



# March Departmental Reports



## north lake tahoe

March 2022

Meetings & Conventions Report

### **TURNED DEFINITE**

1. Weintraub Tobin - Firm Retreat 2022, 111 rooms, 77 people to Resort at Squaw Creek 9/15/22-9/18/22
2. BASF Corporation - 2022 Innovation Symposium, 430 rooms, 116 people at The Ritz-Carlton 10/17/22-10/24/22

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

1. HPN - 82736 - Mountain / Houston District Mtg - June 22 - 6/14/22-6/16/22, 150 rooms and 75 people
2. California's Coalition for Adequate School Housing - CASH July 2022 Quarterly Board of Directors Meeting - 7/7/22-7/9/22, 24 rooms and 25 people
3. Associated Air Balance Council - AABC Summer Board Meeting - 8/7/22-8/9/22, 20 rooms and 20 people
4. HPN - 82908 - Annual Meeting 2023 - 2/22/23-2/26/23, 377 rooms and 160 people
5. American Bar Association - 2023 City Courses - 4/16/23-4/21/23, 180 rooms and 40 people
6. HPN - 77001V4 - 2023 Annual Meeting - 7/9/23-7/16/23, 442 rooms and 225 people
7. Women in Insurance and Financial Services - 2023 WIFS National Conference - 10/1/23-10/4/23, 465 rooms and 200 people
8. HPN - 82747 - Spring 2024 Annual Incentive - 4/10/24-4/14/24, 850 rooms and 500 people

### **NEW INQUIRIES**

1. Marketwise Solutions - Marketwise Board Retreat - 7/24/22-7/30/22, 30 people and 105 rooms
2. Design Automation Conference - DAC 2023 Fall Executive Committee Meeting - 9/20/22 - 9/21/22, 30 people and 52 rooms
3. Johnstone Supply - Style Crest Ski 2023 - 1/9/23-1/15/23, 100 people and 271 rooms
4. Toyota - 11286 - San Francisco Region - Mid Year Staff Planning Meeting TM52348 - 5/3/22-5/4/22, 17 people and 34 rooms
5. Bridge House Advisors - Bridge House Advisors Company Meeting - 9/29/22-10/2/22, 55 rooms, 165 people
6. Flagstar Bank - Sales Incentive 2022 - 6/19/22/6/24/22, 125 rooms and 558 people
7. In Home Dynamics - Eagle Group Promotions and Rally 2022 - 7/19/22-7/21/22, 50 rooms and 85 people
8. Dreams Cars Rally Reno - 10/28/22, 70 rooms, 35 people
9. VetVacation CE - August 2023 - 8/26/23-8/30/23, 50 rooms and 120 people
10. Childrens Hospital Colorado - Western Pediatric Trauma Conference - 7/11/23-7/14/23, 300 rooms and 825 people

11. Pacaso - Presidents Club Jan. 2023 - 1/19/23-1/21/23, 40 rooms and 66 people
12. Live Action - Pro-Life Action Summit 2022, California - 7/6/22-7/9/22, 75 rooms and 173 people
13. AssetMark, Inc. - Advisor Meeting - 8/29/23-8/31/23, 125 rooms and 265 people
14. Pesticide Applicators Professional Association - 2/20/23-2/23/23, 105 rooms and 216 people
15. Pacaso Sales Team Offsite July 2022 - 7/11/22-7/12/22, 85 rooms and 170 people
16. Goldman Association Management - MNTN Q2 2023 Retreat - 6/7/23-6/10/23, 350 rooms and 1067 people

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Planning CalSAE Elevate Party with Partners at High Camp Palisades Tahoe April 25
  - Planning ConferenceDirect - April Social Post
  - April's newsletter development to highlight:
    - Tourism Cares Summit
    - List of direct flights into Reno & April airport update
    - Area Spring Update - Dual Days/ Twice as fun
    - Hyatt - Have a blurb from Dorothy Hornbeck
    - Kings Beach Event Center
  - SDR lead gen program produced (1) lead for LeadingAge for next January or July
  - CVENT quarterly account review on March 18. CVENT leads back to 100% Jan-Feb 22' as they were in 19'
  - Registration for Destination West May 5-7
  - Registration for HelmsBriscoe Annual Business Conference May 9-11
  - Planning Client Event at Top Golf Roseville May 12

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

3/30 Hosted site visit with Lisa Farano of HPN from San Diego at Hyatt Regency, The Ritz-Carlton & Resort at Squaw Creek for '82908 - Annual Meeting 2023' 2/22/23-2/26/23 for 160ppl and 377 room nights.

### **TRADE SHOWS & EVENTS**

- Attended trade shows:
  -

### **CHICAGO EFFORTS**

- Our in-market representative, Denise Cmiel focused on the below for the month of March:
  - Destination Reps held a Client Event at the United Center for a Chicago Bulls game. 45 local Chicago clients attended! As an added highlight to the festive evening, the Bulls won the game! Denise was on the committee that coordinated this event.
  - Preparing for Destination Celebration – Kansas City to be held in early April



## north lake tahoe

March 2022

Tourism Development Report

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

- Key Meetings:
  - Attended Travel Nevada Southern California Receptive Sales Blitz - March 1-2 with (25) clients across three events
  - Attended Reno-Tahoe Territory meeting - March 9th
  - Visit California Digital Optimization Project: Virtual Online Business Profile Fundamentals- shared with NLT partners from High Sierra Council - March 17th
  - WebBds Market Manager Tamika Cockrell on product development
  
- Key Projects:
  - Process GoWest Summit leads
  - Prepare April's newsletter for leisure product managers and travel agents to include:
    - Tourism Cares Summit
    - List of direct flights into Reno & April airport update
    - Area Spring Update - Dual Days/ Twice as fun
    - Hyatt - Have a blurb from Dorothy Hornbeck
  - Submit appointment requests at Mountain Travel Symposium April 4-7
  - Register to attend Visit California Mexico Sales Mission April 26-28
  - Building itinerary for influencer Sara McCarty through High Sierra Council May 11
  - Register for The Cup and IPW June 1-8

### **FAM's**

- Hosted Ski.com FAM of (6) agents led by their Director of Travel Agency Sales, March 30-31 at Lone Eagle Grille, Resort at Squaw Creek, Palisades Tahoe, Ritz-Carlton and UnCorked Tahoe City



# March 2022 Monthly Report



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## March Executive Summary – Consumer Campaign

- With the switch to the spring campaign for consumer paid media, there was a giant lift in overall metrics. Elevated impressions and refreshed creative led to an increase by 170% in total TOS conversions for the campaign.
- Honing on market specifics, Los Angeles had the most TOS conversions at 35% of total conversions. When comparing the incremental markets, there was an even split in TOS conversions between the two, with Monterey-Salinas slightly leading at 55% of total conversions for the incremental markets.
- Paid Search earned 47% of all TOS conversions. Social (20%) and Display (19%) pulled similar numbers of TOS sessions while Video earned 15%. Interestingly, top search terms reflected interest in summer activities, rather than spring/snow terms.



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## March Executive Summary – MCC Campaign

- In March, there was tremendous growth for the MCC campaign as COVID conditions vastly improved and planning for business travel kicked back in. Specifically, there were 20,000 more impressions than in February for only a \$270 greater spend.
- MCC campaign TOS conversions were more than double that of February with 55 total. Display was the leading tactic with 64% of total TOS conversions, followed by YouTube at 20%.
- The audio-visual creative performed best on tactics.



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## March Executive Summary - Website

- Website metrics increased slightly (+13%) in March, as February was a slower month due to COVID conditions and less snowfall than expected. Sessions and visitors were also up 40% YoY.
- Visitor demographics remained close to our paid media audiences, with exception of New York visitors who continued to be the most engaged with 1:27 average time on page.
- Top pages were similar to previous months, however, the spring page had the second highest amount of traffic behind the homepage. Interestingly, the summer page was in the top 10 most visited pages, showing that visitors are thinking ahead and planning summer vacations.
- Organic search continued to drive the most traffic by channel, as we've seen in previous months.



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## March Executive Summary - Content

- In March, there was one blog revise of the WinterWonderGrass event in early April as well as a blog on spring activities.
- For PR this month, the team coordinated and planned a FAM tour for the beginning of April with social influencer Stacey Freeman from *Posh in Progress*.
- Efforts primarily focused on upcoming events related to North Lake Tahoe including the Pride Ride, the Luggi Foeger Uphill/Downhill festival, best destinations for team building activities, sustainable travel and the Travelers Responsibility Pledge.
- Pride Ride pitching efforts targeted primarily LGBTQ+ friendly publications and earned a lot of distribution nationally.



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## March Executive Summary – PR Coverage

- The PR team had a total of 15 secured clips, which led to an estimated digital monthly visits of 13.2M and estimated digital coverage views of 82.1K.
- Coverage featured the upcoming WinterWonderGrass festival, spring break travel, Pride Ride Weekend, outdoor activities, best places in Northern California for a family-friendly vacation and Ski Mountaineering Competition.



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## March Executive Summary – Organic Social Media

- Facebook content promoted spring activities and lodging, with top posts including spring lakeside views and general landscapes. In March, there were 2.9M impressions and 9.4K post clicks. There was an overall increase for post clicks by 96%.
- Instagram content promoted travel throughout the region with spring activities and lodging. Specifically, the Know Before You Go Guide post generated 2,271 engagements and 32 saves.
- Augustine created custom content for the WinterWonderGrass giveaway. The Instagram Story content generated 5,235 impressions, with in-feed promotion reaching 15,573 users. The giveaway generated 160 entries.



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

# **Paid Media**

# Consumer Paid Media



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## Consumer Paid Media Executive Summary

- While TOS costs increased by \$13, TOS conversions rose 170% to a total of 2,057 for all markets. Los Angeles earned the most total conversions with 35%, followed by Dallas at 30% and Houston at 18%. Comparing the expanded markets exclusively, there was a fairly even split, with Monterey-Salinas earning 55% and Fresno earning 45% of TOS conversions.
- Facebook ads also drove the most Book Now conversions, bringing in an amazingly high 2,377 conversions in March alone.
- During the transition to a higher budget, new markets and more impressions, CTR maintained similar rates and CPC decreased by \$0.05. While TOS conversion costs will need optimizations, the CTR and CPC can indicate a healthy transition into spring.



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## Consumer Paid Media Executive Summary

- From a tactics perspective, Paid Search earned 47% of all TOS conversions. Social (20%) and Display (19%) pulled similar numbers of TOS sessions while Video earned 15%.
- There was an increase of share by 5% in total TOS conversions for social since February. This demonstrated that optimizations and fresh creative helped in driving more awareness to this tactic.



