DestiMetrics Census**") and 43.60% of 3229 total units in the North Lake Tahoe destination ("Destination Census**")

Last Month Performance: Current YTD vs. Previous YTD		2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jan) changed by (-3.8%)	Occupancy (Jan) :	55.7%	57.9%	-3.8%
North Lake Tahoe ADR for last month (Jan) changed by (6.5%)	ADR (Jan) :	\$ 396	\$ 372	6.5%
North Lake Tahoe RevPAR for last month (Jan) changed by (2.5%)	RevPAR (Jan) :	\$ 221	\$ 215	2.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Feb) changed by (-5.0%)	Occupancy (Feb) :	53.0%	55.8%	-5.0%
North Lake Tahoe ADR for next month (Feb) changed by (11.5%)	ADR (Feb) :	\$ 445	\$ 399	11.5%
North Lake Tahoe RevPAR for next month (Feb) changed by (5.9%)	RevPAR (Feb) :	\$ 236	\$ 223	5.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (-4.5%)	Occupancy	50.0%	52.3%	-4.5%
North Lake Tahoe ADR for the past 6 months changed by (6.9%)	ADR	\$ 373	\$ 349	6.9%
North Lake Tahoe RevPAR for the past 6 months changed by (2.1%)	RevPAR	\$ 187	\$ 183	2.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (8.3%)	Occupancy	26.6%	24.6%	8.3%
North Lake Tahoe ADR for the future 6 months changed by (7.2%)	ADR	\$ 397	\$ 370	7.2%
North Lake Tahoe RevPAR for the future 6 months changed by (16.0%)	RevPAR	\$ 106	\$ 91	16.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jan 31, 2020 vs. Previous Year				
Rooms Booked during last month (Jan,20) compared to Rooms Booked during the same period last year (Jan,19) for all arrival dates has changed by (24.0%)	Booking Pace (Jan)	11.4%	9.2%	24.0%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report January 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/20:	\$3,419,824	\$2,159,924	58%
Forecasted Commission for this Revenue:	\$41,249	\$45,780	-10%
Number of Room Nights:	14,989	12114	24%
Number of Delegates:	8009	14946	-46%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>January-20</u>	<u>January-19</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$103,336	\$728,273	-86%
Room Nights:	418	2998	-86%
Number of Delegates:	298	3033	-90%
	1 Corp., 3	3 Corp., 3	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	29	0	

<u>Arrived in the month</u>	<u>January 2020</u>	<u>January-19</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$330,384	\$33,378	
Room Nights:	1522	78	
Number of Delegates:	578	60	
	2 Corp., 2		
Arrived Group Types:	Assoc.	1 Corp.	

<u>Monthly Detail/Activity</u>	<u>December-19</u>	<u>December-18</u>	
<u>Number of Groups Booked:</u>	4	7	
Revenue Booked:	\$155,480	\$357,079	-56%
Room Nights:	687	1994	-66%
Number of Delegates:	197	1145	-83%
	2 Corp., 1	5 Corp., 2	
Booked Group Types:	Assoc., 1 Govt.	Assoc.	
Lost Business, # of Groups:	22	9	144%

<u>Arrived in the month</u>	<u>December-19</u>	<u>December-18</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$55,138	\$0	
Room Nights:	441	0	
Number of Delegates:	363	0	
	1 Corp., 1		
Arrived Group Types:	Assoc.	0	

<u>Monthly Detail/Activity</u>	<u>November-19</u>	<u>November-18</u>	
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<u>Number of Groups Booked:</u>	9	3	
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,		
Booked Group Types:	1 TA	3 Corp.	
Lost Business, # of Groups:	40	9	344%

<u>Arrived in the month</u>	<u>November-19</u>	<u>November-18</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470	-19%
		1 Corp. 1	
Arrived Group Types:	2 Corp.	Assoc.	

Monthly Detail/Activity	<u>October-19</u>	<u>October-18</u>	
<u>Number of Groups Booked:</u>	7	3	
Revenue Booked:	\$580,148	\$226,569	156%
Room Nights:	1106	952	16%
Number of Delegates:	3212	335	859%
	3 Corp., 4	1 Corp., 2	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	48	21	129%

<u>Arrived in the month</u>	<u>October-19</u>	<u>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
	3 Corp., 1	2 Assoc., 1	
Arrived Group Types:	Assoc.	SMF, 1 Corp.	

Monthly Detail/Activity	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$233,431	\$124,184	88%
Room Nights:	1190	586	103%
Number of Delegates:	705	190	271%
Booked Group Types:	Profit	1 Seminar	
Lost Business, # of Groups:	6	21	-71%

<u>Arrived in the month</u>	<u>September-19</u>	<u>September-18</u>	
Number of Groups:	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
	5 Corp., 3	4 Corp., 3	
Arrived Group Types:	Assoc., 1 Govt.	Assoc.	

Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
Monthly Detail/Activity	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$200,159	\$248,395	-19%
Projected Commission:	\$0	\$66	
Room Nights:	987	1147	-14%
Number of Delegates:	433	307	41%
	4 Corp., 1		
Booked Group Types:	Assoc.	3 Corp., 1 SMF	
Lost Business, # of Groups:	35	14	150%
<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
Number of Groups:	10	8	
Revenue Arrived:	\$881,024	\$154,661	470%
Projected Commission:	\$2,524	\$66	
Room Nights:	3338	876	281%
Number of Delegates:	3293	374	780%
	9 Corp., 1	5 Corp., 1	
Arrived Group Types:	Assoc.	Assoc., 2 SMF	
Monthly Detail/Activity	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	6	6	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	Assoc.	
Lost Business, # of Groups:	28	4	600%
<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$219,964	\$141,134	56%
Projected Commission:	\$7,979	\$0	
Room Nights:	837	714	17%
Number of Delegates:	290	13670	-98%
	2 Corp, 2		
	Assoc, 2 SMF,	2 SMF, 2	
Arrived Group Types:	2 Non-Profit	Assoc.	
	<u>Current Numbers</u>	<u>Goals</u>	
For 2020/21:	\$1,356,131	\$750,000	
For 2021/22:	\$543,222	\$500,000	

NUMBER OF LEADS Generated as of 1/31/20:	197
YTD 1/31/19:	210
YTD 1/31/18:	186

Total Number of Leads Generated in Previous Years:

2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

January 2020

U.S. DOMESTIC INDUSTRY OVERVIEW FOR JANUARY 2020

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 3.2%
Capacity of Seats *:	Up 3.3%
Crude Oil Average:	\$57.52 per barrel in January 2020 vs. \$51.38 per barrel in January 2019

RNO Overview for January 2020 – year over year comparison

Total Passengers:	Up 2.3%
Avg. Enplaned Load Factor:	72.1%, down 5.9 pts.
Actual Departures:	Up 4.6%
Actual Departing Seats:	Up 10.6%

*Source: Airline Activity and Performance Reports; * Cirium Flight Schedules via Diio mi*

JANUARY 2020 SUMMARY

Reno-Tahoe International Airport (RNO) served 342,796 passengers in January 2020, an increase of 2.3% versus the same period last year. The airport experienced positive passenger growth for the 56th consecutive month with respect to the year over year monthly increases.

In January 2020, RNO was served by nine airlines providing 1,956 departures to 20 non-stop destinations. At RNO, total seat capacity increased 10.6% and flights increased 4.6% when compared to January 2019.

RNO handled 11,008,444 pounds of air cargo in January 2020, a decrease of 7.8% when compared to January 2019.

On May 8, 2020, JSX will start non-stop flights from RNO. Formerly known as JetSuiteX, the airline will operate from Stellar Aviation Group located at 485 South Rock Blvd in Reno with two daily roundtrip flights from Burbank and up to four daily roundtrip flights from Las Vegas.

On February 14, 2020, Delta Air Lines upgraded the non-stop flights between RNO and Atlanta, from seasonal to a year-round service. Daily flights begin on June 4, 2020.

Starting May 13, 2020, Allegiant Air will increase non-stop flights between RNO and Las Vegas from once a day to twice a day.

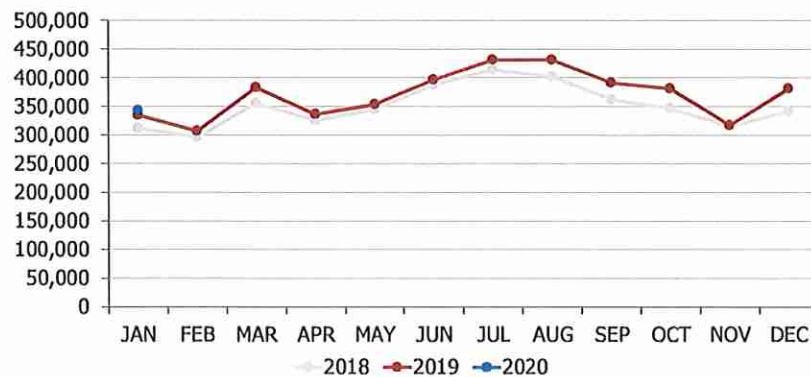
On May 15, 2020, Frontier Airlines will resume non-stop flights between RNO and Denver (Monday, Wednesday, Friday, Saturday).

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Starting May 21, 2020, Alaska Airlines will offer three of the four daily non-stop flights between RNO and Seattle on mainline aircraft (Boeing 737 and Airbus 320).

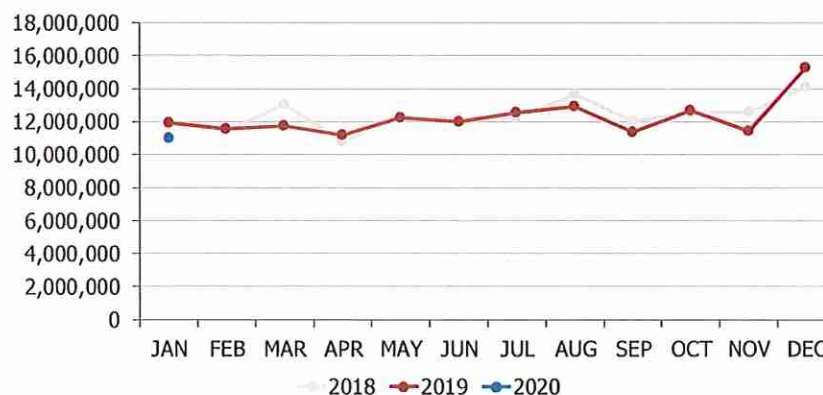
Passengers



Southwest Airlines, the largest carrier at RNO, served 127,191 passengers during the month of January 2020, a decrease of 9.3% when compared to January 2019.

