

# January Departmental Reports



## north lake tahoe

January 2022  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. Blueprint to Practice Automation - Epic Mastermind Experience - 6/8/22-6/12/22, 237 rooms, 150 people to Resort at Squaw Creek
2. HPN - 77532 - July Meeting 2022 - 7/12/22-7/15/22, 54 rooms, 18 people to Ritz-Carlton

### **NEW MEETINGS & RFPs DISTRIBUTED**

1. Southwest Carpenters - 6/8/22-6/9/22, 171 rooms, 50 people
2. HPN - 81577 - 2022 Strategic Offsite - 6/13/22-6/15/22, 40 rooms, 35 people
3. HPN - 80517V4 - V4\_Clean Tech\_Meeting 2022, 9/13/22-9/16/22, 295 rooms, 250 people
4. PeopleForBikes - 2022 Electric Mountain Bike Summit - 9/14/22-9/16/22, 220 rooms, 100 people
5. American Council of Engineering Companies - 2023 Summer Public Affairs Conference - 6/7/23-6/11/23, 190 rooms, 85 people
6. Distribution Contractors Association - 2026 DCA Mid Year Meeting - 7/11/26-7/17/26, 535 rooms, 200 people

### **NEW INQUIRIES**

1. Meetings Made Easy LLC - The Best Ever Conference 2023 - 2/16/23-2/18/23, 1199 rooms, 700 people
2. Jack Henry & Associates - JAC Golden Circle 2023 - 7/30/23-8/4/23, 701 rooms, 175 people
3. Convex - Convex Staff Retreat Q1 2022 - 3/16/22-3/18/22, 200 rooms, 100 people
4. Associated Equipment Distributors - 2022 AED Foundation Board Meeting - 7/19/22-7/22/22, 85 rooms, 30 people
5. Nationa Conference of State Legislatures - 2022 NCSL Fine & Fees Symposium - 6/11/22-6/15/22, 121 rooms, 50 people
6. CCCI - Cru - Jesus Film Project Summer 2023 Briefing - 6/26/23-7/3/23, 958 rooms, 400 people
7. Dr. Fabrizio Mancini D.C, P.C - Mentorship - Park City Lake Tahoe - 1/18/23-1/21/23, 80 people, 60 rooms
8. Society of Military Orthopedic Surgeons - Society of Military Orthopaedic Surgeons 2023 - 12/5/23-12/9/23, 1098 rooms, 280 people
9. State Farm Insurance - NCST Sales Leader Meeting - 5/18/22-5/19/22, 15 rooms, 14 people
10. Allinial Global - Americas Region Board of Directors Meeting - 9/22/22-9/25/22, 44 rooms, 11 people
11. Meetings Made Easy LLC - Matrix Providers 2022 Annual Meeting - 4/30/22-5/5/22, 217 rooms, 60 people

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Call for content for February newsletter
  - Follow-up from CalSAE Seasonal Spectacular
  - Kick off call for SDR lead gen program

#### **SITE VISITS & SALES CALLS**

1/6 - Air Movement and Control Association International, Inc. - Site for 2022 AMCA Annual Meeting at the Ritz and Hyatt, chose Ritz. Contract will be signed by EOM February.

1/26 - CalSAE Elevate Planning Call

#### **TRADE SHOWS & EVENTS**

- Attended 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 January:  
Participated in and follow-up from Connect Chicago show. Meetings with 23 clients.



## north lake tahoe

January 2022  
Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - Hosted NLT Sales Committee Meeting January 17th
  - Attended Reno-Tahoe Territory meeting on January 12th
  - Bonotel - identify and outreach to missing properties w/Elliott Calloway and Brad Namaste
  - California STAR Program enrollment
  - VisaVue to discuss annual contract
- Key Projects:
  - Call for content for February trade industry newsletter
  - Images submitted for Visit California High Sierra Digital Optimization Project (40) destinations
  - Planning Volaris FAM w/Travel Nevada for March 7th

# January 2022 Monthly Report



north lake tahoe



## January Executive Summary

- Omicron variant concerns in January led to performance fluctuations in paid media campaigns. The consumer campaign saw a rise in positive performance in certain audience segments, most notably in Los Angeles audiences with a a 400% increase in TOS conversions and an 72% decrease in TOS conversion costs.
- Paid Search in the consumer campaign, however, did see a decrease in TOS conversions, which led to an overall dip in total TOS conversions in comparison to an extremely high performance in December.
- MCC Campaign performance decreased from December, which aligns with businesses being more sensitive to Omicron variant concerns than leisure travelers. The decrease was most attributed to less Display TOS conversions this month.



north lake tahoe

## January Executive Summary

- Website performance mimicked paid media trends, with decreases in visitors and sessions most likely due to rising Omicron variant concerns and lack of winter snow in the month of January. However, session duration and pages per session increased, showing good engagement with visitors to the site.
- Local markets like San Francisco and Sacramento were the top audiences this month, but paid media markets like Los Angeles (#4) were also high on the most visited list.
- Winter activities and current condition pages continued to be best performers with webcams, road conditions and weather report pages being in the top 6 most visited pages. The Northstar California Tubing Hill listing was also highly trafficked and had quality engagement at over four minutes of time spent on page.



north lake tahoe

## January Executive Summary

- Organic search continues to be the top channel driver to the website, bringing in nearly 40,000 visitors. For reference, the next best performing channel was direct at a little over 13,000 visitors.
- SEO performance dipped a bit this month, however, with the onset of the new navigation to the website in late January, there will likely be better performance in the coming months.
- eNewsletter metrics continue to outperform industry standards by far with this month's eNewsletter having an open rate of 24.7% (industry average is 16%) and CTR of 3.7% (industry average is 1.6%). Content featured included an après ski blog, snowmobiling and two events (National Safety Awareness Month and Plan A Vacation Day).



north lake tahoe



## January Executive Summary

- From a PR perspective, efforts primarily focused on new year fitness trends for pitching and long-lead spring travel. The team also collaborated with Visit California to host influencer [@strollerinthecity](#), who shared North Lake Tahoe with her 188K followers.
- PR efforts also included story ideas to pitch to media/influencers at the IMM event in New York City and worked with Visit California to pitch story ideas about what's new, where to ride/run and filming locations in North Lake Tahoe.
- In January, there were 19 secured clips with an estimated 56.8M digital monthly visits and 129.5K estimated digital coverage views. Coverage featured ski resorts and what's new this year, local food, the Winter Olympic Games, outdoor adventures, family-friendly resorts and best destinations for well-being getaways.



north lake tahoe

## January Executive Summary

- Similar to other channels, social media also saw dips in performance due to less snowfall in January and overall Omicron variant concerns.
- While Facebook saw decreases in impressions, there were increases in overall post clicks by 8%. Similar to previous months, top posts included snow-covered scenes throughout the region.
- Best performing Instagram content differed slightly with top posts including sustainability messaging, regional safety information and lifestyle content. In fact, a sustainability post generated 1,912 engagements and 39 saves.
- In honor of National Plan For Vacation Day (1/25), Augustine created custom content for Instagram that featured a “Day in the Life” story. This series was featured via Instagram Stories and featured a variety of businesses and locations including FireSign Café, Tahoe Fullers, Tahoe Rim and The Hyatt.



north lake tahoe

An aerial photograph of a lake with vibrant blue and green water. A person is visible in a red canoe on the left side. The foreground shows large, light-colored rocks and green foliage. A semi-transparent white rectangular box is centered over the image, containing the text "Paid Media".

# **Paid Media**

# Consumer Paid Media



north lake tahoe

## Consumer Paid Media Executive Summary

- January optimizations increased performance results across the board for LA audiences and continued improvements for San Diego audiences. LA audience results include a 400% increase in TOS conversions and an 72% decrease in TOS conversion costs.
- Overall, TOS conversions increased across multiple media channels but fell slightly in the Paid Search category, leaving January with 326 fewer TOS conversions than December.
- CPC has fallen steadily since October but spiked upwards by \$1.83 in January. This was expected since new channel additions such as Outside Magazine and TripAdvisor began in January and have higher CPC rates.



north lake tahoe

## Consumer Paid Media Executive Summary

- Display CTR dropped dramatically from December. This was likely due to high travel and the big snowstorm driving higher engagement the previous month, along with general Omicron variant concerns.
- For Social, Sustainability creative delivered the strongest with 78% of TOS conversions. High Value placed second with 9% of TOS, followed by the Jones Family audience with 6%.
- Outside Inc. reported a high popularity with NLT's custom article on SKI and requested permission to expand the piece to Outside Online as well. The native investment is gaining momentum and value.



north lake tahoe

# Overview by Campaign

Start Date  
1/1/2022

End Date  
1/31/2022

929,295  
IMPRESSIONS

5,427  
CLICKS

\$1.83  
CPC

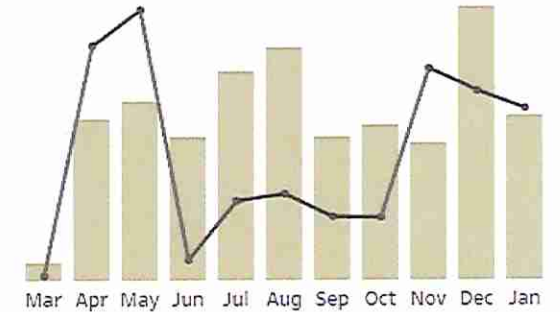
835  
TOS 115  
CONVERSIONS

\$11.92  
COST PER TOS 115  
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
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Consumer	929,295	5,427	0.58%	\$1.83	\$9,950.97	1,058	835	\$11.92
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Sessions | TOS 115 Conversions



	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Programmatic Display	455,590	666	0.15%	\$4.10	\$2,733.54	12	195	\$14.02
Facebook	441,338	3,502	0.79%	\$1.15	\$4,016.24	994	191	\$21.03
TripAdvisor	209,936	102	0.05%	N/A	\$0.00	51	233	N/A
Instagram	43,761	151	0.35%	\$2.49	\$375.73	0	0	N/A
Google Ads	28,466	1,640	5.76%	\$1.44	\$2,369.58	51	502	\$4.72
Native	7,968	17	0.21%	\$34.82	\$591.86	1	28	\$21.14
Grand Total	1,187,059	6,078	0.51%	\$1.66	\$10,086.95	1,109	1,149	\$8.78

# Overview by Medium

Start Date  
1/1/2022

End Date  
1/31/2022

929,295  
IMPRESSIONS

5,427  
CLICKS

\$1.83  
CPC

835  
CONVERSIONS

\$11.92  
COST PER TOS 115  
CONVERSION

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Display	463,558	683	0.15%	\$4.67	\$3,325.40	13	142	\$23.42
Paid Social	392,491	2,705	0.69%	\$1.27	\$3,448.15	924	185	\$18.64
Video	44,780	399	0.89%	\$2.02	\$807.84	70	6	\$134.64
Paid Search	28,466	1,640	5.76%	\$1.44	\$2,369.58	51	502	\$4.72
<b>Grand Total</b>	<b>929,295</b>	<b>5,427</b>	<b>0.58%</b>	<b>\$1.83</b>	<b>\$9,950.97</b>	<b>1,058</b>	<b>835</b>	<b>\$11.92</b>



# Overview by DMA

Start Date  
1/1/2022

End Date  
1/31/2022

929,295  
IMPRESSIONS

5,427  
CLICKS

\$1.83  
CPC

830  
TOS 115  
CONVERSIONS

\$11.96  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	Boomer Ben	46,488	363	\$0.94	0.78%	\$342.18	9	\$38.02
		Millennial Megan	39,634	178	\$1.93	0.45%	\$343.32	6	\$57.22
		The Jones Family	38,831	263	\$1.31	0.68%	\$343.70	10	\$34.37
San Diego		Millennial Megan	39,953	167	\$2.05	0.42%	\$342.12	6	\$57.02
		The Jones Family	36,000	185	\$1.86	0.51%	\$344.00	4	\$86.00
		Boomer Ben	26,043	44	\$3.55	0.17%	\$156.26	3	\$52.09
National		Sustainability	283,434	1,582	\$1.21	0.56%	\$1,912.64	144	\$13.28
		High Value	264,959	815	\$3.07	0.31%	\$2,500.19	47	\$53.20
		Lodging	117,519	173	\$4.08	0.15%	\$705.11	76	\$9.28
		Paid Search	28,466	1,640	\$1.44	5.76%	\$2,369.58	502	\$4.72
		Boomer Ben	2,669	6	\$33.04	0.22%	\$198.25	8	\$24.78
		The Jones Family	2,656	4	\$49.32	0.15%	\$197.29	7	\$28.18
		Millennial Megan	2,643	7	\$28.05	0.26%	\$196.32	13	\$15.10
Grand Total			929,295	5,427	\$1.83	0.58%	\$9,950.97	835	\$11.92

