

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1664 Units ("DestiMetrics Census**") and 51.53% of 3229 total units in the North Lake Tahoe destination ("Destination Census**")

Last Month Performance: Current YTD vs. Previous YTD		2021/22	2020/21	Year over Year Variance
North Lake Tahoe Occupancy for last month (Feb) changed by (13.3%)	Occupancy (Feb) :	63.5%	56.0%	13.3%
North Lake Tahoe ADR for last month (Feb) changed by (25.7%)	ADR (Feb) :	\$ 573	\$ 456	25.7%
North Lake Tahoe RevPAR for last month (Feb) changed by (42.5%)	RevPAR (Feb) :	\$ 364	\$ 256	42.5%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Mar) changed by (45.1%)	Occupancy (Mar) :	53.1%	36.6%	45.1%
North Lake Tahoe ADR for next month (Mar) changed by (10.1%)	ADR (Mar) :	\$ 412	\$ 374	10.1%
North Lake Tahoe RevPAR for next month (Mar) changed by (59.7%)	RevPAR (Mar) :	\$ 219	\$ 137	59.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (29.9%)	Occupancy	46.1%	35.5%	29.9%
North Lake Tahoe ADR for the past 6 months changed by (17.1%)	ADR	\$ 444	\$ 379	17.1%
North Lake Tahoe RevPAR for the past 6 months changed by (52.1%)	RevPAR	\$ 204	\$ 134	52.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (41.7%)	Occupancy	32.4%	22.9%	41.7%
North Lake Tahoe ADR for the future 6 months changed by (-2.3%)	ADR	\$ 434	\$ 444	-2.3%
North Lake Tahoe RevPAR for the future 6 months changed by (38.4%)	RevPAR	\$ 141	\$ 102	38.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 28, 2022 vs. Previous Year				
Rooms Booked during last month (Feb,22) compared to Rooms Booked during the same period last year (Feb,21) for all arrival dates has changed by (-34.8%)	Booking Pace (Feb)	4.9%	7.5%	-34.8%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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Monthly Report Feb 2022

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 21/22

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/22:	\$1,961,215	\$636,269	208%
Number of Room Nights:	9,228	2728	238%
Number of Delegates:	4327	1356	219%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>February-22</u>	<u>February-21</u>
<u>Number of Groups Booked:</u>	3	1
Revenue Booked:	\$182,232	\$12,537
Room Nights:	803	45
Number of Delegates:	240	10
	1 Corp., 2 Mtg.	
Booked Group Types:	Planners	1 Corp/
Lost Business, # of Groups:	21	6

<u>Arrived in the month</u>	<u>February-22</u>	<u>February-21</u>
Number of Groups:	2	1
Revenue Arrived:	\$50,532	\$12,537
Room Nights:	264	45
Number of Delegates:	138	10
Arrived Group Types:	2 Corp.	1 Corp.

Monthly Detail/Activity	<u>January-22</u>	<u>January-21</u>
<u>Number of Groups Booked:</u>	5	4
Revenue Booked:	\$202,364	\$103,336
Room Nights:	730	418
Number of Delegates:	371	298
	3 Corp., 1 Non-Profit, 1 Mtg.	1 Corp. 3
Booked Group Types:	Planner	Assoc.
Lost Business, # of Groups:	11	29

<u>Arrived in the month</u>	<u>January-22</u>	<u>January-21</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$330,384
Room Nights:	0	1522
Number of Delegates:	0	578
Arrived Group Types:		2 Corp., 2 Assoc.

Monthly Detail/Activity	<u>December-21</u>	<u>December-20</u>
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<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$97,428	\$0
Room Nights:	417	0
Number of Delegates:	300	0
Booked Group Types:	Corp.	
Lost Business, # of Groups:	22	

<u>Arrived in the month</u>	<u>December</u>	<u>December-20</u>
Number of Groups:	1	0
Revenue Arrived:	\$170,815	\$0
Room Nights:	1049	0
Number of Delegates:	300	0
Arrived Group Types:	Assoc.	0

Monthly Detail/Activity	<u>November-21</u>	<u>November-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$33,881
Room Nights:	0	94
Number of Delegates:	0	65
Booked Group Types:		1 Assoc.
Lost Business, # of Groups:	7	2

<u>Arrived in the month</u>	<u>November-21</u>	<u>November-20</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		0

Monthly Detail/Activity	<u>October-21</u>	<u>October-20</u>
<u>Number of Groups Booked:</u>	4	2
Revenue Booked:	\$121,383	\$136,331
Room Nights:	579	569
Number of Delegates:	390	250
Booked Group Types:	3 Corp. 1 Assn.	2 Corp.
Lost Business, # of Groups:	35	0

