
September Departmental Reports

celebrate
relax
experience

it's human ature





north lake tahoe

September 2021
Meetings & Conventions Report

TURNED DEFINITE

1. Water Quality Association - 2022 Mid-Year Leadership Conference - 9/11/22 - 9/16/22, 325 rooms, 100 people at Resort at Squaw Creek
2. State Farm Insurance - SF NCST 2nd QTR Payoff - 10/21/2021 - 10/22/2021 - 90 people, 180 rooms at Hyatt Regency
3. Corsa America - Rally Lake Tahoe - 5/27/2022 - 5/27/2022, 100 people, 80 rooms at Ritz-Carlton

NEW MEETINGS & RFPs DISTRIBUTED

1. Sidley Austin LLP - Fall/Winter Client Event - 10/21/21 - 10/23/21, 80 rooms, 40 people

NEW INQUIRIES

1. Rev- REV Club Trip - 3/8/22 - 3/11/22 - 39 rooms, 24 people
2. HPN - Incentive - 79519 - 12/11/21 - 12/14/21 - 51 rooms, 17 people
3. DenCan - General Managers Nov Meeting 2022 - 11/13/22 - 11/17/22 - 226 rooms, 99 people
4. Gurstel Law Firm - 2022 Gurstel Law Firm Summit - 8/6/22 - 8/9/22 - 161 rooms, 50 people
5. HPN - 76464V2 2024 Annual Conference - 2/20/24 - 2/25/24, 1000 rooms, 500 people
6. Women's Industry Network - 2022 WIN - 4/30/22 - 5/5/22 - 329 rooms, 150 people
7. Metal Training Institute - 2023 Fall Meeting - 10/3/23 - 10/7/23 - 465 rooms, 225 people
8. Meetings Together - Sales Conference and Tradeshow - 1/31/23 - 2/3/23 - 1395 rooms, 390 people
9. HelmsBriscoe - Weintraub Firm Retreat 2022 - 5/19/22 - 5/22/22 - 52 rooms, 70 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Newsletter sent on 9/14/21 to 3,108 planners, 18% open rate
 - Working on Conference Direct 1-page
 - Submitted conference content to Visit California for their first MCC promotion

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - Hosted Marilyn Atchue-Zuill of HPN on September 24th
 - Hosted Regan Ghezzi, Adam Kincaid of Enverus on September 30th

TRADE SHOWS & EVENTS

- Attended trade shows: none for September
- Upcoming trade shows:
 - Destination Celebration, Minneapolis Trade Show - November 2021
 - Connect Pacific Northwest November 15-16
 - CalSAE December 14-15

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of September:
 - Personal sales calls with Water Quality Association and American Bar Association Sept 14, in Oak Brook, IL.
 - Attended the GMAC- PCMA Awards Ceremony and Reception – Sept 28.



north lake tahoe

September 2021
Tourism Development Report

KEY MEETINGS & PROJECT WORK

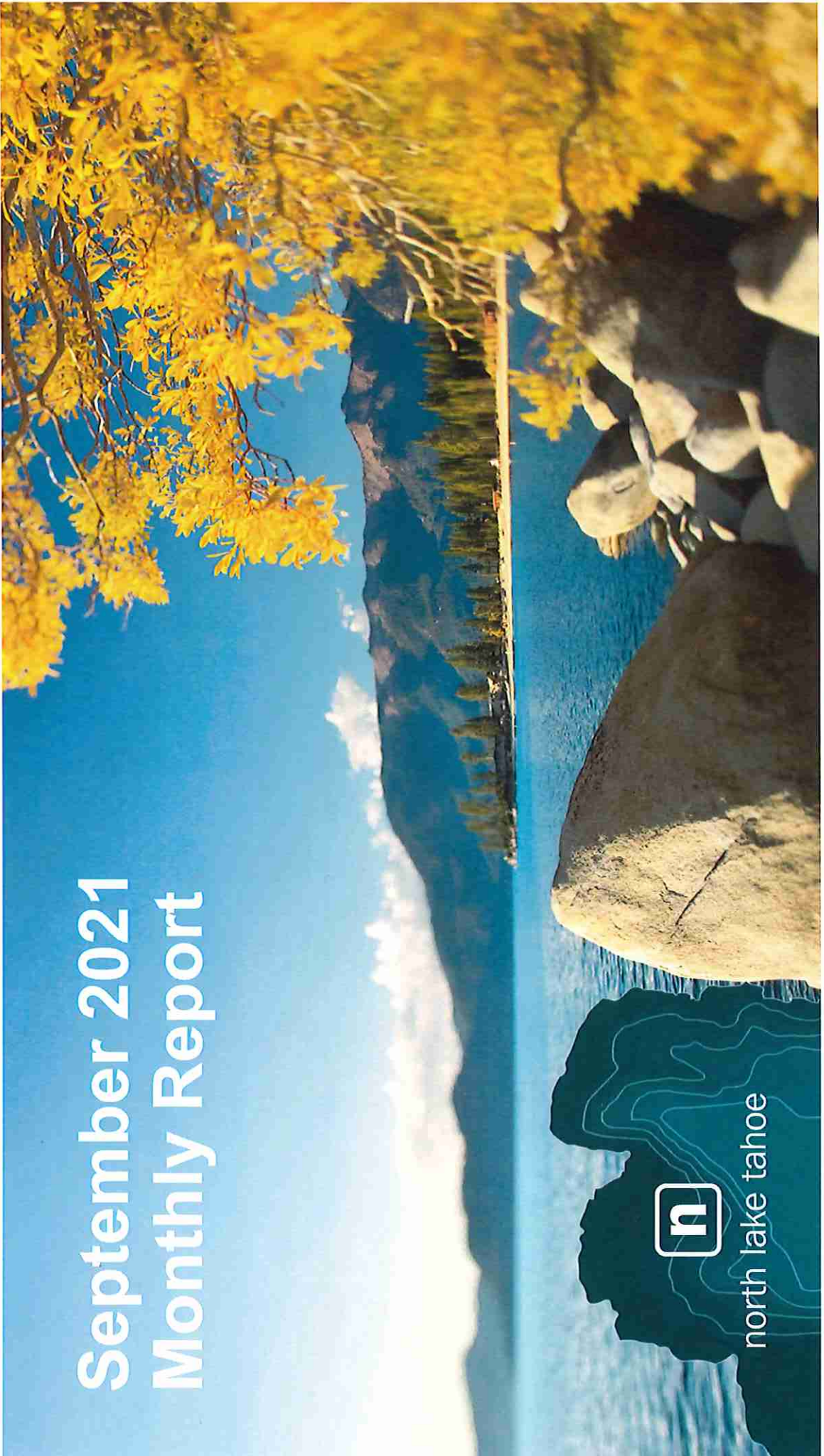
- Key Meetings:
 - IPW Pre FAM w/RenoTahoe, (5) clients at Hyatt with bike ride on East Shore Trail
 - Margaret Smit – America As You Like It
 - Ana Yadira Sotomayor - Yadira Viajes
 - Emmanuelle Vaugeois - Scenic roads
 - Ana Hernandez - Turistear.mx
 - Leticia Gonzalez-Alvarez – Turistear.mx
 - The Cup Pre-IPW networking September 15-17
 - IPW September 20-22 NLT held (73) joint meetings with RenoTahoe

- Projects
 - Newsletter sent 9/7/21 to 2,616 travel trade 20% open rate
 - Traveller Responsibility Pledge
 - Wildfire Update
 - New flights from Charlotte, John Wayne and Burbank
 - Schedule training with NLT staff
 - Sample NLT itineraries

September 2021 Monthly Report



north lake tahoe





Paid Media

Consumer Paid Media Executive Summary

- As the campaign started later in September, we are already seeing great response from all markets. Seattle and LA leading in TOS conversions and Portland in CTR.
- Sustainability messaging strongly resonated across social channels.
- After expanding to four fall markets, TOS conversions boosted 63% compared to August conversions.
- National 'High Value' targeting is performing as expected for initial launch.



Overview by Campaign

Start Date
9/1/2021

End Date
9/30/2021

Campaign	Impressio..	Clicks	CTR	CPC	Cost	Book Now Conversio..	TOS 115	Cost Per TOS 115
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1,759,894
IMPRESSIONS

11,103
CLICKS

\$1.40
CPC

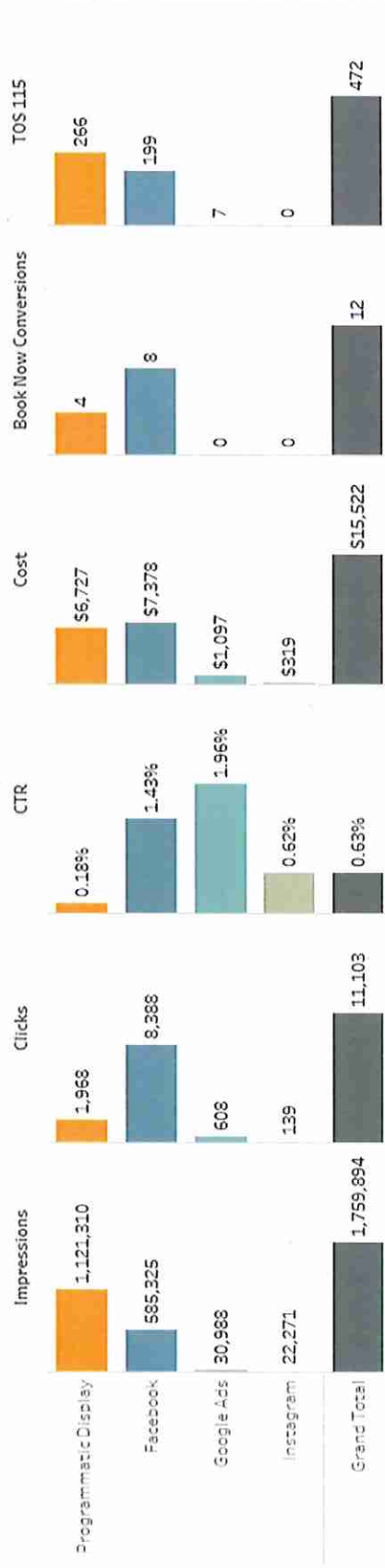
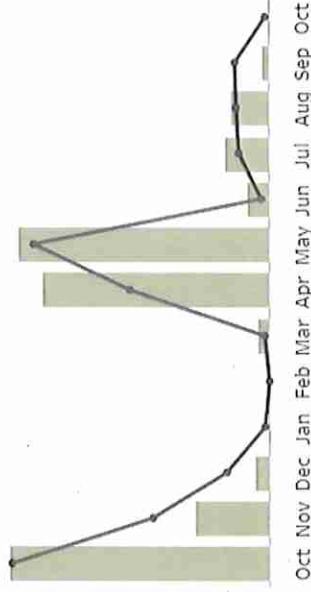
472
TOS 115
CONVERSIONS

\$32.89
COST PER TOS 115
CONVERSION

Consumer	1,759,894	11,103	0.63%	\$1.40	\$15,521.79	12	472	\$32.89
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Tactics are meeting or exceeding industry benchmarks for display (.08%), paid social (.89%) and paid search (1.9-2%).

Sessions | TOS 115 Conversions



Overview by Medium

Start Date: 5/1/2021
End Date: 5/30/2021

Display and paid social are leading all conversions, with display providing the most TOS conversions and paid social providing the most Book Now conversions.

Cost per Conversion by Medium

Channel	TOS 115	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Display	266	13.5%	\$25.29	4	1,121,310
Paid Social	199	2.3%	\$38.68	8	607,596
Paid Search	7	1.2%	\$156.69	0	30,988
Grand Total	472	4.3%	\$32.89	12	1,759,894

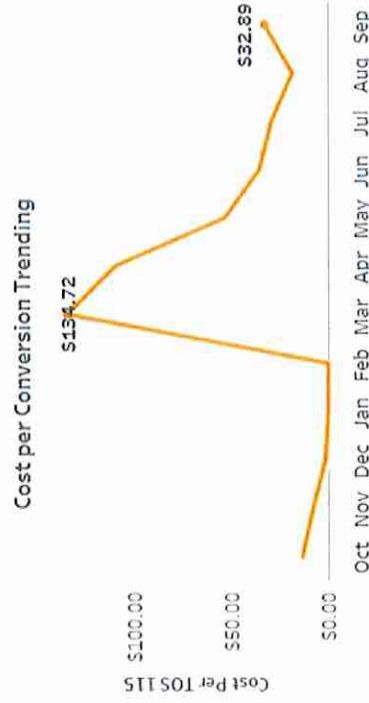
1,759,894
IMPRESSIONS

11,103
CLICKS

\$1.40
CPC

472
TOS 115
CONVERSIONS

\$32.89
COST PER TOS 115
CONVERSION



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	1,121,310	1,968	0.18%	\$3.42	\$6,727.44	4	266	\$25.29
Paid Search	30,988	608	1.96%	\$1.80	\$1,096.85	0	7	\$156.69
Paid Social	607,596	8,527	1.40%	\$0.90	\$7,697.50	8	199	\$38.68
Grand Total	1,759,894	11,103	0.63%	\$1.40	\$15,521.79	12	472	\$32.89

Overview by DMA

Start Date
9/1/2021

End Date
9/30/2021

Across all DMAs, the Millennial Megan audience has the highest TOS conversions.

Portland is providing the lowest CPC with the highest CTR.

	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115	Book Now Conversions
Los Angeles	474,283	3,026	0.64%	\$1.29	\$3,894.90	50	\$77.90	0
San Diego	247,193	1,262	0.52%	\$1.57	\$2,011.38	21	\$95.78	0
Seattle	245,808	1,506	0.53%	\$1.49	\$1,952.05	28	\$69.72	0
Portland	135,561	1,019	0.75%	\$1.23	\$1,253.42	13	\$96.42	0

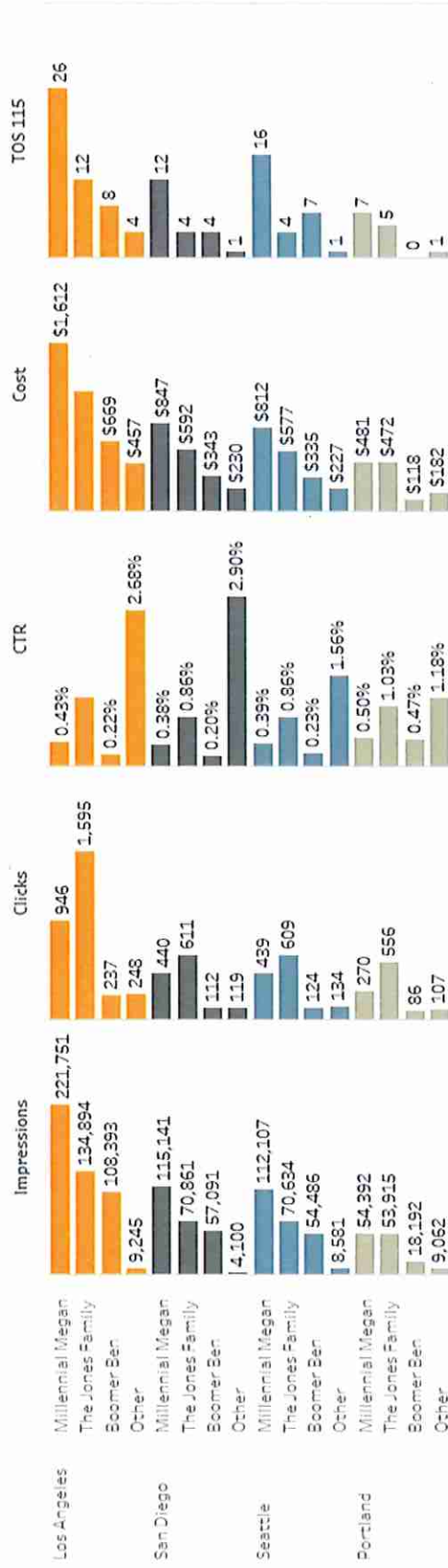
1,759,894
IMPRESSIONS

11,103
CLICKS

\$1.40
CPC

472
TOS 115
CONVERSIONS

\$32.89
COST PER TOS 115
CONVERSION

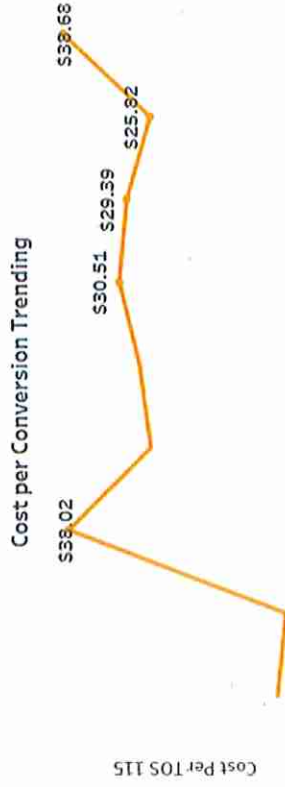


*These visuals only include ads which have specified DMAs attached to them. The labels to the left include all ads which ran during the specified time period. In Persona, "Other" refers to paid search ads.

