

October Departmental Reports

Celebrate
Relax
Experience

it's human  ature



north lake tahoe

October 2021

Meetings & Conventions Report

TURNED DEFINITE

1. Family Wealth Advisors Council - 1/24/22 - 1/30/22. 39 rooms, 10 people at Resort at Squaw Creek
2. Water Quality Association - 2022 Mid-Year Leadership - 9/11/22 - 9/16/22. 100 people, 280 rooms at Resort at Squaw Creek.

NEW MEETINGS & RFPs DISTRIBUTED

1. Weintraub Tobin - Weintraub Firm Retreat 2022 - 5/19/22 - 5/22/22, 70 people, 146 rooms
1. Emotionally Healthy Discipleship - EHD-Intensive Marriage Cohort Retreat - 6/1/22-6/4/22, 48 rooms, 25 people
2. National Interstate Insurance Company - Key Accounts Conference - 8/2/22 - 8/7/22, 235 rooms, 100 people
3. Air Movement and Control Association - 2022 AMCA Annual Meeting - 10/3/22 - 10/9/22. 125 people, 354 rooms.

NEW INQUIRIES

1. Achieve Incentives & Meetings - 2022 Incentive Club Trip - 7/17/22-7/22/22, 120 people, 312 rooms.
2. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat - 4/6/22-4/9/22, 65 people, 175 rooms.
3. ScanSource - ScanSource Golden Ticket 2022 - 3/12/22-3/16/22, 30 people, 61 rooms.
4. Owens Corning - OC CEE Conference - 4/23/23-4/27/23, 170 people, 599 rooms.
5. International Risk Management Institute - IRMI 2023 - 3/24/23-3/27/23, 300 people, 465 rooms.
6. WellSky - 2022 May Sky Session - 5/15/22-5/17/22, 14 people, 60 rooms.
7. National Ski Area Association - 2023 Winter Show - 1/14/23-1/19/23, 891 rooms.
8. ALX Inc - NOMA Winter Conference - 1/19/22-1/22/22, 100 people, 112 rooms.
9. MAPFRE - 2023 Incentive: 04-MAY-2023 - 5/2/23-5/8/23, 140 people, 306 rooms.
10. National Association for Home Care & Hospice - NAHC Private Duty Meeting - 2/22/22-2/25/22, 150 people, 235 rooms.
11. Entomological Society of America - Pacific Branch - ESA - 2022 Pacific Branch Annual Meeting - 4/9/22-4/13/22, 200 people, 258 rooms.
12. FC Capital Partners - Annual Meeting - 7/9/23-7/11/23, 70 people, 166 rooms.

CONFERENCE SALES PROJECTS

- Key Projects:

- Winter Newsletter Draft

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - None in October

TRADE SHOWS & EVENTS

- Attended trade shows: none for October
- Upcoming trade shows:
 - Destination Celebration, Minneapolis Trade Show - November 16
 - Connect Pacific Northwest November 15-16
 - Visit California Conference Event in Chicago December 8
 - CalSAE December 14-15

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of October:
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October 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Pleasant Holidays - Destination video co-op with AAA
 - Travel Representations of the Americas - ANLT product
 - Diversity Tours GmbH - Planning site for April 22'
 - Rocky Mountain Holiday Tours - Adding activity providers for packaging
 - American Airlines Vacations - Provided photo assets for ski promotion
 - Viajes Palacio - Webinar scheduled for Dec 14
 - Expedia production:

2020

- Net Room Nights production, -13.6% YoY
- ADR AVG \$391, +11% YoY
- AVG Booking Window- 42 days
- Attrition Rate- 43%, 15.6% increase YoY
- Top Properties- Hyatt Regency, Ritz-Carlton, SVL, Village @ SV, RASC

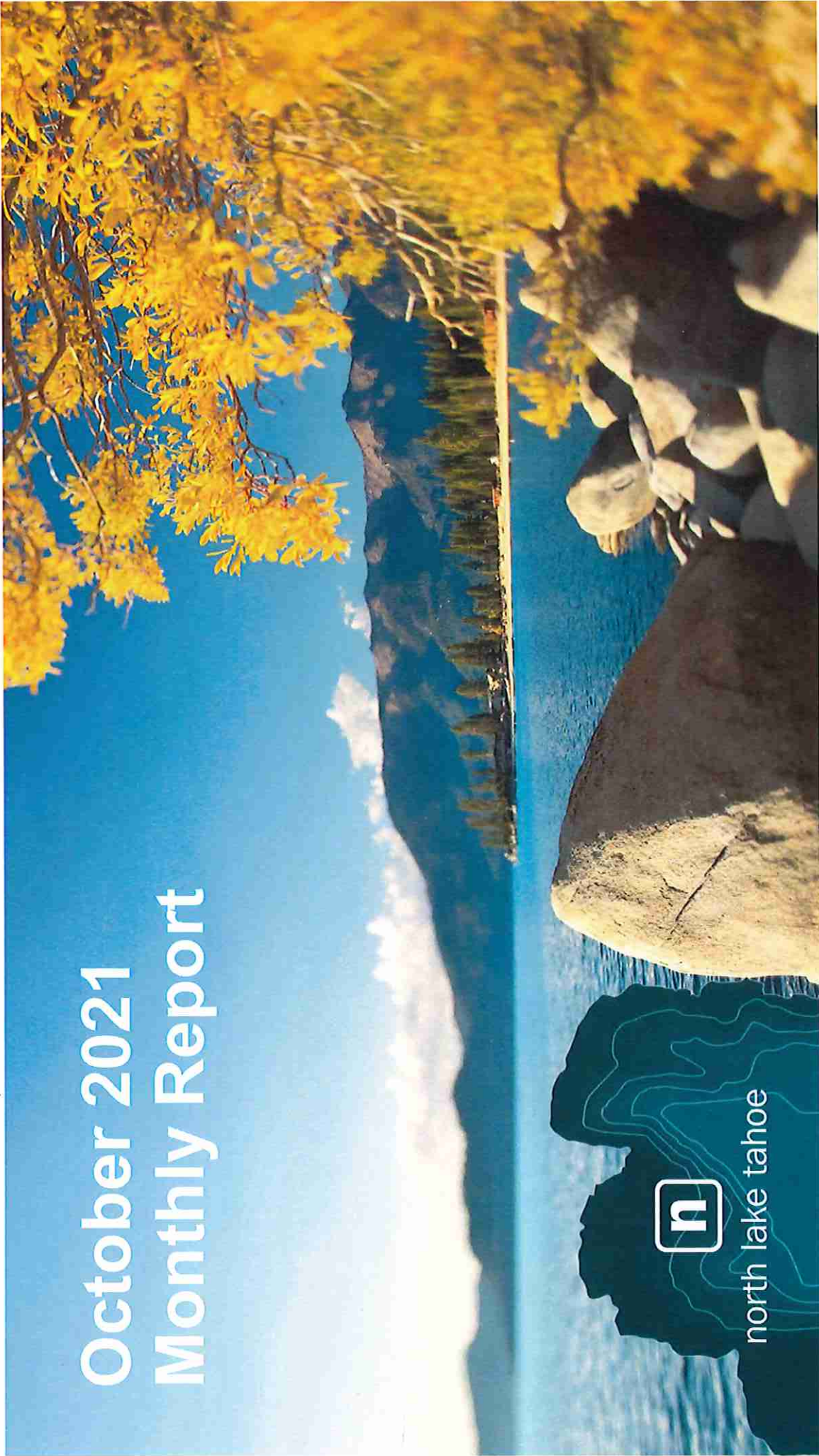
2021 YTD

- Net Room Nights production, +11.5% YoY
- ADR Avg \$354, +14% YoY
- Avg Booking Window, 49 days
- Attrition Rate 34%, 5% decrease YoY
- Top Properties- Hyatt, RASC, Village @ Palisades, Ritz
- Projects
 - Winter 21/22 Newsletter activities from Tahoe Adventure Company, Diamond Peak wholesale program
 - High Sierra - List of (42) primary properties to receive SEO optimization from Miles Media through Visit California's Digital Optimization Program

October 2021 Monthly Report



north lake tahoe



October Executive Summary

- **In paid media campaigns, video assets are outperforming any other medium.** For the MCC campaign specifically, animated display has led to 41% of the total conversions.
- **Due to the fall consumer campaign and the MCC campaign launching in October, website metrics were up across the board.** Events were up 14% with pageviews increasing by 18%. Californians made up the vast majority of the audience (nearly 30,000 visitors) most likely due to paid media targeting.



October Executive Summary

- **Despite a trend toward everything mobile, North Lake Tahoe website audiences are still consuming most content via desktop platforms (53% using this platform).**
- **Top pages for the month show that visitors are craving real-time information, even if they come from the paid media campaign.** The Webcams, Road Conditions and Weather Report pages were all in the top 10 pages for the month. The early winter storms most likely drove a lot of this traffic.
- **As SEO maintenance and tweaks continue, performance continues to strengthen.** Organic Search was the leading channel in October and outperformed 2020 levels.



October Executive Summary

- **PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.** There was a total of four clips with an estimated digital monthly visits of 10.7M and an estimated 28.3K digital coverage views. Coverage featured ski resort opening days and more.
- **The PR team also coordinated and hosted a social influencer visit and attended the Visit California Fall Media Event.** At the media event, the team secured coverage with Sunset Magazine and coordinated a deskside meeting with a freelance journalist representing the *Los Angeles Times*.



October Executive Summary

- Social content focused on sharing snow assets with the first winter storm of the season. North Lake Tahoe social platforms utilized local creator and partner content to bring the scenes of new snow to life.
- Instagram saw the largest lift in metrics, growing by 112% in terms of impressions and 27% in terms of engagement. Both metric increases were likely due to continued paid media efforts and focus on video stories. Specifically, the sharing of CA Now Stories has helped boost efforts.





Paid Media

Consumer Paid Media Executive Summary

- October was the first full month of the fall campaign.
- Display and social drove the lowest cost per conversions with paid search coming in higher with a primary focus towards target markets. Further optimizations are in process to improve search.
- Markets ranked by TOS conversions: Los Angeles, Seattle, San Diego & Portland. However, cost per conversions were lowest in Seattle and Portland showing engagement and interest for these out of state markets.
- Millennial Megan pulled the strongest TOS 115 conversions in LA, Seattle and San Diego. The Jones Family pulled the best for Portland.
- Video is performing well across all platforms showing the importance to include in campaigns going forward.



Overview by Campaign

Start Date
10/1/2021

End Date
10/31/2021

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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4,249,483
IMPRESSIONS

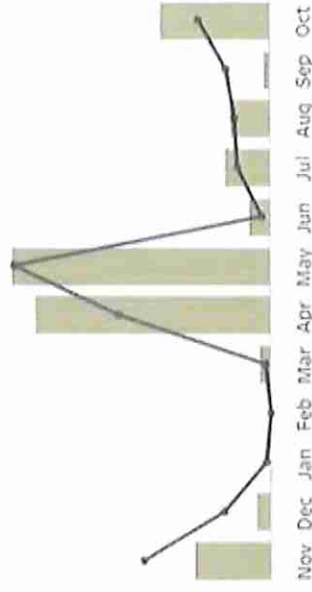
15,610
CLICKS

\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Sessions | TOS 115 Conversions



	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115
Consumer	4,249,483	15,610	0.37%	\$1.92	\$30,017.97	10
Programmatic Display	1,418,257	2,230	0.16%	\$13,648	1	404
YouTube	929,056	1,548	0.17%	\$4,114	0	108
Facebook	796,488	8,313	1.04%	\$7,475	9	348
CTV	664,368	0	0.00%	\$0	0	0
Instagram	388,247	2,068	0.53%	\$2,193	0	0
Google Ads	83,067	1,451	1.75%	\$2,588	0	14
Grand Total	4,249,483	15,610	0.37%	\$30,018	10	874

Overview by Medium

Start Date: 10/1/2021
End Date: 10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

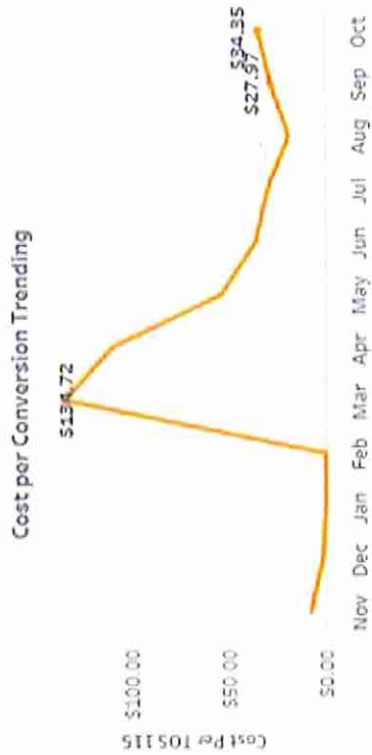
\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

