

# February Departmental Reports



## north lake tahoe

February 2022

Meetings & Conventions Report

### **TURNED DEFINITE**

1. HPN - 77848 - Annual Meeting 2022, 4/19/22-4/24/22, 100 people, 375 rooms to Resort at Squaw Creek
2. HPN - 81147 - Championship Golf, 7/9/22-7/18/22, 130 people, 392 rooms to Ritz-Carlton
3. Family Wealth Advisors Council, 1/24/23-1/30/23, 10 people, 36 rooms to Resort at Squaw Creek

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

1. KeyBanc Capital Markets - March Ski Trip, 3/4/22-3/7/22, 12 people, 36 rooms
2. Roseville Electric Utility - Strategic Planning Workshop, 3/14/22-3/15/22, 4 people, 8 rooms
3. Vista Consulting Group - Vista March Retreat 2022, 3/17/22-3/19/22, 75 people, 225 rooms
4. HPN - 82451 - Leadership Meeting, 3/27/22-3/30/22, 20 people, 60 rooms
5. B Line Events - Camp Clever, 6/6/22-6/9/22, 200 people, 800 rooms
6. American Board of Opticianry - ABO-NCLE SUMMER Board Meeting, 7/18/22-7/24/22, 25 people, 118 rooms
7. Orkin Pest Control - Orkin Pacific Division Recognition Trip; July 2022, 7/28/22-7/30/22, 40 people, 60 rooms
8. Judicial Council of California - National Conference for State Court Administrators, 8/31/22-9/2/22, 70 people, 120 rooms
9. Natural Health & Fitness - Family Wellness Conference, 9/22/22-9/24/22, 400 people, 182 rooms
10. HPN - 77519V4 - Spring 2023 Annual Incentive, 4/12/23-4/16/23, 500 people, 850 rooms
11. Peace Officers Research Association of California - PORAC Internal Affairs Course, 4/24/23-4/25/23, 20 people, 40 rooms
12. HPN - 82288 - Elevate 2023, 6/1/23-6/4/23, 1,000 people, 1,200 rooms
13. American College of Real Estate Lawyers - 2025 ACREL Spring Meeting, 3/4/25-3/9/25
14. HPN - 82092 - Winter Break 2023, 1/22/23-1/31/23, 200 people, 540 rooms
15. National Association of Women Sales Professionals - NAWSP Be The Change Retreat 2022, 10/5/22-10/7/22, 50 people, 75 rooms

### **NEW INQUIRIES**

1. Medtronic - Medtronic 2023 Diabetes President's Club, 8/12/23-8/19/23, 100 people, 277 rooms
2. California and Nevada Credit Union Leagues - California League Services Corporation 2022 - SRT Summit Round Table, 8/2/22-8/5/22, 45 people, 109 rooms
3. Paramount Success Group - Owners and Management Meeting 2022- Lake Tahoe 10/22/22-10/27/22, 50 people, 151 rooms

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - February newsletter distributed to 10,494 planners, 21% open rate
  - SDR lead gen program has begun
  - ConferenceDirect newsletter ad submitted 2/15
  - Creating "Meeting Sustainability" document

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

2/3 - Zoom presentation to American College of Real Estate Lawyers - 2025 ACREL Spring Meeting  
2/23 - CalSAE Elevate Planning Call

### **TRADE SHOWS & EVENTS**

- Attended trade shows:
  -

### **CHICAGO EFFORTS**

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



## north lake tahoe

February 2022  
Tourism Development Report

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

- Key Meetings:
  - Attended Reno-Tahoe Territory meeting on February 9th
  - Visit California Outlook Forum February 14-15
  - Go West Closing Party and Adventure Day February 16-17
- Key Projects:
  - Planning Ski.com FAM March 30-31
  - February newsletter sent to 2,808 travel agents and product managers, 26% open rate

### **VISA VUE DATA**

- Domestic Data - January - December 2021
  - Top Cities - Visitor Origin:
    - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
    - Key spending findings on these cities:
      - SF is down by -5% YoY
      - Sacramento is up by 13%% YoY
      - Reno is up by 20% YoY
      - LA/Long Beach/Anaheim is up by 11% YoY
      - Santa Rosa is up 11% YoY
      - San Diego is up by 12% YoY
      - Santa Cruz is up by 15% YoY
      - New York is up by 30% YoY
      - San Jose/Sunnyvale/Santa Clara is down by -2% YoY
  - Total spend: \$528 M (all) and \$334M (non-resident)
  - Top spend by market:
    - Restaurants 19.6%
    - Food & Grocery 26.3%
    - Retail 23.7%
    - Hotels & Lodging 38.9%
- International Data - January - December, 2021
  - Total spend: \$1.8M
  - Estimated visitors: 7.6K
  - Top countries by spend
    - Canada 264k
    - Mexico 184k
    - China Mainland 167k

- United Kingdom 143k
- Peru 110k
- Singapore 65k
- France 54k
- Guatemala 52k
- Australia 48k
- Chile 41k

- Top spend by markets:
  - Restaurants & Dining 25%, 428k
  - Hotels & Lodging 18%, 385k
  - Retail 17%, 313k

# February 2022 Monthly Report



north lake tahoe



## February Executive Summary

- As NLT wrapped up its consumer winter paid media campaign, overall metrics for the campaign were slightly lower due to less overall budget. However, Paid Social continued to be a top performing tactic, leading to a considerable amount of clicks and conversions. Sustainability creative performed best on this channel by far.
- Additionally, optimized paid media creative led to lower TOS costs overall, especially in key markets like San Diego (which dropped \$17 in TOS conversion costs this month).
- Despite lower impression rates, the MCC campaign boasted higher metrics this month in comparison to January. In fact, TOS conversions rose an impressive 120% to a total of 22 conversions. Display provided half of these conversions, followed by social.



north lake tahoe

## February Executive Summary

- Website performance was fairly flat from January, decreasing modestly overall most likely due to fewer paid media impressions and lack of winter snow.
- San Francisco Bay Area markets drove the most traffic overall, but Texas audiences were the most engaged, showing that quality traffic was coming in from paid media sources.
- Realtime and informational pages continued to dominate the most viewed pages, however, events like Snowfest and specific winter activities like Northstar California Tubing Hill had high engagement and high pageviews.
- Organic Search continued to be a top channel by far, bringing in over 42,000 visitors to the site. Traffic from this channel was up MoM +11% and 21% YoY.



north lake tahoe



## February Executive Summary

- Four blogs were posted this month featuring themes of couples activities, the Winter Olympics and more. Each blog had a high time of page of over two minutes each.
- Content featuring weddings and proposals performed best in CrowdRiff this month, most likely due to Valentine's Day.
- PR efforts primarily focused on events related to North Lake Tahoe including Olympians, the Polar Bear Swim, Free Park Day and winter travel. The PR team also developed and distributed a joint Visit CA Poppy Awards press release to advertising and marketing publications.



north lake tahoe

## February Executive Summary

- Other PR highlights included radio interviews for the Polar Bear Swim event and a pickup from *AdWeek* for winning the Visit California Poppy Award.
- The PR team had a total of 13 secured clips, which led to an estimated digital monthly visits of 115.3M, estimated digital coverage views of 99.9K and an estimated broadcast reach of 21.4K.
- Coverage featured luxury North Lake Tahoe properties for rent, Snowfest and polar swim, Sierra State Parks Foundation hosting Olympic Trails Day, how to chase your own Olympic Gold and ways to experience winter magic without skiing.



north lake tahoe

## February Executive Summary

- Facebook generated 986K organic impressions and 4.1K post clicks. While there were decreases in impressions and engagements, there was an overall increase for post engagement rate clicks by 6%. Best performing content continued to include snow activities.
- Similar to Facebook, snow-related content performed best on Instagram including a snowmobiling Reel. The National California Day also post generated 2,607 engagements and 60 saves.
- Augustine also continued to produce CA Now Stories with the top story this month by impressions being the couple's getaway story with 3,472 impressions (average 1,000 impressions) and 47% completion rate (average completion rate is 37%).



north lake tahoe

An aerial photograph of a kayaker on a lake. The water is a vibrant turquoise color. The kayaker is in a red kayak, positioned in the upper left quadrant. The lake is surrounded by lush green trees on the right and large, light-colored rocks in the foreground. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Paid Media".

# **Paid Media**

# Consumer Paid Media



north lake tahoe

## Consumer Paid Media Executive Summary

- While TOS costs dropped by \$3 and \$17 for LA and San Diego markets respectively, TOS totals dropped a total of \$11 TOS for the markets overall.
- As the winter campaign ended 2/28, spend was approximately \$6,700 less than January. The difference in spend affected KPIs across the board when compared to January levels.
- Facebook ads drove the most conversions at over 500 and clicks at 1,650. Search continued to have the best performing CTR at 4.6%.



north lake tahoe

## Consumer Paid Media Executive Summary

- Winter channels including Outside Magazine, the sponsored eblast and TripAdvisor started in January and raised CPC rates. February optimizations lowered the CPC by 11% to a \$1.87 average.
- For Paid Social, sustainability creative continued to deliver the strongest performance with 85% of TOS conversions. The remaining TOS results spread over the remaining audiences.



north lake tahoe

# Overview by Campaign

Start Date  
2/1/2022

End Date  
2/28/2022

718,291  
IMPRESSIONS

3,349  
CLICKS

\$1.87  
CPC

767  
TOS 115  
CONVERSIONS

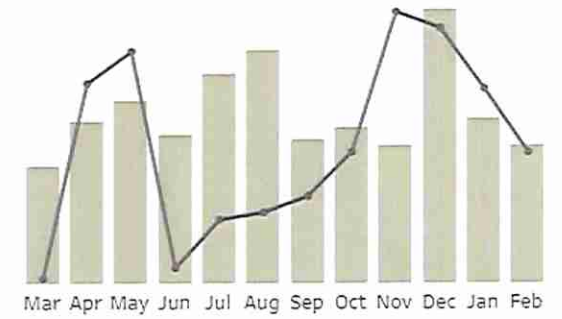
\$8.17  
COST PER TOS 115  
CONVERSION

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

Consumer	718,291	3,349	0.47%	\$1.87	\$6,269.98	587	767	\$8.17
----------	---------	-------	-------	--------	------------	-----	-----	--------

	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Programmatic Display	279,609	472	0.17%	\$3.55	\$1,677.65	5	172	\$9.75
Facebook	211,875	1,650	0.78%	\$1.31	\$2,158.49	556	114	\$18.93
TripAdvisor	171,526	117	0.07%	N/A	\$0.00	3	100	N/A
Instagram	25,530	104	0.41%	\$2.37	\$245.73	0	0	N/A
Google Ads	21,766	1,002	4.60%	\$1.59	\$1,593.98	22	334	\$4.77
Native	7,985	4	0.05%	\$148.28	\$593.13	1	47	\$12.62
<b>Grand Total</b>	<b>718,291</b>	<b>3,349</b>	<b>0.47%</b>	<b>\$1.87</b>	<b>\$6,269.98</b>	<b>587</b>	<b>767</b>	<b>\$8.17</b>

Sessions | TOS 115 Conversions





## Overview by Medium

Start Date  
2/1/2022

End Date  
2/28/2022

718,291  
IMPRESSIONS

3,349  
CLICKS

\$1.87  
CPC

767  
CONVERSIONS

\$8.17  
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	459,120	593	0.13%	\$3.83	\$2,270.78	9	319	\$7.12
Paid Social	237,405	1,754	0.74%	\$1.37	\$2,405.22	556	114	\$21.10
Paid Search	21,766	1,002	4.60%	\$1.59	\$1,593.98	22	334	\$4.77
<b>Grand Total</b>	<b>718,291</b>	<b>3,349</b>	<b>0.47%</b>	<b>\$1.87</b>	<b>\$6,269.98</b>	<b>587</b>	<b>767</b>	<b>\$8.17</b>

# Overview by DMA

Start Date  
2/1/2022

End Date  
2/28/2022

**718,291**  
IMPRESSIONS

**3,349**  
CLICKS

**\$1.87**  
CPC

**767**  
TOS 115  
CONVERSIONS

**\$8.17**  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	Boomer Ben	25,980	210	\$1.06	0.81%	\$222.16	5	\$44.43
		Millennial Megan	23,893	113	\$1.95	0.47%	\$220.14	7	\$31.45
		The Jones Family	21,976	130	\$1.69	0.59%	\$220.08	5	\$44.02
San Diego		Millennial Megan	21,096	91	\$2.21	0.43%	\$201.10	7	\$28.73
		The Jones Family	18,130	87	\$2.30	0.48%	\$200.19	3	\$66.73
		Boomer Ben	13,487	25	\$3.24	0.19%	\$80.92	0	N/A
National		High Value	164,754	345	\$3.82	0.21%	\$1,318.86	35	\$37.68
		Sustainability	152,099	892	\$1.37	0.59%	\$1,222.67	96	\$12.74
		Paid Search	21,766	1,002	\$1.59	4.60%	\$1,593.98	334	\$4.77
		The Jones Family	2,722	1	\$202.19	0.04%	\$202.19	6	\$33.70
		Millennial Megan	2,644	1	\$196.40	0.04%	\$196.40	22	\$8.93
		Boomer Ben	2,619	2	\$97.27	0.08%	\$194.54	19	\$10.24
Retargeting	National	Retargeting	138,731	356	\$1.09	0.26%	\$388.52	151	\$2.57
		Sustainability	108,394	94	\$0.09	0.09%	\$8.24	77	\$0.11
Grand Total			718,291	3,349	\$1.87	0.47%	\$6,269.98	767	\$8.17

\*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  
2/1/2022

End Date  
2/28/2022

237,405  
IMPRESSIONS

1,754  
CLICKS

\$1.37  
CPC

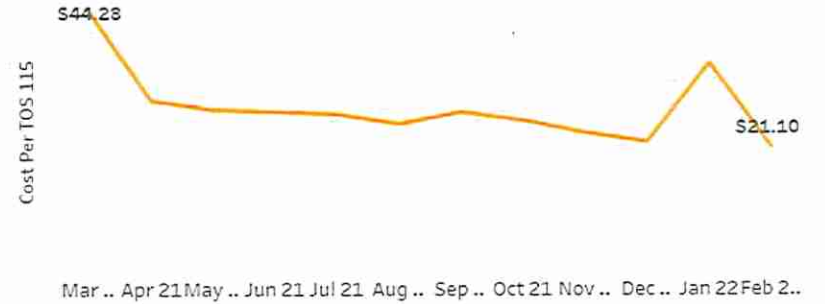
114  
CONVERSIONS

\$21.10  
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	152,099	892	0.59%	\$1.37	\$1,222.67	359	96	\$12.74
	High Value	28,218	121	0.43%	\$4.13	\$499.64	32	5	\$99.93
	Millennial Megan	14,495	153	1.06%	\$1.56	\$238.27	51	5	\$47.65
	The Jones Family	9,746	163	1.67%	\$1.46	\$238.11	47	4	\$59.53
	Boomer Ben	8,843	175	1.98%	\$0.68	\$119.34	62	4	\$29.64
Retargeting	Retargeting	22,705	227	1.00%	\$0.35	\$78.95	0	0	N/A
	Sustainability	1,299	23	1.77%	\$0.36	\$8.24	5	0	N/A
<b>Total</b>		<b>237,405</b>	<b>1,754</b>	<b>0.74%</b>	<b>\$1.37</b>	<b>\$2,405.22</b>	<b>556</b>	<b>114</b>	<b>\$21.10</b>

# Paid Social Creative Performance

Start Date  
2/1/2022

End Date  
2/28/2022

## Creative Performance

**718,291**  
IMPRESSIONS

**3,349**  
CLICKS

**\$1.87**  
CPC

**767**  
TOS 115  
CONVERSIONS

**\$8.17**  
COST PER TOS 115  
CONVERSION

				Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115		
Facebook	Prospecting	Sustainability		130,886	799	0.61%	\$1,017.13	\$1.27	96	\$10.60		
		High Value		25,500	119	0.47%	\$468.67	\$3.94	5	\$93.73		
		Millennial Megan		14,264	152	1.07%	\$236.32	\$1.55	5	\$47.26		
		The Jones Family		9,706	162	1.67%	\$237.27	\$1.46	4	\$59.32		
		Boomer Ben		8,818	175	1.98%	\$119.11	\$0.68	4	\$29.78		
	Retargeting	Retargeting		21,573	223	1.03%	\$73.74	\$0.33	0	N/A		
		Sustainability		1,128	20	1.77%	\$6.25	\$0.31	0	N/A		
		Google Ads	Prospecting	Paid Search	21,766	1,002	4.60%	\$1,593.98	\$1.59	334	\$4.77	
		Instagram	Prospecting	Sustainability		21,213	93	0.44%	\$205.54	\$2.21	0	N/A
				High Value		2,718	2	0.07%	\$30.97	\$15.48	0	N/A
Millennial Megan				231	1	0.43%	\$1.95	\$1.95	0	N/A		
Retargeting	Prospecting	The Jones Family		40	1	2.50%	\$0.84	\$0.84	0	N/A		
		Boomer Ben		25	0	0.00%	\$0.23	N/A	0	N/A		
		Sustainability		1,132	4	0.35%	\$5.21	\$1.30	0	N/A		
	Retargeting	Retargeting		171	3	1.75%	\$1.99	\$0.66	0	N/A		
		Sustainability		171	3	1.75%	\$1.99	\$0.66	0	N/A		
Outside Mag 1	Prospecting	The Jones Family		2,722	1	0.04%	\$202.19	\$202.19	6	\$33.70		
		Millennial Megan		2,644	1	0.04%	\$196.40	\$196.40	22	\$8.93		
		Boomer Ben		2,619	2	0.08%	\$194.54	\$97.27	19	\$10.24		
Programmatic Display	Prospecting	High Value		136,536	224	0.16%	\$819.22	\$3.66	30	\$27.31		
		Boomer Ben		30,624	60	0.20%	\$183.74	\$3.06	1	\$183.74		
		Millennial Megan		30,494	51	0.17%	\$182.96	\$3.59	9	\$20.33		
		The Jones Family		30,360	54	0.18%	\$182.16	\$3.37	4	\$45.54		
		Retargeting	Retargeting		51,595	83	0.16%	\$309.57	\$3.73	128	\$2.42	
TripAdvisor	Retargeting	Sustainability		107,095	71	0.07%	\$0.00	N/A	77	N/A		
		Retargeting		64,431	46	0.07%	\$0.00	N/A	23	N/A		
Grand Total				718,291	3,349	19.91%	\$6,269.98	\$1.87	767	\$8.17		