Paid Social Performance

Start Date: 9/1/2021
End Date: 9/30/2021

- Campaigns performed with strong CTRs and converted 199 TOS conversions.
- All audiences served provided healthy CTRs.
 - Sustainability and retargeting campaigns served the strongest CTRs.
 - Millennial Megan and High Value audiences earned the highest number of TOS 115 conversions.
 - Boomer Ben and Jones Family have nearly double the CTR vs Millennial Megan.



607,596
IMPRESSIONS

8,527
CLICKS

\$0.90
CPC

199
TOS 115
CONVERSIONS

\$38.68
COST PER TOS 115
CONVERSION

Oct 20 Nov 20 Mar 21 Apr 21 May 21 Jun 21 Jul 21 Aug 21 Sep 21

Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Millennial Megan	191,191	1,529	0.80%	\$1.23	\$1,880.01	0	41	\$45.85
	The Jones Family	177,360	2,983	1.68%	\$0.63	\$1,880.01	0	20	\$94.00
	High Value	151,813	1,429	0.94%	\$1.95	\$2,789.25	4	46	\$60.54
	Sustainability	37,885	1,432	3.78%	\$0.35	\$505.92	3	30	\$15.86
	Boomer Ben	6,109	114	1.87%	\$0.63	\$71.70	0	0	\$0.00
Retargeting	Retargeting	43,238	1,040	2.41%	\$0.55	\$570.61	1	62	\$9.20
Total		607,596	8,527	1.40%	\$0.90	\$7,697.50	8	199	\$38.68

Paid Social Creative Performance

Start Date: 9/1/2021
End Date: 9/30/2021

Creative Performance

Platform	Targeting	Creative	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	Millennial Megan	188,065	1,521	0.81%	\$1,861	\$1.22	41	\$45.38
		The Jones Family	176,609	2,981	1.69%	\$1,877	\$0.63	20	\$93.86
		High Value	138,460	1,355	0.98%	\$2,556	\$1.89	46	\$55.58
		Sustainability	34,474	1,386	4.02%	\$462	\$0.33	30	\$15.39
		Boomer Ben	6,086	114	1.87%	\$71	\$0.63	0	\$0.00
	Retargeting	Retargeting	41,631	1,031	2.48%	\$551	\$0.53	62	\$8.89
Instagram	Prospecting	Millennial Megan	3,126	8	0.26%	\$19	\$2.43	0	\$0.00
		The Jones Family	751	2	0.27%	\$3	\$1.44	0	\$0.00
		High Value	13,353	74	0.55%	\$233	\$3.15	0	\$0.00
		Sustainability	3,411	46	1.35%	\$44	\$0.96	0	\$0.00
		Boomer Ben	23	0	0.00%	\$0	\$0.00	0	\$0.00
	Retargeting	Retargeting	1,607	9	0.56%	\$19	\$2.16	0	\$0.00

607,596
IMPRESSIONS

8,527
CLICKS

\$0.90
CPC

199
TOS 115
CONVERSIONS

\$38.68
COST PER TOS 115
CONVERSION

Paid Search Performance

Start Date
9/1/2021

End Date
9/30/2021

San Diego provided the highest CTR for paid search, followed closely by Los Angeles.

Ad Group Performance

City	Impressions	Clicks	CTR	Cost	CPC	Conversions Search
Los Angeles	9,245	248	2.68%	\$457.93	\$0.54	4
Portland	9,062	107	1.18%	\$182.25	\$0.59	1
Seattle	8,581	134	1.56%	\$227.46	\$0.59	1
San Diego	4,100	119	2.90%	\$229.80	\$0.52	1

30,988
IMPRESSIONS

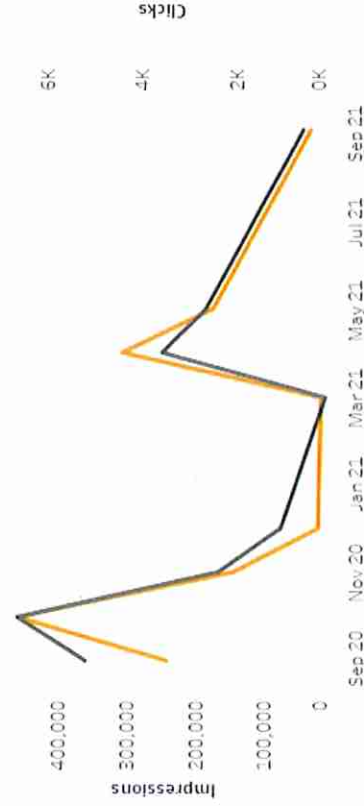
608
CLICKS

\$0.55
COST PER CLICK

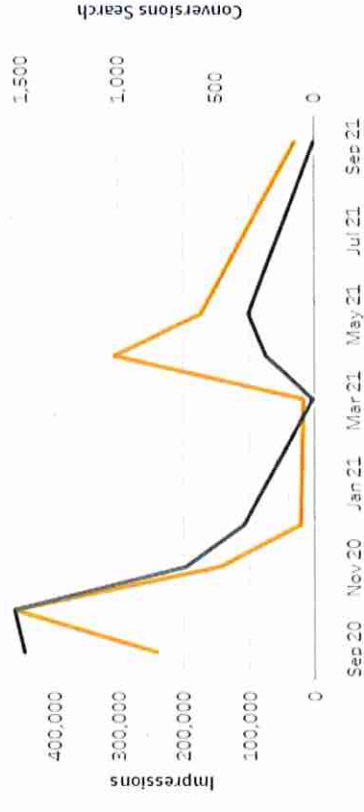
7
TOS 115
CONVERSIONS

\$156.69
COST PER TOS 115
CONVERSIONS

Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date: 9/1/2021
End Date: 9/30/2021

Top searches were around activities.

Keyword Performance

Keyword	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
fishing	14,865	166	\$0.80	1.12%	\$207.63	0	0.0%	\$0.14
hiking	6,160	87	\$0.48	1.41%	\$179.49	2	2.3%	\$0.68
beaches	2,062	25	\$1.12	1.21%	\$22.23	3	12.0%	\$0.05
camping California	1,816	119	\$0.42	6.55%	\$282.25	0	0.0%	\$0.00
best camping	1,458	86	\$0.42	5.90%	\$206.27	0	0.0%	\$0.45
kayaking	1,291	15	\$0.82	1.16%	\$18.19	2	13.3%	\$0.02
boating	672	22	\$0.82	3.27%	\$26.91	0	0.0%	\$0.33
mountain biking	287	3	\$0.84	1.05%	\$3.57	0	0.0%	\$0.00
outdoor hiking	198	5	\$0.51	2.53%	\$9.89	0	0.0%	\$0.00
best hiking	176	5	\$0.48	2.84%	\$10.45	0	0.0%	\$0.00
lakeside camping	158	9	\$0.40	5.70%	\$22.77	0	0.0%	\$0.17
paddle boarding	144	0	\$0.00	0.00%	\$0.00	0	0.0%	\$0.00
horseback riding	122	2	\$1.00	1.64%	\$2.00	0	0.0%	\$0.00
camping vacation	117	3	\$0.43	2.56%	\$6.99	0	0.0%	\$0.02
hiking trails	115	4	\$0.53	3.48%	\$7.53	0	0.0%	\$0.07
october vacations	102	6	\$0.67	5.88%	\$8.94	0	0.0%	\$0.00
river rafting	83	2	\$0.85	2.41%	\$2.34	0	0.0%	\$0.00
best october vacation spo...	81	2	\$0.65	2.47%	\$3.09	0	0.0%	\$0.00
golf California	80	1	\$0.83	1.25%	\$1.20	0	0.0%	\$0.00
november vacations	72	5	\$0.66	6.94%	\$7.57	0	0.0%	\$0.00
fall vacation	71	2	\$0.71	2.82%	\$2.80	0	0.0%	\$0.00
fall getaways	68	1	\$0.75	1.47%	\$1.34	0	0.0%	\$0.00
camping Nevada	66	7	\$0.44	10.61%	\$16.00	0	0.0%	\$0.00
trails for hiking	64	1	\$0.53	1.56%	\$1.87	0	0.0%	\$0.00
fall vacation spots	55	3	\$0.67	5.45%	\$4.50	0	0.0%	\$0.03
top rated camping	49	6	\$0.45	12.24%	\$13.32	0	0.0%	\$0.00

Display Performance

Start Date
9/1/2021

End Date
9/30/2021

1,121,310
IMPRESSIONS

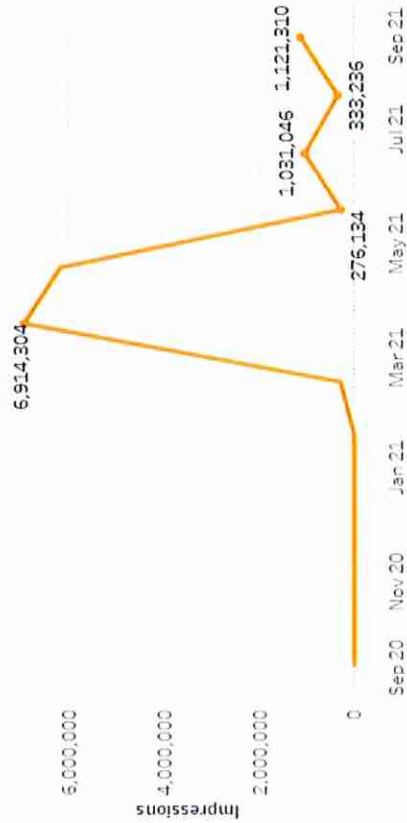
1,968
CLICKS

\$3.42
CPC

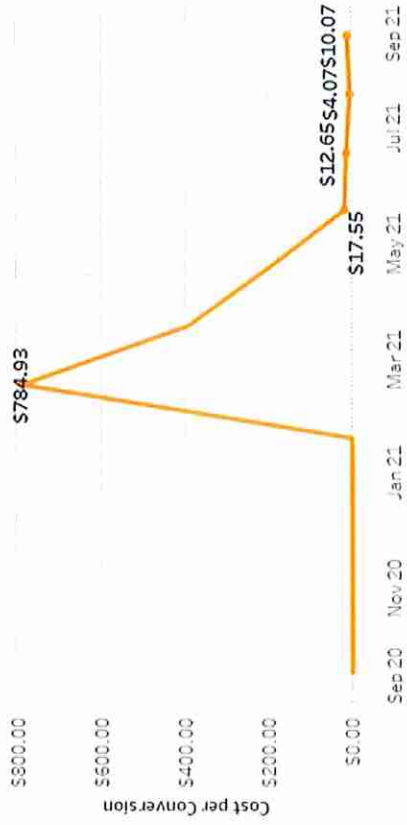
266
TOS 115
CONVERSIONS

\$25.29
COST PER TOS 115
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	756,864	1,521	0.20%	\$2.99	\$4,540.76	173	\$26.25
Retargeting	364,446	447	0.12%	\$4.89	\$2,186.68	93	\$23.51
Grand Total	1,121,310	1,968	0.18%	\$3.42	\$6,727.44	266	\$25.29

Display Creative Performance

Start Date: 9/1/2021
End Date: 9/30/2021

- After increasing spend and expanding audiences and markets, display TOS conversions jumped 136% from August.
- RT strategy performed appropriately with lowest cost per TOS conversion.
- Jones Family had the highest cost per TOS conversion for display. Targeting metrics are being adjusted here and in other areas to improve TOS.

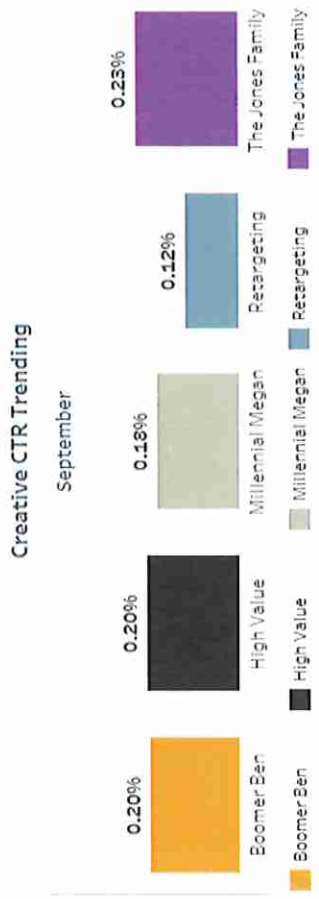
1,121,240
IMPRESSIONS

1,967
CLICKS

\$3.42
CPC

144
TOS ILS
CONVERSIONS

\$46.72
COST PER TOS ILS
CONVERSION



Persons	DMA	Impressions	Clicks	CTR	CPC	Cost	TOS ILS	Cost Per TOS ILS
Retargeting	Other	323,637	365	0.12%	\$5.04	\$1,941.82	87	\$22.32
Millennial Megan	Los Angeles	143,360	252	0.18%	\$3.41	\$860.16	9	\$95.57
	San Diego	78,577	125	0.16%	\$3.77	\$471.45	6	\$78.58
	Seattle	72,729	128	0.18%	\$3.41	\$436.37	5	\$87.27
	Portland	17,534	61	0.35%	\$1.72	\$105.20	0	\$0.00
Boomer Ben	Los Angeles	105,219	180	0.17%	\$3.51	\$631.31	8	\$78.91
	San Diego	57,051	112	0.20%	\$3.05	\$342.55	4	\$85.64
	Seattle	52,959	87	0.16%	\$3.65	\$317.75	7	\$45.39
	Portland	16,784	66	0.39%	\$1.53	\$100.70	0	\$0.00
	Other	11	14	127.27%	\$0.00	\$0.07	0	\$0.00
The Jones Family	Los Angeles	67,400	149	0.22%	\$2.71	\$404.40	2	\$202.20
	Other	40,798	48	0.12%	\$5.10	\$244.79	6	\$40.80
	San Diego	35,929	82	0.23%	\$2.68	\$215.57	2	\$107.79
	Seattle	33,575	88	0.26%	\$2.29	\$201.45	1	\$201.45
	Portland	16,040	69	0.43%	\$1.39	\$96.24	0	\$0.00
	Other	59,597	121	0.20%	\$2.96	\$357.58	7	\$51.08
Grand Total		1,121,240	1,967	0.18%	\$3.42	\$6,727.44	144	\$46.72

Consumer Paid Media Recommendations

- Campaign launched in later September; thus, sample sizes are not large enough to make stronger optimizations beyond the below.
- The Sustainability message strongly resonated across social.
 - Continue Sustainability campaigns on Facebook through all seasons.
- Continue to lead with social (lowest cost per TOS and highest CTRs) and back strongly with display (highest TOS results).
 - For social, continue impression optimization for higher-performing ads to grow TOS conversion.
 - For display, look for further enhancements to reach vs frequency for locals and visitors.
- Continue driving High Value performance on social and optimize display delivery for improved TOS conversion results.
- Adjust Jones Family targeting metrics in display and social to lower cost per TOS conversion.



MCC Paid Media Executive Summary

- Even with a shortened run-time, the display campaigns performed well with good engagement rates and impression delivery to targeted MCC audiences.
- Overdelivered with a \$3.13 lower CPM and 2,400 more impressions than expected.
- While the campaign drove 3 TOS conversions in the two-day run, we did not see any RFP conversions. This likely a result of the shorter run time and other paths for RFP's. (CVENT, HelmsBriscoe, etc.)



All Campaigns Overview

Start Date
9/1/2021

End Date
9/30/2021

1,770,795
IMPRESSIONS

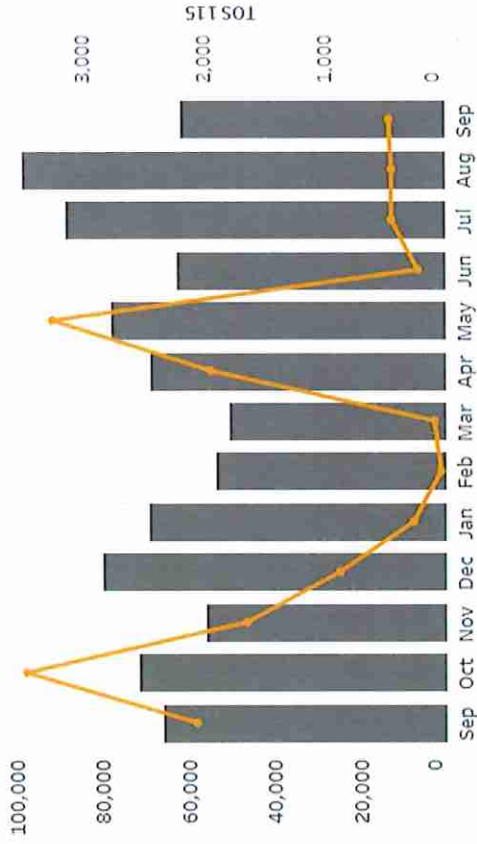
\$1.40
COST PER CLICK

11,172
CLICKS

476
TOS
CONVERSIONS

\$32.77
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



- MCC served at a 20% higher CTR than the MCC 2020-21 annual average.
- September's MCC matched Consumer for CTR and cost \$7.63 less per TOS conversion.

Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Book Now Conversions
Consumer	1,759,999	11,103	0.63%	\$1.40	\$15,521.79	473	\$32.82	12
MCC	10,795	69	0.64%	\$0.70	\$48.23	3	\$16.08	0
Total	1,770,795	11,172	0.63%	\$1.40	\$15,570.02	476	\$32.77	12

Overview by Campaign

Start Date
9/1/2021

End Date
9/30/2021

10,796
IMPRESSIONS

- Delivered a \$3.13 lower CPM and 2,400 more impressions than expected.

69
CLICKS

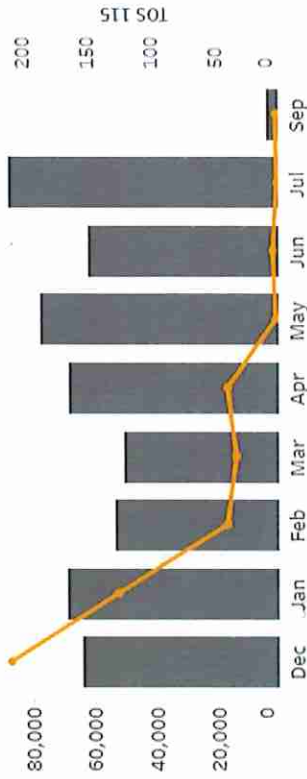
- Display went live later in September and accounts for the lower cost and time run compared to month-long campaigns.

\$0.70
COST PER CLICK

3
TOS CONVERSIONS

\$25.19
COST PER TOS
CONVERSION

Sessions | TOS 115 Conversions



Campaign	Impressions	Clicks	CTR	CPC	Spend	Book Now Conversions	TOS 115	Cost per Conversion
MCC	10,796	69	0.64%	\$0.70	\$48.23	0	3	\$16.08
Total	10,796	69	0.64%	\$0.70	\$48.23	0	3	\$16.08

Overview by Medium

Start Date
9/1/2021

End Date
9/30/2021

10,796
IMPRESSIONS

69
CLICKS

\$0.70
COST PER CLICK

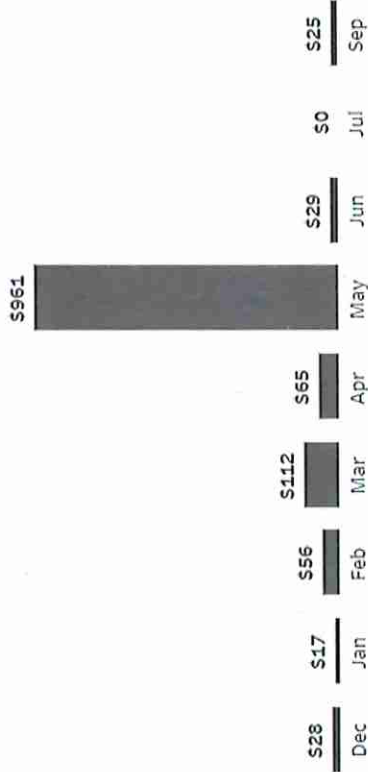
3
TOS CONVERSIONS

\$25.19
COST PER TOS
CONVERSION

Cost per Conversion by Creative

Creative	TOS 115	TOS Conversion Rate	Spend	Cost per Conversion
Travel Access	2	10.0%	\$13.34	\$6.67
Group Activity	1	5.9%	\$11.54	\$11.54
Know Before You Go	0	0.0%	\$11.80	\$0.00
Hotel Venues	0	0.0%	\$11.54	\$0.00

Cost per Conversion Trending



Channel	Impressions	Spend	Clicks	CPC	CTR	Book Now Conversions	TOS 115	Cost per Conversion
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Display	10,796	\$48.23	69	\$0.70	0.64%	0	3	\$16.08
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Grand Total	10,796	\$48.23	69	\$0.70	0.64%	0	3	\$16.08
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Display Performance by Placement

Start Date
9/1/2021

End Date
9/30/2021

10,796
IMPRESSIONS

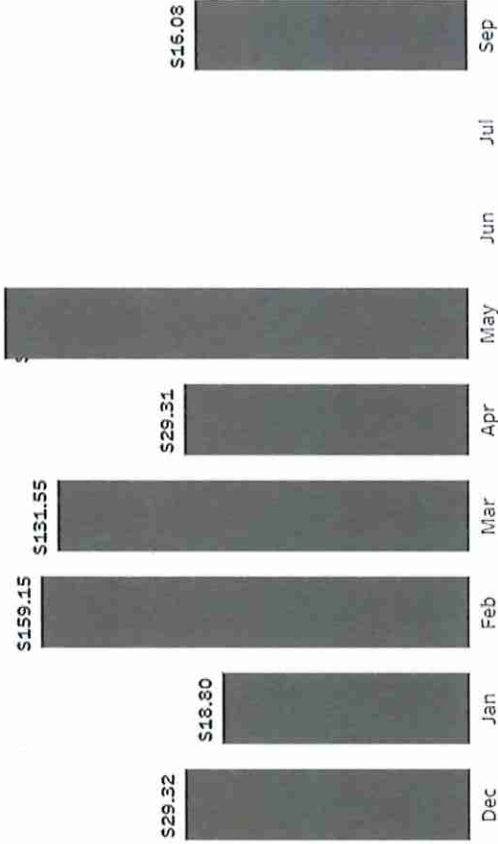
- Will need a longer run time to better establish the data and make optimizations.

69
CLICKS

- September's initial rate of 1.5 TOS conversions per day passed the 2020-21 TOS average of .95 conversions per day.

3
TOS 115
CONVERSIONS

Cost per Conversion Trending



0.64%
CLICK THROUGH RATE

Platform Impressions Clicks CTR

Programmatic Display 10,796 69 0.64%

CPC

\$0.70

Spend

\$48.23

TOS 115

3

Cost per Conversion

\$16.08

\$16.08
COST PER
TOS CONVERSION

Grand Total 10,796 69 0.64%

\$48.23

3

\$16.08

Display Performance by Creative

Start Date
9/1/2021

End Date
9/30/2021

10,796
IMPRESSIONS

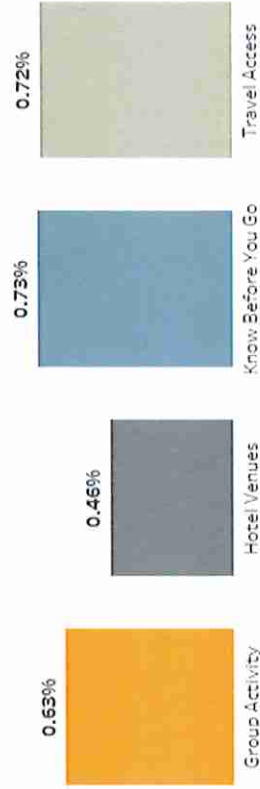
69
CLICKS

3
TOS 115
CONVERSIONS

- Both Travel Access and Know Before You Go converted at similar levels for CTR and Travel Access resonated with the highest TOS conversions.

Creative CTR Trending

September



Legend: Group Activity (Orange), Hotel Venues (Grey), Know Before You Go (Blue), Travel Access (Green)

Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Travel Access	2,766	20	0.72%	\$0.67	\$13.34	2	\$6.67
Know Before You Go	2,736	20	0.73%	\$0.59	\$11.80	0	\$0.00
Group Activity	2,698	17	0.63%	\$0.68	\$11.54	1	\$11.54
Hotel Venues	2,596	12	0.46%	\$0.96	\$11.54	0	\$0.00
TOTAL	10,796	69	0.64%	\$0.70	\$48.23	3	\$16.08

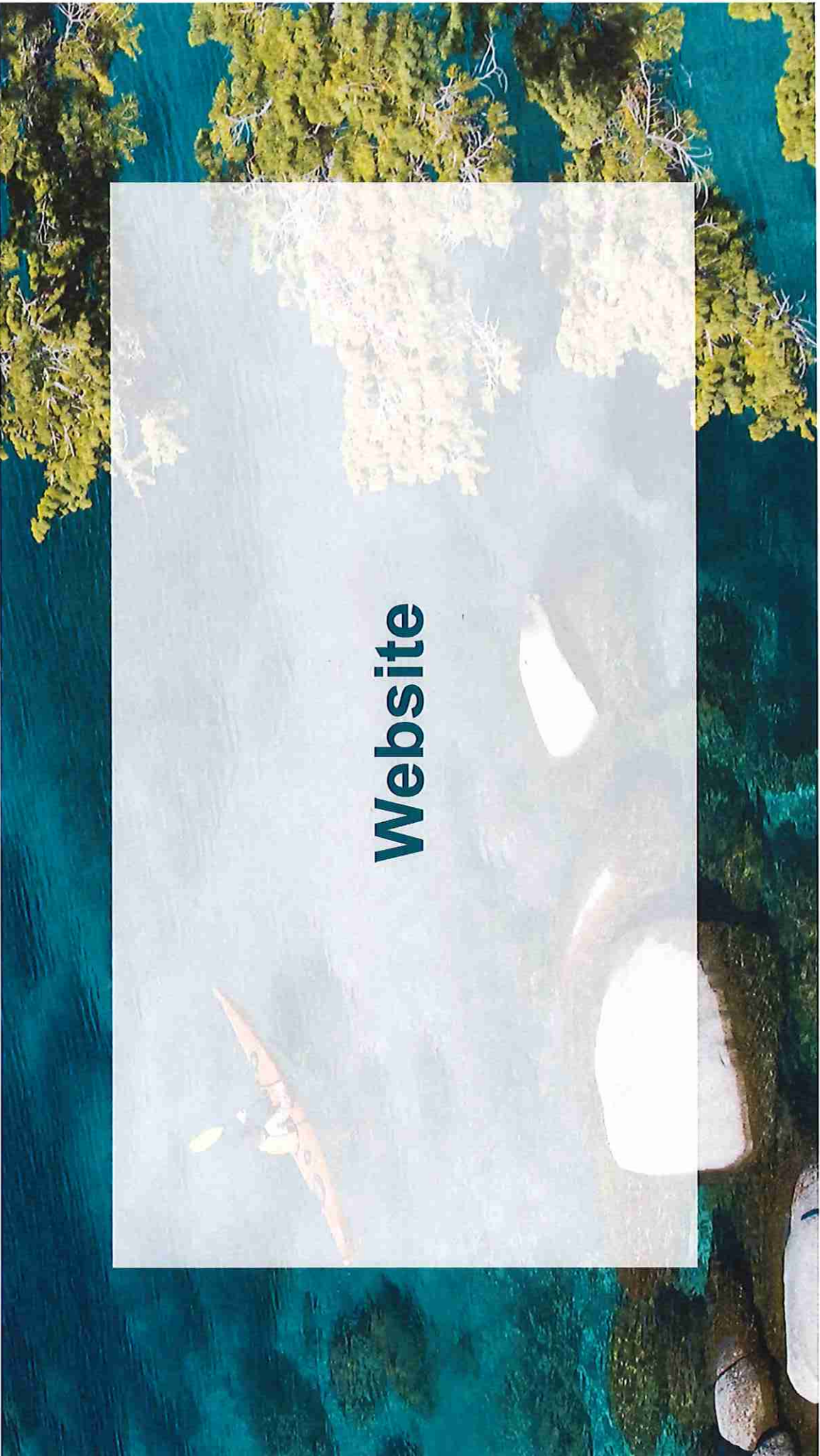
0.64%
CLICK THROUGH RATE

\$16.08
COST PER
TOS CONVERSION

MCC Paid Media Recommendation

- The campaign just started and only has a few days running. Will note optimizations in coming reports.





Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
55,303 (-31%)	66,854 (-35%)	106,963 (-36%)	1.60 (-1%)	1.21 (-7%)	0:55 (-8%)	48,107 (-44%)	7 (-44%)

- There were 55,303 visitors to GoTahoeNorth.com, down 31% from August. Sessions were also up 17%.
- There were 48,107 events, down 44% and 7 pledge form completions.
- The decreases in traffic and events was most likely due to the Caldor Fire affecting lodging interest.



**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Location

State	Users	Time on Page
California	21,338	1:05
Oklahoma	4,647	0:03
Virginia	4,267	0:06
Nevada	3,956	1:17
Texas	2,048	1:22

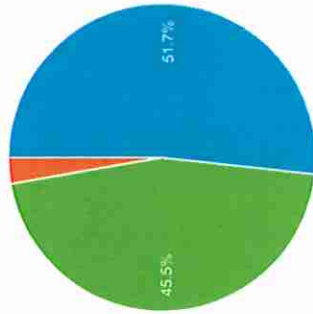


City	Users	Time on Page
San Francisco	2,704	0:58
Los Angeles	2,121	0:45
Sacramento	2,019	0:58
Reno	1,489	1:25
Incline Village	1,202	1:25
Truckee	1,005	1:16
San Jose	810	1:13
San Diego	693	0:51
Roseville	665	1:33
New York	610	0:31

- Of the top five states, the most engaged with the website was Texas at 1:22.
- The top 10 cities were mostly nearby California and Nevada cities with Roseville as the most engaged audience at 1:33 average time on page. These locations were likely seeking local information about the Caldor Fire.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Device



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



Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
1. desktop	55,303 (100.00% of Total: 55,303)	53,090 (100.00% of Total: 53,090)	66,854 (% of Total: 100.00% of 66,854)	76.94% (Avg of Rows: 76.94% (0.00%))	1.60 (Avg of Rows: 1.60 (0.00%))	00:00:55 (Avg of Rows: 00:00:55 (0.00%))	64.60% (Avg of Rows: 64.60% (0.00%))	43,185 (% of Total: 100.00% of 43,185)
2. mobile	28,513 (51.73%)	27,100 (51.05%)	33,727 (50.45%)	76.29%	1.70	00:00:59	65.78%	22,184 (51.27%)
3. tablet	25,090 (45.52%)	24,543 (46.23%)	31,170 (46.62%)	77.63%	1.49	00:00:51	62.22%	19,394 (44.91%)
	1,520 (2.76%)	1,447 (2.73%)	1,957 (2.93%)	77.21%	1.57	00:00:55	82.12%	1,607 (3.72%)

- Most users visited the site from desktop with 51.7% of the total. We can attribute this shift to paid media pauses.
- Desktop users were the most engaged with 0:59 average time on page and 1.70 pages per session.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Top Pages Visited

- Users were most engaged with the Webcams page (3:59) followed by the Wildfire Resources Page (2:33). The webcams page also had many more visitors than the next highest page due most likely to the Caldor Fire.
- Demographics were a little more scattered this month, likely due to the lake of paid media targeting.



Page	Visitors	Time on Page	Top Demos
Webcams	15,545	3:59	M/55-64/Reno
Home	14,432	0:57	F/25-34/Los Angeles
Wildfire Resources	4,321	2:33	F/25-34/San Francisco
Fall Activities	3,944	1:45	F/45-54/Los Angeles
Events	2,821	1:45	F/25-34/New York
COVID-19	2,644	2:23	F/25-34/San Francisco
Lodging	2,422	1:22	F/35-44/San Francisco
Beach Activities	1,838	0:25	F/35-44/San Jose
Lake Tahoe Activities	1,697	0:34	F/25-34/San Jose
Biking	1,518	0:08	F/N/A/San Antonio

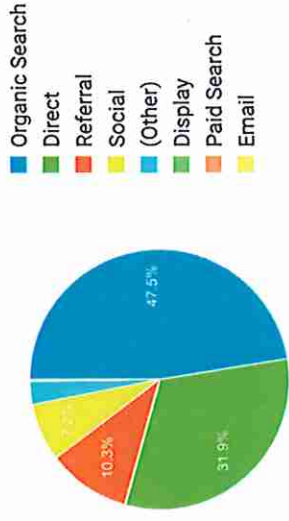
**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Channel Performance

- Organic Search brought in the most users to the website at 26,577.
- Users coming to the website from Referrals were the most engaged with the website (1:13).



