
July Departmental Reports

enjoy
Celebrate
Relax
Experience



it's human ature



north lake tahoe

July 2021

Meetings & Conventions Report

NEW MEETINGS & RFPs DISTRIBUTED

1. HelmsBriscoe - Association of Professional Tour Caddies - August 1-8, 2021, 127 rooms, 70 people
2. Scram Systems - SCRAM Systems - West Sales Team Meeting - August 30 - September 1, 2021, 54 rooms, 25 people
3. Wiley - West Regional Meeting - September 13-16, 2021, 60 rooms, 25 people
4. HelmsBriscoe - FicTiv Company Event 2021 - October 4 - 7, 2021, 450 rooms, 150 people
5. California Society of Association Executives - Association Societies Alliance 2022 Winter Meeting - January 23-25, 2022, 50 rooms, 25 people
6. National Wildlife Federation - NWF 2022 Annual Conference - June 6 - 11, 2022, 794 rooms 300 people
7. American College of Gastroenterology - 2022 ACG Summer Board - June 15-22, 2022, 115 rooms, 60 people
8. Embroiderers' Guild of America - Greater Pacific Region - EGA GPR 2024 Seminar - July 18-24, 2024, 385 rooms, 125 people

NEW INQUIRIES

1. Kim Nabozny Productions Inc - Mattel Photo Shoot, August 20-21, 2021 20 room nights, 10 people
2. Photo Group - Reno Tourism Photo Shoot, August 6-8, 2021, 3 room nights, 3 people
3. Denise Amber Lee Foundation - Conference 2023, January 27 - February 1, 2023, 1690 rooms, 500 people
4. Family Wealth Advisors Council, January 24-30, 2022, 39 room nights, 10 people
5. Truck Hero Group - August 27 - 28, 2021, 13 room nights, 13 people
6. The Center for the Arts - Staff and Board Retreat, September 7-8, 2021, 35 people
7. Daiichi Sankyo, Inc. - Incentive Meetings, July 19-24, 2022, 375 room, 135 people

NEW DEFINITES

1. Vivun Team Meeting, August 2022, 100 room nights, 50 people - Ritz-Carlton

CONFERENCE SALES PROJECTS

- Conducted a ConferenceDirect Training - CD Insights with Ashlee Barton from the Hyatt
- Key Projects:
 - Finalized the 21/22 budget
 - Finalized the 21/22 sales schedule

- Working on contracting for 21/22 partnerships with CVENT, Conference Direct, HB and HPN.

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - Hosted Wendy Berg & Mike Mercado from Soccer Shots July 13 & 14

TRADE SHOWS & EVENTS

- Attended trade shows: none for July
- Upcoming trade shows:
 - Connect Corporate Tampa - August 30 - September 1
 - Connect Chicago - September 28-29
 - HPN Global Annual Partner Conference October 3-6
 - Destination Celebration, Minneapolis Trade Show - November 2021
 - Connect Pacific Northwest November 15-16

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
 - July 20 held Destination Reps Golf Tournament
- Coming up:
 - Destination Reps networking event on August 12th - Chicago Dogs baseball event
 - Registered for Working on contracting for the 21/22 fiscal year



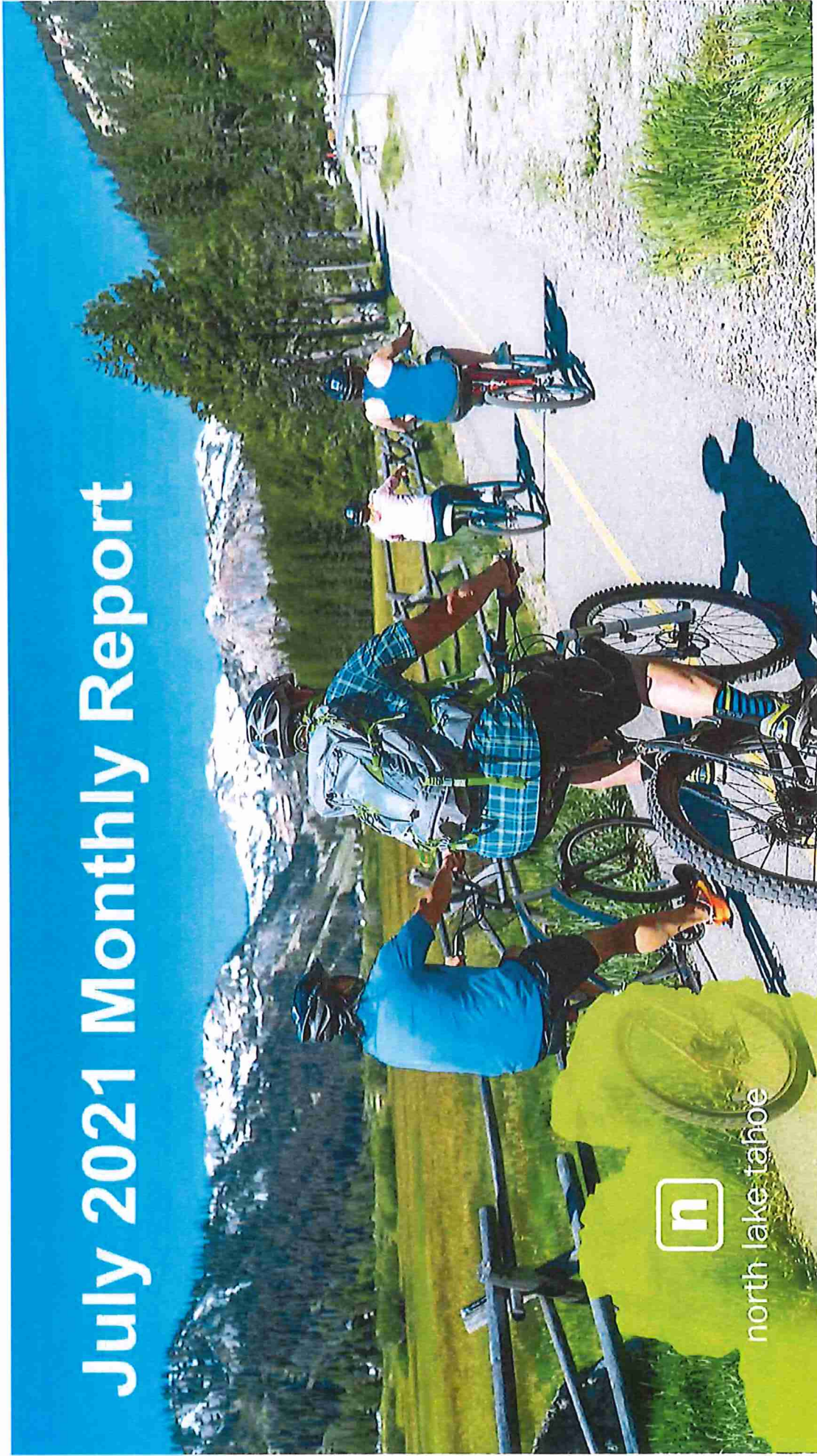
north lake tahoe

July 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Hosted and attended the High Sierra Council Planning Meeting. This meeting consisted of year end updates to Visit California and goal setting and budget planning for the 21/22 fiscal year.
- Attended Visit California's Sustainability Summit on behalf of the High Sierra Council
- Met with Tourism Cares to initiate planning for the 2022 conference
- Met with Kind Traveler to discuss next steps for sales, marketing and public relations.
- Managed and wrapped up sustainability travelers.
- Met with Expedia on quarterly revenue numbers
- Met with Bonotel on quarterly revenue numbers
- Met with HotelBeds on quarterly revenue numbers
- Projects:
 - Finalized the 21/22 Tourism Sales budget
 - Finalized on 21/22 Tourism Sales travel schedule
 - Finalized the NLTRA County report for tourism sales
 - Met with Visa Vue on new data dashboard
 - Reviewed and sent international scope of work recommendations to CEOs
 - On-going - working on IPW planning for September and IPW FAM planning for September

July 2021 Monthly Report



north lake tahoe

A scenic landscape featuring a vibrant blue lake in the foreground, lush green trees along the shoreline, and a white rectangular overlay in the center. The text "Paid Media" is written in a bold, black, sans-serif font within the white area.

Paid Media

Paid Media Executive Summary

- The summer campaign continues to trend well with the social pledge messaging resonating with locals and visitors.
- The primary focus for the campaign is the Travel Responsibly Pledge and sustainability messaging. Know Before You Go Guide assets are being updated, so these ads were paused in July.
- Display ads are performing at standard levels while pulling in TOS conversions.
- Social video ads show above average CTR for video assets.
- Additional optimizations have been made with "visitation data" for social assets as well as interest targeting options to improve engagement.