# Paid Search Performance

Start Date  
2/1/2022

End Date  
2/28/2022

21,772  
IMPRESSIONS

1,002  
CLICKS

\$0.63  
COST PER CLICK

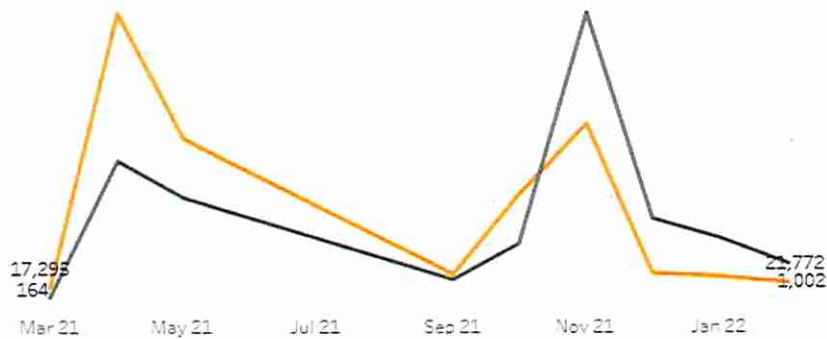
356  
TOS 115  
CONVERSIONS

\$4.48  
COST PER TOS 115  
CONVERSIONS

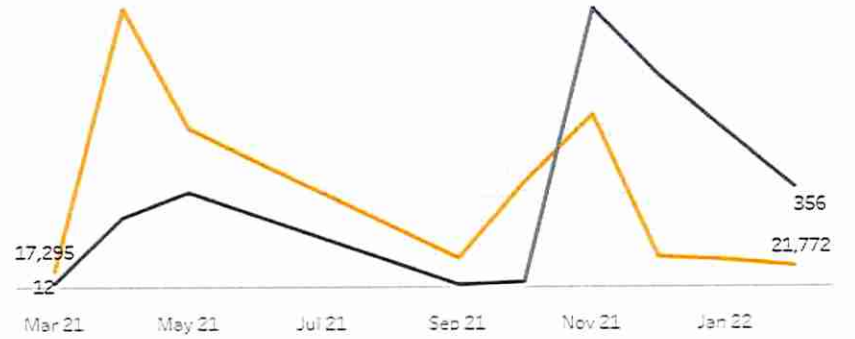
## Ad Group Performance

		Impressions	Clicks	CTR	Cost	CPC	Conversions	Cost per Conversion
Evergreen	WINTER	287,594	476	0.17%	\$2,270.78	\$4.77	579	\$3.92
	PT_WINTER	213,401	1,504	0.70%	\$2,318.03	\$1.54	1,229	\$1.89
	FALL	171,526	117	0.07%	N/A	N/A	294	N/A
	RT_WINTER	24,004	250	1.04%	\$87.19	\$0.35	8	\$10.90
	CPC	15,672	601	3.83%	\$1,269.18	\$2.11	176	\$7.21
	Vacation	3,878	146	3.76%	\$158.09	\$1.08	72	\$2.20
	Local	2,216	255	11.51%	\$166.71	\$0.65	108	\$1.54
		17	0	0.00%	N/A	N/A	0	N/A

### 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  
2/1/2022

End Date  
2/28/2022

## Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
+skiing	2,248	43	\$0.36	1.91%	\$118.70	14	32.6%
+snow +skiing	1,716	34	\$0.46	1.98%	\$73.85	13	38.2%
+cross +country +skiing	1,120	30	\$0.33	2.68%	\$90.31	13	43.3%
+ski +resorts	1,048	51	\$0.50	4.87%	\$102.39	6	11.8%
snowboarding	1,018	5	\$0.61	0.49%	\$8.21	0	0.0%
+resort	857	13	\$0.94	1.52%	\$13.86	4	30.8%
north tahoe	585	69	\$1.77	11.79%	\$38.95	40	58.0%
things to do	497	60	\$1.35	12.07%	\$44.29	24	40.0%
+casinos	488	3	\$2.94	0.61%	\$1.02	1	33.3%
what to do in tahoe	443	47	\$1.41	10.61%	\$33.27	18	38.3%
cross country skiing	427	4	\$0.70	0.94%	\$5.72	3	75.0%
+ski +resort	426	16	\$0.54	3.76%	\$29.78	3	18.8%
+vacation	387	15	\$0.86	3.88%	\$17.44	5	33.3%
+skiing	365	3	\$0.56	0.82%	\$5.32	0	0.0%
+downhill +skiing	365	0	N/A	0.00%	\$0.00	0	0.0%
+snowmobiling +rentals	360	46	\$0.54	12.78%	\$85.94	16	34.8%
snowmobiling north lake t..	351	54	\$0.46	15.38%	\$117.13	17	31.5%
snowmobiling rentals	326	56	\$1.03	17.18%	\$54.34	5	8.9%
+ski +lodging	321	8	\$0.48	2.49%	\$16.75	6	75.0%
skiing	313	1	\$2.70	0.32%	\$0.37	0	0.0%
+hotel	304	13	\$0.96	4.28%	\$13.61	5	38.5%
white wedding	301	2	\$0.72	0.66%	\$2.77	3	150.0%
+snowmobiling +trips	291	17	\$0.58	5.84%	\$29.52	5	29.4%
+vacations	288	9	\$1.04	3.13%	\$8.68	1	11.1%
events	283	38	\$1.65	13.43%	\$23.00	14	36.8%
+hotels	265	18	\$0.74	6.79%	\$24.47	8	44.4%

# Display Performance

Start Date  
2/1/2022

End Date  
2/28/2022

718,291  
IMPRESSIONS

593  
CLICKS

\$1.87  
CPC

319  
TOS 115  
CONVERSIONS

\$7.12  
COST PER TOS 115  
CONVERSION

Display Impressions Trending



Cost per Conversion Trending



Targeting	Platform	Persona	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Facebook	Sustainability	430,886	799	0.18%	\$1.87	\$51,017.13	96	\$531.35
		High Value	29,500	115	0.39%	\$1.87	\$22,366.00	4	\$5,591.50
		Millennial Megan	14,264	154	1.08%	\$1.87	\$11,306.50	1	\$11,306.50
	Google Ads	The Jones Family	2,008	8	0.40%	\$1.87	\$1,115.00	1	\$1,115.00
		Boomer Ben	2,756	1,002	36.36%	\$1.87	\$74.98	1	\$74.98
		Word Search	21,213	93	0.44%	\$1.87	\$4,205.99	1	\$4,205.99
	Instagram	High Value	2,718	25	0.92%	\$1.87	\$2,059.99	1	\$2,059.99
		Millennial Megan	231	20	8.66%	\$1.87	\$21.35	1	\$21.35
		The Jones Family	20	0	0.00%	\$1.87	\$0.00	0	N/A
	Native	Boomer Ben	25	0	0.00%	\$1.87	\$0.00	0	N/A
The Jones Family		222	0	0.00%	\$1.87	\$0.00	0	N/A	
Millennial Megan		644	0	0.00%	\$1.87	\$0.00	0	N/A	
Programmatic Display	Boomer Ben	1,000	2	0.20%	\$1.87	\$90.00	1	\$90.00	
	High Value	1,222	2	0.16%	\$1.87	\$116.10	1	\$116.10	
	Millennial Megan	644	0	0.00%	\$1.87	\$0.00	0	N/A	
Retargeting	Facebook	The Jones Family	1,350	2	0.15%	\$1.87	\$21.35	1	\$21.35
		Sustainability	1,573	2	0.13%	\$1.87	\$14.37	1	\$14.37
	Instagram	Sustainability	1,132	0	0.00%	\$1.87	\$0.00	0	N/A
		Sustainability	1,171	0	0.00%	\$1.87	\$0.00	0	N/A
	Programmatic Display	Sustainability	1,075	0	0.00%	\$1.87	\$0.00	0	N/A
		Sustainability	1,095	0	0.00%	\$1.87	\$0.00	0	N/A
TripAdvisor	Sustainability	64,421	46	0.07%	\$1.87	\$7,778.00	23	\$338.17	
<b>Grand Total</b>			<b>748,743</b>	<b>593</b>	<b>0.08%</b>	<b>\$1.87</b>	<b>\$1,374,578</b>	<b>737</b>	<b>\$1,877.12</b>

# Display Creative Performance

Start Date  
2/1/2022

End Date  
2/28/2022

718,291  
IMPRESSIONS

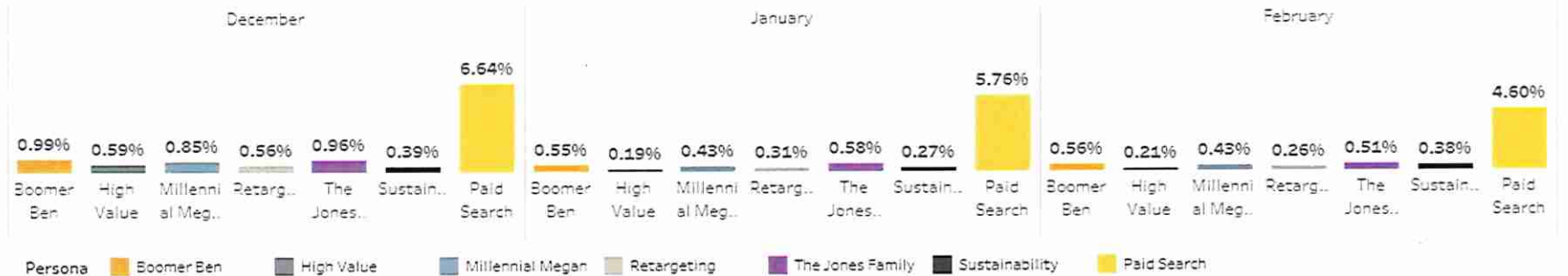
3,349  
CLICKS

\$1.87  
CPC

767  
TOS 115  
CONVERSIONS

\$8.17  
COST PER TOS 115  
CONVERSION

## Creative CTR Trending



DMA	Targeting	Platform	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
National	Prospecting	Facebook	156,356	918	0.59%	\$1.62	\$1,485.80	101	\$14.71
		Programmatic Display	136,552	224	0.16%	N/A	\$819.22	30	\$27.31
		Instagram	23,931	95	0.40%	\$2.46	\$236.51	0	N/A
		Google Ads	21,766	1,002	4.60%	\$1.69	\$1,669.98	334	\$4.77
		Native	7,985	4	0.05%	\$148.28	\$693.13	47	\$12.62
		Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
	Retargeting	TripAdvisor	171,526	117	0.07%	N/A	N/A	100	N/A
		Programmatic Display	51,595	83	0.16%	\$3.73	\$309.57	128	\$2.42
		Facebook	22,701	243	1.07%	\$0.39	\$79.99	0	N/A
		Instagram	1,303	7	0.54%	\$1.09	\$7.20	0	N/A
		Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
Los Angeles	Prospecting	Programmatic Display	50,815	93	0.18%	\$0.28	\$504.88	7	\$43.55
		Facebook	20,913	360	1.72%	\$0.99	\$356.30	10	\$35.63
		Instagram	122	0	0.00%	N/A	\$1.20	0	N/A
		Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
San Diego	Prospecting	Programmatic Display	40,664	72	0.18%	\$3.35	\$243.98	7	\$34.85
		Facebook	11,875	129	1.09%	\$1.63	\$236.40	3	\$78.80
		Instagram	174	2	1.15%	\$0.91	\$1.82	0	N/A
		Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
Portland	Prospecting	Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
Dallas/Hou.	Prospecting	Twitter Ads	0	0	0.00%	N/A	N/A	0	N/A
<b>Grand Total</b>			<b>718,308</b>	<b>3,349</b>	<b>0.47%</b>	<b>\$1.87</b>	<b>\$6,269.98</b>	<b>767</b>	<b>\$8.17</b>

\*Email does not have a defined Persona, hence the variation between the table above and the KPI boxes on the left.

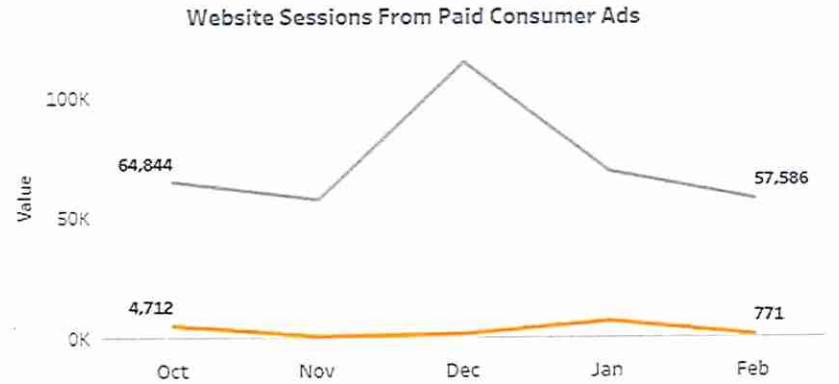
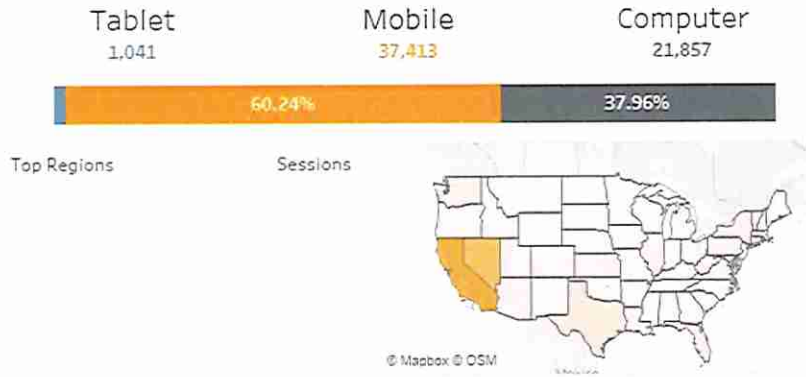


# Website Performance

Start Date 2/1/2022  
End Date 2/28/2022

Sessions  
Sessions MaHK Ads Produced

57,586  
SESSIONS



00:01:17  
SESSION DURATION

1.7  
PAGES PER SESSION

81%  
NEW USER  
SESSION RATE

72%  
BOUNCE RATE

Medium	Sessions	FF	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	43,887		70,690	00:01:14	1.6	74%
Direct	6,771		11,075	00:01:06	1.6	76%
Referral	4,360		12,462	00:02:23	2.9	50%
Search	1,075		2,266	00:01:17	2.1	56%
Display	760		868	00:00:10	1.1	91%
Social	712		913	00:00:18	1.3	86%
Native	11		11	00:00:00	1.0	100%
(not set)	5		8	00:00:53	1.6	60%
Video	3		23	00:07:58	7.7	0%
Gallus_app	1		1	00:00:00	1.0	100%
Facebook	1		1	00:00:00	1.0	100%
<b>Grand Total</b>	<b>57,586</b>		<b>98,318</b>	<b>00:01:17</b>	<b>1.7</b>	<b>72%</b>

## Consumer Paid Media Recommendations

- In the NLT March report, a recap of the entire Outside/Ski magazine will be provided. This should include the Added Value running in March.
- Expedia negotiations underway to move the flighting to late fall next fiscal year. Looking to replace that budget allocation with a native option like *Outside Magazine* due to it's success thus far.
- Will optimize for sustainability creative, especially on social channels – as this was highest performing.



north lake tahoe

# MCC Paid Media



north lake tahoe

## MCC Paid Media Executive Summary

- Overall, MCC performance spiked upwards in February. While the campaign reported 45,000 fewer impressions at 19% less cost than January, TOS conversions rose 120% to a total of 22 conversions.
  - Creative remained the same December-February.
  - LinkedIn static stopped end of January, leaving only LinkedIn video running on the platform.
- Display earned 50% of total TOS conversions and Facebook earned 41%.
- Facebook videos ranked the highest completion rates and the 15s creative had 17% higher completion rates than the 30s.



north lake tahoe

## Overview by Campaign

Start Date  
2/1/2022

End Date  
2/23/2022

166,276  
IMPRESSIONS

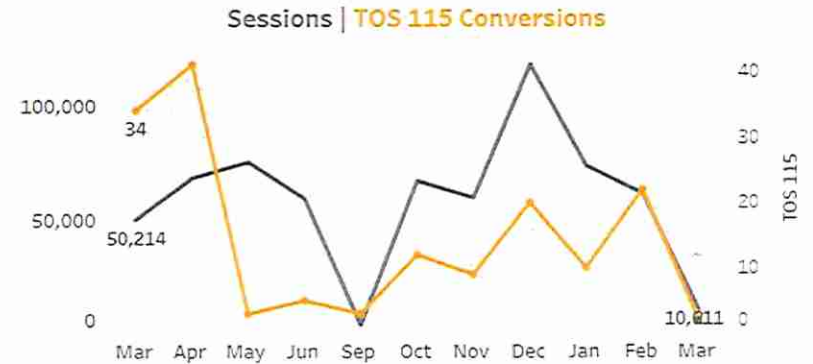
758  
CLICKS

\$1.83  
COST PER CLICK

22  
TOS CONVERSIONS

\$63.06  
COST PER TOS  
CONVERSION

- MCC earned 120% more TOS conversion to a total of 22 accompanied by a \$107.50 drop in cost per TOS conversion.
  - Impressions dropped slightly across categories.
- While CPC dropped by \$0.04 since January, total clicks also decreased due to the drop in impressions. This trend was seen in Display and Social, but spiked upwards in the YouTube platform.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	166,276	758	0.46%	\$1.83	\$1,387.32	0	22	\$63.06
<b>Total</b>	<b>166,276</b>	<b>758</b>	<b>0.46%</b>	<b>\$1.83</b>	<b>\$1,387.32</b>	<b>0</b>	<b>22</b>	<b>\$63.06</b>

