

December Departmental Reports



north lake tahoe

December 2021
Meetings & Conventions Report

TURNED DEFINITE

1. Alliance Defending Freedom - ADF 2022 Senior Staff Retreat, 4/6/22-4/9/22, 175 rooms at Resort at Squaw Creek

NEW MEETINGS & RFPs DISTRIBUTED

1. Huddle Agency - Camp Generate 2022 - 3/28/22-3/29/22, 194 rooms, 175 people, 194 rooms
2. HPN Global - 81314 - 2022 NA Sapphire Retreat - 4/21/22-4/23/21, 120 people, 205 rooms
3. SAP - SAP America US CEO Summit - 4/23/22-4/29/22, 100 people, 238 rooms
4. Arapahoe County Bar Association - 2022 Spring CLE - 5/10/22-5/13/22, 20 people, 64 rooms
5. HPN Global - 81147 Championship Golf Tournament - 7/9/22-7/18/22, 130 people, 392 rooms
6. American Bar Association - 2022 Summer Leadership Meeting - 7/19/22-7/23/22, 50 people, 96 rooms
7. Bushnell Outdoor Products - 2023 Bushnell Outdoor Product Sales Meeting - 8/1/22-8/4/22, 175 people, 545 rooms
8. Optinose - 2023 Circle of Excellence - 6/5/23-6/11/23, 50 people, 122 rooms

NEW INQUIRIES

1. American Senior Housing Association - ASHA 2024 Mid-Year Meeting - 6/8/24-6/13/24, 250 people, 614 rooms
2. Twilio - Twilio VOX Summit May & December - 5/18/22-5/21/22, 150 people, 484 rooms
3. Falk-Drone Wedding - 9/15/22-9/17/22, 150 people, 60 rooms
4. Annual Sales Meeting - 6/1/22-6/4/22, 275 people, 875 rooms
5. BASF Corporation - Innovation Symposium CA - 10/20/22-10/23/22, 116 people, 430 rooms
6. Novo Nordisk, Inc. - Pacific Team Meeting - 2/7/22-2/9/22, 13 people, 39 rooms
7. Hillel International - Hillel Dwell June 2022 - 6/19/22-6/22/22, 150 people, 326 rooms
8. Perfectly Posh - Self Care 2023 Summit - 2/1/23-2/4/23, 250 people, 381 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Updated/refreshed our CVENT profile with new copy
 - Follow-up from Visit CA Roadshow and Holiday Showcase

SITE VISITS & SALES CALLS

- Hosted Site Visits:
 - National Interstate Insurance - Maureen Primosch, Dec 8-11
 - Key Account Conference - 8/2/2022 - 8/7/2022, 235 rooms, 100 ppl
 - Move-CAP Advisory Board Meeting - 9/17/2022 - 9/20/2022, 90 rooms, 40 ppl
 - TowCap Advisory Board Meeting - 4/3/2023 - 4/5/2023, 125 rooms, 60 ppl

TRADE SHOWS & EVENTS

- Attended trade shows:
 - CalSAE Seasonal Spectacular - December 15-16
 - Visit CA Roadshow Dec 6, 2021 – Pendry Hotel Chicago
 - Holiday Showcase – Dec 13-14, 2021 – Hilton Chicago
- Upcoming trade shows:
 - Connect Chicago – Jan 19-20, 2022 – Swiss Hotel Chicago

CHICAGO EFFORTS

- Our in-market representative, Denise Cmiel focused on the below for the month of December:
 - January 2022 Site for Air Movement Control – 2 Lake Tahoe Resorts shortlisted



north lake tahoe

December 2021

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Reno-Tahoe Territory meeting Dec. 8th
 - HotelBeds possible Spring campaign with Visit California / Brand USA to reach Canada, Mexico, UK and Germany. Revised room production YTD at 3k room nights.
 - Planning GoWest Pre-FAM w/Volaris and (10) tour operators for Feb. 12
 - Planning GoWest Adventure Day with (20) product managers for Feb. 17
- Key Projects:
 - Visit California High Sierra Digital Optimization Project (40) destinations
 - Expedia Spring Campaign request for participation

December 2021 Monthly Report



north lake tahoe



December Executive Summary

- Despite a decrease in impressions due to the heavily competitive holiday season, paid media campaigns for MCC and the Consumer campaign continued to be strong. The fall campaign, in particular, had 70% more conversions than in October. The Millennial audience led to the most TOS conversions, with Los Angeles as the most engaged location.
- In terms of creative for paid media campaigns, video and retargeting messaging continue to be the most successful, leading to the most TOS conversions.



north lake tahoe

December Executive Summary

- The fervor for snow increased metrics across the board including on the website, through social channels, PR initiatives and across paid media efforts.
- Top markets continued to be nearby California cities including cities in the San Francisco Bay Area, Sacramento area and Reno. However, Charlotte, North Carolina also became a top market this month.
- Most traffic continued to come via mobile platforms (60%) and through organic search (over 71,000 visitors).



north lake tahoe

December Executive Summary

- Real-time and informational pages continued to be an asset to website viewers with the webcams, road conditions and other safety-related pages at the top of the most visited page list in December. Winter activities were also of interest. Additionally, with the onset of the Omicron variant, the COVID-19 information page was a top page this month.
- Crowdriff's metrics increased markedly this month due to fresh new snow assets.



north lake tahoe

December Executive Summary

- PR efforts this month primarily focused on proactive media outreach highlighting winter travel in North Lake Tahoe as well as ski resort openings. The team had nine secured clips that included an estimated digital monthly visits of 1.6M and an estimated digital coverage views of 15K.
- Coverage featured ski season and ski resort openings, lodging properties, family friendly winter activities, holiday and New Year's Eve celebrations. Media outlets included Visit California, *STYLE Magazine*, *Marin Living*, *Traveling Mom* and more.
- The PR team also coordinated a social influencer visit in partnership with Visit California for the first week in January 2022.



north lake tahoe

December Executive Summary

- From a social perspective, metrics on all platforms were up dramatically from a slower November – all due to snow and winter related content.
- Top posts featured events and winter content. For example, a record snowfall post on Facebook generated 8,868 engagements, including 675 shares.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an incredible 21,012 views and 1,377 engagements.



north lake tahoe

An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that large, light-colored rocks are visible beneath the surface. The shoreline is lined with dense green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Paid Media".

Paid Media

All Campaigns Overview

Start Date
12/1/2021

End Date
12/31/2021

618,028
IMPRESSIONS

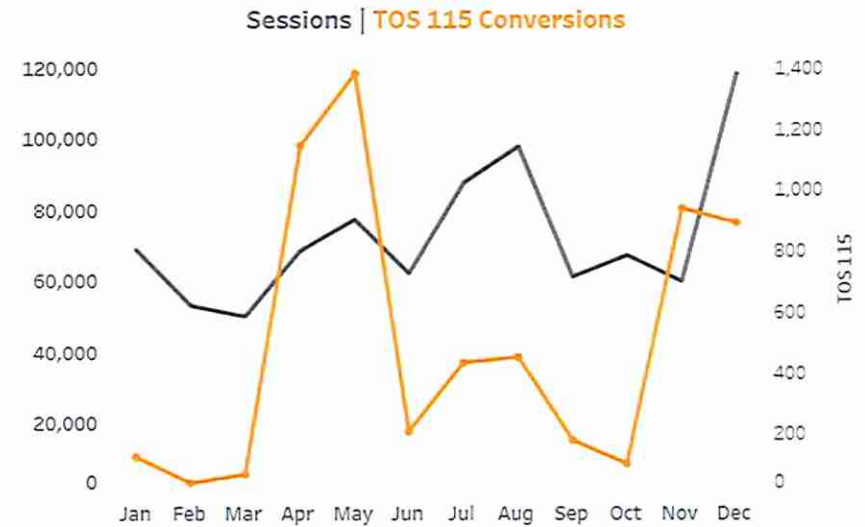
\$1.39
COST PER CLICK

6,351
CLICKS

892
TOS
CONVERSIONS

\$9.90
COST PER TOS
CONVERSION

- Consumer: Cost per conversion dropped a healthy 62%.
- MCC: TOS conversions increased 122% from November.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	430,166	5,370	1.25%	\$1.27	\$6,815.11	872	\$7.82	0
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	20	\$100.71	0
Total	618,028	6,351	1.03%	\$1.39	\$8,829.33	892	\$9.90	0

Consumer Paid Media Executive Summary

- The December report covers November 15th to December 31st.
- Although spend is low thus far, San Diego is performing at a 3-5x higher engagement level vs LA. As spend increases in January, LA is being closely monitored for further optimizations.
- Compared to November TOS conversions, Paid Search earned an additional 362 and Social earned 25. The increase correlated with general optimizations and winter creative switches.
- Optimizations have maintained the trend of lowering cost per conversion since October.
- For social, Sustainability won 78% of TOS conversions. The Jones Family audience followed with 18%.
- High Value audience performed strong in social, with 12 more TOS conversions than the Boomer, Jones and Millennial audiences combined. High Value also resonated in the programmatic space.



north lake tahoe

Overview by Campaign

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

6,454
CLICKS

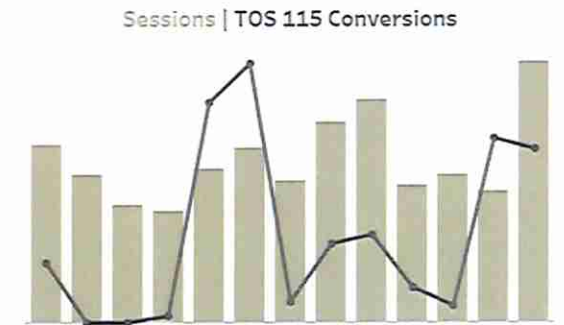
\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
----------	-------------	--------	-----	-----	------	----------------------	---------	------------------

Consumer	459,185	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95
----------	---------	-------	-------	--------	------------	----	-------	--------



Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

	Impressions	Clicks	CTR	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Facebook	275,828	2,850	1.03%	\$3,569.08	8	172	\$20.75
Programmatic Display	104,622	516	0.49%	\$627.43	0	8	\$78.43
Google Ads	46,624	2,954	6.34%	\$3,434.98	85	981	\$3.50
Instagram	32,111	134	0.42%	\$441.11	0	0	N/A
Grand Total	459,185	6,454	1.41%	\$8,072.60	93	1,161	\$6.95