Overview by Campaign

Start Date
7/1/2021

End Date
7/31/2021

1,507,077
IMPRESSIONS

11,671
CLICKS

\$1.03
CPC

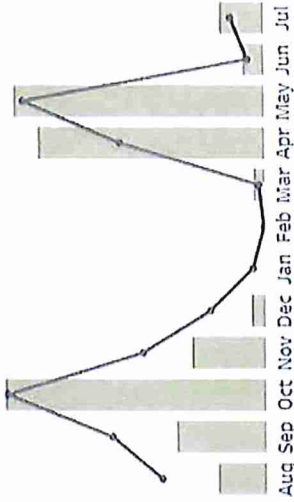
405
TOS 115
CONVERSIONS

\$29.57
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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Consumer	1,507,077	11,671	0.77%	\$1.03	\$11,975.84	5	405	\$29.57
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Sessions | TOS 115 Conversions



	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115
Programmatic Display	1,030,656	1,504	0.15%	\$7,215	2	243
Facebook	372,146	9,288	2.50%	\$9,759	3	162
retargeting	104,275	979	0.94%	\$1,002	0	0
Grand Total	1,507,077	11,671	0.77%	\$11,976	5	405

Overview by Medium

Start Date
7/1/2021

End Date
7/31/2021

1,507,077
IMPRESSIONS

11,671
CLICKS

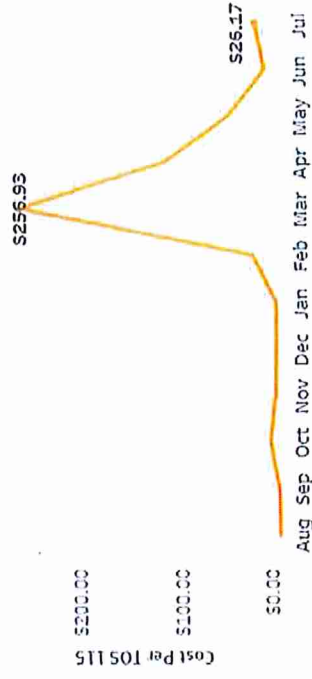
\$1.03
CPC

405
TOS 115
CONVERSIONS

\$29.57
COST PER TOS 115
CONVERSION

Target Group	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Fly Markets	63	3.6%	\$48.97	0	434,582
Local/Visitor	305	3.2%	\$22.72	4	752,204
Past Visitor / 3 Years	37	5.2%	\$53.03	1	260,251
Grand Total	405	3.5%	\$29.57	5	1,507,077

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	1,030,556	1,504	0.15%	\$4.80	\$7,414.59	2	243	\$29.69
Paid Social	476,421	10,167	2.13%	\$0.47	\$4,761.25	3	162	\$29.39
Grand Total	1,507,077	11,671	0.77%	\$1.03	\$11,975.84	5	405	\$29.57

Paid Social Performance

Start Date: 7/1/2021
End Date: 7/31/2021

476,421
IMPRESSIONS

10,167
CLICKS

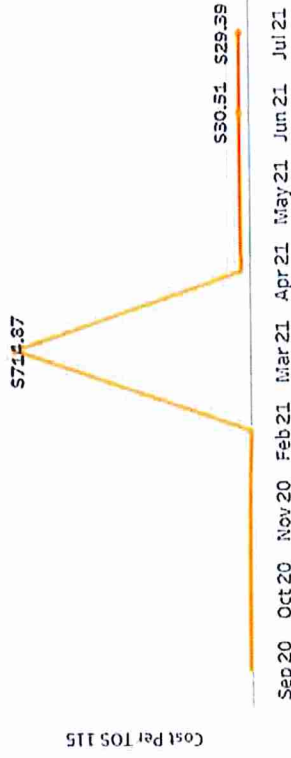
\$0.47
CPC

162
TOS ILS
CONVERSIONS

\$29.39
COST PER TOS ILS
CONVERSION

- For locals/visitors the CTR was higher at 2.38%, showing that the travel responsibly pledge creative was resonating with this audience.

Cost per Conversion Trending



Targeting	Target Group	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS ILS	Cost Per TOS ILS
Prospecting	Fly Markets	103,052	1,291	1.25%	\$0.59	\$754.56	0	17	\$44.97
	Locals/Visitor	373,369	8,876	2.38%	\$0.45	\$9,996.69	3	145	\$27.56
Total		476,421	10,167	2.13%	\$0.47	\$4,761.25	3	162	\$29.39

Paid Social Creative Performance

Start Date: 7/1/2021
End Date: 7/31/2021

Creative Performance

476,421
IMPRESSIONS

10,167
CLICKS

\$0.47
CPC

162
TOS 115
CONVERSIONS

\$29.39
COST PER TOS 115
CONVERSION

Platform	Ad Type	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Fly Markets	Facebook	67,135	1,000	1.49%	\$479	\$0.48	17	\$28.16
	Instagram	35,917	291	0.81%	\$286	\$0.38	0	\$0.00
Local Visitor	Facebook	65,875	2,368	3.59%	\$574	\$0.24	39	\$14.72
	Instagram	49,075	4,817	3.70%	\$692	\$0.38	37	\$18.69
	Facebook	43,235	1,430	3.31%	\$503	\$0.35	20	\$25.14
	Instagram	37,850	863	2.28%	\$567	\$0.66	3	\$189.06
	Facebook	36,286	786	2.17%	\$313	\$0.40	11	\$28.46
Programmatic	Facebook	17,627	130	0.74%	\$99	\$0.76	6	\$16.51
	Instagram	17,505	370	2.11%	\$183	\$0.49	8	\$22.84
	Facebook	16,289	241	1.48%	\$119	\$0.49	8	\$14.90
	Instagram	12,218	132	1.08%	\$95	\$0.72	6	\$15.81
	Facebook	9,051	151	1.67%	\$136	\$0.90	7	\$19.37
	Instagram	23,844	209	0.88%	\$227	\$1.09	0	\$0.00
	Facebook	15,626	118	0.76%	\$179	\$1.51	0	\$0.00
	Instagram	9,391	96	1.02%	\$106	\$1.10	0	\$0.00
	Facebook	6,164	38	0.62%	\$49	\$1.29	0	\$0.00
	Instagram	4,361	42	0.96%	\$49	\$1.18	0	\$0.00
	Facebook	3,086	39	1.26%	\$51	\$1.31	0	\$0.00
	Instagram	2,497	11	0.44%	\$20	\$1.80	0	\$0.00
Local Visitor	Facebook	1,691	20	1.23%	\$18	\$0.88	0	\$0.00
	Instagram	1,170	12	1.03%	\$12	\$0.99	0	\$0.00
	Facebook	568	3	0.53%	\$6	\$1.92	0	\$0.00

Display Performance

Start Date: 7/1/2021
End Date: 7/31/2021

1,030,656
IMPRESSIONS

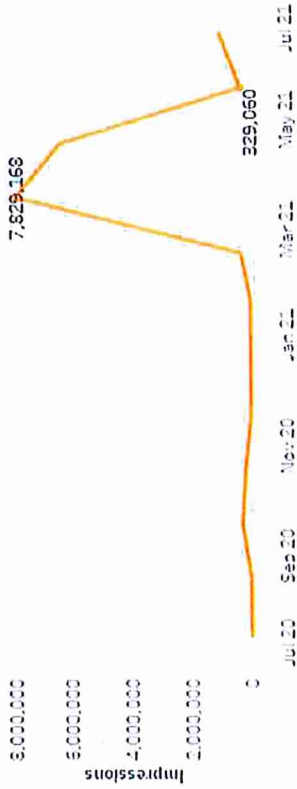
1,504
CLICKS

\$4.80
CPC

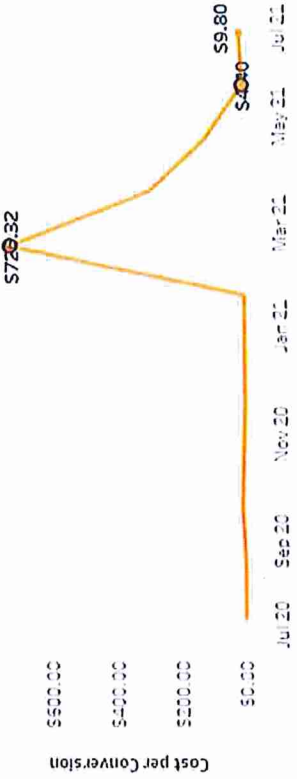
243
TOS 115
CONVERSIONS

\$29.69
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	1,030,656	1,504	0.15%	\$4.80	\$7,214.59	243	\$29.69
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Grand Total	1,030,656	1,504	0.15%	\$4.80	\$7,214.59	243	\$29.69
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Display Creative Performance