<u>Arrived in the month</u>	<u>October-21</u>	<u>October-20</u>
Number of Groups:	5	0
Revenue Arrived:	\$352,682	\$0
Room Nights:	1144	0
Number of Delegates:	1047	0
Arrived Group Types:	2 Corp, 2 Assn., 1 SMF,	0

Monthly Detail/Activity	<u>September-21</u>	<u>September-20</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$57,355
Room Nights:	0	345
Number of Delegates:	0	120

Booked Group Types:	0	1 Assoc.
Lost Business, # of Groups:	10	2

<u>Arrived in the month</u>	<u>September-21</u>	<u>September-20</u>
Number of Groups:	4	2
Revenue Arrived:	\$114,272	\$73,873
Room Nights:	704	343
Number of Delegates:	290	175
Arrived Group Types:	1 Govt., 1 SMF, 1 Assoc., 1 MP	1 Corp, 1 Non-profit

<u>Monthly Detail/Activity</u>	<u>August-21</u>	<u>August-20</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$61,662
Room Nights:	0	353
Number of Delegates:	0	317
Booked Group Types:	0	1 Corp., 1 SMF
Lost Business, # of Groups:	10	14

<u>Arrived in the month</u>	<u>August-21</u>	<u>August-20</u>
Number of Groups:	4	1
Revenue Arrived:	\$512,023	\$5,907
Room Nights:	1992	53
Number of Delegates:	915	17
Arrived Group Types:	Assoc.	1 Corp.

<u>Monthly Detail/Activity</u>	<u>July-21</u>	<u>July-20</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,903	\$0
Room Nights:	100	0
Number of Delegates:	50	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	22	0

<u>Arrived in the month</u>	<u>July-21</u>	<u>July-20</u>
Number of Groups:	2	2
Revenue Arrived:	\$199,444	\$21,415
Room Nights:	795	80
Number of Delegates:	330	39
Arrived Group Types:	2 Assoc.	1 CA Assoc.

	<u>Current Numbers</u>	<u>Goals</u>
For 2022/23:	\$549,159	\$2,000,000
For 2023/24:	\$100,804	\$2,000,000

NUMBER OF LEADS Generated as of 2/28/22:	72
YTD 2/28/21:	51
YTD 2/29/20:	217

Total Number of Leads Generated in Previous Years:

2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



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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:



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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



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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.



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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.



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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.



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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.



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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%).



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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%.



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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.



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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.



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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.



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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”)



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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”)



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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
		MDW	Chicago, IL (Midway)
		MFR	Medford, OR
		MSP	Minneapolis, MN
		OAK	Oakland, CA
		ONT	Ontario, CA
		ORD	Chicago, IL (O'Hare)
		PDX	Portland, OR
		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
Operating Days			
1	Monday		
2	Tuesday		
3	Wednesday		
4	Thursday		
5	Friday		
6	Saturday		
7	Sunday		
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
Total		10	6	1	7	7	1	2	19	10	1	64	100%	7,663

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							
aha! - (EV)		10	10	0	0	10	0.0%	-	500	500	0	0	500	0.0%	-
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%	-
Alaska - (AS)		6	6	8	0	-2	0.0%	-25.0%	660	660	608	0	52	0.0%	8.6%
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%
Allegiant - (G4)		1	1	2	0	0	0.0%	-50.0%	156	156	312	0	-156	0.0%	-50.0%
Jackson Hole, WY	JAC	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%
American Airlines (AA)		7	8	9	-1	-3	-12.5%	-22.2%	1,020	1,103	1,176	-83	-156	-7.5%	-13.3%
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%
Delta Airlines (DL)		7	6	8	1	-1	16.7%	-12.5%	600	600	875	0	-275	0.0%	-31.4%
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%
Frontier Airlines (F9)		1	1	1	0	0	0.0%	0.0%	186	186	186	0	0	0.0%	0.0%
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%
JetBlue Airways (B6)		2	2	1	0	1	0.0%	100.0%	324	324	162	0	162	0.0%	100.0%
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%	-
Southwest Airlines (WN)		19	20	18	-1	0	-5.0%	5.6%	3,005	3,116	2,766	-111	239	-3.6%	8.6%
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	-	-
United Airlines (UA)		10	10	11	0	-1	0.0%	-9.1%	1,026	963	826	63	200	6.5%	24.2%
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	402	495	346	-93	56	-18.8%	16.2%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	126	76	70	50	56	65.8%	80.0%

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

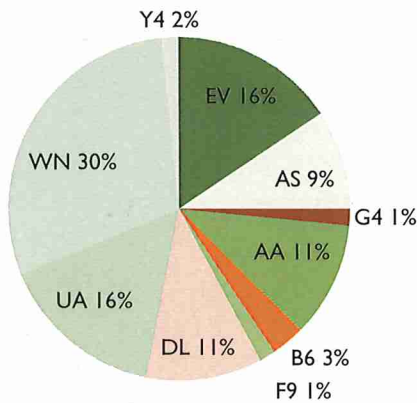
Airline/Destination	Code	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Los Angeles, CA	LAX	1	2	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%
Volaris Airlines (Y4)		1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
AIRPORT TOTALS		64	65	59	-1	5	-1.5%	8.5%	7,663	7,794	7,085	-131	578	-1.7%	8.2%