Overview by Medium

Start Date
11/15/2021

End Date
12/31/2021

459,185
IMPRESSIONS

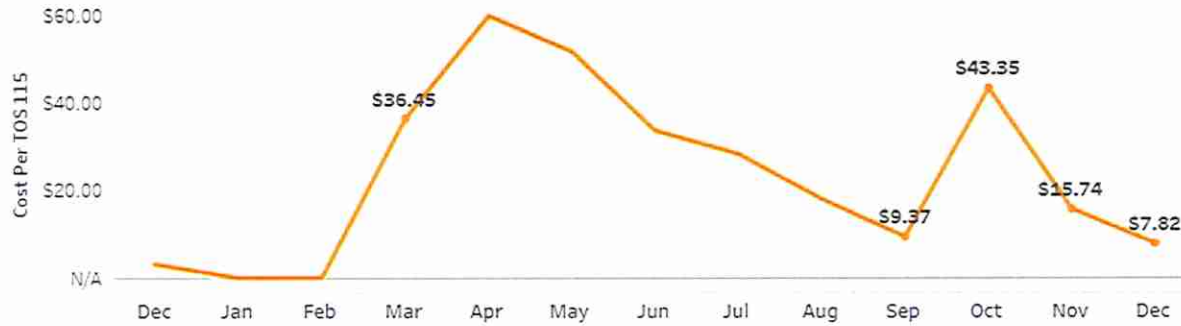
6,454
CLICKS

\$1.25
CPC

1,161
TOS 115
CONVERSIONS

\$6.95
COST PER TOS 115
CONVERSION

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Social	307,939	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32
Display	104,622	516	0.49%	\$1.22	\$627.43	0	8	\$78.43
Paid Search	46,624	2,954	6.34%	\$1.16	\$3,434.98	85	981	\$3.50
Grand Total	459,185	6,454	1.41%	\$1.25	\$8,072.60	93	1,161	\$6.95

Overview by DMA

Start Date
11/15/2021

End Date
12/31/2021

			Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
459,185 IMPRESSIONS	Prospecting	Los Angeles							
		Boomer Ben	24,123	301	\$0.97	1.25%	\$291.09	1	\$291.09
		The Jones Family	20,804	237	\$1.23	1.14%	\$291.36	3	\$97.12
		Millennial Megan	20,443	196	\$1.48	0.96%	\$290.48	1	\$290.48
6,454 CLICKS	San Diego	Millennial Megan	20,960	165	\$1.77	0.79%	\$291.31	6	\$48.55
		The Jones Family	19,537	162	\$1.80	0.83%	\$292.14	4	\$73.04
		Boomer Ben	9,686	57	\$1.03	0.59%	\$58.48	0	N/A
\$1.25 CPC	National	Sustainability	163,562	1,104	\$1.43	0.67%	\$1,573.76	134	\$11.74
		High Value	94,597	561	\$2.45	0.59%	\$1,375.80	31	\$44.38
		Paid Search	41,807	2,706	\$1.15	6.47%	\$3,106.46	883	\$3.52
1,161 TOS 115 CONVERSIONS	Retargeting	National							
		Retargeting	37,416	696	\$0.23	1.86%	\$162.94	0	N/A
		Paid Search	4,817	248	\$1.32	5.15%	\$328.52	98	\$3.35
		Sustainability	1,382	21	\$0.49	1.52%	\$10.24	0	N/A
\$6.95 COST PER TOS 115 CONVERSION	Grand Total		459,134	6,454	\$1.25	1.41%	\$8,072.60	1,161	\$6.95

*This page excludes ads that cannot be sorted into DMA groups effectively. Rows with 0 impressions are included here to account for the lagging conversions seen in the overall data. Conversions from ads that premiered in the fall have 0 impressions in December.

Paid Social Performance

Start Date
11/15/2021

End Date
12/31/2021

307,939
IMPRESSIONS

2,984
CLICKS

\$1.34
CPC

172
TOS 115
CONVERSIONS

\$23.32
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Sustainability	163,562	1,104	0.67%	\$1.43	\$1,573.76	3	134	\$11.74
	High Value	48,115	386	0.80%	\$2.84	\$1,096.91	3	25	\$43.88
	Millennial Megan	22,144	235	1.06%	\$1.98	\$466.24	0	6	\$77.71
	The Jones Family	20,824	291	1.40%	\$1.60	\$466.40	2	6	\$77.73
	Boomer Ben	14,496	251	1.73%	\$0.93	\$233.70	0	1	\$233.70
Retargeting	Retargeting	37,416	696	1.86%	\$0.23	\$162.94	0	0	N/A
	Sustainability	1,382	21	1.52%	\$0.49	\$10.24	0	0	N/A
Total		307,939	2,984	0.97%	\$1.34	\$4,010.19	8	172	\$23.32

Paid Social Creative Performance

Start Date
11/15/2021

End Date
12/31/2021

Creative Performance

307,939
IMPRESSIONS

2,984
CLICKS

\$1.34
CPC

172
TOS 115
CONVERSIONS

\$23.32
COST PER TOS 115
CONVERSION

			Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115		
Facebook	Prospecting	Sustainability	140,816	1,008	0.72%	\$1,327.73	\$1.32	134	\$9.91		
		High Value	41,762	361	0.86%	\$955.57	\$2.65	25	\$38.22		
		Millennial Megan	21,207	232	1.09%	\$449.13	\$1.94	6	\$74.85		
		The Jones Family	20,163	287	1.42%	\$440.57	\$1.54	6	\$73.43		
		Boomer Ben	14,288	251	1.76%	\$230.10	\$0.92	1	\$230.10		
	Retargeting	Retargeting	36,236	690	1.90%	\$155.92	\$0.23	0	N/A		
		Sustainability	1,356	21	1.55%	\$10.06	\$0.48	0	N/A		
		Instagram	Prospecting	Sustainability	22,746	96	0.42%	\$246.03	\$2.56	0	N/A
				High Value	6,353	25	0.39%	\$141.34	\$5.65	0	N/A
			Millennial Megan	937	3	0.32%	\$17.11	\$5.70	0	N/A	
The Jones Family	661		4	0.61%	\$25.83	\$6.46	0	N/A			
Boomer Ben	208	0	0.00%	\$3.60	N/A	0	N/A				
Retargeting	Retargeting	1,180	6	0.51%	\$7.02	\$1.17	0	N/A			
	Sustainability	26	0	0.00%	\$0.18	N/A	0	N/A			
Grand Total			307,939	2,984	11.56%	\$4,010.19	\$1.34	172	\$23.32		

Paid Search Performance

Start Date
11/15/2021

End Date
12/31/2021

Ad Group Performance

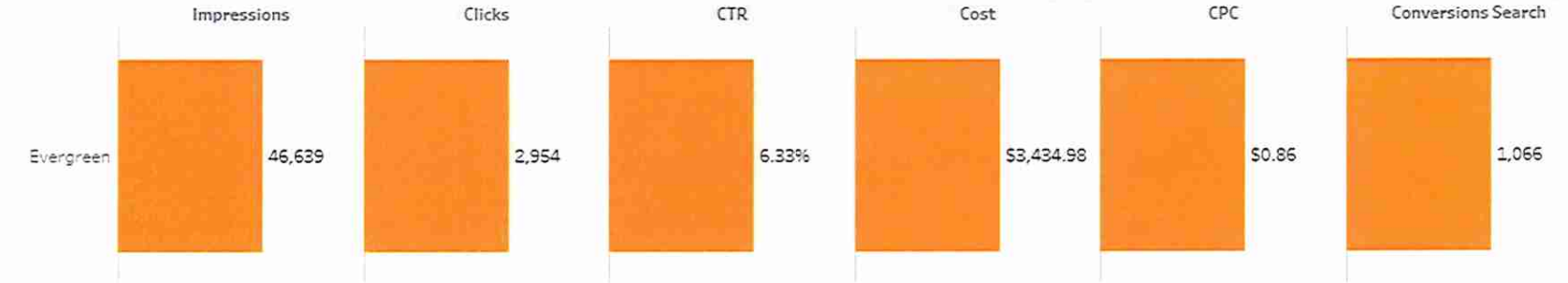
46,639
IMPRESSIONS

2,954
CLICKS

\$0.86
COST PER CLICK

1,066
TOS 115
CONVERSIONS

\$3.50
COST PER TOS 115
CONVERSIONS



Impressions | Clicks



Impressions | Conversions



*Measures on this page and the next do not exactly match Overview slides as Paid Search uses a different data set.

Paid Search Performance

Start Date 11/15/2021 End Date 12/31/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
+winter +vacation	4,721	257	\$0.73	5.44%	\$352.94	71	27.6%
+skiing	3,081	85	\$0.63	2.76%	\$134.61	24	28.2%
+winter +vacation +places	2,793	202	\$0.76	7.23%	\$264.31	61	30.2%
+snow +skiing	2,257	62	\$0.68	2.75%	\$91.37	19	30.6%
north tahoe	2,036	202	\$1.80	9.92%	\$112.23	100	49.5%
+resort	1,595	63	\$1.26	3.95%	\$49.83	14	22.2%
what to do in tahoe	1,590	108	\$1.64	6.79%	\$65.70	39	36.1%
things to do	1,513	127	\$1.57	8.39%	\$80.95	54	42.5%
+California +ski	1,477	50	\$0.77	3.39%	\$65.21	20	40.0%
California ski	1,238	61	\$0.84	4.93%	\$72.67	18	29.5%
+snowmobiling +rentals	1,080	165	\$0.68	15.28%	\$241.73	53	32.1%
+ski +resorts	989	38	\$0.70	3.84%	\$54.63	23	60.5%
north lake tahoe	962	64	\$1.20	6.65%	\$53.19	31	48.4%
+cross +country +skiing	850	32	\$0.58	3.76%	\$54.73	19	59.4%
snowmobiling north lake t..	723	130	\$0.52	17.98%	\$250.62	57	43.8%
activities	718	64	\$1.62	8.91%	\$39.41	24	37.5%
snowmobiling rentals	622	130	\$1.51	20.90%	\$86.08	8	6.2%
+north +lake +tahoe	611	60	\$1.22	9.82%	\$49.22	30	50.0%
snowboarding	604	3	\$0.71	0.50%	\$4.20	2	66.7%
+ski +resort	577	25	\$0.77	4.33%	\$32.61	17	68.0%
events	569	58	\$1.68	10.19%	\$34.61	19	32.8%
+snowmobiling +vacations	565	65	\$0.55	11.50%	\$118.79	24	36.9%
+vacation	529	17	\$1.29	3.21%	\$13.18	2	11.8%
+snowmobiling +trips	513	50	\$0.53	9.75%	\$94.05	17	34.0%
+winter +vacation +ideas	476	22	\$0.81	4.62%	\$27.01	10	45.5%
+north +tahoe	428	63	\$2.07	14.72%	\$30.48	31	49.2%

Display Performance

Start Date
11/15/2021

End Date
12/31/2021

104,622
IMPRESSIONS

516
CLICKS

\$1.22
CPC

8
TOS 115
CONVERSIONS

\$78.43
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	104,616	516	0.49%	\$1.22	\$627.43	8	\$78.43
Retargeting	6	0	0.00%	N/A	N/A	0	N/A
Grand Total	104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

Display Creative Performance

Start Date
11/15/2021

End Date
12/31/2021

104,622
IMPRESSIONS

516
CLICKS

\$1.22
CPC

8
TOS 115
CONVERSIONS

\$78.43
COST PER TOS 115
CONVERSION

Creative CTR Trending



DMA	Platform	Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Programmatic Display	Prospecting	46,527	175	0.38%	\$1.59	\$278.89	6	\$46.48
		Retargeting	6	0	0.00%	N/A	N/A	0	N/A
San Diego	Programmatic Display	Prospecting	29,207	172	0.59%	\$1.02	\$175.24	1	\$175.24
Los Angeles	Programmatic Display	Prospecting	28,882	169	0.59%	\$1.03	\$173.29	1	\$173.29
Grand Total			104,622	516	0.49%	\$1.22	\$627.43	8	\$78.43

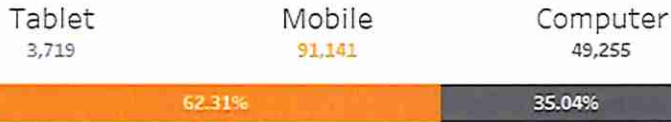
*Rows with 0 impressions have leftover conversions from previous months. Our conversion window is set to 90 days.