Cost per Conversion by Channel

Channel	TOS 115	Conversion Rate	TOS Conversion Rate	Cost Per TOS 115	Book Now Conversions	Impressions
Display	404	18.1%	18.1%	\$33.78	1	2,082,625
Paid Social	348	3.4%	3.4%	\$27.78	9	1,154,735
Video	108	7.0%	7.0%	\$38.10	0	929,056
Paid Search	14	1.0%	1.0%	\$184.95	0	83,067
Grand Total	874	5.6%	5.6%	\$34.35	10	4,249,483



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	2,082,625	2,230	0.11%	\$6.12	\$13,648.25	1	404	\$33.78
Paid Social	1,154,735	10,361	0.90%	\$0.93	\$9,667.51	9	348	\$27.78
Video	929,056	1,548	0.17%	\$2.66	\$4,114.34	0	108	\$38.10
Paid Search	83,067	1,451	1.75%	\$1.78	\$2,567.88	0	14	\$184.95
Grand Total	4,249,483	15,610	0.37%	\$1.92	\$30,017.97	10	874	\$34.35

Overview by DMA

Start Date
10/1/2021

End Date
10/31/2021

4,249,483
IMPRESSIONS

15,610
CLICKS

\$1.92
CPC

874
TOS 115
CONVERSIONS

\$34.35
COST PER TOS 115
CONVERSION

	Impressions	Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting - Los Angeles	204,298	646	0.32%	\$1,296	18	\$71.99
Millennial Megan	177,817	1,237	0.70%	\$1,214	16	\$75.88
Boomer Ben	87,533	824	0.94%	\$650	5	\$129.91
The Jones Family	911,494	2,290	0.25%	\$6,363	58	\$109.94
Insta Stories	149,195	602	0.40%	\$998	35	\$28.51
San Diego	60,275	107	0.18%	\$362	1	\$361.65
Millennial Megan	88,495	680	0.77%	\$665	9	\$73.91
Boomer Ben	240,709	684	0.28%	\$2,374	3	\$791.31
The Jones Family	142,318	430	0.30%	\$906	30	\$30.19
Insta Stories	99,651	462	0.46%	\$667	17	\$39.24
Seattle	72,477	531	0.73%	\$521	10	\$52.11
Millennial Megan	424,141	985	0.23%	\$3,176	28	\$113.44
Boomer Ben	55,551	290	0.52%	\$379	4	\$94.74
The Jones Family	43,471	384	0.88%	\$384	7	\$47.70
Insta Stories	51,354	485	0.94%	\$380	10	\$38.03
Portland	194,618	317	0.16%	\$507	0	\$0.00
National	523,783	1,530	0.29%	\$4,611	115	\$40.09
High Value	367,254	721	0.20%	\$2,119	37	\$57.27
Insta Stories	42,211	1,241	2.94%	\$500	81	\$6.17
Sustainability	4,418	10	0.23%	\$51	1	\$51.03
Retargeting - Los Angeles	1,904	25	1.31%	\$22	5	\$4.42
Seattle	3,393	7	0.21%	\$39	0	\$0.00
National	302,923	1,122	0.37%	\$1,894	384	\$4.93
Retargeting	4,249,483	15,610	0.37%	\$30,018	874	\$34.35
Grand Total						

Paid Social Performance

Start Date
10/1/2021

End Date
10/31/2021

1,154,735
IMPRESSIONS

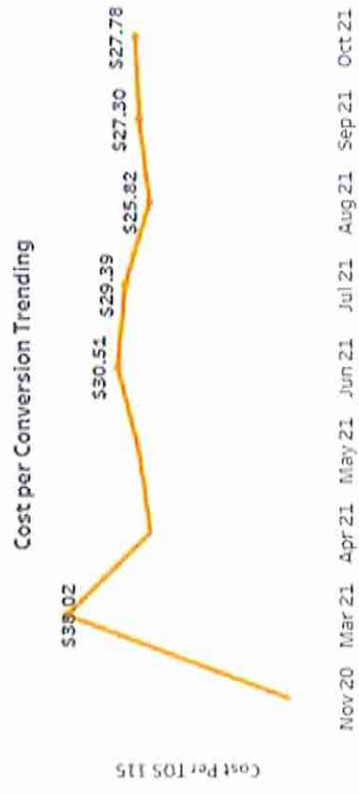
10,381
CLICKS

\$0.93
CPC

348
TOS I15
CONVERSIONS

\$27.78
COST PER TOS I15
CONVERSION

- Retargeting has an extremely low cost per conversion and is thus performing very well.
- Sustainability also resonated across social media audiences with the lowest cost per TOS conversion. Audiences responded well to the environmental and preventative messaging.
- Instagram stories is not driving TOS conversions. Further optimizations are in place to further analyze opportunities with this particular type of ad.



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS I15	Cost Per TOS I15
Prospecting	High Value	242,813	1,067	0.44%	\$2.74	\$2,925.10	1	84	\$34.82
	Millennial/Megan	191,752	1,403	0.73%	\$1.01	\$1,420.45	0	60	\$23.67
	The Jones Family	167,558	2,237	1.34%	\$0.64	\$1,422.40	0	28	\$50.80
	Boomer Ben	135,594	1,743	1.28%	\$0.63	\$1,101.73	0	25	\$44.07
	Sustainability	42,207	1,241	2.94%	\$0.40	\$499.89	0	44	\$11.36
	Insta Stories	333,627	1,954	0.58%	\$1.02	\$2,010.17	0	0	\$0.00
Retargeting	Retargeting	35,184	726	2.06%	\$0.40	\$287.77	8	107	\$2.69
Total		1,154,735	10,381	0.90%	\$0.93	\$9,667.51	9	348	\$27.78

Paid Social Creative Performance

Start Date
10/1/2021

End Date
10/31/2021

Creative Performance

1,154,735
IMPRESSIONS

Platform	Targeting	Creative	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	High Value	230,498	1,025	0.44%	\$2,799	\$2.73	84	\$33.33
		Millennial Median	191,188	1,400	0.73%	\$1,418	\$1.01	60	\$23.63
		The Jones Family	167,366	2,237	1.34%	\$1,421	\$0.64	28	\$50.75
		Boomer Ben	135,240	1,742	1.29%	\$1,100	\$0.63	25	\$44.00
		Sustainability	37,552	1,189	3.17%	\$453	\$0.38	44	\$10.30
Instagram	Prospecting	Insta Stories	339,627	1,964	0.58%	\$2,010	\$1.02	0	\$0.00
		High Value	12,315	42	0.34%	\$126	\$2.99	0	\$0.00
Twitter	Retargeting	Sustainability	4,655	52	1.12%	\$47	\$0.90	0	\$0.00
		Millennial Megan	564	3	0.53%	\$2	\$0.83	0	\$0.00
		Boomer Ben	354	1	0.28%	\$2	\$1.83	0	\$0.00
LinkedIn	Retargeting	The Jones Family	192	0	0.00%	\$1	\$0.00	0	\$0.00
		Retargeting	540	6	1.11%	\$4	\$0.73	0	\$0.00

10,381
CLICKS

\$0.93
CPC

348
TOS 115
CONVERSIONS

\$27.78
COST PER TOS 115
CONVERSION

Paid Search Performance

Start Date
10/1/2021

End Date
10/31/2021

114,720
IMPRESSIONS

1,503
CLICKS

\$0.54
COST PER CLICK

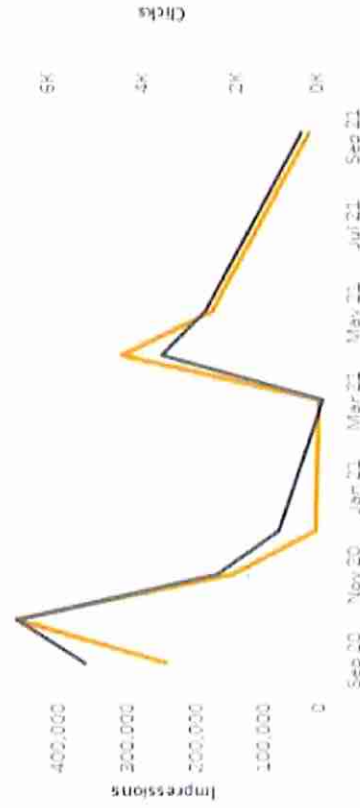
16
TOS 115
CONVERSIONS

\$184.85
COST PER TOS 115
CONVERSIONS

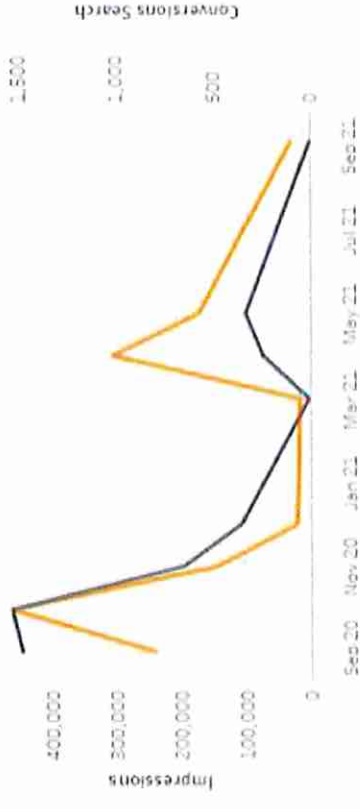
Ad Group Performance

City	Impressions	Clicks	CTR	Cost	CPC	Conversions Search
Los Angeles	39,184	569	1.45%	\$1,346.07	\$0.50	5
Seattle	35,809	346	0.97%	\$570.27	\$0.61	8
Portland	24,134	322	1.33%	\$518.05	\$0.62	2
San Diego	15,799	266	1.68%	\$551.70	\$0.47	1

Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date: 10/1/2021
End Date: 10/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost per Conversion
fishing	41,986	407	\$0.76	0.97%	\$519.95	3	0.7%	\$0.36
Automatic/keywords	31,646	52	\$0.25	0.16%	\$208.16	2	3.8%	\$0.00
hiking	14,921	201	\$0.48	1.35%	\$420.97	0	0.0%	\$1.35
camping California	5,840	345	\$0.41	5.91%	\$635.94	0	0.0%	\$0.00
boating	5,607	31	\$0.75	1.44%	\$108.30	0	0.0%	\$1.34
beaches	3,340	39	\$0.99	1.17%	\$99.27	5	12.8%	\$0.09
kayaking	2,442	50	\$0.85	2.05%	\$58.51	6	12.0%	\$0.05
best camping	1,934	116	\$0.42	6.00%	\$278.27	0	0.0%	\$0.60
mountain biking	1,333	21	\$0.80	1.58%	\$26.35	0	0.0%	\$0.02
horseback riding	890	40	\$1.22	4.49%	\$32.81	0	0.0%	\$0.03
hiking trails	794	14	\$0.47	1.76%	\$29.65	0	0.0%	\$0.23
outdoor hiking	637	18	\$0.46	2.83%	\$99.09	0	0.0%	\$0.00
trails for hiking	452	17	\$0.48	3.76%	\$35.17	0	0.0%	\$0.00
paddle boarding	259	6	\$0.74	2.32%	\$8.14	0	0.0%	\$0.02
november vacations	227	12	\$0.68	5.29%	\$17.68	0	0.0%	\$0.00
best hiking	246	3	\$0.47	1.22%	\$6.34	0	0.0%	\$0.00
camping vacation	193	11	\$0.40	5.70%	\$27.20	0	0.0%	\$0.00
river rafting	194	5	\$0.75	2.58%	\$6.71	0	0.0%	\$0.07
fishing California	155	3	\$0.84	1.94%	\$9.58	0	0.0%	\$0.01
golf California	150	1	\$0.23	0.67%	\$4.34	0	0.0%	\$0.00
top rated camping	119	5	\$0.41	5.04%	\$14.66	0	0.0%	\$0.00
lakeside camping	109	3	\$0.43	2.75%	\$7.04	0	0.0%	\$0.05
fall vacation spots	79	5	\$0.72	6.33%	\$6.92	0	0.0%	\$0.05
camping Nevada	64	2	\$0.44	3.13%	\$4.59	0	0.0%	\$0.00
october vacations	61	3	\$0.72	4.92%	\$4.16	0	0.0%	\$0.00
best october vacation spo...	57	3	\$0.67	5.26%	\$4.51	0	0.0%	\$0.00