\*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  
1/1/2022

End Date  
1/31/2022

392,491  
IMPRESSIONS

2,705  
CLICKS

\$1.27  
CPC

185  
CONVERSIONS

\$18.64  
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	283,434	1,582	0.56%	\$1.21	\$1,912.64	574	144	\$13.28
	High Value	38,334	217	0.57%	\$2.77	\$601.28	53	16	\$37.58
	Millennial Megan	27,658	256	0.93%	\$1.46	\$373.87	77	7	\$53.41
	The Jones Family	22,521	341	1.51%	\$1.10	\$373.84	108	12	\$31.15
	Boomer Ben	20,544	309	1.50%	\$0.60	\$186.52	112	6	\$31.09
<b>Total</b>		<b>392,491</b>	<b>2,705</b>	<b>0.69%</b>	<b>\$1.27</b>	<b>\$3,448.15</b>	<b>924</b>	<b>185</b>	<b>\$18.64</b>

# Paid Social Creative Performance

Start Date  
1/1/2022

End Date  
1/31/2022

## Creative Performance

392,491  
IMPRESSIONS

2,705  
CLICKS

\$1.27  
CPC

185  
CONVERSIONS

\$18.64  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	Sustainability	249,322	1,458	0.58%	\$1,640.61	\$1.13	144	\$11.39
		High Value	31,443	204	0.65%	\$514.80	\$2.52	16	\$32.17
		Millennial Megan	27,094	254	0.94%	\$369.22	\$1.45	7	\$52.75
		The Jones Family	22,272	340	1.53%	\$369.68	\$1.09	12	\$30.81
		Boomer Ben	20,381	306	1.50%	\$185.20	\$0.61	6	\$30.87
Instagram	Prospecting	Sustainability	34,112	124	0.36%	\$272.03	\$2.19	0	N/A
		High Value	6,891	13	0.19%	\$66.49	\$6.65	0	N/A
		Millennial Megan	564	2	0.35%	\$4.65	\$2.32	0	N/A
		The Jones Family	249	1	0.40%	\$4.16	\$4.16	0	N/A
		Boomer Ben	163	3	1.84%	\$1.32	\$0.44	0	N/A
Grand Total			392,491	2,705	8.35%	\$3,448.15	\$1.27	185	\$18.64

# Paid Search Performance

Start Date  
1/1/2022

End Date  
1/31/2022

## Ad Group Performance

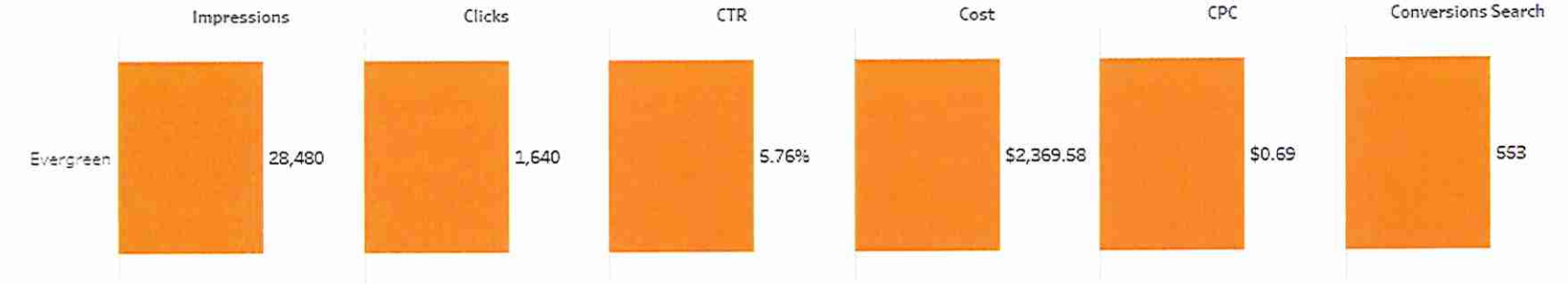
28,480  
IMPRESSIONS

1,640  
CLICKS

\$0.69  
COST PER CLICK

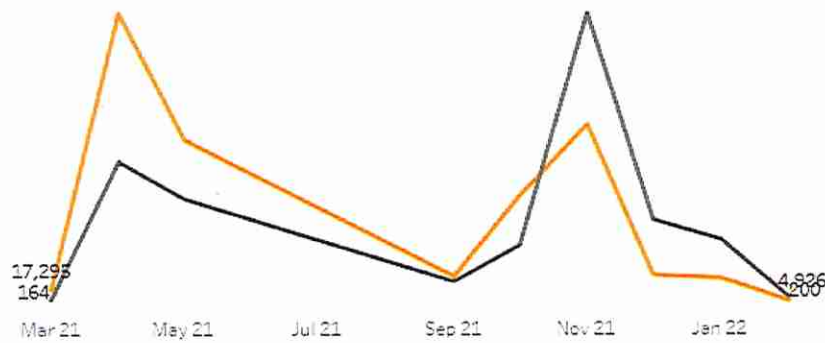
553  
TOS 115  
CONVERSIONS

\$4.72  
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  
1/1/2022

End Date  
1/31/2022

### Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
+skiing	2,441	41	\$0.50	1.68%	\$82.03	10	24.4%
+snow +skiing	1,524	32	\$0.47	2.10%	\$68.72	8	25.0%
+ski +resorts	1,317	53	\$0.55	4.02%	\$96.38	11	20.8%
+resort	1,306	44	\$1.16	3.37%	\$37.86	17	38.6%
+cross +country +skiing	1,041	34	\$0.43	3.27%	\$78.87	10	29.4%
snowboarding	906	12	\$0.70	1.32%	\$17.18	2	16.7%
things to do	819	75	\$1.35	9.16%	\$55.59	28	37.3%
north tahoe	768	78	\$1.64	10.16%	\$47.64	33	42.3%
snowmobiling north lake t..	663	114	\$0.54	17.19%	\$211.55	30	26.3%
what to do in tahoe	657	52	\$1.25	7.91%	\$41.68	13	25.0%
+winter +vacation	643	22	\$0.48	3.42%	\$45.79	9	40.9%
+ski +resort	601	16	\$0.61	2.66%	\$26.37	8	50.0%
+snowmobiling +rentals	580	108	\$0.70	18.62%	\$154.67	33	30.6%
skiing	579	3	\$1.58	0.52%	\$1.90	0	0.0%
+ski +lodging	549	24	\$0.41	4.37%	\$58.79	11	45.8%
+north +lake +tahoe	492	37	\$1.04	7.52%	\$35.47	16	43.2%
+vacation	484	7	\$1.04	1.45%	\$6.70	1	14.3%
north lake tahoe	479	34	\$1.05	7.10%	\$32.42	15	44.1%
+California +ski	451	20	\$0.49	4.43%	\$41.16	5	25.0%
+snowmobiling +trips	403	44	\$0.58	10.92%	\$75.37	4	9.1%
snowmobiling rentals	388	80	\$1.57	20.62%	\$51.08	11	13.8%
north lake tahoe ski resor..	384	47	\$0.38	12.24%	\$122.87	23	48.9%
cross country skiing	381	11	\$0.57	2.89%	\$19.45	2	18.2%
events	348	54	\$1.41	15.52%	\$38.33	21	36.9%
+vacations	343	7	\$1.19	2.04%	\$5.89	2	28.6%
California ski	315	8	\$0.66	2.54%	\$12.11	2	25.0%

# Display Performance

Start Date  
1/1/2022

End Date  
1/31/2022

463,558  
IMPRESSIONS

683  
CLICKS

\$4.87  
CPC

142  
TOS 115  
CONVERSIONS

\$23.42  
COST PER TOS 115  
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	High Value	181,845	199	0.11%	\$5.48	\$1,091.07	25	\$43.64
	Lodging	117,519	173	0.15%	\$4.08	\$705.11	76	\$9.28
	The Jones Family	54,966	111	0.20%	\$4.60	\$511.15	9	\$56.79
	Boomer Ben	54,656	104	0.19%	\$4.91	\$510.18	14	\$36.44
	Millennial Megan	54,572	96	0.18%	\$5.29	\$507.90	18	\$28.22
Grand Total		463,558	683	0.15%	\$4.87	\$3,325.40	142	\$23.42

# Display Creative Performance

Start Date  
1/1/2022

End Date  
1/31/2022

463,558  
IMPRESSIONS

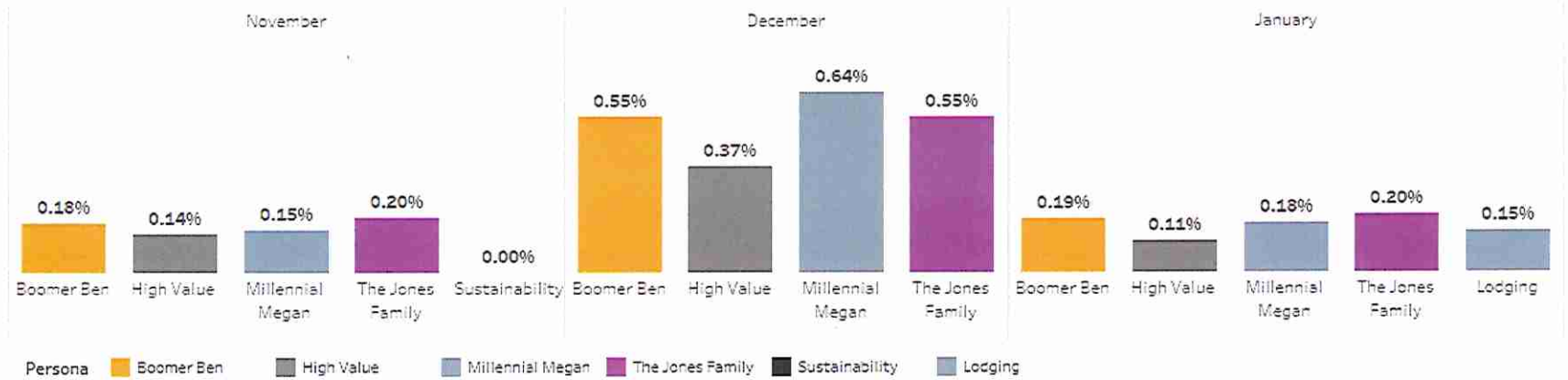
683  
CLICKS

\$4.87  
CPC

142  
TOS 115  
CONVERSIONS

\$23.42  
COST PER TOS 115  
CONVERSION

Creative CTR Trending



DMA	Platform	Targeting	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Native	Prospecting	7,968	17	0.21%	\$34.82	\$591.86	28	\$21.14
	Programmatic Display	Prospecting	299,364	372	0.12%	\$4.83	\$1,796.18	101	\$17.78
Los Angeles	Programmatic Display	Prospecting	78,136	149	0.19%	\$3.15	\$468.82	7	\$66.97
San Diego	Programmatic Display	Prospecting	78,090	145	0.19%	\$3.23	\$468.54	6	\$78.09
<b>Grand Total</b>			<b>463,558</b>	<b>683</b>	<b>0.15%</b>	<b>\$4.87</b>	<b>\$3,325.40</b>	<b>142</b>	<b>\$23.42</b>

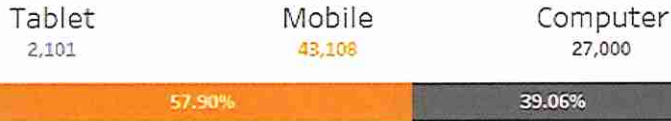
# Website Performance

Start Date  
1/1/2022

End Date  
1/31/2022

Sessions  
Sessions M&HK Ads Produced

69,116  
SESSIONS



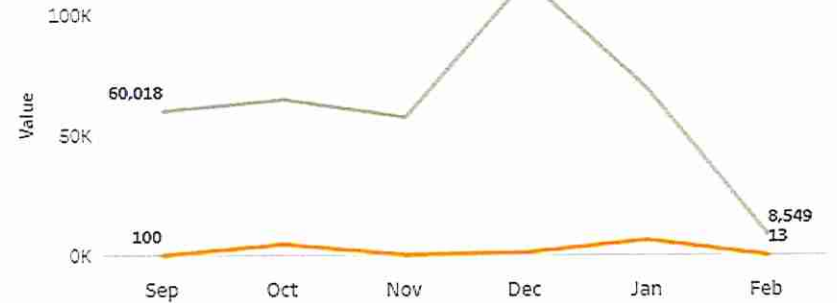
Top Regions

Sessions



© Mapbox © OpenStreetMap contributors

Website Sessions From Paid Consumer Ads



00:01:20  
SESSION DURATION

1.8

PAGES PER SESSION

83%  
NEW USER  
SESSION RATE

69%  
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	45,791	75,161	00:01:08	1.6	73%
Direct	8,727	15,095	00:01:17	1.7	76%
Display	6,449	16,186	00:02:09	2.5	44%
Referral	5,194	14,271	00:02:23	2.7	54%
Search	1,766	4,005	00:01:27	2.3	52%
Social	1,159	2,031	00:00:24	1.8	84%
Native	22	41	00:00:48	1.9	68%
Video	4	4	00:00:01	1.0	75%
Gallus_app	2	2	00:00:00	1.0	100%
Facebook	1	1	00:00:00	1.0	100%
(not set)	1	1	00:00:00	1.0	100%
<b>Grand Total</b>	<b>69,116</b>	<b>126,798</b>	<b>00:01:20</b>	<b>1.8</b>	<b>69%</b>