Website Performance

Start Date
11/15/2021

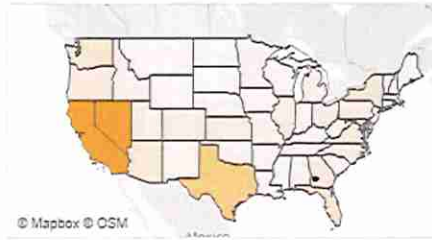
End Date
12/31/2021

140,552
SESSIONS



Top Regions

Sessions



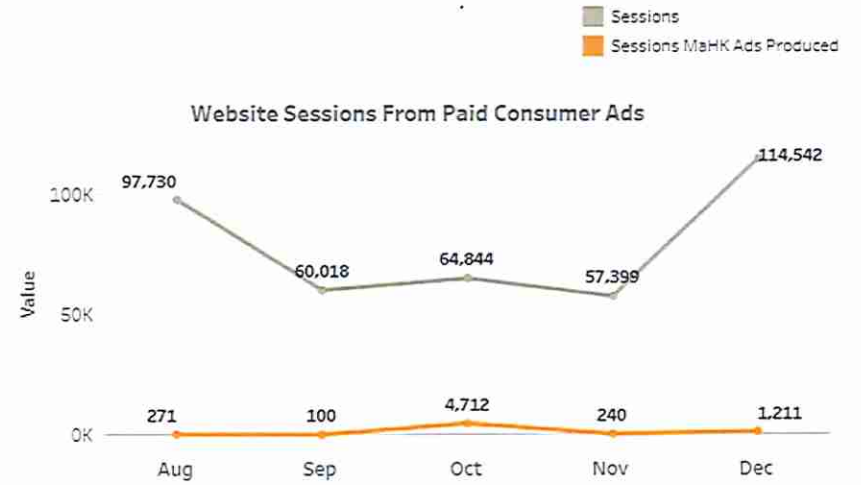
00:01:09
SESSION DURATION

1.6
PAGES PER SESSION

78%
NEW USER
SESSION RATE

76%
BOUNCE RATE

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	110,308	164,587	00:01:07	1.5	78%
Direct	15,665	25,059	00:01:07	1.6	74%
Referral	9,011	19,037	00:01:35	2.1	64%
Search	3,187	7,671	00:01:35	2.4	52%
Display	1,289	1,492	00:00:11	1.2	92%
Social	1,050	1,556	00:00:34	1.5	82%
(not set)	24	44	00:01:03	1.8	71%
Native	9	17	00:00:47	1.9	56%
Video	8	12	00:00:07	1.5	75%
Gallus_app	1	1	00:00:00	1.0	100%
Grand Total	140,552	219,476	00:01:09	1.6	76%

Consumer Paid Media Recommendations

- Watch personas carefully during new COVID outbreak and optimize to higher performance levels.
- Continue optimization across channels to decrease conversion costs and continue trending lower. This will be done through additional 'interest' adjustments and targeting options.
- Continue to build Retargeting audiences as they win the highest percentage of TOS conversions in display and on other channels.
- Maintain social's Sustainability messaging as it leads to more TOS conversions. Consider expanding Sustainability messaging to other channels.
- Local/Sustainability messaging continues with the highest levels of engagement across various channels and should continue to be a long-term messaging strategy going forward.



north lake tahoe

MCC Paid Media Executive Summary

- Facebook messaging maintained the low cost per conversion rates, followed by YouTube and Display.
 - Display earned the most TOS conversions showing higher levels of engagement.
- TOS conversions across the MCC campaign increased 122%. Fresh creative combined with retargeting resulted in a higher overall CTR than previous months.
 - The increase in conversions mainly stems from general optimizations and the new creative that went live halfway through November.



north lake tahoe

Overview by Campaign

Start Date
12/1/2021

End Date
12/31/2021

187,862
IMPRESSIONS

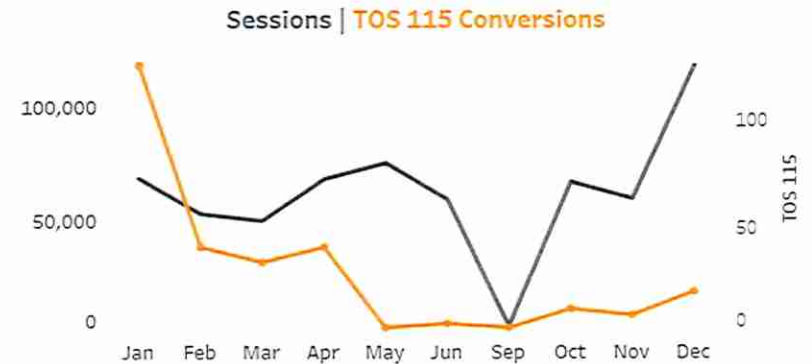
981
CLICKS

\$2.05
COST PER CLICK

20
TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

- MCC gained an additional 11 TOS conversions from November.
- While CPC increased by \$0.26, total clicks climbed 15%. This continues the trend from November in climbing clicks, conversions and sessions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71
Total	187,862	981	0.52%	\$2.05	\$2,014.22	0	20	\$100.71

Overview by Medium

Start Date
12/1/2021

End Date
12/31/2021

Cost per Conversion Trending

187,862
IMPRESSIONS

981
CLICKS



\$2.05
COST PER CLICK

20
TOS CONVERSIONS

\$100.71
COST PER TOS
CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	Submit RFP Conversion	TOS 115	Cost per Conversion
Display	Programmatic Display	102,966	\$561.88	484	\$1.16	0.47%	0	9	\$62.43
Video	YouTube	27,434	\$291.82	91	\$3.21	0.33%	0	6	\$48.64
	LinkedIn	25,192	\$360.10	95	\$3.79	0.38%	0	0	N/A
	Facebook	4,974	\$135.65	42	\$3.23	0.84%	0	1	\$135.65
	Instagram	1,208	\$3.32	1	\$3.32	0.08%	0	0	N/A
Paid Social	LinkedIn	20,652	\$571.23	174	\$3.28	0.84%	0	0	N/A
	Facebook	3,411	\$73.22	87	\$0.84	2.55%	0	4	\$18.30
	Instagram	2,025	\$17.00	7	\$2.43	0.35%	0	0	N/A
Grand Total		187,862	\$2,014.22	981	\$2.05	0.52%	0	20	\$100.71

Paid Social Performance

Start Date
12/1/2021

End Date
12/31/2021

26,088
IMPRESSIONS

406
CLICKS

4
TOS
CONVERSIONS

0
SUBMIT RFP
CONVERSIONS

\$232.10
COST PER TOS
CONVERSION

Platform	Targeting	Ad Name	Impressions	F	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conversion
Facebook	Retargeting	fall-audio-visual	2,460		58	2.36%	\$0.86	\$49.76	4	\$12.44
		fall-breakout	576		16	2.78%	\$1.06	\$17.02	0	N/A
		fall-room-to-project	333		12	3.60%	\$0.48	\$5.75	0	N/A
		fall-conference-room	42		1	2.38%	\$0.69	\$0.69	0	N/A
Instagram	Retargeting	fall-audio-visual	1,096		6	0.55%	\$1.38	\$8.25	0	N/A
		fall-room-to-project	851		1	0.12%	\$7.89	\$7.89	0	N/A
		fall-breakout	51		0	0.00%	N/A	\$0.68	0	N/A
		fall-conference-room	27		0	0.00%	N/A	\$0.18	0	N/A
LinkedIn	Prospecting	Conference	5,114		53	1.04%	\$1.96	\$103.76	0	N/A
		Room	4,141		40	0.97%	\$2.21	\$88.23	0	N/A
		Audio	3,916		37	0.94%	\$2.28	\$84.18	0	N/A
		Carousel	3,839		8	0.21%	\$26.48	\$211.83	0	N/A
		Break	3,642		36	0.99%	\$2.31	\$83.23	0	N/A

Display Performance by Placement

Start Date
12/1/2021

End Date
12/31/2021

102,966
IMPRESSIONS

484
CLICKS

9
TOS 115
CONVERSIONS

0.47%
CLICKTHROUGH RATE

\$62.43
COST PER
TOS CONVERSION

- Cost per conversion has been steadily falling since October as a result of optimization. Cost per TOS session dropped by over \$8 from November.
- While TOS conversions increased to a total of 9, the CTR dropped 10% from November. This could mean that ads are reaching a more specific group who clicked through for a TOS conversion.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

Display Performance by Creative

Start Date
12/1/2021

End Date
12/31/2021

102,966
IMPRESSIONS

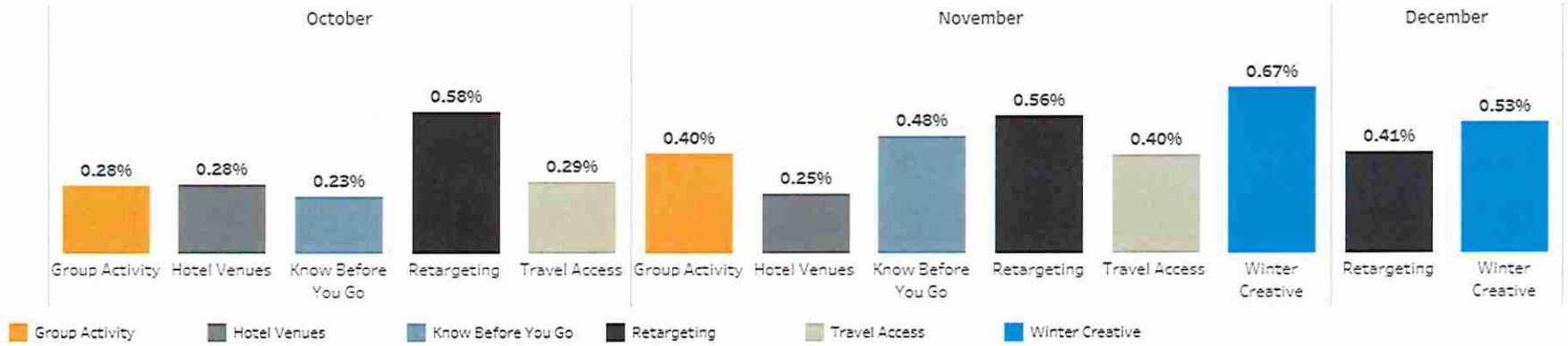
484
CLICKS

9
TOS 115
CONVERSIONS

0.47%
CLICK THROUGH RATE

\$62.43
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	52,205	214	0.41%	\$1.71	\$365.44	7	\$52.21
Winter Creative	50,761	270	0.53%	\$0.73	\$196.45	2	\$98.22
Grand Total	102,966	484	0.47%	\$1.16	\$561.88	9	\$62.43