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# Overview by Campaign

Start Date: 3/1/2022  
End Date: 3/31/2022

**6,604,256**  
IMPRESSIONS

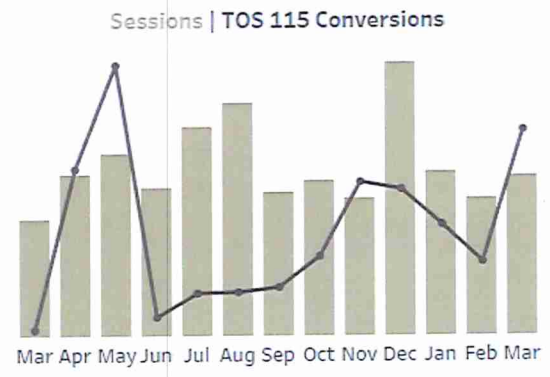
**28,038**  
CLICKS

**\$1.55**  
CPC

**2,107**  
TOS 115  
CONVERSIONS

**\$20.67**  
COST PER TOS 115  
CONVERSION

Campaign	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Consumer	6,604,256	28,038	0.42%	\$1.55	\$43,555.78	2,438	2,107	\$20.67



	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
YouTube	2,799,096	3,843	0.14%	\$2.74	\$10,513.17	2	319	\$32.96
Facebook	1,555,162	10,504	0.68%	\$1.26	\$13,230.32	2,377	417	\$31.73
Programmatic Display	787,847	1,410	0.18%	\$3.35	\$4,726.82	3	217	\$21.78
TripAdvisor	565,239	410	0.07%	\$1.17	\$480.30	9	124	\$3.87
Instagram Stories	306,001	1,911	0.62%	\$1.08	\$2,068.03	0	0	N/A
Paid Search	285,992	7,457	2.61%	\$1.47	\$10,946.65	47	980	\$11.17
TikTok	133,021	1,269	0.95%	\$0.45	\$566.31	0	0	N/A
Twitter	132,340	975	0.74%	\$0.87	\$847.28	0	0	N/A
Native (Bonus)	25,344	23	0.09%	N/A	\$0.00	0	0	N/A
Instagram	14,214	67	0.47%	\$2.64	\$176.89	0	0	N/A
<b>Grand Total</b>	<b>6,604,256</b>	<b>27,869</b>	<b>0.42%</b>	<b>\$1.56</b>	<b>\$43,555.78</b>	<b>2,438</b>	<b>2,057</b>	<b>\$21.17</b>



# Overview by Medium

Start Date: 3/1/2022  
End Date: 3/31/2022

6,604,256  
IMPRESSIONS

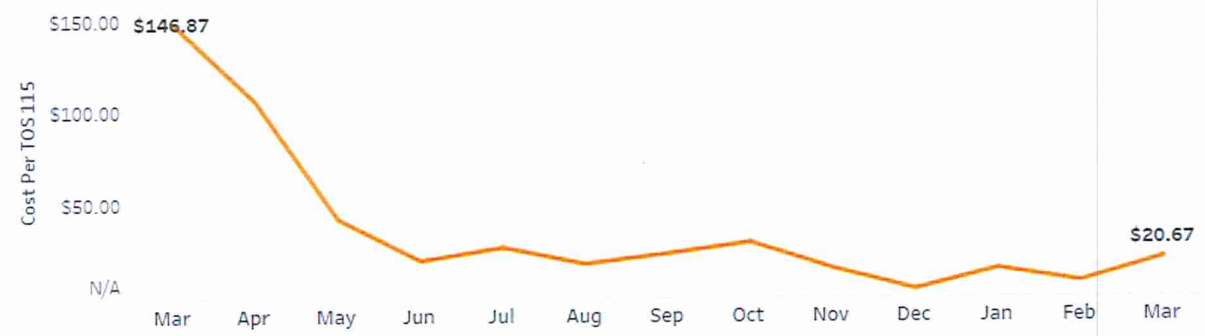
28,038  
CLICKS

\$1.55  
CPC

2,107  
CONVERSIONS

\$20.67  
COST PER TOS 115  
CONVERSION

Cost per Conversion Trending



Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Video	2,933,765	5,152	0.18%	\$2.16	\$11,105.52	16	320	\$34.70
Paid Social	2,006,069	13,417	0.67%	\$1.21	\$16,296.49	2,363	416	\$39.17
Display	1,378,430	2,012	0.15%	\$2.59	\$5,207.13	12	391	\$13.32
Paid Search	285,992	7,457	2.61%	\$1.47	\$10,946.65	47	980	\$11.17
<b>Grand Total</b>	<b>6,604,256</b>	<b>28,038</b>	<b>0.42%</b>	<b>\$1.55</b>	<b>\$43,555.78</b>	<b>2,438</b>	<b>2,107</b>	<b>\$20.67</b>

# Overview by DMA

Start Date  
3/1/2022

End Date  
3/31/2022

**6,604,256**  
IMPRESSIONS

**28,038**  
CLICKS

**\$1.55**  
CPC

**2,107**  
TOS 115  
CONVERSIONS

**\$20.67**  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CPC	CTR	Cost	TOS 115	Cost Per TOS 115
Prospecting	Los Angeles	The Jones Family	244,511	1,021	\$1.49	0.42%	\$1,521.03	43	\$35.37
		Millennial Megan	221,446	1,571	\$0.90	0.71%	\$1,410.34	37	\$38.12
		Boomer Ben	96,547	814	\$1.08	0.84%	\$876.94	18	\$48.72
	Dallas	The Jones Family	281,489	1,040	\$1.48	0.37%	\$1,537.16	46	\$33.42
		Millennial Megan	238,678	1,339	\$1.02	0.56%	\$1,363.28	22	\$61.97
		Boomer Ben	100,671	1,011	\$0.89	1.00%	\$902.02	7	\$128.86
	Fresno	The Jones Family	50,389	251	\$1.09	0.50%	\$273.17	15	\$18.21
		Millennial Megan	47,565	303	\$0.92	0.64%	\$278.74	5	\$55.75
		Boomer Ben	30,291	170	\$1.32	0.56%	\$224.06	3	\$74.69
		Work From Nature							N/A
	Houston	The Jones Family	274,311	1,027	\$1.49	0.37%	\$1,529.05	47	\$32.53
		Millennial Megan	249,902	1,490	\$0.91	0.60%	\$1,359.43	35	\$38.84
		Boomer Ben	108,486	1,004	\$0.90	0.93%	\$904.57	14	\$64.61
	Monterey	The Jones Family	80,175	342	\$1.52	0.43%	\$520.67	18	\$28.93
		Boomer Ben	65,863	249	\$1.98	0.38%	\$492.53	6	\$82.09
Millennial Megan		65,587	254	\$2.10	0.39%	\$531.71	10	\$53.17	
Work From Nature									
National	High Value	400,539	1,570	\$2.69	0.39%	\$4,230.18	83	\$50.97	
	Boomer Ben	68,504	698	\$0.48	1.02%	\$333.33	21	\$15.87	
	The Jones Family	36,370	208	\$1.60	0.57%	\$333.33	7	\$47.62	
	Millennial Megan	27,812	154	\$1.17	0.55%	\$180.62	21	\$8.60	
	Readiness Guide	19,082	20	N/A	0.10%	N/A	0	N/A	
	Sustainability	14,204	207	\$0.50	1.46%	\$103.51	6	\$17.25	
Retargeting	Los Angeles	Retargeting	65,911	2,239	\$1.54	3.40%	\$3,449.81	410	\$8.41
		Retargeting	146,891	3,254	\$1.06	2.22%	\$3,449.59	352	\$9.80
	Fresno	Retargeting	3,571	133	\$1.73	3.72%	\$230.09	27	\$8.52
	Houston	Retargeting	65,048	1,708	\$2.00	2.63%	\$3,421.16	167	\$20.49
	Monterey	Retargeting	4,571	123	\$3.22	2.69%	\$396.00	24	\$16.50
	National	Retargeting	539,539	1,699	\$1.75	0.31%	\$2,979.54	312	\$9.55
		Boomer Ben	156,312	85	N/A	0.05%	N/A	20	N/A
The Jones Family		65,747	48	N/A	0.07%	N/A	7	N/A	
<b>Grand Total</b>			<b>3,805,134</b>	<b>24,110</b>	<b>\$1.37</b>	<b>0.63%</b>	<b>\$33,042.61</b>	<b>1,787</b>	<b>\$18.49</b>

\*This page excludes ads that cannot be sorted into DMA groups effectively.

# Paid Social Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

**2,006,069**  
IMPRESSIONS

**13,417**  
CLICKS

**\$1.21**  
CPC

**416**  
CONVERSIONS

**\$39.17**  
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	Millennial Megan	739,173	4,272	0.58%	\$1.08	\$4,611.04	585	107	\$43.09
	The Jones Family	519,482	2,625	0.51%	\$1.18	\$3,103.92	715	141	\$22.01
	Boomer Ben	435,417	3,797	0.87%	\$0.93	\$3,523.78	411	46	\$76.60
	High Value	231,190	1,311	0.57%	\$2.45	\$3,214.17	329	56	\$57.40
	Sustainability	6,640	164	2.47%	\$0.47	\$77.48	27	5	\$15.50
Retargeting	Retargeting	74,167	1,248	1.68%	\$1.42	\$1,766.10	296	61	\$28.95
<b>Total</b>		<b>2,006,069</b>	<b>13,417</b>	<b>0.67%</b>	<b>\$1.21</b>	<b>\$16,296.49</b>	<b>2,363</b>	<b>416</b>	<b>\$39.17</b>

Note: Work from Nature is included with Millennial Megan data.

# Paid Social Creative Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

Sustainability creative had the highest CTR for both Facebook and Instagram.