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

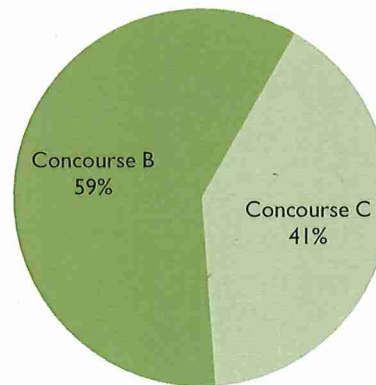
Airline/Destination	Code	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	March 2022	February 2022	March 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS															
Flights								Seats							
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%
Grand Total - All Airlines		64	65	59	-1	5	-1.5%	8.5%	7,663	7,794	7,085	-131	578	-1.7%	8.2%
TOTALS BY CITY															
Flights								Seats							
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Atlanta, GA	ATL	0	0	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%	-
Grand Total - All Cities		64	65	59	-1	5	-1.5%	8.5%	7,663	7,794	7,085	-131	578	-1.7%	8.2%

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-Concourse		38	100.0%	59.4%	4,429	100.0%	57.8%
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%
C-Concourse		26	100.0%	40.6%	3,234	100.0%	42.2%
Grand Total		64	100.0%	100.0%	7,663	100.0%	100.0%

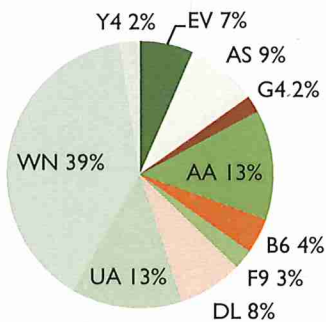
Percent of Scheduled Flights by Airlines



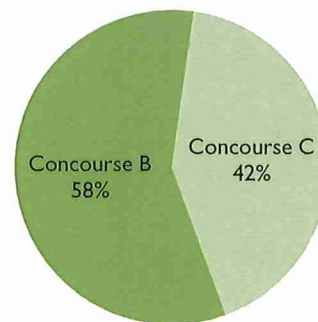
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline



Percent of Scheduled Seats by Concourse



Non-Stop Arrivals

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	06157
WN	WN	LAS	RNO	3288	73W	143	0600	07156.
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	09106.
WN	WN	DEN	RNO	3894	73H	175	0810	09356.
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	09556.
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	10306.
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	11056.
F9	F9	LAS	RNO	2175	320	180	1008	1136	...4...
F9	F9	LAS	RNO	2175	32N	186	1008	11367
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	12156.
AS	OO	PDX	RNO	3399	E75	76	1105	1232	...4...
AS	OO	PDX	RNO	3496	E75	76	1105	1232567
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	14156.

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	15165..
UA	UA	DEN	RNO	1151	319	126	1354	1522	1234567
WN	WN	LGB	RNO	2820	73W	143	1400	15256.
WN	WN	LAS	RNO	3192	7M8	175	1410	15356.
AA	AA	PHX	RNO	1860	320	150	1346	1537	12345.7
AA	AA	PHX	RNO	1860	320	150	1352	15436.
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	18056.
B6	B6	LAX	RNO	942	320	162	1642	18076.
AS	QX	SEA	RNO	2351	DH4	76	1615	1811	1.3....
AA	MQ	AUS	RNO	4227	E75	76	1645	18286.
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	19056.
WN	WN	OAK	RNO	46	73W	143	1830	19256.
AS	QX	PDX	RNO	2598	E75	76	1810	1936	...45.7
AS	QX	PDX	RNO	2598	DH4	76	1810	19446.
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	21327
G4	G4	LAS	RNO	80	319	156	2018	2137	1.....
WN	WN	LAS	RNO	3804	73W	143	2025	21406.
AA	AA	DFW	RNO	1273	738	172	2007	2142	1234567
F9	F9	LAS	RNO	2177	321	230	2026	21525..
AA	AA	PHX	RNO	1765	320	150	2008	21596.
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	22476.
UA	UA	ORD	RNO	1278	320	150	2015	22525..
WN	WN	PHX	RNO	2877	73W	143	2115	23006.
WN	WN	LAS	RNO	3763	73H	175	2150	23056.
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	06007
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	11166.
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	07206.
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	07506.
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	07506.
AS	AS	RNO	SEA	831	73J	178	0700	0855	...4567
WN	WN	RNO	SAN	59	73H	175	0700	08257
WN	WN	RNO	PHX	2566	73H	175	0705	08556.
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	12336.
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	09206.
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	10305..
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	11106.
AS	QX	RNO	SEA	2043	DH4	76	1018	1229	123....
WN	WN	RNO	SJC	3894	73H	175	1020	11256.
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	12006.
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	12406.
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	13106.
F9	F9	RNO	LAS	2174	320	180	1221	1343	...4...
F9	F9	RNO	LAS	2174	32N	186	1221	13437
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	16106.
AS	OO	RNO	PDX	3399	E75	76	1315	1443	...4...
AS	OO	RNO	PDX	3496	E75	76	1315	1443567
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	16106.
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	17206.
G4	G4	RNO	LAS	81	319	156	1601	17155..
UA	UA	RNO	DEN	1230	319	126	1619	1932	1234567
WN	WN	RNO	PHX	3881	7M8	175	1620	18056.
AA	AA	RNO	PHX	1860	320	150	1624	1809	12345.7
AA	AA	RNO	PHX	1860	320	150	1628	18136.
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	20106.
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	20186.
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	20506.
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	22046.
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	23317
G4	G4	RNO	LAS	81	319	156	2222	2334	1.....
F9	F9	RNO	LAS	2176	321	230	2247	00105..
WN	WN	RNO	LAS	770	7M8	175	2255	0015	12345.7
UA	UA	RNO	ORD	2300	320	150	2345	05307
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