Video Performance

Start Date
12/1/2021

End Date
12/31/2021

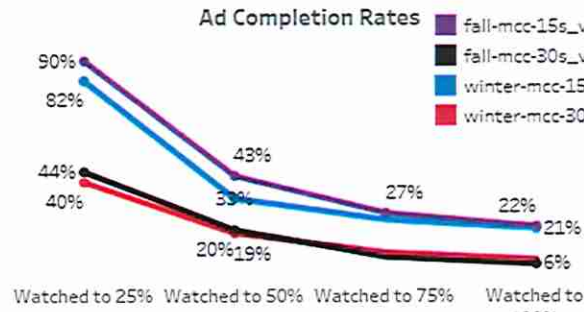
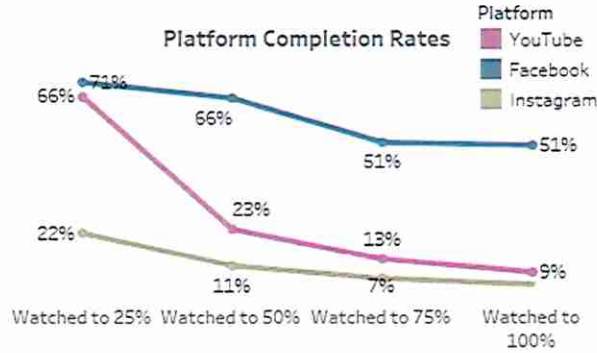
58,808
IMPRESSIONS

53,357
TOTAL VIEWS

7
TOS CONVERSIONS

\$3.45
COST PER CLICK

\$112.98
PRIMARY CPC



Top Ads	Total Views
winter-mcc-15s_video	17,423
fall-mcc-15s_video	13,732
winter-mcc-30s_video	8,119
fall-mcc-30s_video	3,817

Platform	Targeting	Ad	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
YouTube	Retargeting	fall-mcc-15s_video	6,055	721	10.77%	18	0.30%	\$63.33	4	\$15.83
		fall-mcc-30s_video	4,265	312	6.90%	23	0.54%	\$46.48	0	N/A
		winter-mcc-15s_video	7,413	734	9.42%	18	0.24%	\$79.38	1	\$79.38
		winter-mcc-30s_video	9,681	991	8.64%	32	0.33%	\$102.63	1	\$102.63
LinkedIn	Prospecting	mcc_video 15s	14,297	11,443	50.90%	45	0.31%	\$200.28	0	N/A
		mcc_video 30s	10,895	8,605	27.43%	50	0.46%	\$159.82	0	N/A
Facebook	Retargeting	fall-mcc-15s_video	1,462	1,153	67.85%	9	0.62%	\$41.48	0	N/A
		fall-mcc-30s_video	446	363	0.67%	4	0.90%	\$12.93	0	N/A
		winter-mcc-15s_video	2,498	1,783	60.53%	20	0.80%	\$67.40	0	N/A
		winter-mcc-30s_video	568	401	0.88%	9	1.58%	\$13.85	1	\$13.85
Instagram	Retargeting	fall-mcc-15s_video	36	12	5.56%	0	0.00%	\$0.10	0	N/A
		fall-mcc-30s_video	42	13	0.00%	0	0.00%	\$0.11	0	N/A
		winter-mcc-15s_video	922	269	5.75%	1	0.11%	\$2.44	0	N/A
		winter-mcc-30s_video	208	61	2.88%	0	0.00%	\$0.66	0	N/A
Grand Total			58,808	26,861	26.06%	229	0.39%	\$790.89	7	\$112.98

*For LinkedIn, we currently do not have the %s watched, which is why this value is 0.00% in the table and why LinkedIn is excluded from the line graphs.

Website Performance

Start Date
12/1/2021

End Date
12/31/2021

1,702
SESSIONS



Top Regions	Sessions
California	72,401
Nevada	11,112
Texas	3,908
Florida	2,028
Washington	1,798



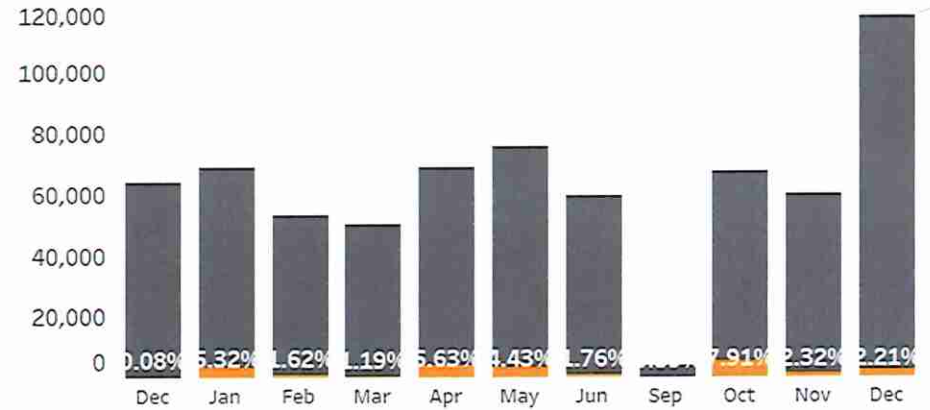
00:00:03
SESSION DURATION

1.0
PAGES PER SESSION

98%
NEW USER SESSION RATE

96%
BOUNCE RATE

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,409	1,458	00:00:01	1.0	97%
Social	261	281	00:00:10	1.1	94%
Search	32	44	00:00:42	1.4	78%
Total	1,702	1,783	00:00:03	1.0	96%

Trending Performance

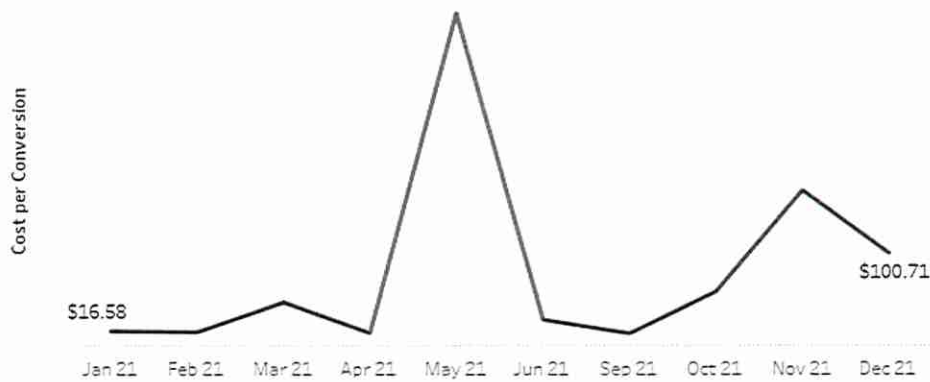
TOS 115 & Book Now Conversions



Website Sessions



Cost per TOS 115 Conversion



Impressions



MCC Paid Media Recommendations

- Continue to optimize impressions and TOS conversions costs across display and video.
- Continue prioritizing Retargeting for display. Especially in the MCC audience, the retargeting pulls high TOS conversions.
- Prioritize :15 second videos where appropriate to increase completion rates with retargeting efforts.
 - Full video completions are higher for :15s as well as partial video views.
- Video continues to perform at higher levels across most trends and industries and should be considered a mainstay for retargeting efforts and rolled into prospecting efforts for further testing.



north lake tahoe

An aerial photograph of a kayaker on a lake. The water is a deep, clear blue-green. The kayaker is in a red kayak, positioned in the upper left quadrant. The lake is surrounded by lush green trees, and several large, light-colored rocks are visible in the lower half of the frame. A semi-transparent white rectangular box is overlaid on the center of the image, containing the word "Website" in a bold, dark blue font.

Website

Visitors & Sessions

Visitors (MoM)	Sessions	Page Views	Pages Per Session	Sessions Per User	Avg. Session Duration	Events	Pledge Form Completions
100,125 (+73%)	124,506 (+88%)	183,203 (+61%)	1.47 (-14%)	1.24 (+8%)	1:01 (-1%)	101,875 (+108%)	1 (0%)

- There were 100,125 visitors to GoTahoeNorth.com, up 73% from the previous month.
- Events were up significantly in December with 101,875 total, most likely due to continued paid media.
- There was one Traveler Responsibility Pledge form completion this month.



north lake tahoe

Location

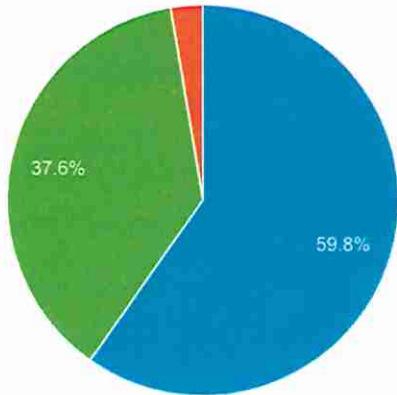
State	Users	Time on Page
California	56,375	1:06
Nevada	8,639	1:19
North Carolina	5,286	0:09
Texas	3,193	1:13
Florida	1,748	1:08

City	Users	Time on Page
San Francisco	8,398	1:06
San Jose	6,082	1:12
Sacramento	5,709	1:09
Charlotte	4,545	0:04
Reno	3,454	1:10
Los Angeles	3,391	1:35
Incline Village	2,255	1:35
Oakland	1,786	1:12
Truckee	1,637	1:13
Roseville	1,215	1:02

- Of the top five states, the most engaged with the website was Nevada at 1:19.
- The top 10 cities were mostly nearby California and Nevada cities, but Charlotte, North Carolina made its way to the top five in December. The most engaged city was a tie with Los Angeles and Incline Village at 1:35 average time on page.



Device



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

Device Category	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	100,125 <small>% of Total: 100.00% (100,125)</small>	98,852 <small>% of Total: 100.09% (98,760)</small>	124,506 <small>% of Total: 100.00% (124,506)</small>	78.89% <small>Avg for View: 78.89% (0.00%)</small>	1.47 <small>Avg for View: 1.47 (0.00%)</small>	00:01:01 <small>Avg for View: 00:01:01 (0.00%)</small>	75.28% <small>Avg for View: 75.28% (0.00%)</small>	93,726 <small>% of Total: 100.00% (93,726)</small>
1. mobile	59,542 (59.77%)	59,325 (60.01%)	75,708 (60.81%)	80.03%	1.38	00:00:57	67.72%	51,266 (54.70%)
2. desktop	37,430 (37.57%)	36,913 (37.34%)	45,407 (36.47%)	77.11%	1.62	00:01:07	86.67%	39,355 (41.99%)
3. tablet	2,651 (2.66%)	2,614 (2.64%)	3,391 (2.72%)	77.23%	1.58	00:01:06	91.57%	3,105 (3.31%)

- Most users continued to visit the site from mobile with 60% of the total audience.
- Desktop users were the most engaged with 1:07 average time on page and 1.62 pages per session.



Top Pages Visited

- Users were most engaged with the Road Conditions page (5:06) followed by the COVID-19 page (3:20).
- Demographics were primarily aged 25-44 from San Francisco with mixed genders.