In January 2020, Frontier reported a passenger increase of 155.5%, Volaris was up 43.1%, American Airlines was up 21.9%, United Airlines was up 14.5% and Alaska Airlines reported an increase of 1.4% when compared to January 2019. Delta Air Lines reported a decrease of 11.0%, JetBlue Airways was down 9.8% and Allegiant Air was down 0.8% during the same period.

Cargo

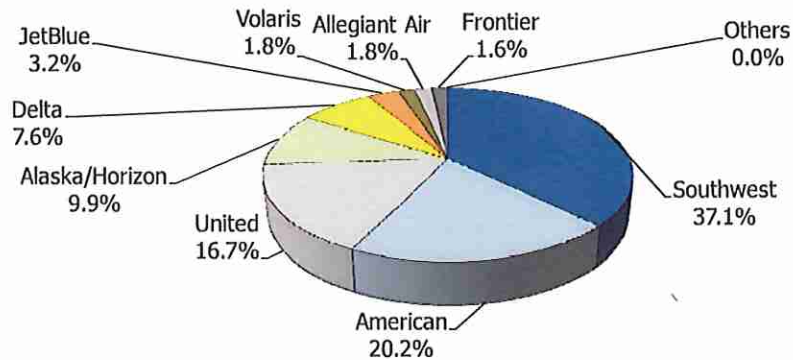


In January 2020, UPS cargo tonnage was up 2.1% when compared to January 2019. FedEx was down 14.0% and DHL was down 3.3% during the same period.

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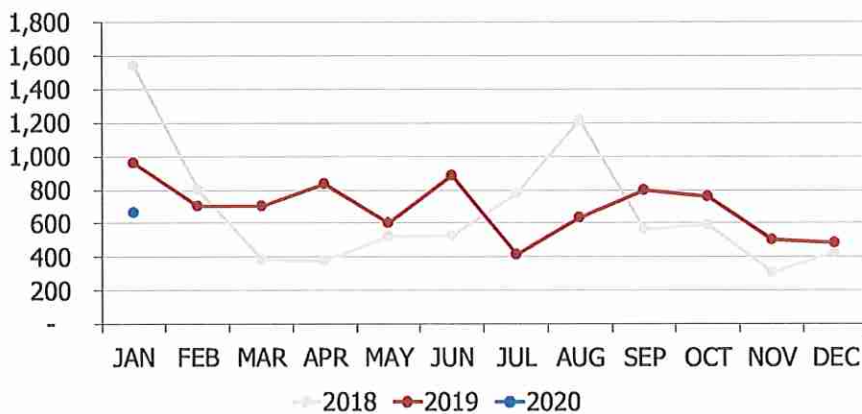


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	January-20	January-19	YOY Change
Alaska/Horizon	9.9%	10.0%	(0.1)
Allegiant Air	1.8%	1.8%	(0.1)
American	20.2%	17.0%	3.3
Delta	7.6%	8.7%	(1.1)
Frontier	1.6%	0.7%	1.0
JetBlue	3.2%	3.7%	(0.4)
Southwest	37.1%	41.8%	(4.7)
United	16.7%	14.9%	1.8
Volaris	1.8%	1.3%	0.5
Others	0.0%	0.1%	(0.1)

TOTAL CHARTER PASSENGERS

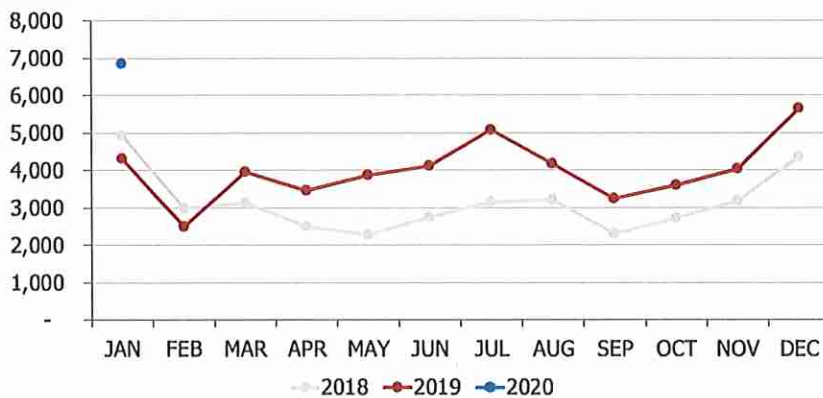


RNO served 665 passengers on charter flights during the month of January 2020.

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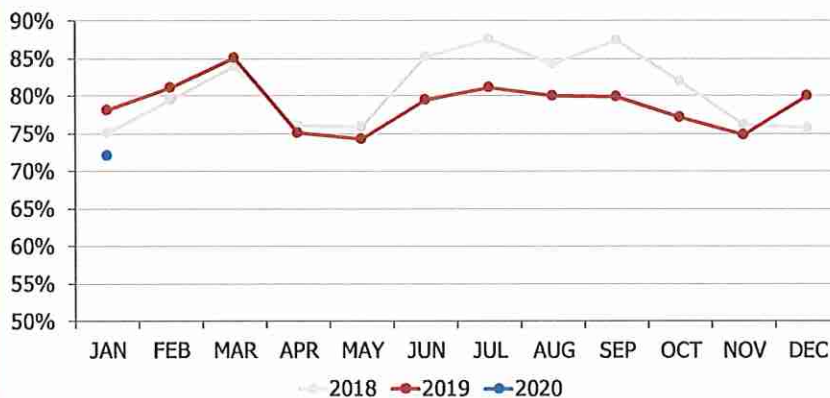


TOTAL INTERNATIONAL PASSENGERS

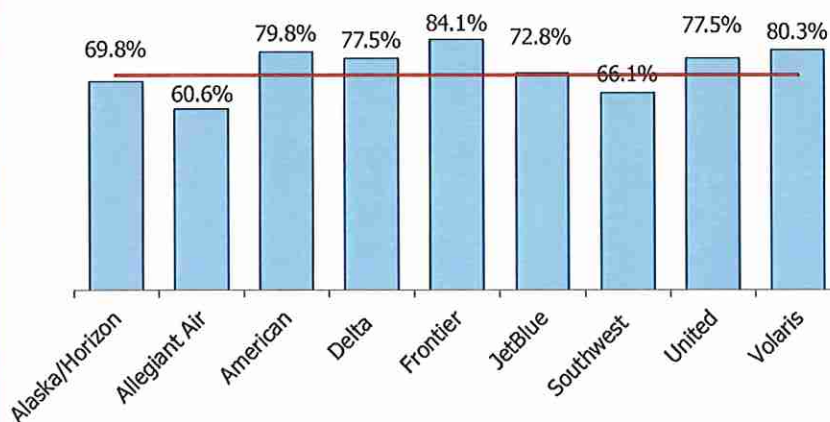


In January 2020, RNO served a total of 6,844 international passengers, an increase of 58.5% when compared to January 2019.

AVERAGE ENPLANED LOAD FACTOR



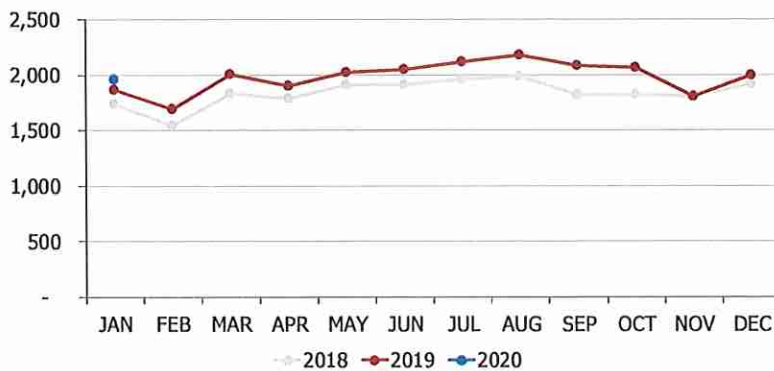
In January 2020, the average enplaned load factor at RNO was 72.1%, a decrease of 5.9 pts. versus January 2019.



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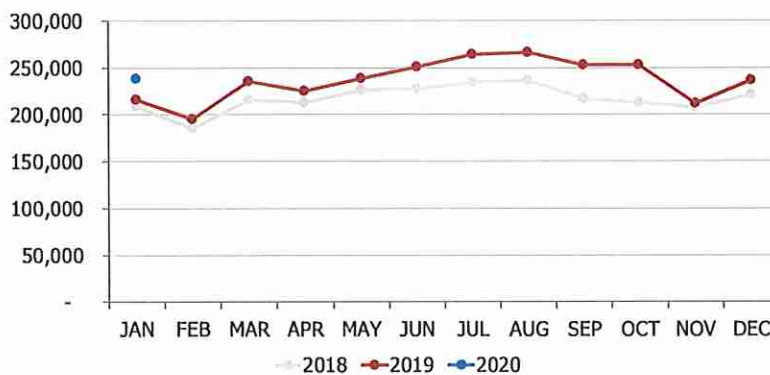
DEPARTURES



In January 2020, RNO handled 1,956 departures on nine commercial airlines, an increase of 4.6% when compared to January 2019.

This doesn't include charter operations on non-incumbent carriers.

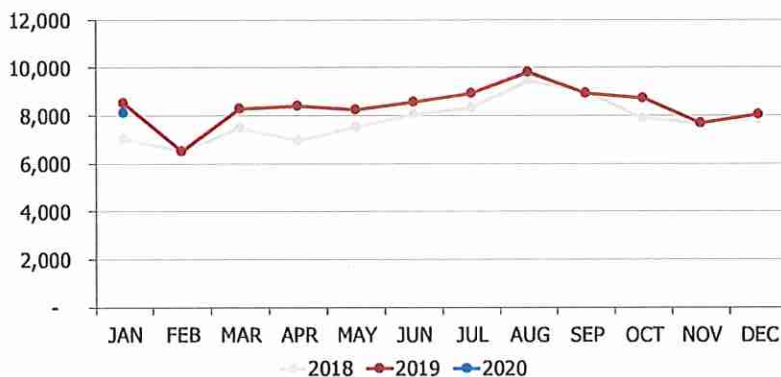
DEPARTING SEATS



In January 2020, nine airlines provided 239,118 departing seats, an increase of 10.6% when compared to January 2019.

This doesn't include charter operations on non-incumbent carriers.