## Creative Performance

**2,006,069**  
IMPRESSIONS

**13,417**  
CLICKS

**\$1.21**  
CPC

**416**  
TOS 115  
CONVERSIONS

**\$39.17**  
COST PER TOS 115  
CONVERSION

			Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	The Jones Family	480,404	2,410	0.50%	\$2,753.96	\$1.14	141	\$19.53
		Millennial Megan	458,987	2,513	0.55%	\$2,771.74	\$1.10	107	\$25.90
		Boomer Ben	314,500	2,879	0.92%	\$2,783.38	\$0.97	46	\$60.51
		High Value	225,218	1,295	0.57%	\$3,141.99	\$2.43	56	\$56.11
		Sustainability	6,293	161	2.56%	\$73.19	\$0.45	5	\$14.64
	Retargeting	Retargeting	68,112	1,206	1.77%	\$1,680.03	\$1.39	61	\$27.54
Instagram	Prospecting	High Value	5,972	16	0.27%	\$72.18	\$4.51	0	N/A
		Millennial Megan	1,361	5	0.37%	\$10.72	\$2.14	0	N/A
		Sustainability	347	3	0.86%	\$4.29	\$1.43	0	N/A
		Boomer Ben	263	1	0.38%	\$2.31	\$2.31	0	N/A
		The Jones Family	216	0	0.00%	\$1.32	N/A	0	N/A
Retargeting	Retargeting	6,055	42	0.69%	\$86.07	\$2.05	0	N/A	
Instagram Stories	Prospecting	Millennial Megan	251,359	1,600	0.64%	\$1,647.96	\$1.03	0	N/A
		Boomer Ben	52,150	304	0.58%	\$404.76	\$1.33	0	N/A
		The Jones Family	2,492	7	0.28%	\$15.31	\$2.19	0	N/A
Twitter	Prospecting	Boomer Ben	68,504	613	0.89%	\$333.33	\$0.54	0	N/A
		The Jones Family	36,370	208	0.57%	\$333.33	\$1.60	0	N/A
		Millennial Megan	27,466	154	0.56%	\$180.62	\$1.17	0	N/A
Grand Total			2,006,069	13,417	12.97%	\$16,296.49	\$1.21	416	\$39.17

# Paid Search Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

## Ad Group Performance

**285,992**  
IMPRESSIONS

**7,457**  
CLICKS

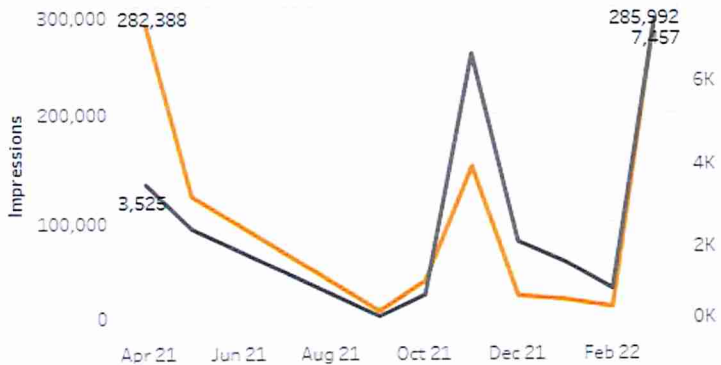
	Impressions	Clicks	CTR	Cost	CPC	Conversions	Cost per Conversion
Dallas	146,891	3,254	2.22%	\$3,449.59	\$1.06	1,091	\$3.16
Los Angeles	65,911	2,239	3.40%	\$3,449.81	\$1.54	1,179	\$2.93
Houston	65,048	1,708	2.63%	\$3,421.16	\$2.00	547	\$6.25
Monterey	4,571	123	2.69%	\$396.00	\$3.22	70	\$5.66
Fresno	3,571	133	3.72%	\$230.09	\$1.73	72	\$3.20
<b>Grand Total</b>	<b>285,992</b>	<b>7,457</b>	<b>2.61%</b>	<b>\$10,946.65</b>	<b>\$1.47</b>	<b>2,959</b>	<b>\$3.70</b>

**\$1.47**  
COST PER CLICK

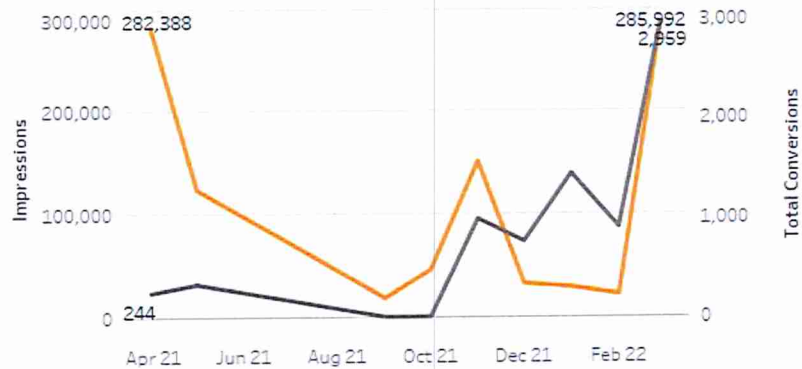
**2,959**  
TOS 115  
CONVERSIONS

**\$3.70**  
COST PER TOS 115  
CONVERSIONS

### Impressions | Clicks



### Impressions | Conversions





# Paid Search Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

Summer activities were top of mind for people who were searching and clicked on our ads. With fishing being searched for the most, Augustine will look to include that topic in upcoming newsletters and social posts.

### Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
fishing	121,862	1,291	\$0.71	1.06%	\$1,813.32	168	13.0%
beaches	39,866	1,018	\$0.77	2.55%	\$1,329.28	125	12.3%
boating	33,344	1,039	\$0.93	3.12%	\$1,115.36	99	9.5%
hiking	20,693	449	\$0.55	2.17%	\$817.67	61	13.6%
kayaking	11,701	250	\$0.61	2.14%	\$407.33	44	17.6%
camping California	11,699	1,020	\$0.59	8.72%	\$1,718.65	186	18.2%
horseback riding	7,059	382	\$0.77	5.41%	\$497.13	28	7.3%
best camping	4,847	537	\$0.72	11.08%	\$750.29	72	13.4%
mountain biking	4,756	40	\$0.62	0.84%	\$64.52	8	20.0%
river rafting	2,237	117	\$1.29	5.23%	\$90.76	12	10.3%
white river rafting	1,812	89	\$0.48	4.91%	\$186.32	14	15.7%
lakeside camping	1,771	142	\$0.59	8.02%	\$241.73	27	19.0%
fish fish	1,617	15	\$0.85	0.93%	\$17.60	0	0.0%
water parasailing	1,427	42	\$0.79	2.94%	\$53.20	2	4.8%
paddle boarding	1,321	36	\$0.61	2.73%	\$58.90	8	22.2%
camping vacation	1,287	99	\$0.60	7.69%	\$166.22	12	12.1%
river water rafting	1,236	66	\$0.84	5.34%	\$78.11	9	13.6%
watercraft rentals	1,134	79	\$0.54	6.97%	\$145.64	18	22.8%
golf California	1,111	26	\$0.45	2.34%	\$58.17	1	3.8%
boat boat	1,098	8	\$1.40	0.73%	\$5.73	0	0.0%
best beach	971	21	\$0.83	2.16%	\$25.43	4	19.0%
horseback riding in	917	64	\$0.77	6.98%	\$83.23	5	7.8%
boat marina	888	12	\$0.77	1.35%	\$15.63	1	8.3%
best lakes	724	26	\$0.36	3.59%	\$71.83	3	11.5%
golf vacation	648	32	\$0.32	4.94%	\$100.45	10	31.3%
best hiking	635	18	\$0.41	2.83%	\$43.56	4	22.2%



# Display Performance

Start Date  
3/1/2022

End Date  
3/31/2022

**1,378,430**  
IMPRESSIONS

**2,012**  
CLICKS

**\$2.59**  
CPC

**391**  
TOS 115  
CONVERSIONS

**\$13.32**  
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	Native	The Jones Family	0	0	0.00%	N/A	N/A	7	N/A	
		Millennial Megan	0	0	0.00%	N/A	N/A	21	N/A	
		Boomer Ben	0	0	0.00%	N/A	N/A	21	N/A	
	Native (Bonus)	Readiness Guide	19,082	20	0.10%	N/A	N/A	0	N/A	
		Sustainability	5,916	3	0.05%	N/A	N/A	0	N/A	
		Millennial Megan	346	0	0.00%	N/A	N/A	0	N/A	
	OTT	Unspecified	0	85	0.00%	N/A	N/A	1	N/A	
		Boomer Ben	0	84	0.00%	N/A	N/A	0	N/A	
	Programmatic Display		The Jones Family	390,971	756	0.19%	\$3.10	\$2,345.82	28	\$83.78
			High Value	169,349	259	0.15%	\$3.92	\$1,016.01	27	\$37.63
Millennial Megan			35,243	78	0.22%	\$2.71	\$211.46	2	\$105.73	
Work From Nature			35,121	78	0.22%	\$2.70	\$210.73	4	\$52.68	
Boomer Ben			34,945	65	0.19%	\$3.23	\$209.67	2	\$104.84	
Unspecified			26	0	0.00%	N/A	N/A	0	N/A	
Retargeting			122,192	174	0.14%	\$4.21	\$733.14	154	\$4.76	
Retargeting	TripAdvisor	Retargeting	343,180	277	0.08%	\$1.73	\$480.30	97	\$4.95	
		Boomer Ben	156,312	85	0.05%	N/A	N/A	20	N/A	
		The Jones Family	65,747	48	0.07%	N/A	N/A	7	N/A	
		Unspecified	0	0	0.00%	N/A	N/A	0	N/A	
<b>Grand Total</b>			<b>1,378,430</b>	<b>2,012</b>	<b>0.15%</b>	<b>\$2.59</b>	<b>\$5,207.13</b>	<b>391</b>	<b>\$13.32</b>	

# Display Creative Performance

Start Date 3/1/2022 End Date 3/31/2022

1,378,430 IMPRESSIONS

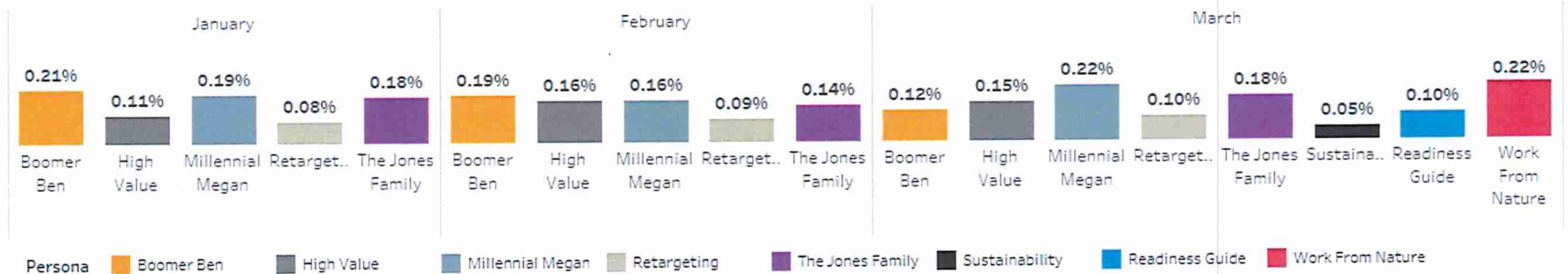
2,012 CLICKS

\$2.59 CPC

391 TOS 115 CONVERSIONS

\$13.32 COST PER TOS 115 CONVERSION

## Creative CTR Trending



Targeting	Platform	DMA	Impressions	Clicks	CTR	CPC	Cost	TOS 115	Cost Per TOS 115
Prospecting	Programmatic Display	National	169,375	260	0.15%	\$3.91	\$1,016.01	27	\$37.63
		Dallas	120,041	228	0.19%	\$3.16	\$720.25	11	\$65.48
		Houston	118,451	231	0.20%	\$3.08	\$710.71	10	\$71.07
		Los Angeles	117,435	219	0.19%	\$3.22	\$704.60	4	\$176.15
		Monterey	116,083	226	0.19%	\$3.08	\$696.50	11	\$63.32
		Fresno	24,270	72	0.30%	\$2.02	\$145.62	0	N/A
		Native (Bonus)	National	25,344	23	0.09%	N/A	N/A	0
Retargeting	TripAdvisor	National	565,239	410	0.07%	\$1.17	\$480.30	124	\$3.87
		National	122,192	174	0.14%	\$4.21	\$733.14	154	\$4.76
<b>Grand Total</b>			<b>1,378,430</b>	<b>1,843</b>	<b>0.13%</b>	<b>\$2.83</b>	<b>\$5,207.13</b>	<b>341</b>	<b>\$15.27</b>

\*Email does not have a defined Persona, hence the variation between the table above and the KPI boxes on the left. We've also censored the Unspecified Persona from here as they were skewing the bar chart above. The Unspecified group makes up the difference in values between the KPI labels on the left and the rest of the visuals on this page.