Start Date: 7/1/2021
End Date: 7/31/2021

1,030,656
IMPRESSIONS

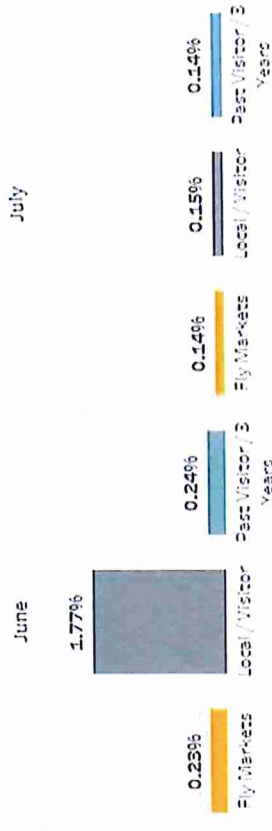
1,504
CLICKS

\$4.80
CPC

243
TOS 115
CONVERSIONS

\$29.69
COST PER TOS 115
CONVERSION

Creative CTR Trending

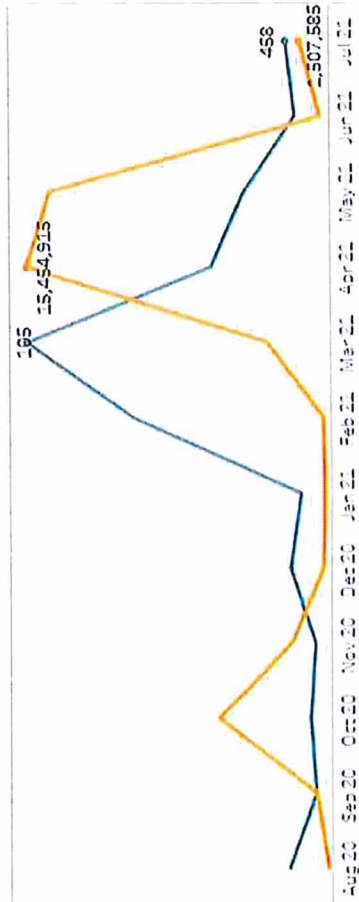


- CTR for all targets have leveled from previous months as pledge messaging became the primary messaging.
- Overall TOS for display ads are performing well when comparing from previous campaigns.

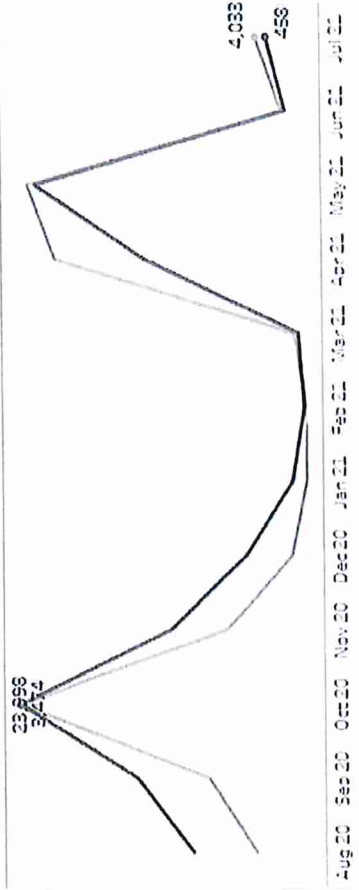
Target Group	Ad Name	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Local/Visitor	TDP	408,939	576	0.14%	\$4.37	\$2,062.57	159	\$18.00
	KEVG	9,996	72	0.72%	\$0.96	\$69.27	1	\$69.27
Fly Markets	KEVG	173,675	234	0.13%	\$5.20	\$1,215.75	19	\$63.99
	TDP	157,851	221	0.14%	\$5.00	\$1,104.96	27	\$40.92
Past Visitor / 3 Years	KEVG	147,248	214	0.15%	\$4.82	\$1,030.74	13	\$79.29
	TDP	193,043	169	0.09%	\$4.95	\$991.90	24	\$96.90
Grand Total		1,030,656	1,504	0.15%	\$4.80	\$7,214.59	243	\$29.69

Trending Performance

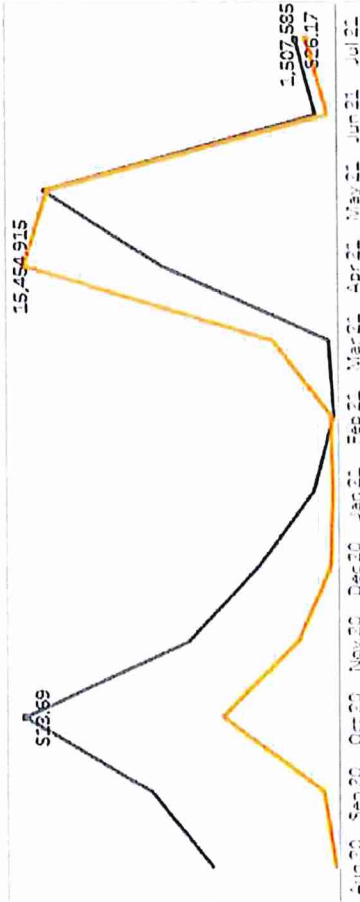
Cost per Conversion | Impressions



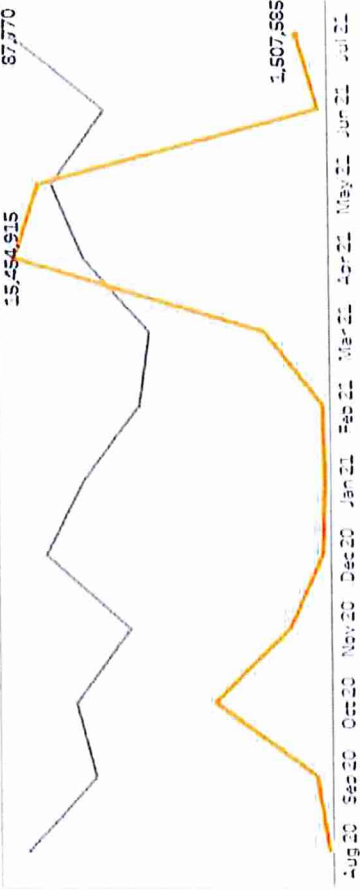
Sessions | Conversions



Conversions | Impressions



Sessions | Impressions



Recommendations

- In late July, we introduced TART messaging which is now running at 50/50 with the pledge messaging. We'll continue to optimize and look at interest targeting options.
- Consider changing to fall messaging as we near the end of August.
- When appropriate, reintroduce KBYG messaging as sustainability updates are finished.
- For social, continue impression optimization for higher performing ads.
- For display, look for further enhancements to reach vs. frequency for locals.



A scenic landscape featuring a bright blue sky with soft white clouds. In the foreground, there are lush green trees and a body of water with visible rocks. The overall scene is bright and natural.

Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
71,896 (+37%)	88,837 (+40%)	173,268 (+28%)	1.95 (-9%)	1.24 (+2%)	1:29 (-13%)	87,649 (+35%)	33 (+0%)

- There were 71,896 visitors to GoTahoeNorth.com, up 37% from June. Sessions were also up 40%.
- There were 87,649 events, up 35% and 33 pledge form completions.



Location

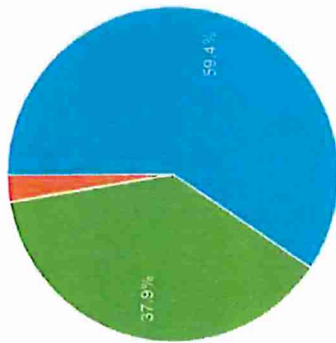
State	Users	Time on Page
California	37,952	1:27
Nevada	8,644	1:29
Texas	3,168	1:39
Washington	1,452	1:13
Florida	1,190	1:48



City	Users	Time on Page
San Francisco	5,428	1:07
Sacramento	4,997	1:11
Incline Village	4,358	1:12
Truckee	2,872	1:07
Los Angeles	2,659	1:24
Reno	2,322	1:57
Roseville	1,481	1:23
San Jose	1,442	1:38
South Lake	1,088	1:13
Las Vegas	743	1:47

- Of the top five states, the most engaged with the website was Florida at 1:48.
- The top 10 cities were mostly nearby California and Nevada cities with Reno as the most engaged audience at 1:57 average time on page.