TOTAL OPERATIONS



A total of 8,126 operations were handled at RNO in January 2020, a decrease of 4.5% when compared to January 2019. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

Note: graphs on this page show scheduled departures, seats and operations

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Recent and Upcoming Schedule Changes

- Alaska Airlines
 - ♦ On January 7, 2020, Alaska Airlines suspended all flights between RNO and Boise.
 - ♦ On January 8, 2020, Alaska Airlines reduced the number of non-stop flights between RNO and San Jose from twice a day to once a day.
 - ♦ Starting May 21, 2020, Alaska Airlines will increase the non-stop flights between RNO and Portland from three times a day to four times a day.
 - ♦ Alaska Airlines offers non-stop flights between RNO and Seattle four times a day. The airline will offer this service five times a day from January 7, 2020, until May 20, 2020.
- American Airlines
 - ♦ On October 20, 2019, American Airlines temporarily suspended non-stop seasonal flights between RNO and Chicago O'Hare. This flight returns on June 4, 2020.
 - ♦ Starting June 4, 2020, American Airlines will increase the non-stop flights between RNO and Dallas from three times a day to four times a day.
- Delta Air Lines
 - ♦ Delta Air Lines' non-stop flight between RNO and Atlanta will operate on the following schedule:
 - ♦ Four times a week from February 14, 2020, until April 29, 2020 (Monday, Wednesday, Friday, Saturday).
 - ♦ Five times a week from May 1, 2020, until June 1, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
 - ♦ Daily starting June 4, 2020.
 - ♦ Non-stop seasonal flights between RNO and Minneapolis will return on June 14, 2020, as a Sunday only service for the summer season.
- Frontier Airlines
 - ♦ Frontier Airlines offers non-stop flights between RNO and Las Vegas four days a week (Monday, Thursday, Friday, Sunday).
- JetBlue Airways
 - ♦ JetBlue Airways' non-stop flights between RNO and New York City will operate on the following schedule:
 - ♦ Five times a week from February 13, 2020, until April 26, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
 - ♦ Three times a week from April 27, 2020, until June 4, 2020 (Monday, Thursday, Sunday).
 - ♦ Daily starting June 11, 2020.

Recent and Upcoming Schedule Changes

- Southwest Airlines
 - Southwest Airlines' non-stop seasonal flight between RNO and Dallas Love Field will return as a Saturday/Sunday service on March 7, 2020.
 - Southwest Airlines' non-stop seasonal flights between RNO and Chicago Midway will return on June 7, 2020, for the summer season.
- Volaris
 - Volaris offers non-stop flights between RNO and Guadalajara, Mexico, four days a week (Monday, Wednesday, Thursday and Friday).

Total Passengers January-20					
	Passengers		% Diff.	Passengers	
	2018	2019		2020	% Diff.
JAN	312,125	335,095	7.4%	342,796	2.3%
FEB	296,726	306,800	3.4%		
MAR	356,112	383,215	7.6%		
1st Quarter	964,963	1,025,110	6.2%	342,796	
APR	325,428	337,062	3.6%	0	
MAY	345,740	354,311	2.5%		
JUN	389,103	397,211	2.1%		
2nd Quarter	1,060,271	1,088,584	2.7%	0	
JUL	414,529	432,188	4.3%	0	
AUG	402,794	431,640	7.2%		
SEP	362,831	392,353	8.1%		
3rd Quarter	1,180,154	1,256,181	6.4%	0	
OCT	347,591	380,879	9.6%	0	
NOV	315,833	318,022	0.7%		
DEC	341,283	381,897	11.9%		
4th Quarter	1,004,707	1,080,798	7.6%	0	
TOTAL	4,210,095	4,450,673	5.7%		
YTD Total		335,095		342,796	2.3%

Total Cargo January-20						
	2018	2019	% Diff.	2019		% Diff.
	Cargo In Pounds			Pounds	Metric Tons	
JAN	11,795,775	11,940,830	1.2%	11,008,444	4,992	-7.8%
FEB	11,417,480	11,559,065	1.2%			
MAR	13,053,097	11,770,662	-9.8%			
1st Quarter	36,266,352	35,270,557	-2.7%	11,008,444	4,992	
APR	10,826,085	11,208,216	3.5%	0		
MAY	12,245,815	12,273,193	0.2%			
JUN	12,225,509	11,988,693	-1.9%			
2nd Quarter	35,297,409	35,470,102	0.5%	0		
JUL	12,233,364	12,537,938	2.5%	0		
AUG	13,689,777	12,909,571	-5.7%			
SEP	12,052,727	11,350,614	-5.8%			
3rd Quarter	37,975,868	36,798,123	-3.1%	0		
OCT	12,548,739	12,662,270	0.9%	0		
NOV	12,645,887	11,428,318	-9.6%			
DEC	14,128,422	15,270,324	8.1%			
4th Quarter	39,323,048	39,360,912	0.1%	0		
TOTAL	148,862,677	146,899,694	-1.3%			
YTD Total		11,940,830		11,008,444	4,992	-7.8%

Total Enplaned Passengers January-20				
Month	2018	2019	2020	% Diff.
JAN	156,747	168,909	172,452	2.1%
FEB	147,568	152,933		
MAR	181,141	195,310		
APR	161,913	166,676		
MAY	171,430	175,621		
JUN	193,777	197,397		
JUL	205,174	213,326		
AUG	198,874	211,958		
SEP	189,886	202,280		
OCT	174,084	193,859		
NOV	158,100	158,558		
DEC	166,795	187,914		
TOTAL	2,105,489	2,224,741	172,452	2.1%
YTD Total		168,909	172,452	2.1%

Total Deplaned Passengers				
Month	2018	2019	2020	% Diff.
JAN	155,378	166,186	170,344	2.5%
FEB	149,158	153,867		
MAR	174,971	187,905		
APR	163,515	170,386		
MAY	174,310	178,690		
JUN	195,326	199,814		
JUL	209,355	218,862		
AUG	203,920	219,682		
SEP	172,945	190,073		
OCT	173,507	187,020		
NOV	157,733	159,464		
DEC	174,488	193,983		
TOTAL	2,104,606	2,225,932	170,344	2.5%
YTD Total		166,186	170,344	2.5%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Jan-20	Jan-19	Diff.
Alaska/Horizon	17,495	69.8%	75.8%	-6.1
Allegiant Air	2,932	60.6%	80.5%	-19.9
American	35,672	79.8%	89.0%	-9.2
Delta	13,027	77.5%	85.2%	-7.6
Frontier	2,726	84.1%	66.3%	17.8
JetBlue	5,571	72.8%	80.0%	-7.2
Southwest	64,040	66.1%	71.9%	-5.8
United	28,141	77.5%	84.1%	-6.6
Volaris	2,848	80.3%	77.1%	3.2

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Interoffice Memo

DATE: March 4, 2020
TO: Marily Mora, A.A.E., Dean Schultz, A.A.E., Executive Forum
FROM: Hasaan Azam, Manager of Air Service & Cargo Business Development
SUBJECT: March 2020 Flight Schedule

The March 2020 Flight Schedule at the Reno-Tahoe International Airport (RNO) provides 72 peak-day and less than daily non-stop departures to 19 destinations on nine commercial airlines.

In March 2020, RNO will offer a total of 2,049 scheduled departures, an increase of 2.3% when compared to the March 2019 schedule. Monthly scheduled seat capacity is up 6.3% at 250,213 departing seats for the same period.

Due to Max 8 adjustments, in March 2020, Southwest Airlines flights are down 5.9% and seats are down 6.8% when compared to March 2019.

On May 8, 2020, JSX will start non-stop flights from RNO. Formerly known as JetSuiteX, the airline will operate from Stellar Aviation Group located at 485 South Rock Blvd in Reno with two daily roundtrip flights from Burbank and up to four daily roundtrip flights from Las Vegas.

On February 14, 2020, Delta Air Lines upgraded the non-stop flights between RNO and Atlanta, from seasonal to a year-round service. Daily flights begin on June 4, 2020.

Starting May 13, 2020, Allegiant Air will increase non-stop flights between RNO and Las Vegas from once a day to twice a day.

On May 15, 2020, Frontier Airlines will resume non-stop flights between RNO and Denver (Monday, Wednesday, Friday, Saturday).

Starting May 21, 2020, Alaska Airlines will offer three of the four daily non-stop flights between RNO and Seattle on mainline aircraft (Boeing 737 and Airbus 320).

Recent and Upcoming Schedule Changes

→ Alaska Airlines

- On January 7, 2020, Alaska Airlines suspended all flights between RNO and Boise.
- On January 8, 2020, Alaska Airlines reduced the number of non-stop flights between RNO and San Jose from twice a day to once a day.
- Starting May 21, 2020, Alaska Airlines will increase the non-stop flights between RNO and Portland from three times a day to four times a day.
- Alaska Airlines offers non-stop flights between RNO and Seattle four times a day. The airline will offer this service five times a day from January 7, 2020, until May 20, 2020.

→ American Airlines

- On October 20, 2019, American Airlines temporarily suspended non-stop seasonal flights between RNO and Chicago O'Hare. This flight returns on June 4, 2020.
- Starting June 4, 2020, American Airlines will increase the non-stop flights between RNO and Dallas from three times a day to four times a day.

→ Delta Air Lines

- Delta Air Lines' non-stop flight between RNO and Atlanta will operate on the following schedule:
 - Four times a week from February 14, 2020, until April 29, 2020 (Monday, Wednesday, Friday, Saturday).
 - Five times a week from May 1, 2020, until June 1, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
 - Daily starting June 4, 2020
- Non-stop seasonal flights between RNO and Minneapolis will return on June 14, 2020, as a Sunday only service for the summer season.

→ Frontier Airlines

- Frontier Airlines offers non-stop flights between RNO and Las Vegas four days a week (Monday, Thursday, Friday, Sunday).

→ JetBlue Airways

- JetBlue Airways' non-stop flights between RNO and New York City will operate on the following schedule:

- Five times a week from February 13, 2020, until April 26, 2020 (Monday, Thursday, Friday, Saturday, Sunday).
- Three times a week from April 27, 2020, until June 4, 2020 (Monday, Thursday, Sunday).
- Daily starting June 11, 2020.