# Overview by Medium

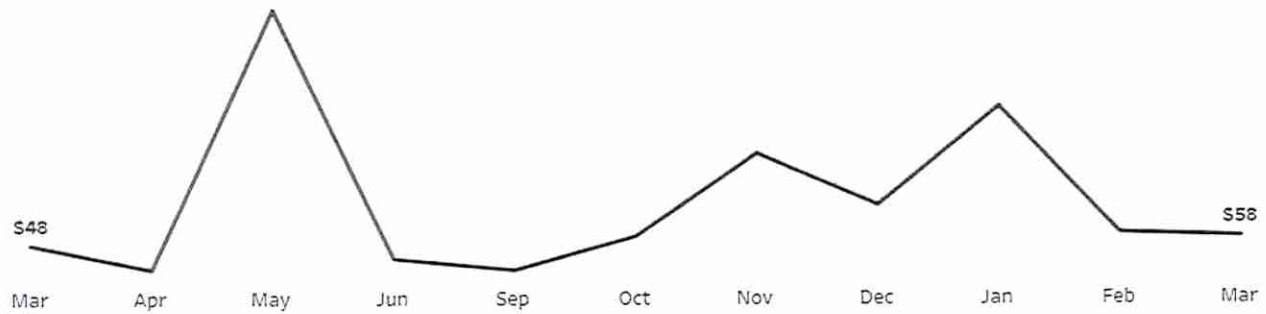
Start Date  
2/1/2022

End Date  
2/28/2022

166,276  
IMPRESSIONS

758  
CLICKS

Cost per Conversion Trending



\$1.83  
COST PER CLICK

22  
TOS CONVERSIONS

\$63.06  
COST PER TOS  
CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	97,275	\$519.01	381	\$1.36	0.39%	11	\$47.18
Video	LinkedIn	25,637	\$323.65	75	\$4.32	0.29%	0	N/A
	YouTube	25,076	\$264.92	96	\$2.76	0.38%	2	\$132.46
	Facebook	5,771	\$118.91	33	\$3.60	0.57%	0	N/A
Paid Social	Instagram	1,236	\$4.78	3	\$1.59	0.24%	0	N/A
	LinkedIn	5,672	\$76.12	50	\$1.52	0.88%	0	N/A
	Facebook	4,421	\$68.87	116	\$0.59	2.62%	9	\$7.65
	Instagram	1,188	\$11.05	4	\$2.76	0.34%	0	N/A
<b>Grand Total</b>		<b>166,276</b>	<b>\$1,387.32</b>	<b>758</b>	<b>\$1.83</b>	<b>0.46%</b>	<b>22</b>	<b>\$63.06</b>

# Paid Social Performance

Start Date  
2/1/2022

End Date  
2/28/2022

**11,281**  
IMPRESSIONS

**170**  
CLICKS

**9**  
TOS  
CONVERSIONS

**0**  
SUBMIT RFP  
CONVERSIONS

**\$17.34**  
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	2,965	79	2.66%	\$0.49	\$38.96	7	\$5.57
		fall-breakout	672	13	1.93%	\$1.28	\$16.61	0	N/A
		fall-room-to-project	549	18	3.28%	\$0.54	\$9.70	2	\$4.85
		fall-conference-room	235	6	2.55%	\$0.60	\$3.60	0	N/A
Instagram	Retargeting	fall-audio-visual	583	3	0.51%	\$1.77	\$5.32	0	N/A
		fall-room-to-project	447	1	0.22%	\$3.98	\$3.98	0	N/A
		fall-breakout	98	0	0.00%	N/A	\$1.08	0	N/A
		fall-conference-room	60	0	0.00%	N/A	\$0.67	0	N/A
LinkedIn	Prospecting	nlt_mcc-2021-22 static	5,672	50	0.88%	\$1.52	\$76.12	0	N/A
<b>Grand Total</b>			<b>11,281</b>	<b>170</b>	<b>1.51%</b>	<b>\$0.92</b>	<b>\$156.04</b>	<b>9</b>	<b>\$17.34</b>

## Display Performance by Placement

Start Date  
2/1/2022

End Date  
2/28/2022

97,275  
IMPRESSIONS

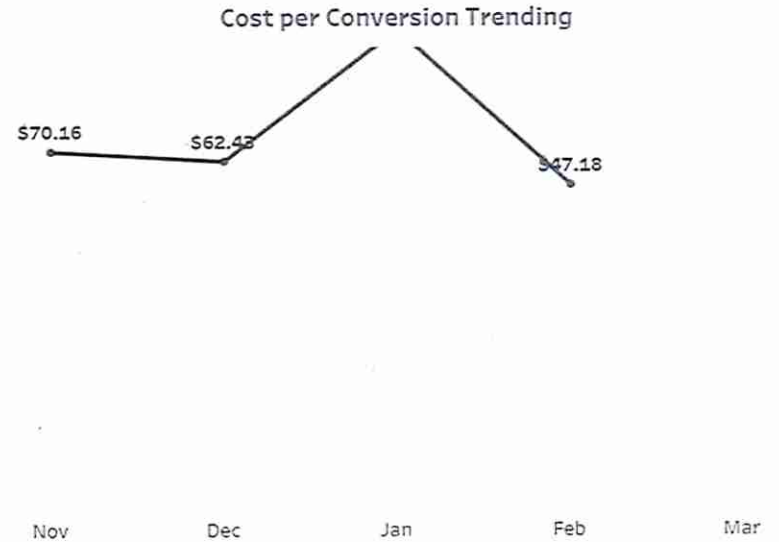
381  
CLICKS

11  
TOS 115  
CONVERSIONS

0.39%  
CLICK THROUGH RATE

\$47.18  
COST PER  
TOS CONVERSION

- Optimizations lowered cost per TOS by over \$240.
  - Overall, total impressions fell by 16,000 but TOS conversions rose from 2 to 11.
- Display earned 72% of TOS conversions and resonated with audiences.
- Display retargeting earned an additional TOS conversion from January for a total of 3.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	97,275	381	0.39%	\$1.36	\$519.01	11	\$47.18
<b>Grand Total</b>	<b>97,275</b>	<b>381</b>	<b>0.39%</b>	<b>\$1.36</b>	<b>\$519.01</b>	<b>11</b>	<b>\$47.18</b>



# Display Performance by Creative

Start Date  
2/1/2022

End Date  
2/28/2022

## Creative CTR Trending

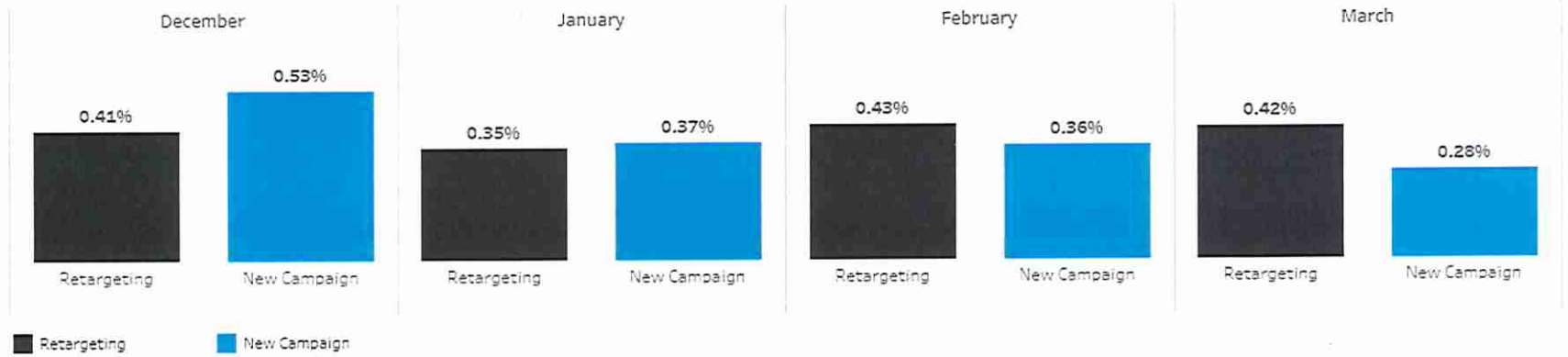
97,275  
IMPRESSIONS

381  
CLICKS

11  
TOS 115  
CONVERSIONS

0.39%  
CLICK THROUGH RATE

\$47.18  
COST PER  
TOS CONVERSION



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
New Campaign	51,729	187	0.36%	\$1.07	\$200.19	8	\$25.02
Retargeting	45,546	194	0.43%	\$1.64	\$318.82	3	\$106.27
<b>Grand Total</b>	<b>97,275</b>	<b>381</b>	<b>0.39%</b>	<b>\$1.36</b>	<b>\$519.01</b>	<b>11</b>	<b>\$47.18</b>

# Video Performance

Start Date  
2/1/2022

End Date  
2/29/2022

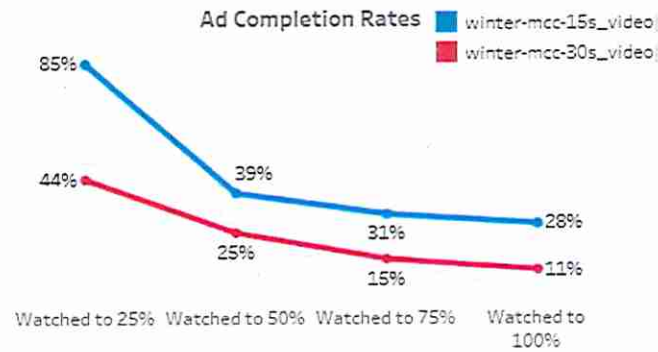
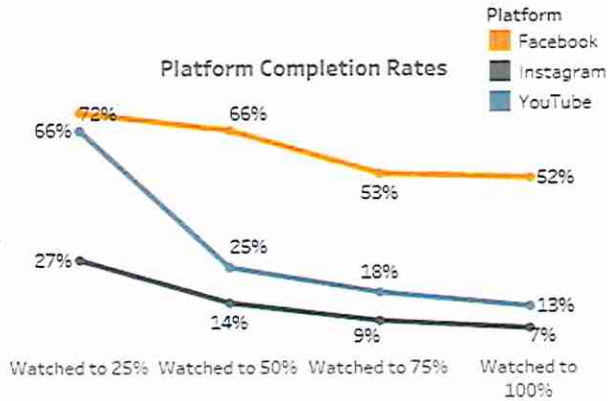
57,720  
IMPRESSIONS

53,145  
TOTAL VIEWS

2  
TOS CONVERSIONS

\$3.44  
COST PER CLICK

\$356.13  
PRIMARY CPC



Top Ads	Total Views
winter-mcc-15s_video	31,153
winter-mcc-30s_video	14,280

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	TOS 115	Cost Per TOS 115
Facebook	Retargeting	winter-mcc-15s	4,562	3,515	65.63%	29	0.64%	\$96.28	0	N/A
		winter-mcc-30s	1,209	826	0.83%	4	0.33%	\$22.63	0	N/A
Instagram	Retargeting	winter-mcc-15s	943	332	7.95%	2	0.21%	\$3.78	0	N/A
		winter-mcc-30s	293	106	2.39%	1	0.34%	\$1.00	0	N/A
LinkedIn	Prospecting	nlt_mcc-2021-22 video	25,637	18,858	30.08%	75	0.29%	\$323.65	0	N/A
YouTube	Retargeting	winter-mcc-15s	11,476	1,637	14.58%	46	0.40%	\$123.67	1	\$123.67
		winter-mcc-30s	13,600	1,765	12.31%	50	0.37%	\$141.26	1	\$141.26
Grand Total			57,720	27,039	24.51%	207	0.36%	\$712.26	2	\$356.13

# Website Performance

Start Date  
2/1/2022

End Date  
2/28/2022

1,317  
SESSIONS



Top Regions	Sessions
California	35,279
Nevada	6,962
Texas	1,974
Florida	1,124
New York	970



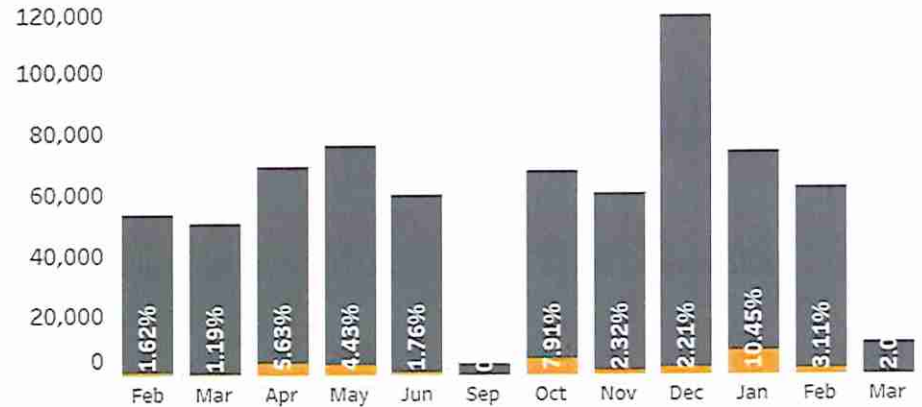
© Mapbox © OSM

00:00:01  
SESSION DURATION

1.1

PAGES PER SESSION

Website Sessions From Paid MCC Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,142	1,207	00:00:01	1.1	95%
Social	151	167	00:00:04	1.1	95%
Search	24	32	00:00:09	1.3	75%
<b>Total</b>	<b>1,317</b>	<b>1,406</b>	<b>00:00:01</b>	<b>1.1</b>	<b>95%</b>

98%  
NEW USER SESSION RATE

95%  
BOUNCE RATE

## MCC Paid Media Recommendations

- Continue to monitor frequency in video and static campaigns to ensure target audience acts and earns more TOS conversions.
- Possibly optimize spend between prospecting and retargeting tactics.
- Optimize YouTube video and creative lengths spend to increase video completions and TOS conversions.
- Continue to monitor Social performance to maintain KPI performance now that LinkedIn has ended.



north lake tahoe

An aerial photograph of a kayaker on a lake. The water is a vibrant turquoise color. In the foreground, there are large, smooth, light-colored rocks. To the right, there are green trees. 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

Acquisition			Behavior			Conversions	
Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
61.8K	52.2K	50.7K	73.5%	1.7	01:12	81.0%	50.1K

- There were 52K visitors (-7% MoM) to GoTahoeNorth.com; however, there was an increase of 17% when compared YoY. The drop in February was most likely due to lower impression levels in the paid media campaigns, as well as continuing lack of winter snow.
- Average time on page was 1:48 (average for travel websites is 1 minute) and the average session was 1:12. Users and sessions were also up by 16% when compared YoY.



north lake tahoe

Source: Google Analytics Feb 1 – Feb 28, 2022

# Location

Region	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	49,094 <small>% of Total: 44.01% (72,238)</small>	47,869 <small>% of Total: 34.42% (50,979)</small>	58,702 <small>% of Total: 44.95% (131,022)</small>	73.44% <small>Avg for View: 73.52% (0.11%)</small>	1.67 <small>Avg for View: 1.67 (0.02%)</small>	00:01:14 <small>Avg for View: 00:01:12 (1.34%)</small>
1. California	29,326 (59.95%)	28,304 (59.17%)	35,279 (60.10%)	75.59%	1.57	00:01:09
2. Nevada	5,795 (11.82%)	5,363 (11.20%)	6,962 (11.86%)	76.08%	1.60	00:01:15
3. Texas	1,708 (3.48%)	1,640 (3.42%)	1,974 (3.36%)	64.39%	2.10	00:01:49
4. Florida	956 (1.95%)	936 (1.96%)	1,124 (1.91%)	64.41%	1.92	00:01:40
5. New York	871 (1.75%)	855 (1.79%)	970 (1.65%)	67.42%	1.82	00:00:59
6. Washington	833 (1.69%)	793 (1.66%)	940 (1.60%)	70.74%	1.90	00:01:27
7. Illinois	644 (1.29%)	624 (1.30%)	719 (1.22%)	65.65%	1.98	00:01:25
8. Virginia	642 (1.29%)	629 (1.31%)	684 (1.17%)	78.22%	1.60	00:00:47
9. Kansas	599 (1.20%)	595 (1.24%)	611 (1.04%)	86.74%	1.35	00:00:16
10. Arizona	540 (1.09%)	511 (1.07%)	628 (1.07%)	69.75%	2.03	00:01:42

City	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	49,094 <small>% of Total: 44.01% (72,238)</small>	47,869 <small>% of Total: 34.42% (50,979)</small>	58,702 <small>% of Total: 44.95% (131,022)</small>	73.44% <small>Avg for View: 73.52% (0.11%)</small>	1.67 <small>Avg for View: 1.67 (0.02%)</small>	00:01:14 <small>Avg for View: 00:01:12 (1.34%)</small>
1. San Francisco	5,113 (9.98%)	4,649 (9.71%)	5,874 (10.01%)	78.36%	1.42	00:01:01
2. Sacramento	3,291 (6.42%)	2,971 (6.21%)	3,772 (6.42%)	78.69%	1.46	00:01:10
3. Incline Village	2,500 (4.85%)	2,254 (4.71%)	2,927 (4.99%)	74.85%	1.57	00:01:15
4. Truckee	1,997 (3.90%)	1,809 (3.84%)	2,375 (4.02%)	78.61%	1.48	00:01:09
5. San Jose	1,942 (3.79%)	1,790 (3.74%)	2,205 (3.76%)	74.10%	1.54	00:01:17
6. Reno	1,633 (3.39%)	1,526 (3.19%)	2,076 (3.54%)	77.41%	1.64	00:01:23
7. Los Angeles	1,500 (2.92%)	1,411 (2.95%)	1,750 (2.98%)	71.03%	1.65	00:01:11
8. (not set)	875 (1.71%)	829 (1.73%)	982 (1.67%)	68.43%	1.72	00:01:09
9. Roseville	797 (1.59%)	694 (1.45%)	903 (1.54%)	77.74%	1.43	00:00:54
10. South Lake Tahoe	693 (1.35%)	644 (1.35%)	768 (1.31%)	78.91%	1.42	00:00:47



- Texas visitors continued to be the most engaged with 1:49 average time on page.
- San Francisco drove the most users to the website and Reno visitors were the second most engaged.