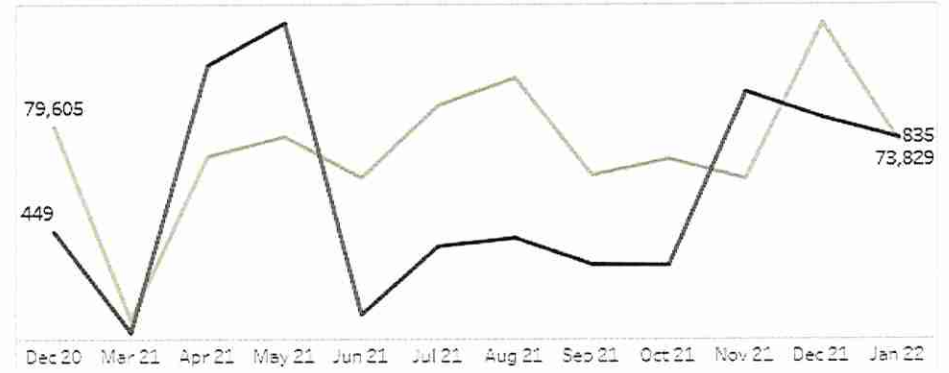


# Trending Performance

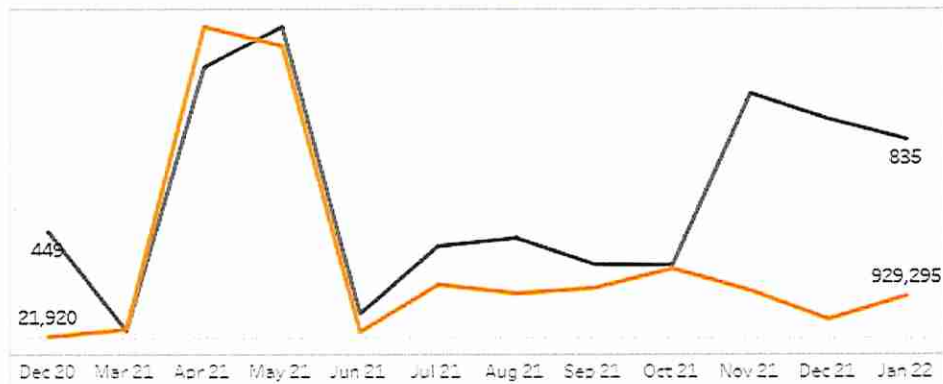
Cost per Conversion | Impressions



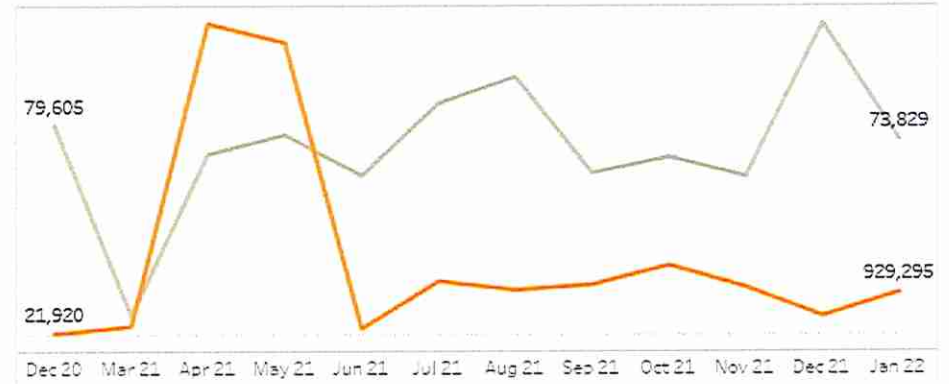
Sessions | Conversions



Conversions | Impressions



Sessions | Impressions



# SKI Magazine Article & Other Activations

- A SKI Magazine article ran featuring winter activities with a focus on lakeside experiences. Package also included a Facebook/Instagram post through Outside Magazine social channels and winter display banners featured on the SKI Magazine website.
- Article Published: 1/20
- Facebook Post: 1/21
- Dark Instagram Post: 1/21
- Display Banners live: 1/21



*\*Reporting will be provided in the February report*

SKI

GEAR ESSAYS/LIFE PERFORMANCE VIDEOS PHOTOS ADVENTURE ATHLETES NEWS

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## North Lake Tahoe Is not Just for Skiing

Enjoy top-notch skiing but when you need a break, experience a bounty of off-slope fun

SPONSORED BY North Lake Tahoe

Facebook Twitter LinkedIn Email

North Lake Tahoe is home to the greatest concentration of skiing in North America, so it is no surprise that most visitors spend their days curving corduroy on world-class slopes such as Northstar California, Palisades Tahoe, and Diamond Peak Ski Resort. For fans of skinny skis, resorts such as Royal Gorge have miles upon miles of groomed tracks begging to be explored. The appeal is easy to understand: there is no other place where skiers can snag powdery turns and sparkling lakeside views at the same time.

But, here's the secret: there is more to North Lake Tahoe than just skiing. When you're ready to trade in your planks for a pair of proper winter boots, read up on the region's Traveler Responsibility Pledge and then check out our suggestions below. Here's to creating

## Consumer Paid Media Recommendations

- Keep flexibility with spring creative launch depending on weather. Merge messaging for activities as appropriate.
- Now that the LA audience has optimized well, continue adjusting both markets to raise TOS and lower costs. This will be done through additional “interest” adjustments and targeting options.
- Prepare to use the added value from the native Outside/SKI campaign during the spring campaign.
- Expecting to add additional media channels, such as KRON TV, into campaigns. Flexibility required as the market navigates Omicron variant.



north lake tahoe

# MCC Paid Media



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## MCC Paid Media Executive Summary

- Overall MCC performance dropped in January. While the campaign served 24,000 more impressions at 15% less cost than December, engagement levels across clicks and TOS conversions fell due to lower display conversions.
- Engagements across Facebook, however, increased.
- This drop likely stemmed from concerns over the Omicron variant and having company meetings during heightened COVID spreading.



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## Overview by Campaign

Start Date  
1/1/2022

End Date  
1/31/2022

**211,734**  
IMPRESSIONS

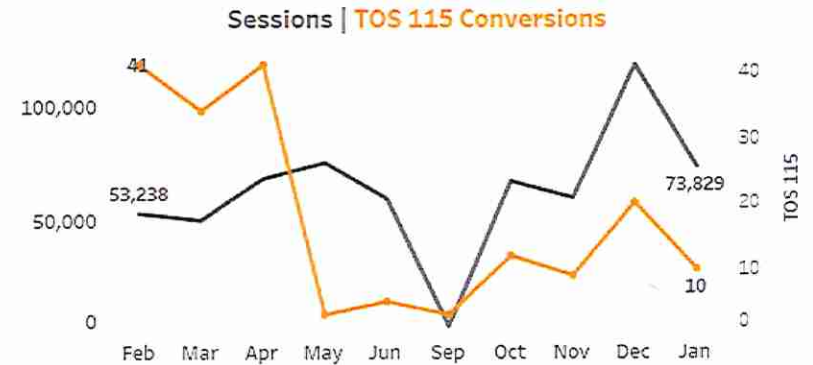
**914**  
CLICKS

**\$1.87**  
COST PER CLICK

**10**  
TOS CONVERSIONS

**\$170.53**  
COST PER TOS  
CONVERSION

- MCC fell 50% in TOS conversion to a total of 10.
  - Lower Display conversions were the key factor leading to lower overall MCC performance in January.
- While CPC dropped by \$0.18 since December, total clicks also fell by a total of 67. Again, largely affected by Display performance.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	211,734	914	0.43%	\$1.87	\$1,705.32	0	10	\$170.53
<b>Total</b>	<b>211,734</b>	<b>914</b>	<b>0.43%</b>	<b>\$1.87</b>	<b>\$1,705.32</b>	<b>0</b>	<b>10</b>	<b>\$170.53</b>

## Overview by Medium

Start Date  
1/1/2022

End Date  
1/31/2022

211,734  
IMPRESSIONS

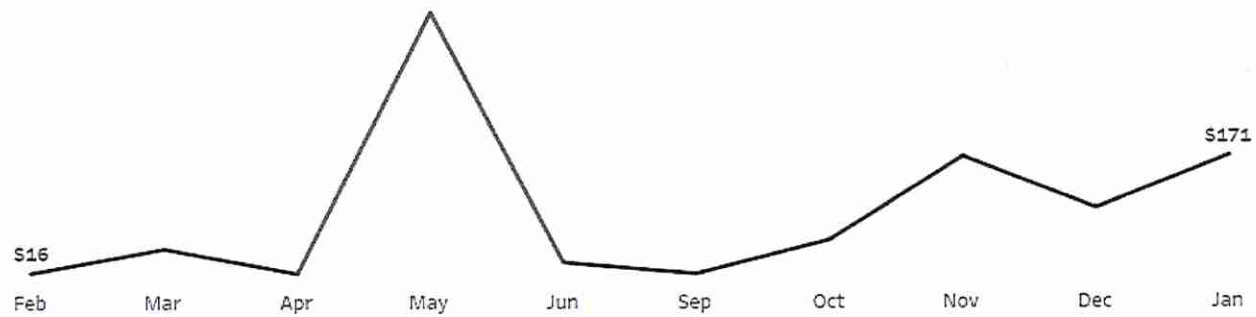
914  
CLICKS

\$1.87  
COST PER CLICK

10  
TOS CONVERSIONS

\$170.53  
COST PER TOS  
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	Submit RFP Conversion	TOS 115	Cost per Conversion
Display	Programmatic Display	113,737	\$593.01	413	\$1.44	0.36%	0	2	\$296.51
Video	LinkedIn	32,420	\$345.90	103	\$3.36	0.32%	0	0	N/A
	YouTube	22,139	\$221.25	20	\$11.06	0.09%	0	2	\$110.63
Paid Social	Facebook	7,952	\$135.84	58	\$2.34	0.73%	0	4	\$33.96
	Instagram	1,236	\$2.23	1	\$2.23	0.08%	0	0	N/A
	LinkedIn	26,265	\$319.20	193	\$1.65	0.73%	0	0	N/A
Paid Social	Facebook	4,436	\$61.88	113	\$0.55	2.55%	0	2	\$30.94
	Instagram	3,529	\$26.01	13	\$2.00	0.37%	0	0	N/A
<b>Grand Total</b>		<b>211,734</b>	<b>\$1,705.32</b>	<b>914</b>	<b>\$1.87</b>	<b>0.43%</b>	<b>0</b>	<b>10</b>	<b>\$170.53</b>

# Paid Social Performance

Start Date  
1/1/2022

End Date  
1/31/2022

34,250  
IMPRESSIONS

319  
CLICKS

2  
TOS  
CONVERSIONS

0  
SUBMIT RFP  
CONVERSIONS

\$203.55  
COST PER TOS  
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conversion
Facebook	Retargeting	fall-audio-visual	2,675	69	2.58%	\$0.47	\$32.45	1	\$32.45
		fall-breakout	1,089	31	2.85%	\$0.63	\$19.46	0	N/A
		fall-room-to-project	404	6	1.49%	\$1.23	\$7.39	1	\$7.39
		fall-conference-room	268	7	2.61%	\$0.37	\$2.58	0	N/A
Instagram	Retargeting	fall-audio-visual	1,867	7	0.37%	\$1.81	\$12.68	0	N/A
		fall-room-to-project	1,389	6	0.43%	\$1.83	\$10.97	0	N/A
		fall-breakout	190	0	0.00%	N/A	\$1.93	0	N/A
		fall-conference-room	83	0	0.00%	N/A	\$0.43	0	N/A
LinkedIn	Prospecting	Break	7,776	62	0.80%	\$1.44	\$89.08	0	N/A
		Conference	6,410	45	0.70%	\$1.77	\$79.54	0	N/A
		Audio	6,298	45	0.71%	\$1.70	\$76.47	0	N/A
		Room	5,801	41	0.71%	\$1.81	\$74.11	0	N/A
Grand Total			34,250	319	0.93%	\$1.28	\$407.09	2	\$203.55