Top Channels



Source	Visitors	Session Duration
Organic Search	26,577	1:11
Direct	17,851	0:30
Referral	5,779	1:13
Social	4,020	0:32
Paid Social	1,611	0:19

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Referrals

- Facebook mobile brought in the most visitors at 2,607. VisitingLakeTahoe.com brought in the most engaged users (2:46).

Source	Visitors	Session Duration
Facebook Mobile	2,607	0:19
VisitingLakeTahoe.com	1,543	2:46
Facebook Link	518	1:18
Facebook Mobile Link	448	0:35
Facebook	206	0:01



**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

SEO Traffic Performance

Acquisition		Behavior		Conversions			
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
12.69% 49,626 vs 44,036	13.77% 47,558 vs 42,065	27.13% 67,313 vs 52,947	8.37% 76.30% vs 70.40%	13.07% 1.60 vs 1.84	22.20% 00:01:07 vs 00:01:26	3.39% 86.65% vs 83.82%	31.44% 58,330 vs 44,378

- Traffic from Organic Search was up 13% and goal completions were up 31% from July.
- Engagement metrics were slightly down but these numbers remain strong.
- For the SEO Technical work, the team is in progress on updating the Navigation and Site Structure.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Blogs

- On 9/28, Augustine posted a blog around fire safety and supporting the Tahoe community. The blog reiterated the importance of fire safety, promoted helping the local community and encouraged readers to take the Traveler Responsibility Pledge.
- The blog had 30 page views and an average time on page of 2:36.





north lake tahoe

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

eNewsletters

Two eNewsletters were sent out in September: Caldor Fire updates and reopening North Lake Tahoe.

 north lake tahoe



CALDOR FIRE UPDATE


We are incredibly grateful for the firefighters and first responders working to keep the region safe. We are seeing positive strides with containment of the Caldor Fire and many evacuation orders in the Tahoe Basin have been downgraded to evacuation warnings. For current details on El Dorado County evacuations and warnings, please visit the El Dorado County Sheriff's [Active Evacuation Orders](#) page.

Although we have taken encouraging steps forward with parts of the Tahoe Basin allowing residents to return home, it's important that we all continue to stay vigilant as the situation can change rapidly. We are in close contact with incident authorities and will continue to update our [Wildfire Resource Page](#) for residents and visitors alike.

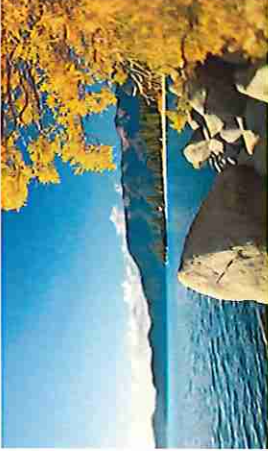
Sent: 9/9

Open Rate: 19.22%
(Industry Avg: 16%)

CTR: 1.26%
(Industry Avg: 1.6%)

 north lake tahoe

LOGGING | THINGS TO DO | EVENTS



NORTH LAKE TAHOE UPDATE

In light of the encouraging developments with the over 70% containment of the Caldor Fire, North Lake Tahoe is beginning to bring our area back online. We would like to extend our deepest thanks to firefighters and first responders for making this possible by working tirelessly to protect our region.

Effective yesterday, the USDA Forest Service Pacific Southwest Region announced that many of the temporary closures at National Forests in and around North Lake Tahoe have been lifted. However, El Dorado National Forest will stay temporarily closed until September 30th and there are still closures for some National Forest backcountry areas.

Sent: 9/17

Open Rate: 13.49%
(Industry Avg: 16%)

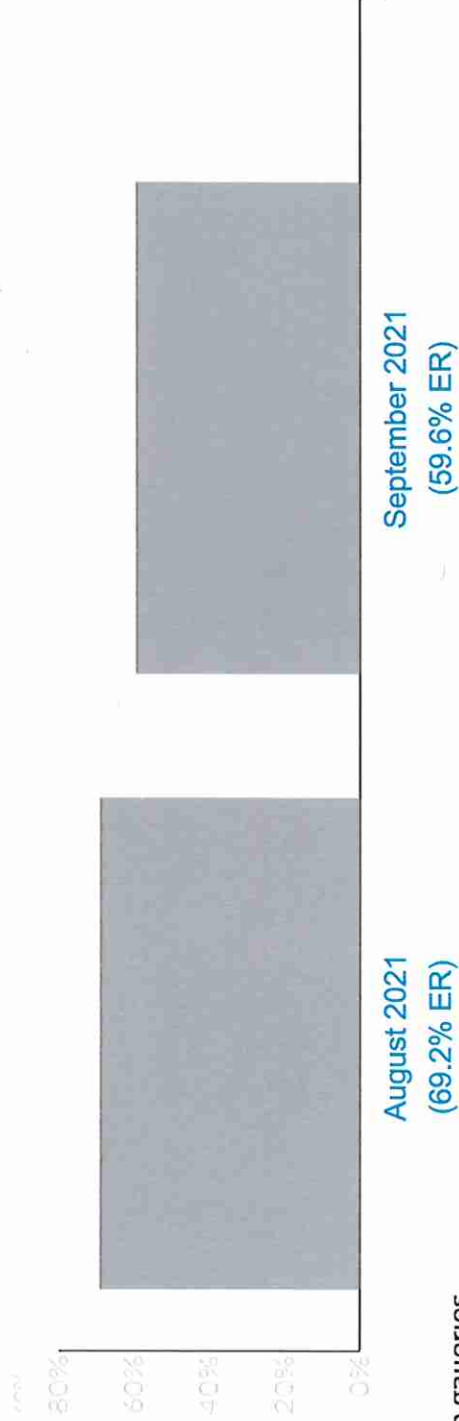
CTR: 0.95%
(Industry Avg: 1.6%)

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

CrowdRiff Insights

Sep 01, 2021 → Sep 30, 2021 Monthly Engagement rate

For the selected date range your galleries had a **59.6% engagement rate**.
 Your engagement rate is calculated from **1.0k interactions** and **1.7k views**.



Top galleries.

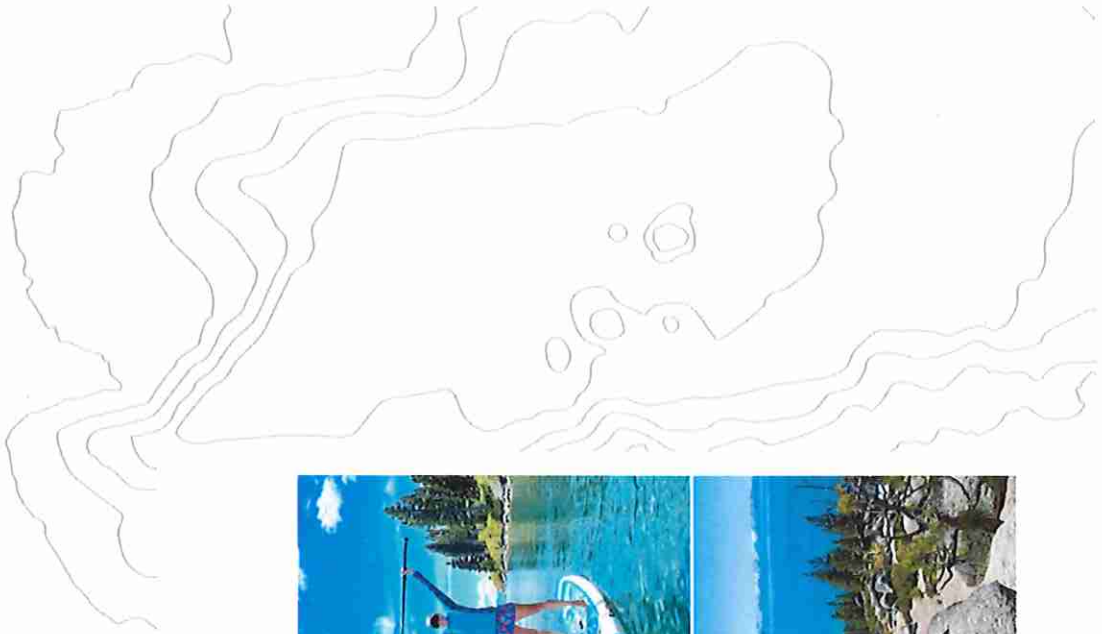
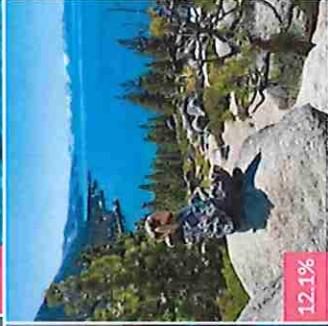
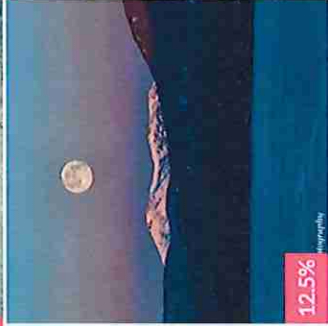
Wedding page	66.7% Engagement rate	36 Interactions	54 Views
Home Page Test	59.6% Engagement rate	963 Interactions	1.6k Views
North Tahoe Eats	45.8% Engagement rate	11 Interactions	24 Views

*Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.

CrowdRiff Insights

Top assets.

Last 30 days | Engagement rate



SEO Traffic Performance

Acquisition		Behavior			Conversions		
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12.69% 49,626 vs 44,036	13.77% 47,858 vs 42,065	27.13% 67,313 vs 52,947	8.37% 76.30% vs 70.40%	13.07% 1.60 vs 1.84	22.20% 00:01:07 vs 00:01:26	3.39% 86.65% vs 83.82%	31.44% 58,330 vs 44,378

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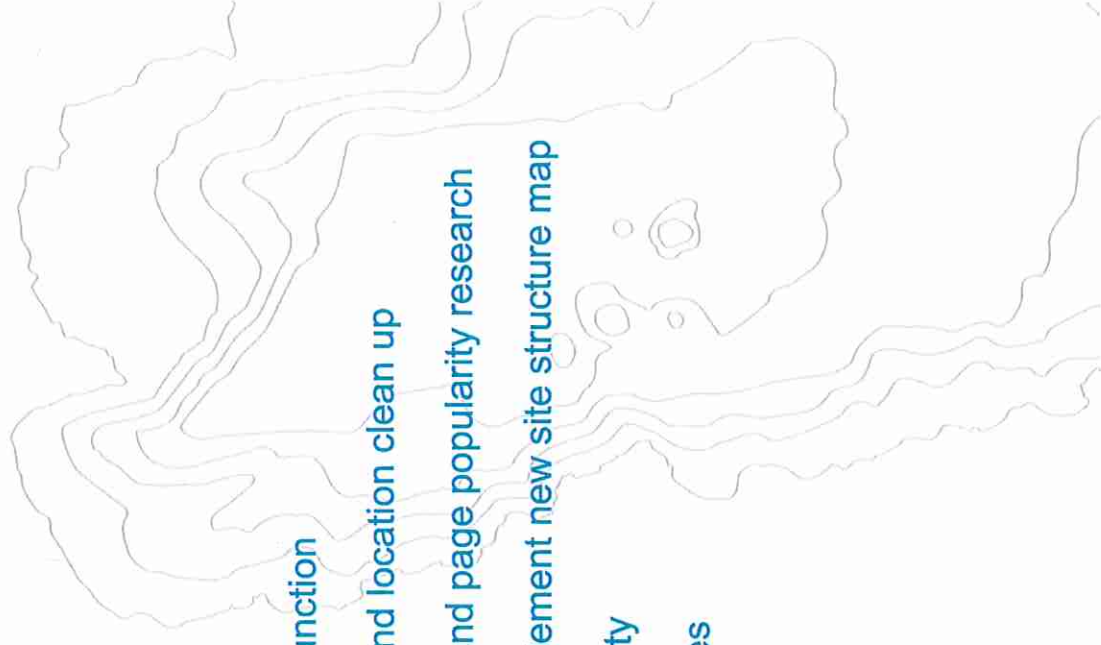
SEO Progress

Completed :

- Review site hierarchy
 - Map out current navigation
 - Identify duplicate and unnecessary pages
 - Mockup new navigation recommendations for desktop and mobile based on current navigation and duplicate/unnecessary pages

In Progress:

- Listing page malfunction
- Event organizer and location clean up
- Keyword, SERP and page popularity research
- Optimize and implement new site structure map
- Search functionality
- H1 and H2 updates
- Plugin review



A scenic view of a river with a kayaker, overlaid with a semi-transparent rectangle containing the text "Public Relations". The background shows a river with a kayaker in a yellow kayak, surrounded by lush green trees and a rocky shoreline. The text is centered within a light blue, semi-transparent rectangular area.

Public Relations

PR September Recap

- Augustine's PR efforts throughout the month primarily focused on Caldor Fire communication initiatives. The team continued to closely observe developments, update media talking points, monitor overall destination sentiment and execute post-crisis communication planning.
- Toward the end of the month, Augustine resumed general travel media relations efforts and FAM Tour planning.
- The team also completed an audit of the press room page and developed a Call for Content to be distributed to destination partners.
- Augustine submitted interest in and was selected to attend Visit California's Fall LA Media Event in October on behalf of North Lake Tahoe.



Post Crisis Communications

- Developed welcome back media talking points to be utilized for incoming media inquiries and owned channels related to the Caldor Fire.
- Developed and distributed a North Lake Tahoe specific welcome back press release.
 - The press release was distributed 9/14 to Sacramento, San Francisco Bay Area, San Diego, Los Angeles, and Reno/Tahoe media outlets as well as to various freelance journalists and national outlets.
- Supported various media inquiries/interviews related to the release as well as continued to monitor coverage and relevant updates.



Post Crisis Communications Earned Media Results

- **Secured Clips:** 31+
- **Est. Digital Monthly Visits:** 8.48M
- **Est. Coverage Views:** 26.7K
- **Est. Audience Reach:** 646K
- Coverage included outlets across California markets and in Reno including Sacramento's CBS 13, Good Day Sacramento and Fox 40 affiliates; San Francisco's KRON 4, ABC 7 and CBS affiliates, Los Angeles' KTLA, San Diego's Fox 5, Reno's KRNV, KRXI and KOLO affiliates, among other outlets.



Welcome Back Coverage Highlights



CALIFORNIA
North Lake Tahoe ready for tourists as Caldor Fire threat diminishes



The photo shows the 15,000-acre Caldor Fire in the area of the lake's shoreline where several homes were destroyed.



North Lake Tahoe bureaus officially welcome back visitors to region

By Kimberly Pellegrini | Tuesday, September 14th, 2021

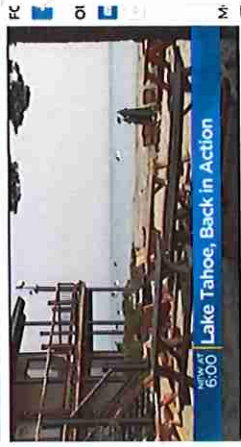


Lake Tahoe Back In Action



Lake Tahoe Ready To Welcome Back Caldor Fire Dies Down

By Heather Johnson | September 15, 2021 at 4:29 PM Filed Under: Caldor Fire, Lake Tahoe, Snow Tourism



FROM BEAUTIFUL TO A BEAUTIFUL HOME

Tourists welcomed back to North Lake Tahoe following Caldor Fire



north lake tahoe

Media Relations Updates

- As Augustine resumed general travel media relations efforts toward the end of the month, the team managed various media inquiries and pitched relevant journalists. The team also continues to coordinate and plan upcoming FAM Tours.
- Proactive Pitch Angles/Media Inquiries:
 - Halloween events
 - Dining globally
 - Tourism impacts going into fall/winter
 - Staffing shortages impacting region
 - How to have a safe golf trip
 - Snow resort updates
 - Stargazing opportunities
- Media Conversations:
 - Visit California, Sierra Sun, AARP, Gold Country Media newspapers, San Jose Mercury News, Sunset Magazine, Matador Network, freelance writers contributing to various outlets.



General Earned Media Results

- Secured Clips: 2
- Est. Digital Monthly Visits: 1.11M
- Est. Digital Coverage Views: 4.02K
- Coverage featured Halloween at Homewood via [Visit California](#) and business optimism heading into fall via [Sierra Sun](#).