Device



- 1. mobile
- 2. desktop
- 3. tablet

Device Category	Acquisition		Behavior			Conversions		All Goals
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	
1. mobile	71,896 (% of Total: 100.00%) (71,896)	70,833 (% of Total: 100.16%) (70,833)	88,837 (% of Total: 100.00%) (88,837)	67.94% (Avg. for View: 67.54%) (0.00%)	1.95 (Avg. for View: 1.95) (0.00%)	00:01:29 (Avg. for View: 00:01:29) (0.00%)	85.25% (Avg. for View: 85.25%) (0.00%)	75,730 (% of Total: 100.00%) (75,730)
2. desktop	43,041 (59.43%)	42,292 (59.71%)	52,761 (59.36%)	71.59%	1.67	00:01:05	72.60%	38,303 (50.58%)
3. tablet	27,482 (37.65%)	26,694 (37.69%)	33,682 (37.91%)	62.32%	2.39	00:02:04	103.99%	35,027 (46.25%)
	1,901 (2.62%)	1,847 (2.61%)	2,394 (2.69%)	66.33%	2.07	00:01:48	100.25%	2,400 (3.17%)

- Most users visited the site from mobile with 59.43% of the total.
- Desktop users were the most engaged with 2:04 average time on page and 2.39 pages per session.



Top Pages Visited

- Users were most engaged with the Webcams page (4:51) followed by the Sustainable Travel Pledge (2:26).
- The most prominent demographics were females ages 25-34.

Page	Visitors	Time on Page	Top Demos
Home	22,104	1:07	F/25-34/San Francisco
Webcams	15,351	4:51	M/55-64/Reno
SummerActivities	8,589	1:23	F/25-34/San Francisco
Lodging	7,427	1:18	M/25-34/Los Angeles
Activities	4,292	0:29	F/25-34/Sacramento
Beaches	3,118	1:13	F/25-34/San Francisco
Hiking Trails	3,064	1:15	F/25-34/Incline Village
Events	2,830	1:06	F/25-34/Incline Village
Sustainable Travel Pledge	2,294	2:26	M/35-44/Incline Village
Getting Here	2,240	1:09	F/25-34/Los Angeles

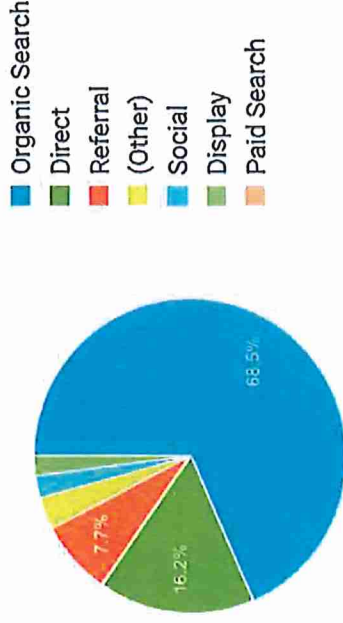


Channel Performance

- Organic Search brought in the most users to the website at 50,334.
- Users coming to the website from Referrals were the most engaged with the website (2:50).



Top Channels



Source	Visitors	Session Duration
Organic Search	50,334	1:30
Direct	11,908	1:12
Referral	5,627	2:50
Paid Social	2,384	0:13
Social	1,680	0:48

Referrals

- VisitingLakeTahoe.com brought in the most visitors at 3,495. This site also brought in the most engaged users (3:28).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	3,495	3:28
Facebook Mobile	942	0:36
TravelNevada.com	238	1:13
VisitCalifornia.com	218	2:06
Travel.USNews.com	193	0:46



SEO Traffic Performance

Acquisition		Behavior		Conversions		All Goals	
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
42.30%  50,334 vs 35,371	41.30%  46,558 vs 34,366	45.73%  61,756 vs 42,378	5.43%  66.76% vs 63.32%	6.75%  1.95 vs 2.10	9.95%  00:01:30 vs 00:01:40	1.50%  91.16% vs 92.55%	43.54%  56,294 vs 39,219

- Traffic from Organic Search was up 42% and goal completions were up 45% from June.
- Engagement metrics were slightly down but these numbers remain strong.

Replacing the homepage video with image sliders improved the page size from 5.08mb to 1.98mb! Huge improvement closer to the 1mb goal.

SEO Progress

Completed :

- Technical and keyword audit
- Logo loading issue fixed
- Broken breadcrumb schema fixed
- Missing page canonicals added
- Sitemap added to Robots.txt
- Redirected "Events-2" URL
- Removed unnecessary pages
 - "/Chris-Test" page
 - "/Submit Event" page
- Events fixed and no longer creating duplicate pages

In Progress:

- Listing page malfunction
- Event organizer and location clean up
- Review site hierarchy
 - Map out current navigation
 - Identify duplicate and unnecessary pages
- Keyword, SERP, and page popularity research
- Optimize and implement new site structure map
- Search functionality
- H1 and H2 updates
- Plugin review

CrowdRiff – SEO Performance Audit

- No major red flags with keeping CrowdRiff on the homepage.
- The images being pulled are having a very positive impact on the user experience of the page. This will continue to be a great UX addition.
- Recommendations:
 - Redesign the surrounding content to make the images look less like promotion of social content and more like a native website component. Suggestions will be provided with on-page SEO analysis once the site structure edits are complete and during the page structure phase.
 - Use it strategically and not everywhere to limit impact and so users don't get "banner-blind" to its benefits and when they see it it'll really stand out and have an impact.





Social Media

Facebook Overview

Data	June	July	MoM
Audience	130,605	130,612	+0.01%
Impressions	1,032,154	1,203,552	+16.6%
Engagement	29,777	42,602	+43.1%

- Facebook continues to be a driving force to increase brand awareness and drive traffic to the website.
- 1.2M impressions and 4.1 post clicks were generated.
- The most reached audience was women aged 35-44. The highest reached locations included Tahoe City, Los Angeles and Sacramento.
- This month saw overall increases across the board which is a positive indicator that content is resonating well with target audiences.



Facebook Top Posts

- Top posts showcased scenic Tahoe views with an emphasis on summer messaging and outdoor recreation.
- The top post by lifetime engagements featured the Resort at Squaw Creek and generated 2,860 engagements, including 108 shares.
- Other top posts included a feature from the Hyatt Regency Hotel and the National Forest week posts.



North Lake Tahoe
 14,764,217 likes · 107

Happy #NationalForestWeek! North Lake Tahoe is surrounded by breathtaking mountains, scenic water and trails to explore. It's our duty to #RecreateResponsibly.

Total Engagements	
Reactions	473
Comments	294
Shares	8
Post Likes Clicks	13
Other Post Clicks	1
	153

North Lake Tahoe
 14,764,217 likes · 107

North Lake Tahoe offers unique lodging options, from resorts and hotels, to inns and bed & breakfasts. Every option makes for a perfect in-town getaway.

Total Engagements	
Reactions	919
Comments	444
Shares	12
Post Likes Clicks	18
Other Post Clicks	110
	325

North Lake Tahoe
 14,764,217 likes · 107

Mountain views in North Lake Tahoe are accompanied by magnificent views of towering pines and granite peaks. Visit this week and discover more about us.

Total Engagements	
Reactions	2,860
Comments	1,232
Shares	60
Post Likes Clicks	108
Other Post Clicks	227
	912

Instagram Overview

Data	June	July	MoM
Audience	82,357	81,832	+0.64%
Impressions	481,558	667,088	+38.5%
Engagement	17,538	26,670	+52.1%

- Instagram continues to be a driving force to provide trip inspiration to travelers.
- Generated 481K impressions and 26K engagements. While the posting cadence changed with the new strategy, efforts are resonating well with audiences as engagements increased by 38%.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, San Francisco and Sacramento.



Twitter Overview

Data	June	July	MoM
Audience	22,615	22,689	+0.3%
Impressions	41,539	30,231	-27.2%
Engagement	1,073	1,067	-0.6%

- Twitter content provided travel inspiration, updates and news to target audiences.
- Twitter saw an increase in audience growth, gaining 74 followers in July.
- While there was a decrease in impressions, that is due to posting less on Twitter. There was, however, an increase in post clicks by 241% generating 123 clicks. This is a positive indicator that while posting is happening at a lower frequency, the content is generating more interactions from audiences in terms of clicks.