## Display Performance by Placement

Start Date  
1/1/2022

End Date  
1/31/2022

113,737  
IMPRESSIONS

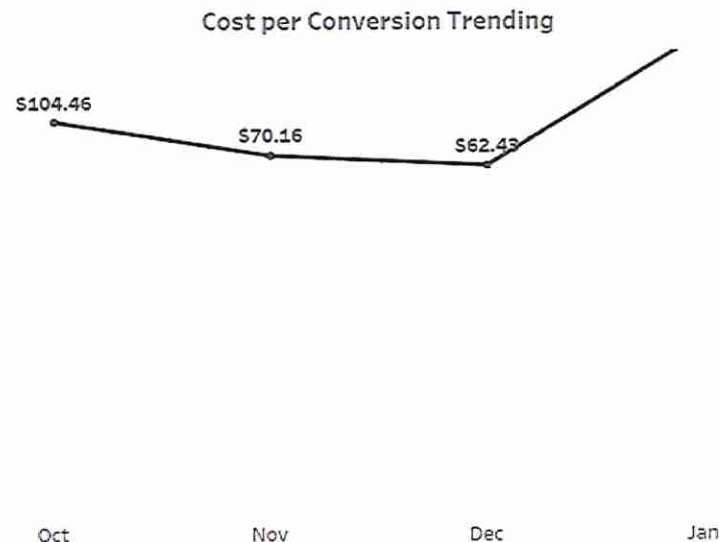
413  
CLICKS

2  
TOS 115  
CONVERSIONS

0.36%  
CLICKTHROUGH RATE

\$296.51  
COST PER  
TOS CONVERSION

- While cost per conversion had dropped by over \$8 from November, cost spiked up since December.
  - Despite an increase in impressions, ad engagement levels fell in the clicks and TOS categories. Creative continued the same from December so likely a result of booking anxiety with Omicron variant levels flaring up.
- TOS conversions dropped to a total of 2 and the CTR fell 11 points to .36% from December.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	113,737	413	0.36%	\$1.44	\$593.01	2	\$296.51
<b>Grand Total</b>	<b>113,737</b>	<b>413</b>	<b>0.36%</b>	<b>\$1.44</b>	<b>\$593.01</b>	<b>2</b>	<b>\$296.51</b>

# Display Performance by Creative

Start Date  
1/1/2022

End Date  
1/31/2022

"Winter Campaign" refers to the new campaign that was rotated in last November

113,737  
IMPRESSIONS

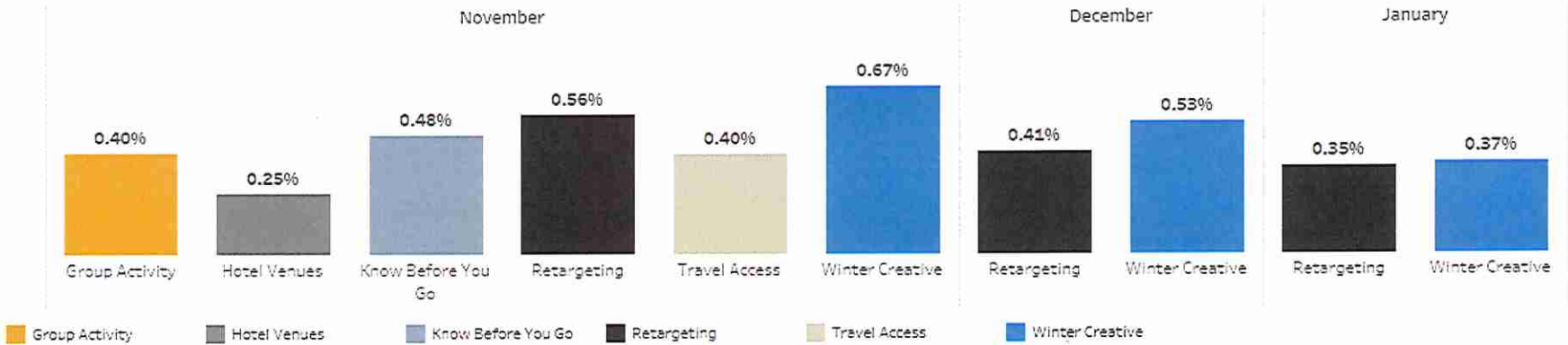
413  
CLICKS

2  
TOS 115  
CONVERSIONS

0.36%  
CLICK THROUGH RATE

\$296.51  
COST PER  
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Winter Creative	64,903	241	0.37%	\$1.04	\$251.17	0	N/A
Retargeting	48,834	172	0.35%	\$1.99	\$341.84	2	\$170.92
<b>Grand Total</b>	<b>113,737</b>	<b>413</b>	<b>0.36%</b>	<b>\$1.44</b>	<b>\$593.01</b>	<b>2</b>	<b>\$296.51</b>

# Video Performance

Start Date  
1/1/2022

End Date  
1/31/2022

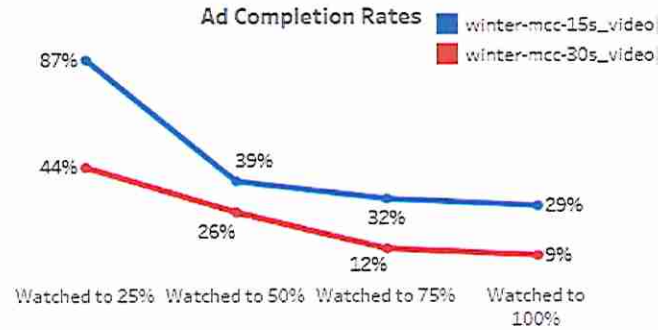
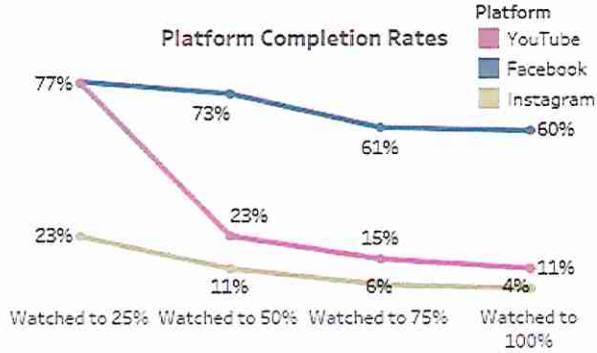
63,747  
IMPRESSIONS

61,481  
TOTAL VIEWS

6  
TOS CONVERSIONS

\$3.87  
COST PER CLICK

\$117.54  
PRIMARY CPC



Top Ads	Total Views
winter-mcc-15s_video	42,277
winter-mcc-30s_video	7,859

Platform	Targeting	Ad	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Facebook	Retargeting	winter-mcc-15s_video	6,696	5,409	71.19%	40	0.60%	\$115.47	3	\$38.49
		winter-mcc-30s_video	1,256	962	1.11%	18	1.43%	\$20.37	1	\$20.37
Instagram	Retargeting	winter-mcc-15s_video	1,024	286	4.59%	1	0.10%	\$1.81	0	N/A
		winter-mcc-30s_video	212	67	2.83%	0	0.00%	\$0.42	0	N/A
LinkedIn	Prospecting	mcc_video 15s	16,353	12,870	46.79%	59	0.36%	\$174.82	0	N/A
		mcc_video 30s	16,067	12,727	22.99%	44	0.27%	\$171.08	0	N/A
YouTube	Retargeting	winter-mcc-15s_video	15,038	1,759	11.69%	15	0.10%	\$153.48	2	\$76.74
		winter-mcc-30s_video	7,101	872	10.92%	5	0.07%	\$67.77	0	N/A
Grand Total			63,747	34,952	29.35%	182	0.29%	\$705.22	6	\$117.54

\*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  
1/1/2022

End Date  
1/31/2022

**1,512**  
SESSIONS

Tablet  
76

Mobile  
510

Desktop / PC  
926



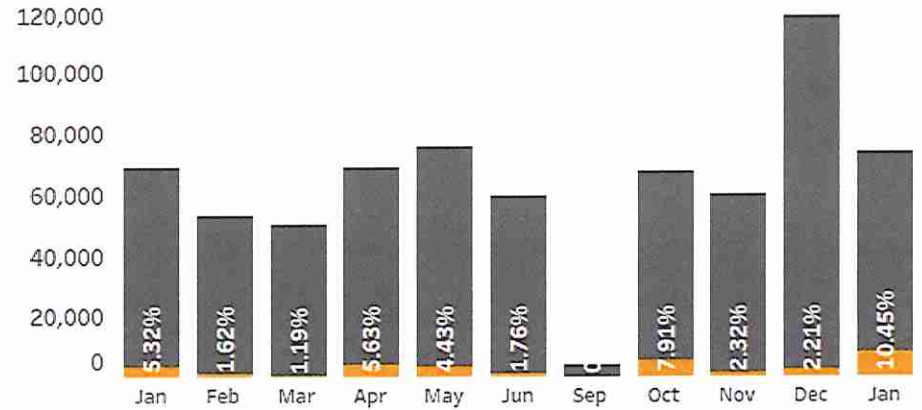
Top Regions	Sessions
California	40,407
Nevada	6,741
Texas	2,805
Florida	1,545
New York	1,278



**00:00:06**  
SESSION DURATION

**1.1**  
PAGES PER SESSION

Website Sessions From Paid MCC Ads



**97%**  
NEW USER SESSION RATE

**95%**  
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,243	1,304	00:00:02	1.0	96%
Social	251	282	00:00:25	1.1	92%
Search	18	31	00:00:31	1.7	83%
<b>Total</b>	<b>1,512</b>	<b>1,617</b>	<b>00:00:06</b>	<b>1.1</b>	<b>95%</b>

## MCC Paid Media Recommendations

- Optimize frequency in video and static campaigns to ensure target audience is served ads at high enough levels to act on the messaging.
- Adjust Display budget to balance more evenly between the new campaign and retargeting creative.
- Continue pushing Facebook video and static campaigns.
  - As LinkedIn closes, use the YouTube and Facebook video platforms to push professionals towards TOS conversions.
- Using the same new creative spots, Facebook video beat out YouTube in TOS conversion and completion rates. 30s video on YouTube continues to pull few to no conversions. Recommend removing and allocating budget to YouTube's 15s creative.



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An aerial photograph of a river with a person in a canoe. The water is a vibrant blue-green, and the surrounding landscape includes green trees and large rocks. A semi-transparent white rectangle 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
68,578 (-32%)	79,456 (-36%)	138,044 (-25%)	1.74 (+18%)	1.16 (-7%)	1:11 (+16%)	65,866 (-35%)	0 (0%)

- There were 68,578 visitors to GoTahoeNorth.com, down from a higher performing December. Lack of snow in January as well as general Omicron variant concerns likely led to this decrease.
- Pages Per Session, however, was up 18% in January and Average Session Duration was up 16% at 1:11 showing good engagement with visitors.



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## Location

State	Users	Time on Page
California	34,259	1:17
Nevada	5,433	1:17
North Carolina	4,899	0:15
Texas	2,418	1:38
Florida	1,331	1:17

City	Users	Time on Page
San Francisco	4,999	0:53
Sacramento	3,284	0:48
San Jose	2,648	1:00
Los Angeles	2,539	1:40
Reno	1,970	1:23
Incline Village	1,798	1:17
Truckee	1,298	1:17
San Diego	891	2:26
Oakland	850	1:02
Roseville	749	0:59

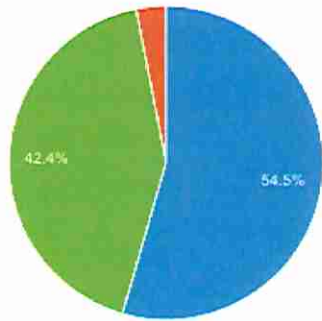
- Of the top five states, Texas was the most engaged with 1:38 average time on page.
- The top 10 cities were mostly nearby California and Nevada cities. The most engaged city was San Diego with an impressive 2:26 average time on page.



north lake tahoe



# Device



mobile

desktop

tablet

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	68,578 % of Total: 100.00% (68,578)	67,120 % of Total: 100.10% (67,050)	79,456 % of Total: 100.00% (79,456)	72.47% Avg for View: 72.47% (0.00%)	1.74 Avg for View: 1.74 (0.00%)	00:01:11 Avg for View: 00:01:11 (0.00%)
1. mobile	37,349 (54.50%)	36,270 (54.04%)	43,391 (54.61%)	74.17%	1.58	00:00:58
2. desktop	29,077 (42.43%)	28,803 (42.91%)	33,676 (42.39%)	71.24%	1.91	00:01:25
3. tablet	2,109 (3.08%)	2,047 (3.05%)	2,389 (3.01%)	59.02%	2.12	00:01:43

- Most users continued to visit the site from mobile with 54% of the total audience.
- Tablet users were the most engaged with 1:43 average time on page and 2.12 pages per session.