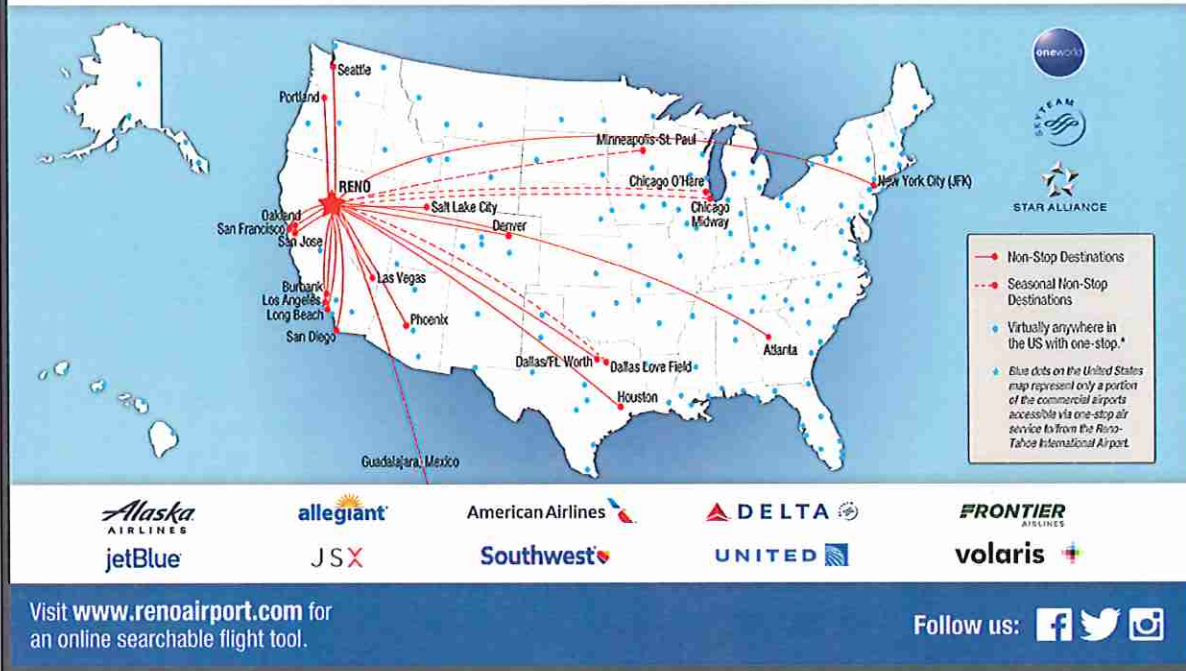
✈ Southwest Airlines

- ✈ Southwest Airlines' non-stop seasonal flight between RNO and Dallas Love Field was temporarily suspended on August 4, 2019. This flight will return as a Saturday/Sunday service on March 7, 2020.
- ✈ Southwest Airlines temporarily suspended non-stop seasonal flights between RNO and Chicago Midway on October 27, 2019. This flight will return on June 7, 2020, for the summer season.

✈ Volaris

- ✈ Volaris offers non-stop flights between RNO and Guadalajara, Mexico, four days a week (Monday, Wednesday, Thursday and Friday).

Flights to/from Reno-Tahoe International Airport



Airline Codes		Airport Codes	
AA	American Airlines	ATL	Atlanta, GA
AS	Alaska Airlines	BOI	Boise, ID
B6	JetBlue Airways	DEN	Denver, CO
CP	Compass Airlines	DFW	Dallas/Ft. Worth, TX
DL	Delta Air Lines	DAL	Dallas Love Field, TX
F9	Frontier Airlines	GDL	Guadalajara, MX
G4	Allegiant Air	IAH	Houston, TX
MQ	American Eagle	JFK	New York City, NY
OO	SkyWest Airlines	LAS	Las Vegas, NV
QX	Horizon Air	LGB	Long Beach, CA
UA	United Airlines	LAX	Los Angeles, CA
WN	Southwest Airlines	MDW	Chicago, IL (Midway)
YV	Mesa Airlines	MSP	Minneapolis, MN
Y4	Volaris Airlines	OAK	Oakland, CA
		ORD	Chicago, IL (O'Hare)
		PDX	Portland, OR
		PHX	Phoenix, AZ
		SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SLC	Salt Lake City, UT
		SJC	San Jose, CA
Equipment Codes		Operating Days	
319	Airbus A319	1	Monday
320	Airbus A320	2	Tuesday
733, 735, 738, 73G	Boeing 737 (all variants)	3	Wednesday
757	Boeing 757	4	Thursday
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	5	Friday
DH4	DeHavilland Dash 8 Q400	6	Saturday
M80, M83	McDonnell Douglas MD-80	7	Sunday
ERD, ERJ	Embraer Regional Jet		

Peak Day Non-Stop Departures (including less than daily flights)

March 2020

Airport	Code	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Atlanta, GA	ATL				1						1	1%	199
Denver, CO	DEN					0		2	3		5	7%	760
Dallas/Ft. Worth, TX	DFW			3							3	4%	480
Dallas Love Field, TX	DAL							1			1	1%	175
Guadalajara, MX	GDL									1	1	1%	179
Houston, TX	IAH								1		1	1%	76
New York City, NY	JFK						1				1	1%	162
Las Vegas, NV	LAS		1			1		10			12	17%	1,804
Long Beach, CA	LGB						1				1	1%	162
Los Angeles, CA	LAX			5				3	3		11	15%	985
Chicago, IL (Midway)	MDW							0			0	0%	0
Minneapolis, MN	MSP				0						0	0%	0
Oakland, CA	OAK							2			2	3%	286
Chicago, IL (O'Hare)	ORD			0					1		1	1%	150
Portland, OR	PDX	3									3	4%	228
Phoenix, AZ	PHX			6				2			8	11%	1,216
San Diego, CA	SAN							3			3	4%	429
Seattle, WA	SEA	5									5	7%	482
San Francisco, CA	SFO								5		5	7%	328
Salt Lake City, UT	SLC				5						5	7%	530
San Jose, CA	SJC	1						2			3	4%	426
Total		9	1	14	6	1	2	25	13	1	72	100%	9,057

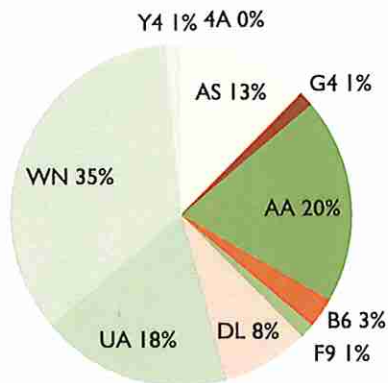
For details, please refer to the "Recent and Upcoming Schedule Changes" section

Peak Day Non-Stop Departures (including less than daily flights)															
Airline/Destination	Code	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights									Seats						
Alaska - (AS)		9	9	10	0	-1	0.0%	-10.0%	786	786	760	0	26	0.0%	3.4%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Portland, OR	PDX	3	3	3	0	0	0.0%	0.0%	228	228	228	0	0	0.0%	0.0%
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	482	482	304	0	178	0.0%	58.6%
San Jose, CA	SJC	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Allegiant - (G4)		1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines (AA)		14	12	11	1	1	16.7%	27.3%	1,758	1,353	1,146	405	612	29.9%	53.4%
Dallas/Ft. Worth, TX	DFW	3	2	2	1	1	50.0%	50.0%	480	320	320	160	160	50.0%	50.0%
Los Angeles, CA	LAX	5	5	5	0	0	0.0%	0.0%	380	369	374	11	6	3.0%	1.6%
Chicago, IL (O'Hare)	ORD	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Phoenix	PHX	6	5	4	1	2	20.0%	50.0%	898	664	452	234	446	35.2%	98.7%
Delta Airlines (DL)		6	6	6	0	0	0.0%	0.0%	729	735	747	-6	-18	-0.8%	-2.4%
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Salt Lake City, UT	SLC	5	5	5	0	0	0.0%	0.0%	530	536	548	-6	-18	-1.1%	-3.3%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Frontier Airlines (F9)		1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
Austin, TX	AUS	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	0	0	1	0	-1	-	-100.0%	0	0	180	0	-180	-	-100.0%
Las Vegas, NV	LAS	1	1	0	0	1	0.0%	-	186	186	0	0	186	0.0%	-
JetBlue Airways (B6)		2	2	2	0	0	0.0%	0.0%	324	312	300	12	24	3.8%	8.0%
Long Beach, CA	LGB	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%
New York City, NY	JFK	1	1	1	0	0	0.0%	0.0%	162	150	150	12	12	8.0%	8.0%
Southwest Airlines (WN)		25	23	26	2	-1	8.7%	-3.8%	3,767	3,385	3,910	382	-143	11.3%	-3.7%
Dallas Love Field, TX	DAL	1	0	1	1	0	-	0.0%	175	0	143	175	32	-	22.4%
Denver, CO	DEN	2	1	2	1	0	100.0%	0.0%	318	143	350	175	-32	122.4%	-9.1%
Las Vegas, NV	LAS	10	10	10	0	0	0.0%	0.0%	1,462	1,430	1,462	32	0	2.2%	0.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	429	429	429	0	0	0.0%	0.0%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	175	0	-175	-	-100.0%
Oakland, CA	OAK	2	1	3	1	-1	100.0%	-33.3%	286	175	461	111	-175	63.4%	-38.0%
Phoenix, AZ	PHX	2	2	2	0	0	0.0%	0.0%	318	286	286	32	32	11.2%	11.2%
San Diego, CA	SAN	3	3	2	0	1	0.0%	50.0%	429	429	318	0	111	0.0%	34.9%
San Jose, CA	SJC	2	3	2	-1	0	-33.3%	0.0%	350	493	286	-143	64	-29.0%	22.4%
United Airlines (UA)		13	13	14	0	-1	0.0%	-7.1%	1,172	1,136	1,236	36	-64	3.2%	-5.2%
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	442	406	376	36	66	8.9%	17.6%
Houston, TX	IAH	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	176	150	202	26	-26	17.3%	-12.9%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	150	128	126	22	24	17.2%	19.0%
San Francisco, CA	SFO	5	5	5	0	0	0.0%	0.0%	328	376	380	-48	-52	-12.8%	-13.7%
Volaris Airlines (Y4)		1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
AIRPORT TOTALS		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%