Twitter Top Posts

- Top posts highlighted summer in North Lake Tahoe by showcasing outdoor recreation and lodging.
- The top post by lifetime engagements featured Tahoe Paddle generating 132 engagements.
- Other top posts included a feature from Visit Placer showcasing summer and the Hyatt Regency Hotel.



Upcoming Initiatives

- Build content itineraries for TikTok.
- Build California Now Stories in alignment with monthly themes.
- Build seasonal custom assets for Pinterest in alignment with ongoing paid media campaigns.
- Create LinkedIn content strategy.

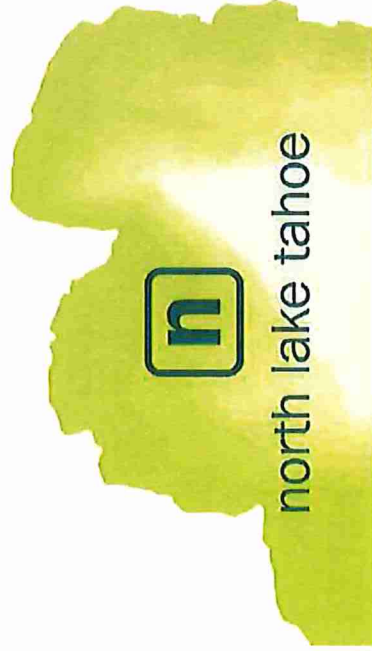




Traveler Responsibility Pledge

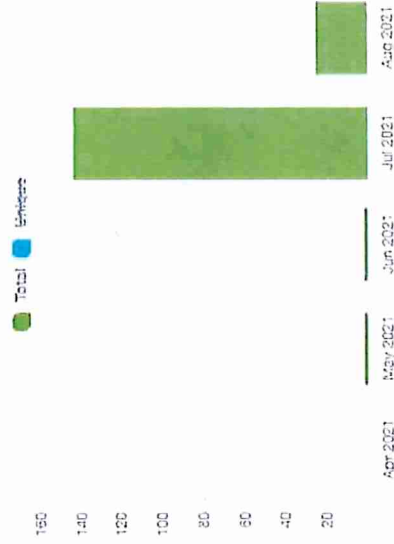
Traveler Responsibility Pledge QR Code Results

- QR codes have been generated to track traffic across collateral, print ads and signage.
- To date, the sandwich boards have provided the vast majority of scans (173 total, 144 in July), with the print ads providing (13 total, 8 in July).
- Scans are completed mostly on iPhones, with devices registered primarily in Indianapolis, Chicago and local Crystal Bay.



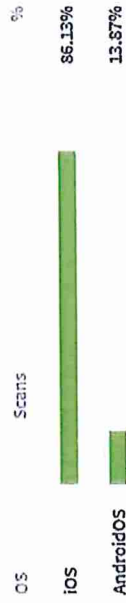
QR Code Results – Sandwich Boards

SCANS OVER TIME



[Show less](#)

SCANS BY OPERATING SYSTEM



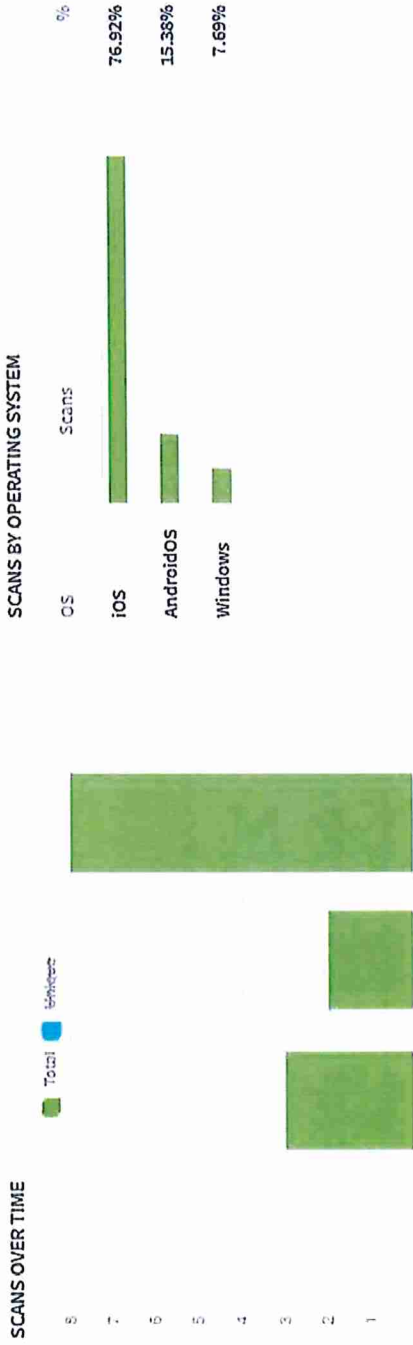
SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	172	99.42%
2	Canada	1	0.58%

SCANS BY TOP CITIES

#	City	Scans	%
1	Indianapolis	30	17.34%
2	Chicago	23	13.29%
3	Crystal Bay	22	12.72%
4	Modesto	8	4.62%
5	San Jose	7	4.05%
6	San Ramon	6	3.47%

QR Code Results – Print Ads



[Show less](#)

SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	13	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Modesto	2	15.38%
2	Portland	2	15.38%
3	Roseville	1	7.69%
4	Crystal Bay	1	7.69%
5	Reno	1	7.69%
6	Boise	1	7.69%




Other Creative Projects

Creative Projects

- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Spartan Race deliverables – social media posts, :30 TV commercial, b-roll, email assets and print ad.
- Fall campaign – developing creative for a wide variety of digital placements.





Industry Insights

Industry Insights

- 72% of travelers say they have considered natural disasters when choosing a destination. Despite wildfires impacting many western states, California is associated with wildfires more than any other state. Top-of-mind awareness for California is 87%. Consumers primarily associate wildfire with summer and early fall. The top concern about wildfires is air quality, followed by being caught in a fire. Consumers reacted most positively to reassuring messages including: 1. There are many unaffected places to visit. 2. Impacted areas can easily be avoided. 3. Disruptions are localized and rarely impact tourism infrastructure. 4. Travelers are looking for flexible options, up-to-date info, discounts and insurance. (Visit California Communications, July 2021)



Industry Insights

- Optimism about the pandemic has receded to a level last seen during the Winter COVID-19 surge. Since June 8th, optimism has fallen over 40 percentage points, reaching a year-to-date low of 20.4%. Instead, over half of American travelers now expect the pandemic to get worse in the U.S. over the next month. Americans feeling pre-pandemic normalcy has tumbled another 7 percentage points to 25.3%, after reaching 42.7% a month ago. (*Destination Analyst*, "Travel Trends for Week of August 9th")
- After months of steady recovery, confidence in travel's safety now continues to decline. After hitting a high of 52.9% just six weeks ago, the percent of American travelers who feel "confident" or "very confident" they can travel safely in the current environment fell to 36.6%. Nearly half (48.0%) agree that media coverage of the COVID-19 situation has them doubting that it is safe to travel. Fortunately, the majority of American travelers still feel road tripping, dining in restaurants, staying in a hotel, visiting amusement parks and other outdoor attractions, shopping and outdoor recreational activities are safe; however, it's notable that less than half now consider flying on an airplane, visiting a museum or indoor attraction, and riding in an Uber/taxi is safe. (*Destination Analyst*, "Travel Trends for Week of August 9th")