Page	Visitors	Time on Page	Top Demos
Webcams	32,060	3:15	M/35-44/San Francisco
Road Conditions	31,104	5:06	M/35-44/San Francisco
Weather Report	15,402	2:11	M/35-44/San Francisco
Home	11,761	2:11	F/25-34/San Francisco
Winter Activities	4,541	0:55	F/25-34/San Francisco
Lodging	4,050	1:11	M/25-34/San Jose
Activities	2,333	0:33	F/25-34/San Francisco
COVID-19	2,290	3:20	F/35-44/San Francisco
Snowmobile Rentals and Tours	2,181	1:05	M/35-44/San Francisco
Getting Here	2,072	1:28	F/25-34/New York



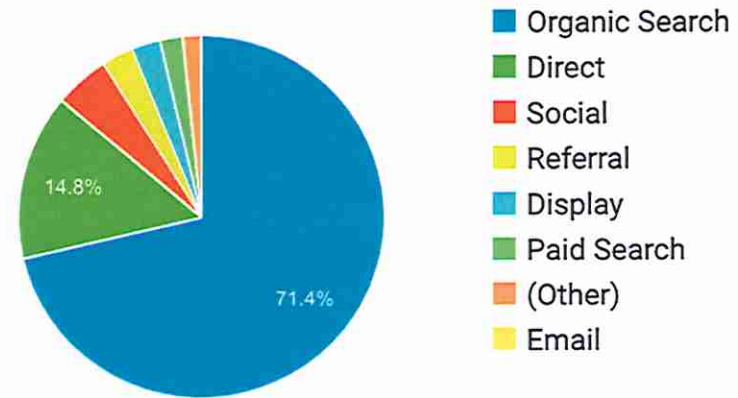
north lake tahoe

Channel Performance

- Organic Search brought in the most users to the website at 71,787.
- Users coming to the website from Referrals were the most engaged with the website (2:21).



Top Channels



Source	Visitors	Session Duration
Organic Search	71,787	1:04
Direct	14,847	0:45
Social	4,869	0:31
Referral	2,836	2:21
Display	2,554	0:02

Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,330 as well as the most engaged users (3:04).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,330	3:04
SkiLakeTahoe.com	172	1:23
VisitCalifornia.com	161	1:54
OlympicVillageInn.com	116	0:35
AmpProject.org	100	0:09



SEO Traffic Performance

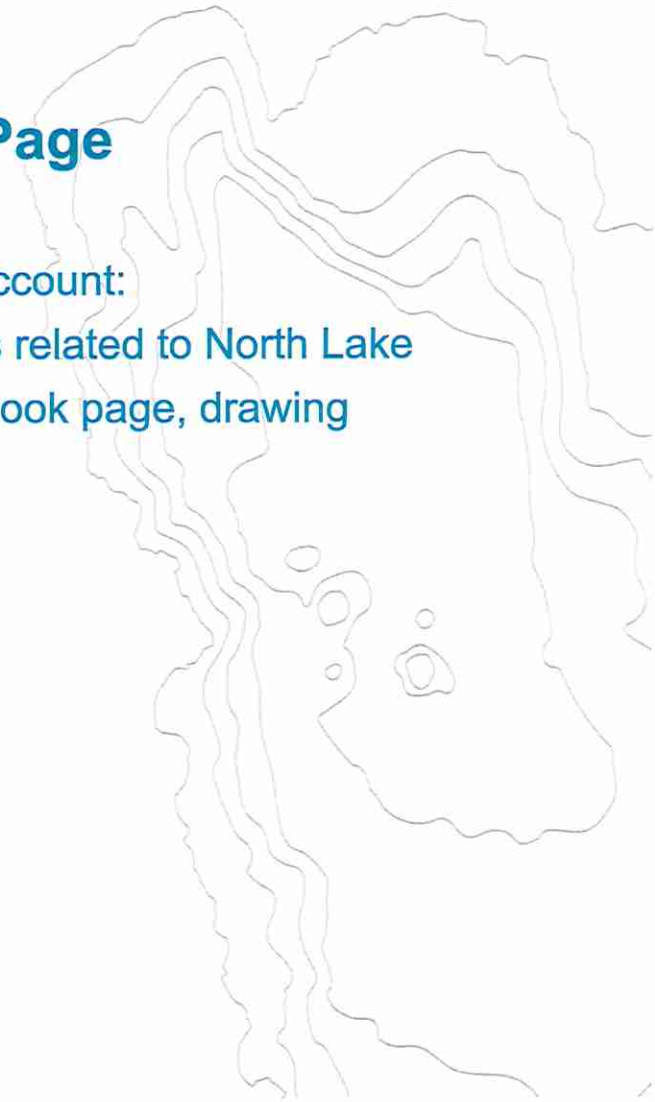
Acquisition			Behavior			Conversions	
All Goals ▾							
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
43.64% ▲ 71,787 vs 49,978	45.88% ▲ 70,821 vs 48,548	53.98% ▲ 91,092 vs 59,160	2.33% ▲ 79.21% vs 77.40%	7.11% ▼ 1.44 vs 1.55	2.43% ▼ 00:01:04 vs 00:01:06	16.34% ▼ 81.99% vs 98.00%	28.82% ▲ 74,686 vs 57,977

- Traffic from Organic Search was up 43% from 2021.
- Average session duration was slightly down but remains strong above one minute.



SEO Suggestions – Delete Unused Facebook Page

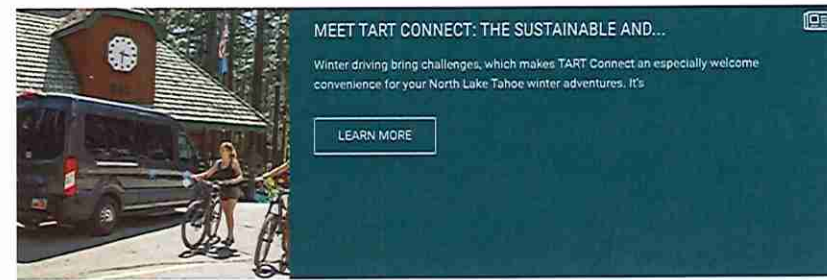
- We recommend disabling/closing down the following Facebook account: facebook.com/LakeTahoeNorth. It is currently ranking in searches related to North Lake Tahoe, most notably it is competing with the current, active Facebook page, drawing traffic away from it.



Blogs



- Posted: 12/17
- Pageviews: 190
- Time on Page: 1:30

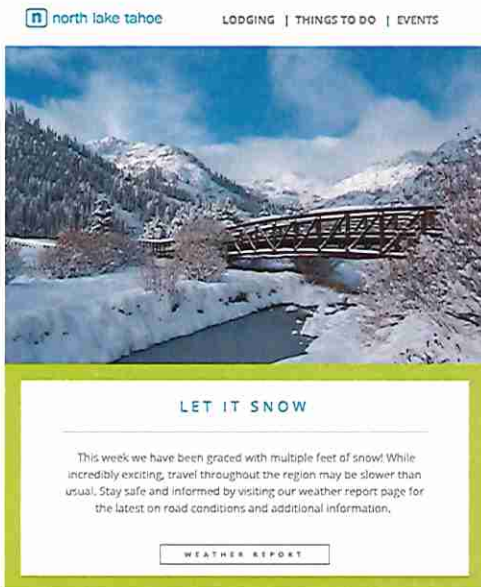


- Updated: 12/17
- Pageviews: 54
- Time on Page: 6:33
- Note: This was a blog revision where we updated copy with relevant information and included winter activity imagery.



eNewsletters

Two eNewsletters were sent out the month of December. One of them featuring the lakeside activities blog and encouraging local shopping. The second was a short eBlast wishing readers a happy holiday season and new year.

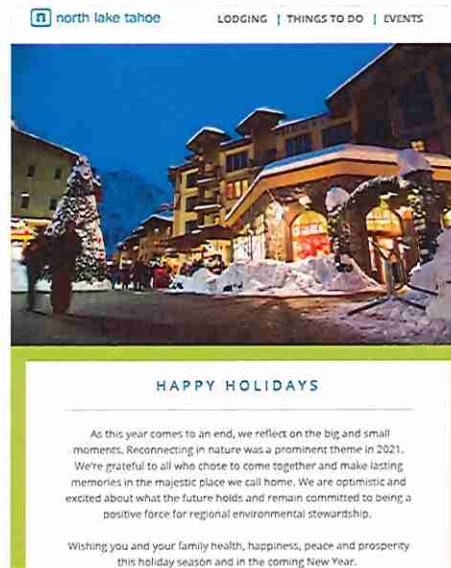


Winning subject line:
“Enjoy The Most Wonderful Time Of Year Lakeside”

Sent: 12/17

Open Rate: 23.2%
(Industry Avg: 16%)

CTR: 6.5%
(Industry Avg: 1.6%)



Winning subject line:
“Holiday Greetings and Warm Wishes”

Sent: 12/23

Open Rate: 22.9%
(Industry Avg: 16%)

CTR: 1.7%
(Industry Avg: 1.6%)

CrowdRiff Insights

Dec 01, 2021 → Dec 31, 2021

Monthly

Engagement ...



For the selected date range your galleries had a **37.8% engagement rate**.
Your engagement rate is calculated from **659 interactions** and **1.7k views**.



Top galleries

Wedding page	75% Engagement rate	33 Interactions	44 Views
Home Page Test	32.5% Engagement rate	660 Interactions	2.0k Views
North Tahoe Eats	27.8% Engagement rate	15 Interactions	54 Views



CrowdRiff Insights



An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that large, light-colored rocks are visible beneath the surface. The shoreline is lined with green trees and more rocks. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

PR December Recap

- Efforts primarily focused on proactive media outreach highlighting ski resort openings in North Lake Tahoe and other winter business endeavors.
- Partnered with Visit California to coordinate and host a social influencer visit first week of January.
- Contributed new content for *Marin Living Magazine*.
- Continued to meet with partners virtually throughout the destination.
- Researched media/influencers for IMM event media appointments.



north lake tahoe

Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Honeymoon Hotels & Suites
 - Winter/Seasonal Travel
 - California's Best Ski Resorts
 - Ski Resort Openings
 - New Years Destinations
- Highlights:
 - Collaborated with Visit California on story ideas about historic locations, landmarks and local favorites in North Lake Tahoe.
- Media Conversations:
 - *STYLE Magazine Sacramento, Marin Living Magazine, Visit California, Men's Journal, Traveling Mom, Careful of Kids*
 - Top-tier outlets and various freelance writers including GoNOMAD



north lake tahoe



MEN'S JOURNAL

STYLE
M A G A Z I N E

marin living.
magazine

Earned Media Results

- Secured Clips: 9
- Est. Digital Monthly Visits: 1.6M
- Est. Digital Coverage Views: 15K
- Coverage featured holiday and New Year's Eve celebrations, the ski season, ski resort openings, what's new, family-friendly winter activities, weather conditions and lodging properties.



north lake tahoe

marin living.
magazine

Here's What's New in Tahoe

👤 Molly O'Brien 📍 Travel



The Lake Tahoe-area ski season is upon us. (Photo courtesy by North Tahoe Tourism)