Optimistic: Officials hoping for the best as Truckee-Tahoe business heads into fall

News | October 17, 2021 | September 17, 2021

Justin Sanchez | [Tahoe](#) | [Truckee-Tahoe](#)

Facebook | Twitter | LinkedIn | Email



Visit California | California is open >

Places to Visit

Halloween 2021: Happenings Around California

Scare zones, pumpkin festivals, and spooky parties have started around the Golden State

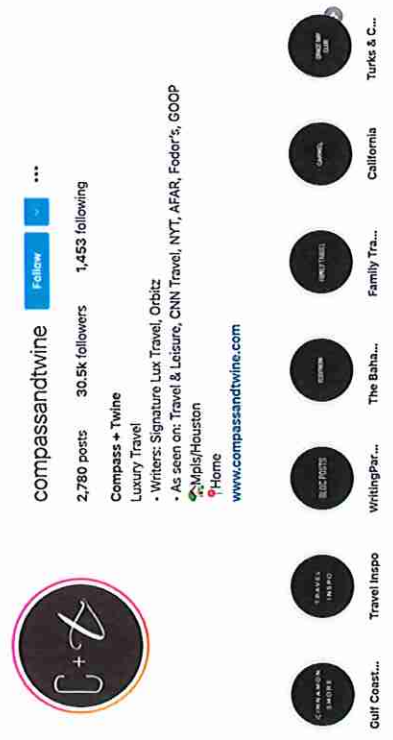
Photo: © Getty Images
by Katrina Hunt

Oct. 21-24: Halloween at Homewood, North Lake Tahoe

The weeks before ski season bring their own kind of fun at **North Lake Tahoe's** Homewood Mountain Resort: a trick-or-treat village, scary movie screenings, face painting, pumpkin decorating, and more. Be sure to take the spooky chairlift ride around dusk to enjoy haunted scenes along the mountainside.

Upcoming FAM Tours

- Social Influencer:
 - Lindsay of Compass + Twine (audiences primarily within US/New York City)
 - Focus to include family-friendly travel, luxury experiences and lodging
 - Dates in Market: Oct. 20-24
- Traditional Media:
 - Cynthia Dial of JustLuxe and Travel Squire (national audiences)
 - Focus to include luxury travel, lodging, activities and restaurants
 - Dates in Market: Nov. 5-7



compassandtwine

2,780 posts 30.5k followers 1,453 following

Compass + Twine
Luxury Travel

- Writers: Signature Lux Travel, Orbitz
- As seen on: Travel & Leisure, CNN Travel, NYT, AFAR, Feder's, GOOP
- @mpisj/houston

Home
www.compassandtwine.com

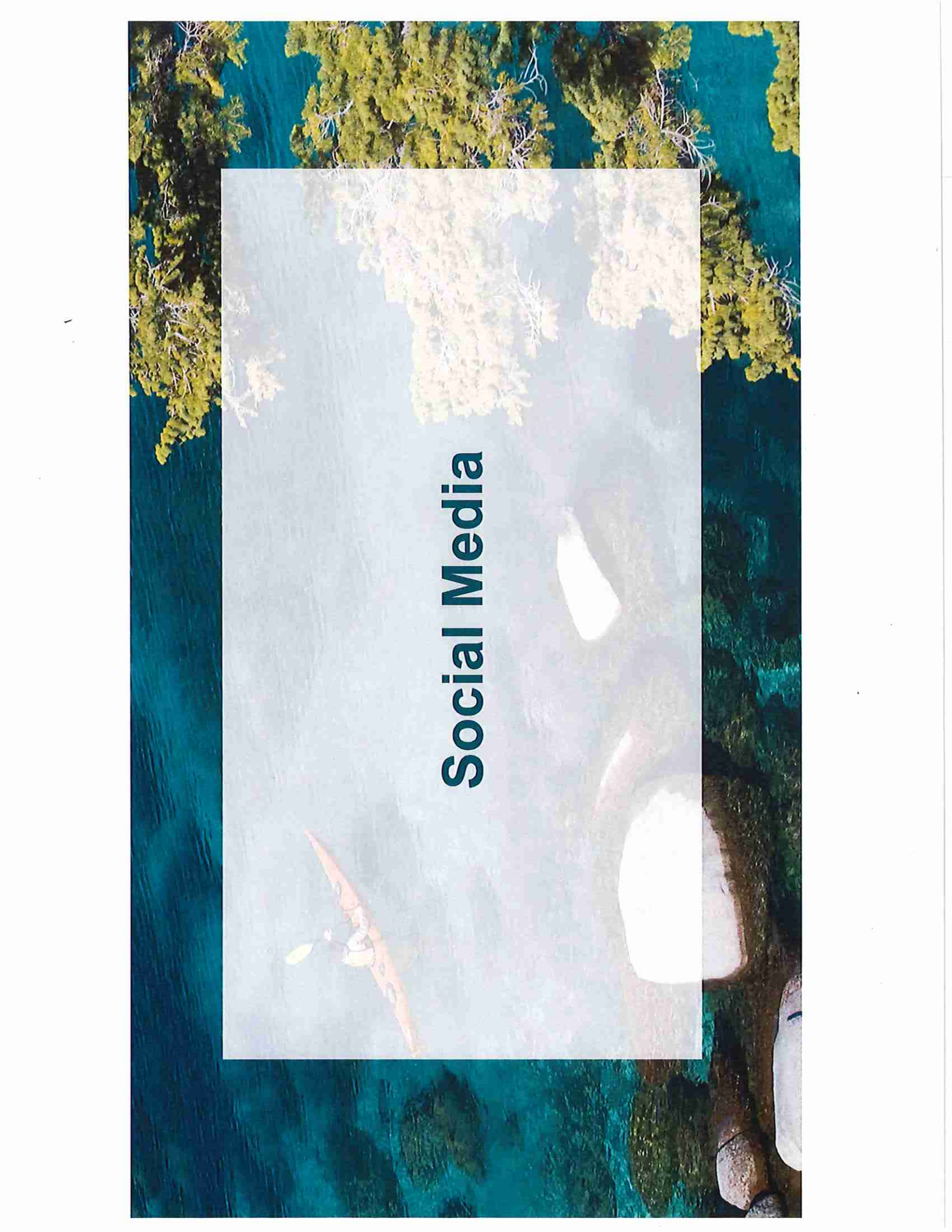
CHARMERS TRAVEL TRAVEL INSPO The Bahaa... WritingPar... Family Tra... California Turks & C...



Upcoming PR Initiatives

- Continue to pitch local travel story angles to target media focusing on fall travel.
- Continue FAM Tour planning and coordination.
- Attend Visit California's LA Fall 2021 media event in October 2021.
- Develop a What's New/Seasonal press release.



A scenic view of a river with a kayaker, overlaid with a semi-transparent white rectangle containing the text "Social Media". The background shows a river with a kayaker in the foreground, surrounded by lush green trees and a clear blue sky. The text "Social Media" is centered within the white rectangle.

Social Media

Facebook Overview

Data	August	September	MoM
Audience	130,528	130,520	-0.01%
Impressions	1,168,838	1,740,856	+48.9%
Engagement	39,400	47,694	+21.7%

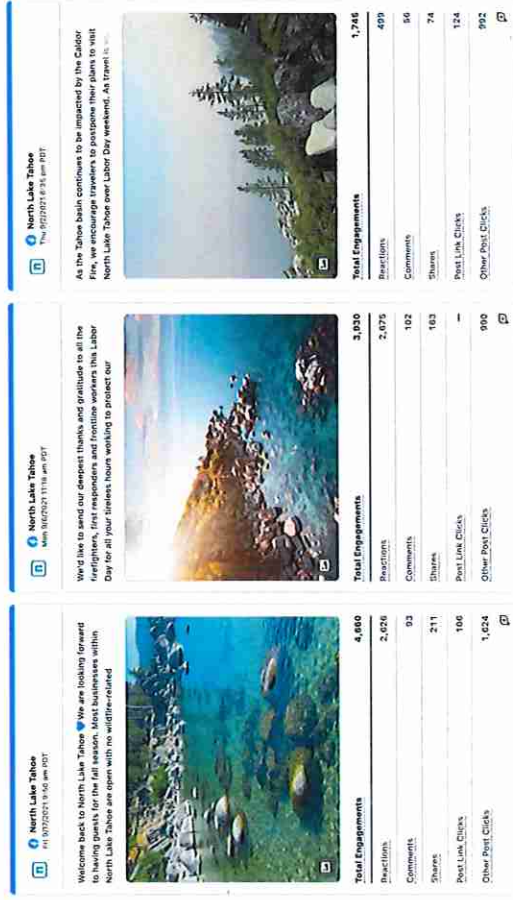
- As a result of the Caldor Fire conditions, Augustine provided safety information, weather updates and welcome back content as the fire was contained.
- While content was paused due to the fire, Augustine continued to see increases in impressions and engagements.
- In September, 1.7M impressions and 7.3K post clicks were generated.
- The most reached audience was women aged 35-44. The highest reached locations included, Los Angeles, San Diego, Reno and Tahoe City.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



Facebook Top Posts

- Top posts included welcome back messaging, a thank you to frontline workers and general safety updates.
- Augustine continued to provide safety updates on social media to inform audiences of conditions in the area.
- The welcome back post generated 4,660 engagements, including 211 shares. This is a positive indicator that audiences were looking to North Lake Tahoe for wildfire condition updates.



**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Instagram Overview

Data	August	September	MoM
Audience	82,609	82,901	+0.4%
Impressions	631,111	445,473	-29.4%
Engagement	13,555	20,419	+50.6%

- While trip inspiration content was paused this month, there continued to be an upward trend in audience growth, gaining 292 followers.
- Additionally, due to providing safety updates, there was an increase in engagements this month.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and Sacramento.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



Instagram Top Posts

- Similar to Facebook, top posts included welcome back messaging, a thank you to front line workers as well as sustainability messaging.
- The welcome back post generated 4,281 engagements, including 76 saves.
- Throughout the month, North Lake Tahoe's Instagram audience continued to comment and mention well wishes for all impacted by the fire.



laketahoe
Fri 8/17/2015 9:10 am PST

Welcome back to North Lake Tahoe! We are looking forward to hearing guests for the full season. Most businesses within North Lake Tahoe are open until the middle of fall!

Total Engagements 4,281

Likes 4,172

Comments 33

Saves 76

laketahoe
Mon 8/10/2015 10:49 am PST

We'd like to send our deepest thanks and gratitude to all the firefighters, first responders and recovery workers who helped bring us all our people back together to protect our

Total Engagements 4,282

Likes 4,099

Comments 42

Saves 81

laketahoe
Mon 8/10/2015 4:43 pm PST

North Lake Tahoe's 25th Annual Clean-Up Day will take place on Monday, August 10th from 9am-12pm. The event will be held at Tahoe Vista, Camanche Bay and Crystal Bay. Visit our

Total Engagements 2,747

Likes 2,702

Comments 21

Saves 24

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Twitter Overview

Data	August	September	MoM
Audience	22,823	22,928	+0.5%
Impressions	38,624	45,832	+17%
Engagement	1,484	1,648	+10.4%

- Content continued to provide updates and news. This continues to resonate well with increases in impressions and engagements.
- The Twitter audience increased this month, gaining 105 followers.
- Similar to last month, increases during the pause in content continue to prove that Twitter audiences are engaged with newsworthy content and updates relating to North Lake Tahoe versus travel inspiration.

**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*



Twitter Top Posts

- Similar to Facebook and Instagram, top posts provided safety updates with welcome back messaging and thanks for first responders.
- The top post on Twitter was a general safety update that generated 323 engagements including 261 clicks.
- The increase in followers indicates the audience on Twitter is reliant upon our page for updates.



**Note the Caldor Fire (beginning 8/15) may have affected metrics in the months of August and September.*

Upcoming Initiatives

- Pinterest
 - Build seasonal custom assets for Pinterest in alignment with ongoing paid media campaigns.
- LinkedIn
 - Create LinkedIn Strategy including MCC assets.
- Blogs
 - Add CA Now Stories to blogs for increased destination awareness.



A scenic landscape featuring a river or stream flowing through a lush, green forest. In the foreground, a person is kayaking on the water. The background shows a dense forest of tall trees. The overall scene is peaceful and natural.

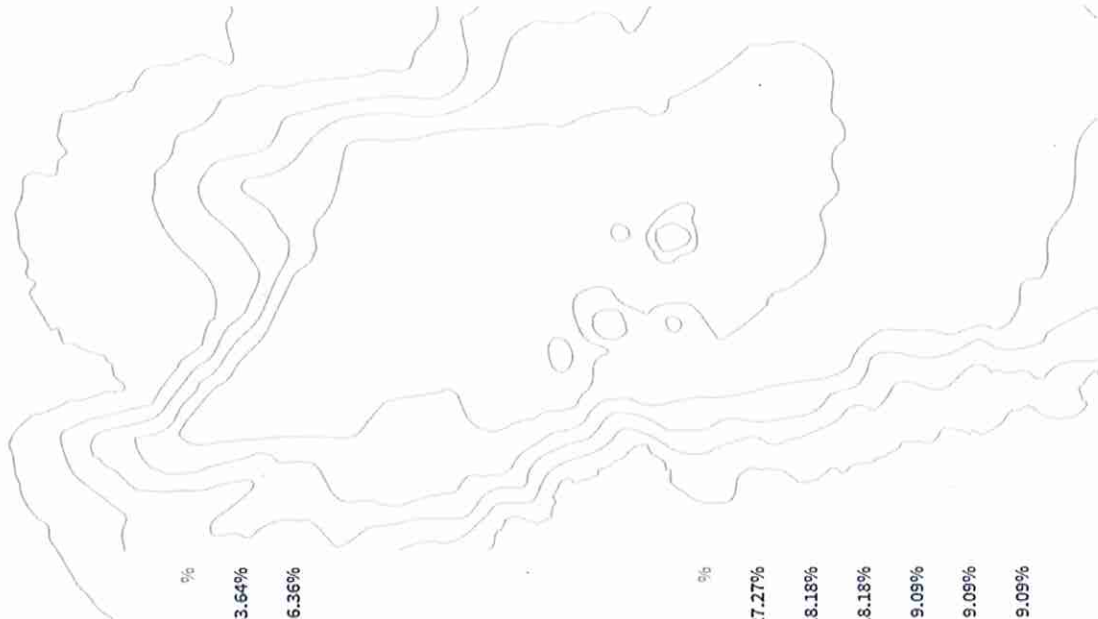
Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

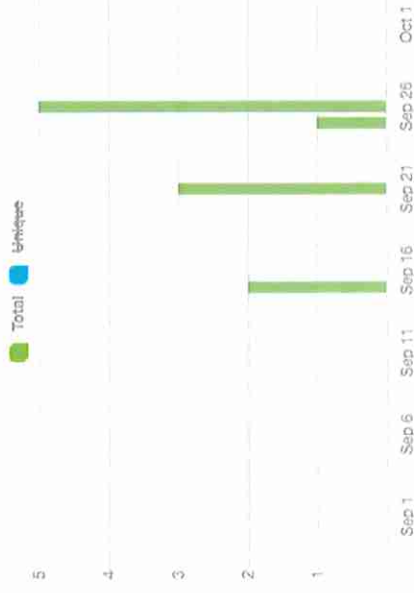
- QR codes were generated to track traffic across collateral, print ads and signage.
- To date, the sandwich boards have provided the vast majority of scans (227 total, 11 in September).
- The swag tags made the list in September with six scans, with the number of scans growing vastly into October.
- The posters also made it to the list in September with four scans.
- Scans are completely mostly on iPhones, with devices registered primarily in Chicago, followed by Modesto and San Jose.