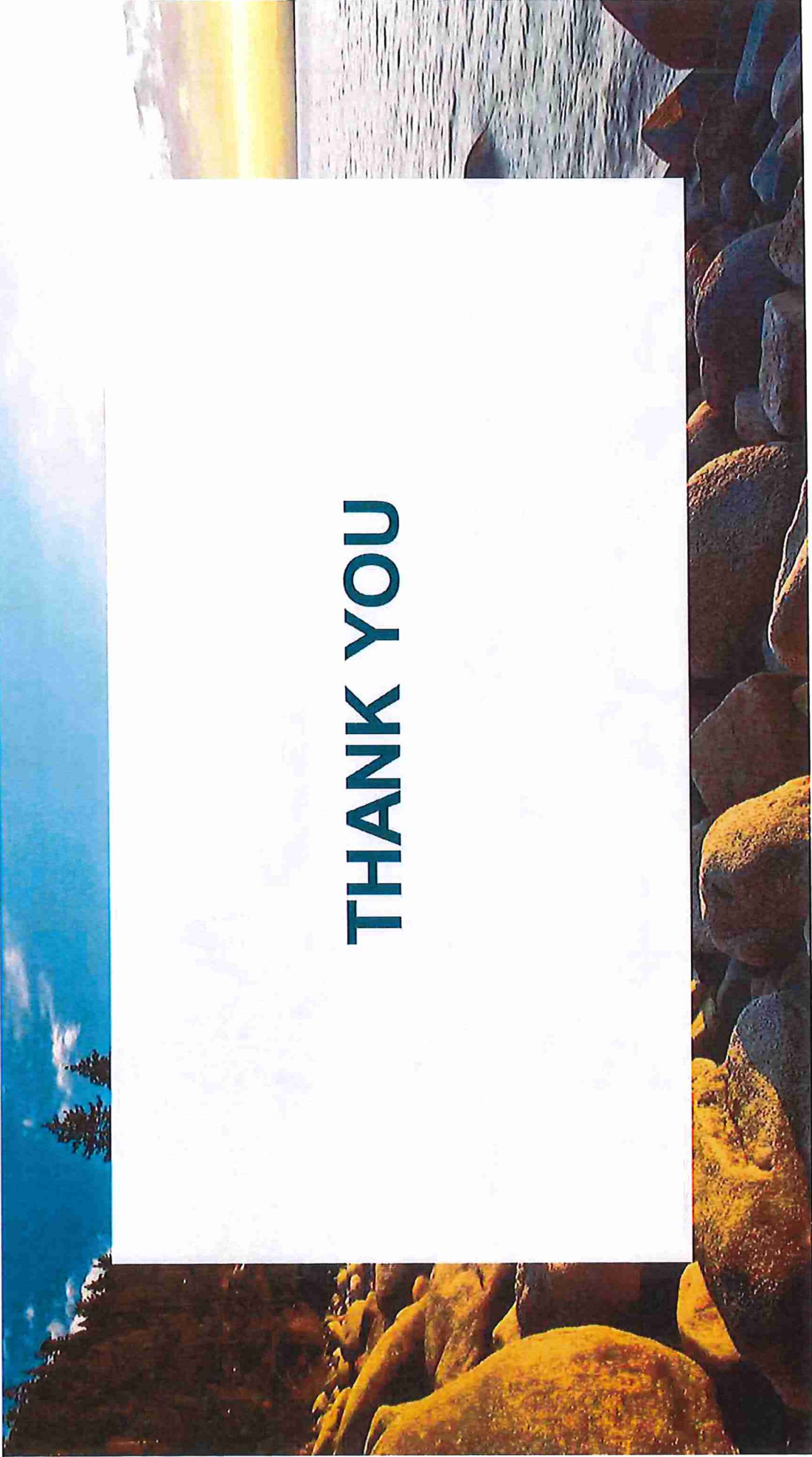


Industry Insights

- As we head out of the summer peak—and despite diminished enthusiasm right now—many Americans are still planning Fall travel. With the peak summer travel weeks in the rearview mirror and COVID concerns up, the percentage of travelers expecting to take one or more overnight leisure trips in the next three months has fallen to 51.5% from 63.0% July 26th. Meanwhile just 34.4% say now is a good time to spend money on travel, down from 42.4% two weeks ago, and Americans reporting travel as a budget priority dropped to 51.3% from 62.2%. And yet 75% of American travelers still did some travel dreaming or planning in the last week alone, with 23.9% reporting trip plans for September, and 26.1% for October. (*Destination Analyst*, "Travel Trends for Week of August 9th")
- Male travelers are feeling more positive. In our survey this week, those who identify as men report lower stress levels and a stronger sense of normalcy in their lives. Relative to women, they are more confident they can travel safely and exhibit greater optimism and commitment to their travel future. A key factor may be vaccination status. This week, 74.2% of male travelers report receiving a COVID-19 vaccine, compared to 58.9% of women. (*Destination Analyst*, "Travel Trends for Week of August 9th")



THANK YOU





Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

June 2021



U.S. DOMESTIC INDUSTRY OVERVIEW FOR JUNE 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 139% vs. June 2020, down 17.5% vs. June 2019
Capacity of Seats *:	Up 143% vs. June 2020, down 14.6% vs. June 2019
Crude Oil Average:	\$71.38 per barrel in June 2021 \$38.31 per barrel in June 2020

RNO Overview for June 2021 vs. June 2020

Total Passengers:	Up 303%
Avg. Enplaned Load Factor:	79.1%, up 22.9 pts.
Departures:	Up 213%
Departing Seats:	Up 188%

RNO Overview for June 2021 vs. June 2019

Total Passengers:	Up 0.2%
Departures:	Up 1.3%
Departing Seats:	flat

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

JUNE 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 397,906 passengers in June 2021, an increase of 303% versus June 2020, and an increase of 0.2% versus June 2019. The June 2021 total seat capacity was up 188% and the flights increased 213% when compared to June 2020.

JSX offers non-stop flights from RNO to Orange County, Burbank, Las Vegas and Oakland using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd. This memo does not include JSX schedule details.

On June 3, 2021, American Airlines began daily non-stop flights between RNO and Charlotte Douglas International (CLT), the first such recorded service in RNO's history.

On June 6, Southwest Airlines began non-stop flights between RNO and Orange County as a daily service.

On July 11, Southwest Airlines began non-stop daily flights between RNO and Burbank.

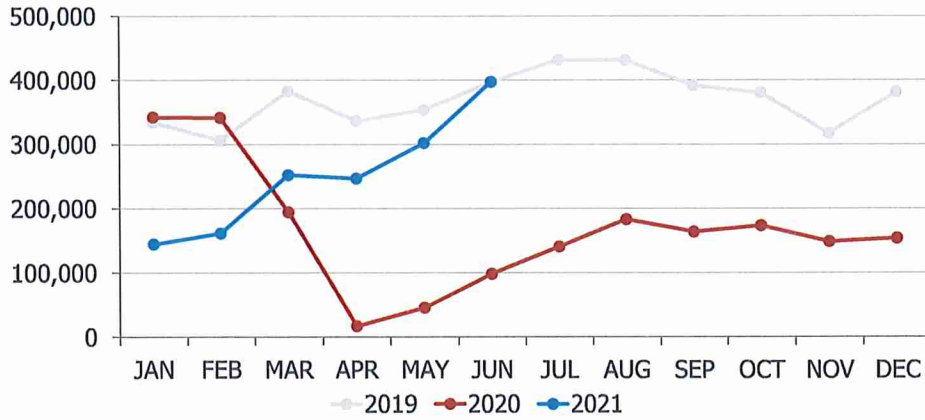
On September 9, 2021, American Airlines will begin daily non-stop flights between RNO and Austin. The airline will operate this route on a year-round basis .

RNO handled 13,000,085 pounds of air cargo in June 2021, an increase of 4.1% when compared to June 2020.

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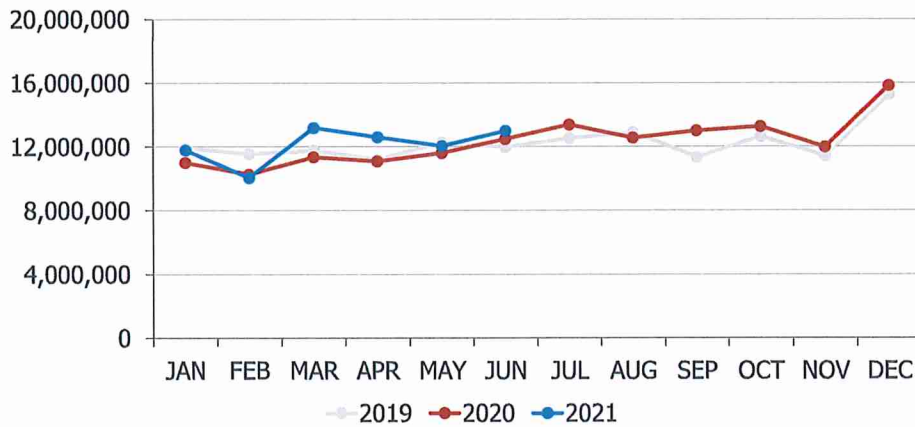