# Video Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

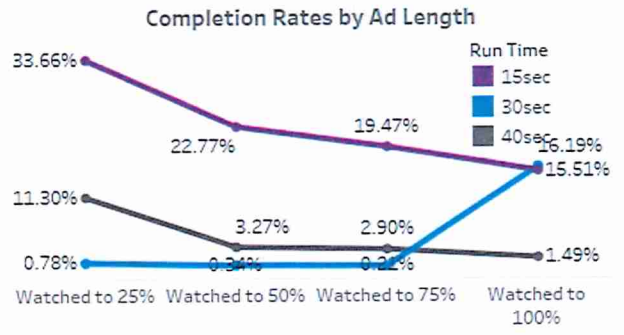
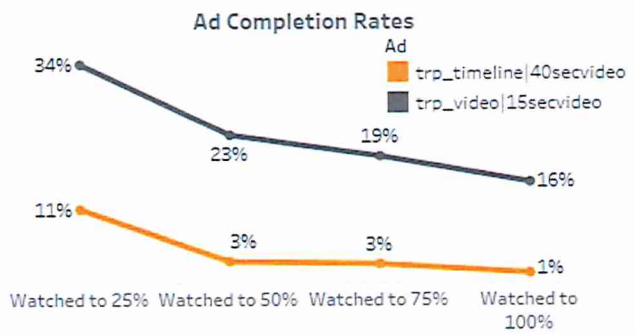
**2,933,765**  
IMPRESSIONS

**571,551**  
TOTAL VIEWS

**320**  
TOS CONVERSIONS

**\$2.16**  
COST PER CLICK

**\$34.70**  
PRIMARY CPC



Top Ads	Total Views
pt_consumer-2021-22	449,347
pt_dallas	28,815
pt_fresno	20,756
pt_houston	25,945
pt_la	32,422
pt_monterey	13,087
rt_consumer-2021-22	783
trp	396

Platform	Persona	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	Cost	TOS 115	Cost Per TOS 115
Facebook	Sustainability	trp	1,648	396	4.07%	40	\$26	1	\$26.03
TikTok	Millennial	pt_la	19,648	17,745	0.57%	204	\$75	0	N/A
		Megan	pt_dallas	18,521	16,753	0.54%	169	\$67	0
	The Jones Family	pt_houston	15,956	14,421	0.54%	169	\$68	0	N/A
		pt_fresno	13,422	12,162	0.69%	135	\$55	0	N/A
		pt_monterey	8,681	7,847	0.63%	84	\$37	0	N/A
	The Jones Family	pt_la	16,167	14,677	0.64%	155	\$67	0	N/A
		pt_dallas	13,161	12,062	0.70%	121	\$61	0	N/A
pt_houston		12,528	11,524	0.76%	111	\$60	0	N/A	
pt_fresno		9,300	8,594	1.00%	83	\$48	0	N/A	
YouTube	Unspecified	pt_monterey	5,636	5,240	1.19%	38	\$28	0	N/A
		pt_consumer-2021-22	2,794,198	449,347	16.19%	3,820	\$10,456	318	\$32.88
		rt_consumer-2021-22	4,898	783	16.02%	23	\$58	1	\$57.52
<b>Grand Total</b>			<b>2,933,765</b>	<b>571,551</b>	<b>15.48%</b>	<b>5,152</b>	<b>\$11,106</b>	<b>320</b>	<b>\$34.70</b>

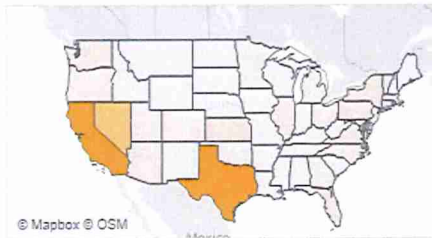
# Website Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

**66,872**  
SESSIONS



Top Regions Sessions



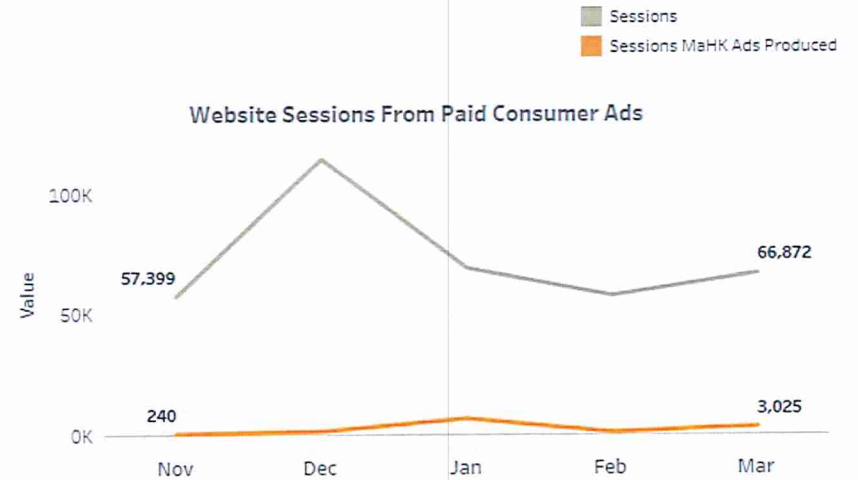
**00:01:04**  
SESSION DURATION

**1.6**  
PAGES PER SESSION

**84%**  
NEW USER  
SESSION RATE

**75%**  
BOUNCE RATE

Website Sessions From Paid Consumer Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	36,971	61,929	00:01:16	1.7	71%
Search	8,829	11,976	00:00:26	1.4	82%
Direct	6,712	11,096	00:01:04	1.7	77%
Social	6,172	7,129	00:00:12	1.2	92%
Referral	4,546	12,946	00:02:27	2.8	50%
Display	2,999	3,394	00:00:14	1.1	94%
Video	451	541	00:00:16	1.2	91%
Onlinevideo	159	169	00:00:21	1.1	96%
Native	26	30	00:00:40	1.2	88%
(not set)	7	12	00:02:30	1.7	43%
<b>Grand Total</b>	<b>66,872</b>	<b>109,222</b>	<b>00:01:04</b>	<b>1.6</b>	<b>75%</b>



## Consumer Paid Media Recommendations

- Because spring budget is higher than winter with the addition of smaller markets, March spend ran more than \$43,000 more than February. Optimizations are in progress to help lower TOS costs and balance between the markets.
- Adjustments to optimize personas based on market engagement are in progress.
- Adjusting creative in April to phase out snow imagery and have more of a focus on non-snow and summer activities.
- Adjust end dates for Video.
- Expedia co-op campaign flighting moved to late Fall.



north lake tahoe

# MCC Paid Media



north lake tahoe



## MCC Paid Media Executive Summary

- Overall, MCC performance continued to climb in March. The campaign reported 20,000 more impressions than in February for only a \$270 greater spend.
- Creative remained the same in March; optimizations included budget pacing.
- TOS conversions more than doubled from February's 22 TOS conversions to March's 55 TOS conversions. Display earned 64% of total TOS conversions, followed by YouTube at 20% of TOS conversions. Facebook static won 15% of conversions while Facebook video won 2%.
- The Facebook creative "audio-visual-timeline" earned 7 out of 8 of the static TOS conversions.



north lake tahoe

# Overview by Campaign

Start Date: 3/1/2022  
End Date: 3/31/2022

**186,793**  
IMPRESSIONS

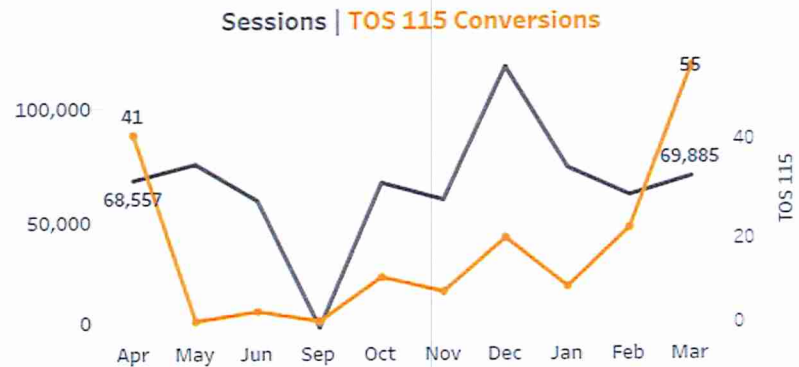
**768**  
CLICKS

**\$2.16**  
COST PER CLICK

**55**  
TOS CONVERSIONS

**\$30.13**  
COST PER TOS CONVERSION

- MCC earned 150% more TOS conversions than February accompanied by a \$33 drop in cost per TOS conversion.
- CPC rose by \$0.33 since February, total clicks rose 1.32% to a total of 768 clicks.
- Display and Social continue to be the most efficient channels and earn the greatest number of conversions.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	186,793	768	0.41%	\$2.16	\$1,657.29	0	55	\$30.13
<b>Total</b>	<b>186,793</b>	<b>768</b>	<b>0.41%</b>	<b>\$2.16</b>	<b>\$1,657.29</b>	<b>0</b>	<b>55</b>	<b>\$30.13</b>

# Overview by Medium

Start Date: 3/1/2022  
End Date: 3/31/2022

Facebook provided the highest CTR at 3.19%, way above the benchmark (0.9%).