Coverage Highlights

CARFUL OF KIDS

9 Things To Do in Tahoe City with Kids this Winter

DECEMBER 11, 2021



CALIFORNIA NOW BLOG / 15 AWARD-WINNING HOTELS IN CALIFORNIA

15 Award-Winning Hotels in California



Discover these acclaimed hotels that live up to the hype and then some

Photos: 2 months ago
by Kaito Eplboim



CARFUL OF KIDS

Celebrate the Holidays in Lake Tahoe

DECEMBER 7, 2021



LODGING NEWS FINANCE & DEVELOPMENT OPERATIONS TECHNOLOGY PEOPLE

10 Ways Hotels Are Celebrating the Holidays

By LODGING Staff • December 21, 2021



north lake tahoe

Coverage Highlights

PLACER COUNTY IN A WINTER WONDERLAND

► Staff - December 16, 2021

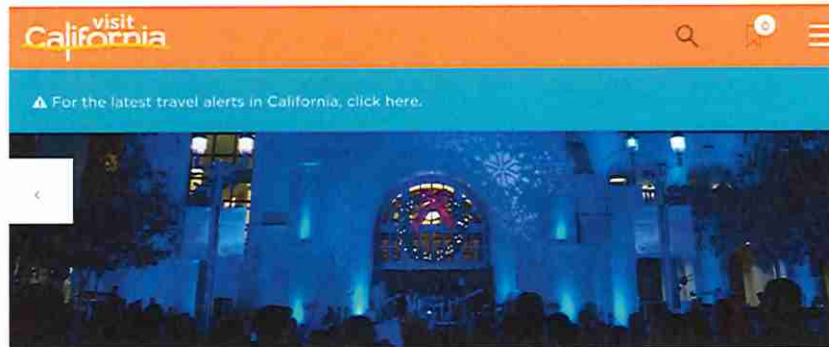
< Share     



Times-Herald



"The roads have cleared up, and it's going to be nice weather, and I believe our businesses are all prepared and ready to welcome visitors on this holiday weekend," said Andy Chapman, president and CEO of the Incline Village Crystal Bay Visitors Bureau. "The fresh snow is amazing to come and play in."



California's Rocking New Year's Eve

Coverage Highlight Links

- Visit California - [California's Rocking New Year's Eve](#)
- Visit California - [15 Award-Winning Hotels in California](#)
- Carful of Kids - [Celebrate the Holidays in Lake Tahoe](#)
- Carful of Kids - [9 Things To Do in Tahoe City with Kids this Winter](#)
- *Marin Living* - [Here's What's New in Tahoe](#)



north lake tahoe

Coverage Highlight Links

- Roseville Today - [Placer County in a Winter Wonderland](#)
- LODGING - [10 Ways Hotels Are Celebrating the Holidays](#)
- *SKI Magazine* - [The Most Compelling News Stories of 2021](#)
- *Times-Herald* - [With record snow, monster delays, is Tahoe still safe for New Year's?](#)



north lake tahoe

Upcoming PR Initiatives

- Continue FAM Tour planning and coordination for spring 2022.
- Continue proactive media outreach pitching travel story angles focusing on winter/spring travel and long-lead spring-focused opportunities.
- Continue proactive media pitching targeting primary fly markets (LA, San Diego, Seattle, Phoenix, Dallas, Houston)
- Continue ongoing preparations and media outreach leading up to TravMedia's International Media Marketplace (IMM) event in New York City.



north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a red kayak. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. The right side of the image is framed by the dense, green foliage of evergreen trees. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Social Media" in a bold, dark blue font.

Social Media

Facebook Overview

Data	November	December	MoM
Audience	130,351	130,367	0%
Impressions	820,239	1,723,118	+110.1%
Engagement	26,898	73,501	+173.3%

- Content promoted winter activities, dining and lodging, as well as holiday messaging and events.
- Augustine continued to capture holiday assets throughout the region.
- 1.7M impressions and 6.1K post clicks were generated. The increase in impressions and engagement was due to excitement related to snow in the region.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Diego and Los Angeles.



north lake tahoe

Facebook Top Posts

- Top posts included snow updates throughout the region.
- Facebook continued to provide regional information including safety updates about road closures and resort information.
- The record snowfall post generated 8,868 engagements, including 675 shares. Social audiences remained engaged with all snow-related updates.



North Lake Tahoe
Mon 12/27/2021 5:10 am PST

Snowed in Tahoe saw a December record with over 193 inches recorded at the Central Sierra Snow Lab. We hope you are staying warm! Keep an eye on current conditions via our webcam.

Total Engagements	8,868
Reactions	3,323
Comments	414
Shares	675
Post Link Clicks	860
Other Post Clicks	3,596

North Lake Tahoe
Sat 12/26/2021 10:50 am PST

It's the most magical time of the year. Happy Holidays from North Lake Tahoe. May your day be merry and bright. 🎄🎅👶👶👶
@justinmajeczky

Total Engagements	4,757
Reactions	3,235
Comments	174
Shares	266
Post Link Clicks	—
Other Post Clicks	1,082

North Lake Tahoe
Tue 12/14/2021 13:43 am PST

Let it snow, let it snow, let it snow ❄️ We saw over 2 feet of powder snow in some areas. With additional snowfall expected today, travel throughout the region will be difficult. Remain safe and

Total Engagements	3,034
Reactions	2,492
Comments	129
Shares	173
Post Link Clicks	52
Other Post Clicks	788

Instagram Overview

Data	November	December	MoM
Audience	83,274	83,808	+0.6%
Impressions	370,777	759,654	+104.9%
Engagement	9,049	25,426	+181%

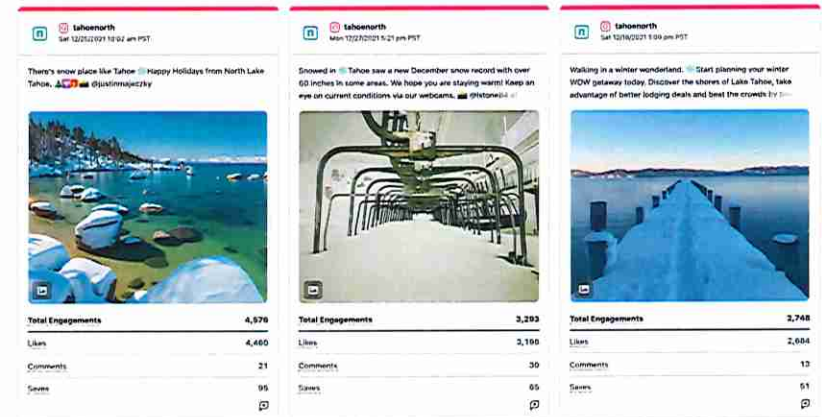
- Content showcased snow conditions and activities throughout the region.
- Augustine continued to highlight holidays events in the region through in-feed content.
- Metrics increased this month across the board due to sentiment around snowfall in North Lake Tahoe.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and Sacramento.



north lake tahoe

Instagram Top Posts

- Top posts included weather updates and lakeside winter views.
- A Happy Holidays post generated 4,576 engagements and 95 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.



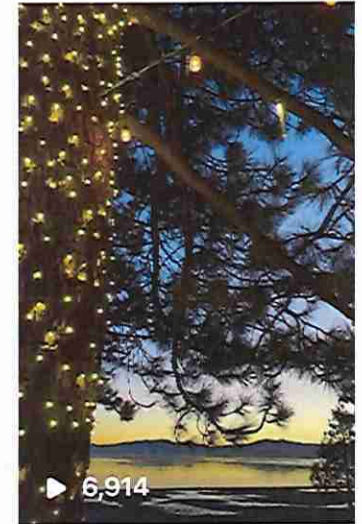
The image displays three screenshots of Instagram posts from the account 'lakenorth'. Each post includes a photo, a caption, and a table of engagement metrics.

Post Description	Total Engagements	Likes	Comments	Saves
There's snow place like Tahoe 🌨️ Happy Holidays from North Lake Tahoe. 🎄🎅🏻 @justinmajczyk	4,576	4,460	21	95
Snowed in 🌨️ Tahoe saw a new December snow record with over 60 inches in some areas. We hope you are staying warm! Keep an eye on current conditions via our webcams. 📹 @laketahoe	3,293	3,190	30	65
Walking in a winter wonderland. 🌨️ Start planning your winter WDW getaway today. Discover the shores of Lake Tahoe, take advantage of better lodging deals and beat the crowds! 🏡	3,748	2,654	13	51



Instagram Custom Content

- Custom content this month highlighted snow and holiday events in the region.
- The top piece of custom content this month was the Instagram Reel promoting opening day of Diamond Peak. The Reel generated an impressive 21,012 views and 1,377 engagements.
- Another Reel highlighted the tree lighting in Kings Beach, which generated 6,914 views and 276 engagements.



north lake tahoe

Twitter Overview

Data	November	December	MoM
Audience	23,059	23,731	+1.4%
Impressions	19,067	49,880	+171.6%
Engagement	507	1,677	+242.2%




- Content highlighted winter messaging.
- This audience increased this month, gaining 312 followers.
- Similar to other social platforms, there were increases in metrics due to snowfall in the region.
- Augustine will continue to provide timely weather updates on Twitter.



north lake tahoe

Twitter Top Posts

- Top posts provided weather updates and showcased scenic views.
- The top post on Twitter was a Happy Holidays post that generated 465 engagements.
- Twitter audience remained engaged with weather and safety updates with many accounts adding @tahoenorth to separate lists for preferred content. This helps accounts narrow down the content that is shared on Twitter feeds.

Post Content	Total Engagements	Likes	Retweets	Replies	Post Link Clicks	Other Post Clicks	Other Engagements
Happy Holidays from North Lake Tahoe. 	465	126	2	15	10	399	0
Whether you are enjoying the snow indoors or looking to get out and explore our winter wonderland, we ask visitors and locals to stay safe and up to date with weather and road conditions. 	210	20	2	1	51	126	0
	188	13	2	1	122	50	6

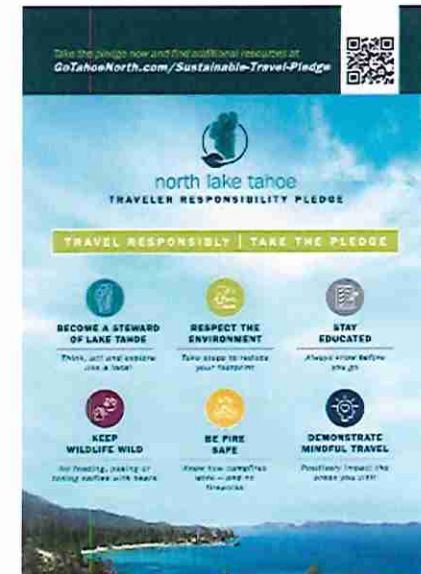


An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in the upper left quadrant, wearing a white life vest and a hat, with a yellow paddle. The water is crystal clear, revealing large, light-colored rocks at the bottom. The right side of the image is framed by the green foliage of trees. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Traveler Responsibility Pledge" in a bold, dark blue font.