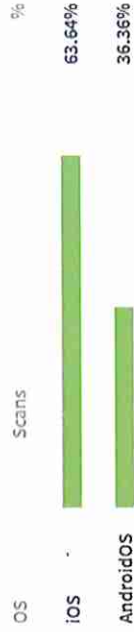
QR Code September Results – Sandwich Boards



SCANS OVER TIME



SCANS BY OPERATING SYSTEM



[Show less](#)

SCANS BY TOP COUNTRIES

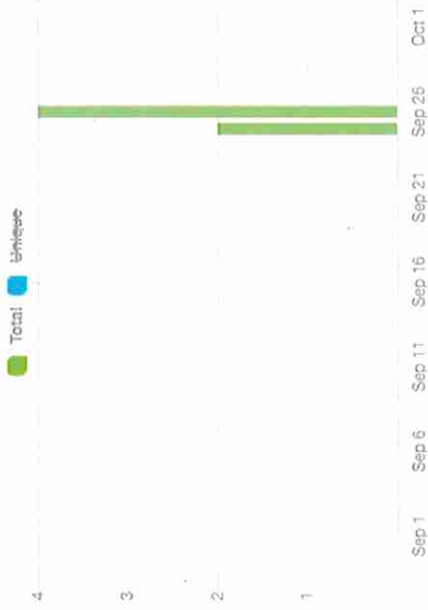
#	Country	Scans	%
1	United States	11	100%

SCANS BY TOP CITIES

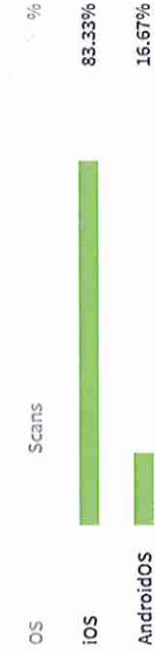
#	City	Scans	%
1	Chicago	3	27.27%
2	Lovelock	2	18.18%
3	Indianapolis	2	18.18%
4	Modesto	1	9.09%
5	Jackson	1	9.09%
6	San Jose	1	9.09%

QR Code September Results – Swag Tags

SCANS OVER TIME



SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	6	100%

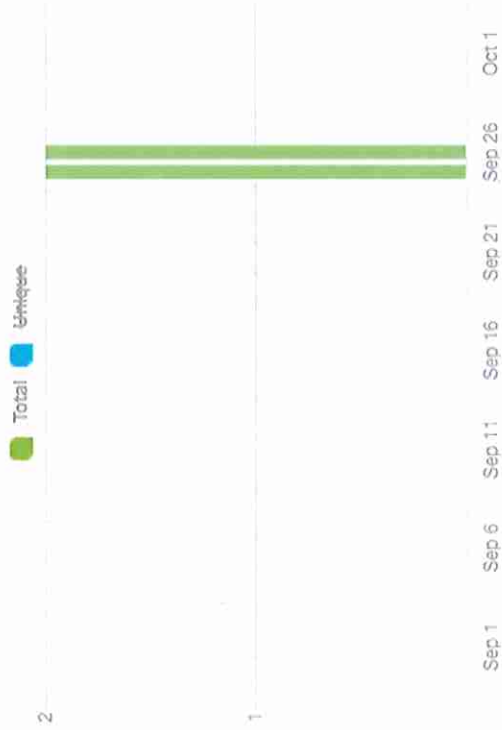
SCANS BY TOP CITIES

#	City	Scans	%
1	Reno	1	16.67%
2	Vineyard	1	16.67%
3	San Francisco (South Beach)	1	16.67%
4	Olympic Valley	1	16.67%
5	Chicago	1	16.67%



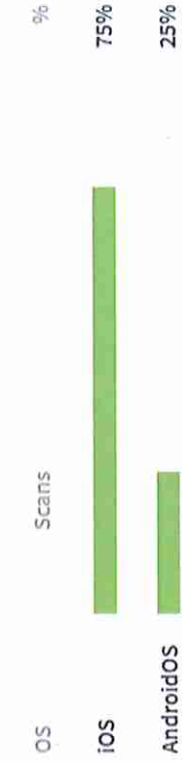
QR Code September Results – VIC Posters

SCANS OVER TIME



[Show less](#)

SCANS BY OPERATING SYSTEM



SCANS BY TOP COUNTRIES

#	Country	Scans	%
1	United States	4	100%

SCANS BY TOP CITIES

#	City	Scans	%
1	Chicago	2	50%
2	San Jose	1	25%
3	Modesto	1	25%



Other Creative Projects

Creative Projects

- Developed wildfire safety social media ads to educate residents and travelers on how to be fire safe and prevent future wildfires.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Completed Spartan Race deliverables: social media posts, :30 TV commercial, b-roll, email assets and print ad in preparation for the event in September.
- Fall campaign – finalized and trafficked creative for a wide variety of digital placements.
- Developed and presented new creative ideas and activations for the fiscal year.



north lake tahoe

A scenic landscape featuring a river or stream flowing through a lush, green forest. In the foreground, a person is seen kayaking on the water. The background shows a dense forest of tall trees, with a large, light-colored rock formation visible on the right side. The overall scene is peaceful and natural.

Industry Insights

Industry Insights

- Consumer sentiment towards the virus and travel continues to trend positive as case rates decline. A greater number of Californians again believe the coronavirus situation will “get better” in the next month (41%) compared to those who think “get worse” (32%). 78% of California travelers are in the “ready to travel” mindset. Consumers are also increasingly more “excited” to travel and learn about new destinations. Resident sentiment towards welcoming visitors to their destination (49%) remained below levels reached in the early part of summer when case rates were low. (*Visit California*, "Recovery Research Dashboard – September 2021")
- Occupancy in the state for week ending Sept. 25 was at 66%, down 18% from the same week in 2019. Room demand was down 15%, driven by lower demand in the Gateway regions (-20%). California ADR declined slightly in September, down 6% for week ending Sept. 25 (relative to 2019). For the most recent week, TSA recorded 12.2 million passengers, down 25% from 2019. (*Visit California*, "Recovery Research Dashboard – September 2021")



Industry Insights

- American Travel Sentiment indicates a mixed bag among travelers in regard to the upcoming fall/holiday travel season, with 41% saying they plan on the same amount of travel and 32% saying they are planning fewer trips during the same season last year. On the positive side, 27% say they are actually planning more travel this fall/holiday season over last year. Overall demand for travel from now into early 2022 is solid, as 88% of American travelers indicate plans to travel in the next six months, and other Key Sentiment Indicators appear to be holding steady. Also, the news reports of the decline in the overall volume of delta variant cases in the U.S. is helping reverse or stabilize some the recent downward trends in resident/community sentiment in regards to welcoming back visitors to our communities, venturing outside our communities, and dining and shopping locally. (*Longwoods International, "Travel Sentiment – Wave 47"*)



Industry Insights

- A combination of the recent Delta-variant surge and seasonality, Americans have slowed their previous rabid demand for travel. With the Covid-19 data making it appear that the peak of the Delta-variant fueled surge is likely over, high concerns about contracting the virus dropped another 4% to 56.4%. The greatest proportion of American travelers believe the pandemic situation will remain the same over the next month (38.6%). Nevertheless, over half (53.6%) of American travelers continue to say that what's recently happened with the Delta variant makes them less interested in traveling. And while 68.2% of Americans report travel planning or dreaming in the past week, back in June this was at 78.7%. Similarly, while 73.3% remain in a ready-to-travel-state of-mind, this was at 82.8% in June. In the past two weeks, the percent of Americans who report having trips plans in October and November has dropped another 4 percentage points for each month. One perhaps fortunate related impact is the improvement in resident sentiment towards tourism—the percent who don't want tourists in town has dropped to 38.9% after reaching nearly half in August. (*Destination Analyst*, "American Travel Sentiment Week of October 4th")



A scenic landscape photograph featuring a rocky foreground, a forested middle ground, and a sunset sky reflected in water. The text "THANK YOU" is centered in the image.

THANK YOU

October 14, 2021

RNO Flight Schedule October 2021

In October 2021, Reno-Tahoe International Airport (RNO) will offer a total of 1,951 scheduled departures, an increase of 75% versus October 2020, and a decrease of 5.4% when compared to the October 2019 schedule. The monthly scheduled seat capacity is up 82% at 237,892 versus October 2020, and down 5.7% when compared to October 2019 schedule.

On October 24, 2021, aha!, powered by ExpressJet, will launch non-stop flights from RNO to eight cities across the western United States. aha! has chosen cities that do not currently have non-stop service to RNO, giving travelers access to convenient one-to-two hour non-stop flights. aha! will serve each community three times a week with 50-seat Embraer ERJ145 regional jets. The non-stop cities and start dates are as follows:

1. Pasco/Tri-Cities, Washington. October 24
2. Bakersfield, California. October 25
3. Medford/Ashland, Oregon. October 31
4. Eugene/Springfield, Oregon. November 1
5. Ontario, California. November 4
6. Redmond/Bend, Oregon. November 5
7. Eureka/Arcata, California. November 9
8. Fresno/Yosemite, California. November 10

Including aha!, RNO will offer 25 non-stop destinations on 11 airlines.

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

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

On September 7, 2021, Southwest Airlines began daily non-stop flights between RNO and San Jose.

On September 9, 2021, American Airlines began daily non-stop flights between RNO and Austin.



JSX offers non-stop flights from RNO to Orange County and Burbank 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.

October 2021 RNO Flight Schedule			
Destination	Airlines	Total Departures	Details
Austin	American	27	Daily
Bakersfield	aha!	3	Begins October 25. Mon, Wed, Fri
Burbank	Southwest	31	Daily
Charlotte-Douglas	American	6	Suspends on Oct 6
Chicago-Midway	Southwest	7	Oct 1,2,4, and Sat
Chicago-O'Hare	American	50	Twice daily. Once on Tue, Sat
	United	30	Daily
Dallas/Fort Worth	American	111	Three to four times a day
Denver	Southwest	86	Three daily
	United	97	Three daily
Guadalajara	Volaris	17	Four weekly. Mon, Wed, Thu, Fri
Houston-Intercontinental	United	31	Daily
Las Vegas	Allegiant	33	Daily
	Frontier	18	Four weekly. Mon, Thu, Fri, Sun
	Southwest	201	Six to seven daily
Long Beach	Southwest	47	Twice daily. Tue, Wed, Sat once daily
Los Angeles	Alaska	62	Twice daily
	American	119	Four daily
	Delta	92	Three daily
	JetBlue	31	Daily
	Southwest	31	Daily
Medford	United	66	Twice daily
	aha!	1	Begins October 31. Tue, Thu, Sun
New York-JFK	JetBlue	16	Four weekly. Mon, Thu, Fri, Sun
Oakland	Southwest	31	Daily
Orange County	Allegiant	9	Twice weekly. Mon, Fri
Pasco	aha!	4	Begins October 24. Tue, Thu, Sun
Phoenix	American	122	Three to four times a day
	Southwest	62	Twice daily
Portland	Alaska	49	One to two daily
Salt Lake City	Delta	148	Five daily
San Diego	Southwest	55	Twice daily
San Francisco	United	110	Three to four times a day
San Jose	Southwest	31	Daily
Seattle	Alaska	117	Two to five times a day
Multiple airlines in a market			
Source: Dño Mi, 9.27.2021			
JSX	Burbank		Four weekly. Mon, Thu, Fri, Sun
	Orange County		Four weekly. Mon, Thu, Fri, Sun

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

October 2021

Airport	Code	aha!	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Austin, TX	AUS				1		0					1	1%	76
Atlanta, GA	ATL					0						0	0%	0
Bakersfield, CA	BFL	1										1	1%	50
Burbank, CA	BUR								1			1	1%	143
Charlotte, NC	CLT				1							1	1%	128
Denver, CO	DEN						0		3	3		6	8%	972
Dallas/Ft. Worth, TX	DFW				4							4	5%	688
Dallas Love Field, TX	DAL								0			0	0%	0
Eugene, CA	EUG	0										0	0%	0
Eureka, CA	ACV	0										0	0%	0
Fresno, CA	FAT	0										0	0%	0
Guadalajara, MX	GDL										1	1	1%	174
Houston, TX	HOU								0			0	0%	0
Houston, TX	IAH									1		1	1%	76
Jackson Hole, WY	JAC			0								0	0%	0
Medford, OR	MFR	1										1	1%	50
New York City, NY	JFK							1				1	1%	162
Las Vegas, NV	LAS			1			1		7			9	12%	1,232
Long Beach, CA	LGB							0	1			1	1%	286
Los Angeles, CA	LAX		2		4	3		1	1	2		13	18%	1,105
Chicago, IL (Midway)	MDW								1			1	1%	143
Oakland, CA	OAK								1			1	1%	175
Ontario, CA	ONT	0										0	0%	0
Chicago, IL (O'Hare)	ORD				2					1		3	4%	420
Pasco, WA	PSC	1										1	1%	50
Portland, OR	PDX		2									2	3%	152
Phoenix, AZ	PHX				4				2			6	8%	711
Redmond, OR	RDM	0										0	0%	0
San Diego, CA	SAN								2			2	3%	286
Seattle, WA	SEA		5			0			0			5	7%	667
San Francisco, CA	SFO									4		4	5%	272
Salt Lake City, UT	SLC					5						5	7%	536
San Jose, CA	SJC		0						1			1	1%	143
Orange County, CA	SNA			1					0			1	1%	156
Total		3	9	2	16	8	1	2	20	11	1	73	100%	8,853

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

Airline/Destination	Code	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights								Seats							
aha! - (EV)		3	0	0	3	3	-	-	150	0	0	150	150	-	-
Bakersfield, WA	BFL	1	0	0	1	1	-	-	50	0	0	50	50	-	-
Eugene, OR	EUG	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Eureka, CA	ACV	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Fresno, CA	FAT	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Medford, OR	MFR	1	0	0	1	1	-	-	50	0	0	50	50	-	-
Ontario, CA	ONT	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Pasco, WA	PSC	1	0	0	1	1	-	-	50	0	0	50	50	-	-
Redmond, OR	RDM	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Alaska - (AS)		9	9	6	0	3	0.0%	50.0%	971	888	456	83	515	9.3%	112.9%
Los Angeles, CA	LAX	2	2	0	0	2	0.0%	-	152	152	0	0	152	0.0%	-
Portland, OR	PDX	2	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	667	584	304	83	363	14.2%	119.4%
Allegiant - (G4)		2	2	1	0	0	0.0%	100.0%	312	312	156	0	156	0.0%	100.0%
Jackson Hole, WY	JAC	0	0	0	0	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%
Orange County, CA	SNA	1	1	0	0	1	0.0%	-	156	156	0	0	156	0.0%	-
American Airlines (AA)		16	16	9	0	4	0.0%	77.8%	1,889	1,794	1,080	95	809	5.3%	74.9%
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Charlotte, NC	CLT	1	1	0	0	1	0.0%	-	128	128	0	0	128	0.0%	-
Dallas/Ft. Worth, TX	DFW	4	4	4	0	0	0.0%	0.0%	688	600	512	88	176	14.7%	34.4%
Los Angeles, CA	LAX	4	4	0	0	4	0.0%	-	260	260	0	0	260	0.0%	-
Chicago, IL (O'Hare)	ORD	2	2	2	0	0	0.0%	0.0%	344	300	288	44	56	14.7%	19.4%
Phoenix	PHX	4	4	3	0	1	0.0%	33.3%	393	430	280	-37	113	-8.6%	40.4%
Delta Airlines (DL)		8	8	4	0	4	0.0%	100.0%	746	758	492	-12	254	-1.6%	51.6%
Atlanta, GA	ATL	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Los Angeles, CA	LAX	3	3	0	0	3	0.0%	-	210	210	0	0	210	0.0%	-
Salt Lake City, UT	SLC	5	5	4	0	1	0.0%	25.0%	536	548	492	-12	44	-2.2%	8.9%
Seattle, WA	SEA	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Frontier Airlines (F9)		1	1	2	0	-1	0.0%	-50.0%	186	186	372	0	-186	0.0%	-50.0%
Denver, CO	DEN	0	0	1	0	-1	-	-100.0%	0	0	186	0	-186	-	-100.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	186	186	186	0	0	0.0%	0.0%
JetBlue Airways (B6)		2	2	1	0	1	0.0%	100.0%	324	324	150	0	174	0.0%	116.0%
Long Beach, CA	LGB	0	0	1	0	-1	-	-100.0%	0	0	0	0	0	-	-
Los Angeles, CA	LAX	1	1	0	0	1	0.0%	-	162	162	150	0	12	0.0%	8.0%
New York City, NY	JFK	1	1	0	0	1	0.0%	-	162	162	0	0	162	0.0%	-
Southwest Airlines (WN)		20	20	9	0	10	0.0%	122.2%	3,052	3,020	1,383	32	1,669	1.1%	120.7%
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Dallas Love Field, TX	DAL	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	493	525	461	-32	32	-6.1%	6.9%
Houston, TX	HOU	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Las Vegas, NV	LAS	7	7	3	0	4	0.0%	133.3%	890	1,001	461	-111	429	-11.1%	93.1%
Long Beach, CA	LGB	1	1	0	0	1	0.0%	-	286	175	0	111	286	63.4%	-
Los Angeles, CA	LAX	1	1	1	0	0	0.0%	0.0%	175	175	175	0	0	0.0%	0.0%
Chicago, IL (Midway)	MDW	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	175	143	143	32	32	22.4%	22.4%
Orange County, CA	SNA	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Phoenix, AZ	PHX	2	2	1	0	1	0.0%	100.0%	318	286	143	32	175	11.2%	122.4%
San Diego, CA	SAN	2	2	0	0	2	0.0%	-	286	286	0	0	286	0.0%	-
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Seattle, WA	SEA	0	0	0	0	0	-	-	0	0	0	0	0	-	-
United Airlines (UA)		11	13	8	-2	3	-15.4%	37.5%	1,049	1,040	656	9	393	0.9%	59.9%
Denver, CO	DEN	3	4	3	-1	0	-25.0%	0.0%	479	512	328	-33	151	-6.4%	46.0%