Display Performance

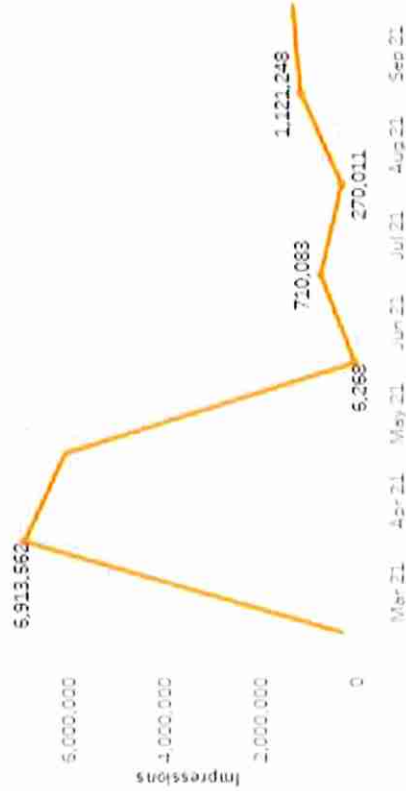
Start Date: 10/1/2021
End Date: 10/31/2021

1,286,444
IMPRESSIONS

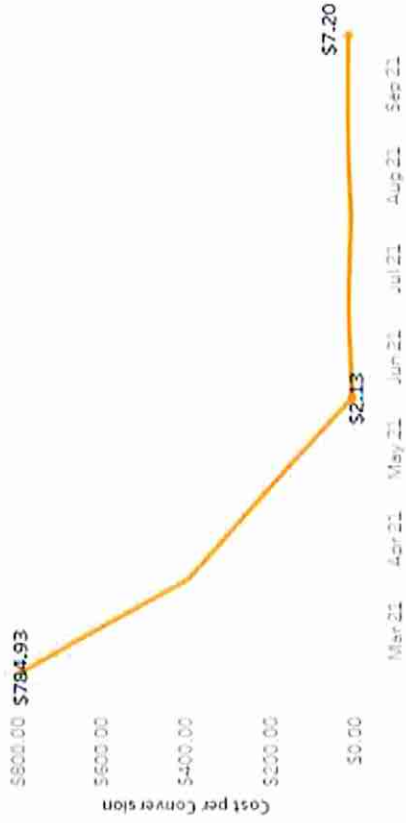
2,154
CLICKS

\$3.58
CPC

Display Impressions Trending



Cost per Conversion Trending



Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	1,018,705	1,759	0.17%	\$3.46	\$6,112.21	117	\$52.24
Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.80
Grand Total	1,286,444	2,154	0.17%	\$3.58	\$7,718.64	394	\$19.59

Display Creative Performance

Start Date: 10/1/2021
End Date: 10/31/2021

1,286,444
IMPRESSIONS

2,154
CLICKS

Creative CTR Trending



DMA	Persons	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	High Value	360,970	463	0.16%	\$3.64	\$1,665.62	31	\$54.38
	Retargeting	267,739	396	0.15%	\$4.06	\$1,606.43	277	\$5.80
	Sustainability	4	0	0.00%	\$0.00	\$0.00	37	\$0.00
Los Angeles	Millennial Megan	157,886	240	0.15%	\$3.95	\$947.32	7	\$135.33
	Boomer Ben	104,201	172	0.17%	\$3.63	\$625.21	7	\$89.32
	The Jones Family	50,224	98	0.20%	\$3.07	\$301.34	1	\$301.34
Seattle	Millennial Megan	100,577	134	0.13%	\$4.50	\$603.46	9	\$67.05
	Boomer Ben	68,482	117	0.17%	\$3.51	\$410.59	8	\$51.32
	The Jones Family	36,395	71	0.20%	\$3.08	\$218.37	4	\$54.59
San Diego	Millennial Megan	88,338	159	0.17%	\$3.46	\$550.03	11	\$49.18
	Boomer Ben	60,275	107	0.18%	\$3.36	\$361.65	1	\$361.65
	The Jones Family	32,813	73	0.22%	\$2.70	\$196.88	0	\$0.00
Portland	Boomer Ben	12,912	51	0.39%	\$1.52	\$77.47	0	\$0.00
	The Jones Family	12,869	41	0.32%	\$1.88	\$77.21	1	\$77.21
	Millennial Megan	42,809	38	0.30%	\$2.02	\$76.85	0	\$0.00
Grand Total		1,286,444	2,154	0.17%	\$3.58	\$7,716.64	394	\$19.59

\$3.58
CPC

394
TOS 115
CONVERSIONS

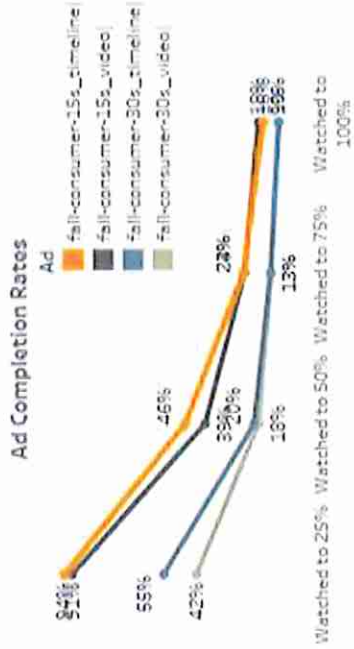
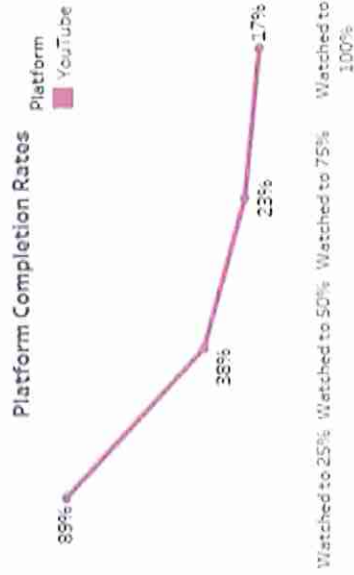
\$19.59
COST PER TOS 115
CONVERSION

Video Performance

Start Date: 10/1/2021
End Date: 10/31/2021

929,056
IMPRESSIONS

1,547,386
TOTAL VIEWS



Top Ads

Ad	Total Views
fall-consumer-15s_video	1,504,361
fall-consumer-30s_video	29,047
fall-consumer-15s_timeline	9,866
fall-consumer-30s_timeline	4,102

108

TOS CONVERSIONS

\$2.66

COST PER CLICK

\$38.10

PRIMARY CPC

Platform	Targeting	Impressions	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
YouTube	Prospecting	929,341	17.2%	1,506	\$4,002	102	\$39.23
	Retargeting	9,715	12.9%	42	\$112	6	\$18.74
Grand Total		929,056	17.2%	1,548	\$4,114	108	\$38.10

CONNECTED TV

Top Premium Publishers

	100,000 (11.75%)
	93,000 (11.82%)
	82,600 (10.65%)
	77,200 (9.85%)
	63,149 (8.03%)
	51,564 (6.57%)
	43,149 (5.53%)
	43,149 (5.53%)
	33,722 (4.32%)
	28,077 (3.58%)
	16,541 (2.13%)
	7,201 (0.92%)
	2,332 (0.30%)
	1,541 (0.20%)
	1,512 (0.19%)
	1,259 (0.16%)
	1,249 (0.16%)

Day Part Distribution



View Completion Rate



Impressions



Devices



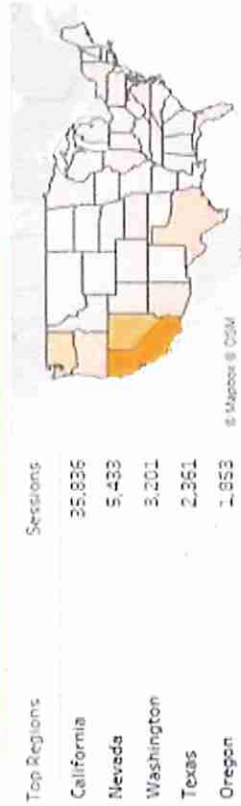
Website Performance

Start Date: 10/1/2021
End Date: 10/31/2021

9,706
SESSIONS



00:01:07
SESSION DURATION



1.4
PAGES PER SESSION

94%
NEW USER
SESSION RATE

76%
BOUNCE RATE

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	4,652	7,659	00:02:01	1.6	52%
Social	3,957	4,555	00:00:16	1.2	90%
Search	871	1,045	00:00:10	1.2	87%
Video	146	171	00:00:19	1.2	85%
newsletter	20	110	00:03:04	5.5	45%
Native	19	40	00:03:41	2.1	53%
TikTok	1	2	00:09:10	2.0	0%
Grand Total	9,706	13,582	00:01:07	1.4	76%

Consumer Paid Media Recommendations

- Our message is resonating well in Portland and Seattle with higher engagement rates vs CA markets. Thus, validating the data/research showing these markets as opportunities. Further optimizations in CA markets are in place.
- "The Jones Family" in LA and "Boomer Ben" in SD are not performing well despite optimizations. Thus, we will pull impressions from these audiences and move to higher performing personas.
- The High Value nationally targeted audience is seeing good engagement levels. We'll continue to adjust and maintain the audience pulls in efforts to bring this audience back to our destination.
- Sustainability messaging has the lowest cost per conversion levels in many instances showing a strong need to continue these efforts throughout the year.
- Retargeting efforts are working quite well with much lower cost per conversions. Obviously a mainstay of each campaign, but also shows the importance of building a strong retargeting audience pools going forward.
- Continue to lead with social (lowest cost per TOS 155 and highest CTRs) and followed with display (highest number of TOS 115 conversions).
- Connected TV has maintained a high completion rate of 95% and delivering well. All video metrics across campaign are showing high levels of engagement suggesting the importance of video moving forward.



MCC Paid Media Executive Summary

- The video implementation for retargeting efforts performed well with 7x TOS conversions during October as opposed to no video or non-video.
- Retargeting efforts are garnering 5-6x lower cost per conversion levels (in comparison to prospecting activities) showing the importance of building the MCC retargeting audiences.
- Cost per TOS conversion is trending higher as impression levels are increasing for campaign reach. Optimizations are in progress to balance audience targeting.



All Campaigns Overview

Start Date: 10/1/2021
End Date: 10/31/2021

5,069,406
IMPRESSIONS

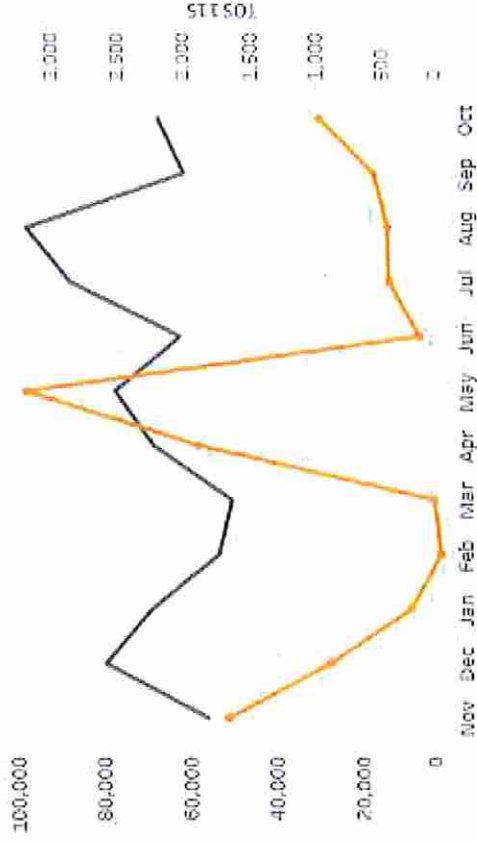
\$2.03
COST PER CLICK

16,493
CLICKS

970
TOS
CONVERSIONS

\$34.57
COST PER TOS
CONVERSION

Sessions | **TOS 115 Conversions**



- Consumer: Campaign is performing steady through fall season with optimizations helping to drive TOS conversions.
- MCC: TOS 115 conversions continue to steadily climb as the campaign begins to gain frequency with target audiences.

*Reminder that "Book Now" is not a KIP of the MCC campaign based on the audience type and typical actions associated with the industry.

Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Book Now/Conversions
Consumer	4,952,191	16,053	0.32%	\$2.05	\$30,828.81	556	\$34.27	16
MCC	117,215	440	0.38%	\$1.60	\$823.55	12	\$68.77	0
Total	5,069,406	16,493	0.33%	\$2.03	\$33,652.36	970	\$34.57	16

Overview by Campaign

Start Date
10/1/2021

End Date
10/31/2021

117,215
IMPRESSIONS

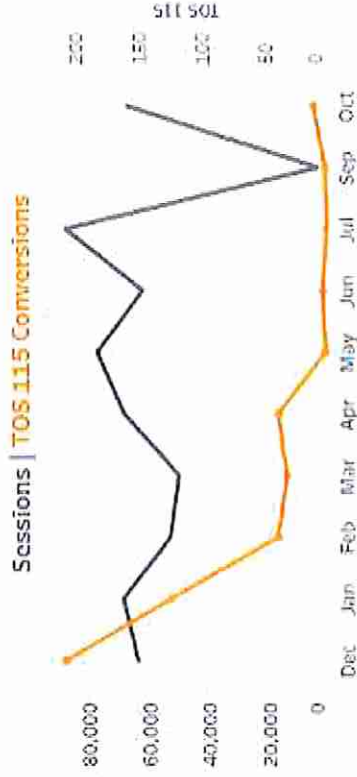
440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS
CONVERSION

- Sessions and TOS conversions recovered from the pause and are climbing.
- CPC is strong with retargeting efforts effective for TOS conversions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Book Now Conversions	TOS-115	Cost per Conversion
MCC	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77
Total	117,215	440	0.38%	\$1.60	\$823.55	0	12	\$58.77

Overview by Medium

Start Date: 10/1/2021
End Date: 10/31/2021

117,215
IMPRESSIONS

440
CLICKS

\$1.60
COST PER CLICK

12
TOS CONVERSIONS

\$58.77
COST PER TOS
CONVERSION

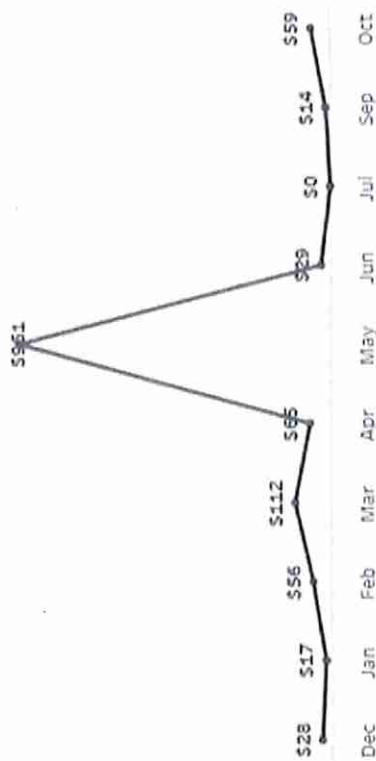
Cost per Conversion by Channel

Channel	TOS 115	TOS Conversion Rate	Spend	Cost per Conversion
---------	---------	---------------------	-------	---------------------

Display 5 1.2% \$640.59 \$128.12

Video 7 17.9% \$182.96 \$26.14

Cost per Conversion Trending



Channel	Impressions	Spend	Clicks	CPC	CTR	Book Now Conversions	TOS 115	Cost per Conversion
---------	-------------	-------	--------	-----	-----	----------------------	---------	---------------------

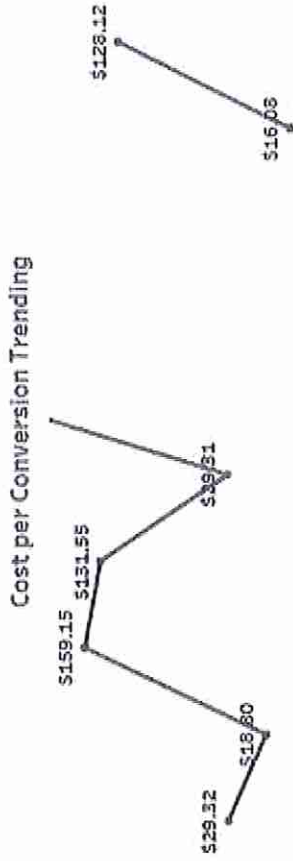
Display 101,592 \$640.59 401 \$1.60 0.39% 0 5 \$128.12

Video 15,623 \$182.96 39 \$4.69 0.25% 0 7 \$26.14

Grand Total 117,215 \$823.55 440 \$1.60 0.38% 0 12 \$58.77

Display Performance by Placement

Start Date: 10/1/2021
End Date: 10/31/2021



- Display earned 41% of TOS conversions.
- Comparing clicks to TOS conversions, every 80 clicks results in 1 longer session visit.

101,592
IMPRESSIONS

401
CLICKS

5
TOS TOS
CONVERSIONS

0.39%
CLICK THROUGH RATE

\$128.12
COST PER
TOS CONVERSION

Dec Jan Feb Mar Apr May Jun Jul Sep Oct

Platform	Impressions	Clicks	CTR	CPC	Spend	TOS	Cost per Conversion
Programmatic Display	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12
Grand Total	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

Display Performance by Creative

Start Date: 10/1/2021
End Date: 10/31/2021

101,592
IMPRESSIONS

401
CLICKS

5
CONVERSIONS



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	41,256	238	0.58%	\$0.44	\$104.41	2	\$52.20
Group Activity	15,221	42	0.28%	\$3.21	\$134.94	3	\$44.98
Travel/Access	15,084	44	0.29%	\$3.02	\$132.89	0	\$0.00
Hotel Venues	15,029	42	0.28%	\$3.16	\$132.63	0	\$0.00
Know Before You Go	14,992	55	0.23%	\$3.88	\$135.71	0	\$0.00
TOTAL	101,592	401	0.39%	\$1.60	\$640.59	5	\$128.12

0.39%
CLICK THROUGH RATE

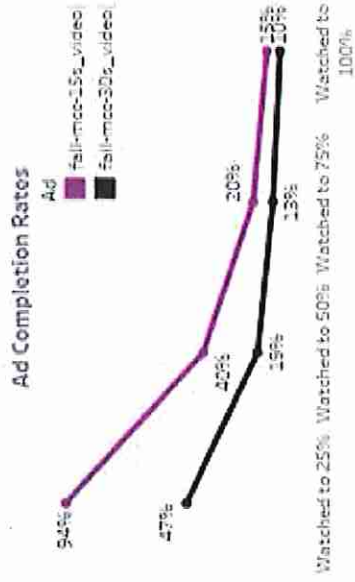
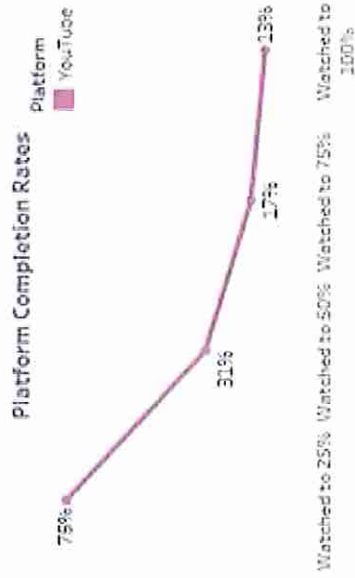
\$128.12
COST PER
CONVERSION

Video Performance

Start Date: 10/1/2021
End Date: 10/31/2021

15,623
IMPRESSIONS

21,328
TOTAL VIEWS



Top Ads	Total Views
fall-mcc-15s_video	15,747
fall-mcc-30s_video	5,581

7

TOS CONVERSIONS

\$4.69
COST PER CLICK

Platform	Targeting	Ad	Impressions	Watched to 100%	Video Clicks	CTR	Cost	TOS	Cost Per TOS
YouTube	Retargeting	fall-mcc-15s_video	9,308	15.0%	29	0.31%	\$109.13	5	\$19.19
		fall-mcc-30s_video	6,315	9.9%	10	0.16%	\$73.83	1	\$73.83
Grand Total			15,623	12.9%	39	0.25%	\$182.96	7	\$26.14

MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversion costs across display and video.
- Prioritize 15 second videos where appropriate to increase completion rates with retargeting efforts.
- Full video completions are higher for 15 second videos as well as partial video views.
- Video continues to perform at higher levels across most industries and should be considered a mainstay for retargeting efforts and rolled into prospecting efforts for testing.





Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
65,171 (+18%)	63,162 (+19%)	115,608 (+8%)	1.54 (-4%)	1.15 (-5%)	0:58 (+5%)	54,686 (+14%)	10 (+4%)

- There were 65,171 visitors to GoTahoeNorth.com, up 18% from September. Sessions were also up 19%.
- There were 54,686 events, up 14% and 10 pledge form completions.



Location

State	Users	Time on Page
California	29,946	1:05
Nevada	4,318	1:14
Washington	2,929	0:53
Texas	1,963	1:27
Oregon	1,700	0:30

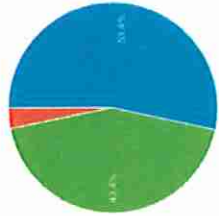
City	Users	Time on Page
Los Angeles	3,508	0:44
San Francisco	3,231	0:54
Sacramento	2,580	1:04
Reno	1,595	1:24
Incline Village	1,408	1:09
San Diego	1,225	0:51
Truckee	1,150	1:11
San Jose	1,078	1:02
Seattle	1,054	0:41
Roseville	783	1:50

- Of the top five states, the most engaged with the website was Texas at 1:27.
- The top 10 cities were mostly nearby California and Nevada cities with Roseville as the most engaged audience at 1:50 average time on page.



Device

Users Contribution to total:



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. mobile	65,171 % of Total: 100.00% (65,171)	63,216 % of Total: 100.00% (63,162)	74,924 % of Total: 100.00% (74,924)	78.50% Avg for View: 78.50% (0.00%)	1.54 Avg for Views: 1.54 (0.00%)	00:00:58 Avg for Views: 00:00:58 (0.00%)	66.11% Avg for Views: 66.11% (0.00%)	49,536 % of Total: 100.00% (49,536)	
2. desktop	34,538 (53.38%)	33,689 (53.20%)	40,007 (53.40%)	80.99%	1.38	00:00:43	57.71%	23,087 (46.61%)	
3. tablet	28,095 (43.42%)	27,507 (43.51%)	32,418 (43.27%)	75.52%	1.74	00:01:15	75.66%	24,527 (49.51%)	
	2,074 (3.21%)	2,020 (3.20%)	2,499 (3.34%)	77.19%	1.55	00:01:05	76.91%	1,922 (3.88%)	

- Most users visited the site from desktop with 53.4% of the total.
- Desktop users were the most engaged with 1:15 average time on page and 1.74 pages per session.



Top Pages Visited

- Users were most engaged with the Webcams page (3:39) followed by the Road Conditions Page (3:13).
- Demographics were primarily females ages 25-34. Locations were somewhat scattered with the main visitors being from SF, LA or Incline Village.

Page	Visitors	Time on Page	Top Demos
Webcams	14,834	3:39	M/55-64/San Francisco
Home	10,741	1:12	F/25-34/San Francisco
Fall Activities	9,342	2:19	F/25-34/Los Angeles
Lodging	2,858	1:22	F/25-34/Los Angeles
Road Conditions	2,369	3:13	F/45-54/San Francisco
Lodging Packages	1,895	1:44	M/25-34/Los Angeles
Weather Report	1,819	1:40	F/25-34/San Francisco
Events	1,760	1:23	F/25-34/Incline Village
Lake Tahoe Activities	1,670	0:47	F/25-34/San Francisco
Hiking Trails	1,390	1:17	F/25-34/Incline Village

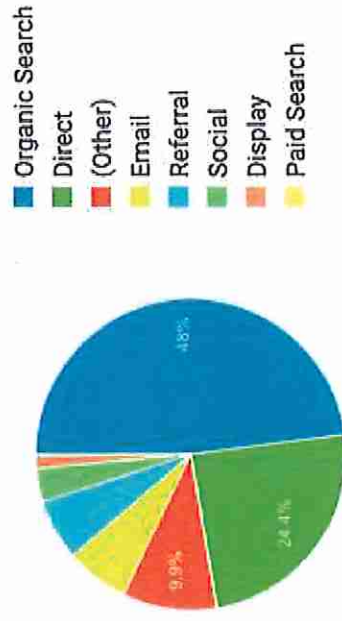


Channel Performance

- Organic Search brought in the most users to the website at 31,460.
- Users coming to the website from Email were the most engaged with the website (2:11).