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## Top Pages Visited

- Users were most engaged with the Northstar California Tubing Hill Page (4:16) followed by the Road Conditions page (3:32).
- Demographics were primarily aged 25-44 from San Francisco with mixed genders.

Page	Visitors	Time on Page	Top Demos
Home	10,839	1:06	F/25-34/San Francisco
Webcams	8,454	3:25	M/35-44/San Francisco
Lodging	6,910	1:21	F/35-44/San Francisco
Road Conditions	6,808	3:32	M/25-34/San Jose
Winter Activities	5,880	1:06	F/25-34/Los Angeles
Weather Report	4,707	1:50	M/25-34/San Francisco
COVID-19	2,806	3:08	F/25-34/San Francisco
Getting Here	2,515	1:25	M/25-34/New York
Activities	2,488	0:41	F/25-34/San Francisco
NorthStar California Tubing Hill	1,894	4:16	M/35-44/San Francisco

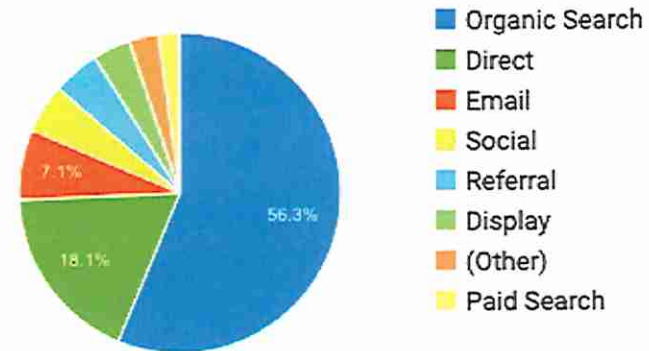


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## Channel Performance

- Organic Search brought in the most users to the website at 39,300.
- Users coming to the website from Referrals were the most engaged with the website (2:57).

Top Channels



Source	Visitors	Session Duration
Organic Search	39,300	1:08
Direct	12,646	0:47
Email	4,945	2:45
Social	3,419	0:26
Referral	3,303	2:57



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## Referrals

- VisitingLakeTahoe.com brought in the most visitors at 1,761 as well as the most engaged users (3:43).

Source	Visitors	Session Duration
VisitingLakeTahoe.com	1,761	3:43
VisitCalifornia.com	172	2:06
SkiLakeTahoe.com	145	3:22
SkiMag.com	108	1:51
AmpProject.org	99	0:35



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# SEO Traffic Performance

Acquisition			Behavior			Conversions <span>All Goals ▾</span>		
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	
6.77% <span>↓</span> 39,300 vs 42,155	8.76% <span>↓</span> 37,401 vs 40,991	6.47% <span>↓</span> 45,791 vs 48,959	1.97% <span>↓</span> 73.20% vs 74.67%	0.43% <span>↑</span> 1.64 vs 1.63	3.98% <span>↑</span> 00:01:08 vs 00:01:05	7.12% <span>↓</span> 82.86% vs 89.21%	13.13% <span>↓</span> 37,941 vs 43,675	

- Traffic from Organic Search was down slightly from 2021. With new optimizations and an updated website navigation, we will expect to see some changes in metrics while the website stabilizes from the major changes.
- Average session duration was up compared to the previous year.



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## SEO Maintenance

- January Updates
- **Need Client Feedback on the Following:**
  - Listings Review
  - 3rd Party Code Review
  - WP Plugin Review
  - Sheet with tabs for client to review: [https://docs.google.com/spreadsheets/d/1KNoBoai-KX3eHUImHeVU-0uzh-1-H\\_ccMo5PtZKLreE/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1KNoBoai-KX3eHUImHeVU-0uzh-1-H_ccMo5PtZKLreE/edit?usp=sharing)



## Blogs



Uncategorized

### YOUR APRÈS SKI GUIDE TO NORTH LAKE TAHOE

If you think the skiing is good in North Lake Tahoe, then you should check out our après-ski options. After a full day of great runs, après ski is your chance to lounge in the lodge, cozy up by the fireplace and sip on your beverage of choice. Of course, dancing away the night and playing the tables are great...

[READ MORE >](#)



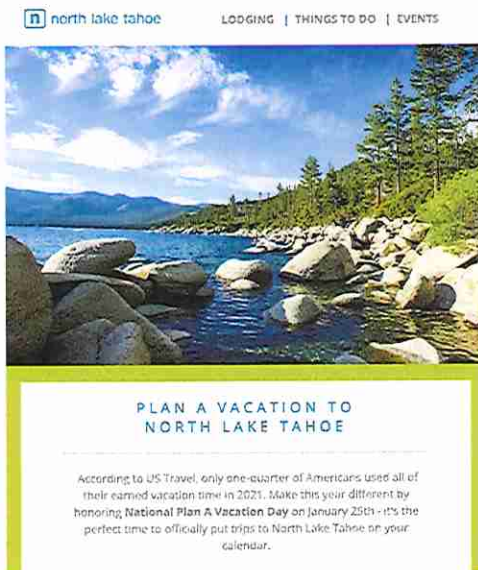
- Posted: 1/11
- Pageviews: 27
- Time on Page: 3:08



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# eNewsletter

One eNewsletter was sent out in the month of January. It featured the Après Ski blog, highlighted National Safety Awareness month, Plan A Vacation Day, snowmobiling and mid-week deals.

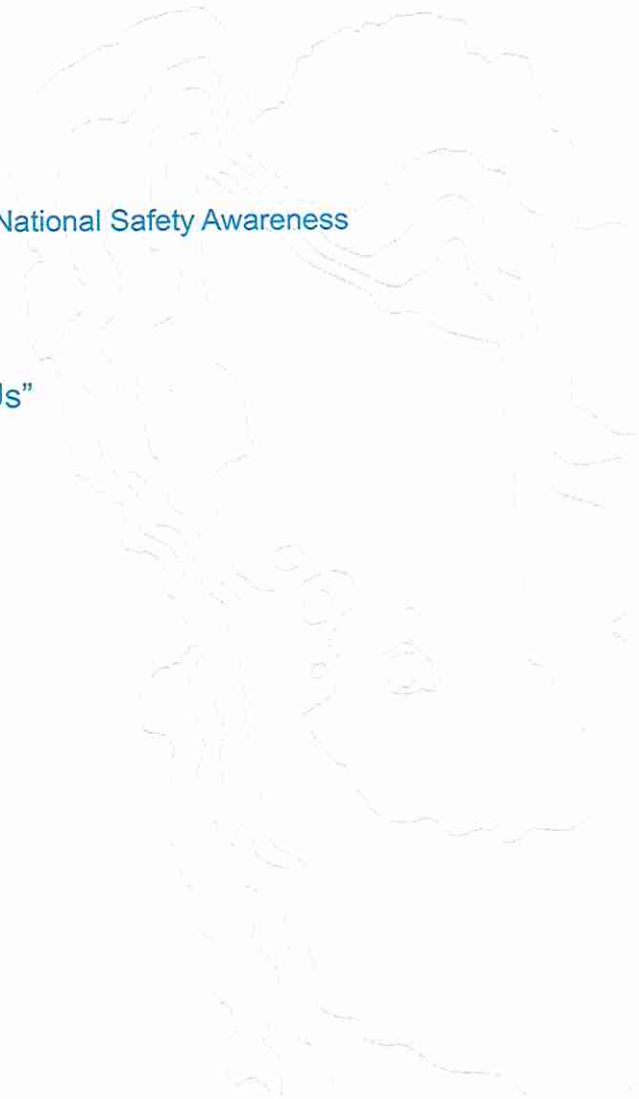


Winning subject line: "Ride With Us"

Sent: 1/24

Open Rate: 24.7%  
(Industry Avg: 16%)

CTR: 3.7%  
(Industry Avg: 1.6%)





# CrowdRiff Insights

Jan 01, 2022 → Jan 31, 2022

Monthly

Engagement ...



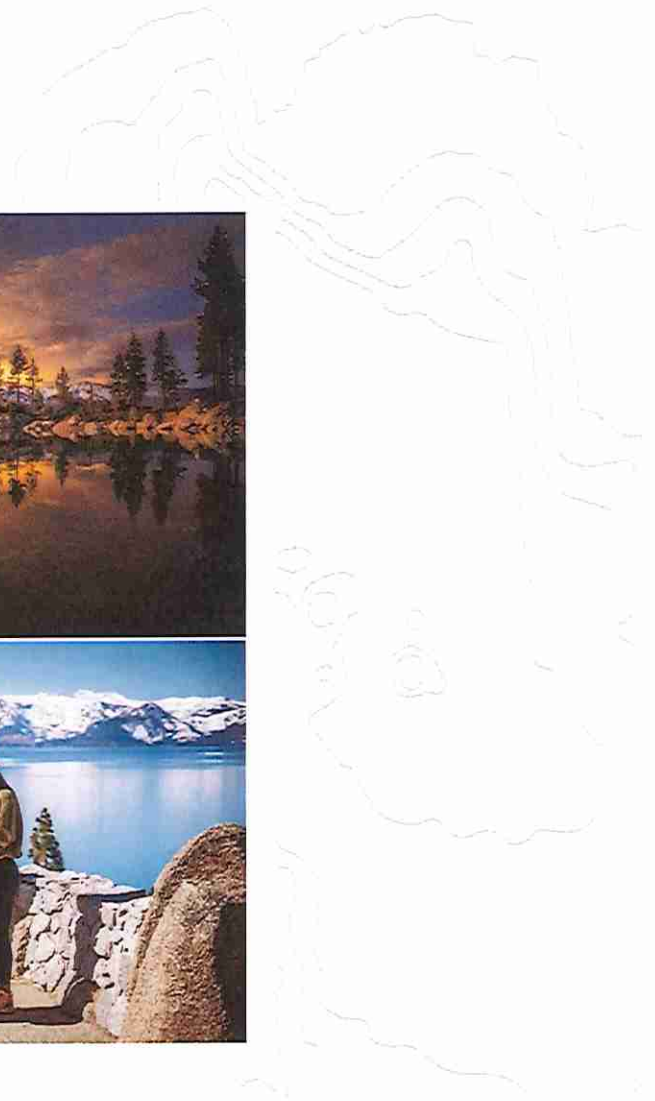
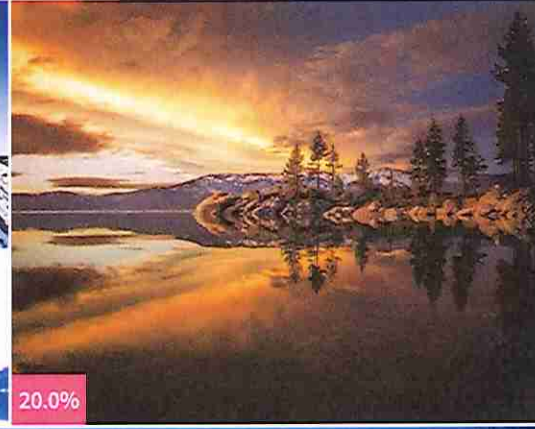
For the selected date range your galleries had a **41.8% engagement rate**.  
Your engagement rate is calculated from **785 interactions** and **1.9k views**.



## Top galleries

Wedding page	62.5% Engagement rate	60 Interactions	96 Views
Home Page Test	41.9% Engagement rate	718 Interactions	1.7k Views
North Tahoe Eats	10% Engagement rate	7 Interactions	70 Views

# CrowdRiff Insights





# Public Relations

## PR January Recap

- Efforts primarily focused on new year fitness trends for pitching and long-lead spring travel.
- Collaborated with Visit California to host influencer [@strollerinthecity](#), who shared North Lake Tahoe with her 188K followers.
- Contributed story ideas to pitch to media/influencers at the IMM event in New York City.
- Worked with Visit California to pitch story ideas about what's new, where to ride/run and filming locations in North Lake Tahoe.



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## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Fantastic Places to Exercise in California
  - Winter/Seasonal Travel
  - California's Best Ski Resorts
  - Ski Resort Openings
  - Filming Locations
- Highlights:
  - Partnered with Visit California to coordinate an influencer visit Jan. 4-6.
- Media Conversations:
  - Visit California, *Conde Nast Traveler*, *LA Times*, *Peloton Magazine*, *Kids are a Trip*, *National Geographic*, *Lonely Planet*, *SF Chronicle*, *Trivago* and more
  - Top-tier outlets and various freelance writers including *AFAR*, *Sunset* and *LuxeGetaways*



**AFAR**



*Peloton*  
magazine



north lake tahoe

## Earned Media Results

- Secured Clips: 19
- Est. Digital Monthly Visits: 56.8M
- Est. Digital Coverage Views: 129.5K
- Coverage featured ski resorts and what's new this year, local food, the Winter Olympic Games, outdoor adventures, family-friendly resorts and best destinations for well-being getaways.