Passengers



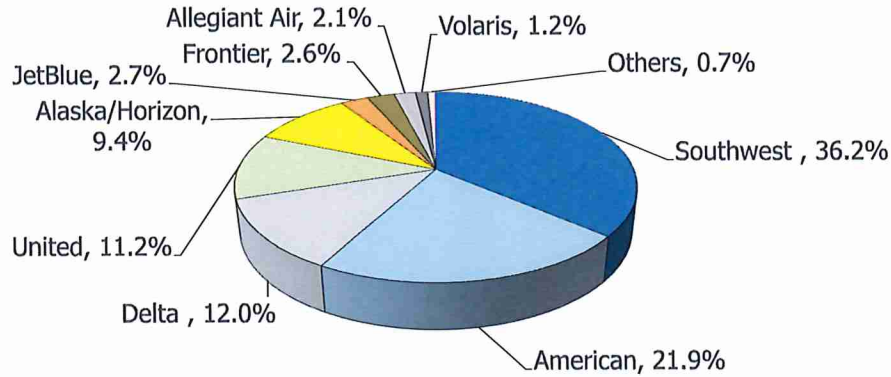
Total Passengers			
	Jun-21	Jun-20	Difference
Alaska/Horizon	37,560	5,388	597.1%
Allegiant Air	8,172	4,022	103.2%
American	87,189	20,996	315.3%
Delta	47,666	8,370	469.5%
Frontier	10,467	1,021	925.2%
JetBlue	10,564	1,658	537.2%
Southwest	144,072	47,493	203.4%
United	44,601	9,671	361.2%
Volaris	4,753	0	

Cargo



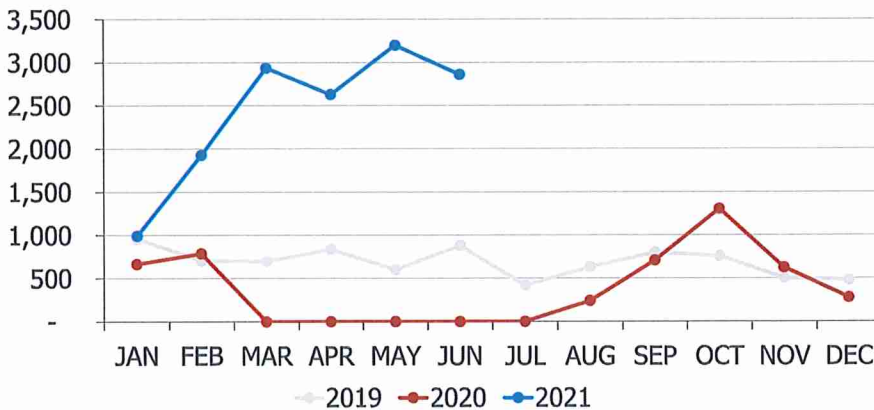
In June 2021, the UPS cargo volume was up 9.4% and FedEx was up 0.9% when compared to June 2020. DHL was down 16.3% during the same period.

AIRLINE MARKET SHARE (passengers)



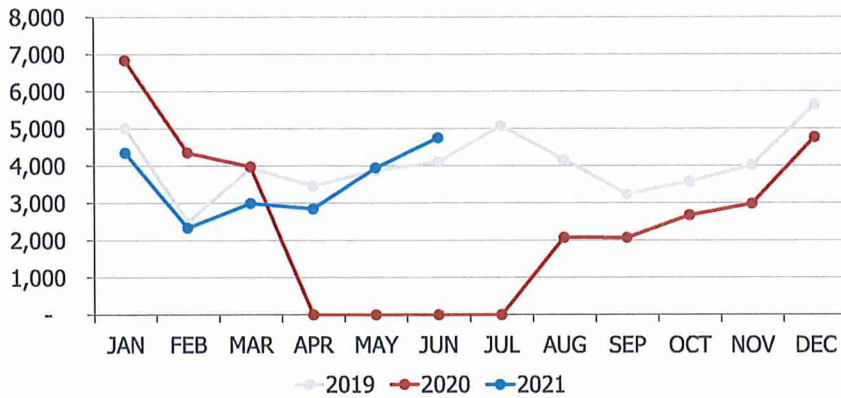
Airline Market Share			
	Jun-21	Jun-20	YOY Change
Alaska/Horizon	9.4%	5.5%	4.0
Allegiant Air	2.1%	4.1%	(2.0)
American	21.9%	21.3%	0.6
Delta	12.0%	8.5%	3.5
Frontier	2.6%	1.0%	1.6
JetBlue	2.7%	1.7%	1.0
Southwest	36.2%	48.2%	(12.0)
United	11.2%	9.8%	1.4
Volaris	1.2%	n/a	n/a
Others	0.7%	0.0%	0.7

TOTAL CHARTER PASSENGERS



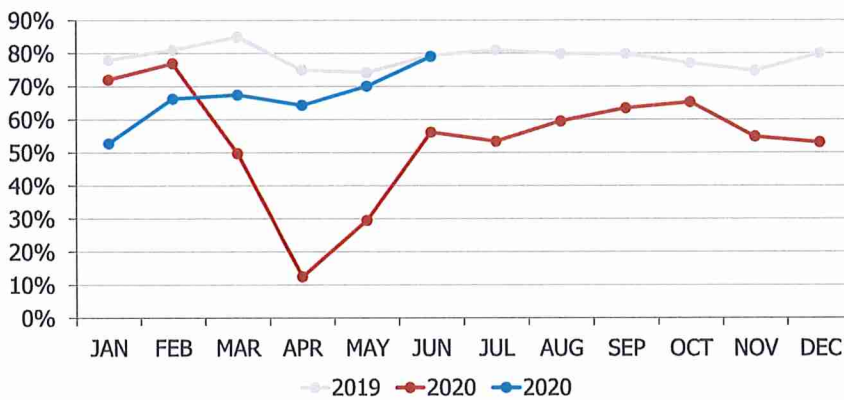
In June 2021, RNO served 2,862 passengers on charter flights. There was no charter activity in June 2020.

TOTAL INTERNATIONAL PASSENGERS

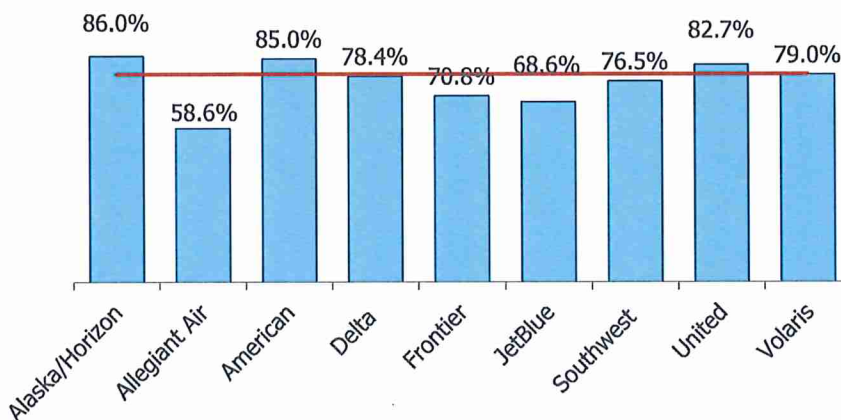


In June 2021, RNO served 4,753 international passengers. There were no international passengers in June 2020 due to the temporary suspension of Volaris flights between RNO and Guadalajara, MX.

AVERAGE ENPLANED LOAD FACTOR

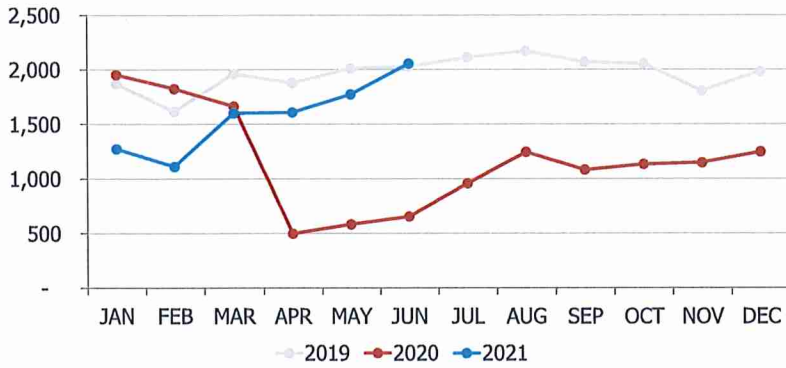


In June 2021, RNO's average enplaned load factor was 79.1%, an increase of 22.9 pts. versus June 2020.



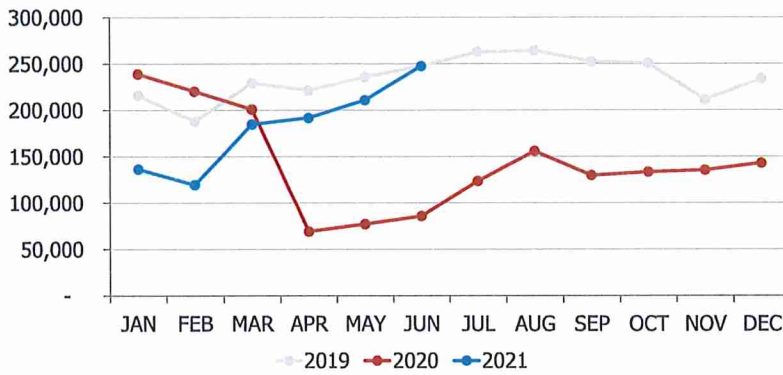
The red horizontal line on the left represents RNO's average enplaned load factor.