Source: Google Analytics Feb 1 – Feb 28, 2022

# Device

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	52,220 <small>% of Total: 100.00% (52,220)</small>	50,755 <small>% of Total: 100.11% (50,699)</small>	61,825 <small>% of Total: 100.00% (61,825)</small>	73.52% <small>Avg for View: 73.52% (0.00%)</small>	1.67 <small>Avg for View: 1.67 (0.00%)</small>	00:01:13 <small>Avg for View: 00:01:13 (0.00%)</small>
1. mobile	31,129 (59.72%)	30,378 (59.85%)	37,413 (60.51%)	77.71%	1.44	00:00:58
2. desktop	19,858 (38.09%)	19,274 (37.97%)	23,113 (37.38%)	66.75%	2.04	00:01:37
3. tablet	1,142 (2.19%)	1,103 (2.17%)	1,299 (2.10%)	73.36%	1.74	00:01:15

- Most users continued to visit the site from mobile with 59% of the total visitors.
- Desktop visitors were the most engaged with 1:37 average time on page and 2.04 pages per session.



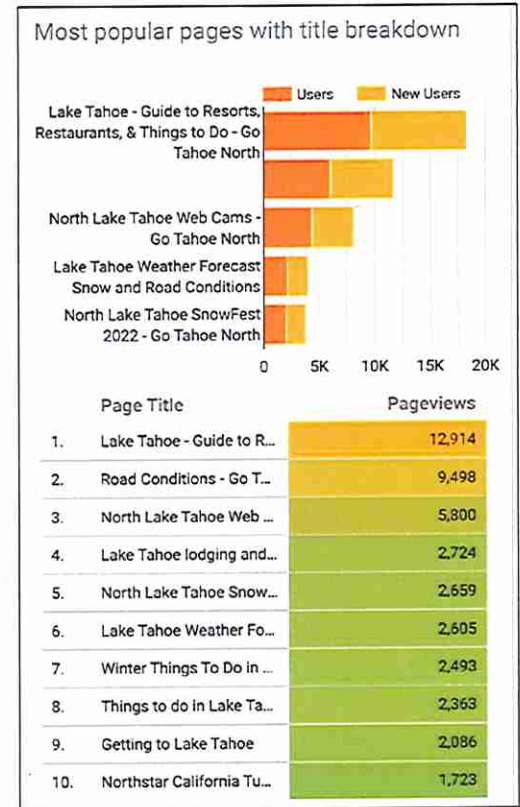
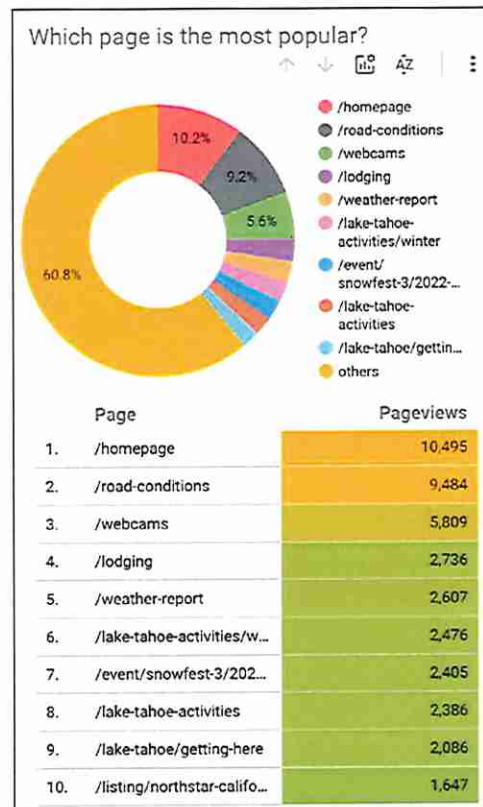
north lake tahoe

Source: Google Analytics Feb 1 – Feb 28, 2022



# Top Pages Visited

- Users were most engaged with the Road Conditions page (4:48) followed by Northstar California Tubing Hill Page (4:19).
- Demographics were primarily aged 25-44 .

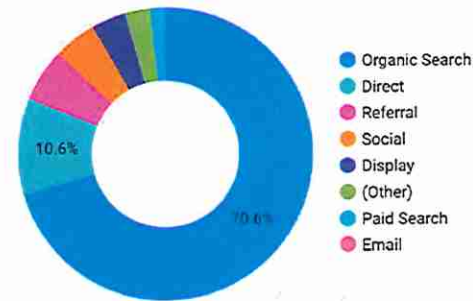


Source: Google Analytics Feb 1 – Feb 28, 2022

# Channel Performance

- Organic Search brought in the most users to the website at 42K.
- Users coming to the website from Referrals were the most engaged with the website (3:07).

Top Acquisition Channels



Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions
google / organic	42,485	36,142	34,741	73.9%	1.6	00:01:13	83.95%	35,667
(direct) / (none)	6,771	5,598	5,474	75.54%	1.64	00:01:06	76.1%	5,153
visitinglaketahoe...	2,155	1,892	1,702	33.13%	3.57	00:03:07	130.12%	2,804
facebook / social	1,966	1,812	1,711	88.15%	1.24	00:00:15	54.43%	1,070
r7_ven52 / display	1,142	1,133	1,132	95.45%	1.06	00:00:00	36.95%	422
google / cpc	1,099	922	852	55.96%	2.09	00:01:15	82.35%	905
r7_facebook.co...	798	753	721	86.84%	1.26	00:00:16	39.72%	317
display / banners	750	581	556	90.8%	1.16	00:00:29	19.6%	147
r7_ven77 / display	704	685	677	91.48%	1.1	00:00:04	31.53%	222



Source: Google Analytics Feb 1 – Feb 28, 2022

# SEO Traffic Performance

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	11.57% <span style="color: green;">▲</span> 36,142 vs 32,394	11.91% <span style="color: green;">▲</span> 34,741 vs 31,045	12.44% <span style="color: green;">▲</span> 42,485 vs 37,786	1.72% <span style="color: red;">▲</span> 73.90% vs 72.65%	3.28% <span style="color: red;">▼</span> 1.60 vs 1.66	5.93% <span style="color: green;">▲</span> 00:01:14 vs 00:01:10
1. google / organic						
Feb 1, 2022 - Feb 28, 2022	36,142 (100.00%)	34,741 (100.00%)	42,485 (100.00%)	73.90%	1.60	00:01:14
Jan 4, 2022 - Jan 31, 2022	32,394 (100.00%)	31,045 (100.00%)	37,786 (100.00%)	72.65%	1.66	00:01:10

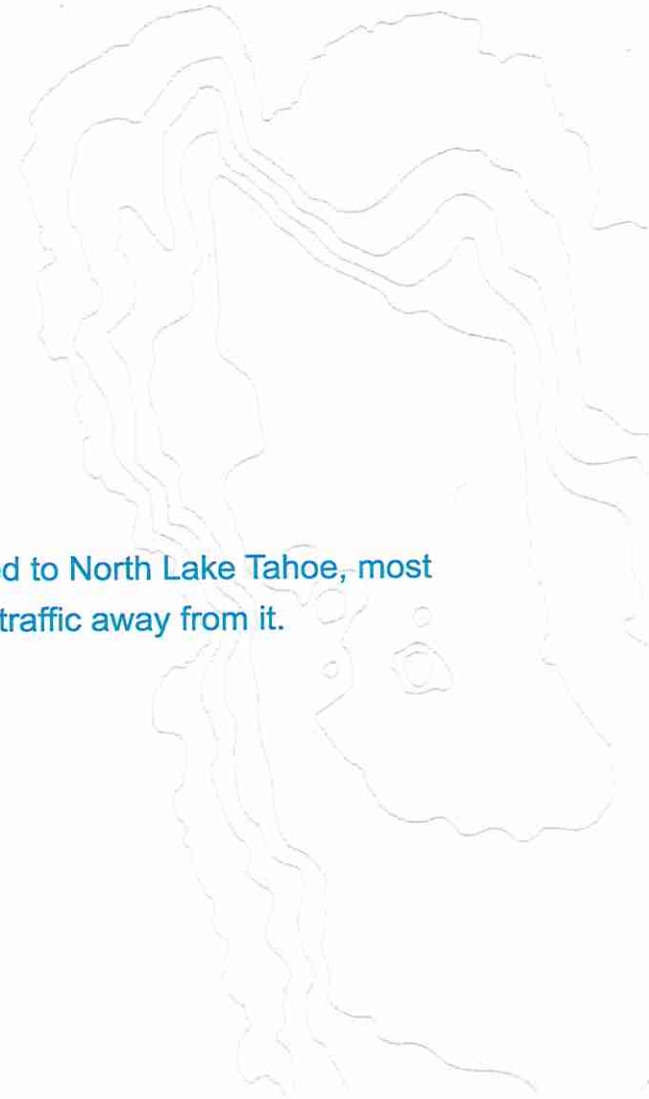
- Traffic from Organic Search was up MoM +11% and 21% YoY.
- Average session duration was up compared to the previous period.



Source: Google Analytics Feb 1 – Feb 28, 2022

## SEO Maintenance

- [February Updates](#)
- **Need Client Assistance on the Following:**
  - Private Page Adjustments
  - Deleting Unused Facebook Page
    - [facebook.com/LakeTahoeNorth](https://www.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



**A LOVERS' GUIDE TO NORTH LAKE TAHOE...**

February weather is the ideal excuse to get nice and cozy with the one you love or get away with

[LEARN MORE](#)



Uncategorized

**BE INSPIRED BY THE ART OF NORTH LAKE TAHOE**

The power of art is unmistakable. Whether it's a painting, a sculpture, a play, a dance performance or any of its many forms, art has the ability to make us laugh, cry, imagine and be inspired. January 31st was Inspire Your Heart With Art Day, a national celebration to encourage everyone to explore the many genres of art, let them...

[READ MORE >](#)

[f](#) [t](#) [g+](#)

- Posted: 2/1
- Pageviews: 200
- Time on Page: 2:27

- Posted: 2/2
- Pageviews: 95
- Time on Page: 2:08



## Blogs




Uncategorized

### NORTH LAKE TAHOE MEDALS IN HISTORY AND OLYMPIC-SIZED ADVENTURE

North Lake Tahoe is considered a gold standard in recreation, but when Palisades Tahoe in Olympic Valley was chosen as host for the VIII Olympic Winter Games in 1960, it was a bit of a surprise. With only one chair lift, two rope tows and a 50-room lodge, they had some work to do. But soon athletes and spectators from...

[READ MORE >](#)

[f](#) [t](#) [G+](#)



Uncategorized

### SEE THE SIGHTS ON A NORTH LAKE TAHOE SNOWMOBILING ADVENTURE

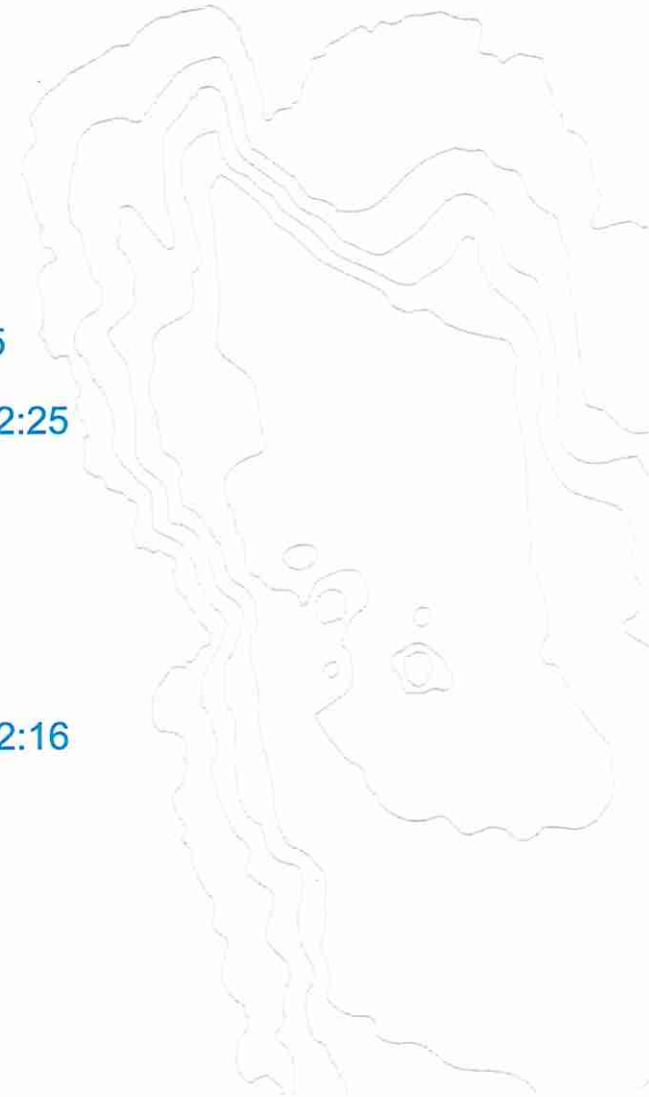
There are few activities that provide as many thrills and chills as snowmobiling. Whether you're a beginner or an experienced adventurer, North Lake Tahoe offers a variety of tours and self-guided locations overlooking the beautiful Lake Tahoe from a breathtaking 9,000-foot elevation. So, strap on your seatbelt, get the adrenaline pumping and go for the ride of your life! Photo...

[READ MORE >](#)

[f](#) [t](#) [G+](#)

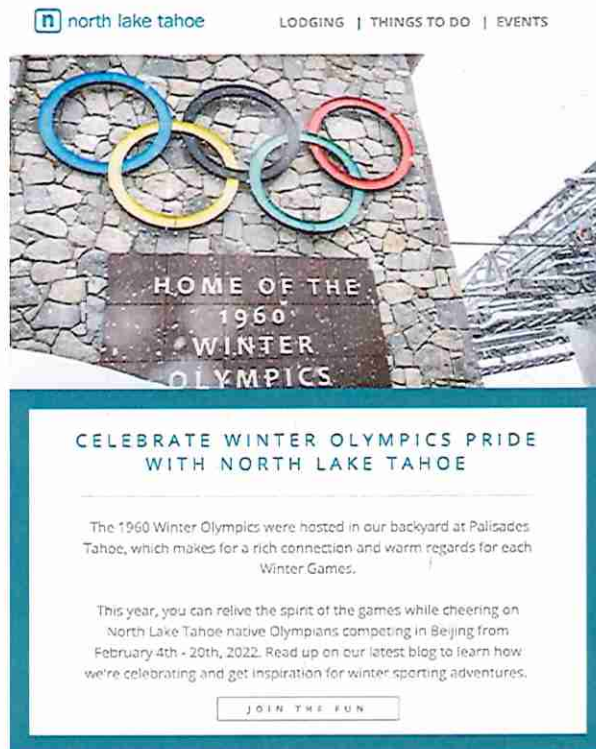
- Posted: 2/4
- Pageviews: 145
- Time on Page: 2:25

- Posted: 2/25
- Pageviews: 70
- Time on Page: 2:16



# eNewsletter

One eNewsletter was sent out and featured the Olympics blog, highlighted TART Connect, a Valentine's blog, snowmobiling and mid-week deals.