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thrillist

SUBSCRIBE



LAS VEGAS • TRAVEL • WEEKEND GETAWAYS

## The Most Beautiful Places to Visit in Nevada



Kings Beach

# Coverage Highlights



## January 2022 Events in California



### Jan. 8–9: **Alpenglow Demo Day, Palisades Tahoe**

If you've ever wanted to try **backcountry snow sports** such as alpine telemarking, or splitboarding, head to this well-known demo day that also includes avalanche education, guided tours, and a huge raffle. Admission is free for anyone who has a lift ticket for that weekend at the **North Lake Tahoe** resort.



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## BRIDES

HONEYMOON • HONEYMOON PLANNING TIPS

### The 15 Best Mountain Honeymoon Destinations in the U.S.

#### 14 The Sierra Nevada Mountains

4/17



## NORTHERN NEVADA BUSINESS WEEKLY

'Cautioned optimism:' Historic snow, COVID surge impact Tahoe's lodging industry



"It's cautioned optimism," said Andy Chapman, President/CEO, Incline Village Crystal Bay Visitors Bureau. "We're at the mercy of the state — the directives, and guidance that they will bring down to the county level."



# Coverage Highlights



CALIFORNIA NOW BLOG / 9 AMAZING CALIFORNIA DESTINATIONS FOR WELL-BEING GETAWAYS

## 9 Amazing California Destinations for Well-Being Getaways



### Lake Tahoe

If you're feeling over-taxed, **Lake Tahoe's** sapphire waters and snow-capped peaks might be just what the doctor ordered. This area marries outdoor adventure with five-star luxury. In the winter months, spend the day slicing through fresh powder at **Palisades Tahoe** or **Northstar California Ski Resort**. During the summer, test your mettle on a **treetop ropes course** or get out on the lake with some **SUP yoga** or a **sailboat charter**. Refresh your spirit with a hot stone treatment at **The Ritz-Carlton, Lake Tahoe** or book a high-altitude massage from the **Resort at Squaw Creek**.



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## MARIN

### Everything You Need To Know This Ski Season 2022

by Amber Gibson 2 weeks ago



The Ritz-Carlton, Lake Tahoe at Northstar.

### LAS VEGAS • TRAVEL • ROAD TRIPS

## The Best Weekend Getaways from



Nick Windsor

## Lake Tahoe



## Coverage Highlight Links

- *St. Louis Post-Dispatch* - [Ski Resorts Are Ready For The Season](#)
- Visit California - [January 2022 Events in California](#)
- Oh-So Yummy - [Lone Eagle Grille](#)
- *Northern Nevada Business Weekly* - [‘Cautioned optimism:’](#)
- Thrillist - [The Best Weekend Getaways from Las Vegas Right Now](#)
- Spas of America - [Top 100 Spas of 2021](#)
- *Outside* - [Slopes to City: The Best Way to Spend 48 Hours in Reno and Tahoe](#)
- Matador Network - [5 winter adventures in and around Reno, NV](#)
- *Brides* - [The 15 Best Mountain Honeymoon Destinations in the U.S.](#)



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## Coverage Highlight Links

- *Mercury News* - [Best in the West: 6 great spots for winter fun with the family](#)
- 7x7- [7 Cross Country Skiing + Snowshoeing Adventures in Northern California](#)
- Thrillist - [The Most Beautiful Places to Visit in Nevada](#)
- Stroller in The City - [Family Ski Report: Lake Tahoe](#)
- Visit California - [9 Amazing California Destinations for Well-Being Getaways](#)
- The Manual - [10 Best Ski Resorts for Families to Enjoy the Slopes](#)
- Marin - [Everything You Need To Know This Ski Season 2022](#)
- Fodor's - [11 Magical Places Where Snow Falls on the Beaches](#)
- *Outside* - [North Lake Tahoe Is Not Just for Skiing](#)
- Ski Racing Media - [8 Sugar Bowl Ski Team and Academy alumni named to 2022 Olympic teams](#)



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## Visit CA FAM Tour: Social Influencer Recap

- Blog Post:
  - [Family Ski Report: Lake Tahoe](#)
- Est. Blog Post Views: 1.27K
- Social Media Following: 200K+
- Travel Dates: January 4-6, 2022
- Lodging: Granlibakken Tahoe, The Ritz-Carlton



*North Lake Tahoe*

Next stop was back to North Lake Tahoe, in Tahoe City, at [Granlibakken Tahoe](#), a historic, family-owned and operated resort situated in a private, 74-acre wooded valley. They offer a variety of lodging options, from bedrooms, studios, and suites to one to eight-bedroom townhouses. Our family had the cutest one bedroom suite, with a full kitchen and fireplace. An alcove area off the living room housed 2 full sized beds, so the kids felt like they had their own apartment!



## Upcoming PR Initiatives

- The Polar Bear Plunge event is planned for later in February.
- Spotlight on working from nature and sustainability practices.
- Utilizing TravMedia's International Media Marketplace (IMM) contacts to set up FAM tours for spring and fall coverage.
- Continue proactive media pitching targeting primary fly markets (LA, San Diego, Seattle, Phoenix, Dallas, Houston).
- Spring break travel, pet-friendly travel and Earth Day focused pitching.



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An aerial photograph of a lake with vibrant blue water. A person is visible in a small red canoe on the water. The foreground shows rocky shores and green trees. A large, semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Social Media".

# Social Media

## Facebook Overview

Data	December	January	MoM
Audience	130,367	130,345	0%
Impressions	1,723,118	1,462,152	-15%
Engagement	73,501	55,482	-24%

- Content continued to promote winter activities, dining and lodging.
- Augustine utilized CrowdRiff to source snow images throughout the region.
- 1.4M impressions and 6.7K post clicks were generated in January. While there were decreases in impressions, there were increases in overall post clicks by 8%.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Francisco and Los Angeles.



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# Facebook Top Posts

- Top posts included snow-covered scenes throughout the region.
- Facebook provided 2022 travel inspiration as well as safety updates.
- The post with the highest engagement rate featured a Tahoe pup. Other engaging posts included dining updates and regional information. Snow content continues to perform well on Facebook.

**North Lake Tahoe**  
Thu 1/13/2022 5:11 pm PST


Who let the dog out? 🐾 In North Lake Tahoe, there are plenty of fur-friendly restaurants, places to stay...



<b>Total Engagements</b>	<b>1,195</b>
Reactions	834
Comments	17
Shares	29
Post Link Clicks	44
Other Post Clicks	271

**North Lake Tahoe**  
Thu 1/13/2022 10:35 am PST


...up Tahoe. Make sure to enjoy North Lake Tahoe responsibly. ...s are required indoors on both the California and Nevada side ...th Lake Tahoe when exploring throughout the region...



<b>Engagements</b>	<b>1,064</b>
Reactions	604
Comments	131
Shares	44
Post Link Clicks	8
Other Post Clicks	877

**North Lake Tahoe**  
Tue 1/11/2022 5:06 pm PST

Let's toast 'bout it! 🍷 Tremigo Mexican Kitchen & Tequila Bar features a family-friendly authentic Mexican menu. The traditional menu includes fajitas, tacos and vegetarian options, including...



<b>Total Engagements</b>	<b>1,280</b>
Reactions	521
Comments	12
Shares	19
Post Link Clicks	50
Other Post Clicks	678



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## Instagram Overview

Data	December	January	MoM
Audience	83,808	83,862	+0.1%
Impressions	759,654	539,640	-29%
Engagement	25,426	14,773	-42%

- Content promoted travel throughout the region with activities, lodging and dining.
- Augustine continued to highlight unique winter outings.
- The Instagram audience increased gaining 74 followers.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.

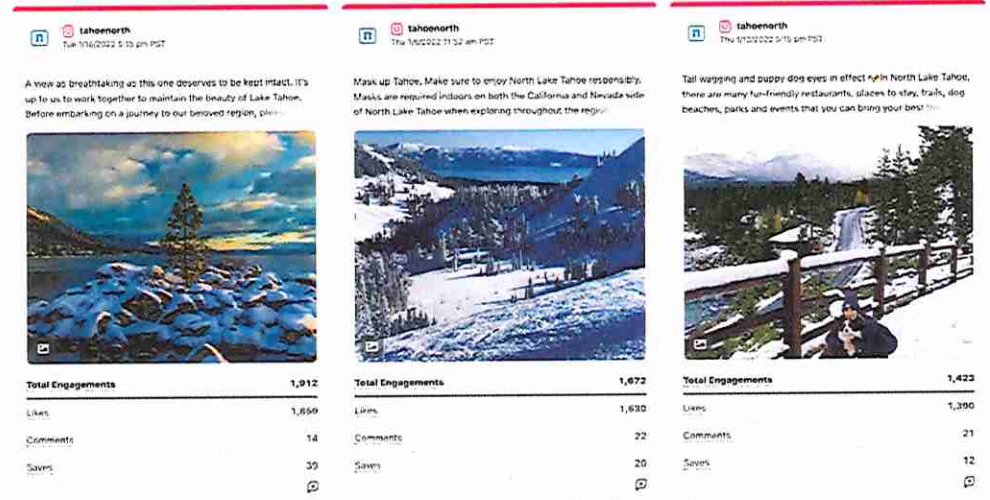


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# Instagram Top Posts

- Top posts included sustainability messaging, regional safety information and lifestyle content.
- The sustainability post generated 1,912 engagements and 39 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.



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## Instagram Custom Content

- Custom content this month highlighted "A Day in the Life" in North Lake Tahoe for National Plan For Vacation Day (1/25).
- This series was featured via Instagram Stories to show Instagram audiences an inside look at how to spend the day in the region.
- A variety of businesses and locations were promoted throughout this series such as FireSign Café, Tahoe Fullers, Tahoe Rim and The Hyatt.



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## Twitter Overview

Data	December	January	MoM
Audience	23,371	23,459	+0.4%
Impressions	49,880	34,983	-27%
Engagement	1,677	889	-44.6%

- Content continued to promote winter messaging.
- This audience increased this month, gaining 88 followers.
- This month, Twitter saw decreases due to general weather and snow conditions in the region compared to last month.
- Augustine will continue to provide news and updates on Twitter when applicable.



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# Twitter Top Posts

- Top posts showcased dining, promoted sustainability and provided regional safety updates.
- The top post on Twitter was a dining post that generated 232 engagements.
- While there were not many snow-related updates this month, the Twitter audience remained engaged with Trivia questions posted for National Trivia day with over 200 votes.

Engagement Type	Tweet 1 (Dining)	Tweet 2 (View)	Tweet 3 (New Year)
Total Engagements	232	128	96
Likes	19	50	33
@Replies	0	0	0
Retweets	2	5	1
Post Link Clicks	47	10	2
Other Post Clicks	163	61	60
Other Engagements	1	0	0



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The background image shows a serene lake scene. In the upper left, a person is seen in a small wooden canoe on the water. The water is a deep, clear blue. In the foreground, there are large, smooth, light-colored rocks. On the right side, the branches of a green evergreen tree hang over the water. A large, semi-transparent white rectangular box is centered over the image, containing the text.

# **Traveler Responsibility Pledge**

# Traveler Responsibility Pledge QR Code Results

- To date, there have been a total of 300 total scans, up four from December.
- There was one scan in January from the print ads, and the rest came from the beginning of February from the sandwich boards.



An aerial photograph of a lake with vibrant blue and green water. A person is visible in a red kayak on the water. The foreground shows large rocks and green trees. A large, semi-transparent white rectangular overlay is centered on the image, containing the text "Other Creative Projects" in a bold, dark blue font.

# Other Creative Projects

## Creative Projects

- Spring Campaign – Presented paid media plan to various boards/committees and began creative development for February 28<sup>th</sup> launch.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Continuing to develop/update blogs monthly
- Continuing to deploy newsletters to Consumer audiences and developing assets for MCC and Leisure newsletters.
- Updating collateral as needed
- Executing new creative ideas and activations for the fiscal year.



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An aerial photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing rocks and vegetation beneath the surface. A large, semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Industry Insights". The text is in a bold, dark blue font. The background shows lush green trees on the right side and large rocks in the bottom left corner.