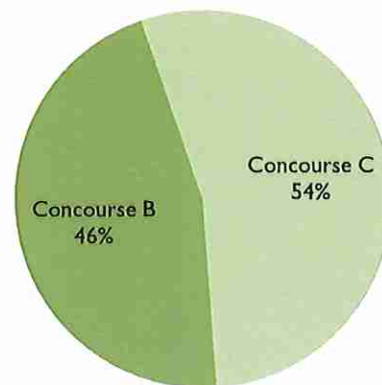
Peak Day Non-Stop Departures (including less than daily flights)															
Airline/Destination	Code	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2020	February 2020	March 2019	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS		Flights							Seats						
Alaska Airlines	AS	9	9	10	0	-1	0.0%	-10.0%	786	786	760	0	26	0.0%	3.4%
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
American Airlines	AA	14	12	11	2	3	16.7%	27.3%	1,758	1,353	1,146	405	612	29.9%	53.4%
Delta Air Lines	DL	6	6	6	0	0	0.0%	0.0%	729	735	747	-6	-18	-0.8%	-2.4%
Frontier Airlines	F9	1	1	1	0	0	0.0%	0.0%	186	186	180	0	6	0.0%	3.3%
JetBlue Airways	B6	2	2	2	0	0	0.0%	0.0%	324	312	300	12	24	3.8%	8.0%
Southwest Airlines	WN	25	23	26	2	-1	8.7%	-3.8%	3,767	3,385	3,910	382	-143	11.3%	-3.7%
United Airlines	UA	13	13	14	0	-1	0.0%	-7.1%	1,172	1,136	1,236	36	-64	3.2%	-5.2%
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Grand Total - All Airlines		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%
TOTALS BY CITY		Flights							Seats						
Austin, TX	AUS	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Atlanta, GA	ATL	1	1	1	0	0	0.0%	0.0%	199	199	199	0	0	0.0%	0.0%
Boise, ID	BOI	0	0	1	0	-1	-	-100.0%	0	0	76	0	-76	-	-100.0%
Denver, CO	DEN	5	4	6	1	-1	25.0%	-16.7%	760	549	906	211	-146	38.4%	-16.1%
Dallas/Ft. Worth, TX	DFW	3	2	2	1	1	50.0%	50.0%	480	320	320	160	160	50.0%	50.0%
Dallas Love Field	DAL	1	0	1	1	0	-	0.0%	175	0	143	175	32	-	22.4%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	179	179	179	0	0	0.0%	0.0%
Houston, TX	IAH	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%
Las Vegas, NV	LAS	12	12	11	0	1	0.0%	9.1%	1,804	1,772	1,618	32	186	1.8%	11.5%
Long Beach, CA	LGB	1	1	1	0	0	0.0%	0.0%	162	162	150	0	12	0.0%	8.0%
Los Angeles, CA	LAX	11	11	11	0	0	0.0%	0.0%	985	948	1,005	37	-20	3.9%	-2.0%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	175	0	-175	-	-100.0%
Oakland, CA	OAK	2	1	3	1	-1	100.0%	-33.3%	286	175	461	111	-175	63.4%	-38.0%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	150	128	126	22	24	17.2%	19.0%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
New York City	JFK	1	1	1	0	0	0.0%	0.0%	162	150	150	12	12	8.0%	8.0%
Portland, OR	PDX	3	3	3	0	0	0.0%	0.0%	228	228	228	0	0	0.0%	0.0%
Phoenix, AZ	PHX	8	7	6	1	2	14.3%	33.3%	1,216	950	738	266	478	28.0%	64.8%
San Diego, CA	SAN	3	3	2	0	1	0.0%	50.0%	429	429	318	0	111	0.0%	34.9%
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	482	482	304	0	178	0.0%	58.6%
San Francisco, CA	SFO	5	5	5	0	0	0.0%	0.0%	328	376	380	-48	-52	-12.8%	-13.7%
Salt Lake City, UT	SLC	5	5	5	0	0	0.0%	0.0%	530	536	548	-6	-18	-1.1%	-3.3%
San Jose, CA	SJC	3	4	4	-1	-1	-25.0%	-25.0%	426	569	438	-143	-12	-25.1%	-2.7%
Grand Total - All Cities		72	68	72	4	0	5.9%	0.0%	9,057	8,228	8,614	829	443	10.1%	5.1%

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
March 2020							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
CA Pacific	4A	0	0.0%	0.0%	0	0.0%	0.0%
Delta	DL	6	18.2%	8.3%	729	15.1%	8.0%
JetBlue	B6	2	6.1%	2.8%	324	6.7%	3.6%
Southwest	WN	25	75.8%	34.7%	3,767	78.2%	41.6%
B-Concourse		33	100.0%	45.8%	4,820	100.0%	53.2%
Alaska	AS	9	23.1%	12.5%	786	18.6%	8.7%
Allegiant	G4	1	2.6%	1.4%	156	3.7%	1.7%
American	AA	14	35.9%	19.4%	1,758	41.5%	19.4%
Frontier	F9	1	2.6%	1.4%	186	4.4%	2.1%
United	UA	13	33.3%	18.1%	1,172	27.7%	12.9%
Volaris	Y4	1	2.6%	1.4%	179	4.2%	2.0%
C-Concourse		39	100.0%	54.2%	4,237	100.0%	46.8%
Grand Total		72		100.0%	9,057		100.0%

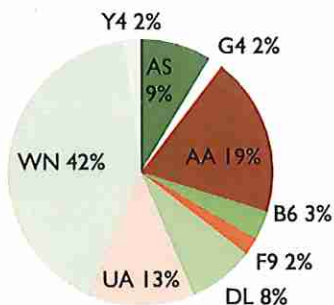
Percent of Scheduled Flights
by Airlines



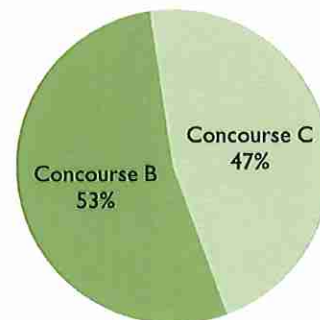
Percent of Scheduled Flights
by Concourse



Percent of Scheduled Seats
by Airline



Percent of Scheduled Seats
by Concourse





north lake tahoe

Chamber | CVB | Resort Association

NLTRA Board of Directors Report Marketing | Sales | Public Relations: January Results

Departmental Reports Posted: <https://www.nltra.org/about/meetings-minutes-agendas/nltra-board-of-directors/>

PR Highlights

- Media Placements: 12
 - Coverage book: <https://coveragebook.com/b/d55444ae>
- Publication Highlights: Matador Network, NBC Los Angeles, NBC San Diego, USA Today 10Best, Mountain Living, Delta Sky Magazine.
 - Key Insights: there was an increase of coverage in southern California, specifically related to events (WinterWonderGrass, Squaw Valley's Leap of Love). The team saw two placements hit as a direct result of media hosting (Mountain Living Magazine; Matador Network).
- Total Impressions: 15,550,730
- Combined Domain Rank: 73 (GTN.com Domain Rank: 56)
- Media FAM Update:
 - Domestic:
 - Followed up with two December FAMs and provided additional information/content (Mountain Living Magazine, Paste Magazine)
 - Hosted 5280 / Matador Network journalist, Shauna Farnell (Jan. 15-18)
 - Evaluating spring opportunities with Penta Magazine and freelancer for NBC/ABC/Fox
 - International:
 - Hosted Gabi Temer from Latin America. This was a Travel Nevada opportunity. She is the creator of a family based adventure and nature lifestyle blog.
 - Hosted Marina Vidigal Brandileone from Brazil. This is a local journalist that produces materials for the Brazil market. She experienced a ski day in North Lake Tahoe.
 - In the planning process for spring 2020:
 - April - UK Influencer FAM with Travel NV
 - May - Brooke Wilson & Jennifer East, digital influencers from Calgary, Canada
- Media Desksides:
 - Liz secured 12 media desksides with top-tier journalists based in New York City, Jan. 20-22.
 - Liz attended the TravMedia IMM Conference in New York in conjunction with Visit California. She met with 24 journalists in 15-minute increments to pitch travel stories for North Lake Tahoe, highlighting shoulder seasons. She also attended an editors event and influencers lunch with Visit California and other California-based DMO's. This effort has already resulted in three placements:
 - Martha Stewart Living: non-ski activities this winter (pending: scenic bike rides)
 - CNN Travel: expert positioning piece to highlight best practices of DMO's working with influencers (on in March)
 - Corporate & Incentive Travel magazine: meetings focused article highlighting experiential team build for groups (in print April/May)
 - Spring opportunities are being evaluated based on remaining budget
- Content:
 - Visit California monthly content submission

- Met with Abbi Team to discuss spring strategy (Andy Chapman also attended) and reviewed top 100 media list
- Planning for spring 2020 What's New press release
- Influencers: reviewing options for spring

Blog & Newsletter Content Review

- Jan. Themes: 2020 Kick Off, Learn to Ski & Ride, Romance
- Two (2) Newsletter Posted
 - NLT Romantic Mountain Getaways
 - 6.6% Open Rate, 0.3% CTR
 - NLT Visitor Insights Survey
 - 8.8% Open Rate, 1.1% CTR
 - This is an effort to gain additional information about newsletter subscribers including zip codes so we segment our database and send more tailored messaging
- Two (2) Blogs Posted
 - 2020 in North Lake Tahoe: Starting Your Year off Right - 110 pageviews
 - Love in Lake Tahoe: Six Valentine's Day Dates for You and Your Sweetheart - 83 pageviews

Social Media Update

- Monthly Impressions: 10.2M (79% increase from previous month), Monthly Engagements: 123k (33% increase from previous month)
- Total followers increased by 0.4% from the previous month, with Twitter seeing the highest growth with a 9% increase. Overall engagements are up 33%, with Twitter seeing the highest growth of 143%. This can be attributed to the high levels of engagement with Visit California's Food Travel Chat that was part of the CA Restaurant Month.
- Social Media Growth:
 - Facebook: 183 Fans, Instagram: 910 Followers, Twitter: 94 Followers
- Learn to Ski and Ride Facebook Live at Homewood Mountain Resort
 - 4.9K Impressions, 239 Engagements, 1.5K Video Views
- Food Travel Chat via Twitter - Visit CA Initiative to celebrate California Restaurant Month
 - 37K Impressions, 1.2K Engagements, 30 New Followers

Paid Media Update

- We are fully in the winter season campaign across all social and digital platforms. Combined, the MCC and Consumer campaign generated 11.3M impressions, which resulted in 48K clicks and 29K sessions, as well as 4.3K TOS conversions and 411 Book Now conversions.
- Display and Twitter drove high quality traffic this month. We are excited about the audience on Twitter as they are engaged and active, driving the most Book Now conversions of Social Media Ads. .
- Consumer
 - 11.2M Impressions, 28.1K Website Visits, 4.2K Time on Site Conversions, \$79.8K Spend, 402 Book Now Conversions
 - Display ad prospecting showed strong performance with the highest click through rate (.32%), most TOS conversions (1.7K) and book now conversions (78).
 - Optimizations drove display ad CTR up from .21% in December to .31% this month and lower cost per conversions.
 - Since the start of the winter campaign, CTR's have been higher than the 12-month average (0.20%). January continued that trend (0.31%).