Cost per Conversion Trending

186,793  
IMPRESSIONS

768  
CLICKS



\$2.16  
COST PER CLICK

55  
TOS CONVERSIONS

\$30.13  
COST PER TOS CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	101,641	\$555.16	325	\$1.71	0.32%	35	\$15.86
Video	YouTube	49,013	\$513.49	175	\$2.93	0.36%	11	\$46.68
	Facebook	6,401	\$133.52	30	\$4.45	0.47%	1	\$133.52
Paid Social	LinkedIn	23,600	\$366.91	64	\$5.73	0.27%	0	N/A
	Facebook	5,361	\$85.04	171	\$0.50	3.19%	8	\$10.63
	Instagram	777	\$3.17	3	\$1.06	0.39%	0	N/A
<b>Grand Total</b>		<b>186,793</b>	<b>\$1,657.29</b>	<b>768</b>	<b>\$2.16</b>	<b>0.41%</b>	<b>55</b>	<b>\$30.13</b>

# Paid Social Performance

Start Date 3/1/2022 End Date 3/31/2022

**29,738**  
IMPRESSIONS

**238**  
CLICKS

**8**  
TOS  
CONVERSIONS

**0**  
SUBMIT RFP  
CONVERSIONS

**\$56.89**  
COST PER TOS  
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	Cost	TOS 115	Cost per TOS Conversion
Facebook	Retargeting	audio-visual_timeline	3,773	119	3.15%	\$0.47	\$56.39	7	\$8.06
		room-to-project_timeline	958	32	3.34%	\$0.47	\$14.95	1	\$14.95
		breakout_timeline	405	14	3.46%	\$0.74	\$10.34	0	N/A
		conference-room_timeline	210	6	2.86%	\$0.53	\$3.15	0	N/A
		wfn_timeline	15	0	0.00%	N/A	\$0.21	0	N/A
Instagram	Retargeting	winter-mcc-15s_video	311	0	0.00%	N/A	\$0.64	0	N/A
		winter-mcc-30s_video	167	0	0.00%	N/A	\$0.37	0	N/A
		audio-visual_timeline	165	2	1.21%	\$0.61	\$1.21	0	N/A
		room-to-project_timeline	114	1	0.88%	\$0.75	\$0.75	0	N/A
		conference-room_timeline	12	0	0.00%	N/A	\$0.12	0	N/A
		breakout_timeline	6	0	0.00%	N/A	\$0.05	0	N/A
		wfn_timeline	2	0	0.00%	N/A	\$0.03	0	N/A
LinkedIn	Prospecting	nlt_mcc-2021-22 video	23,600	64	0.27%	\$5.73	\$366.91	0	N/A
<b>Grand Total</b>			<b>29,738</b>	<b>238</b>	<b>0.80%</b>	<b>\$1.91</b>	<b>\$455.12</b>	<b>8</b>	<b>\$56.89</b>



## Display Performance by Placement

Start Date  
3/1/2022

End Date  
3/31/2022

101,641  
IMPRESSIONS

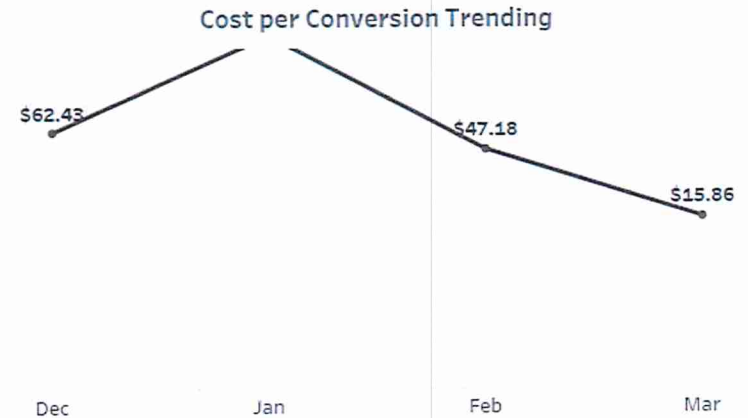
325  
CLICKS

35  
TOS 115  
CONVERSIONS

0.32%  
CLICK THROUGH RATE

\$15.86  
COST PER  
TOS CONVERSION

- TOS conversion costs fell more than \$31.
  - Since total impressions also rose by 4,300, it is likely that NLT is experiencing a market shift as companies begin booking again. COVID restrictions have been greatly reduced.
- Display Retargeting earned 54% of TOS conversions.
  - The Retargeting campaign reaches professionals already exposed to the NLT brand and who are ready to begin booking again.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	101,641	325	0.32%	\$1.71	\$555.16	35	\$15.86
<b>Grand Total</b>	<b>101,641</b>	<b>325</b>	<b>0.32%</b>	<b>\$1.71</b>	<b>\$555.16</b>	<b>35</b>	<b>\$15.86</b>

# Display Performance by Creative

Start Date: 3/1/2022  
End Date: 3/31/2022

101,641  
IMPRESSIONS

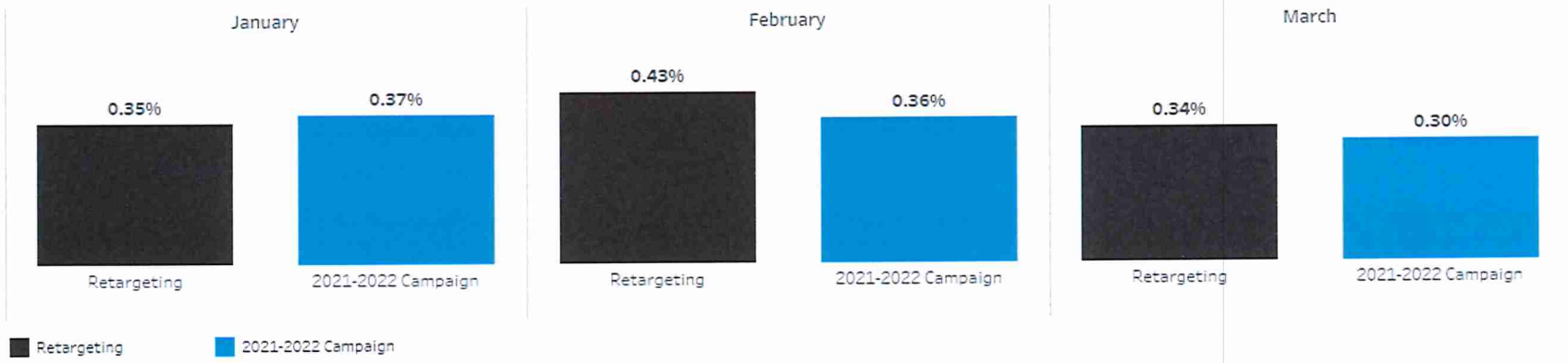
325  
CLICKS

35  
TOS 115  
CONVERSIONS

0.32%  
CLICK THROUGH RATE

\$15.86  
COST PER  
TOS CONVERSION

## Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	51,695	174	0.34%	\$2.08	\$361.87	19	\$19.05
2021-2022 Campaign	49,946	151	0.30%	\$1.28	\$193.29	16	\$12.08
<b>Grand Total</b>	<b>101,641</b>	<b>325</b>	<b>0.32%</b>	<b>\$1.71</b>	<b>\$555.16</b>	<b>35</b>	<b>\$15.86</b>

# Video Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

Nearly half of the people who watched the video on Facebook completed it in full, with the 15 second video watched to completion nearly 75% of the time.

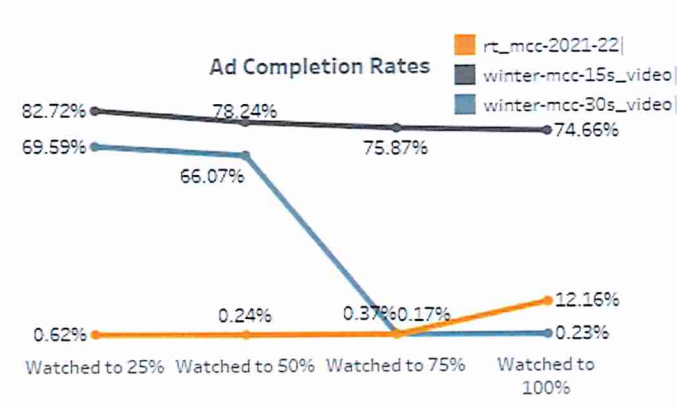
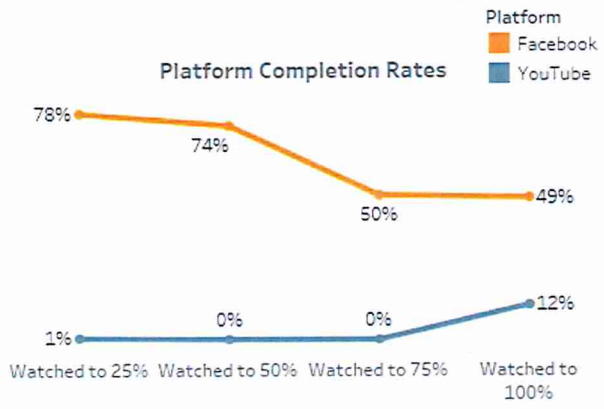
55,414  
IMPRESSIONS

22,568  
TOTAL VIEWS

12  
TOS CONVERSIONS

\$3.16  
COST PER CLICK

\$53.92  
PRIMARY CPC



Top Ads	Total Views
rt_mcc-2021-22	6,462
winter-mcc-15s_video	13,126
winter-mcc-30s_video	2,980

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_video	4,214	3,552	74.66%	16	0.38%	\$90.45	0	N/A
		winter-mcc-30s_video	2,187	1,675	0.23%	14	0.64%	\$43.07	1	\$43.07
YouTube	Retargeting	rt_mcc-2021-22	49,013	6,002	12.16%	175	0.36%	\$513.49	11	\$46.68
Grand Total			55,414	11,229	16.44%	205	0.37%	\$647.01	12	\$53.92

# Website Performance

Start Date: 3/1/2022  
End Date: 3/31/2022

**1,813**  
SESSIONS



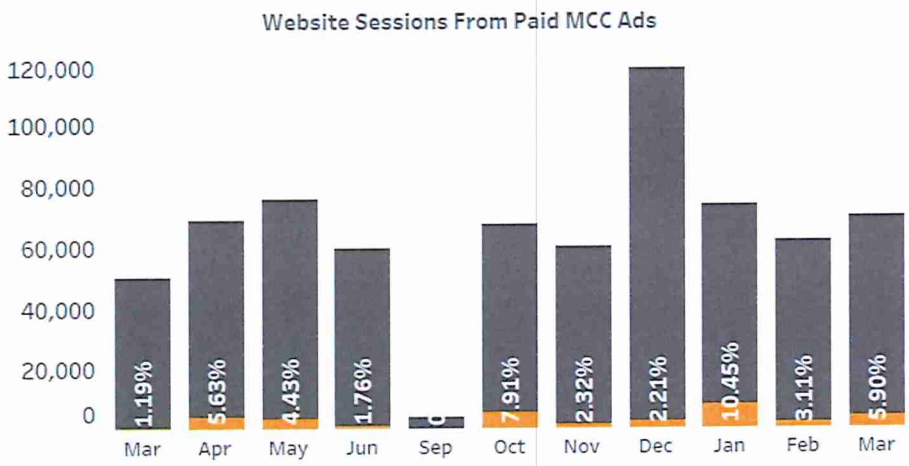
**00:00:11**  
SESSION DURATION

Top Regions

Region	Sessions
California	34,007
Texas	9,327
Nevada	5,272
Kansas	1,217
Florida	1,152



**1.1**  
PAGES PER SESSION



**95%**  
NEW USER SESSION RATE

Medium	Sessions	F	Pageviews	Session Duration	Pages per Session	Bounce Rate
Display	1,090		1,143	00:00:03	1.0	96%
Social	664		870	00:00:24	1.3	89%
Search	59		69	00:00:10	1.2	88%
<b>Total</b>	<b>1,813</b>		<b>2,082</b>	<b>00:00:11</b>	<b>1.1</b>	<b>93%</b>

**93%**  
BOUNCE RATE



## MCC Paid Media Recommendations

- Optimize retargeting campaigns across channels to efficiently reach professionals who are again ready to plan and book for their companies.
- Consider focusing Facebook spend on the “Audio-visual-timeline” creative to drive additional TOS conversions.
- While Facebook video’s 0:15s was optimized for impressions, both the 0:30s and 0:15s lengths pulled in similar amounts of video clicks.
- Optimizations across YouTube video increased video clicks and TOS conversions. Otherwise, social video is not pulling in TOS conversions and continues to require support by static campaigns on the same platforms.



north lake tahoe

A scenic view of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing the word 'Website'. The background shows a person in a kayak on a clear blue lake, with large rocks in the foreground and green trees on the right side. The word 'Website' is centered in a bold, dark blue font within the white box.