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: February 2022

VISITORS SERVED:

Jan 2022

Total TC & KB Walk-ins 1,152
Total Phone Calls: 108
Total 1,260

Feb 2021

Total TC & KB Walk-ins 729
Total Phone Calls: 145
874

Feb 2022

Total TC&KB Walk-ins: 1,989
Total Phone Calls: 162
2,151

REFERRALS GIVEN TO VISITORS:

Restaurants 294	Lodging 56	Historic / Museum 50	Events 61
Tours 23	Surrounding Towns (SLT / Truckee) 37	Retail 157	Transportation 45
Services – tree permits & roads 217	Activities Mountain / Trails 252	Activities / Lake 153	Maps / Directions 435

TOTAL 1780 = 64 referrals per day

February Highlights

- Visitor Information Center (VIC) served 273% more visitors that last February and we are up YTD by 9% for more visitors served.
- VIC February sales are the 2nd highest we have ever had since opening in May 2014. However, our YTD is only up 7% compared to last year. Our sales suffered from smoke, fires and Holiday blizzard
- Most of the calls we answered were about ski conditions and road conditions.
- Advertised the Great Race, Snowfest Beer Fest, several restaurant specials
- Distributed Snowfest calendars
- Exhibiting new local artist – Romi. Had 2 artist signings at the VIC
- Continue to participate as the fulfillment center for the Plates for Powder Program.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs and floor decals

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

February 28, 2022

North Lake Tahoe Marketing Cooperative
Balance Sheet
As of February 28, 2022

	Feb 28, 22	Feb 28, 21	\$ Change	% Change	Jun 30, 21
ASSETS					
Current Assets					
Checking/Savings					
1000-00 · Cash	638,386	740,282	(101,896)	(14%)	216,621
Total Checking/Savings	638,386	740,282	(101,896)	(14%)	216,621
Accounts Receivable					
1200-00 · Accounts Receivable	7,217	390	6,827	1,751%	0
Total Accounts Receivable	7,217	390	6,827	1,751%	0
Other Current Assets					
1350-00 · Security Deposits	100	100	0	0%	100
Total Other Current Assets	100	100	0	0%	100
Total Current Assets	645,703	740,772	(95,069)	(13%)	216,721
Other Assets					
1400-00 · Prepaid Expenses	66,191	68,118	(1,927)	(3%)	40,310
Total Other Assets	66,191	68,118	(1,927)	(3%)	40,310
TOTAL ASSETS	711,894	808,890	(96,996)	(12%)	257,031
LIABILITIES & EQUITY					
Liabilities					
Current Liabilities					
Accounts Payable					
2000-00 · Accounts Payable	63,815	32,066	31,749	99%	64,362
Total Accounts Payable	63,815	32,066	31,749	99%	64,362
Total Current Liabilities	63,815	32,066	31,749	99%	64,362
Total Liabilities	63,815	32,066	31,749	99%	64,362
Equity					
32000 · Unrestricted Net Assets	192,669	486,983	(294,314)	(60%)	486,983
Net Income	455,411	289,841	165,570	57%	(294,315)
Total Equity	648,080	776,824	(128,744)	(17%)	192,668
TOTAL LIABILITIES & EQUITY	711,895	808,890	(96,995)	(12%)	257,030