DEPARTURES



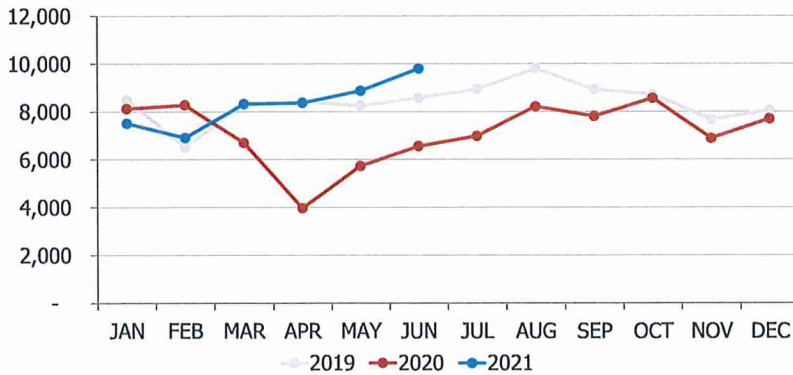
In June 2021, RNO handled 2,058 departures, an increase of 214% when compared to June 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 211% for the same period.

DEPARTING SEATS



In June 2021, RNO offered 247,822 departing seats, an increase of 188% when compared to June 2020.

TOTAL OPERATIONS



A total of 9,806 operations were handled at RNO in June 2021, an increase of 49.5% when compared to June 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

August 2021 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Atlanta	Delta	14	Daily - suspends on August 16
Burbank	Southwest	31	Daily
Charlotte-Douglas	American	30	Daily
Chicago-Midway	Southwest	31	Daily
Chicago-O'Hare	American	60	Twice daily
	United	31	Daily
Dallas-Love	Southwest	31	Daily
Dallas/Fort Worth	American	117	Three to four times a day
Denver	Frontier	9	Twice weekly. Mon, Fri
	Southwest	89	Three daily
	United	124	Four times a day
Guadalajara	Volaris	17	Four weekly. Mon, Wed, Thu, Fri
Houston-Hobby	Southwest	22	Five weekly. Mon, Tue, Wed, Thu, Fri
Houston-Intercontinental	United	53	Twice daily
Jackson Hole	Allegiant	0	Returns in November
Las Vegas	Allegiant	31	Daily
	Frontier	19	Four weekly. Mon, Fri, Sat, Sun
	Southwest	204	Six to seven times a day
Long Beach	Southwest	31	Daily
Los Angeles	Alaska	60	Twice daily
	American	119	Four daily
	Delta	93	Three daily
	JetBlue	31	Daily
	Southwest	27	Six weekly. No Sat flight
	United	93	Three daily
New York-JFK	JetBlue	31	Daily
Oakland	Southwest	31	Daily
Orange County	Allegiant	9	Twice weekly. Thu, Sun
	Southwest	31	Daily
Phoenix	American	122	Four daily
	Southwest	84	Three daily
Portland	Alaska	52	Twice daily
Salt Lake City	Delta	144	Five daily
San Diego	Southwest	53	Twice daily. Once a day on weekends
San Francisco	United	105	Three to four times a day
Seattle	Alaska	171	Six daily
	Delta	35	Daily

Multiple airlines in a market

Source: Diao Mi, 7.27.2021

JSX	Burbank	Four weekly. Mon, Thu, Fri, Sun
	Orange County	Four weekly. Mon, Thu, Fri, Sun
	Las Vegas	Four weekly. Mon, Thu, Fri, Sun
	Oakland	Four weekly. Mon, Thu, Fri, Sun

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Total Passengers Jun-21					
	Passengers		% Diff.	Passengers	
	2019	2020		2021	YOY % Diff.
JAN	335,095	342,796	2.3%	145,421	-57.6%
FEB	306,800	341,935	11.5%	162,071	-52.6%
MAR	383,215	194,796	-49.2%	252,828	29.8%
1st QTR	1,025,110	879,527	-14.2%	560,320	-36.3%
APR	337,062	17,265	-94.9%	247,220	1331.9%
MAY	354,311	46,015	-87.0%	302,403	557.2%
JUN	397,211	98,619	-75.2%	397,906	303.5%
2nd QTR	1,088,584	161,899	-85.1%	947,529	485.3%
JUL	432,188	140,986	-67.4%		
AUG	431,640	183,343	-57.5%		
SEP	392,353	164,103	-58.2%		
3rd QTR	1,256,181	488,432	-61.1%	0	
OCT	380,879	173,682	-54.4%		
NOV	318,022	148,777	-53.2%		
DEC	381,897	154,103	-59.6%		
4th QTR	1,080,798	476,562	-55.9%	0	
TOTAL	4,450,673	2,006,420	-54.9%		
YTD		1,041,426		1,507,849	44.8%

Total Enplaned Passengers Jun-21				
Month	2019	2020	2021	% Diff.
JAN	168,909	172,452	72,887	-57.7%
FEB	152,933	170,067	80,263	-52.8%
MAR	195,310	99,986	126,359	26.4%
APR	166,676	8,690	125,009	1338.5%
MAY	175,621	22,807	149,486	555.4%
JUN	197,397	48,274	197,261	308.6%
JUL	213,326	66,039		
AUG	211,958	93,015		
SEP	202,280	82,844		
OCT	193,859	87,379		
NOV	158,558	74,910		
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	751,265	
YTD Total		522,276	751,265	43.8%

Total Deplaned Passengers				
Month	2019	2020	2021	% Diff.
JAN	166,186	170,344	72,534	-57.4%
FEB	153,867	171,868	81,808	-52.4%
MAR	187,905	94,810	126,469	33.4%
APR	170,386	8,575	122,211	1325.2%
MAY	178,690	23,208	152,917	558.9%
JUN	199,814	50,345	200,645	298.5%
JUL	218,862	74,947		
AUG	219,682	90,328		
SEP	190,073	81,259		
OCT	187,020	86,303		
NOV	159,464	73,867		
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	756,584	
YTD Total		519,150	756,584	45.7%

Enplaned Passengers & Load Factor				
Airline	Enplaned	Jun-21	Jun-20	Diff.
Alaska/Horizon	18,601	86.0%	60.0%	26.1
Allegiant Air	4,203	58.6%	54.6%	4.0
American	42,891	85.0%	73.8%	11.3
Delta	23,614	78.4%	42.5%	35.9
Frontier	5,101	70.8%	41.8%	29.0
JetBlue	5,178	68.6%	40.4%	28.2
Southwest	71,593	76.5%	54.2%	22.3
United	22,405	82.7%	58.2%	24.5
Volaris	2,404	79.0%	n/a	n/a

Total Cargo Volume in Pounds Jun-21						
	2019		% Diff.	2021		YOY % Diff.
	Cargo in Pounds			Pounds	Metric Tons	
JAN	11,940,830	11,008,444	-7.8%	11,805,228	5,354	7.2%
FEB	11,559,065	10,266,728	-11.2%	10,068,001	4,566	-1.9%
MAR	11,770,662	11,356,256	-3.5%	13,204,912	5,989	16.3%
1st QTR	35,270,557	32,631,428	-7.5%	35,078,141	15,908	7.5%
APR	11,208,216	11,090,789	-1.0%	12,611,682	5,720	13.7%
MAY	12,273,193	11,613,489	-5.4%	12,048,247	5,464	3.7%
JUN	11,988,693	12,488,906	4.2%	13,000,085	5,896	4.1%
2nd QTR	35,470,102	35,193,184	-0.8%	37,660,014	17,079	7.0%
JUL	12,537,938	13,387,102	6.8%			
AUG	12,909,571	12,563,172	-2.7%			
SEP	11,350,614	13,014,081	14.7%			
3rd QTR	36,798,123	38,964,355	5.9%	0		
OCT	12,662,270	13,281,548	4.9%			
NOV	11,428,318	11,988,995	4.9%			
DEC	15,270,324	15,834,177	3.7%			
4th QTR	39,360,912	41,104,720	4.4%	0		
TOTAL	146,899,694	147,893,687	0.7%			
YTD		67,824,612		72,738,155	32,988	7.2%

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