- TOS conversions increased from just over 1,500 in December to over 2,000 this month.
- The general ad creative and messaging continue to resonate across all target personas providing the highest CTR and all Book Now conversions.
- Focus for paid search spend was put toward the winter campaign due to the weather patterns, increasing overall impressions and clicks from December.
- Going into February, shifts were made to even out the spend by search group to optimize to higher Click Through Rates and decrease Cost per Conversions.
- Sequential ads on YouTube all had higher than average TOS conversion rates.
- In January we ran an email titled "Find Your Winter Wow". Cost per TOS Conversion of \$4 is cheaper than the 12-month email average cost per conversion (\$6) with over 600 conversions.
- **MCC**
 - 115.7K Impressions, 771 Website Visits, 71 Time on Site Conversions, \$3K Spend, 9 Book Now Conversions
 - Retargeting ads accounted for all TOS conversions from Facebook and Instagram. Prospecting ads didn't provide TOS conversions, but the engagement from these ads assisted in Retargeting performance. Additionally, this audience is quite inexpensive to advertise to, <\$1 average Cost per Click. Over time this has helped build a larger Retargeting pool.
 - The Conference Center keyword group continues to perform best in paid search for MCC.
 - From a public relations standpoint The Abbi team created interview questions for NLT MCC experts, gathering industry expert commentary for pitching efforts. The team also began spring FAM outreach, leveraging editorial calendars and target media lists.

Upcoming Sponsored Events

- **2020 Snowfest!** | February 28 - March 10 | North Lake Tahoe
- **2020 WinterWonderGrass** | March 27 - 29 | Squaw Valley Resort
- **2020 Mountain Travel Symposium** | March 29 - April 4 | Squaw Valley
- **2020 Homewood - Pride Ride** | March 28-29 | Homewood Resort
- **2020 Wild and Scenic Film Fest** | April 17-18 | Tahoe City Tap Haus
- **2020 Tourism Cares Sustainability Conference** | May 13 - 15 | Squaw Valley

Leisure Sales Efforts

- Site Visits hosted with:
 - Expedia, SF Travel, MTS
- Sales Missions
 - Attended the Visit California Outlook Forum
 - Upcoming Travel:
 - MTS in March, California Cup in April and IPW in June
- Upcoming Travel Trade FAMs:
 - March - MTS Pre FAM
 - May - Travel Masters Canada
 - May - Volaris Mexico FAM
 - June - Post IPW FAM
- Marketing Collaboratives:
 - German - CANUSA campaign running February and March
 - Hotels will be featured on the site in conjunction with social media digital advertising and social media influencers.
 - Australia - Brand USA campaign with Viva Holidays and Karry-on Magazine
 - This campaign features advertorials and editorial content with Karry-On
 - Direct sales campaign with Viva Holidays

- Canada - Air Canada
 - Visit CA Spring Sun Campaign - the primary goal is to produce room revenue into North Lake Tahoe. The featured airport is Sacramento to support the new air service. This is paired with a digital media campaign with Facebook & Instagram
 - In late spring - early fall - call centre visits will occur
- Domestic - Expedia
 - 5 confirmed lodging partners
 - running March 15th - May 15th with dual creative - winter and spring
- International Representation Highlights
 - Germany, Austria, Switzerland:
 - (9) meetings conducted
 - Attended the CMT Stuttgart show - the booth experienced 30K visitors over 9 days.
 - Confirmed new marketing co-operative with CANUSA
 - Featured North Lake Tahoe in the December 17th newsletter
 - 48.5% open rate
 - 6% click rate
 - Canada
 - (3) key meetings held with Huntington Travel, Trufflepig and Westjet
 - (2) travel agents trained
 - UK/Ireland Update:
 - Black Diamond is blacked out for trainings during this month
 - (4) Meetings conducted with American Sky, Discover North America, Travel Weekly and Ice Lolly
 - Attended Aer Lingus Roadshow and worked on the development of the Out of Bounds event in the UK.
 - Australia October Update
 - (5) Meetings conducted with: Sno'n'ski, Travel Partners, Qantas Hotels, American Airlines and United Airlines
 - (19) agents trained at Travel Partners
 - New Marketing Program with Brand USA
 - Big Industry news - TripAdvisor laid off 200 employees.

Conference Sales Efforts

- (4) Groups turn definite in January with an estimated \$124,887 in estimated revenue
- (36) RFPs went out to local properties
- Key Site Visit conducted with Southeastern Lumber Manufacturers Association for a 2023 conference
- Upcoming Site Visits:
 - Zillow Group and Rotary International
- Planning underway for (2) FAMs:
 - Conference Direct FAM with the RSCVA in February
 - Conference Direct FAM with Hyatt in March
- Trade shows/sales missions attended:
 - Staff attended PCMA Reno Tahoe client event and the PCMA annual conference in San Francisco. From this event, one group was generated and is currently scheduled to go definite for July 2021 for 300 room nights.

Reno Tahoe International Airport Update

January 2020 vs. January 2019

- Passengers are up 2.3%
- Seats are up 10.6%
- Flights are up 4.6%
- Average enplaned load factor is 72.1%, down 5.9 points

- Southwest Airlines
 - Passengers are down 9.3%
 - Load factor is 66.1%, down 5.8 points
 - Seats are down 1.7%
 - Flights are down 2.3%
 - Passenger market share 37.1%

Schedule highlights

- JSX begins non-stop flights to Las Vegas and Burbank on May 8
- Delta's non-stop flights to Atlanta was upgraded to year-round service in February
- Allegiant increase non-stop flights to Las Vegas to twice a day in May
- Frontier resumes non-stop flights to Denver in May
- Alaska Airlines will offer three of the four daily non-stop flights to Seattle on mainline aircraft in May

North Lake Tahoe Visitor Information Center Visitor Report: January 2020

VISITORS SERVED:

December 2019

Total TC Walk-ins: 2,161
Total Phone Calls: 167
Total 2,328

January 2019

Total TC Walk-ins: 1,299
Total Phone Calls: 159
Total 1,458

January 2020

Total TC Walk-ins: 2,338
Total Phone Calls: 234
Total 2,572

REFERRALS GIVEN TO VISITORS:

Restaurants 379	Lodging 73	Historic / Museum 65	Events 12
Tours 17	Surrounding Towns (SLT / Truckee) 34	Shopping 65	Transportation 30
Services 20	Activities Mountain / Trails 284	Activities / Lake 57	Maps / Directions 356

TOTAL: 1,392 = 45 referrals per day

Visitor Surveys: 19 in January with total of 404 since Sept 2018

Guest Book Signatures: 16

- Domestic Visitation: CA, FL, TX, NV, WA
- International visitation included Canada and Australia
- Comments: Wonderful information and fun hostess, lots of cool stickers

January 2020 Highlights

- 1 New Local Vendor: Ernie Brassard Photography
- 1 Renewed Local Vendor: Rescued Wine
- Shipped 30 Tahoe Teas to media conference with Liz in NYC
- Attended WWRSA merchandise show finding new and unique apparel for the Visitor Center



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Resort Association/Chamber of Commerce Board Report: January 2020

Communications Update

Creative development continued for the TBID educational campaign, with a goal of educating the business community in Eastern Placer County about fundamentals of NLTRA's proposed TBID. The campaign scope includes digital and direct mail components, highly targeted to the TBID assessment industries (retail, activity provider, lodging, F&B).

Additional Communications & Public Relations Projects:

- Compiled resources to help local businesses and residents support the wildfire relief effort in Australia. Information was posted online through social media and the NLTRA.org blog.
- Secured 12 media desksides with top-tier journalists based in New York City, Jan. 20-22.
- Attended the TravMedia IMM Conference in New York in conjunction with Visit California. Met with 24 journalists in 15-minute increments to pitch travel stories for North Lake Tahoe, highlighting shoulder seasons. Also attended an editors event and influencers lunch with Visit California and other California-based DMO's. This effort has already resulted in three placements:
 - Martha Stewart Living: non-ski activities this winter (pending: scenic bike rides)
 - CNN Travel: expert positioning piece to highlight best practices of DMO's working with influencers (online in March)
 - Corporate & Incentive Travel magazine: meetings focused article highlighting experiential team building for groups (in print April/May)
- Press Release Development to promote CEO hire. The release was placed in NNBW, Sierra Sun and Moonshine Ink, and also shared through NLTRA digital channels (website/facebook).
- Attended spring strategy meeting with The Abbi Agency and Andy Chapman to discuss key media targets (publications + markets), pitch angles and FAMs.
- Met with in-market journalist, Shauna Farnell, to highlight non-ski activities (Chickadee Ridge, East Shore Trail) and the range of North Lake Tahoe ski resorts. Her piece hit Denver's glossy magazine *5280* and another piece was placed in the online publication *Matador Network*.
- Sent the spring content submission to NLT partners requesting What's New information for the spring press release.

NLTRA Newsletter:

- January Breakfast Club Promotion: Jan. 3 (28% open rate)
- Restaurant Month Engagement Opportunities – sent to lodging and dining businesses: Jan. 3 (24% open rate)
- NLTRA Board Election – sent to Members: Jan 20 (34% open rate)
- Member to Member: Jan. 29 (27% open rate)
- Dedicated eBlast - Mountain Travel Symposium: Jan. 30 (23% open rate)

Social Media: January posts highlighted NLTRA sponsored events and programs, Member events and anniversaries, recent press coverage (CEO announcement), and ways to participate in Visit California's Restaurant Month promotion. The page regularly promotes content on behalf of Placer County – from public meetings (Dollar Creek Crossing, Board of Supervisors) to business trainings and lodging-focused initiatives. The page also increased connectivity to the NLTRA.org website, promoting events and content within the site. Synergies with the North Lake Tahoe consumer page were highlighted, promoting Learn to Ski and Ride content, Treasures of Tahoe and WinterWonderGrass.