# Website

## Visitors & Sessions

Acquisition			Behavior			Conversions	
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
59,406 % of Total: 100.00% (59,406)	58,857 % of Total: 100.10% (58,798)	69,885 % of Total: 100.00% (69,885)	75.65% Avg for View: 75.65% (0.00%)	1.61 Avg for View: 1.61 (0.00%)	00:01:02 Avg for View: 00:01:02 (0.00%)	69.21% Avg for View: 69.21% (0.00%)	48,369 % of Total: 100.00% (48,369)

- There were 59K visitors (+13% MoM) to GoTahoeNorth.com. The slight uptick was most likely due to a slower February (with COVID conditions still top of mind and waning snow activities available).
- Average session duration was 1:02 (average for travel websites is 1 minute). Users and sessions were also up by 40% when compared YoY.



north lake tahoe

Source: Google Analytics Mar 1 – Mar 31, 2022



# Location

## By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	54,896 <small>% of Total: 52.41% (39,406)</small>	54,380 <small>% of Total: 52.07% (38,798)</small>	65,075 <small>% of Total: 62.12% (46,885)</small>	75.34% <small>Avg for View: 75.65% (-0.41%)</small>	1.62 <small>Avg for View: 1.61 (0.56%)</small>	00:01:04 <small>Avg for View: 00:01:02 (2.89%)</small>
1. California	28,160 (50.45%)	27,415 (50.41%)	34,007 (52.26%)	75.19%	1.58	00:01:05
2. Texas	8,489 (15.21%)	8,493 (15.62%)	9,327 (14.33%)	82.76%	1.44	00:00:38
3. Nevada	4,319 (7.74%)	3,959 (7.29%)	5,272 (8.10%)	74.53%	1.62	00:01:10
4. Kansas	1,208 (2.19%)	1,203 (2.21%)	1,217 (1.87%)	93.34%	1.22	00:00:13
5. Pennsylvania	1,065 (1.91%)	1,057 (1.94%)	1,140 (1.75%)	85.88%	1.34	00:00:31
6. Florida	1,015 (1.82%)	987 (1.82%)	1,152 (1.77%)	67.27%	1.84	00:01:11
7. New York	838 (1.50%)	820 (1.51%)	977 (1.50%)	67.04%	1.90	00:01:27
8. Virginia	833 (1.49%)	824 (1.52%)	855 (1.31%)	87.02%	1.39	00:00:36
9. Washington	804 (1.44%)	761 (1.40%)	898 (1.38%)	69.71%	1.85	00:01:13
10. Illinois	672 (1.20%)	656 (1.21%)	736 (1.13%)	65.62%	1.89	00:01:21

## By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	28,160 <small>% of Total: 47.40% (159,406)</small>	27,415 <small>% of Total: 46.62% (58,798)</small>	34,007 <small>% of Total: 48.66% (69,885)</small>	75.19% <small>Avg for View: 75.65% (-0.60%)</small>	1.58 <small>Avg for View: 1.61 (-2.16%)</small>	00:01:05 <small>Avg for View: 00:01:02 (3.34%)</small>
1. San Francisco	4,395 (14.92%)	4,035 (14.72%)	5,143 (15.12%)	77.23%	1.45	00:01:01
2. Los Angeles	3,047 (10.38%)	2,931 (10.69%)	3,433 (10.09%)	78.71%	1.48	00:00:41
3. Sacramento	2,376 (8.09%)	2,143 (7.82%)	2,723 (8.01%)	76.64%	1.43	00:01:01
4. Truckee	1,689 (5.75%)	1,535 (5.60%)	1,987 (5.84%)	77.71%	1.48	00:00:41
5. San Jose	1,223 (4.17%)	1,134 (4.14%)	1,388 (4.08%)	75.50%	1.51	00:01:01
6. Roseville	667 (2.27%)	590 (2.15%)	723 (2.12%)	75.24%	1.48	00:01:01
7. South Lake Tahoe	601 (2.05%)	549 (2.00%)	685 (2.01%)	74.45%	1.54	00:01:01
8. San Diego	413 (1.41%)	388 (1.42%)	553 (1.63%)	73.60%	1.76	00:01:11
9. (not set)	390 (1.33%)	348 (1.27%)	453 (1.33%)	72.41%	1.72	00:01:31
10. Oakland	385 (1.31%)	355 (1.29%)	480 (1.41%)	75.83%	1.45	00:00:41



- Top locations followed suit with paid media campaign target markets.
- New York visitors continued to be the most engaged with 1:27 average time on page.
- San Francisco drove the most users to the website and San Diego visitors were the second most engaged.

Source: Google Analytics Mar 1 – Mar 31, 2022



## Top Pages Visited

- The spring page was a top driver of traffic due to the paid media campaign. Interestingly, the summer page also had a good amount of traffic – showing that travelers are planning ahead.
- Users were most engaged with the Road Conditions page (3:57) followed by Webcams Page (3:09).
- Demographics were primarily aged 25-44.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	112,655 % of Total: 100.00% (112,655)	98,363 % of Total: 100.00% (98,363)	00:01:41 Avg for View: 00:01:41 (0.00%)
1. /homepage	12,058 (10.70%)	9,984 (10.15%)	00:01:08
2. /lake-tahoe-activities/spring	10,845 (9.63%)	9,863 (10.03%)	00:01:12
3. /road-conditions	7,932 (7.04%)	6,373 (6.48%)	00:03:57
4. /webcams	4,915 (4.36%)	4,598 (4.67%)	00:03:09
5. /lake-tahoe-activities	3,020 (2.68%)	2,569 (2.61%)	00:01:09
6. /lodging	2,937 (2.61%)	2,124 (2.16%)	00:01:22
7. /lake-tahoe/getting-here	2,004 (1.78%)	1,895 (1.93%)	00:01:27
8. /weather-report	1,891 (1.68%)	1,750 (1.78%)	00:01:55
9. /lake-tahoe-activities/camping	1,692 (1.50%)	1,584 (1.61%)	00:01:12
10. /lake-tahoe-activities/summer	1,548 (1.37%)	1,159 (1.18%)	00:01:12



north lake tahoe

Source: Google Analytics Mar 1 – Mar 31, 2022

# Channel Performance

- Organic Search brought in the most users to the website at 31K.
- Users coming to the website from Referrals were the most engaged with the website (3:07).

Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	59,406 <small>% of Total: 100.00% (59,406)</small>	58,857 <small>% of Total: 100.10% (58,798)</small>	69,885 <small>% of Total: 100.00% (69,885)</small>	75.65% <small>Avg for View: 75.65% (0.00%)</small>	1.61 <small>Avg for View: 1.61 (0.00%)</small>	00:01:02 <small>Avg for View: 00:01:02 (0.00%)</small>
1. Organic Search	31,203 (51.38%)	29,992 (50.96%)	36,971 (52.90%)	71.25%	1.68	00:01:16
2. (Other)	7,614 (12.54%)	7,594 (12.90%)	8,199 (11.73%)	91.34%	1.16	00:00:16
3. Paid Search	6,508 (10.72%)	6,438 (10.94%)	7,122 (10.19%)	80.74%	1.40	00:00:28
4. Display	5,874 (9.67%)	5,830 (9.91%)	6,194 (8.86%)	92.93%	1.11	00:00:13
5. Direct	5,493 (9.04%)	5,380 (9.14%)	6,712 (9.60%)	76.67%	1.65	00:01:04
6. Referral	3,297 (5.43%)	2,918 (4.96%)	3,821 (5.47%)	44.81%	3.07	00:02:44
7. Social	692 (1.14%)	660 (1.12%)	800 (1.14%)	77.12%	1.66	00:01:06
8. Email	51 (0.08%)	45 (0.08%)	66 (0.09%)	81.82%	2.29	00:02:28



Source: Google Analytics Mar 1 – Mar 31, 2022

# SEO Traffic Performance

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	16.95% ↓ 30,015 vs 36,142	16.64% ↓ 28,959 vs 34,741	15.88% ↓ 35,738 vs 42,485	3.54% ↓ 71.28% vs 73.90%	4.17% ↑ 1.67 vs 1.60	3.25% ↑ 00:01:16 vs 00:01:14
1. google / organic						
Mar 1, 2022 - Mar 31, 2022	30,015 (100.00%)	28,959 (100.00%)	35,738 (100.00%)	71.28%	1.67	00:01:16
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
% Change	-16.95%	-16.64%	-15.88%	-3.54%	4.17%	3.25%

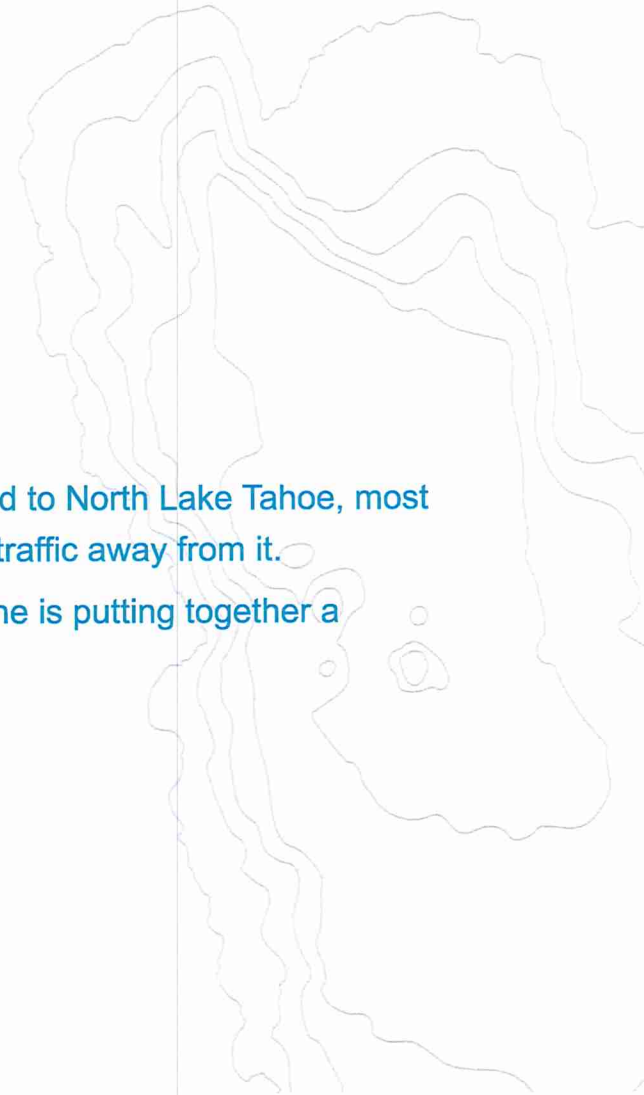
- While the number of users and sessions went down compared to February, pages per session was up (4.17%) as was average session duration (3.25%). This indicates that the people who visited with the site were more engaged.