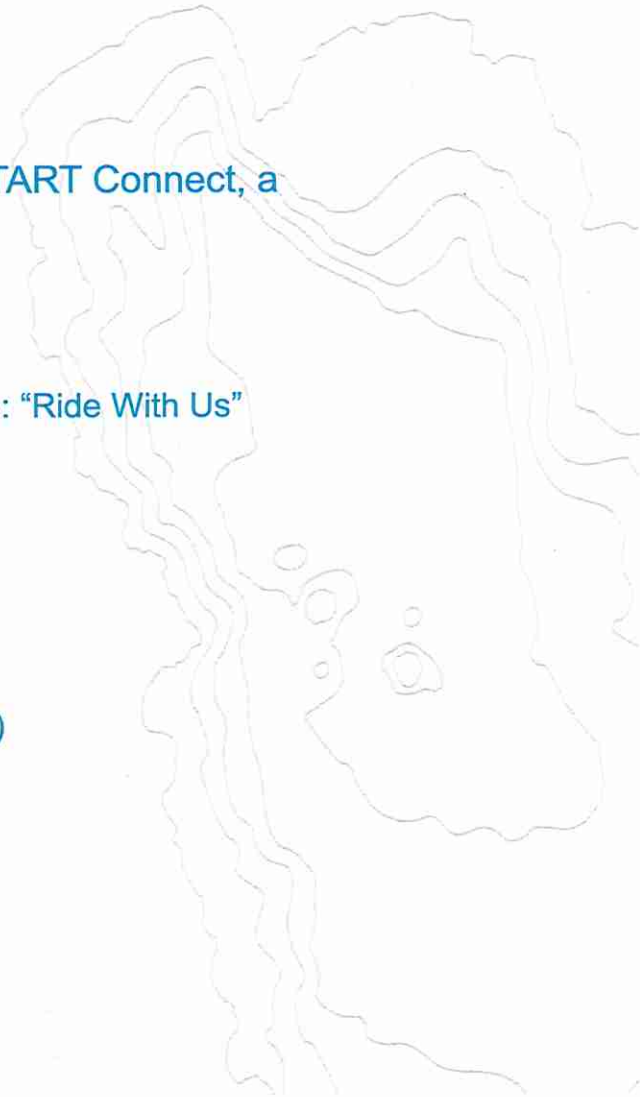


Winning subject line: "Ride With Us"

Sent: 1/24

Open Rate: 15.6%  
(Industry Avg: 16%)

CTR: 2.1%  
(Industry Avg: 1.6%)



# CrowdRiff Insights

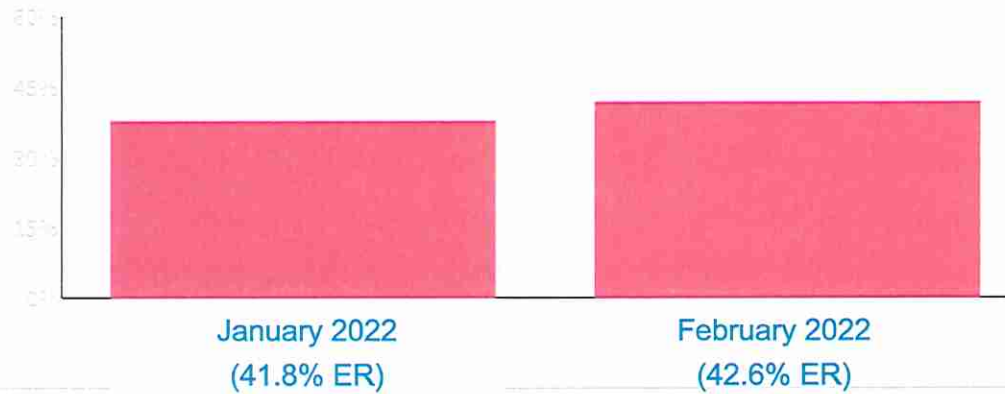
Feb 01, 2022 → Feb 28, 2022

Monthly

Engagement ...



For the selected date range your galleries had a **42.6% engagement rate**.  
Your engagement rate is calculated from **750 interactions** and **1.8k views**.



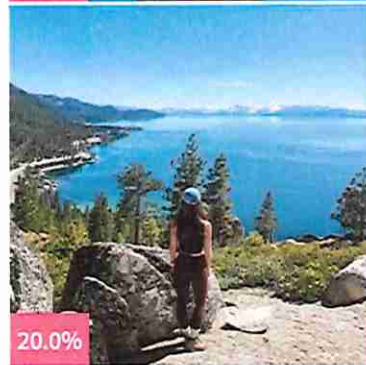
## Top galleries

Wedding page	44.7% Engagement rate	21 Interactions	47 Views
Home Page Test	42.6% Engagement rate	729 Interactions	1.7k Views
North Tahoe Eats	0% Engagement rate	0 Interactions	1 Views





# CrowdRiff Insights



An aerial photograph of a person in a kayak on a clear, turquoise lake. The water is exceptionally clear, revealing large, light-colored rocks on the bottom. The shoreline is lined with dense evergreen trees. The text "Public Relations" is overlaid in the center of the image.

# Public Relations

## PR February Recap

- Congratulations to the team on winning Best Overall Destination Brand Identity at the Visit California Poppy Awards! Developed and distributed a joint Visit CA Poppy Awards press release to advertising and marketing publications.
- Efforts primarily focused on events related to North Lake Tahoe including Olympians, the Polar Bear Swim, Free Park Day and winter travel.
- Continuing to work on coordinating upcoming spring and fall FAM tours.



north lake tahoe

## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Feel like an Olympian
  - Free Park Day
  - Best Bachelorette Locations
  - Poppy Award Winners
  - Luxury Properties for Rent
  - Polar Bear Swim
- Highlights:
  - Radio interviews for the Polar Bear Swim, pickup from *AdWeek* for winning a Poppy Award.
- Media Conversations:
  - *The Knot*, *The Denver Post*, *AdWeek*, *Vox Media*, *Suite Life Magazine*, *Travel Pulse*, *Slate*, *Wall Street Journal*, *Reuters* and *Luxury Travel Magazine*.
  - Top-tier outlets and various freelance writers including *Conde Nast*, *Bustle*, and *Elite Daily*.



north lake tahoe

*Elite* **DAILY**

*the knot*



*Suite Life*  
MAGAZINE

**WSJ | LIFE & WORK**

## Earned Media Results

- Secured Clips: 13
- Est. Digital Monthly Visits: 115.3M
- Est. Digital Coverage Views: 99.9K
- Est. Broadcast Reach: 21.4K
- Coverage featured luxury North Lake Tahoe properties for rent, Snowfest and polar swim, Sierra State Parks Foundation hosting Olympic Trails Day, how to chase your own Olympic Gold, and ways to experience winter magic without skiing.



## Los Angeles Times

4 ways to experience winter magic in Tahoe (besides skiing)



Fall colors pop along the Truckee River. (Christopher Reynolds / Los Angeles Times)

A quick reminder to [travel responsibly and respectfully](#) in Lake Tahoe and everywhere you roam. Rowdy house parties, heavy road congestion and other visitor-related headaches have become common in Tahoe. Plus, with the threat of winter weather, it pays to be mindful and cautious while enjoying the lake and surrounding mountains.

This winter, the Tahoe Adventure Co. is offering [several snowshoe experiences](#) coinciding with the [full snow moon](#) in February, full worm moon in March and full pink moon in April.

## Coverage Highlights

### California is the perfect winter wonderland for the whole family

Lake Tahoe provides full moon and new moon tours for astrophiles. Book with [Tahoe Snowshoe Tours](#) or [Tahoe Adventure Company](#).

*The A-List of Travel* Ⓞ

## LUXURY TRAVEL MAGAZINE

Luxury North Lake Tahoe Properties for Rent



Tahoe Luxury Properties located in beautiful North Lake Tahoe has a whole roster of beautiful rentals to make your stay one you will never forget. The collection of luxury vacation rentals features a total of 112 rentals, including 44 lakefront homes.



north lake tahoe



### A Modern Guide to Truckee: Comfort Eats and Drinks + All-Season Nature

Where to Eat + Drink in Truckee



Today this quintessential mountain town is a delightful jumping off point for North Lake Tahoe's many outdoor adventures. Here's where to eat and how to play in Truckee.

## Coverage Highlights

Condé Nast  
**Traveler**



A Ski Slope and Hot Springs-Filled Road Trip on California's Highway 395



Sierra State Parks Foundation hosting free Olympic Trails Day at Sugar Pine Point



north lake tahoe

# SFGATE

From a polar swim to a margarita-thon, Snowfest is Lake Tahoe's quirkiest celebration



In Lake Tahoe, the polar bear swim is a hallmark tradition during a week-long celebration called Snowfest. Courtesy of Gar Woods

It's a cold water swim in Lake Tahoe, competing against other bare-skinned, brave souls. This is one of the most well-loved events in all of Snowfest. The hecklers stand on the pier in front of Gar Woods, a lakefront restaurant in Carnelian Bay, as competitors strip down to their bathing suits and line up at the starting line. The race begins and the swimmers dive in. The winner is the first to swim to the edge of the pier and back. After, swimmers warm back up with Wet Woodys, Gar Woods famous' slushy, boozy beverage. This weekend is going to be an extra cold Polar Bear swim. Temperatures are looking to hover in the 30s.

## Coverage Highlight Links

- Radio hits on KKOH and KFBK for Polar Swim
- 7X7 [A Modern Guide to Truckee: Comfort Eats and Drinks + All-Season Nature](#)
- Quad-City Times [Taking the kids: How to chase your own Olympic gold](#)
- KOLO News Now [Sierra State Parks Foundation hosting free Olympic Trails Day at Sugar Pine Point](#)
- SFGate [From a polar swim to a margarita-thon, Snowfest is Lake Tahoe's quirkiest celebration](#)



north lake tahoe



## Coverage Highlight Links

- Los Angeles Times [4 ways to experience winter magic in Tahoe \(besides skiing\)](#)
- World Nation News [Achieve Tahoe gets special need skiiers out on the snow, sliding and smiling](#)
- Conde Nast [A Ski Slope and Hot Springs-Filled Road Trip on California's Highway 395](#)
- Luxury Travel Magazine [Luxury North Lake Tahoe Properties for Rent](#)
- Lonely Planet [California is the perfect winter wonderland for the whole family](#)



north lake tahoe

## Upcoming PR Initiatives

- Pride Ride Mar. 24-27 at Homewood Mountain Resort.
- 3rd annual Luggi Foeger Uphill/Downhill Festival & SkiMo Race.
- WinterWonderGrass.
- Continue to partner with Visit CA to contribute story ideas for seasonal travel.
- Continue proactive media pitching targeting primary fly markets (LA, San Diego, Seattle, Phoenix, Dallas, Houston).
- Achieve Tahoe Ability Challenge and Gala.
- Working from nature in North Lake Tahoe.



north lake tahoe

An aerial photograph of a person in a 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 "Social Media".

# Social Media

## Facebook Overview

Data	January	February	MoM
Audience	130,345	130,313	0%
Impressions	1,462,152	986.38K	-20%
Engagement	55,482	40,003	-46%

- Content continued to promote winter activities and lodging.
- Augustine continued to utilize CrowdRiff to source snow images throughout the region.
- 986K impressions and 4.1K post clicks were generated in February. While there were decreases in impressions and engagements, there was an overall increase for post engagement rate clicks by 6%.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Francisco and Los Angeles.



## Facebook Top Posts

- Top posts included snow-covered scenes throughout the region.
- The post with the highest engagement rate featured a couples getaway post. Other engaging posts included landscape views for National California Day and Valentine's Day.
- Snow content continues to perform well on Facebook.

DATE	POSTS	IMPRESSIONS	REACTIONS	REACH	ENGAGEMENTS ↓	ENGAGEMENT RATE
	<b>21</b>	<b>283.57K</b>	<b>4.14K</b>	<b>185.98K</b>	<b>4.41K</b>	<b>1.55%</b>
2 Feb 7:40 PM	 Love is in the Tahoe air ❤️ North Lake Tah... North Lake Tahoe Promoted	51.8K	1.9K	33.5K	2K	3.89%
9 Feb 12:47 AM	 Roses are red, violets are blue, a trip to Ta... North Lake Tahoe Promoted	30.3K	943	19.1K	988	3.26%
22 Feb 10:29 AM	 Today, we celebrate ALL things California. ... North Lake Tahoe	17.8K	282	17K	340	1.91%
14 Feb 4:39 AM	 All you need is love. No matter how you ar... North Lake Tahoe	11.4K	218	10.9K	254	2.23%
7 Feb 7:51 PM	 Glide through North Lake Tahoe. 🚠 Coupl... North Lake Tahoe	11.5K	144	11.1K	153	1.33%



north lake tahoe

## Instagram Overview

Data	January	February	MoM
Audience	83,862	83,817	-0.1%
Impressions	539,640	<b>279,234</b>	-41%
Engagement	14,773	<b>13,279</b>	-10%

- Content promoted travel throughout the region with activities and lodging. Augustine continued to highlight unique winter outings.
- Augustine created a successful Reel that highlighted snowmobiling.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.








north lake tahoe

## Instagram Top Posts

- Top posts included scenic posts.
- The National California Day post generated 2,607 engagements and 60 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.

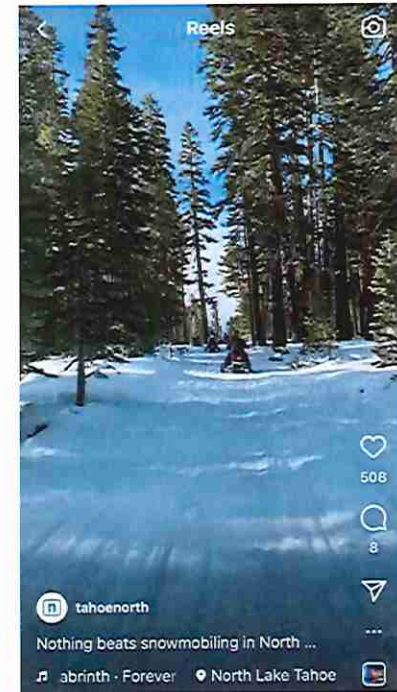


north lake tahoe

DATE	POSTS	IMPRESSIONS	REACTIONS	REACH	ENGAGEMENTS ↓	ENGAGEMENT	
	<b>21</b>	<b>223.7K</b>	<b>13.05K</b>	<b>200.76K</b>	<b>13.3K</b>	<b>6.26%</b>	
22 Feb 3:26 PM		California love ❤️ Today we celebrate ALL t... <small>North Lake Tahoe</small>	34.2K	2.6K	33.2K	2.7K	7.88%
9 Feb 12:47 AM		Love is in the Tahoe air ❤️ North Lake Tah... <small>North Lake Tahoe</small> Promoted	18.8K	2.1K	10.6K	2.1K	11.21%
14 Feb 4:18 PM		Love has no limits. Wishing a Happy Valen... <small>North Lake Tahoe</small>	20.3K	1.7K	18.8K	1.7K	8.37%
9 Feb 12:48 AM		Roses are red, violets are blue, a trip to Ta... <small>North Lake Tahoe</small> Promoted	17.2K	1.5K	8.8K	1.5K	8.94%
7 Feb 7:55 PM		Nothing says "I love you" more than the gif... <small>North Lake Tahoe</small>	17.2K	1K	16.8K	1K	6.06%

## Instagram Custom Content

- Custom content this month highlighted and snowmobile Reel.
- This content was compiled by our content creator to showcase unique experiences in North Lake Tahoe.
- The Reel generated 11,400 views and 508 engagements.





## Twitter Overview

Data	January	February	MoM
Audience	23,459	23,528	+0.3%
Impressions	34,983	35,309	+1%
Engagement	889	943	-19.8%

- Twitter content continued to promote winter messaging.
- This audience increased this month, gaining 68 followers.
- This month, Twitter saw decreases in engagement due to general weather conditions.
- Augustine will continue to provide news and updates on Twitter when applicable.



north lake tahoe

# Twitter Top Posts

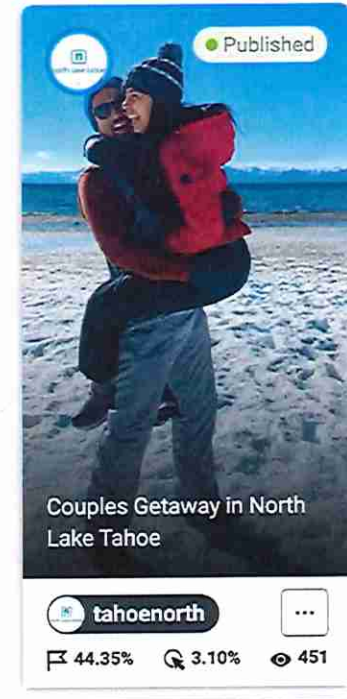
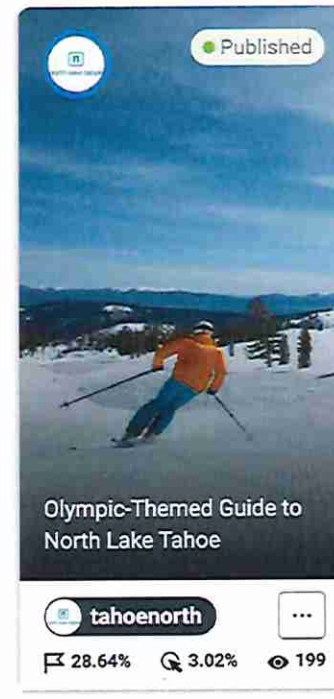
- Top posts showcased scenic views, news and lodging.
- The top post was the National California Day post that generated 128 engagements.
- While there were not many snow-related updates this month, the Twitter audience remained engaged with general regional content and Olympic related content.