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

February 2022

Accrual Basis

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	57,666	57,666	0	461,329	461,328	1	692,000
4001-00 · NLTRA Funding	85,731	85,731	0	810,211	810,211	0	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
Total Income	143,397	143,397	0	1,277,540	1,277,539	1	1,800,000
Gross Profit	143,397	143,397	0	1,277,540	1,277,539	1	1,800,000
Expense							
5000-00 · CONSUMER MARKETING							
5002-01 · Native Display	7,500	6,000	1,500	33,833	39,500	(5,667)	70,000
5004-00 · Trip Advisor	2,483	2,000	483	20,218	25,000	(4,782)	50,000
5005-00 · Paid Social	2,932	4,700	(1,768)	45,319	74,660	(29,341)	132,960
5005-01 · Digital Display / Retargeting	2,260	2,250	10	58,839	45,390	13,449	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	1,568	0	1,568	29,502	112,500	(82,998)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	7,644	2,372	5,272	26,006	18,981	7,025	28,469
5007-00 · Creative Production - Other	128	0	128	893	0	893	0
Total 5007-00 · Creative Production	9,339	2,372	6,967	58,277	131,481	(73,204)	178,469
5010-00 · Account Strategy & Management	7,000	7,000	0	56,000	56,000	0	84,000
5016 · Video Streaming	0	2,000	(2,000)	52,593	52,000	593	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	2,492	3,516	(1,024)	27,833	37,874	(10,041)	71,166
5018-01 · Digital Ad Serving	30	100	(70)	518	3,300	(2,782)	6,000
5020-00 · Search Engine Marketing	1,593	4,000	(2,407)	26,257	28,000	(1,743)	54,000
5022-00 · Email	0	5,000	(5,000)	9,999	15,000	(5,001)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	16,000	(11,000)	24,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
Total 5000-00 · CONSUMER MARKETING	35,630	40,938	(5,308)	395,288	531,205	(135,917)	903,595
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	0	0	0	1,000	(1,000)	2,000
5111-00 · FAMS - Domestic	0	0	0	0	500	(500)	1,500
5112-00 · Training / Sales Calls	748	0	748	3,568	2,000	1,568	5,000
5113-00 · Additional Opportunities	0	0	0	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	3,000	(3,000)	0	4,750	(4,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	1,500	(1,500)	0	2,250	(2,250)	2,250
5133-00 · Ski-Tops	0	1,000	(1,000)	0	1,850	(1,850)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	0	0	0	3,000	(3,000)	6,000
5143-00 · Mountain Travel Symposium	0	3,000	(3,000)	2,395	3,000	(605)	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	438	0	438	438	0	438	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	0	0	0	5,000	(5,000)	15,000
Total 5110-00 · LEISURE SALES	1,186	8,500	(7,314)	10,919	37,350	(26,431)	81,250
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	36,000	35,000	1,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	750	750	0	3,522	7,500	(3,978)	12,000
5204-00 · Media Mission(s)	0	7,000	(7,000)	2,987	24,000	(21,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	6,400	6,400	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	1,945	1,920	25	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	0	3,100	(3,100)	8,921	9,300	(379)	18,600
5210-00 · Content Dev - Newsletters	1,500	1,800	(300)	8,010	14,400	(6,390)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	47,000	47,000	0	71,000
5212-00 · Social Giveaways & Contests	900	1,800	(900)	900	5,400	(4,500)	7,200
5214-00 · Social Takeover	0	0	0	107	5,000	(4,893)	10,000
5216-00 · PR Content Development + Distri	0	0	0	1,320	3,000	(1,680)	6,000
5221-00 · Photography & Video Asset Dev	5,750	0	5,750	5,750	4,000	1,750	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	2,660	2,352	308	3,530
5280-00 · PR Meals / Entertainment	0	0	0	203	1,000	(797)	1,500
Total 5200-00 · PUBLIC RELATIONS	21,965	26,784	(4,819)	125,706	169,272	(43,566)	253,910
6000-00 · CONFERENCE SALES							
6005-00 · Paid Media	1,506	2,511	(1,005)	8,780	10,086	(1,286)	24,114
6006-00 · CVENT	712	916	(204)	5,733	7,302	(1,569)	10,967
6007-00 · Creative Production	1,560	0	1,560	13,653	5,000	8,653	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	4,000	(4,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6018-00 · MCC Media Commission	275	459	(184)	4,215	2,754	1,461	4,590
6018-01 · MCC Digital Ad Serving	6	42	(36)	33	336	(303)	500
6019-00 · Conference Direct Partnership	0	0	0	3,500	7,000	(3,500)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	4,667	7,000	(2,333)	7,000
6152-00 · Client Events / Opportunities	0	0	0	1,650	3,000	(1,350)	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,545	1,250	295	2,500
Total 6000-00 · CONFERENCE SALES	4,768	4,928	(160)	43,775	47,708	(3,933)	91,450
6100-00 · TRADE SHOWS							