Top Channels



Source	Visitors	Session Duration
Organic Search	31,460	1:06
Direct	15,963	0:33
Paid Social	6,465	0:15
Email	4,310	2:11
Referral	4,115	1:42

Referrals









- VisitingLakeTahoe.com brought in the most visitors at 1,297 as well as the most engaged users (2:46).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,297	3:22
Facebook Mobile	1,543	0:20
Facebook Mobile Link	344	0:17
Facebook Link	288	0:57
Investing.com	181	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
39.12%  31,460 vs 22,613	42.48%  29,990 vs 21,049	40.58%  37,650 vs 26,782	8.48%  75.43% vs 69.58%	15.07%  1.63 vs 1.92	25.96%  00:01:06 vs 00:01:29	0.80%  83.21% vs 83.88%	39.45%  31,327 vs 22,464

- Traffic from Organic Search was up 39% and goal completions were up 40% from 2020.
- 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.

Blogs

- On 10/14, Augustine posted a blog paying tribute to Nevada Day (10/29). The blog provided readers with various activities to do in the region.
- The blog had 156 page views and an average time on page of 1:48.



Arts & Culture Dining Entertainment Family Hiking Human Powered Sports Lake Activities Lodging Outdoors
Ski & Snowboard Things To Do Towns Uncategorized

CELEBRATE NEVADA DAY IN NORTH LAKE TAHOE

North Lake Tahoe spans across California and Nevada with beautiful surroundings, easygoing communities, secluded beaches, hike-and-bike trails, welcoming lodging and so much more. In honor of Nevada day, on October 29th, we'll be sharing all the adventure to be had on the Nevada side of North Lake Tahoe. Expand your California vacation and explore Nevada for a day just minutes...

[READ MORE >](#)


  



north lake tahoe

eNewsletters

Two eNewsletters were sent out in October featuring the Nevada Day blog, fall activities, events and other relevant content.

<p> north lake tahoe LOGGING THINGS TO DO EVENTS</p>		<p>"Wickedly Fun Activities in North Lake Tahoe"</p>
		<p>Sent: 10/19</p>
		<p>Open Rate: 15.7% (Industry Avg: 16%)</p>
		<p>CTR: 0.7% (Industry Avg: 1.6%)</p>

<p> north lake tahoe LOGGING THINGS TO DO EVENTS</p>		<p>"Plan an Unforgettable Secret Season Getaway"</p>
		<p>Sent: 10/5</p>
		<p>Open Rate: 13.5% (Industry Avg: 16%)</p>
		<p>CTR: 1% (Industry Avg: 1.6%)</p>

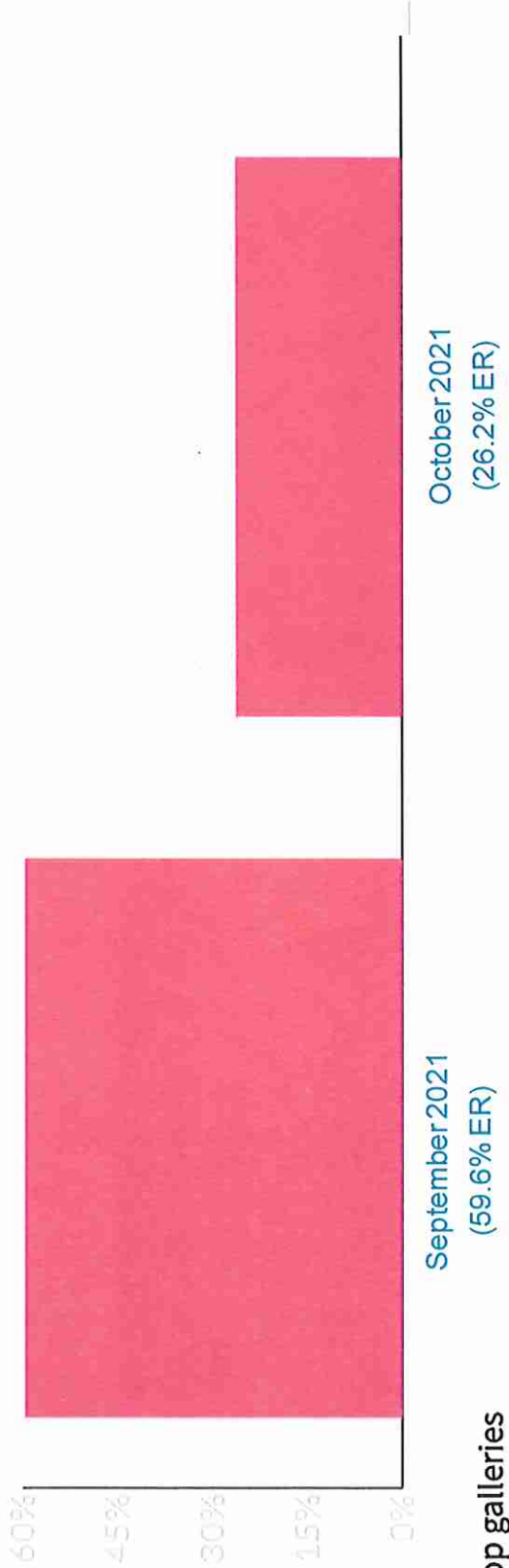
**DISCOVER NORTH LAKE TAHOE'S
SECRET SEASON**

Fall in North Lake Tahoe is a unique time full of experiences that let you step outside your day-to-day and seize every minute. Elevate your senses, enjoy breathtaking views and get back to nature responsibly by planning your secret season getaway to North Lake Tahoe.

[LEARN MORE](#)

CrowdRiff Insights

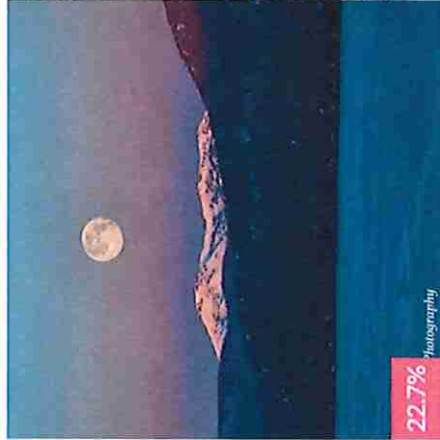
For the selected date range your galleries had a **26.2% engagement rate**.
 Your engagement rate is calculated from **471 interactions** and **1.8k views**.



Top galleries

North Tahoe Eats	48.5% Engagement rate	16 Interactions	33 Views
Wedding page	32.8% Engagement rate	22 Interactions	67 Views
Home Page Test	25.5% Engagement rate	433 Interactions	1.7k Views

CrowdRiff Insights





Public Relations

PR October Recap

- PR efforts this month primarily focused on proactive media outreach highlighting North Lake Tahoe as a must-visit destination this fall/winter.
- Coordinated and hosted a social influencer visit.
- Developed an itinerary and began coordination of a Traditional Media FAM Tour in November.
- Distributed a Call for Content to partners to gather insights for the upcoming What's New winter press release.
- Attended Visit California's Fall LA Media Event.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Meetings
 - Winter Travel
 - Ski Season/Resorts
 - Best Ski Towns
 - Multi-Gen Travel
 - Honeymoon Destinations
 - Accessible Travel
 - Family Getaways
- Media Conversations:
 - Visit California, *Sunset Magazine*, Matador Network, The Toronto Star, Condé Nast Traveler, Muscle and Health, Hotels Above Par, Travelocity, OnTheSnow, Families Love Travel, NBC Los Angeles, freelance writers contributing to various outlets.

Sunset

visit
California



MATADOR
network

CONDÉ NAST

TORONTO STAR



north lake tahoe

Earned Media Results

- Secured Clips: 4
- Est. Digital Monthly Visits: 10.7M
- Est. Digital Coverage Views: 28.3K
- Coverage featured ski resort opening day of Palisades Tahoe and Boreal as well as lodging coverage featuring The Village at Palisades Tahoe. Media outlets include Tahoe Ski World, *Sunset Magazine*, NBC Los Angeles and The Points Guy.



Ads by Google

[Stop seeing this ad](#) [Why this ad?](#)

TRAVEL • CALIFORNIA

These California Ski Resorts Are Opening Early for the Winter Season

Several California ski resorts are opening early due to a winter storm. Here are resort opening dates in Tahoe, Mammoth, and more.



Coverage Highlights



These California Ski Resorts Are Opening Ea...



Written by:
Kristin Scharkey
October 20, 2021



Thanks to a fresh blanket of snow across the state, California ski resorts are opening early for the winter season—for many, marking the earliest opening weekend in decades.

The newly renamed **Palisades Tahoe**, for one, kicks off the season Friday through Sunday, with multiple lifts spinning plus specials like \$10 hot waxers and \$6 beers for anyone dressed in a Halloween costume. It's only the third time in over seven decades that the resort has been able to open in October, according to **Palisades Tahoe**, thanks to more than 3 feet of snow on the upper mountains late in the month.



The greater Tahoe area is expected to see mostly cloudy skies this weekend, with high temperatures in the 50s and 60s Saturday and a bit cooler Sunday, according to the National Weather Service.

Another Tahoe area resort, **Boreal**, will see its earliest opening in a decade this weekend. Two lifts will be up and running at the Soda Springs resort starting Friday.



north lake tahoe

SKIING

Opening Day Schusses Into Mammoth and Palisades Tahoe

Winter arrived before Halloween 2021 at two of the Golden State's favorite frost-fun, ski-strong spots.

By Alysa Gray Painter - Published October 20, 2021 - Updated on October 20, 2021 at 11:48 am



Trending Stories

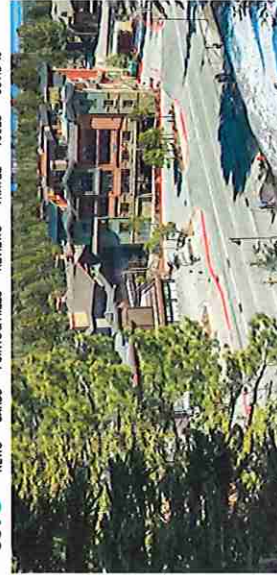
BELLFLOWER
Fire Burns Through Facility's Roof in Be

CALIFORNIA
Sisters Rescued Fr California 'House o' Speak of Survival Ir Interview

GRANDE COUNTY
Banking In-Person Become a Challenging County as Brancher

Q Search...

NEWS CARDS POINTS & MILES REVIEWS TRAVEL TOOLS COVID-19



Ready, set, ski — these resorts in California and Colorado are already open or will be soon



EXPLORE TAHOE SNOW REPORT TAHOE SKI RESORTS NEWS ABOUT CONTACT US

Village at Palisades Tahoe offers excellent lodging

OCTOBER 19, 2021 BY ADRIAN

The Village at Palisades Tahoe is an excellent lodging location any time of year when visiting the iconic Lake Tahoe ski resort that hosted the 1960 Olympics.

We had a one-bedroom condo for three nights in late early October 2021. We loved the condo and the gorgeous window view and private balcony



Coverage Highlight Links

- [Sunset Magazine - These California Ski Resorts Are Opening Early for the Winter Season](#)
- [NBC Los Angeles - Opening Day Schusses Into Mammoth and Palisades Tahoe](#)
- [The Points Guy - Ready, set, ski — these resorts in California and Colorado are already open or will be soon](#)
- [Tahoe Ski World - Village at Palisades Tahoe offers excellent lodging](#)



FAM Tours

- Social Influencer:
 - Lindsay of Compass + Twine (audiences primarily within US/New York City)
 - Dates in Market: Oct. 20-24
 - Coverage anticipated in November highlighting family-friendly travel, luxury experiences and lodging



HOME NEW YORK CITY • DESTINATIONS • MAP LISTS • TIPS SHOP ABOUT WORK WITH US



COMPASS+TWINE



compassandtwine

Follow

...