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

Airline/Destination	Code	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Houston, TX	IAH	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Los Angeles, CA	LAX	2	3	2	-1	0	-33.3%	0.0%	146	176	126	-30	20	-17.0%	15.9%
Chicago, IL (O'Hare)	ORD	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	272	200	202	72	70	36.0%	34.7%
Volaris Airlines (Y4)		1	1	1	0	0	0.0%	0.0%	174	174	179	0	-5	0.0%	-2.8%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	174	174	179	0	-5	0.0%	-2.8%
AIRPORT TOTALS		73	72	41	1	32	1.4%	78.0%	8,853	8,496	4,924	357	3,929	4.2%	79.8%

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

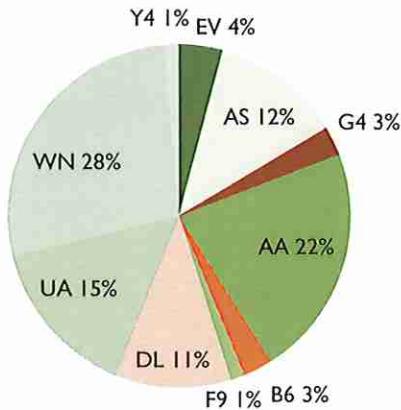
Airline/Destination	Code	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	October 2021	September 2021	October 2020	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
AIRLINES TOTALS		Flights								Seats							
ahal	EV	3	0	0	3		-	-	150	0	0	150	150	-	-		
Alaska Airlines	AS	9	9	6	0	3	0.0%	50.0%	971	888	456	83	515	9.3%	112.9%		
Allegiant Air	G4	2	2	1	0	1	0.0%	100.0%	312	312	156	0	156	0.0%	100.0%		
American Airlines	AA	16	16	9	0	7	0.0%	77.8%	1,889	1,794	1,080	95	809	5.3%	74.9%		
Delta Air Lines	DL	8	8	4	0	4	0.0%	100.0%	746	758	492	-12	254	-1.6%	51.6%		
Frontier Airlines	F9	1	1	2	0	-1	0.0%	-50.0%	186	186	372	0	-186	0.0%	-50.0%		
JetBlue Airways	B6	2	2	1	0	1	0.0%	100.0%	324	324	150	0	174	0.0%	116.0%		
Southwest Airlines	WN	20	20	9	0	11	0.0%	122.2%	3,052	3,020	1,383	32	1,669	1.1%	120.7%		
United Airlines	UA	11	13	8	-2	3	-15.4%	37.5%	1,049	1,040	656	9	393	0.9%	59.9%		
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	174	174	179	0	-5	0.0%	-2.8%		
Grand Total - All Airlines		73	72	41	1	32	1.4%	78.0%	8,853	8,496	4,924	357	3,929	4.2%	79.8%		
TOTALS BY CITY		Flights								Seats							
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-		
Atlanta, GA	ATL	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Bakersfield, WA	BFL	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Charlotte, NC	CLT	1	1	0	0	1	0.0%	-	128	128	0	0	128	0.0%	-		
Denver, CO	DEN	6	7	7	-1	-1	-14.3%	-14.3%	972	1,037	975	-65	-3	-6.3%	-0.3%		
Dallas/Ft. Worth, TX	DFW	4	4	4	0	0	0.0%	0.0%	688	600	512	88	176	14.7%	34.4%		
Dallas Love Field	DAL	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Eugene, OR	EUG	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Eureka, CA	ACV	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Fresno, CA	FAT	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	174	174	179	0	-5	0.0%	-2.8%		
Houston, TX	HOU	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Houston, TX	IAH	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-		
Las Vegas, NV	LAS	9	9	5	0	4	0.0%	80.0%	1,232	1,343	803	-111	429	-8.3%	53.4%		
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Long Beach, CA	LGB	1	1	1	0	0	0.0%	0.0%	286	175	0	111	286	63.4%	-		
Los Angeles, CA	LAX	13	14	3	-1	10	-7.1%	333.3%	1,105	1,135	451	-30	654	-2.6%	145.0%		
Chicago, IL (Midway)	MDW	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	175	143	143	32	32	22.4%	22.4%		
Ontario, CA	ONT	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Orange County, CA	SNA	1	1	0	0	1	0.0%	-	156	156	0	0	156	0.0%	-		
Chicago, IL (O'Hare)	ORD	3	3	2	0	1	0.0%	50.0%	420	376	288	44	132	11.7%	45.8%		
Medford, OR	MFR	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
New York City	JFK	1	1	0	0	1	0.0%	-	162	162	0	0	162	0.0%	-		
Palm Springs, CA	PSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Pasco, WA	PSC	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
Portland, OR	PDX	2	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%		
Phoenix, AZ	PHX	6	6	4	0	2	0.0%	50.0%	711	716	423	-5	288	-0.7%	68.1%		
Redmond, OR	RDM	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
San Diego, CA	SAN	2	2	0	0	2	0.0%	-	286	286	0	0	286	0.0%	-		
Seattle, WA	SEA	5	5	4	0	1	0.0%	25.0%	667	584	304	83	363	14.2%	119.4%		
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	272	200	202	72	70	36.0%	34.7%		
Salt Lake City, UT	SLC	5	5	4	0	1	0.0%	25.0%	536	548	492	-12	44	-2.2%	8.9%		
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Grand Total - All Cities		73	72	41	1	32	1.4%	78.0%	8,853	8,496	4,924	357	3,929	4.2%	79.8%		

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

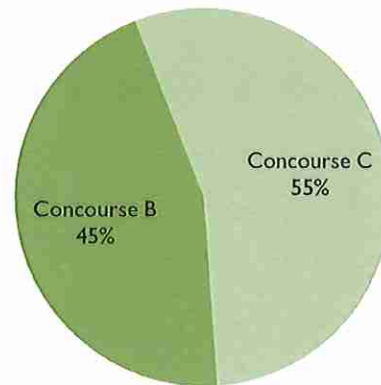
October 2021

Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	3	9.1%	4.1%	150	3.5%	1.7%
Delta	DL	8	24.2%	11.0%	746	17.5%	8.4%
JetBlue	B6	2	6.1%	2.7%	324	7.6%	3.7%
Southwest	WN	20	60.6%	27.4%	3,052	71.4%	34.5%
B-Concourse		33	100.0%	45.2%	4,272	100.0%	48.3%
Alaska	AS	9	22.5%	12.3%	971	21.2%	11.0%
Allegiant	G4	2	5.0%	2.7%	312	6.8%	3.5%
American	AA	16	40.0%	21.9%	1,889	41.2%	21.3%
Frontier	F9	1	2.5%	1.4%	186	4.1%	2.1%
United	UA	11	27.5%	15.1%	1,049	22.9%	11.8%
Volaris	Y4	1	2.5%	1.4%	174	3.8%	2.0%
C-Concourse		40	100.0%	54.8%	4,581	100.0%	51.7%
Grand Total		73	100.0%	100.0%	8,853	100.0%	100.0%

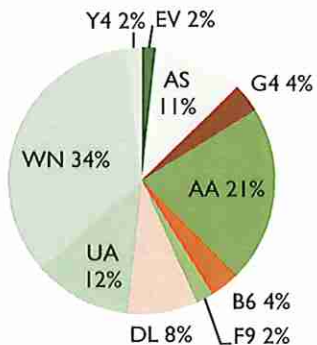
Percent of Scheduled Flights
by Airlines



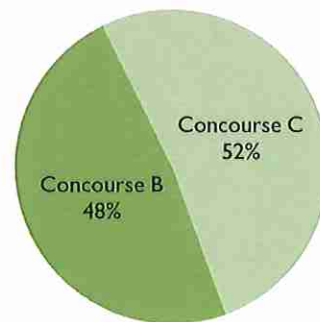
Percent of Scheduled Flights
by Concourse



Percent of Scheduled Seats
by Airline



Percent of Scheduled Seats
by Concourse



Non-Stop Arrivals

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	LAS	RNO	2647	7M8	175	0605	07256.
G4	G4	LAS	RNO	98	319	156	0610	0731	1...5..
WN	WN	LAS	RNO	3749	73W	143	0700	08207
WN	WN	LAS	RNO	1457	73W	143	0705	0825	12345..
DL	OO	SLC	RNO	3638	E7W	70	0815	0851	1234567
AS	QX	SEA	RNO	2395	DH4	76	0702	0900	1..45.7
WN	WN	LAS	RNO	2746	73H	175	0750	09106.
WN	WN	LAS	RNO	3837	7M8	175	0805	09257
WN	WN	SJC	RNO	549	73W	143	0830	0930	1..45..
WN	WN	SAN	RNO	1993	73W	143	0805	0940	12345..
WN	WN	SJC	RNO	4073	73W	143	0840	09407
UA	OO	SFO	RNO	5394	CR7	70	0840	0946	1234567
WN	WN	LAS	RNO	2003	73H	175	0835	0955	12345..
AA	MQ	PHX	RNO	3958	E75	76	0813	1007	1234567
UA	OO	LAX	RNO	5696	CR7	70	0840	1010	1234567
WN	WN	SAN	RNO	4656	73W	143	0835	10107
WN	WN	PHX	RNO	2479	73W	143	0825	10156.
WN	WN	DEN	RNO	4109	73H	175	0910	10257
AA	OO	LAX	RNO	2996	CR7	65	0850	1026	1234567
G4	G4	LAS	RNO	96	319	156	0905	1026	..3....
AS	QX	PDX	RNO	2253	E75	76	0915	1035	1..45.7
WN	WN	DEN	RNO	1818	73H	175	0930	1050	12345..
WN	WN	SAN	RNO	1981	73W	143	0915	10506.
DL	OO	LAX	RNO	3501	E7W	70	0930	1103	1234567
AA	AA	DFW	RNO	2722	738	172	0928	1104	..2.45.7
WN	WN	PHX	RNO	2212	73H	175	0910	1105	12345..
AA	AA	DFW	RNO	2722	319	128	0930	11066.
AA	AA	DFW	RNO	2722	738	172	0935	1113	1.3....
Y4	Y4	GDL	RNO	998	320	174	0918	1115	1.345..
WN	WN	LAS	RNO	3775	73H	175	1000	11207
G4	G4	SNA	RNO	161	319	156	1020	1138	1..5..
AS	AS	SEA	RNO	1170	73G	124	1001	1140	1..45.7
WN	WN	LAS	RNO	1704	73H	175	1015	11406.
DL	DL	SLC	RNO	2666	738	160	1145	1213	1234567
WN	WN	LAS	RNO	1212	73H	175	1125	1250	12345..
UA	UA	DEN	RNO	2141	738	166	1130	12516.
UA	UA	DEN	RNO	2141	739	179	1130	1251	1..4...
UA	UA	DEN	RNO	2141	738	166	1135	1254	..23.5.7
AA	OO	PHX	RNO	3185	CR7	65	1100	1258	1234567
AS	AS	SEA	RNO	475	73J	178	1127	1303	1234567
WN	WN	LGB	RNO	2925	7M8	175	1145	13107
WN	WN	BUR	RNO	3188	73W	143	1155	13156.
WN	WN	SJC	RNO	557	73W	143	1220	1320	..23....
WN	WN	PHX	RNO	3788	73H	175	1140	13257
WN	WN	SJC	RNO	3220	73W	143	1230	13306.
AA	OO	LAX	RNO	3298	CR7	65	1158	1332	1234567
WN	WN	LGB	RNO	302	73W	143	1215	1335	1..45..
AA	AA	DFW	RNO	1923	738	172	1235	1414	1234567
WN	WN	LAX	RNO	3195	73W	143	1250	14156.

Non-Stop Arrivals

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
G4	G4	LAS	RNO	96	319	156	1302	14237
G4	G4	LAS	RNO	96	320	186	1302	1423	...4...
UA	OO	SFO	RNO	5469	CRJ	50	1335	1447	1234567
DL	OO	LAX	RNO	3755	E7W	70	1334	1505	1234567
WN	WN	DEN	RNO	1220	73W	143	1405	15256.
WN	WN	LAS	RNO	1466	73H	175	1425	1550	12345..
G4	G4	LAS	RNO	96	319	156	1450	1611	.2.....
WN	WN	LAX	RNO	3633	73H	175	1455	16157
WN	WN	DEN	RNO	739	73W	143	1505	1620	12345..
AS	OO	LAX	RNO	3340	E75	76	1501	1628	1234567
DL	OO	SLC	RNO	3653	E7W	76	1559	1634	1234567
AA	OO	LAX	RNO	3212	CR7	65	1502	1635	12345.7
AA	OO	LAX	RNO	3212	CR7	65	1509	16426.
WN	WN	BUR	RNO	430	73W	143	1535	1655	12345..
B6	B6	LAX	RNO	942	320	162	1542	1706	1234567
UA	UA	DEN	RNO	2152	320	150	1550	1712	1234567
WN	WN	LAS	RNO	6138	73W	143	1600	17207
AA	OO	PHX	RNO	3210	CR7	65	1530	1729	1234567
AS	QX	SEA	RNO	2351	DH4	76	1536	1730	1..4..7
WN	WN	LGB	RNO	3349	73W	143	1615	17356.
AA	AA	ORD	RNO	2723	738	172	1526	1744	1234567
WN	WN	BUR	RNO	2268	73W	143	1625	17457
WN	WN	DEN	RNO	3888	73H	175	1645	18057
WN	WN	LAS	RNO	3037	73W	143	1650	18106.
G4	G4	LAS	RNO	96	319	156	1654	18156.
WN	WN	LAS	RNO	4948	73W	143	1655	1815	12345..
WN	WN	LAX	RNO	1363	73W	143	1655	1820	12345..
DL	OO	SLC	RNO	3505	E7W	70	1750	1823	12345.7
F9	F9	LAS	RNO	2177	320	186	1728	1901	...4...
AS	OO	PDX	RNO	3360	E75	76	1815	1935	1234567
UA	OO	SFO	RNO	5470	E7W	76	1835	1935	12.4567
F9	F9	LAS	RNO	2175	320	186	1818	19485..
F9	F9	LAS	RNO	2175	320	186	1819	1949	1.....
WN	WN	LAS	RNO	1590	73W	143	1835	1955	.23....
WN	WN	OAK	RNO	849	73W	143	1855	19556.
WN	WN	OAK	RNO	3378	73W	143	1900	20007
WN	WN	LAS	RNO	4191	73H	175	1910	20307
WN	WN	DEN	RNO	4307	73W	143	1920	20406.
WN	WN	LAS	RNO	766	73W	143	1920	20406.
AA	AA	DFW	RNO	2448	738	172	1906	2044	1234567
UA	UA	DEN	RNO	2300	320	150	1925	2049	12345.7
WN	WN	LGB	RNO	598	73H	175	1930	2050	12345..
WN	WN	OAK	RNO	6202	73W	143	2000	2055	12345..
UA	UA	DEN	RNO	2300	320	150	1935	20596.
UA	OO	LAX	RNO	5716	E7W	76	1935	2103	1234567
WN	WN	LAS	RNO	4950	73W	143	1955	2115	1..45..
WN	WN	SAN	RNO	2953	73W	143	1940	21156.
AA	AA	PHX	RNO	355	321	187	1931	2121	1234567
WN	WN	LGB	RNO	857	73W	143	2010	21307

Non-Stop Arrivals

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	PHX	RNO	4880	73H	175	1945	21306.
F9	F9	LAS	RNO	2177	320	186	2008	21387
DL	OO	LAX	RNO	3860	E7W	70	2011	2142	1234567
AS	AS	SEA	RNO	1489	73H	159	2006	2145	...4...
AS	AS	SEA	RNO	1489	739	178	2006	2145	.2..5..
AS	AS	SEA	RNO	1489	73J	178	2006	2145	1.3..67
UA	YV	IAH	RNO	6150	E7W	76	1946	2146	1234567
WN	WN	SAN	RNO	2324	73W	143	2015	2150	12345..
AA	AA	ORD	RNO	1289	738	172	1930	2154	1..45.7
WN	WN	LAS	RNO	904	73W	143	2035	21557
WN	WN	MDW	RNO	2165	73W	143	1950	22056.
WN	WN	PHX	RNO	1756	73W	143	2020	2205	12345..
AA	MQ	AUS	RNO	4227	E75	76	2030	2207	12345.7
WN	WN	LAS	RNO	3387	73W	143	2055	22156.
WN	WN	SAN	RNO	4714	73W	143	2040	22157
B6	B6	JFK	RNO	81	320	162	1929	2236	1...5..
B6	B6	JFK	RNO	81	320	162	1930	2237	...4..7
UA	OO	ORD	RNO	4650	E7W	76	2010	2251	1234567
WN	WN	DEN	RNO	3294	73H	175	2140	23007
WN	WN	LAS	RNO	287	73W	143	2140	2300	12345..
WN	WN	PHX	RNO	4872	73W	143	2120	23057
AA	OO	LAX	RNO	3256	CR7	65	2137	2310	12345.7
WN	WN	LAS	RNO	4520	73W	143	2155	23157
DL	DL	SLC	RNO	2652	738	160	2256	2323	1234567
AS	OO	LAX	RNO	3422	E75	76	2210	2337	123.56.
AS	QX	LAX	RNO	2570	E75	76	2210	2337	...4..7
UA	OO	SFO	RNO	5885	E7W	76	2240	2350	1..45.7
UA	UA	SFO	RNO	2454	319	126	2245	2355	..3....
AA	AA	DFW	RNO	1273	738	172	2226	2359	..345.7