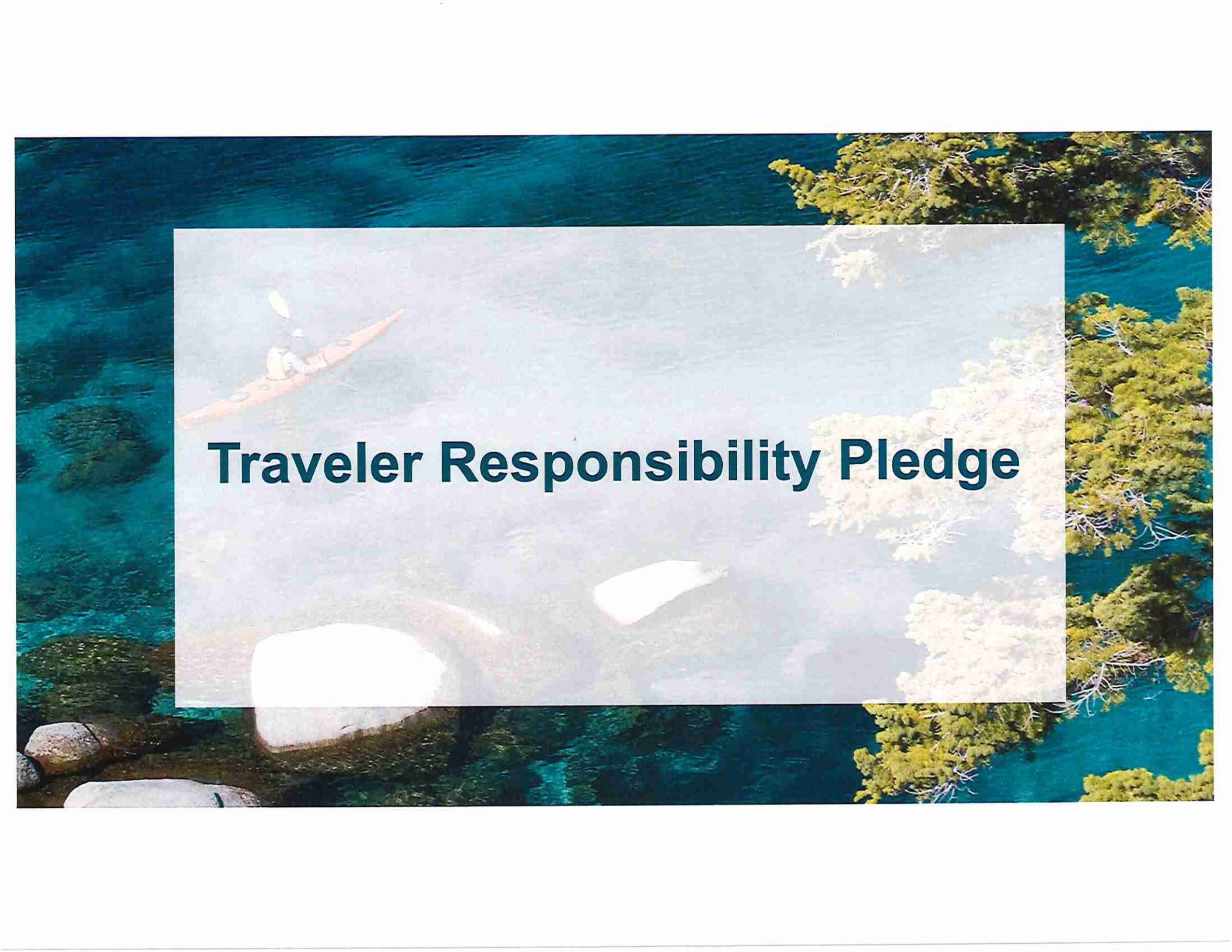
DATE	POSTS		IMPRESSIONS	REACTIONS	REACH	ENGAGEMENTS ↓	ENGAGEMENT RATE
	<b>16</b>		<b>21.93K</b>	<b>250</b>	<b>13.75K</b>	<b>273</b>	<b>1.24%</b>
22 Feb 3:20 PM		Snow and cotton candy skies 🍩 Nothing b... 📍 North Lake Tahoe	8.8K	128	5K	142	1.61%
14 Feb 3:14 PM		XOXO, Love North Lake Tahoe. Happy Vale... 📍 North Lake Tahoe	4K	46	2.4K	48	1.21%
24 Feb 7:54 PM		North Lake Tahoe SnowFest 2022 runs fro... 📍 North Lake Tahoe	983	6	651	9	0.92%
24 Feb 1:47 PM		Congratulations to all the Tahoe 2022 Oly... 📍 North Lake Tahoe	680	8	472	9	1.32%
31 Jan 7:15 PM		Vacation in North Lake Tahoe in style 🏡 W... 📍 North Lake Tahoe	872	8	600	9	1.03%



## CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month by impression was the couple's getaway story with 3,472 impressions and 47% completion rate.
- Another top story this month was the Olympic-themed guide to North Lake Tahoe.

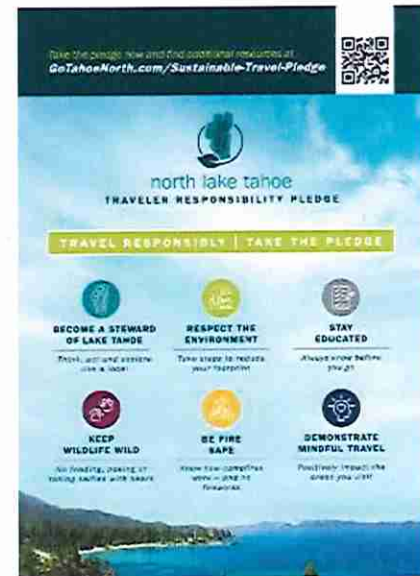


An aerial photograph of a person kayaking on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. The right side of the image is framed by the dense, green foliage of evergreen trees. A large, 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 304 total scans, up four from January.
- The additional scans came primarily from the sandwich boards with one coming from a print ad, likely the ad in the Visitor Guide.
- The sandwich boards continue to be the number one source of scans with 241 total.



north lake tahoe

An aerial photograph of a person in a yellow kayak on a clear, turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible beneath the surface. The shoreline is lined with lush green 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 – finalizing the creative for a March launch.
- Summer Campaign – began planning for target markets and auditing creative adjustments needed.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Will be managing a giveaway for WinterWonderGrass tickets on Instagram in March.
- 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, including finalizing a Visitor Guide letter, the MCC KBYG guide and the Meeting Planner guide.
- Executing new creative ideas and activations for the fiscal year.
- Beginning planning for next fiscal year, with the full team strategy session to take place 4/27.



north lake tahoe

An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is in the upper left quadrant, wearing a white shirt and dark pants, with a yellow paddle. The water is exceptionally clear, revealing large, light-colored rocks on the lakebed. 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 "Industry Insights" in a bold, dark blue font.

# Industry Insights



## Industry Insights

- In a recent Expedia & Wakefield Report, **more than half (54%) of respondents say they plan to spend more on trips than they did prior to the pandemic**, and 81% plan to take at least one vacation with family and friends in the next six months. **Interestingly, 78% are most interested in frequent short trips.** As people head back into the office and kids remain in school, individuals and families may be looking for more quick doses of adventure. **Around 56% of those who often work remotely will take a “bleisure” style trip — extending a work trip for leisure, or vice versa.** (Expedia, “Traveler Value Index 2022 Outlook”)
- **Family trips and romantic getaways** are the travel Americans are currently most enthusiastic about. However, **more than a third of American travelers say they have high levels of excitement for girlfriend trips, solo trips and reunion trips this year.** Americans say they are looking to **travel most for fun, relaxation, finding happiness and escaping stress.** In addition, as they look to travel this year: **54.2% prefer visiting places they have never been to over places they have visited before. 53.6% usually make an effort to limit their personal impact on the environment when traveling. 47.6% tend to prefer “active time” to “down time” on vacations.** (Destination Analyst, “Week of February 28”)



north lake tahoe

## Industry Insights

- 2021 became known as the year of the “never-ending” summer. **Many of the most popular destinations for short-term rentals reached peak season months earlier than normal** — and that peak extended further into the fall than ever before. **Remote work has undoubtedly given workers added flexibility, and this has helped spread peak demand over more months.** It is still hard to say whether that demand is sustainable. **Coastal and mountain/lake destinations are likely to see the biggest negative impact from changing travel patterns, but that impact isn’t expected to start showing up until the back half of 2022.** (AirDNA, “The 2022 Vacation Rental Outlook Report for Destination Marketers”)
- **Guests today are looking for unique experiences when they book, either for annual family trips or weekend getaways. Nature lodges, buses, and huts were highly regarded.** Not surprisingly, **all 10 of the fastest-growing property types provide unique experiences.** Meanwhile, the largest categories of properties — homes and apartments — both saw a decline of more than 5% in listings over the past year. (AirDNA, “The 2022 Vacation Rental Outlook Report for Destination Marketers”)



north lake tahoe



**THANK YOU**

**DATE:** March 1, 2022

**SUBJECT:** March 2022 RNO Flight Schedule

---

In March 2022, Reno-Tahoe International Airport (RNO) will offer 1,689 scheduled departures, an increase of 5.2% versus March 2021, and a decrease of 15.6% when compared to the March 2019 schedule. The monthly scheduled seat capacity is up 14.5% at 214,182 versus March 2021, and down 9.0% when compared to March 2019 schedule. RNO will offer 30 non-stop destinations on 11 airlines in March 2022.

JSX offers non-stop flights from RNO to Orange County, Las Vegas 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.

**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

## Reference

Airline Codes		Airport Codes	
EV	aha!	ATL	Atlanta, GA
AA	American Airlines	AUS	Austin, TX
AS	Alaska Airlines	BFL	Bakersfield, CA
B6	JetBlue Airways	CLT	Charlotte, NC
DL	Delta Air Lines	DEN	Denver, CO
F9	Frontier Airlines	DFW	Dallas/Ft. Worth, TX
G4	Allegiant Air	DAL	Dallas Love Field, TX
MQ	Envoy, Air	EUG	Eugene, OR
OO	SkyWest Airlines	ACV	Eureka, CA
QX	Horizon Air	FAT	Fresno, CA
UA	United Airlines	GDL	Guadalajara, MX
WN	Southwest Airlines	IAH	Houston, TX
YV	Mesa Airlines	JAC	Jackson Hole, WY
Y4	Volaris Airlines	JFK	New York City, NY
		LAS	Las Vegas, NV
		LGB	Long Beach, CA
		LAX	Los Angeles, CA
Operating Days		MDW	Chicago, IL (Midway)
1	Monday	MFR	Medford, OR
2	Tuesday	MSP	Minneapolis, MN
3	Wednesday	OAK	Oakland, CA
4	Thursday	ONT	Ontario, CA
5	Friday	ORD	Chicago, IL (O'Hare)
6	Saturday	PDX	Portland, OR
7	Sunday	PHX	Phoenix, AZ
		PSC	Pasco, WA
		PSP	Palm Springs, CA
		RDM	Redmond, OR
		SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SLC	Salt Lake City, UT
		SJC	San Jose, CA
		GEG	Spokane, WA
Equipment Codes			
319	Airbus A319		
320	Airbus A320		
733, 735, 738, 73G	Boeing 737 (all variants)		
757	Boeing 757		
CRJ, CR7, CR9	Canadair Regional Jet (all variants)		
DH4	DeHavilland Dash 8 Q400		
M80, M83	McDonnell Douglas MD-80		
ERD, ERJ	Embraer Regional Jet		

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

**March 2022**

Airport	Code	aha!	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Austin, TX	AUS				1		0					1	2%	76
Atlanta, GA	ATL					0						0	0%	0
Bakersfield, CA	BFL	1										1	2%	50
Burbank, CA	BUR								1			1	2%	143
Charlotte, NC	CLT				0							0	0%	0
Denver, CO	DEN						0		2	3		5	8%	752
Dallas/Ft. Worth, TX	DFW				2							2	3%	344
Dallas Love Field, TX	DAL								0			0	0%	0
Eugene, CA	EUG	1										1	2%	50
Eureka, CA	ACV	1										1	2%	50
Fresno, CA	FAT	1										1	2%	50
Guadalajara, MX	GDL										1	1	2%	186
Houston, TX	HOU								0			0	0%	0
Houston, TX	IAH									1		1	2%	126
Jackson Hole, WY	JAC			0								0	0%	0
Medford, OR	MFR	1										1	2%	50
New York City, NY	JFK							1				1	2%	162
Las Vegas, NV	LAS			1			1		7			9	14%	1,503
Long Beach, CA	LGB							0	2			2	3%	286
Los Angeles, CA	LAX		1		0	3		1	1	1		7	11%	661
Chicago, IL (Midway)	MDW								0			0	0%	0
Oakland, CA	OAK								1			1	2%	143
Ontario, CA	ONT	1										1	2%	50
Chicago, IL (O'Hare)	ORD				0					1		1	2%	150
Palm Springs, CA	PSP	1	0									1	2%	50
Pasco, WA	PSC	1										1	2%	50
Portland, OR	PDX		2									2	3%	152
Phoenix, AZ	PHX				4				2			6	9%	918
Redmond, OR	RDM	1										1	2%	50
San Diego, CA	SAN								2			2	3%	318
Seattle, WA	SEA		3			0			0			3	5%	432
San Francisco, CA	SFO									4		4	6%	278
Salt Lake City, UT	SLC					4						4	6%	390
San Jose, CA	SJC		0						1			1	2%	143
Spokane, WA	GEG	1										1	2%	50
Orange County, CA	SNA			0					0			0	0%	0
<b>Total</b>		<b>10</b>	<b>6</b>	<b>1</b>	<b>7</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>19</b>	<b>10</b>	<b>1</b>	<b>64</b>	<b>100%</b>	<b>7,663</b>

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

Airline/Destination	Code	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
								Flights									Seats
<b>ahal - (EV)</b>		<b>10</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>10</b>	<b>0.0%</b>	<b>-</b>	<b>500</b>	<b>500</b>	<b>0</b>	<b>0</b>	<b>500</b>	<b>0.0%</b>	<b>-</b>		
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Eugene, OR	EUG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Eureka, CA	ACV	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Medford, OR	MFR	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Pasco, WA	PSC	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Palm Springs, CA	PSP	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Spokane, WA	GEG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
<b>Alaska - (AS)</b>		<b>6</b>	<b>6</b>	<b>8</b>	<b>0</b>	<b>-2</b>	<b>0.0%</b>	<b>-25.0%</b>	<b>660</b>	<b>660</b>	<b>608</b>	<b>0</b>	<b>52</b>	<b>0.0%</b>	<b>8.6%</b>		
Los Angeles, CA	LAX	1	1	2	0	-1	0.0%	-50.0%	76	76	152	0	-76	0.0%	-50.0%		
Portland, OR	PDX	2	1	2	1	0	100.0%	0.0%	152	76	152	76	0	100.0%	0.0%		
Palm Springs, CA	PSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Seattle, WA	SEA	3	4	4	-1	-1	-25.0%	-25.0%	432	508	304	-76	128	-15.0%	42.1%		
<b>Allegiant - (G4)</b>		<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>-50.0%</b>	<b>156</b>	<b>156</b>	<b>312</b>	<b>0</b>	<b>-156</b>	<b>0.0%</b>	<b>-50.0%</b>		
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%		
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%		
<b>American Airlines (AA)</b>		<b>7</b>	<b>8</b>	<b>9</b>	<b>-1</b>	<b>-3</b>	<b>-12.5%</b>	<b>-22.2%</b>	<b>1,020</b>	<b>1,103</b>	<b>1,176</b>	<b>-83</b>	<b>-156</b>	<b>-7.5%</b>	<b>-13.3%</b>		
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-		
Dallas/Ft. Worth, TX	DFW	2	3	4	-1	-2	-33.3%	-50.0%	344	472	548	-128	-204	-27.1%	-37.2%		
Los Angeles, CA	LAX	0	0	1	0	-1	-	-100.0%	0	0	65	0	-65	-	-100.0%		
Phoenix	PHX	4	4	4	0	0	0.0%	0.0%	600	555	563	45	37	8.1%	6.6%		
<b>Delta Airlines (DL)</b>		<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>-1</b>	<b>16.7%</b>	<b>-12.5%</b>	<b>600</b>	<b>600</b>	<b>875</b>	<b>0</b>	<b>-275</b>	<b>0.0%</b>	<b>-31.4%</b>		
Atlanta, GA	ATL	0	0	1	0	-1	-	-100.0%	0	0	199	0	-199	-	-100.0%		
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	210	210	210	0	0	0.0%	0.0%		
Salt Lake City, UT	SLC	4	3	4	1	0	33.3%	0.0%	390	390	466	0	-76	0.0%	-16.3%		
<b>Frontier Airlines (F9)</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>186</b>	<b>186</b>	<b>186</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>		
Denver, CO	DEN	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	186	186	186	0	0	0.0%	0.0%		
<b>JetBlue Airways (B6)</b>		<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0.0%</b>	<b>100.0%</b>	<b>324</b>	<b>324</b>	<b>162</b>	<b>0</b>	<b>162</b>	<b>0.0%</b>	<b>100.0%</b>		
Los Angeles, CA	LAX	1	1	1	0	0	0.0%	0.0%	162	162	162	0	0	0.0%	0.0%		
New York City, NY	JFK	1	1	0	0	1	0.0%	-	162	162	0	0	162	0.0%	-		
<b>Southwest Airlines (WN)</b>		<b>19</b>	<b>20</b>	<b>18</b>	<b>-1</b>	<b>0</b>	<b>-5.0%</b>	<b>5.6%</b>	<b>3,005</b>	<b>3,116</b>	<b>2,766</b>	<b>-111</b>	<b>239</b>	<b>-3.6%</b>	<b>8.6%</b>		
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Dallas Love Field, TX	DAL	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Denver, CO	DEN	2	2	3	0	-1	0.0%	-33.3%	350	350	461	0	-111	0.0%	-24.1%		
Houston, TX	HOU	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Las Vegas, NV	LAS	7	7	6	0	1	0.0%	16.7%	1,161	1,065	954	96	207	9.0%	21.7%		
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	286	286	143	0	143	0.0%	100.0%		
Los Angeles, CA	LAX	1	2	1	-1	0	-50.0%	0.0%	143	318	143	-175	0	-55.0%	0.0%		
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	143	143	143	0	0	0.0%	0.0%		
Orange County, CA	SNA	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Phoenix, AZ	PHX	2	2	2	0	0	0.0%	0.0%	318	350	318	-32	0	-9.1%	0.0%		
San Diego, CA	SAN	2	2	1	0	1	0.0%	100.0%	318	318	175	0	143	0.0%	81.7%		
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Seattle, WA	SEA	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
<b>United Airlines (UA)</b>		<b>10</b>	<b>10</b>	<b>11</b>	<b>0</b>	<b>-1</b>	<b>0.0%</b>	<b>-9.1%</b>	<b>1,026</b>	<b>963</b>	<b>826</b>	<b>63</b>	<b>200</b>	<b>6.5%</b>	<b>24.2%</b>		
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%									