2,879 posts

30.5k followers

1,480 following

Compass + Twine

Luxury Travel

• Writers: Signature Lux Travel, Orbitz

• As seen on: Travel & Leisure, CNN Travel, NYT, AFAR, Fodor's, GOOP

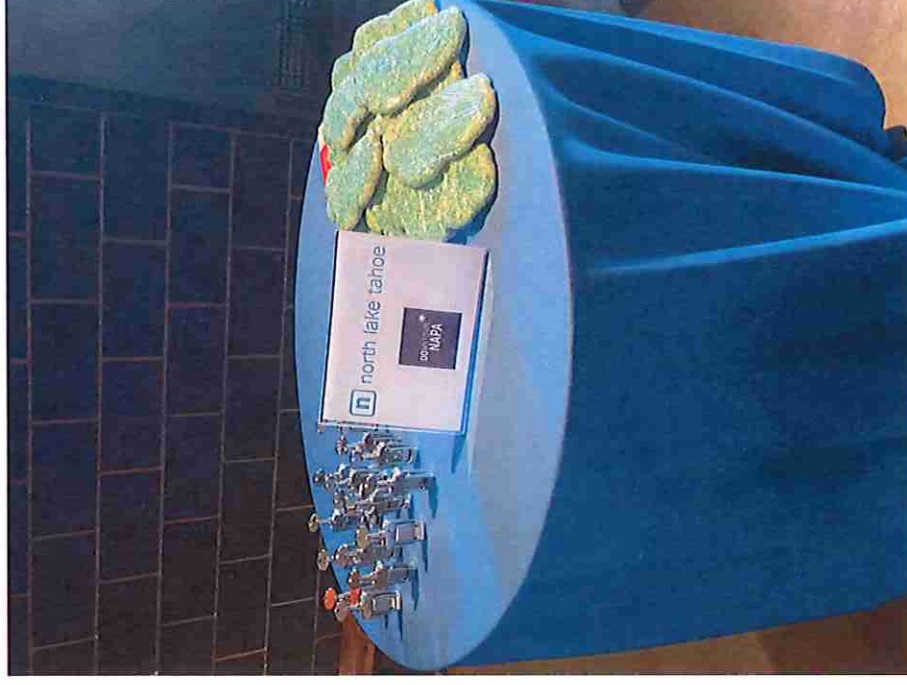
Miami/Houston

Lake Tahoe

actv.at/k2k/CompassTwine

Visit California's Fall LA Media Event

- Attended Visit California's Fall LA Media Event on Oct. 28 and met with approximately 18 freelance journalists, editors and social influencers throughout the event.
- Media outlet conversations included TripSawy, Thrillist, Palm Springs Life, *Sunset Magazine*, NBC - California Live, Bravo TV, Betches, LA Weekly, Gotham, Travel + Leisure, Hidden Hills, Beau Monde, Lucire Rouge, Travel Pulse, Westways, Reader's Digest, Bridal Guide and *C Magazine*.
- Distributed Tahoe House cookies and highlighted fall/winter travel featuring ski resorts, outdoor activities, eateries, lodging properties and other major attractions.



Visit California's Fall LA Media Event - Continued

- Several journalists and influencers are interested in visiting North Lake Tahoe on a FAM Tour in the spring.
- The team also secured coverage with *Sunset Magazine* following the event.
- Additionally, Augustine coordinated a separate deskside meeting while in market with freelance contributor to the *Los Angeles Times* - Terry Gardner - on Oct. 29.



Upcoming PR Initiatives

- Host a Traditional Media FAM Tour in early November.
- Continue proactive media outreach pitching travel story angles focusing on fall/winter travel and long-lead spring-focused opportunities.
- Coordinate an influencer visit in partnership with Visit California in November.
- Develop and distribute the winter What's New/Seasonal press release.
- Continue FAM Tour planning and coordination for spring 2022.
- Begin planning media missions ahead of TravMedia's International Media Marketplace (IMM) event taking place in January 2022 in New York City.



An aerial photograph of a tropical beach. The water is a vibrant turquoise color, transitioning to a lighter, sandy beach. The shoreline is lined with dense, lush green trees. The overall scene is bright and scenic.

Social Media

Facebook Overview

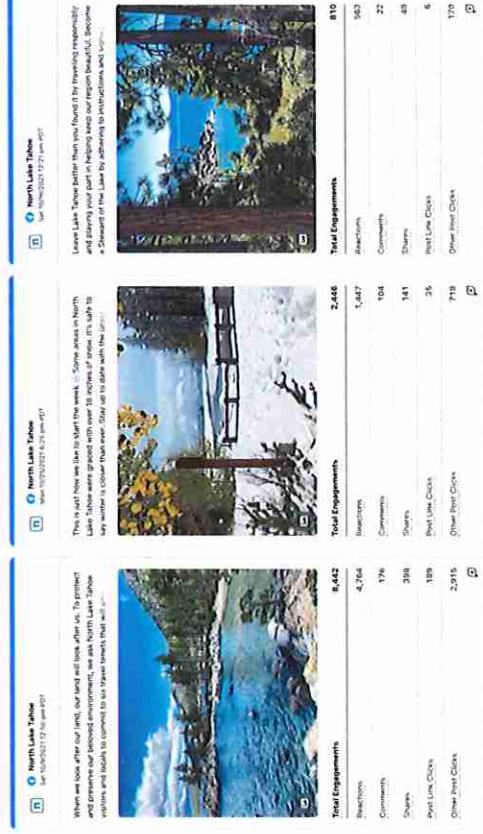
Data	September	October	MoM
Audience	130,520	130,473	0%
Impressions	1,740,856	2,252,237	+23%
Engagement	47,694	54,469	+13.6%

- Augustine positioned October content to promote fall messaging and activities.
- Augustine sourced a variety of content types to capture snow assets for social media.
- In October, 2.25M impressions and 10.8K post clicks were generated.
- The most reached audience was women aged 25-34. The highest reached locations included, Los Angeles, San Diego, Reno and Tahoe City.



Facebook Top Posts

- Top posts included sustainability messaging as well as snow updates.
- Augustine continued to provide weather updates and resort opening information.
- A sustainability post generated 8,442 engagements, including 889 shares. Social audiences were engaged with keeping Tahoe blue and appreciated social reminders for locals and visitors.



Instagram Overview

Data	September	October	MoM
Audience	82,901	83,129	+0.3%
Impressions	445,473	945,946	+112.6%
Engagement	20,419	26,055	+27.6%

- Instagram continued to be a platform to provide trip inspiration for North Lake Tahoe visitors.
- Augustine continued to highlight fall and snow weather in the region through in-feed content. In addition to providing story video content for snow conditions.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.



Instagram Top Posts

- Similar to Facebook, top posts included sustainability messaging as well as snow updates.
- A sustainability post generated 4,013 engagements, including 86 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with content and there was a sense of excitement for snow in the region.



North Lake Tahoe
Sat 10/05/22 11:13 am PST

When traveling or enjoying North Lake Tahoe, we ask visitors and locals to commit to the travel trends that will amplify environmental stewardship efforts. When we seek after our land, our land:



Total Engagements 4,013

Users	3,008
Comments	29
Saves	86

⌵

North Lake Tahoe
Sun 10/02/22 11:30 am PST

Just like magic! No better start to the week than another October weekend in North Lake Tahoe. Visit our website for weather updates and to assist opening dates.



Total Engagements 3,526

Users	3,441
Comments	32
Saves	53

⌵

North Lake Tahoe
Sat 10/02/22 11:00 am PST

Sustainable travel is essential to maintain our communities. We ask visitors to leave Lake Tahoe better than they found it by leaving respiratory and driving your part in helping keep our region:



Total Engagements 2,871

Users	2,790
Comments	24
Saves	51

⌵

Twitter Overview

Data	September	October	MoM
Audience	22,928	23,022	+0.4%
Impressions	45,832	38,308	-16.5%
Engagement	1,648	1,888	+14.4%

- Content provided weather updates and highlighted events with fall and snow messaging.
- The Twitter audience increased this month, gaining 94 followers.
- Similar to last month, we continued to see increases in engagements overall due to providing weather-related updates and news versus general region content.



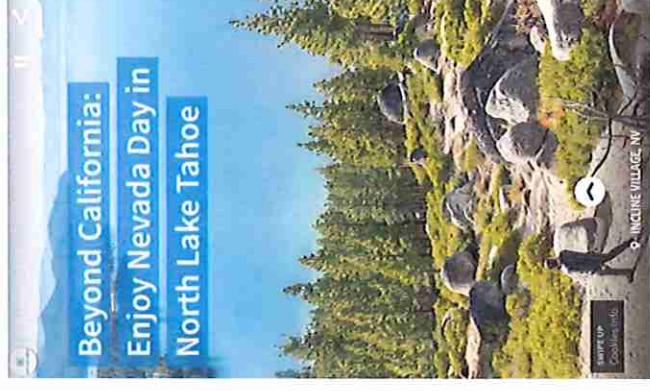
Twitter Top Posts

- Top posts provided weather updates by showcasing snow conditions.
- The top post on Twitter was a snow sighting update that generated 626 engagements including 537 clicks.
- All top posts on Twitter displayed snow in the region. This is a position indicator that our Twitter audience is engaged with newsworthy content.



CA Now Story

- The Top CA Now Story this month promoted the Nevada Day blog.
- The story generated 935 views, 391 swipe ups and a click-through rate of 6.28%.
- Another top story this month highlighted road trip stops in North Lake Tahoe with 769 views and a click-through rate of 9%.



Ongoing Initiatives

- Content Creation
 - Work with local content creators to capture real time content.
- Blogs
 - Continue to develop CA Now monthly themed stories. Create stories for blogs to increase destination awareness.



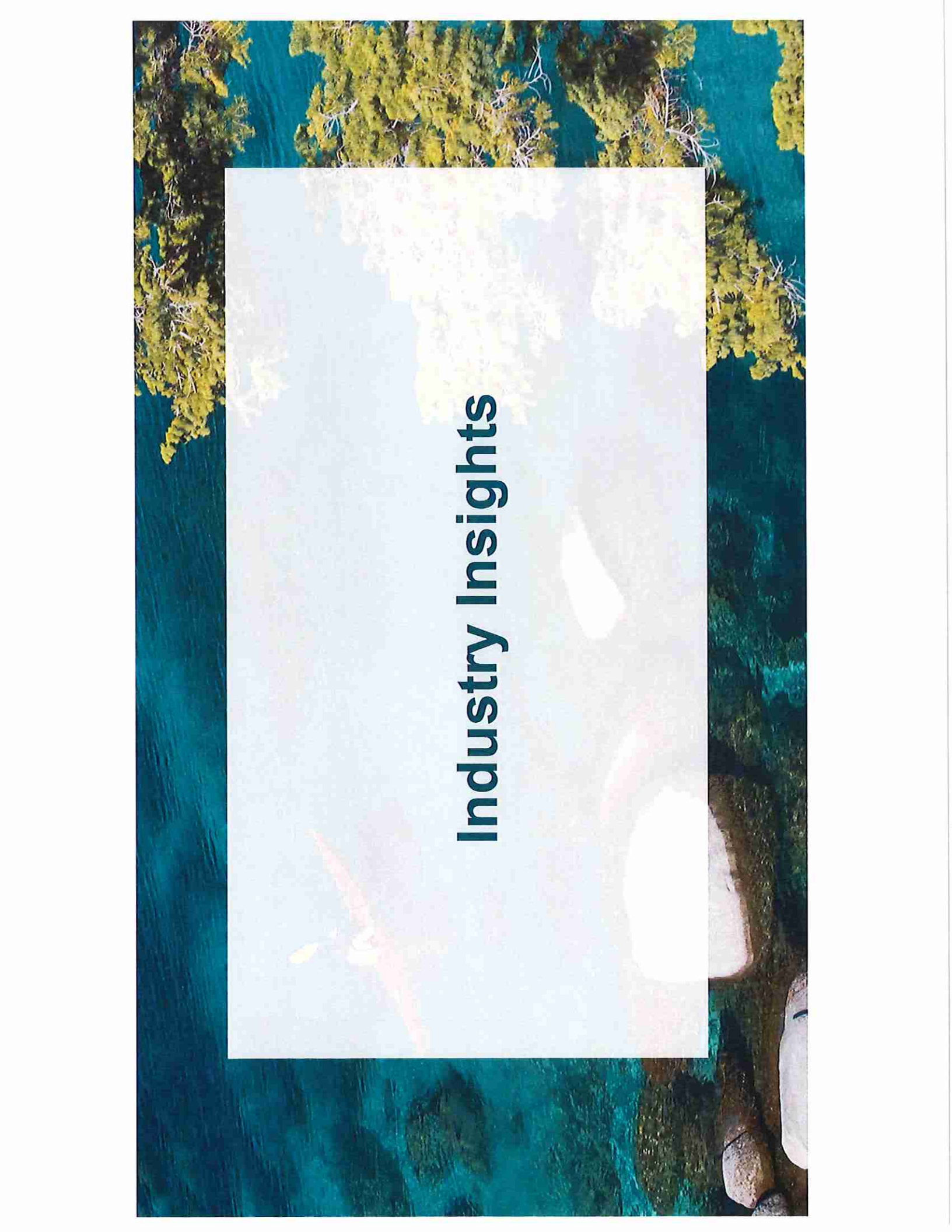
An aerial photograph of a coastline with turquoise water, green trees, and a white sandy beach. A semi-transparent white rectangular box is centered over the image, containing the title text.