Non-Stop Departures

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	MDW	1897	73W	143	0530	11106.
WN	WN	RNO	PHX	226	73W	143	0535	0715	12345..
UA	UA	RNO	DEN	2415	320	150	0540	0855	1234567
WN	WN	RNO	LAS	2544	73W	143	0540	06556.
AA	AA	RNO	DFW	1361	738	172	0545	1102	1234567
UA	OO	RNO	LAX	5501	E7W	76	0600	0736	1234567
WN	WN	RNO	LAS	4220	73W	143	0600	07207
WN	WN	RNO	LAS	1662	73W	143	0605	0725	12345..
DL	DL	RNO	SLC	2762	738	160	0610	0841	1234567
WN	WN	RNO	DEN	2569	73W	143	0610	09256.
WN	WN	RNO	DEN	2106	73W	143	0615	0930	12345..
AA	AA	RNO	PHX	677	321	187	0618	0806	1234567
WN	WN	RNO	PHX	4534	73W	143	0620	08057
UA	OO	RNO	SFO	5998	E7W	76	0627	0740	123.567
UA	UA	RNO	SFO	1775	319	126	0627	0742	...4...
WN	WN	RNO	DEN	3621	73H	175	0635	09457
AA	AA	RNO	ORD	1290	738	172	0639	1237	1234567
AA	MQ	RNO	AUS	4270	E75	76	0700	1226	12345.7
AS	AS	RNO	SEA	1209	73H	159	0700	08595..
AS	AS	RNO	SEA	1209	739	178	0700	0859	...3..6.
AS	AS	RNO	SEA	1209	73J	178	0700	0859	12.4..7
UA	OO	RNO	ORD	4753	E7W	76	0700	1259	1234567
WN	WN	RNO	OAK	4201	73W	143	0700	08006.
WN	WN	RNO	OAK	4522	73W	143	0700	08007
WN	WN	RNO	OAK	5089	73H	175	0700	0800	12345..
WN	WN	RNO	LGB	33	73W	143	0710	08357
WN	WN	RNO	LGB	5064	73W	143	0710	0835	1..45..
WN	WN	RNO	SAN	3309	73W	143	0720	085067
WN	WN	RNO	PHX	5138	73H	175	0735	09206.
DL	OO	RNO	LAX	4172	E7W	70	0740	0907	1234567
WN	WN	RNO	LAS	3563	73W	143	0745	0905	1..45..
AS	OO	RNO	LAX	3406	E75	76	0750	0925	.234.67
AS	QX	RNO	LAX	2586	E75	76	0750	0925	1...5..
AA	AA	RNO	DFW	392	738	172	0800	1316	1234567
UA	YV	RNO	IAH	6132	E7W	76	0800	1336	1234567
WN	WN	RNO	LAS	2112	73W	143	0800	0920	.23....
WN	WN	RNO	LAS	2919	7M8	175	0810	09306.
AA	OO	RNO	LAX	3114	CR7	65	0815	0958	1234567
G4	G4	RNO	SNA	247	319	156	0816	0935	1...5..
WN	WN	RNO	SAN	2327	73W	143	0900	1025	12345..
UA	UA	RNO	DEN	1670	320	150	0910	1224	1234567
WN	WN	RNO	LAS	4107	73W	143	0915	10307
AS	QX	RNO	SEA	2442	DH4	76	0955	1222	1..45.7
WN	WN	RNO	LAS	2800	73H	175	0955	11106.
WN	WN	RNO	BUR	1308	73W	143	1005	1125	12345..
DL	OO	RNO	SLC	3638	E7W	70	1010	1242	1234567
WN	WN	RNO	DEN	3837	7M8	175	1010	13207
WN	WN	RNO	LAS	746	73W	143	1015	1135	1..45..

Non-Stop Departures

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	RNO	LAX	5548	CR7	70	1025	1200	1234567
WN	WN	RNO	BUR	3548	73W	143	1025	11457
WN	WN	RNO	LAS	819	73W	143	1025	1145	.23....
AA	MQ	RNO	PHX	3958	E75	76	1043	1234	1234567
WN	WN	RNO	DEN	2003	73H	175	1045	1355	12345..
WN	WN	RNO	LAS	3480	73W	143	1050	12057
UA	OO	RNO	SFO	5899	CR7	70	1055	1208	1234567
AA	OO	RNO	LAX	2996	CR7	65	1056	1234	1234567
WN	WN	RNO	LGB	3028	73W	143	1100	12256.
G4	G4	RNO	LAS	97	319	156	1111	1221	..3....
AS	QX	RNO	PDX	2250	E75	76	1115	1252	1..45.7
WN	WN	RNO	BUR	4538	73W	143	1125	12456.
WN	WN	RNO	PHX	4853	73H	175	1140	13257
WN	WN	RNO	LAS	1818	73H	175	1145	1305	12345..
AA	AA	RNO	DFW	2722	319	128	1148	17046.
WN	WN	RNO	LAX	2213	73H	175	1150	1320	12345..
DL	OO	RNO	LAX	3501	E7W	70	1153	1320	1234567
AA	AA	RNO	DFW	2722	738	172	1154	1710	.2.45.7
AA	AA	RNO	DFW	2722	738	172	1203	1719	1.3....
WN	WN	RNO	LAS	4818	73H	175	1210	13307
G4	G4	RNO	LAS	97	319	156	1223	1333	1...5..
WN	WN	RNO	DEN	1704	73H	175	1225	15356.
AS	AS	RNO	SEA	1122	73G	124	1230	1432	1..45.7
Y4	Y4	RNO	GDL	999	320	174	1255	1841	1.345..
DL	DL	RNO	SLC	2666	738	160	1330	1551	1234567
WN	WN	RNO	DEN	1212	73H	175	1340	1650	12345..
UA	UA	RNO	DEN	2470	738	166	1345	1659	.23.5.7
UA	UA	RNO	DEN	2470	738	166	1350	17046.
UA	UA	RNO	DEN	2470	739	179	1350	1704	1..4...
WN	WN	RNO	PHX	3189	73W	143	1350	15356.
WN	WN	RNO	DEN	2925	7M8	175	1355	17057
AS	AS	RNO	SEA	474	73J	178	1403	1605	1234567
WN	WN	RNO	LAS	3220	73W	143	1405	15206.
AA	OO	RNO	LAX	3298	CR7	65	1407	1543	1234567
AA	OO	RNO	PHX	3185	CR7	65	1410	1603	1234567
WN	WN	RNO	LAS	485	73W	143	1410	1525	12345..
WN	WN	RNO	LAX	4254	73H	175	1415	15407
WN	WN	RNO	SJC	3198	73W	143	1450	15556.
AA	AA	RNO	DFW	1923	738	172	1506	2027	..345.7
G4	G4	RNO	LAS	186	319	156	1513	16237
G4	G4	RNO	LAS	186	320	186	1513	1623	...4...
UA	OO	RNO	SFO	5814	CRJ	50	1610	1726	1234567
DL	OO	RNO	LAX	3755	E7W	70	1615	1742	1234567
WN	WN	RNO	LAX	1220	73W	143	1620	17506.
WN	WN	RNO	PHX	1793	73H	175	1635	1820	12345..
WN	WN	RNO	LGB	739	73W	143	1655	1820	12345..
G4	G4	RNO	LAS	97	319	156	1656	1806	.2.....
WN	WN	RNO	LAS	1409	73H	175	1705	18207

Non-Stop Departures

October 2021

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AS	OO	RNO	LAX	3316	E75	76	1711	1846	1234567
AA	OO	RNO	PHX	3144	CR7	65	1712	1904	1234567
DL	OO	RNO	SLC	3653	E7W	76	1720	1951	1234567
WN	WN	RNO	LAS	1443	73W	143	1735	1855	12345..
B6	B6	RNO	LAX	943	320	162	1751	1905	1234567
WN	WN	RNO	LGB	4770	73W	143	1755	19207
AA	OO	RNO	LAX	3280	CR7	65	1802	1941	12345.7
WN	WN	RNO	SAN	3350	73W	143	1810	19406.
AS	QX	RNO	SEA	2218	DH4	76	1825	2048	1..4..7
WN	WN	RNO	SAN	4713	73W	143	1825	19557
WN	WN	RNO	LAS	3038	73W	143	1840	20006.
WN	WN	RNO	SJC	4948	73W	143	1845	1950	12345..
WN	WN	RNO	SAN	1314	73W	143	1850	2020	1..45..
WN	WN	RNO	SJC	3888	73H	175	1855	20007
G4	G4	RNO	LAS	97	319	156	1900	20106.
DL	OO	RNO	SLC	3505	E7W	70	1915	2146	12345.7
F9	F9	RNO	LAS	2176	320	186	1946	2107	...4...
AS	OO	RNO	PDX	3360	E75	76	2015	2152	1234567
UA	OO	RNO	SFO	5380	E7W	76	2020	2132	1..45.7
WN	WN	RNO	LAS	3378	73W	143	2030	21457
F9	F9	RNO	LAS	2174	320	186	2033	21555..
F9	F9	RNO	LAS	2174	320	186	2034	2156	1.....
WN	WN	RNO	LAS	849	73W	143	2040	22006.
WN	WN	RNO	LAS	6202	73W	143	2125	2245	.23....
WN	WN	RNO	LAS	4190	73H	175	2155	23107
F9	F9	RNO	LAS	2176	320	186	2223	23497
AA	AA	RNO	ORD	1924	738	172	2359	0547	1..45.7
B6	B6	RNO	JFK	80	320	162	2359	0755	1..45.7

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 11th - 17th October 2021

	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday							
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep
C o n c o u r s e B	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0			
	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0			
	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0			
	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0			
	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0			
	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143		
	0	0	0600	3	446	0	0	0600	3	446	0	0	0600	3	446	0	0	0600	3	446	0	0	0600	3	446	0	0	0600	3	446		
	0	0	0700	4	531	0	0	0700	4	531	0	0	0700	4	531	0	0	0700	4	531	0	0	0700	4	531	0	0	0700	4	531		
	213	2	0800	0	0	213	2	0800	1	143	213	2	0800	1	143	213	2	0800	0	0	213	2	0800	0	0	213	2	0800	0	0		
	461	3	0900	1	143	318	2	0900	1	143	318	2	0900	1	143	461	3	0900	1	143	461	3	0900	1	143	175	1	0900	1	175		
	175	1	1000	4	531	175	1	1000	4	531	175	1	1000	4	531	175	1	1000	4	531	286	2	1000	1	70	318	2	1000	4	531		
	245	2	1100	3	420	245	2	1100	3	420	245	2	1100	3	420	245	2	1100	3	420	245	2	1100	3	356	245	2	1100	2	245		
	335	2	1200	0	0	335	2	1200	0	0	335	2	1200	0	0	335	2	1200	0	0	160	1	1200	1	175	160	1	1200	1	175		
	143	1	1300	2	335	143	1	1300	2	335	143	1	1300	2	335	143	1	1300	2	335	286	2	1300	2	303	350	2	1300	2	335		
	0	0	1400	1	143	0	0	1400	1	143	0	0	1400	1	143	0	0	1400	1	143	143	1	1400	2	286	0	0	1400	1	175		
	245	2	1500	0	0	245	2	1500	0	0	245	2	1500	0	0	245	2	1500	0	0	213	2	1500	0	0	70	1	1500	0	0		
	362	3	1600	3	388	362	3	1600	3	388	362	3	1600	3	388	362	3	1600	3	388	76	1	1600	2	213	251	2	1600	1	70		
	162	1	1700	3	381	162	1	1700	3	381	162	1	1700	3	381	162	1	1700	3	381	305	2	1700	2	238	448	3	1700	4	556		
	356	3	1800	2	266	356	3	1800	1	143	356	3	1800	1	143	356	3	1800	2	266	143	1	1800	2	286	245	2	1800	2	318		
	166	1	1900	1	70	143	1	1900	1	70	143	1	1900	1	70	166	1	1900	2	256	166	1	1900	1	70	143	1	1900	0	0		
318	2	2000	1	166	318	2	2000	0	0	318	2	2000	0	0	318	2	2000	0	0	318	2	2000	1	166	286	2	2000	1	143			
356	3	2100	0	0	213	2	2100	1	143	213	2	2100	1	143	356	3	2100	0	0	356	3	2100	0	0	358	3	2100	0	0			
305	2	2200	0	0	143	1	2200	0	0	143	1	2200	0	0	305	2	2200	0	0	305	2	2200	0	0	286	2	2200	0	0			
303	2	2300	1	162	303	2	2300	0	0	303	2	2300	0	0	303	2	2300	1	162	160	1	2300	0	0	621	4	2300	1	162			
4,165	30		30	4,165	3,674	27		27	3,674	3,674	27		27	3,674	4,165	30		4,165	4,165	30		4,165	3,540	26		26	3,540	4,404	31		31	4,404
C o n c o u r s e C	0	0	0000	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0			
	0	0	0100	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0			
	0	0	0200	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0			
	0	0	0300	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0			
	0	0	0400	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0			
	0	0	0500	2	322	0	0	0500	2	322	0	0	0500	2	322	0	0	0500	2	322	0	0	0500	2	322	0	0	0500	2	322		
	0	0	0600	4	511	0	0	0600	4	511	0	0	0600	4	511	0	0	0600	4	511	0	0	0600	4	511	0	0	0600	4	511		
	156	1	0700	4	406	0	0	0700	4	406	0	0	0700	4	406	156	1	0700	4	406	156	1	0700	4	406	0	0	0700	4	406		
	0	0	0800	4	469	0	0	0800	3	313	0	0	0800	3	313	0	0	0800	4	469	0	0	0800	3	313	0	0	0800	3	313		
	146	2	0900	2	226	70	1	0900	1	150	70	1	0900	1	150	146	2	0900	2	226	146	2	0900	2	226	70	1	0900	1	150		
	287	4	1000	4	281	211	3	1000	4	281	367	4	1000	4	281	287	4	1000	4	281	211	3	1000	4	281	287	4	1000	4	281		
	661	4	1100	1	76	172	1	1100	1	172	346	2	1100	1	156	505	3	1100	2	248	661	4	1100	2	248	128	1	1100	1	128		
	241	2	1200	4	661	231	2	1200	0	0	231	2	1200	2	346	244	2	1200	2	333	231	2	1200	3	489	231	2	1200	0	0		
	243	2	1300	1	179	243	2	1300	1	166	243	2	1300	1	166	243	2	1300	1	179	243	2	1300	1	166	243	2	1300	1	166		
	222	2	1400	3	308	222	2	1400	3	308	222	2	1400	3	308	378	3	1400	3	308	222	2	1400	3	308	222	2	1400	3	308		
	0	0	1500	0	0	0	0	1500	0	0	0	0	1500	0	0	0	0	1500	2	328	0	0	1500	0	0	0	0	1500	0	0		
	141	2	1600	1	50	297	3	1600	2	206	141	2	1600	1	50	141	2	1600	1	50	141	2	1600	1	50	141	2	1600	1	50		
	463	4	1700	2	141	387	3	1700	2	141	387	3	1700	2	141	463	4	1700	2	141	387	3	1700	2	141	387	3	1700	2	141		
	0	0	1800	2	141	0	0	1800	1	65	0	0	1800	1	65	0	0	1800	2	141	0	0	1800	1	65	156	1	1800	0	0		
	152	2	1900	0	0	152	2	1900	0	0	152	2	1900	0	0	152	2	1900	0	0	152	2	1900	0	0	152	2	1900	0	0		
322	2	2000	2	152	322	2	2000	1	76	322	2	2000	1	76	322	2	2000	2	152	322	2	2000	2	152	322	2	2000	2	152			
645	6	2100	0	0	493	4	2100	0	0	517	4	2100	0	0	689	5	2100	0	0	645	6	2100	0	0	689	5	2100	0	0			
152	2	2200	1	156	152	2	2200	0	0	152	2	2200	0	0	152	2	2200	0	0	152	2	2200	0	0	76	1	2200	0	0			
217	3	2300	1	172	141	2	2300	0	0	313	3	2300	0	0	389	4	2300	1	172	389	4	2300	1	172	76	1	2300	0	0			
4,251	38		38	4,251	3,098	29		29	3,117	3,463	31		31	3,444	4,111	37		4,111	4,178	37		4,178	2,932	27		27	2,932	3,924	36		36	3,924