Source: Google Analytics Mar 1 – Mar 31, 2022

## SEO Maintenance

- [March Updates](#)
- **Need Client Assistance on the Following:**
  - Deleting Unused Facebook Page
    - [facebook.com/LakeTahoeNorth](https://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.
    - The owner is willing to let NLT take ownership of that page, and Augustine is putting together a proposal with recommendations for that shift.





# Device

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	59,406 <small>% of Total: 100.00% (59,406)</small>	58,857 <small>% of Total: 100.10% (58,798)</small>	69,885 <small>% of Total: 100.00% (69,885)</small>	75.65% <small>Avg for View: 75.65% (0.00%)</small>	1.61 <small>Avg for View: 1.61 (0.00%)</small>	00:01:02 <small>Avg for View: 00:01:02 (0.00%)</small>
1. mobile	36,715 (61.57%)	36,565 (62.13%)	43,369 (62.06%)	79.71%	1.41	00:00:48
2. desktop	20,973 (35.17%)	20,383 (34.63%)	24,350 (34.84%)	67.98%	1.98	00:01:28
3. tablet	1,939 (3.25%)	1,909 (3.24%)	2,166 (3.10%)	80.42%	1.50	00:00:48

- Most users continued to visit the site from mobile with over 61% of total visitors.
- Desktop visitors were the most engaged with 1:28 average time on page and 1.98 pages per session.



Source: Google Analytics Mar 1 – Mar 31, 2022

## Blogs



**WINTERWONDERGRASS: MUSIC AND FUN IN NORTH...**

WinterWonderGrass Tahoe, the annual alpine celebration of bluegrass music and springtime in the Sierras, returns after a two-year absence to

[LEARN MORE](#)



Uncategorized

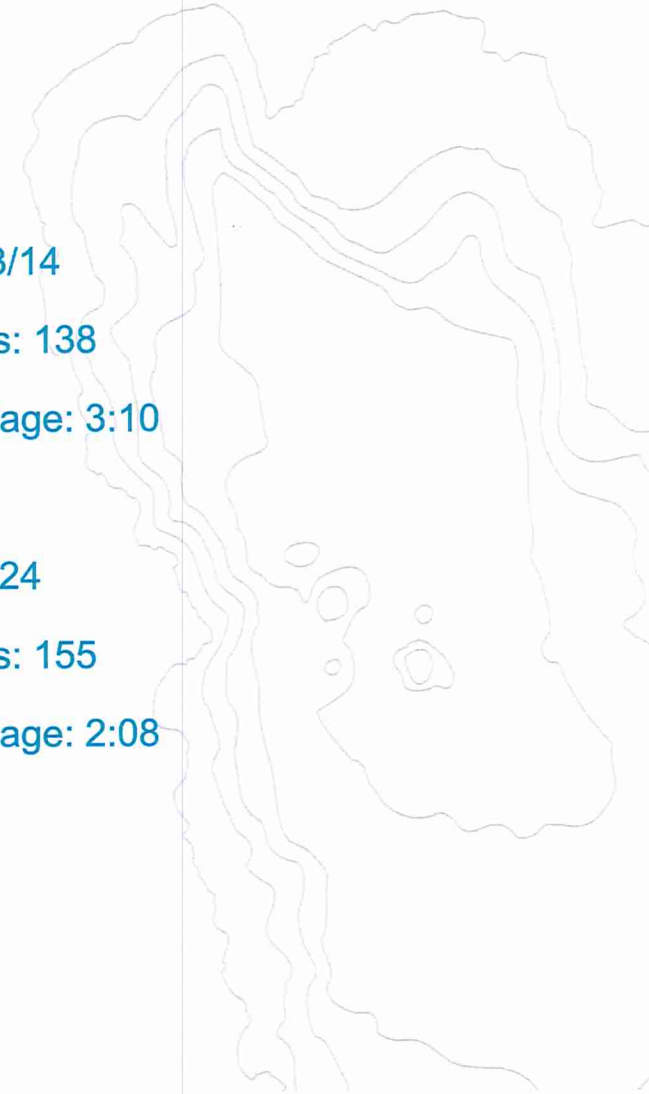
**SNOW PLAY & LAKE DAYS: SPRING IN NORTH LAKE TAHOE IS THE BEST OF BOTH WORLDS**

Some people say you can't have the best of both worlds. Those folks obviously haven't experienced spring in beautiful North Lake Tahoe. Few places in the U.S. provide you the opportunity to ski in the morning and kayak in the afternoon or take in the frosty scenery while snowshoeing across the backcountry, followed by a walk and picnic on a...

[READ MORE >](#)

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

- Revised: 3/14
- Pageviews: 138
- Time on Page: 3:10
  
- Posted: 3/24
- Pageviews: 155
- Time on Page: 2:08



# eNewsletter

One eNewsletter was sent out and featured a spring update, highlighted a new flight into RNO, Pride Ride event and mid-week deals.



Winning subject line: "Ski Before Brunch & Kayak After Dinner"

Sent: 3/22

Open Rate: 25.4%  
(Industry Avg: 16%)

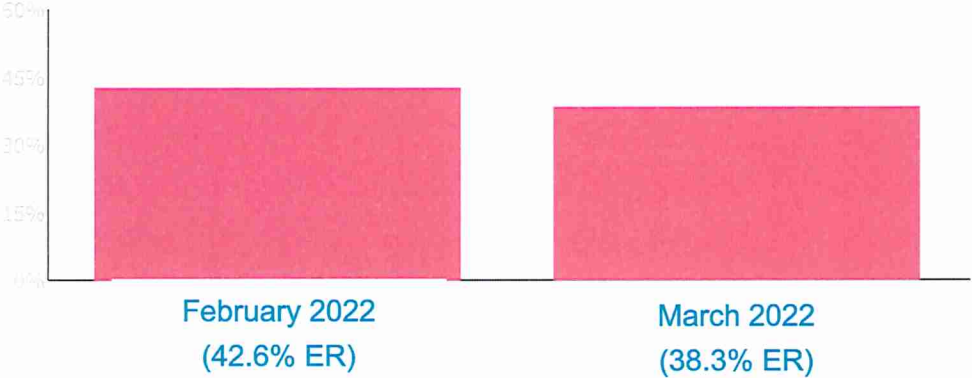
CTR: 2.8%  
(Industry Avg: 1.6%)



# CrowdRiff Insights

Mar 01, 2022 → Mar 31, 2022   Monthly   Engagement ...

For the selected date range your galleries had a **38.3% engagement rate**.  
Your engagement rate is calculated from **646 interactions** and **1.7k views**.



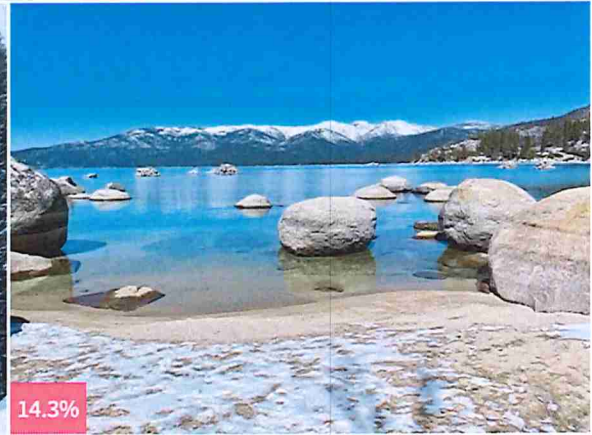
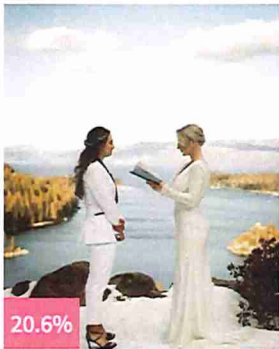
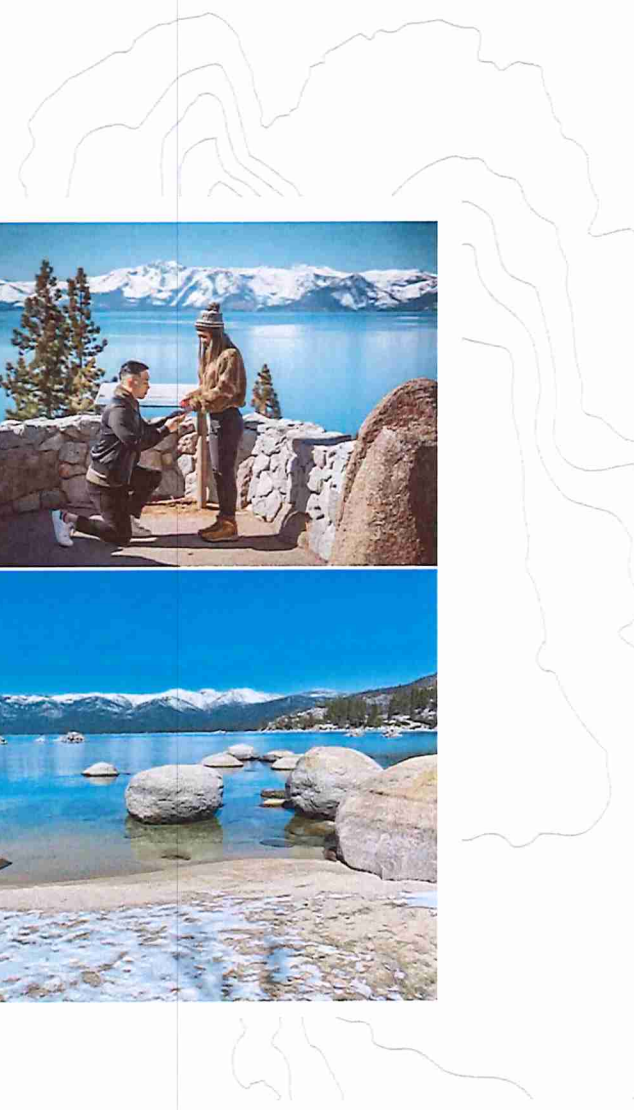
### Top galleries

Wedding page	88.2% Engagement rate	82 Interactions	93 Views
Home Page Test	39.2% Engagement rate	1.3k Interactions	3.4k Views
North Tahoe Eats	0% Engagement rate	0 Interactions	1 Views





# CrowdRiff Insights



An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is positioned in the upper left quadrant of the image. The water is exceptionally clear, revealing large, 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 "Public Relations" in a bold, dark blue font.