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance**

February 2022

Accrual Basis

	Feb 22	Budget	\$ Over Budget	Jul '21 - Feb ...	YTD Budget	\$ Over Budget	Annual Budget
6111-00 · Site Inspections	0	0	0	461	3,000	(2,539)	6,000
6116-00 · CalSAE Seasonal Spectacular	250	0	250	1,597	5,000	(3,403)	5,000
6120-01 · Sac River Cats Client Event	0	0	0	500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	(575)	0	0	991	0	0	0
6156-00 · Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	0	0	0	0	0	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	583	0	0	1,167	0	1,167	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
Total 6100-00 · TRADE SHOWS	258	0	258	13,558	35,395	(21,837)	53,895
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	(3,000)	3,000	(6,000)	(3,000)	18,000	(21,000)	30,000
5009-00 · Fulfillment / Mail	318	200	118	1,696	1,600	96	2,400
5021-00 · RASC-Reno Air Service Corp	0	0	0	50,000	50,000	0	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,333	0	1,333	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 · Miscellaneous	837	0	0	837	0	837	0
7002-00 · CRM Subscription	833	885	(52)	6,333	7,080	(747)	10,620
7003-00 · IVCBVB Entertainment Fund	0	0	0	303	4,000	(3,697)	6,000
7004-00 · Research	2,705	2,750	(45)	25,098	22,000	3,098	83,000
7005-00 · Film Festival	0	0	0	15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · Destimetrics / DMX	2,370	0	2,370	11,848	16,676	(4,828)	33,352
7008-00 · Opportunistic Funds	0	0	0	1,500	25,000	(23,500)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,416	(1,416)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	4,966	5,000	(34)	7,757
7020-00 · Collateral Production / PrintIn	0	0	0	724	0	724	0
8700-00 · Automobile Expense*	220	0	0	429	0	429	0
7000-00 · COMMITTED & ADMIN EXPENSES - Other	188	0	0	188	0	0	0
Total 7000-00 · COMMITTED & ADMIN EXPENSES	5,258	7,637	(2,379)	117,325	166,772	(49,447)	340,253
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	34,000	34,000	0	51,000
8003-00 · Website Hosting Maintenance	243	0	243	1,559	1,602	(43)	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	60,000	60,000	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	20,000	20,000	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,493	14,250	243	115,559	115,602	(43)	173,161
Total Expense	83,558	103,037	(19,479)	822,129	1,103,304	(281,175)	1,897,514
Net Income	59,840	40,360	19,479	455,411	174,235	281,176	(97,514)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2021 through February 2022