# Industry Insights

## Industry Insights

- As climate change continues to be a looming concern over society, **consumers are increasingly welcoming sustainable practices into their lifestyles.** Once niche behaviors, buying electric vehicles and participating in sustainable fashion practices are just a few of the eco-friendly choices that are in style and broadly accepted. Vegetarianism is also gaining traction as an environmentally conscious lifestyle in the high-end foodie space signaling that it is here to stay. **66% of all respondents express some anxiety about how climate change will affect them personally, rising to 72% of Gen Z.** (Wunderman Thompson). (BVK, “Top Trends 2021 – Now & Next”)
- After a continued rollercoaster of unemployment and health concerns, **Americans are doing more than just quitting their jobs, but are reprioritizing their lives and acting on their own major shifts.** During this shuffle, job vacancies delay society from a rapid return to pre-pandemic growth. However, whether starting businesses, **adjusting to a more flexible work arrangement, or simply focusing more on bettering themselves and others, the great reprioritization is a sign that positive change often happens amidst major disruption.** Around half (49%) of Americans report that they are prioritizing a better work life balance. **81% of Gen Z and 86% of Millennials say the pandemic has made them re-evaluate what is important in their life.** (BVK, “Top Trends 2021 – Now & Next”)



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## Industry Insights

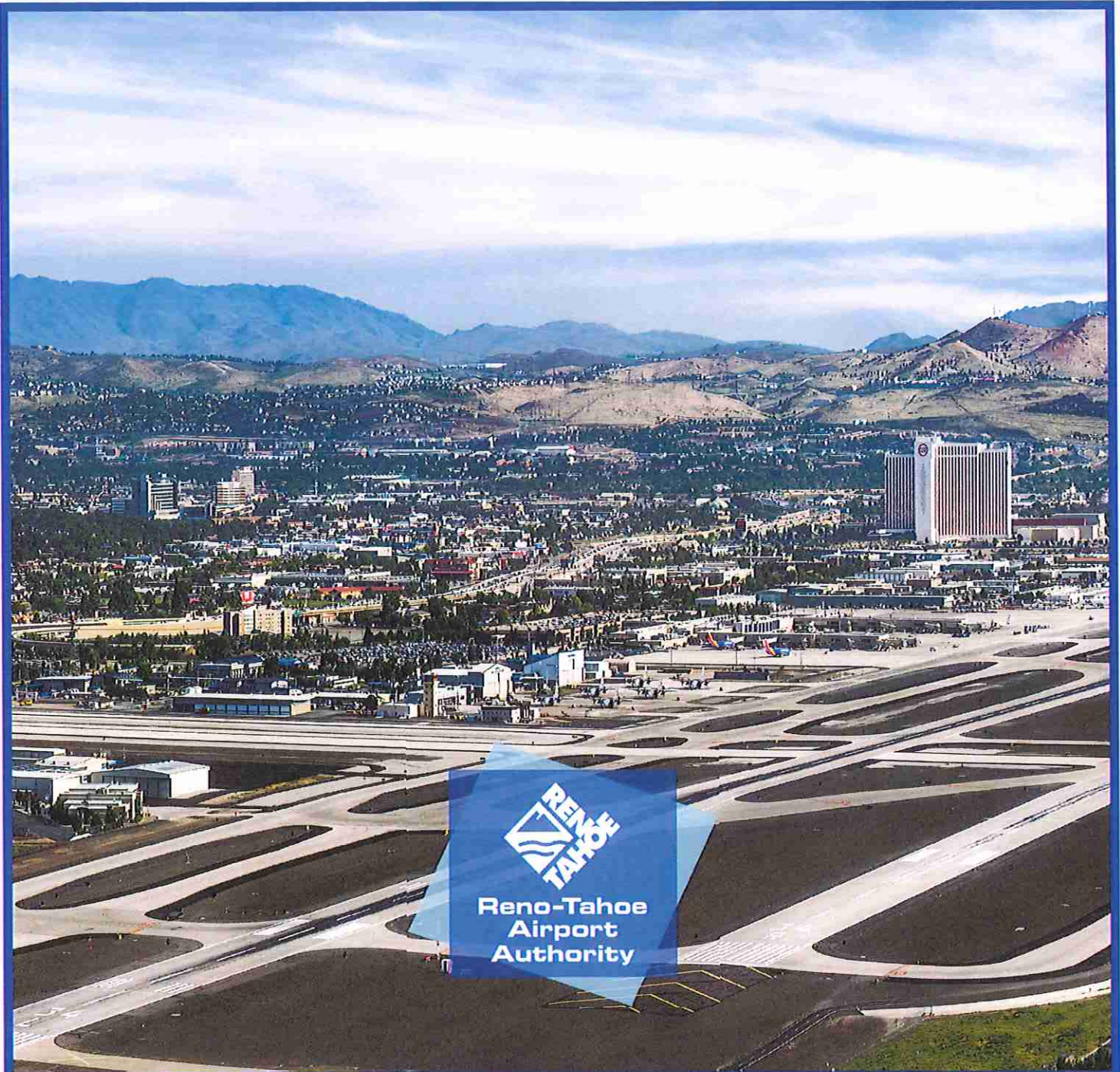
- With a growing demand for blending the flexibility of remote work with leisure travel, **more than 40% of Gen Z employees plan to take a "workcation" (essentially, working while traveling—but not traveling for work and not taking PTO days for it) in 2022, according to data provided by Kayak.** (*Fortune, "The travel trends to watch in 2022"*)
- **The booking window for flights is shrinking when compared to two years prior**, according to travel search engine Kayak. And this is especially the case for international travel: **Searches for flights within seven days have increased 50% as travelers become increasingly more flexible in their travel plans.** (Kayak also has a flexible cancellation filter that helps travelers determine which airlines and hotels are waiving change or cancellation fees.) (*Fortune, "The travel trends to watch in 2022"*)
- **Outdoorsy destinations are dominating Kayak's top-trending list at the tail end of 2021**, with Colorado and Montana making up four of the top 10 trending destinations for 2022, with an increase in search share of at least 46% compared to 2019. And while it's typically filled with cities like New York, San Francisco, Boston, and Atlanta, Kayak's most popular destinations list is seeing these destinations replaced by outdoor beach towns like Cancun, Honolulu, and Maui. This is the first time in years that New York City has not been among the top 10. (*Fortune, "The travel trends to watch in 2022"*)



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**THANK YOU**



Reno-Tahoe  
Airport  
Authority

# Reno-Tahoe International Airport

## Passenger and Cargo Statistics Report

December 2021



# U.S. DOMESTIC INDUSTRY OVERVIEW FOR DECEMBER 2021

## Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 45.8% vs. Dec 2020, down 15.0% vs. Dec 2019
Capacity of Seats *:	Up 52.7% vs. Dec 2020, down 10.5% vs. Dec 2019
Crude Oil Average:	\$71.71 per barrel in Dec 2021 \$47.02 per barrel in Dec 2020

## RNO Overview for December 2021 vs. December 2020

Total Passengers:	Up 114.6%
Avg. Enplaned Load Factor:	84.3%, up 31.2 pts.
Departures:	Up 29.3%
Departing Seats:	Up 35.9%
Cargo Volume:	Up 2.7%

## RNO Overview for December 2021 vs. December 2019

Total Passengers:	Down 13.4%
Avg. Enplaned Load Factor:	Up 4.3 pts.
Departures:	Down 18.7%
Departing Seats:	Down 17.0%

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

## DECEMBER 2021 SUMMARY

Reno-Tahoe International Airport (RNO) served 330,687 passengers in December 2021, an increase of 114.6% versus December 2020, and a decrease of 13.4% versus December 2019. The December 2021 total seat capacity was up 35.9% and the flights increased 29.3% when compared to December 2020. RNO served 31 non-stop destinations on 11 airlines in December 2021.

In 2021, RNO served 3,623,458 passengers, an increase of 80.6% when compared to 2020, and a decrease of 18.6% when compared to 2019.

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.

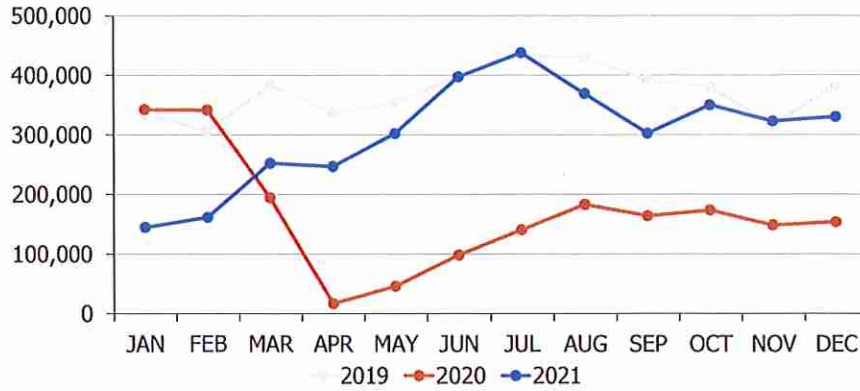
RNO handled 16,260,767 pounds of air cargo in December 2021, an increase of 2.7% when compared to December 2020.

In 2021, RNO handled 151,162,508 pounds of air cargo, an increase of 2.2% versus 2020.

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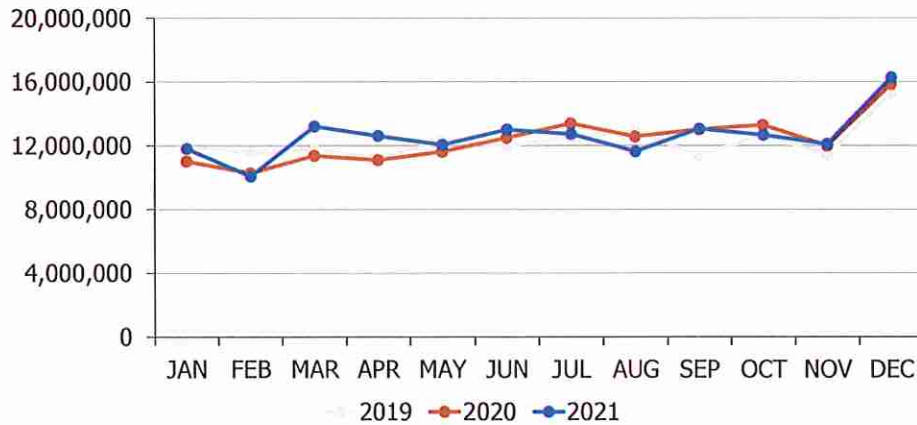


## Passengers



Total Passengers			
	Dec-21	Dec-20	Difference
aha!	5,152	0	
Alaska/Horizon	23,266	13,057	78.2%
Allegiant Air	5,707	3,451	65.4%
American	55,299	26,362	109.8%
Delta	38,923	18,587	109.4%
Frontier	6,352	2,951	115.2%
JetBlue	6,705	1,846	263.2%
Southwest	137,206	56,411	143.2%
United	45,249	26,391	71.5%
Volaris	5,783	4,771	21.2%

## Cargo

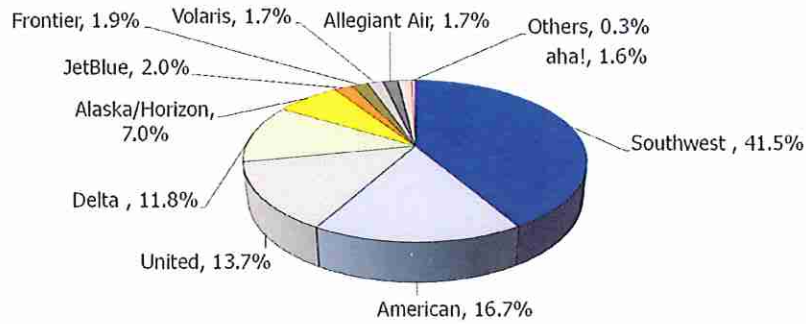


In December 2021, the FedEx cargo volume was up 5.8% when compared to December 2020. DHL was down 1.1% and UPS was down 1.0% during the same period.