Chamber of Commerce Updates, Events & Partnerships

- First Tuesday Breakfast Club: the theme for January was focused on What's New information, pertinent to the local business community. Ethan Birnberg presented from Porter Simon Law Offices about new business laws going into effect as of Jan. 1. Cindy Gustafson, District 5 Placer County Supervisor also presented new initiatives spearheaded by the County for 2020. Rob Kautz also gave a TBID update, informing attendees that the Petition Drive was nearing.
- Attended Dollar Creek Crossing community meeting on Jan. 8 to hear about recent developments on the project.
- New for 2020 is a co-branded small business training series in conjunction with Placer County and Sierra Small Business Development Center (*Business Builder*). Brand development took place in January and a name/flyer was produced to promote throughout the region. The goal is to encourage stronger attendance and co-create a series that includes not only marketing topics, but business basics. Trainings will continue to be held in shoulder seasons: six in spring; six in fall.
- Sponsorship and involvement opportunities are available for the 66th Annual Community Awards Dinner; save the date for Thursday, April 23 at Olympic Village Lodge in Squaw Valley. Award nominations will be promoted in January.
- Suggested Board participation:
 - Purchase tickets to the event
 - Donate a bottle of wine for the wine pull
 - Nominate a volunteer or employee
 - Raffle Tickets – each Board Member will be asked to purchase/sell 10 raffle tickets
 - Sponsorship (various categories/levels)
 - Promote via social media
 - Donate an item to the Silent Auction

Looking Ahead

- Squaw Dogs Event (in conjunction with SnowFest): Mar. 7 from 5:30-7:30pm at Tahoe City Visitors Center
- First Tuesday Breakfast Club: April 7 (focus on sustainability with presentations from Liberty Utilities, Sierra Business Council and Placer County)
- 66th Annual Community Awards: Thursday, Apr.23 @ Olympic Village Lodge in Squaw Valley
- Business Builder Training Series: date/topics to be shared in April Board Meeting

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

January 31, 2020

North Lake Tahoe Marketing Cooperative

Accrual Basis

Balance Sheet

As of January 31, 2020

	Jan 31, 20	Jan 31, 19	\$ Change	% Change	Jun 30, 19
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	446,358	538,631	(92,273)	(17%)	363,031
Total Checking/Savings	446,358	538,631	(92,273)	(17%)	363,031
Accounts Receivable					
1200-00 · Accounts Receivable	5,884	11,874	(5,990)	(50%)	10,196
Total Accounts Receivable	5,884	11,874	(5,990)	(50%)	10,196
Other Current Assets					
1300 · Reimbursements Receivable	5,500	984	4,516	459%	4,362
1350-00 · Security Deposits	3,325	100	3,225	3,225%	100
Total Other Current Assets	8,825	1,084	7,741	714%	4,462
Total Current Assets	461,067	551,589	(90,522)	(16%)	377,689
Other Assets					
1400-00 · Prepaid Expenses	58,821	30,292	28,529	94%	12,340
Total Other Assets	58,821	30,292	28,529	94%	12,340
TOTAL ASSETS	519,888	581,881	(61,993)	(11%)	390,029
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	348,466	299,520	48,946	16%	365,187
Total Accounts Payable	348,466	299,520	48,946	16%	365,187
Total Current Liabilities	348,466	299,520	48,946	16%	365,187
Total Liabilities	348,466	299,520	48,946	16%	365,187
Equity					
32000 · Unrestricted Net Assets	24,842	189,433	(164,591)	(87%)	189,433
Net Income	146,581	92,928	53,653	58%	(164,591)
Total Equity	171,423	282,361	(110,938)	(39%)	24,842
TOTAL LIABILITIES & EQUITY	519,888	581,881	(61,993)	(11%)	390,029

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

January 2020

	Jan 20	Budget	Jul '19 - Jan 20	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	35,435	35,435	572,057	572,057	942,000
4001-00 · NLTRA Funding	352,164	352,164	990,140	990,140	1,503,362
4004-00 · IVCBVB Entertainment	0	0	4,000	4,000	8,000
Total Income	387,599	387,599	1,566,197	1,566,197	2,453,362
Gross Profit	387,599	387,599	1,566,197	1,566,197	2,453,362
Expense					
5000-00 · CONSUMER MARKETING					
5001-00 · Broadcast / Radio - High Notes	0	0	5,104	10,320	16,720
5002-01 · Native Display	9,250	7,000	9,250	41,000	68,000
5004-00 · Trip Advisor	18,189	8,333	49,807	58,331	100,000
5005-00 · Paid Social	30,753	29,797	88,759	95,832	139,000
5005-01 · Digital Display	22,836	9,000	126,416	51,000	85,000
5005-02 · Retargeting Video	0	2,500	12,473	17,500	30,000
5007-00 · Creative Production	3,425	13,250	127,269	92,750	158,219
5010-00 · Account Strategy & Management	7,000	7,000	49,000	49,000	84,000
5010-01 · Digital Management & Reporting	2,000	2,000	14,000	14,000	24,000
5010-02 · Website Strategy & Analysis	1,200	1,200	8,400	8,400	14,400
5013-00 · Outdoor	115,000	115,000	115,000	115,000	115,000
5015-00 · Video	0	5,000	4,373	22,500	35,000
5017-00 · Rich Media	22,350	12,500	34,188	37,500	50,000
5018-00 · Media Commission	29,018	29,391	62,800	64,403	103,607
5018-01 · Digital Ad Serving	0	506	1,232	3,530	6,050
5020-00 · Search Engine Marketing	9,075	5,000	36,083	35,000	60,000
5022-00 · Email	7,500	7,000	22,726	24,500	35,000
5025-00 · Expedia	0	0	0	0	20,000
5026-00 · Consumer Research	0		0	750	750
5027-00 · Consumer Retargeting Video	0	1,250	0	8,750	15,000
5028-00 · High Impact Media	0	5,000	0	27,000	45,000
Total 5000-00 · CONSUMER MARKETING	277,596	260,727	766,880	777,066	1,204,746
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0	1,000	2,565	4,000	6,000
5112-00 · Training / Sales Calls	143	0	6,583	2,500	6,500
5113-00 · Additional Opportunities	0	0	2,946	3,500	7,000
5115-00 · Travel Agent Incentive Program	0	0	0	0	1,500
5120-00 · Domestic - Trade Shows	259	0	2,384	4,950	6,450
5131-00 · FAMS -Intl - Travel Trade	0	0	2,684	2,000	10,500
5132-00 · FAMS -Intl - Media	0		35	0	0
5133-00 · Ski-Tops	0		0	845	845
5134-00 · Intl Marketing - Additional Opp	0	0	4,527	5,500	11,000
5136-00 · Tour Operator Brochure Support	0		2,000	2,000	2,000
5137-00 · Co-op Opportunities	0	0	2,926	10,000	15,000
5141-00 · Australian Sales Mission	0	0	0	0	6,550
5142-00 · UK Sales Mission	0		2,177	3,000	3,000
5143-00 · Mountain Travel Symposium	0	0	510	0	1,500
5144-00 · IPW - POW WOW	857	10,000	1,114	10,000	11,000
5145-00 · TIA Annual Dues	0	2,650	2,695	2,650	2,650
5146-00 · UK / Black Diamond	2,500	7,750	17,500	23,250	31,000
5147-00 · AUS / Gate 7	7,925	7,925	23,775	23,775	31,700
5149-00 · Mexico Program	884		2,491	6,500	6,500

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

January 2020

	Jan 20	Budget	Jul '19 - Jan 20	YTD Budget	Annual Budget
5150-00 · China Program	0		154	3,500	3,500
5154-00 · Canada					
5154-01 · Canada Sales Mission	0		6,409	6,000	6,000
5154-00 · Canada - Other	5,000	6,250	16,860	19,750	26,000
Total 5154-00 · Canada	5,000	6,250	23,269	25,750	32,000
5155-00 · California Star Program	292		875	3,500	3,500
5156-00 · German Trade Representation	2,475	4,750	9,257	16,250	23,000
Total 5110-00 · LEISURE SALES	20,335	40,325	110,467	153,470	222,695
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	2,200	2,200	15,400	15,400	26,400
5201-00 · National, Regional, & Local PR	5,000	5,000	35,000	35,000	60,000
5202-00 · PR Program/ Content Dev - Blogs	2,000	2,000	14,000	14,000	24,000
5202-01 · Rich Content Development	0	5,500	4,975	16,500	22,000
5204-00 · Media Mission(s)	3,706	0	8,144	5,300	10,600
5206-00 · Digital Buy/ Social Media Boost	500	500	3,500	3,500	6,000
5207-00 · Content Campaigns/Tools-My Emma	300	300	2,100	2,100	3,600
5208-00 · International Travel Media FAMS	0	1,700	2,949	8,500	13,600
5208-01 · Int'l FAM Hard Cost	0	1,500	1,581	7,500	12,000
5208-02 · Int'l Media Retainer	300	300	2,100	2,100	3,600
5209-00 · Domestic Travel Media FAMS	3,513	3,500	13,638	24,500	38,500
5210-00 · Content Dev - Newsletters	1,800	1,800	12,600	12,600	21,600
5211-00 · Social Media Strategy & Mgmt	4,000	4,000	28,000	28,000	48,000
5212-00 · Social Giveaways & Contests	400	0	5,054	4,600	9,200
5213-00 · Facebook Live	1,500	0	2,500	3,240	6,480
5214-00 · Social Takeover	0	0	7,952	8,000	16,000
Total 5200-00 · PUBLIC RELATIONS	25,219	28,300	159,493	190,840	321,580
6000-00 · CONFERENCE SALES					
6002-00 · Destination Print	7,220		12,740	23,850	23,850
6003-00 · Geo-Fence Targeting	0		0	2,500	2,500
6004-00 · Email	850	850	1,700	3,400	7,650
6005-00 · Paid Media	821	833	4,791	5,831	10,000
6006-00 · CVENT	0		11,167	13,500	13,500
6007-00 · Creative Production	1,006	2,000	12,626	22,000	30,000
6008-00 · Conference PR / Social Outreach	1,000	1,000	7,000	7,000	12,000
6016-00 · MCC Search Engine Marketing	1,935		3,402		
6018-00 · MCC Media Commission	1,486	330	4,817	7,210	8,861
6019-00 · Conference Direct Partnership	0		0	5,000	5,000
6128-00 · HelmsBriscoe Strategic Partner	583		4,000	6,000	6,000
6152-00 · Client Events / Opportunities	2,593	6,000	10,222	9,000	15,000
6153-00 · Chicago Sales Rep Support	7,997	0	8,240	1,500	10,000
Total 6000-00 · CONFERENCE SALES	25,491	11,013	80,705	106,791	144,361
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0	450	1,890	4,350	7,000
6116-00 · CalSAE Seasonal Spectacular	(2,400)	0	1,936	7,750	4,250
6118-00 · ASAE Annual	0		6,036	6,000	6,000
6120-00 · AFW Client Event	0		0	2,500	2,500
6120-01 · Sac River Cats Client Event	0		2,392	2,500	2,500
6127-00 · CalSAE Annual	5,000	0	6,022	5,000	6,700
6143-00 · Connect Marketplace	0		3,815	11,000	11,000
6144-00 · ASAE XDP	0	0	0	2,500	4,000