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

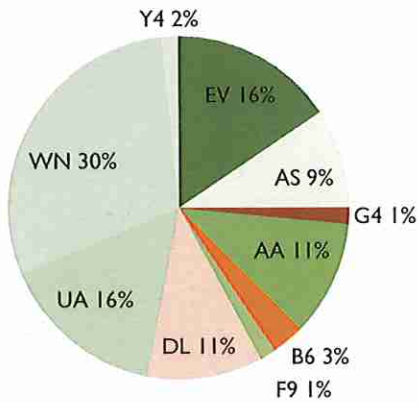
Airline/Destination	Code	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Los Angeles, CA	LAX	1	2	3	-1	-2	-50.0%	-66.7%	70	120	150	-50	-80	-41.7%	-53.3%
Chicago, IL (O'Hare)	ORD	1	0	1	1	0	-	0.0%	150	0	70	150	80	-	114.3%
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	278	272	190	6	88	2.2%	46.3%
<b>Volaris Airlines (Y4)</b>		<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>186</b>	<b>186</b>	<b>174</b>	<b>0</b>	<b>12</b>	<b>0.0%</b>	<b>6.9%</b>
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
<b>AIRPORT TOTALS</b>		<b>64</b>	<b>65</b>	<b>59</b>	<b>-1</b>	<b>5</b>	<b>-1.5%</b>	<b>8.5%</b>	<b>7,663</b>	<b>7,794</b>	<b>7,085</b>	<b>-131</b>	<b>578</b>	<b>-1.7%</b>	<b>8.2%</b>

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

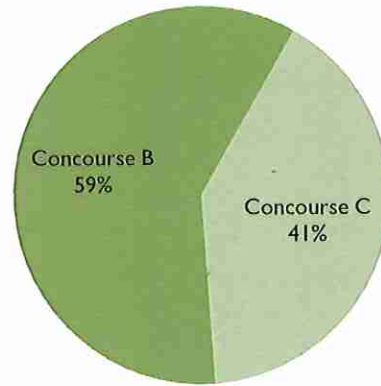
Airline/Destination	Code	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
<b>AIRLINES TOTALS</b>															
<b>Flights</b>								<b>Seats</b>							
ahal	EV	10	10	0	0	10	0.0%	-	500	500	0	0	500	0.0%	-
Alaska Airlines	AS	6	6	8	0	-2	0.0%	-25.0%	660	660	608	0	52	0.0%	8.6%
Allegiant Air	G4	1	1	2	0	-1	0.0%	-50.0%	156	156	312	0	-156	0.0%	-50.0%
American Airlines	AA	7	8	9	-1	-2	-12.5%	-22.2%	1,020	1,103	1,176	-83	-156	-7.5%	-13.3%
Delta Air Lines	DL	7	6	8	1	-1	16.7%	-12.5%	600	600	875	0	-275	0.0%	-31.4%
Frontier Airlines	F9	1	1	1	0	0	0.0%	0.0%	186	186	186	0	0	0.0%	0.0%
JetBlue Airways	B6	2	2	1	0	1	0.0%	100.0%	324	324	162	0	162	0.0%	100.0%
Southwest Airlines	WN	19	20	18	-1	1	-5.0%	5.6%	3,005	3,116	2,766	-111	239	-3.6%	8.6%
United Airlines	UA	10	10	11	0	-1	0.0%	-9.1%	1,026	963	826	63	200	6.5%	24.2%
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
<b>Grand Total - All Airlines</b>		<b>64</b>	<b>65</b>	<b>59</b>	<b>-1</b>	<b>5</b>	<b>-1.5%</b>	<b>8.5%</b>	<b>7,663</b>	<b>7,794</b>	<b>7,085</b>	<b>-131</b>	<b>578</b>	<b>-1.7%</b>	<b>8.2%</b>
<b>TOTALS BY CITY</b>															
<b>Flights</b>								<b>Seats</b>							
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Atlanta, GA	ATL	0	0	1	0	-1	-	-100.0%	0	0	199	0	-199	-	-100.0%
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Charlotte, NC	CLT	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	5	5	6	0	-1	0.0%	-16.7%	752	845	807	-93	-55	-11.0%	-6.8%
Dallas/Ft. Worth, TX	DFW	2	3	4	-1	-2	-33.3%	-50.0%	344	472	548	-128	-204	-27.1%	-37.2%
Dallas Love Field	DAL	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Eugene, OR	EUG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Eureka, CA	ACV	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
Houston, TX	HOU	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	126	76	70	50	56	65.8%	80.0%
Las Vegas, NV	LAS	9	9	8	0	1	0.0%	12.5%	1,503	1,407	1,296	96	207	6.8%	16.0%
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	286	286	143	0	143	0.0%	100.0%
Los Angeles, CA	LAX	7	9	11	-2	-4	-22.2%	-36.4%	661	886	882	-225	-221	-25.4%	-25.1%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	143	143	143	0	0	0.0%	0.0%
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%
Chicago, IL (O'Hare)	ORD	1	0	1	1	0	-	0.0%	150	0	70	150	80	-	114.3%
Medford, OR	MFR	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
New York City	JFK	1	1	0	0	1	0.0%	-	162	162	0	0	162	0.0%	-
Palm Springs, CA	PSP	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Pasco, WA	PSC	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Portland, OR	PDX	2	1	2	1	0	100.0%	0.0%	152	76	152	76	0	100.0%	0.0%
Phoenix, AZ	PHX	6	6	6	0	0	0.0%	0.0%	918	905	881	13	37	1.4%	4.2%
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
San Diego, CA	SAN	2	2	1	0	1	0.0%	100.0%	318	318	175	0	143	0.0%	81.7%
Seattle, WA	SEA	3	4	4	-1	-1	-25.0%	-25.0%	432	508	304	-76	128	-15.0%	42.1%
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	278	272	190	6	88	2.2%	46.3%
Salt Lake City, UT	SLC	4	3	4	1	0	33.3%	0.0%	390	390	466	0	-76	0.0%	-16.3%
Spokane, WA	GEG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
<b>Grand Total - All Cities</b>		<b>64</b>	<b>65</b>	<b>59</b>	<b>-1</b>	<b>5</b>	<b>-1.5%</b>	<b>8.5%</b>	<b>7,663</b>	<b>7,794</b>	<b>7,085</b>	<b>-131</b>	<b>578</b>	<b>-1.7%</b>	<b>8.2%</b>

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
March 2022							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	10	26.3%	15.6%	500	11.3%	6.5%
Delta	DL	7	18.4%	10.9%	600	13.5%	7.8%
JetBlue	B6	2	5.3%	3.1%	324	7.3%	4.2%
Southwest	WN	19	50.0%	29.7%	3,005	67.8%	39.2%
<b>B-Concourse</b>		<b>38</b>	<b>100.0%</b>	<b>59.4%</b>	<b>4,429</b>	<b>100.0%</b>	<b>57.8%</b>
Alaska	AS	6	23.1%	9.4%	660	20.4%	8.6%
Allegiant	G4	1	3.8%	1.6%	156	4.8%	2.0%
American	AA	7	26.9%	10.9%	1,020	31.5%	13.3%
Frontier	F9	1	3.8%	1.6%	186	5.8%	2.4%
United	UA	10	38.5%	15.6%	1,026	31.7%	13.4%
Volaris	Y4	1	3.8%	1.6%	186	5.8%	2.4%
<b>C-Concourse</b>		<b>26</b>	<b>100.0%</b>	<b>40.6%</b>	<b>3,234</b>	<b>100.0%</b>	<b>42.2%</b>
<b>Grand Total</b>		<b>64</b>	<b>100.0%</b>	<b>100.0%</b>	<b>7,663</b>	<b>100.0%</b>	<b>100.0%</b>

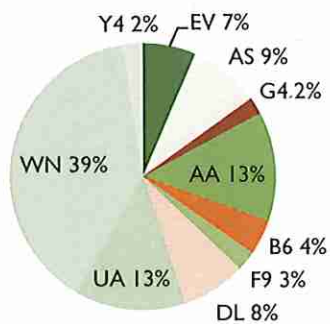
Percent of Scheduled Flights by Airlines



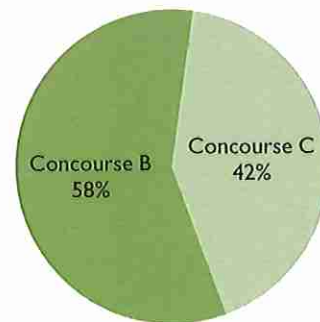
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline



Percent of Scheduled Seats by Concourse



## Non-Stop Arrivals

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	DEN	RNO	3539	73W	143	2250	0005	1.....
WN	WN	LAS	RNO	1793	73H	175	0500	0615	.....7
WN	WN	LAS	RNO	3288	73W	143	0600	0715	.....6.
WN	WN	LAS	RNO	1402	73W	143	0600	0720	1..45..
G4	G4	LAS	RNO	80	319	156	0625	0746	...4...
F9	F9	LAS	RNO	2175	32N	186	0700	0826	....5..
WN	WN	LAS	RNO	334	73W	143	0720	0845	12345.7
WN	WN	SJC	RNO	2216	73H	175	0755	0855	1..45.7
WN	WN	SJC	RNO	2216	7M8	175	0755	0855	.23....
WN	WN	LAS	RNO	3124	73W	143	0745	0910	.....6.
WN	WN	DEN	RNO	3894	73H	175	0810	0935	.....6.
AS	QX	SEA	RNO	2043	DH4	76	0740	0938	123....
WN	WN	DEN	RNO	1411	73H	175	0820	0945	1.345.7
WN	WN	SAN	RNO	2580	73W	143	0810	0945	12345.7
UA	OO	SFO	RNO	5394	E7W	70	0833	0947	1234567
DL	OO	SLC	RNO	3896	CR9	76	0925	0955	1..4567
WN	WN	PHX	RNO	3709	7M8	175	0805	0955	.....6.
WN	WN	DEN	RNO	2144	73H	175	0835	1000	.2.....
WN	WN	PHX	RNO	4174	73W	143	0805	1000	.23....
WN	WN	PHX	RNO	4178	73W	143	0805	1000	1..45.7
UA	OO	LAX	RNO	5696	E7W	76	0828	1012	1234567
DL	OO	LAX	RNO	3501	E7W	70	0902	1026	1234567
WN	WN	SJC	RNO	3048	73W	143	0930	1030	.....6.
AS	OO	LAX	RNO	3444	E75	76	0900	1032	..4567
AS	OO	LAX	RNO	3493	E75	76	0910	1040	123....
EV	EV	RDM	RNO	7065	ERJ	50	0935	1051	1.3.5..
EV	EV	ACV	RNO	7001	ERJ	50	0950	1100	...4.7
WN	WN	LAX	RNO	3328	73H	175	0945	1105	.....6.
F9	F9	LAS	RNO	2175	320	180	1008	1136	...4...
F9	F9	LAS	RNO	2175	32N	186	1008	1136	.....7
WN	WN	LAX	RNO	665	73H	175	1020	1145	12345.7
AA	AA	PHX	RNO	1437	320	150	0955	1148	1234567
UA	UA	IAH	RNO	1830	319	126	0950	1201	1234567
DL	DL	SLC	RNO	2666	738	160	1135	1205	1234567
WN	WN	LAS	RNO	701	7M8	175	1055	1215	.....6.
AS	OO	PDX	RNO	3399	E75	76	1105	1232	...4...
AS	OO	PDX	RNO	3496	E75	76	1105	1232	....567
EV	EV	PSP	RNO	7032	ERJ	50	1105	1240	1.3.5..
UA	UA	DEN	RNO	2141	319	126	1115	1242	1234567
AA	AA	DFW	RNO	2722	738	172	1057	1246	1234567
WN	WN	LAS	RNO	116	73W	143	1130	1255	12345.7
AS	QX	PDX	RNO	2171	DH4	76	1130	1306	123....
AS	AS	SEA	RNO	475	73J	178	1151	1337	...4567
Y4	Y4	GDL	RNO	998	32N	186	1032	1337	1.345..
AS	AS	SEA	RNO	475	73H	159	1210	1357	1.....
AS	AS	SEA	RNO	475	739	178	1210	1357	..3....
AS	AS	SEA	RNO	475	73J	178	1210	1357	.2.....
WN	WN	LAS	RNO	2029	73H	175	1245	1410	12345.7
WN	WN	SAN	RNO	3643	73W	143	1245	1415	.....6.

## Non-Stop Arrivals

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	SFO	RNO	5611	CRJ	50	1330	1438	1234567
WN	WN	LGB	RNO	1907	73W	143	1325	1445	12345.7
EV	EV	MFR	RNO	7061	ERJ	50	1340	1450	.2.4.7
G4	G4	LAS	RNO	80	319	156	1355	1516	....5..
UA	UA	DEN	RNO	1151	319	126	1354	1522	1234567
WN	WN	LGB	RNO	2820	73W	143	1400	1525	.....6.
WN	WN	LAS	RNO	3192	7M8	175	1410	1535	.....6.
AA	AA	PHX	RNO	1860	320	150	1346	1537	12345.7
AA	AA	PHX	RNO	1860	320	150	1352	1543	.....6.
EV	EV	GEG	RNO	7081	ERJ	50	1420	1609	1.3.5..
DL	OO	LAX	RNO	3755	E7W	70	1455	1619	1234567
WN	WN	LAS	RNO	1475	73H	175	1500	1625	12345.7
EV	EV	PSC	RNO	7083	ERJ	50	1500	1635	.2.4.7
DL	OO	SLC	RNO	3653	E7W	70	1605	1640	1234567
WN	WN	DEN	RNO	2482	738	175	1525	1645	.23....
B6	B6	LAX	RNO	942	320	162	1524	1650	1.....
WN	WN	DEN	RNO	1584	738	175	1535	1655	1..45.7
WN	WN	BUR	RNO	249	73W	143	1545	1705	12345.7
EV	EV	EUG	RNO	7063	ERJ	50	1605	1730	1.3.5..
B6	B6	LAX	RNO	942	320	162	1640	1805	...45.7
WN	WN	LAS	RNO	3628	73W	143	1645	1805	.....6.
B6	B6	LAX	RNO	942	320	162	1642	1807	.....6.
AS	QX	SEA	RNO	2351	DH4	76	1615	1811	1.3....
AA	MQ	AUS	RNO	4227	E75	76	1645	1828	.....6.
WN	WN	LAS	RNO	965	73W	143	1705	1830	12345.7
AS	QX	SEA	RNO	2351	E75	76	1701	1843	...4567
AA	AA	PHX	RNO	1222	320	150	1700	1851	1234567
WN	WN	BUR	RNO	1962	73W	143	1745	1905	.....6.
WN	WN	OAK	RNO	46	73W	143	1830	1925	.....6.
AS	QX	PDX	RNO	2598	E75	76	1810	1936	...45.7
AS	QX	PDX	RNO	2598	DH4	76	1810	1944	.....6.
UA	OO	SFO	RNO	5470	E7W	76	1843	1946	1234567
EV	EV	BFL	RNO	7012	ERJ	50	1850	2000	1...5..
WN	WN	OAK	RNO	2419	73H	175	1910	2005	1..45.7
WN	WN	OAK	RNO	3265	73H	175	1915	2010	.23....
WN	WN	LAX	RNO	2069	73W	143	1915	2035	.23....
WN	WN	LGB	RNO	3768	73W	143	1920	2040	12345.7
UA	UA	DEN	RNO	684	320	150	1920	2050	1234567
DL	OO	LAX	RNO	3860	E7W	70	1934	2058	1234567
EV	EV	ONT	RNO	7008	ERJ	50	1930	2058	.2.4.7
EV	EV	FAT	RNO	7026	ERJ	50	2000	2100	1.3.5..
AS	AS	SEA	RNO	827	73J	178	1935	2120	123....
G4	G4	LAS	RNO	80	320	186	2011	2132	.....7
G4	G4	LAS	RNO	80	319	156	2018	2137	1.....
WN	WN	LAS	RNO	3804	73W	143	2025	2140	.....6.
AA	AA	DFW	RNO	1273	738	172	2007	2142	1234567
F9	F9	LAS	RNO	2177	321	230	2026	2152	....5..
AA	AA	PHX	RNO	1765	320	150	2008	2159	.....6.
AS	AS	SEA	RNO	827	73J	178	2025	2208	...4567

## Non-Stop Arrivals

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	SAN	RNO	769	7M8	175	2040	2210	12345.7
AA	MQ	AUS	RNO	4227	E75	76	2030	2213	12345.7
UA	UA	ORD	RNO	1278	319	126	1945	2222	12.4...
UA	UA	ORD	RNO	1278	320	150	1945	2222	..3...7
AA	AA	PHX	RNO	1765	320	150	2030	2223	1..45.7
WN	WN	LAS	RNO	501	73W	143	2125	2240	12.45.7
UA	UA	ORD	RNO	1278	319	126	2010	2247	.....6.
UA	UA	ORD	RNO	1278	320	150	2015	2252	....5..
WN	WN	PHX	RNO	2877	73W	143	2115	2300	.....6.
WN	WN	LAS	RNO	3763	73H	175	2150	2305	.....6.
B6	B6	JFK	RNO	81	320	162	1947	2308	1234567
WN	WN	PHX	RNO	391	73H	175	2130	2310	12345.7
DL	DL	SLC	RNO	2652	739	180	2243	2315	1234567
UA	OO	SFO	RNO	5885	E7W	76	2249	2359	1234567