Other Creative Projects

Creative Projects

- Winter Campaign – Developing creative in preparation for mid-November launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Developing new creative ideas and activations for the fiscal year.



An aerial photograph of a lake with a white rectangular overlay in the center. The overlay contains the text 'Industry Insights' in a bold, black, sans-serif font. The background shows the lake's surface, some rocks in the foreground, and a dense forest of evergreen trees along the shoreline.

Industry Insights

Industry Insights

- Before the pandemic, 54% of Generation Z travelers said the environmental impact of traveling is an important factor when deciding where to book travel, according to Booking.com. Around the same time, McKinsey found that 83 percent of C-Suite executives and investors believe companies with a positive ESG story – covering environmental, social and governance policies — would gain value over the next five years. As tourism reopened this June, another Booking.com survey found 83% of consumers believe sustainable travel is vital, while 61% said the pandemic had increased their interest in traveling sustainably. (*Visit California, "Communications Report – November 2021"*)



Industry Insights

- Research found that a number of Americans are looking at lifestyle changes, primarily centered on transforming their relationships with themselves, their family and work. The relationship with travel will also change—more trips, using travel as a means to deeply connect with their friends and family, traveling more sustainably and with a greater environmental consciousness, and a greater focus on outdoor activities. Although change is less likely for Baby Boomer-aged travelers, fully one-third of those Millennial-age say they intend to change their lifestyle going forward (with another 20% uncertain if they will). Of top importance: being more mindful of wellness or self-care, spending more time with friends and family, achieving a healthier work-life balance and, relatedly, changing careers and/or jobs. And while nearly half of those that intend to change the way they travel going forward say they will travel more internationally, 48.5% say that the pandemic did open their mind to domestic travel opportunities. In addition, over 60% of Millennial age and younger travelers say they are interested in trying a digital nomad lifestyle. (*Destination Analyst*, "Travel Sentiment Updates for Week of November 1st")



Industry Insights

- Travel marketers have an opportunity to more precisely target, engage, and convert shoppers, particularly millennials and Generation Z. We've known for a while now—even before the pandemic—that millennials prefer to spend their money on experiences over material goods. According to an Expedia study from 2017, 65% of millennials said they were saving money for travel, and nearly half of them said they would sell their clothes or furniture to travel more. This hasn't changed with the pandemic. In a YPulse study from spring 2021, 59% of 13-19-year-olds and 49% of 20-39-year-olds chose travel as the activity they're most excited to resume post-pandemic. Understandably, millennials—and Generation Z—are ready to make up for lost time. But about when it comes to holiday shopping? Recent research from Sitecore, in their 2021 Holiday trends report, indicates that 49% of 18- to 44-year-olds don't even plan to buy gifts this year, and instead plan to donate to charities. At the same time, 71% of 25-34-year-olds have more savings set aside for the holidays this year, and are thus equipped to spend if the product is something they feel strongly about. (Expedia, "Promote the Gift of Travel this Holiday Season" - October 27th)



A scenic landscape featuring a calm lake in the foreground, a range of mountains in the middle ground, and a rocky shoreline in the foreground. The sky is a mix of blue and white, suggesting a clear or slightly hazy day. The overall mood is peaceful and natural. The text "THANK YOU" is centered in the middle of the image in a bold, blue, sans-serif font.

THANK YOU



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

September 2021

U.S. DOMESTIC INDUSTRY OVERVIEW FOR SEPTEMBER 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 62.1% vs. Sep 2020, down 14.3% vs. Sep 2019
Capacity of Seats *:	Up 68.4% vs. Sep 2020, down 10.9% vs. Sep 2019
Crude Oil Average:	\$71.65 per barrel in Sep 2021 \$39.63 per barrel in Sep 2020

RNO Overview for September 2021 vs. September 2020

Total Passengers:	Up 84.6%
Avg. Enplaned Load Factor:	64.0%, up 0.6 pts.
Departures:	Up 84.3%
Departing Seats:	Up 82.2%
Cargo Volume:	Up 0.3%

RNO Overview for September 2021 vs. September 2019

Total Passengers:	Down 22.8%
Avg. Enplaned Load Factor:	Down 15.8 pts.
Departures:	Down 3.6%
Departing Seats:	Down 6.3%

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

SEPTEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 302,929 passengers in September 2021, an increase of 84.6% versus September 2020, and a decrease of 22.8% versus September 2019. The September 2021 total seat capacity was up 82.2% and the flights increased 84.3% when compared to September 2020.

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 are Pasco/Tri-Cities, WA, Bakersfield, CA, Medford/Ashland, OR, Eugene/Springfield, OR, Ontario, CA, Redmond/Bend, OR, Eureka/Arcata, CA, and Fresno/Yosemite, CA.

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.

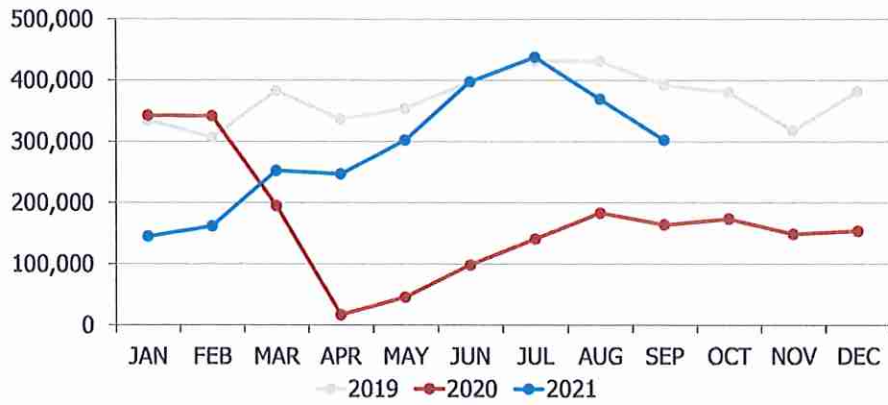
JSX offers non-stop flights from RNO to Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

RNO handled 13,055,518 pounds of air cargo in September 2021, an increase of 0.3% when compared to September 2020.

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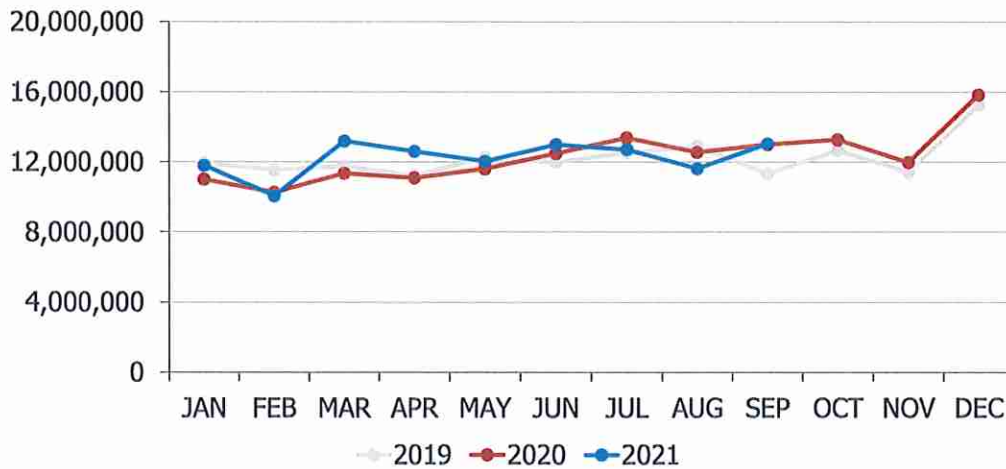


Passengers



Total Passengers			
	Sep-21	Sep-20	Difference
Alaska/Horizon	34,661	16,414	111.2%
Allegiant Air	5,838	3,692	58.1%
American	60,652	38,836	56.2%
Delta	29,808	13,947	113.7%
Frontier	5,042	5,265	-4.2%
JetBlue	5,852	1,570	272.7%
Southwest	113,800	56,161	102.6%
United	42,625	25,536	66.9%
Volaris	3,342	2,075	61.1%

Cargo

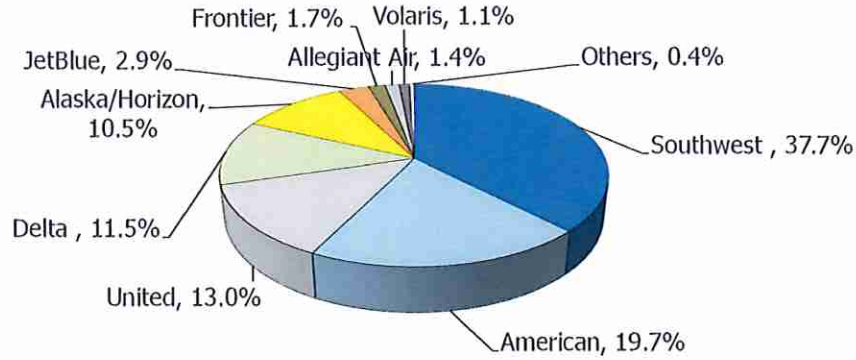


In September 2021, the UPS cargo volume was up 3.9% when compared to September 2020. FedEx was down 2.2% and DHL was down 3.7% during the same period.

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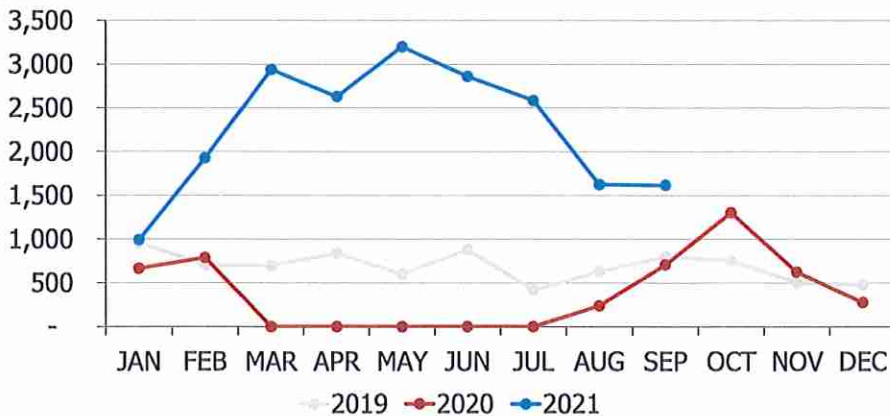


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Sep-21	Sep-20	YOY Change
Alaska/Horizon	11.4%	10.0%	1.4
Allegiant Air	1.9%	2.2%	(0.3)
American	20.0%	23.7%	(3.6)
Delta	9.8%	8.5%	1.3
Frontier	1.7%	3.2%	(1.5)
JetBlue	1.9%	1.0%	1.0
Southwest	37.6%	34.2%	3.3
United	14.1%	15.6%	(1.5)
Volaris	1.1%	1.3%	(0.2)
Others	0.4%	0.4%	0.1

TOTAL CHARTER PASSENGERS

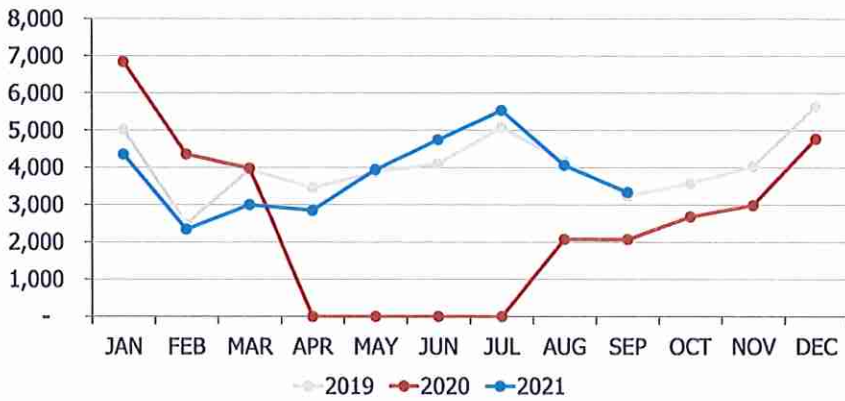


In September 2021, RNO served 1,618 passengers on charter flights, an increase of 128.9% when compared to September 2020.