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

January 2020

	Jan 20	Budget	Jul '19 - Jan 20	YTD Budget	Annual Budget
6151-00 · Destination CA	0	0	0	0	1,500
6154-00 · HelmsBriscoe ABC	0	0	0	0	6,500
6156-00 · Connect California	0	0	0	3,750	5,250
6156-02 · Connect Chicago	0	0	0	3,750	4,250
6156-04 · Connect Georgia	0		5,733	5,250	5,250
6157-00 · HPN Partner Conference	0		4,299	3,195	3,195
6160-00 · AllThingsMeetings Silicon Valley	0		511	1,000	1,000
6160-01 · AllThingsMeetings East Bay	0		0	1,625	1,625
6161-00 · Connect Southwest	0		5,057	5,250	5,250
6162-00 · Connect Tech & Medical	0		4,749	5,250	5,250
6163-00 · Connect Financial	0	0	0	3,750	5,250
6164-00 · Connect Mountain Incentive	0	0	0	3,750	5,250
6165-00 · Bay Area Client Appreciation	3,750	0	2,750	0	5,000
6167-00 · Nor Cal DMO	0		489	0	0
6168-00 · Sacramento/Roseville TopGolf	0		0	2,500	2,500
6169-00 · Prestige Meetings SF	0		0	2,395	2,395
6171-00 · Outdoor Retailer	0	600	0	600	600
6172-00 · Prestige Meetings Seattle	0	1,095	0	1,095	2,595
Total 6100-00 · TRADE SHOWS	6,350	2,145	45,679	84,760	106,610
7000-00 · COMMITTED & ADMIN EXPENSES					
5008-00 · Cooperative Programs	0	0	24,872	25,000	50,000
5009-00 · Fulfillment / Mail	212	1,000	8,272	7,000	12,000
5021-00 · RASC-Reno Air Service Corp	0	25,000	50,000	75,000	100,000
5122-00 · SSMC Shipping - Sierra Ski Mkt	0		5		
5123-00 · HSVC - High Sierra Visitors	167		1,167	2,000	2,000
7001-00 · Miscellaneous	0		253	0	0
7002-00 · CRM Subscription	833	833	5,833	5,831	9,996
7003-00 · IVCBVB Entertainment Fund	62	0	2,100	4,000	8,000
7004-00 · Research	0	0	26,530	0	24,000
7005-00 · Film Festival	0		15,000	15,000	15,000
7006-00 · Special Events	0	0	0	0	30,000
7007-00 · Destimetrics / DMX	0	8,338	0	25,014	33,352
7008-00 · Opportunistic Funds	6,050	0	35,566	25,000	50,000
7009-00 · Tahoe Cam Usage	0	177	0	1,239	2,124
7010-00 · Photo Management & Storage	0	592	0	4,144	7,104
7011-00 · TrendKite PR Software	357	333	2,143	2,331	3,996
8700-00 · Automobile Expense*	442	400	3,072	2,800	4,800
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0		160		
Total 7000-00 · COMMITTED & ADMIN EXPENSES	8,123	36,673	174,973	194,359	352,372
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250	4,250	29,750	29,750	51,000
8003-00 · Website Hosting Maintenance	603	4,166	51,668	29,162	50,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	4,853	8,416	81,418	58,912	101,000
Total Expense	367,967	387,599	1,419,615	1,566,198	2,453,364
Net Income	19,630	0	146,581	(1)	(2)



north lake tahoe
Member (738) Board Association

Aging by Revenue Item

As of 1/31/2020

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable: Member AR - Member Dues)									
101-200 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$940.00	\$0.00	\$0.00	\$940.00
11-20 Employees Membership Dues			\$690.00	\$0.00	\$0.00	\$335.00	\$0.00	\$335.00	\$1,360.00
1-5 Employees Membership Dues			\$4,720.00	\$855.00	\$570.00	\$285.00	\$570.00	\$2,565.00	\$9,565.00
200+ Employees Membership Dues			\$1,085.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,085.00
21-50 Employees Membership Dues			\$5,940.00	\$1,355.00	\$2,080.00	\$0.00	\$520.00	\$520.00	\$10,415.00
50-100 Employees Membership Dues			\$3,750.00	\$0.00	\$1,450.00	\$0.00	\$0.00	\$470.00	\$5,670.00
6-10 Employees Membership Dues			\$16,580.00	\$630.00	\$0.00	\$0.00	\$315.00	\$630.00	\$18,155.00
Financial Institutions Membership			\$2,100.00	\$700.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,800.00
Non-Profit Membership Dues Totals:			\$3,570.00	\$330.00	\$0.00	\$0.00	\$0.00	\$660.00	\$4,560.00
PUD Membership Dues Totals:			\$1,430.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,430.00
Ski Resorts Membership Dues Totals:			\$28,315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$28,315.00
1201-01 Member AR Membership Dues			\$68,180.00	\$3,870.00	\$4,100.00	\$1,560.00	\$1,405.00	\$5,180.00	\$84,295.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable: Member AR - Other)									
Community Awards Ticket Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$180.00	\$180.00
Eblast Totals:			\$515.00	\$235.00	\$0.00	\$0.00	\$0.00	\$340.00	\$1,090.00
Employee of the Year Award Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$65.00	\$65.00
Tahoe LOVE Stickers Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00	\$200.00
Tuesday Morning Breakfast Club			\$165.00	\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$330.00
Tuesday Morning Breakfast Club			\$2,260.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,260.00
1201-03 Member Accounts Receivable			\$2,940.00	\$400.00	\$0.00	\$0.00	\$0.00	\$785.00	\$4,125.00
GRAND TOTALS			\$71,120.00	\$4,270.00	\$4,100.00	\$1,560.00	\$1,405.00	\$5,965.00	\$88,420.00

KEY METRICS FOR January 31, 2020 FINANCIAL STATEMENTS

Total District 5 TOT Collections by Quarter 2010 - 2018 (as reported thru November 2019)						
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total	
2011 - 2012	3,683,345	1,794,633	3,159,674	1,554,224	\$ 10,191,876	
2012 - 2013	3,882,952	2,106,483	4,263,868	1,447,976	\$ 11,701,279	
2013 - 2014	4,525,882	2,145,820	3,569,535	1,751,001	\$ 11,992,238	
2014 - 2015	4,693,908	2,527,728	3,513,439	1,868,483	\$ 12,603,558	
2015 - 2016	4,872,923	3,874,544	5,436,080	2,349,584	\$ 16,533,131	
2016 - 2017	5,504,750	3,319,046	6,140,970	3,358,687	\$ 18,323,453	
2017 - 2018	6,279,704	3,454,080	5,638,622	3,197,138	\$ 18,569,544	
2018 - 2019	7,068,928	4,033,301	6,982,816	3,526,106	\$ 21,611,151	
2019 - 2020	7,020,546	51,424	150		\$ 7,072,120	updated

Visitor Information Comparative Statistics For FYTD 2016/17 - 2019/20 (thru Jan 2020)						
Referrals -	2016-2017	2017-2018	2018-2019	2019-2020	YOY % Change	
Tahoe City:						
Walk In	26529	29109	27903	31506	12.91%	
Phone	2312	2051	1827	1944	6.40%	
Email	228	242	250	284	13.60%	
Kings Beach (Walk In)	3455	7883	11439	8322	-27.25%	
NLT - Event Traffic	4,195	3127	3295	2913	-11.59%	
Total	36,719	42,412	44,714	44,969	0.57%	

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)						
Quarter	2016	2017	2018	2019	YOY % Change	
First (Jan - Mar)	\$ 699,157	\$ 820,233	\$ 762,370	\$ 874,230	14.67%	
Second (Apr - June)	\$ 558,566	\$ 716,779	\$ 627,831	\$ 672,108	7.05%	
Third (Jul - Sept)	\$ 943,574	\$ 1,001,144	\$ 1,018,271			
Fourth (Oct - Dec)	\$ 629,807	\$ 641,261	\$ 671,770			
Total	\$ 2,831,104	\$ 3,179,417	\$ 3,080,242			

Unemployment Rates - EDD		Dec 2019
California (pop. 38,332,521)		3.9%
Placer County (367,309)		2.7%
Dollar Point (1,215)		1.5%
Kings Beach (3,893)		1.6%
Sunnyside/Tahoe City (1,557)		3.5%
Tahoe Vista (1,433)		2.2%

Destimetrics Reservations Activity	FYTD 18/19	FYTD 19/20	YOY % Change
Occupancy	57.9%	55.7%	-3.8%
ADR (Average Daily Rate)	\$ 372	\$ 396	6.5%
RevPAR (Rev per Available Room)	\$ 216	\$ 221	2.5%
Occupancy 1 Mth Forecast	55.8%	53.0%	-5.0%
ADR 1 Mth Forecast	\$ 399	\$ 445	11.5%
RevPAR 1 Mth Forecast	\$ 223	\$ 236	5.9%
Occupancy (prior 6 months)	52.3%	50.0%	-4.5%
ADR (prior 6 months)	\$ 349	\$ 373	6.9%
RevPAR (prior 6 months)	\$ 183	\$ 187	2.1%
Occupancy (next 6 months)	24.6%	26.6%	8.3%
ADR (next 6 months)	\$ 370	\$ 397	7.2%
RevPAR (next 6 months)	\$ 91	\$ 106	16.5%

Total Chamber Membership		YOY % Change
June 2015	474	
June 2016	508	
June 2017	424	
June 2018	378	
June 2019	371	

Conference Revenue Statistics Comparison FYTD 18/19 vs. FYTD 19/20 at 1/31/2020						
	2018-19	2018-19	2019-20	YOY %		
FORWARD LOOKING						
Total Revenue Booked	Actuals	Forecasted	Forecasted	Change		
Commission for this Revenue	\$ 2,890,990	\$ 2,829,902	\$ 3,628,151	28.21%		
Number of Room Nights	\$ 79,949	\$ 75,397	\$ 51,400	-31.83%		
Number of Bookings	14,165	14,986	17,367	15.89%		
Conference Revenue And Percentage by County:	72	63	63	0.00%		
Placer	18-19	19-20				
Washoe	66%	79%	\$ 1,850,907	\$ 1,872,091	\$ 2,876,992	53.66%
South Lake	10%	16%	\$ 314,610	\$ 287,833	\$ 580,963	101.84%
Nevada County	24%	5%	\$ 725,473	\$ 669,978	\$ 170,196	-74.60%
Total Conference Revenue	100%	100%	\$ 2,890,990	\$ 2,829,902	\$ 3,628,151	28.21%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	\$ 0.00%	
Annual Commission Goal			\$ 70,000	\$ 50,000	\$ -28.57%	