Traveler Responsibility Pledge

Traveler Responsibility Pledge QR Code Results

- To date, there have been a total of 296 total scans.
- There were no scans in December.



north lake tahoe

An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in a red kayak, positioned in the upper left quadrant. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, there are dense evergreen trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Other Creative Projects" in a bold, dark blue font.

Other Creative Projects

Creative Projects

- Spring Campaign – Confirming paid media plan and beginning creative development for February 28th launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Developing monthly blogs and newsletters.
- Finalizing the year-round Know Before You Go Responsible Travel Guide focusing on sustainability messaging.
- Executing new creative ideas and activations for the fiscal year.



north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, light-colored rocks and patches of green algae or seaweed beneath the surface. On the right side, the dense green foliage of evergreen trees frames the scene. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "Industry Insights" in a bold, dark blue font.

Industry Insights

Industry Insights

- An Emphasis On Local Destinations - Hospitality consultant Ron Yariv predicts that “local tourism will continue to be important more than ever [in 2021].” Statistics from 2020 support his prediction. **That year, 72% of Americans didn’t take a summer vacation, but 31% did take a staycation.** Airbnb is expecting this trend to hold strong, too. They reported that that **nearly half of the travelers they surveyed were looking to take a vacation within driving distance of their homes.** Airbnb also reported that bookings within 300 miles of the traveler’s home jumped to 60 percent of all bookings in May 2020, compared to just 40 percent of bookings in February 2020. Why? **Millennials have preferred local tourism for the past few years.** Their reasoning? Mainly financial concerns. **One-quarter of millennials in one study said they wanted shorter, closer vacations because they didn’t want to spend more money.** Look for this trend to change directions as the pandemic winds down and the industry gains back some sense of normalcy. Skift’s Megatrends 2025 report predicts that leisure travel as a whole will be close to record-levels in 2025. (*Exploding Topics, “8 Travel Industry Trends For 2021 (And Beyond)”*)



north lake tahoe

Industry Insights

- The "experience economy" is huge in the travel industry. **But fewer and fewer people may be settling for commonplace vacation activities in the coming years. Instead, “consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful.”** Data insights company AirSage marks this as an emerging trend because “people no longer want boring and conventional travel experiences as much as they used to. Instead, **they would rather pay for vacations that are once in a lifetime opportunities.**” Airbnb is betting on this trend. Their website has offered the opportunity for consumers to book “experiences” since 2016. But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes. Other companies are banking their entire business model on this trend. Withlocals offers “personalized traveling”—the opportunity for travelers to book private tours and activities with locals around the world. *(Exploding Topics, “8 Travel Industry Trends For 2021 (And Beyond)”)*



north lake tahoe

Industry Insights

- A poll conducted on behalf of Exodus Travels went deep into consumers' attitudes. **It showed: 91% of travelers see the importance of taking ethical trips, 56% believe in buying souvenirs from local merchants and 44% want to support local businesses at their destination. Nearly 70% of travelers say they are more likely to book accommodations if they know the property is planet-friendly.** Many in the travel industry have recently made commitments to preserving the environment. As of 2023, hotels in the state of California will no longer be allowed to provide single-use toiletries in plastic bottles to their guests. (*Exploding Topics, "8 Travel Industry Trends For 2021 (And Beyond)"*)
- **Active Ecotourism is another trend that has emerged in response to the calls for more sustainable and thoughtful tourism.** It encourages combining the passion for travel with direct involvement in conservation and supporting the local environment. According to a recent Amadeus survey on rebuilding travel, **people consider cost-effective sustainable travel a priority. 37% of travelers surveyed think opportunities for travelers to be involved in the preservation of tourist destinations will help the industry to become more sustainable in the long term.** (*Regiondo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond"*)



north lake tahoe

Industry Insights

- **Transformative travel is about not just traveling for leisure but also aiming to make a difference in both the lives of others and oneself.** One of the main aims of transformative travel is to be involved in something that's significant and adds purpose to the trip. **Booking.com shares that 68% of global travelers would consider participating in cultural exchanges to learn a new skill, followed by a volunteering trip (54%) and international work placements (52%).** *(Regiundo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond")*
- **Experience tourism is on the rise.** This trend is about having a once-in-a-lifetime experience or gaining an emotional connection with cultures and nature. As travelers get tired or bored of cookie-cutter vacations in touristy hot spots, they begin looking for an authentic experience in their travel destination. They can easily go for a brand that will allow them to mingle with the locals and experience the culture of the people. **Harris Group did a study that revealed that 72% of millennials prefer spending more money on unique experiences rather than on material things.** *(Regiundo, "12 Tourism Trends That Will Shape the Travel Industry in 2022 and Beyond")*



north lake tahoe



THANK YOU



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

November 2021



U.S. DOMESTIC INDUSTRY OVERVIEW FOR NOVEMBER 2021

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 48.1% vs. Nov 2020, down 12.1% vs. Nov 2019
Capacity of Seats *:	Up 53.7% vs. Nov 2020, down 8.0% vs. Nov 2019
Crude Oil Average:	\$79.83 per barrel in Nov 2021 \$40.94 per barrel in Nov 2020

RNO Overview for November 2021 vs. November 2020

Total Passengers:	Up 117.4%
Avg. Enplaned Load Factor:	78.1%, up 23.3 pts.
Departures:	Up 52.0%
Departing Seats:	Up 52.0%
Cargo Volume:	Up 0.8%

RNO Overview for November 2021 vs. November 2019

Total Passengers:	Up 1.7%
Avg. Enplaned Load Factor:	Down 3.3 pts.
Departures:	Down 3.4%
Departing Seats:	Down 2.5%

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

NOVEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 323,508 passengers in November 2021, an increase of 117.4% versus November 2020, and an increase of 1.7% versus November 2019. The November 2021 total seat capacity was up 52.0% and the flights increased 52.0% when compared to November 2020. RNO served 31 non-stop destinations on 11 airlines in November 2021.

On December 15, aha! began non-stop flights to Spokane, WA. On January 3, 2022, the airline will start non-stop flights to Palm Springs, CA.

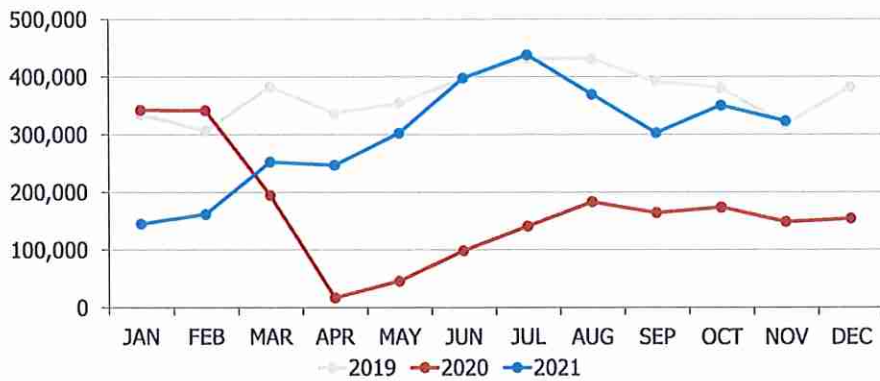
JSX offers non-stop flights from RNO to Las Vegas, Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

RNO handled 12,089,489 pounds of air cargo in November 2021, an increase of 0.8% when compared to November 2020.

wemoveyou

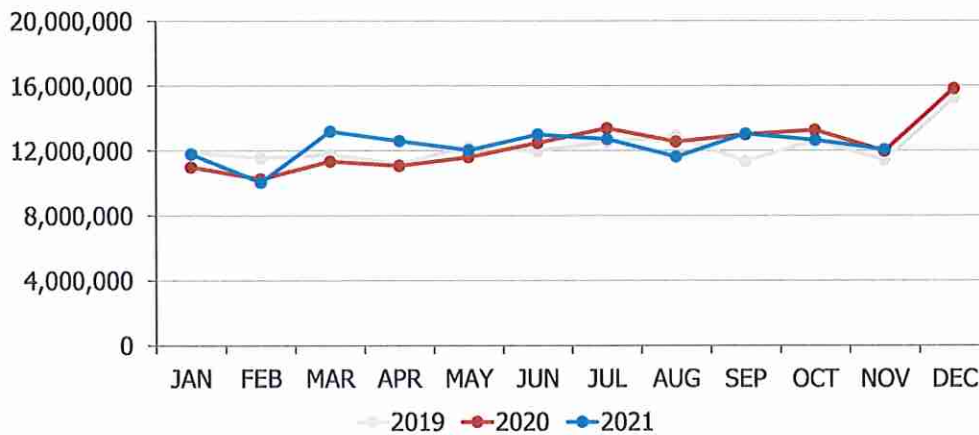


Passengers



Total Passengers			
	Nov-21	Nov-20	Difference
aha!	3,914	0	
Alaska/Horizon	30,731	13,313	130.8%
Allegiant Air	6,820	4,755	43.4%
American	59,384	25,999	128.4%
Delta	31,406	16,154	94.4%
Frontier	5,256	4,484	17.2%
JetBlue	7,235	1,602	351.6%
Southwest	132,471	50,645	161.6%
United	41,031	28,182	45.6%
Volaris	3,837	3,094	24.0%

Cargo

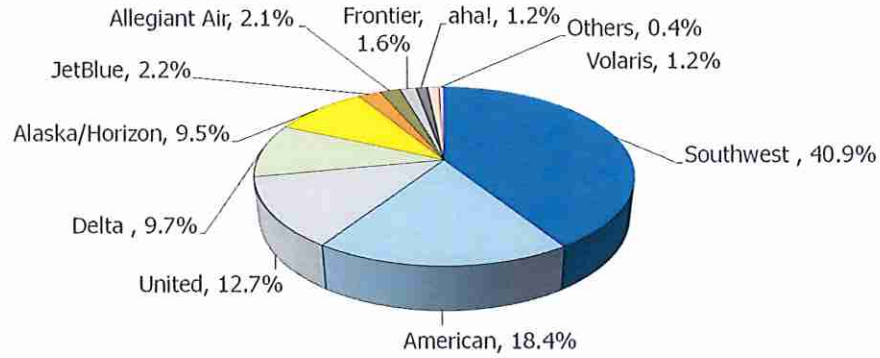


In November 2021, the FedEx cargo volume was up 2.7% and DHL was up 1.1% when compared to November 2020. UPS was down 5.5% during the same period.

wemoveyou

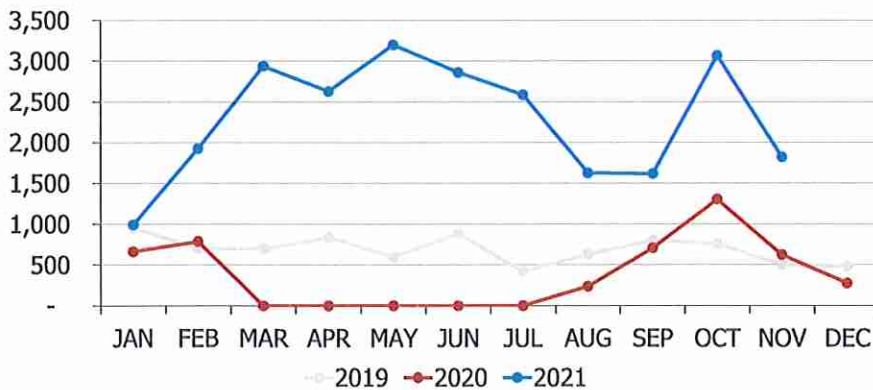


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Nov-21	Nov-20	YOY Change
aha!	1.2%	n/a	n/a
Alaska/Horizon	9.5%	8.9%	0.6
Allegiant Air	2.1%	3.2%	(1.1)
American	18.4%	17.5%	0.9
Delta	9.7%	10.9%	(1.1)
Frontier	1.6%	3.0%	(1.4)
JetBlue	2.2%	1.1%	1.2
Southwest	40.9%	34.0%	6.9
United	12.7%	18.9%	(6.3)
Volaris	1.2%	2.1%	(0.9)
Others	0.4%	0.4%	0.1