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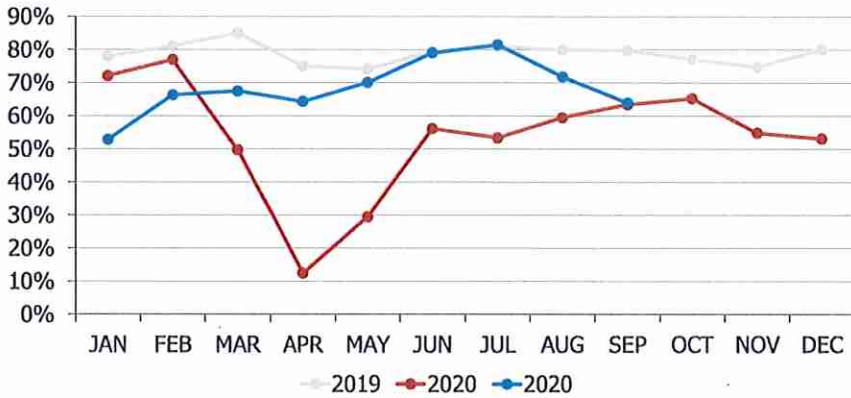


TOTAL INTERNATIONAL PASSENGERS

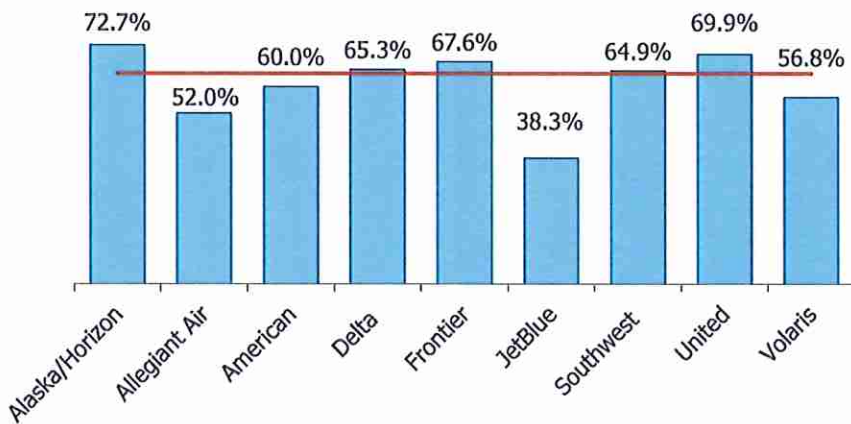


In September 2021, RNO served 3,342 international passengers, an increase of 61.1% versus September 2020.

AVERAGE ENPLANED LOAD FACTOR



In September 2021, RNO's average enplaned load factor was 64.0%, an increase of 0.6 pts. versus September 2020.

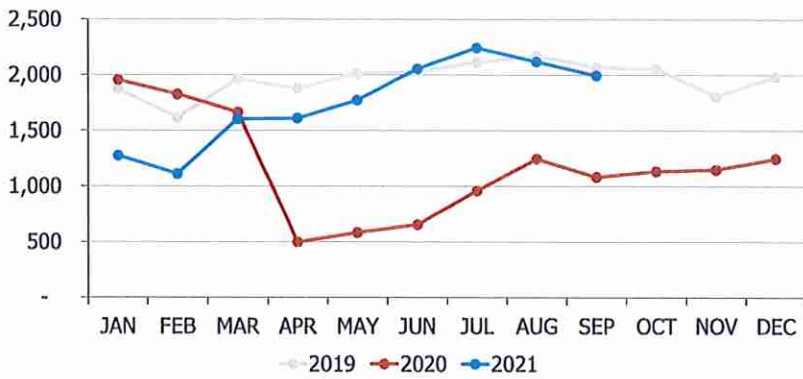


The red horizontal line on the left represents RNO's average enplaned load factor.

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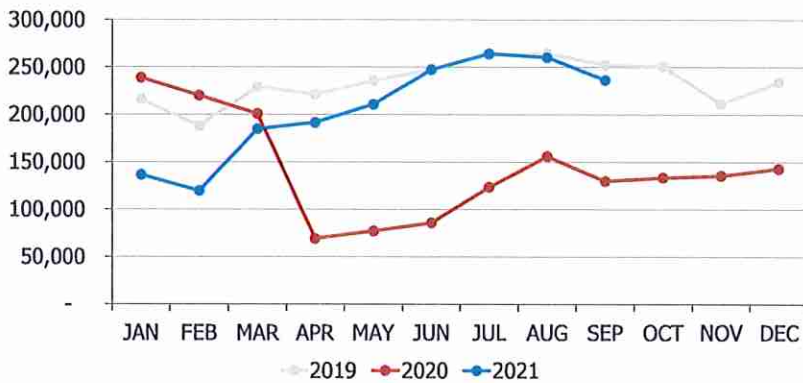


DEPARTURES



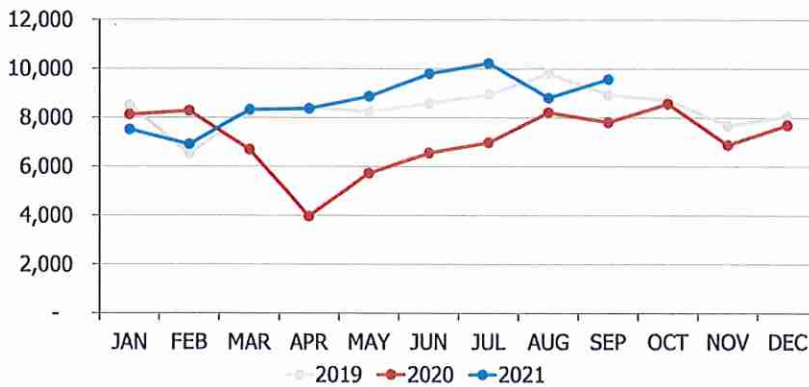
In September 2021, RNO handled 1,998 departures, an increase of 84.3% when compared to September 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 84.2% for the same period.

DEPARTING SEATS



In September 2021, RNO offered 236,862 departing seats, an increase of 82.2% when compared to September 2020.

TOTAL OPERATIONS



A total of 9,580 operations were handled at RNO in September 2021, an increase of 22.6% when compared to September 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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November 2021 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha! - ExpressJet	10	Begins Nov 9. Three weekly Tue, Thu, Sun
Austin	American	24	Five to six weekly flights the first three weeks. Then daily
Bakersfield	aha! - ExpressJet	13	Three weekly Mon, Wed, Fri
Burbank	Southwest	29	Daily
Chicago-Midway	Southwest	1	one flight on November 6. Then suspends for the season
Chicago-O'Hare	American	3	Two flights on Nov 1 and one flight on Nov 2. Then suspends for the season
Dallas-Love	Southwest	4	Daily flights on Nov 23, 24, 28, 29
Dallas/Fort Worth	American	89	Three daily
Denver	Southwest	74	Three daily. Once a day on Tue, Wed
	United	88	Three daily
Eugene	aha! - ExpressJet	13	Begins Nov 1. Three weekly Mon, Wed, Fri
Fresno	aha! - ExpressJet	9	Begins Nov 11. Twice weekly Wed, Fri
Guadalajara	Volaris	17	Four weekly. Mon, Wed, Thu, Fri
Houston-Hobby	Southwest	4	Daily flights on Nov 23, 24, 28, 29
Houston-Intercontinental	United	8	Daily flights on Nov 6, 7, 13, 14, 20, 21, 27, 28
Las Vegas	Allegiant	30	Daily
	Frontier	20	Four to six times a week
	Southwest	175	Five to seven times a day
Long Beach	Southwest	54	Twice daily. Once a day on Sat
Los Angeles	Alaska	48	Twice daily. Once a day starting Nov 19
	American	88	Three daily
	Delta	88	Three daily
	JetBlue	19	Four to five weekly flights
	Southwest	51	Twice daily. Once a day from Nov 1-6 and Sat
	United	58	Twice daily. Once a day on Nov 25, 26
Medford	aha! - ExpressJet	13	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	10	Daily, Nov 19-29
Oakland	Southwest	30	Daily
Ontario	aha! - ExpressJet	12	Begins Nov 4. Three weekly Tue, Thu, Sun
Orange County	Allegiant	1	Suspends after Nov 1
	Southwest	6	Once daily on Nov 20, 23, 24, 27, 28, 29
Pasco	aha! - ExpressJet	13	Three weekly Tue, Thu, Sun
Phoenix	American	118	Four daily
	Southwest	60	Twice daily
Portland	Alaska	40	Daily. Twice daily on Nov 2, 3, 7, 8, 11, 12, 14, 15, 18
Redmond/Bend	aha! - ExpressJet	11	Begins Nov 5. Three weekly Mon, Wed, Fri
Salt Lake City	Delta	113	Three to four daily
San Diego	Southwest	32	Daily
San Francisco	United	108	Three to four daily
San Jose	Southwest	29	Daily
Seattle	Alaska	110	Two to five times a day

Multiple airlines in a market

Source: Diio Mi, 10.21.2021

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

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air • hotel • adventure Powered by EXPRESSJET

aha! Air Hotel Adventure										Schedule				
Airport/City	Code	Start Date	Day of Week							Departure		Arrival		
			Mon	Tue	Wed	Thu	Fri	Sat	Sun	RNO	Dest.	Dest.	RNO	
Pasco/Tri-Cities, WA	PSC	10.24.2021		X		X				X	2:05 PM	3:40 PM	4:25 PM	6:00 PM
Bakersfield, CA	BFL	10.25.2021	X		X		X				3:00 PM	4:15 PM	5:00 PM	6:15 PM
Medford/Ashland, OR	MFR	10.31.2021		X		X				X	10:00 AM	11:10 AM	11:55 AM	1:05 PM
Eugene/Springfield, OR	EUG	11.1.2021	X		X		X				10:25 AM	11:50 AM	12:35 PM	2:00 PM
Ontario, CA	ONT	11.4.2021		X		X				X	1:35 PM	3:03 PM	4:00 PM	5:28 PM
Redmond/Bend, OR	RDM	11.5.2021	X		X		X				9:50 AM	11:11 AM	11:55 AM	1:16 PM
Arcata/Eureka, CA	ACV	11.9.2021		X		X				X	9:30 AM	10:40 AM	11:25 AM	12:35 PM
Fresno, CA	FAT	11.10.2021	*		X		X				2:30 PM	3:33 PM	4:15 PM	5:18 PM

aha! will offer three weekly roundtrips to all destinations
 * = Monday flights added in December
 For bookings go to www.flyaha.com
 Flights will be available on Expedia and Cheapair on October 28
 Expedia, Kayak and Travelocity is expected to go online on or before December 31
 X = one roundtrip flight

Source: Schedules data via Diao Mi

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Total Passengers Sep-21						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2019	2020		2021		
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%	438,168	210.8%	
AUG	431,640	183,343	-57.5%	369,686	101.6%	
SEP	392,353	164,103	-58.2%	302,929	84.6%	
3rd QTR	1,256,181	488,432	-61.1%	1,110,783	127.4%	
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		1,529,858		2,618,632	71.2%	

Total Enplaned Passengers Sep-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	217,124	228.8%
AUG	211,958	93,015	188,207	102.3%
SEP	202,280	82,844	152,267	83.8%
OCT	193,859	87,379		
NOV	158,558	74,910		
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	1,308,863	
YTD Total		764,174	1,308,863	71.3%

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	221,044	194.9%
AUG	219,682	90,328	181,479	100.9%
SEP	190,073	81,259	150,662	85.4%
OCT	187,020	86,303		
NOV	159,464	73,867		
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	1,309,769	
YTD Total		765,684	1,309,769	71.1%

Total Cargo Volume in Pounds Sep-21						
	Cargo in Pounds		% Diff.	2021		YOY % Diff.
	2019	2020		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%	12,722,035	5,770	-5.0%
AUG	12,909,571	12,563,172	-2.7%	11,636,003	5,277	-7.4%
SEP	11,350,614	13,014,081	14.7%	13,055,518	5,921	0.3%
3rd QTR	36,798,123	38,964,355	5.9%	37,413,556	16,968	-4.0%
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		106,788,967		110,151,711	49,955	3.1%

Enplaned Passengers & Load Factor				
Airline	Enplaned	Sep-21	Sep-20	Diff.
Alaska/Horizon	17,645	72.7%	58.9%	13.9
Allegiant Air	3,089	52.0%	75.3%	-23.3
American	30,310	60.0%	74.9%	-14.9
Delta	15,152	65.3%	49.3%	16.0
Frontier	2,435	67.6%	68.9%	-1.3
JetBlue	3,103	38.3%	45.2%	-6.9
Southwest	57,015	64.9%	57.7%	7.1
United	21,201	69.9%	76.6%	-6.7
Volaris	1,728	56.8%	71.9%	-15.1

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