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	461,329.00	328,800.00	132,529.00	40.3%
4001-00 · NLTRA Funding	810,211.38	546,252.63	263,958.75	48.3%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
Total Income	1,277,540.38	926,252.63	351,287.75	37.9%
Gross Profit	1,277,540.38	926,252.63	351,287.75	37.9%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	33,833.32	4,166.65	29,666.67	712.0%
5004-00 · Trip Advisor	20,218.31	5,902.93	14,315.38	242.5%
5005-00 · Paid Social	45,319.33	18,861.83	26,437.50	140.0%
5005-01 · Digital Display / Retargeting	58,838.72	40,052.28	18,786.44	46.9%
5007-00 · Creative Production				
5007-01 · Creative Production	29,502.15	37,103.87	-7,601.72	-20.5%
5007-02 · Website Production	1,875.60	2,842.50	-966.90	-34.0%
5007-03 · Photo/Video Creative	26,006.43	5,301.63	20,704.80	390.5%
5007-00 · Creative Production - Other	892.50	1,147.50	-255.00	-22.2%
Total 5007-00 · Creative Production	58,276.68	46,395.50	11,881.18	25.6%
5010-00 · Account Strategy & Management	56,000.00	48,000.00	8,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	12,816.00	-12,816.00	-100.0%
5016 · Video Streaming	52,593.14	0.00	52,593.14	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	27,833.24	30,400.34	-2,567.10	-8.4%
5018-01 · Digital Ad Serving	518.14	332.89	185.25	55.7%
5020-00 · Search Engine Marketing	26,257.23	34,744.30	-8,487.07	-24.4%
5022-00 · Email	9,999.40	4,162.45	5,836.95	140.2%
5024-00 · Fusion 7	5,000.00	16,000.00	-11,000.00	-68.8%
5029-00 · Television	0.00	10,154.30	-10,154.30	-100.0%
Total 5000-00 · CONSUMER MARKETING	395,287.51	272,009.47	123,278.04	45.3%
5110-00 · LEISURE SALES				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	3,567.78	119.88	3,447.90	2,876.1%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5137-00 · Co-op Opportunities	0.00	10,000.00	-10,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	0.00	2,395.00	100.0%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5145-00 · TIA Annual Dues	437.50	0.00	437.50	100.0%
5147-00 · AUS / Gate 7	0.00	6,241.22	-6,241.22	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
Total 5110-00 · LEISURE SALES	10,919.02	17,677.78	-6,758.76	-38.2%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	36,000.00	12,000.00	24,000.00	200.0%
5202-00 · PR Program/ Content Dev - Blogs	3,522.36	8,500.00	-4,977.64	-58.6%
5202-01 · Rich Content Development	0.00	20,000.00	-20,000.00	-100.0%
5204-00 · Media Mission(s)	2,967.27	746.96	2,220.31	297.3%
5206-00 · Digital Buy/ Social Media Boost	6,400.00	4,000.00	2,400.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	1,945.00	2,400.00	-455.00	-19.0%
5209-00 · Domestic Travel Media FAMS	8,920.83	5,865.75	3,055.08	52.1%
5210-00 · Content Dev - Newsletters	8,010.00	12,600.00	-4,590.00	-36.4%
5211-00 · Social Media Strategy & Mgmt	47,000.00	32,000.00	15,000.00	46.9%
5212-00 · Social Giveaways & Contests	900.00	0.00	900.00	100.0%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	7,403.06	-6,083.06	-82.2%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	5,750.00	1,500.00	4,250.00	283.3%
5222-00 · Media Tracking / Membership	2,659.95	1,816.00	843.95	46.5%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
Total 5200-00 · PUBLIC RELATIONS	125,705.53	113,860.49	11,845.04	10.4%
6000-00 · CONFERENCE SALES				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	8,780.16	23,123.00	-14,342.84	-62.0%
6006-00 · CVENT	5,733.09	10,678.00	-4,944.91	-46.3%
6007-00 · Creative Production	13,652.99	14,308.19	-655.20	-4.6%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	0.00	853.36	-853.36	-100.0%
6018-00 · MCC Media Commission	4,214.83	4,772.84	-558.01	-11.7%
6018-01 · MCC Digital Ad Serving	32.53	0.00	32.53	100.0%
6019-00 · Conference Direct Partnership	3,499.99	5,333.36	-1,833.37	-34.4%
6128-00 · HelmsBriscoe Strategic Partner	4,666.64	4,666.64	0.00	0.0%
6152-00 · Client Events / Opportunities	1,650.00	108.54	1,541.46	1,420.2%
6153-00 · Chicago Sales Rep Support	1,545.18	1,551.11	-5.93	-0.4%
Total 6000-00 · CONFERENCE SALES	43,775.41	68,294.04	-24,518.63	-35.9%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%
6116-00 · CalSAE Seasonal Spectacular	1,596.53	1,099.00	497.53	45.3%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%

**North Lake Tahoe Marketing Cooperative
Profit & Loss Prev Year Comparison**

Accrual Basis

July 2021 through February 2022

	Jul '21 - Feb 22	Jul '20 - Feb 21	\$ Change	% Change
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	990.76	0.00	990.76	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
Total 6100-00 · TRADE SHOWS	13,557.70	8,661.56	4,896.14	56.5%
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
7000-00 · COMMITTED & ADMIN EXPENSES				
5008-00 · Cooperative Programs	-3,000.00	0.00	-3,000.00	-100.0%
5009-00 · Fulfillment / Mail	1,695.59	1,225.85	469.74	38.3%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,333.36	1,000.02	333.34	33.3%
7001-00 · Miscellaneous	836.91	0.00	836.91	100.0%
7002-00 · CRM Subscription	6,333.33	8,124.98	-1,791.65	-22.1%
7003-00 · IVCBVB Entertainment Fund	302.62	891.65	-589.33	-66.1%
7004-00 · Research	25,098.08	6,667.67	18,430.41	276.4%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	11,847.91	19,550.85	-7,702.94	-39.4%
7008-00 · Opportunistic Funds	1,500.00	131.19	1,368.81	1,043.4%
7009-00 · Tahoe Cam Usage	0.00	2,124.00	-2,124.00	-100.0%
7010-00 · Photo Management & Storage	4,966.00	4,816.64	149.36	3.1%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
7030-00 · Contract Review	0.00	2,300.00	-2,300.00	-100.0%
8700-00 · Automobile Expense*	429.37	309.02	120.35	39.0%
7000-00 · COMMITTED & ADMIN EXPENSES - ...	188.18	0.00	188.18	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	117,325.29	97,398.62	19,926.67	20.5%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	34,000.00	34,051.94	-51.94	-0.2%
8003-00 · Website Hosting Maintenance	1,559.00	24,457.75	-22,898.75	-93.6%
8004-00 · Website Strategy & Maintenance	60,000.00	0.00	60,000.00	100.0%
8005-00 · Website SEO Strategy/Maint	20,000.00	0.00	20,000.00	100.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	115,559.00	58,509.69	57,049.31	97.5%
Total Expense	822,129.46	636,411.65	185,717.81	29.2%
Net Income	455,410.92	289,840.98	165,569.94	57.1%