TOTAL CHARTER PASSENGERS

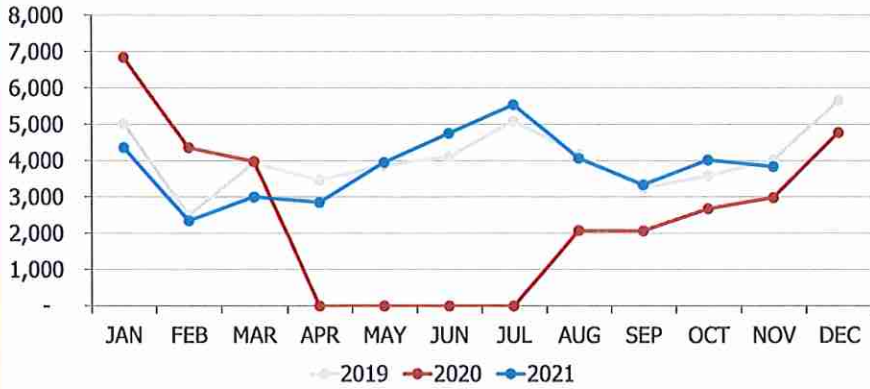


In November 2021, RNO served 1,825 passengers on charter flights, an increase of 192.5% when compared to November 2020.

wemoveyou

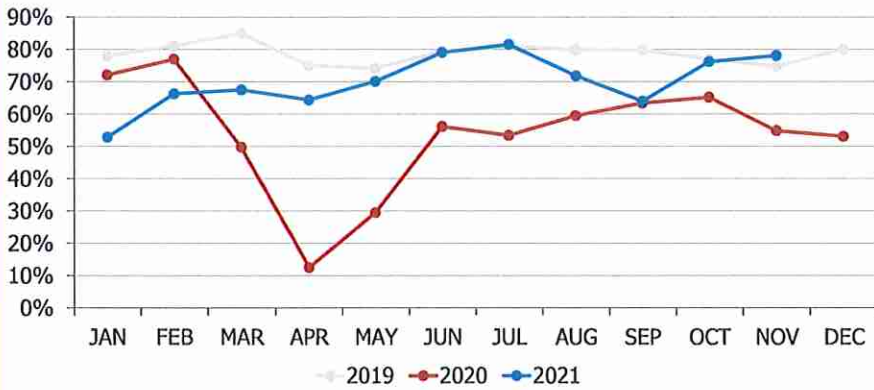


TOTAL INTERNATIONAL PASSENGERS

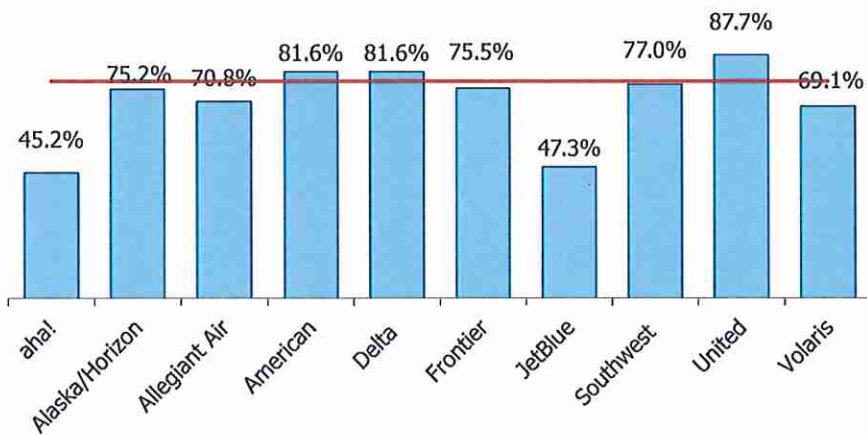


In November 2021, RNO served 3,837 international passengers, an increase of 28.5% versus November 2020.

AVERAGE ENPLANED LOAD FACTOR



In November 2021, RNO's average enplaned load factor was 78.1%, an increase of 23.3 pts. versus November 2020.

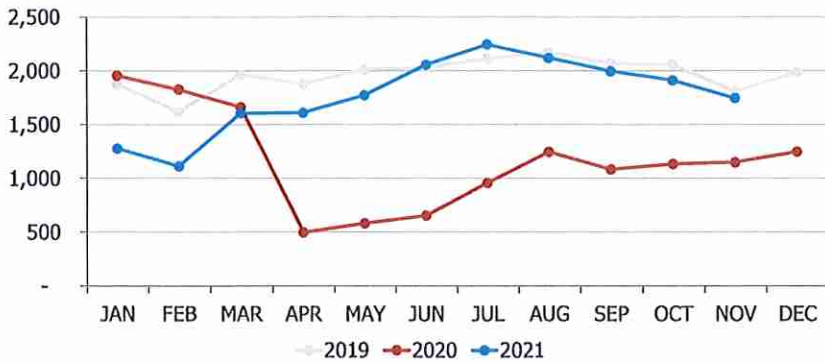


The red horizontal line on the left represents RNO's average enplaned load factor.

wemoveyou

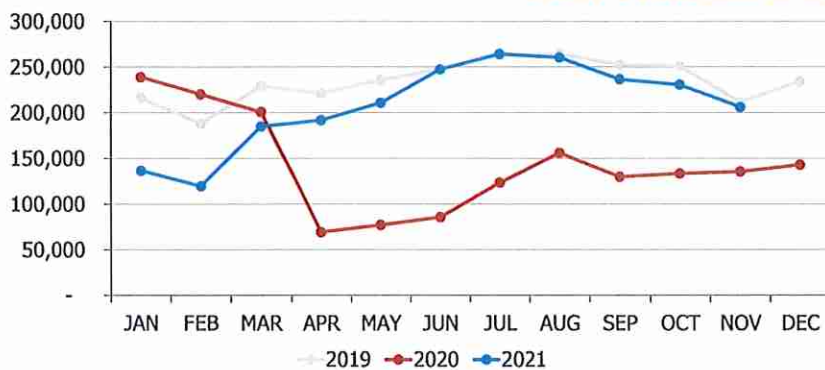


DEPARTURES



In November 2021, RNO handled 1,748 departures, an increase of 52.0% when compared to November 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 51.1% for the same period.

DEPARTING SEATS



In November 2021, RNO offered 206,302 departing seats, an increase of 52.0% when compared to November 2020.

TOTAL OPERATIONS



A total of 8,990 operations were handled at RNO in November 2021, an increase of 30.6% when compared to November 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

wemoveyou



January 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Atlanta	Delta	4	Daily 1 through 4, and then exits
Austin	American	31	Daily. No Tue Wed during first two weeks
Bakersfield	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Burbank	Southwest	29	Daily
Dallas-Love	Southwest	2	Flights on Jan 2 and 3, and then suspends
Dallas/Fort Worth	American	93	Three daily
Denver	Southwest	59	Twice daily
	United	92	Three daily
Eugene	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Fresno	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Guadalajara	Volaris	18	Daily on week days
Houston-Hobby	Southwest	2	Flights on 2 and 3, and then exits
Houston-Intercontinental	United	31	Daily
Las Vegas	Allegiant	30	Daily
	Frontier	30	Daily
	Southwest	187	Five to seven times a day
Long Beach	Southwest	57	Twice daily
Los Angeles	Alaska	31	Daily
	American	6	Twice daily on 1, 2 and 3, and then suspends
	Delta	90	Three daily
	JetBlue	23	Four to five weekly flights. Mon, Thu, Fri, Sat, Sun
	Southwest	57	Twice daily. Once daily on Sat
	United	62	Twice daily
Medford	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	30	Daily
Oakland	Southwest	31	Daily
Ontario	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Orange County	Southwest	3	Daily on 1, 2 and 3, and then exits
Palm Springs	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Pasco	aha!/ExpressJet	13	Three weekly Tue, Thu, Sun
Phoenix	American	104	Three to four daily
	Southwest	62	Twice daily
Portland	Alaska	60	Twice daily
Redmond/Bend	aha!/ExpressJet	13	Three weekly Mon, Wed, Fri
Salt Lake City	Delta	118	Three to four daily
San Diego	Southwest	46	Once to twice daily
San Francisco	United	123	Four daily
San Jose	Southwest	27	Daily
Seattle	Alaska	112	Three to four daily
Spokane	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri

Multiple airlines in a market

Source: Diio Mi, 12.27.2021

wemoveyou



Total Passengers Nov-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%	350,631	101.9%	
NOV	318,022	148,777	-53.2%	323,508	117.4%	
DEC	381,897	154,103	-59.6%			
4th QTR	1,080,798	476,562	-55.9%			
TOTAL	4,450,673	2,006,420	-54.9%			
YTD		1,852,317		3,292,771	77.8%	

Total Enplaned Passengers Nov-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	177,407	103.0%
NOV	158,558	74,910	161,926	116.2%
DEC	187,914	76,164		
TOTAL	2,224,741	1,002,627	1,648,196	
YTD Total		926,463	1,648,196	77.9%

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	173,224	100.7%
NOV	159,464	73,867	161,582	118.7%
DEC	193,983	77,939		
TOTAL	2,225,932	1,003,793	1,644,575	
YTD Total		925,854	1,644,575	77.6%

Total Cargo Volume in Pounds Nov-21						
	Cargo in Pounds		% Diff.	Pounds		YOY % Diff.
	2019	2020		2021	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%	12,660,541	5,742	-4.7%
NOV	11,428,318	11,988,995	4.9%	12,089,489	5,483	0.8%
DEC	15,270,324	15,834,177	3.7%			
4th QTR	39,360,912	41,104,720	4.4%			
TOTAL	146,899,694	147,893,687	0.7%			
YTD		132,059,510		134,901,741	61,180	2.2%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Nov-21	Nov-20	Diff.
aha!	1,922	45.2%	n/a	n/a
Alaska/Horizon	15,158	75.2%	43.9%	31.4
Allegiant Air	3,404	70.8%	64.0%	6.8
American	29,649	81.6%	76.6%	5.0
Delta	15,561	81.6%	38.3%	43.2
Frontier	2,757	75.5%	55.9%	19.7
JetBlue	3,750	47.3%	37.6%	9.7
Southwest	66,252	77.0%	51.9%	25.2
United	20,666	87.7%	68.4%	19.3
Volaris	2,103	69.1%	60.5%	8.6

wemoveyou