## Non-Stop Departures

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	OAK	467	73W	143	0500	0600	.....7
WN	WN	RNO	PHX	2316	73W	143	0510	0700	12345.7
UA	UA	RNO	DEN	2415	320	150	0530	0843	1234567
AA	AA	RNO	DFW	1361	738	172	0600	1116	.....6.
AA	AA	RNO	PHX	1741	320	150	0600	0749	1234567
DL	DL	RNO	SLC	2762	739	180	0600	0843	1234567
WN	WN	RNO	DEN	846	73H	175	0600	0910	12345.7
WN	WN	RNO	LAS	2749	73H	175	0600	0720	.....6.
AA	AA	RNO	DFW	1361	738	172	0609	1128	12345.7
UA	OO	RNO	SFO	5998	E7W	76	0610	0728	1234567
WN	WN	RNO	SAN	2175	73W	143	0620	0750	.....6.
AA	MQ	RNO	AUS	3556	E75	76	0625	1141	12345.7
WN	WN	RNO	SAN	1055	73H	175	0630	0800	12345..
WN	WN	RNO	OAK	3756	73W	143	0645	0750	.....6.
AS	AS	RNO	SEA	831	73J	178	0700	0855	...4567
WN	WN	RNO	SAN	59	73H	175	0700	0825	.....7
WN	WN	RNO	PHX	2566	73H	175	0705	0855	.....6.
AS	AS	RNO	SEA	831	739	178	0710	0915	1.....
AS	AS	RNO	SEA	831	73J	178	0710	0915	.23....
AA	MQ	RNO	AUS	3556	E75	76	0715	1233	.....6.
WN	WN	RNO	LGB	1403	73W	143	0715	0850	12345.7
EV	EV	RNO	RDM	7064	ERJ	50	0730	0856	1.3.5..
DL	OO	RNO	LAX	4172	E7W	70	0735	0909	1234567
WN	WN	RNO	LAS	1312	73W	143	0755	0920	.....6.
EV	EV	RNO	ACV	7000	ERJ	50	0800	0910	...4.7
WN	WN	RNO	OAK	5222	73W	143	0825	0925	12345..
G4	G4	RNO	LAS	82	319	156	0831	0945	...4...
EV	EV	RNO	PSP	7031	ERJ	50	0840	1015	1.3.5..
F9	F9	RNO	LAS	2174	32N	186	0911	1030	.....5..
WN	WN	RNO	LAS	1625	73W	143	0915	1040	12345.7
WN	WN	RNO	DEN	2216	73H	175	0940	1250	1..45.7
WN	WN	RNO	DEN	2216	7M8	175	0940	1250	.23....
WN	WN	RNO	LGB	1671	73W	143	0945	1110	.....6.
AS	QX	RNO	SEA	2043	DH4	76	1018	1229	123....
WN	WN	RNO	SJC	3894	73H	175	1020	1125	.....6.
UA	OO	RNO	LAX	5548	E7W	70	1023	1201	1234567
WN	WN	RNO	LAX	2581	73W	143	1025	1155	12345.7
WN	WN	RNO	BUR	4174	73W	143	1035	1155	.23....
WN	WN	RNO	LAS	1411	73H	175	1040	1200	1.345.7
WN	WN	RNO	LAS	2070	7M8	175	1040	1200	.....6.
DL	OO	RNO	SLC	3896	CR9	76	1045	1310	1..4567
WN	WN	RNO	BUR	4178	73W	143	1045	1205	1..45.7
WN	WN	RNO	LAS	2144	73H	175	1050	1210	.2.....
UA	OO	RNO	SFO	5899	E7W	76	1058	1220	1234567
WN	WN	RNO	LAX	801	73W	143	1105	1240	.....6.
DL	OO	RNO	LAX	3501	E7W	70	1113	1245	1234567
AS	OO	RNO	LAX	3444	E75	76	1115	1245	...4567
AS	OO	RNO	LAX	3493	E75	76	1120	1254	123....

## Non-Stop Departures

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
EV	EV	RNO	GEG	7080	ERJ	50	1145	1339	1.3.5..
EV	EV	RNO	MFR	7060	ERJ	50	1150	1300	.2.4..7
WN	WN	RNO	LAS	3330	73H	175	1150	1310	.....6.
F9	F9	RNO	LAS	2174	320	180	1221	1343	...4...
F9	F9	RNO	LAS	2174	32N	186	1221	1343	.....7
WN	WN	RNO	LAS	806	73H	175	1230	1350	12345.7
AA	AA	RNO	PHX	1437	320	150	1234	1418	1234567
EV	EV	RNO	PSC	7082	ERJ	50	1245	1420	.2.4..7
UA	UA	RNO	IAH	2289	319	126	1300	1827	1234567
WN	WN	RNO	DEN	701	7M8	175	1300	1610	.....6.
AS	OO	RNO	PDX	3399	E75	76	1315	1443	...4...
AS	OO	RNO	PDX	3496	E75	76	1315	1443	...567
UA	UA	RNO	DEN	2470	319	126	1328	1640	1234567
DL	DL	RNO	SLC	2666	738	160	1330	1558	1234567
WN	WN	RNO	LGB	117	73W	143	1330	1455	12345.7
AA	AA	RNO	DFW	2722	738	172	1337	1852	1234567
AS	QX	RNO	PDX	2171	DH4	76	1350	1532	123....
EV	EV	RNO	EUG	7062	ERJ	50	1350	1515	1.3.5..
AS	AS	RNO	SEA	475	73J	178	1432	1625	...4567
WN	WN	RNO	BUR	3644	73W	143	1450	1610	.....6.
WN	WN	RNO	PHX	1876	73H	175	1500	1645	12345.7
AS	AS	RNO	SEA	475	73H	159	1501	1659	1.....
AS	AS	RNO	SEA	475	739	178	1501	1659	..3....
AS	AS	RNO	SEA	475	73J	178	1501	1659	.2.....
Y4	Y4	RNO	GDL	999	32N	186	1517	2002	1.345..
WN	WN	RNO	LAS	1244	73W	143	1530	1645	1..45.7
UA	OO	RNO	SFO	5814	CRJ	50	1544	1709	1234567
WN	WN	RNO	LAS	2821	73W	143	1600	1720	.....6.
G4	G4	RNO	LAS	81	319	156	1601	1715	.....5..
UA	UA	RNO	DEN	1230	319	126	1619	1932	1234567
WN	WN	RNO	PHX	3881	7M8	175	1620	1805	.....6.
AA	AA	RNO	PHX	1860	320	150	1624	1809	12345.7
AA	AA	RNO	PHX	1860	320	150	1628	1813	.....6.
WN	WN	RNO	SJC	491	73W	143	1645	1755	.23....
EV	EV	RNO	BFL	7011	ERJ	50	1700	1810	1...5..
DL	OO	RNO	LAX	3755	E7W	70	1704	1837	1234567
EV	EV	RNO	ONT	7007	ERJ	50	1720	1848	.2.4..7
DL	OO	RNO	SLC	3653	E7W	70	1725	2002	1234567
B6	B6	RNO	LAX	943	320	162	1735	1903	1.....
WN	WN	RNO	LAS	1586	738	175	1740	1900	12345.7
WN	WN	RNO	SJC	263	73W	143	1800	1910	1..45.7
EV	EV	RNO	FAT	7025	ERJ	50	1820	1920	1.3.5..
WN	WN	RNO	SAN	3629	73W	143	1835	2010	.....6.
WN	WN	RNO	LAX	170	73W	143	1845	2015	.23....
B6	B6	RNO	LAX	943	320	162	1850	2016	...45.7
B6	B6	RNO	LAX	943	320	162	1852	2018	.....6.
WN	WN	RNO	LAS	3645	73H	175	1900	2020	.23....
WN	WN	RNO	SAN	966	73W	143	1905	2035	12345.7



## Non-Stop Departures

March 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AS	QX	RNO	SEA	2351	E75	76	1923	2117	...4567
AS	QX	RNO	SEA	2351	DH4	76	1928	2142	1.3....
WN	WN	RNO	LAS	2932	73W	143	1935	2050	.....6.
AA	AA	RNO	PHX	1222	320	150	1937	2118	1..4567
AS	QX	RNO	PDX	2598	E75	76	2025	2154	...45.7
AS	QX	RNO	PDX	2598	DH4	76	2025	2204	.....6.
UA	OO	RNO	SFO	5380	E7W	76	2032	2150	1234567
WN	WN	RNO	LAS	2419	73H	175	2055	2215	1..45.7
G4	G4	RNO	LAS	81	320	186	2217	2331	.....7
G4	G4	RNO	LAS	81	319	156	2222	2334	1.....
F9	F9	RNO	LAS	2176	321	230	2247	0010	....5..
WN	WN	RNO	LAS	770	7M8	175	2255	0015	12345.7
UA	UA	RNO	ORD	2300	320	150	2345	0530	.....7
UA	UA	RNO	ORD	2300	319	126	2355	0540	12.4.6.
UA	UA	RNO	ORD	2300	320	150	2355	0540	..3.5..
B6	B6	RNO	JFK	80	320	162	2358	0757	1234567

### Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 14th - 20th March 2022

C o n c o u r s e B	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday															
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats											
	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0									
0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0										
0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0										
0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0										
0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0										
0	0	0500	1	143	0	0500	1	143	0	0500	1	143	0	0500	0	0	0	0										
0	0	0600	3	530	0	0600	3	530	0	0600	3	530	0	0600	4	641	175	1	0600	2	355							
143	1	0700	3	263	0	0700	2	213	0	0700	2	213	143	1	0700	3	358	0	0700	3	358							
318	2	0800	2	193	318	2	0800	1	143	318	2	0800	2	193	0	0800	0	0	318	2	0800	1	50					
394	3	0900	2	318	143	1	0900	2	318	318	2	0900	2	318	394	3	0900	3	504	569	4	0900	1	143				
263	3	1000	4	537	353	3	1000	3	461	263	3	1000	4	537	263	3	1000	4	537	213	2	1000	3	426				
175	1	1100	2	120	175	1	1100	2	120	465	3	1100	2	120	175	1	1100	2	120	175	1	1100	3	358				
353	3	1200	1	175	303	2	1200	2	225	353	3	1200	1	175	303	2	1200	0	0	303	2	1200	3	411				
0	0	1300	3	353	0	1300	2	303	0	1300	2	303	0	1300	3	353	0	1300	2	303	0	1300	2	303				
318	2	1400	0	0	368	3	1400	0	0	318	2	1400	0	0	368	3	1400	0	0	143	1	1400	1	143				
0	0	1500	2	318	0	1500	1	175	0	1500	1	175	0	1500	2	318	0	1500	2	318	0	1500	2	318				
702	6	1600	0	0	540	5	1600	1	143	540	5	1600	1	143	540	5	1600	0	0	140	2	1600	2	318				
193	2	1700	5	527	143	1	1700	4	365	193	2	1700	4	365	193	2	1700	4	365	0	1700	2	140					
143	1	1800	2	193	143	1	1800	1	143	143	1	1800	2	193	305	2	1800	2	305	305	2	1800	2	305				
0	0	1900	1	143	0	1900	2	318	0	1900	2	318	0	1900	1	143	0	1900	1	143	0	1900	1	143				
438	4	2000	1	175	581	5	2000	0	0	438	4	2000	1	175	438	4	2000	1	175	70	1	2000	0	0				
50	1	2100	0	0	0	2100	0	0	0	50	1	2100	0	0	0	2100	0	0	0	143	1	2100	0	0				
318	2	2200	1	175	318	2	2200	1	175	175	1	2200	1	175	318	2	2200	2	405	0	2200	0	0					
517	3	2300	1	162	517	3	2300	1	162	517	3	2300	1	162	517	3	2300	1	162	660	4	2300	1	162				
4,325	34		34	4,325	4,080	30	29	3,937	3,894	30	31	4,037	4,405	33	33	4,405	4,741	36	36	4,741	3,500	25	25	3,532	4,443	33	33	4,411

C o n c o u r s e C	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday															
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats											
	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0									
0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0										
0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0										
0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0										
0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0										
0	0	0500	1	150	0	0500	1	150	0	0500	1	150	0	0500	1	150	0	0500	1	150	0	0500	1	150				
0	0	0600	4	474	0	0600	4	474	0	0600	4	474	0	0600	3	393	0	0600	4	474	0	0600	4	474				
0	0	0700	1	178	0	0700	1	178	155	1	0700	1	178	0	0700	2	254	0	0700	1	178	0	0700	1	178			
0	0	0800	0	0	0	0800	0	0	0	0800	0	0	0	0800	0	0	0	0800	0	0	0	0800	0	0				
146	2	0900	0	0	146	2	0900	0	0	146	2	0900	0	0	70	1	0900	0	0	70	1	0900	0	0				
152	2	1000	3	222	152	2	1000	3	222	152	2	1000	3	222	152	2	1000	2	146	152	2	1000	2	146				
150	1	1100	1	76	150	1	1100	1	76	150	1	1100	1	76	150	1	1100	1	76	150	1	1100	1	76				
424	3	1200	1	150	424	3	1200	1	150	424	3	1200	1	150	500	4	1200	1	150	500	4	1200	1	150				
421	3	1300	4	500	254	2	1300	4	500	460	3	1300	4	500	364	2	1300	4	500	178	1	1300	4	500				
50	1	1400	0	0	50	1	1400	0	0	50	1	1400	0	0	50	1	1400	1	178	50	1	1400	1	178				
276	2	1500	3	395	276	2	1500	2	238	276	2	1500	3	414	276	2	1500	2	236	432	3	1500	2	236				
0	0	1600	2	276	0	1600	2	276	0	1600	2	276	0	1600	3	432	0	1600	2	276	0	1600	2	276				
0	0	1700	0	0	0	1700	0	0	0	1700	0	0	0	1700	0	0	0	1700	0	0	0	1700	0	0				
226	2	1800	0	0	150	1	1800	0	0	226	2	1800	0	0	226	2	1800	0	0	302	3	1800	0	0				
76	1	1900	2	226	76	1	1900	0	0	76	1	1900	1	76	152	2	1900	2	226	152	2	1900	2	226				
150	1	2000	1	76	150	1	2000	1	76	150	1	2000	1	76	150	1	2000	2	152	150	1	2000	2	152				
506	3	2100	0	0	350	2	2100	0	0	172	1	2100	0	0	172	1	2100	0	0	322	2	2100	0	0				
352	3	2200	1	156	202	2	2200	0	0	226	2	2200	0	0	530	4	2200	0	0	554	4	2200	0	0				
76	1	2300	1	126	76	1	2300	1	126	76	1	2300	1	126	76	1	2300	1	150	76	1	2300	1	150				
3,005	25		25	3,005	2,456	21	21	2,456	2,742	23	23	2,742	3,024	25	25	3,024	3,048	25	25	3,048	2,682	23	23	2,682	2,892	24	24	2,892

### Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 14th - 20th March 2022

A i r p o r t T o t a l s

Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday																						
Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats																		
0	0	0000	0	0	143	1	0000	0	0	0	0000	0	0	0	0000	0	0																	
0	0	0100	0	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0																	
0	0	0200	0	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0																	
0	0	0300	0	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0																	
0	0	0400	0	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0																	
0	0	0500	2	293	0	0	0500	2	293	0	0	0500	2	293	0	0	0500	2	293															
0	0	0600	7	1,004	0	0	0600	7	1,004	0	0	0600	7	1,004	0	0	0600	7	1,004															
143	1	0700	4	441	0	0	0700	3	391	0	0	0700	4	441	143	1	0700	5	642															
318	2	0800	2	193	318	2	0800	1	143	318	2	0800	2	193	0	0	0800	0	0															
540	2	0900	2	318	289	3	0900	2	318	464	4	0900	2	318	464	4	0900	2	318															
415	5	1000	7	759	540	5	1000	6	683	415	5	1000	6	683	365	4	1000	5	572															
325	2	1100	3	196	325	2	1100	3	196	325	2	1100	3	196	325	2	1100	4	464															
777	6	1200	2	325	777	6	1200	2	325	803	6	1200	4	555	853	7	1200	2	325															
421	3	1300	7	853	254	2	1300	6	803	440	3	1300	7	853	364	2	1300	6	803															
368	3	1400	0	0	418	4	1400	0	0	368	3	1400	0	0	418	4	1400	1	178															
276	2	1500	5	713	276	2	1500	3	403	276	2	1500	4	589	276	2	1500	4	554															
702	6	1600	2	276	540	5	1600	3	419	540	5	1600	3	419	540	5	1600	4	594															
193	2	1700	5	527	143	1	1700	4	365	193	2	1700	4	365	0	0	1700	2	140															
369	3	1800	2	193	293	2	1800	1	143	369	3	1800	2	193	531	4	1800	2	305															
76	1	1900	3	369	76	1	1900	2	318	76	1	1900	3	394	152	2	1900	3	369															
588	5	2000	2	251	731	6	2000	1	76	681	5	2000	1	76	588	5	2000	3	327															
556	4	2100	0	0	350	2	2100	0	0	450	3	2100	0	0	172	1	2100	0	0															
670	5	2200	2	331	530	4	2200	1	175	401	3	2200	1	175	845	6	2200	1	175															
593	4	2300	2	268	593	4	2300	2	268	593	4	2300	2	312	593	4	2300	2	288															
<b>7,310</b>	<b>59</b>		<b>59</b>	<b>7,310</b>	<b>6,516</b>	<b>51</b>		<b>50</b>	<b>6,393</b>	<b>6,616</b>	<b>53</b>		<b>54</b>	<b>6,779</b>	<b>7,429</b>	<b>58</b>		<b>58</b>	<b>7,429</b>	<b>7,789</b>	<b>61</b>		<b>61</b>	<b>7,789</b>	<b>6,182</b>	<b>48</b>		<b>48</b>	<b>6,214</b>	<b>7,335</b>	<b>57</b>		<b>57</b>	<b>7,303</b>