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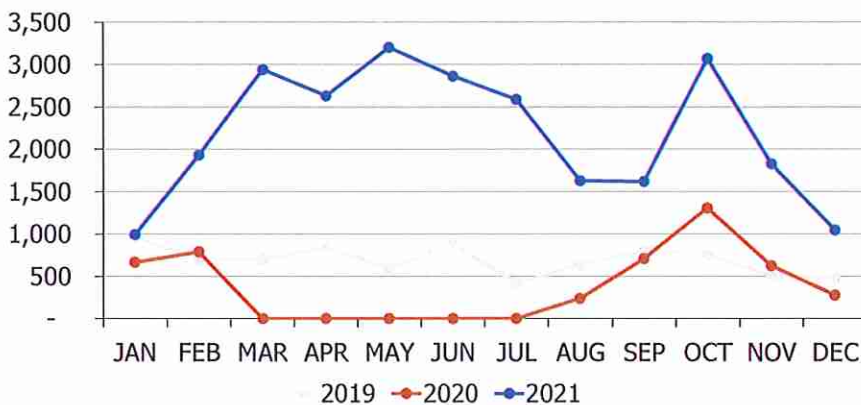


## AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Dec-21	Dec-20	YOY Change
aha!	1.6%	n/a	n/a
Alaska/Horizon	7.0%	8.5%	(1.4)
Allegiant Air	1.7%	2.2%	(0.5)
American	16.7%	17.1%	(0.4)
Delta	11.8%	12.1%	(0.3)
Frontier	1.9%	1.9%	0.0
JetBlue	2.0%	1.2%	0.8
Southwest	41.5%	36.6%	4.9
United	13.7%	17.1%	(3.4)
Volaris	1.7%	3.1%	(1.3)
Others	0.3%	0.2%	0.1

## TOTAL CHARTER PASSENGERS



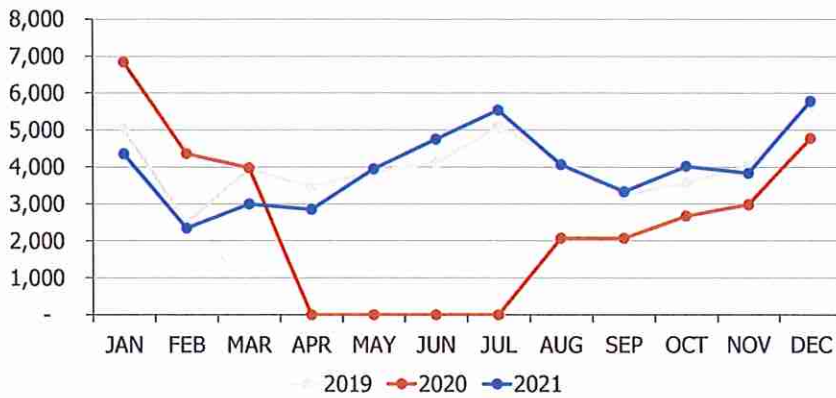
In December 2021, RNO served 1,045 passengers on charter flights, an increase of 279% when compared to December 2020.

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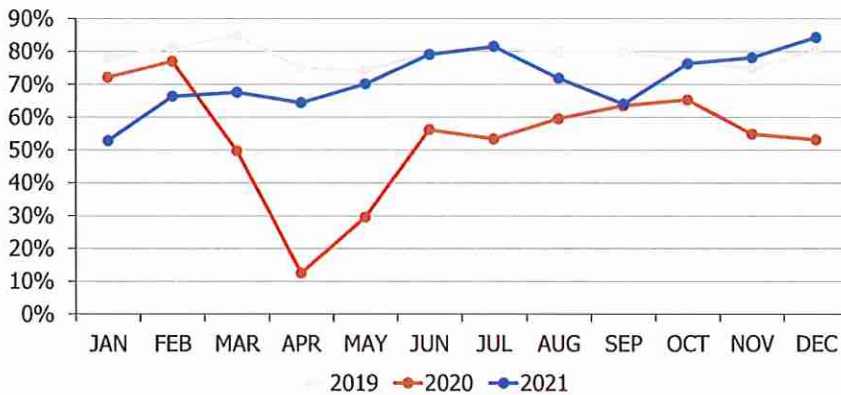


## TOTAL INTERNATIONAL PASSENGERS

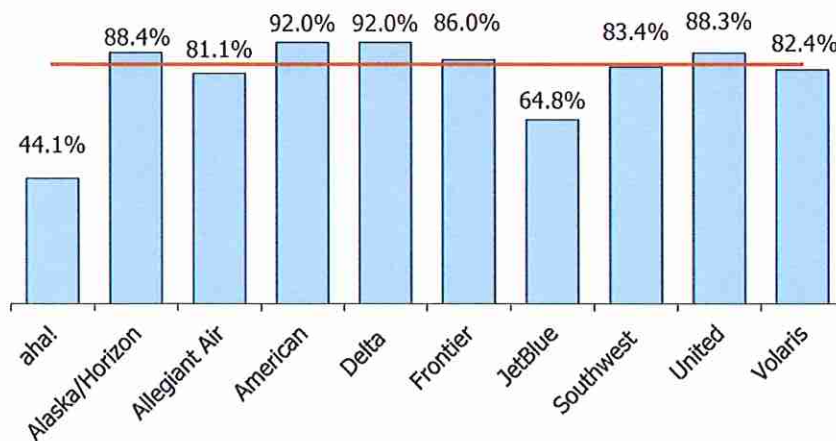


In December 2021, RNO served 5,783 international passengers, an increase of 21.2% versus December 2020.

## AVERAGE ENPLANED LOAD FACTOR



In December 2021, RNO's average enplaned load factor was 84.3%, an increase of 31.2 pts. versus December 2020.

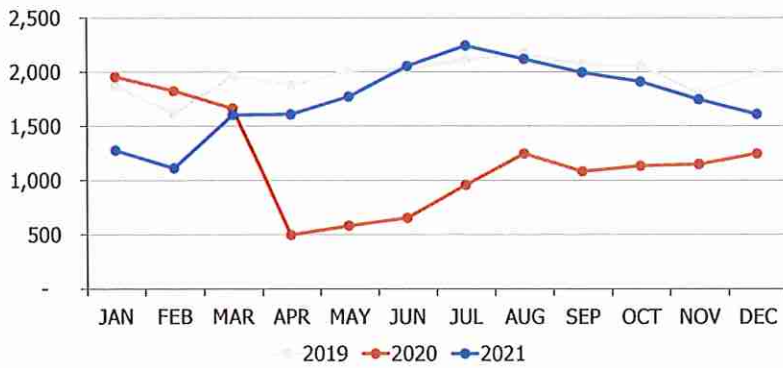


The red horizontal line on the left represents RNO's average enplaned load factor.

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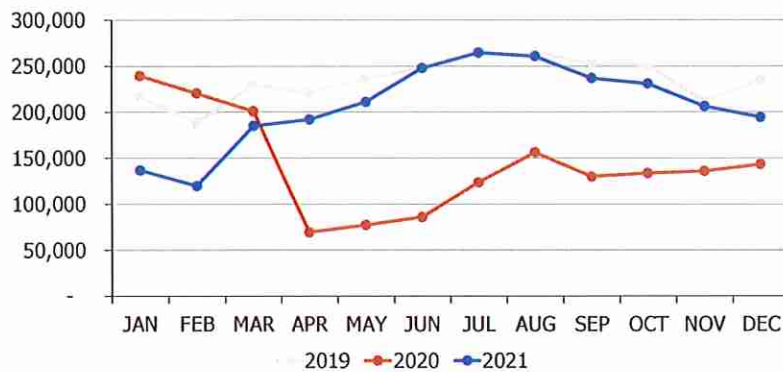


## DEPARTURES



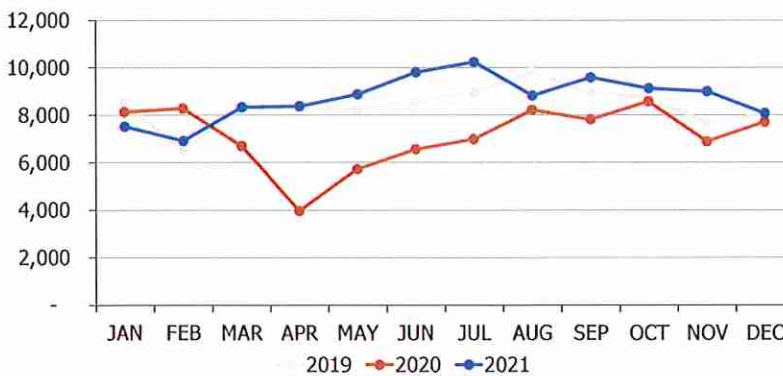
In December 2021, RNO handled 1,614 departures, an increase of 29.3% when compared to December 2020. This includes charter flights on Swift Air. Without the charter flights, the departures were up 29.0% for the same period.

## DEPARTING SEATS



In December 2021, RNO offered 194,449 departing seats, an increase of 35.9% when compared to December 2020.

## TOTAL OPERATIONS



A total of 8,074 operations were handled at RNO in December 2021, an increase of 4.9% when compared to December 2020. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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## February 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Arcata/Eureka	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Austin	American	28	Daily
Bakersfield	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Burbank	Southwest	28	Daily
Dallas/Fort Worth	American	84	Three daily
Denver	Southwest	56	Twice daily
	United	84	Three daily
Eugene	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Fresno	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Guadalajara	Volaris	16	Four weekly. Mon, Wed, Thu, Fri
Houston-Intercontinental	United	28	Daily
Las Vegas	Allegiant	23	Six weekly. No flights on Tue
	Frontier	25	Daily. No flights on 19, 23, 26
	Southwest	190	Six to seven daily
Long Beach	Southwest	52	Twice daily
Los Angeles	Alaska	28	Daily
	Delta	80	Three daily
	JetBlue	18	Four weekly. Mon, Thu, Fri, Sun
	Southwest	52	Twice daily. Once on Sat
	United	57	Twice daily
Medford	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
New York-JFK	JetBlue	26	Daily
Oakland	Southwest	28	Daily
Ontario	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Palm Springs	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Pasco	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun
Phoenix	American	103	Three to four daily
	Southwest	56	Twice daily
Portland	Alaska	28	Daily
Redmond/Bend	aha!/ExpressJet	12	Three weekly Mon, Wed, Fri
Salt Lake City	Delta	84	Three daily
San Diego	Southwest	52	Twice daily
San Francisco	United	112	Four daily
San Jose	Southwest	24	Daily. No flights on Sat
Seattle	Alaska	104	Three to four daily
Spokane	aha!/ExpressJet	12	Three weekly Tue, Thu, Sun

Multiple airlines in a market

1.19.2022

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Total Passengers Dec-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%	
<b>1st QTR</b>	<b>1,025,110</b>	<b>879,527</b>	<b>-14.2%</b>	<b>560,320</b>	<b>-36.3%</b>	
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%	
<b>2nd QTR</b>	<b>1,088,584</b>	<b>161,899</b>	<b>-85.1%</b>	<b>947,529</b>	<b>485.3%</b>	
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%	
<b>3rd QTR</b>	<b>1,256,181</b>	<b>488,432</b>	<b>-61.1%</b>	<b>1,110,783</b>	<b>127.4%</b>	
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%	330,687	114.6%	
<b>4th QTR</b>	<b>1,080,798</b>	<b>476,562</b>	<b>-55.9%</b>	<b>1,004,826</b>	<b>110.8%</b>	
<b>TOTAL</b>	<b>4,450,673</b>	<b>2,006,420</b>	<b>-54.9%</b>	<b>3,623,458</b>	<b>80.6%</b>	

Total Enplaned Passengers Dec-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	164,561	116.1%
<b>TOTAL</b>	<b>2,224,741</b>	<b>1,002,627</b>	<b>1,812,757</b>	<b>80.8%</b>

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	166,126	113.1%
<b>TOTAL</b>	<b>2,225,932</b>	<b>1,003,793</b>	<b>1,810,701</b>	<b>80.4%</b>

Total Cargo Volume in Pounds Dec-21						
	2019		% Diff.	2021		YOY % Diff.
	Cargo in Pounds	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%
<b>1st QTR</b>	<b>35,270,557</b>	<b>32,631,428</b>	<b>-7.5%</b>	<b>35,078,141</b>	<b>15,908</b>	<b>7.5%</b>
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%
<b>2nd QTR</b>	<b>35,470,102</b>	<b>35,193,184</b>	<b>-0.8%</b>	<b>37,660,014</b>	<b>17,079</b>	<b>7.0%</b>
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%
<b>3rd QTR</b>	<b>36,798,123</b>	<b>38,964,355</b>	<b>5.9%</b>	<b>37,413,556</b>	<b>16,968</b>	<b>-4.0%</b>
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%	16,260,767	7,374	2.7%
<b>4th QTR</b>	<b>39,360,912</b>	<b>41,104,720</b>	<b>4.4%</b>	<b>41,010,797</b>	<b>18,599</b>	<b>-0.2%</b>
<b>TOTAL</b>	<b>146,899,694</b>	<b>147,893,687</b>	<b>0.7%</b>	<b>151,162,508</b>	<b>68,554</b>	<b>2.2%</b>

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Dec-21	Dec-20	Diff.
aha!	2,468	44.1%	n/a	n/a
Alaska/Horizon	11,490	88.4%	37.3%	51.1
Allegiant Air	2,978	81.1%	51.4%	29.7
American	28,269	92.0%	68.3%	23.7
Delta	18,881	92.0%	36.2%	55.8
Frontier	3,292	86.0%	55.2%	30.8
JetBlue	3,041	64.8%	21.6%	43.1
Southwest	67,988	83.4%	60.4%	23.1
United	22,134	88.3%	57.2%	31.1
Volaris	3,392	82.4%	81.9%	0.5

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