Aging by Revenue Item

As of 2/28/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$488.75	\$488.75
1-5 Employees Membership Dues			\$885.00	\$2,940.00	\$1,770.00	\$0.00	\$0.00	\$10,377.91	\$15,972.91
21-50 Employees Membership Dues			\$1,080.00	\$2,160.00	\$540.00	\$0.00	\$0.00	\$2,160.00	\$5,940.00
6-10 Employees Membership Dues			\$325.00	\$6,165.00	\$650.00	\$0.00	\$630.00	\$3,355.41	\$11,125.41
Associate Member Membership Dues			\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$150.00	\$250.00
Eblast Totals:			\$170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$1,400.00	\$2,100.00
Non-Profit Membership Dues Totals:			\$340.00	\$1,870.00	\$340.00	\$0.00	\$340.00	\$2,040.00	\$4,930.00
PUD Membership Dues Totals:			\$0.00	\$415.00	\$0.00	\$0.00	\$0.00	\$0.00	\$415.00
Ski Resorts Membership Dues Totals:			\$0.00	\$3,625.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,625.00
1201-01 Member AR Membership			\$2,850.00	\$17,875.00	\$3,350.00	\$0.00	\$970.00	\$19,972.07	\$45,017.07
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Fee Item: Eblast									
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
1201-03 Member Accounts Receivable			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$320.00	\$320.00
GRAND TOTALS			\$2,850.00	\$17,875.00	\$3,350.00	\$0.00	\$970.00	\$20,292.07	\$45,337.07

KEY METRICS FOR Feb 28, 2022 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Feb 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,980,215	5,806,012	1,085,367	\$ 17,900,415
2020 - 2021	7,366,171	3,326,055	6,224,822	4,997,463	\$ 21,914,511
2021 - 2022	7,801,691	5,230,008	658,891	-	\$ 13,690,590

Total NLTBID Revenues by Quarter 2021 - 2026 (as reported thru February 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,335,001	1,160,428	79,359		\$ 2,574,787
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Jan 2022)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	27903	31506	17669	19218	8.77%
Phone	1827	1944	1774	1711	-3.55%
Email	250	284	290	348	20.00%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3295	2913	749	1604	114.15%
Total	37,714	44,969	25,890	26,879	3.82%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe (6 mth lag)					
Quarter	2018	2019	2020	2021	YOY % Change
First (Jan - Mar)	\$ 762,370	\$ 875,360	\$ 767,831	\$ 661,434	-13.86%
Second (Apr - June)	\$ 627,831	\$ 674,366	\$ 417,576	\$ -	
Third (Jul - Sept)	\$ 1,018,271	\$ 1,058,279	\$ 922,133	\$ -	
Fourth (Oct - Dec)	\$ 671,770	\$ 770,185	\$ 616,050	\$ -	
Total	\$ 3,080,242	\$ 3,378,190	\$ 2,723,590	\$ 661,434	

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	63.5%	56.0%	13.39%
ADR (Average Daily Rate)	\$ 573	\$ 456	25.66%
RevPAR (Rev per Available Room)	\$ 364	\$ 256	42.19%
Occupancy 1 Mth Forecast	53.1%	36.6%	45.08%
ADR 1 Mth Forecast	\$ 412	\$ 374	10.16%
RevPAR 1 Mth Forecast	\$ 219	\$ 137	59.85%
Occupancy (prior 6 months)	46.1%	35.5%	29.86%
ADR (prior 6 months)	\$ 444	\$ 379	17.15%
RevPAR (prior 6 months)	\$ 204	\$ 134	52.24%
Occupancy (next 6 months)	32.4%	22.9%	41.48%
ADR (next 6 months)	\$ 434	\$ 444	-2.25%
RevPAR (next 6 months)	\$ 141	\$ 102	38.24%

Unemployment Rates - EDD	Jan 2022
California (pop. 38,332,521)	5.8%
Placer County (367,309)	3.7%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.2%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
June 2021	366

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 2/28/2022					
FORWARD LOOKING	2020-21		2020-21		YOY %
	Actuals	Forecasted	Forecasted	Forecasted	
Total Revenue Booked	\$ 257,997	\$ 290,287	\$ 1,962,035	\$ 1,962,035	575.89%
Commission for this Revenue	\$ -	\$ -	\$ -	\$ -	
Number of Room Nights	1,287	1,361	9,228	9,228	578.03%
Number of Bookings	8	6	28	28	366.67%
Conference Revenue And Percentage by County:					
	20-21	21-22			
Placer	100%		\$257,997	\$ 290,287	\$ 1,359,251 368.24%
Washoe	0%		\$0	\$ -	\$ 602,784
South Lake	0%		\$0	\$ -	
Nevada County	0%	0%	\$0	\$ -	
Total Conference Revenue	100%	100%	\$257,997	\$ 290,287	\$ 1,962,035 85.20%
CURRENT					
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%