# Public Relations



## PR March Recap

- This month, the team coordinated and planned a FAM tour for the beginning of April with social influencer Stacey Freeman from *Posh in Progress*. Weather played a role with less snow than expected at this time, so there was a pivot from snow activities to other spring activity options.
- Efforts primarily focused on upcoming events related to North Lake Tahoe including Pride Ride, the Luggi Foeger Uphill/Downhill festival, best destinations for team building activities, sustainable travel and the Travelers Responsibility Pledge.
- Pride Ride pitching efforts targeted primarily LGBTQ+ friendly publications and earned a lot of distribution nationally.



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## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Spring Festivals at Ski Resorts
  - Pride Ride in North Lake Tahoe
  - Best Places to Renew Your Vows
  - Via Ferrata in North America
  - Sustainability Practices
  - Meeting Spots
- Highlights: The Points Guy feature on things to do at skiing destinations besides ski, The Spokesman-Review on ski resorts and Visit California for WinterWonderGrass
- Media Conversations:
  - *SF Gate, Active Family Magazine, Coast Magazine, LA Travel Magazine, Mountain Mom and Tots, Get Out Magazine, Free Skier, Passport Magazine, Road Trip Magazine and Sierra Elements Magazine*
  - Top-tier outlets and various freelance writers including *USA Today, LA Times, and BuzzFeed*



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Los Angeles Times

BuzzFeed



LA TRAVEL MAGAZINE





## Earned Media Results

- **Secured Clips:** 15
- **Est. Digital Monthly Visits:** 13.2M
- **Est. Digital Coverage Views:** 82.1K
- Coverage featured WinterWonderGrass, Pride Ride Weekend, Best Places in Northern California for a Family Vacation, Spring Break Ideas and Ski Mountaineering Comp



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## Slay or sleigh? Tahoe Pride Ride brings 'Drag Race' to the slopes

Okay, while there won't be any actual sleighing, you can expect a weekend of ski slopes complete with the gayest experience Norcal has to offer at Tahoe Pride Ride.



If you've ever been to a Pride Parade, then you know that the actual parade is only the beginning. The after-parties are where the real fun is at. It's really another excuse to mingle and dance, but that's just more reason to love the after-party. Homewood Mountain acknowledges this, and they've set aside plenty of time for partying. The Apres Party will be on Saturday the 26<sup>th</sup> and Sunday the 27<sup>th</sup> from 2 to 5 p.m. These parties will be at the base of the mountain, with music provided by DJ Cisco. It's the perfect event to mingle and meet new people after a day tackling the slopes.

## Coverage Highlights



Don't ski? You can still have fun this spring at these 7 ski destinations

### North Lake Tahoe, California

Snow can be fun even when the ski season is done, which usually happens in early April. The North Lake Tahoe area is full of spring activities for everyone and offers a picturesque mountain escape. As days lengthen and the [California](#) sun shines, families can enjoy fun activities like ice skating, fire pit marshmallow roasts, hiking, ropes courses, zip lining, outdoor yoga, cold water fishing, kayaking and much more. Flying in? The Reno-Tahoe International Airport (RNO) in Nevada is about an hour away and the Sacramento International Airport (SMF) is only a 2.5-hour drive away. Both are gorgeous, scenic drives.



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## Tahoe Daily Tribune

### Diamond Peak to host ski mountaineering comp, festival



### Pride Ride returns to Homewood Mountain Resort



## MILEHIGHGAYGUY

### Pride Ride Returns to North Lake Tahoe

For the third year in a row, [Pride Ride](#) is happening Mar 24-27 at Homewood Mountain Resort in North Lake Tahoe.

It was created as a way to celebrate the LGBTQ+ community with a weekend of skiing and a lot of fun events like dinner and a drag show, including Deja Skye from Season 14 of RuPaul's Drag Race. There will also be a meetup to meet and ride with others, a post-ski party with a DJ, a pride parade, and a dual slalom drag race to see who is the fastest drag queen.



### A Review of the Ritz-Carlton, Lake Tahoe in Winter



On a private Lake Tahoe beach, Crown Motel celebrates its revamp with big savings for summer trips

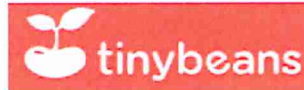
# Coverage Highlights



## Over 25 FUN Things to do in Nevada with kids

*families.* Here are our favorite things to do in North Lake Tahoe no matter the season.

This all-season destination welcomes about three million visitors a year, and it's no surprise that a visit to Lake Tahoe is one of the favorite things to do in Nevada. In the winter, the snow covered slopes of Diamond Peak promise world-class skiing. They even have a Child Ski Center with lessons for the little ones.



## 16 Awesome Road Trip Ideas for Spring Break



### Take Off to Tahoe

If your idea of the perfect spring break includes fun in the snow, pack up the snow gear and strap on the snow chains and you are ready for a road trip to this winter wonderland. The north shore is full of kid-friendly hotel options like the [Timber Creek Lofts at Northstar](#) and the [Village at Palisades Tahoe](#)—both close to restaurants, shops and all the skiing you could want. We love the [Ritz-Carlton Lake Tahoe](#) for all of the conveniences they offer from a rad kids club to ski valet so you don't ever have to schlep those skis. There are loads of [snow parks near Tahoe](#) for sledding and building snowmen.



**North Lake Tahoe's Pride Ride** takes place March 24–27 at Homewood Resort and includes a dinner and drag show on Friday, March 25, with **Deja Skye** (of RuPaul fame) at the **West Shore Café**.

# THE SPOKESMAN-REVIEW

Spokane, Washington Est. May 19, 1883

## Snow day: Lake Tahoe offers fun for ski addicts, families and outdoor enthusiasts

### Family fun at Northstar

On the north side of Lake Tahoe, seven miles from the town of Truckee, Calif., is Northstar California Resort. This sprawling ski area is best known for its family-friendly, low-angle cruisers.

Like Heavenly, it's big. Northstar stretches 3,170 acres around the slopes of 8,617-foot Mount Pluto, an extinct volcano that erupted 2 million years ago, plugging up a valley and eventually creating Lake Tahoe.

From the top of Northstar, you have exceptional views of the lake that Mount Pluto's lava and mudflows created, but I found myself most attracted to the opposite side of the mountain.

Known as "The Backside," these north-facing slopes feature rolling terrain and a few steeps that reminded me of a bigger, longer version of Chair 4 at Mt. Spokane Ski and Snowboard Resort.

I was happy to bang out lap after lap through the trees on "The Backside," where I hung out for most of the day. And even though Northstar is one of the closest resorts to the Bay Area, it wasn't crowded on the midweek day that I visited.

Northstar is definitely built to handle the Bay Area crowds: A shuttle service brings skiers from remote parking lots to a bustling village base area crammed with shops, bars and restaurants.

If you go: 5001 Northstar Drive, Truckee, CA 96161, (530) 562-2267, [northstarcalifornia.com](#)



## WINTERWONDERGRASS RETURNS THIS WEEKEND TO PALISADES TAHOE

### KICK OFF WITH FREE SHOWS

As with past WinterWonderGrass California events, a free show in the Village will kick off the festivities on Thursday, March 31st from 2:00 – 5:00 PM featuring music by Pixie & The Partygrass Boys. Attendees of the festival and members of the general public are also encouraged to attend the free shows in the Plaza from 11:00 AM – 1:00 PM on Friday, Saturday and Sunday. AJ Lee and Blue Summit will hold it down Friday and Sunday, while Cris Jacobs takes the stage Saturday.



# Coverage Highlights

## The Family **Vacation** Guide

### Revealed: The Best Places In Northern California For A Family Vacation

#### 16. Tahoe City



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### April 2022 Events in California



#### April 1-3: **Winter WonderGrass Tahoe**, Palisades Tahoe

The annual bluegrass festival returns to **Palisades Tahoe** after a two-year absence, with more than 20 bands and 20 local breweries joining forces in Olympic Valley. Almost every act that had been scheduled for 2020 will appear, including crowd-favorite Billy Strings, and 2020 tickets will still be honored. Come back to the **North Lake Tahoe** area later in month for the **36th Annual Snow Golf Tournament** (April 15), a free nine-hole course on the slopes that you play with an issued golf club and two tennis balls.



### Pride Ride Weekend at Homewood Mountain Resort

Homewood Mountain Resort is ending its 3rd annual Pride Ride weekend of festivities with a post-ski party March 26th and 27th, 2022. In addition to skiing and riding, attendees can enjoy drinks and food by the outdoor fire pits, with a live DJ from 2 p.m. to 5 p.m.



## Coverage Highlight Links

- *Tahoe Daily Tribune*: [Diamond Peak to Host Ski Mountaineering Comp, Festival](#)
- KOLO 8: [Pride Ride Returns to Homewood Mountain Resort](#)
- Mile High Gay Guy [Pride Ride Returns to North Lake Tahoe](#)
- Tinybeans: [16 Awesome Road Trip Ideas for Spring Break](#)
- Gay Cities: [Slay or sleigh? Tahoe Pride Ride brings 'Drag Race' to the Slopes](#)
- Trips with tykes: [A Review of the Ritz-Carlton, Lake Tahoe in Winter](#)
- Trekaroo: [Over 25 FUN Things to do in Nevada with Kids](#)
- The Points Guy: [Don't Ski? You can still have fun this spring at these 7 ski destinations](#)



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## Coverage Highlight Links

- *The Spokesman-Review*: [Snow Day: Lake Tahoe offers fun for ski addicts, families and outdoor enthusiasts](#)
- The Family Vacation Guide: [Revealed: The Best Places in Northern California For a Family Vacation](#)
- *SF Bay Times*: [18 Reasons for Better Cooking at Home \(Under Bits and Bites\)](#)
- 2 News: [Pride Ride Weekend at Homewood Mountain Resort](#)
- *Roseville Today*: [Winter WonderGrass Returns This Weekend to Palisades Tahoe](#)
- Visit California: [April 2022 Events in California](#)
- 7X7: [On a Private Lake Tahoe Beach, Crown Motel celebrates its revamp with big savings for summer trips](#)



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## Upcoming PR Initiatives

- Continue proactive media outreach pitching story angles focusing on spring travel and long-lead spring-focused opportunities.
- Continue partner with Visit California for relevant pitching opportunities and story ideas.
- FAM Tour April 3-6 with Posh in Progress.
- Water Trail Diversity and Inclusion with Sierra Business.
- Pitching efforts will focus on upcoming Arbor Day, Earth Day and camping destinations.
- Inclusion of National Travel and Tourism Week (May 1-7) and California Tourism Month in May.
- Tourism Cares (May 18-20).



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A scenic view of a lake with a kayaker, rocks, and trees, overlaid with a semi-transparent white box containing the text "Social Media". The background shows a person in a kayak on a clear blue lake, with large white rocks in the foreground and green trees on the right side. The text "Social Media" is centered in a bold, dark blue font within the white box.

# Social Media



## Facebook Overview

Data	February	March	MoM
Audience	130,313	130,284	0%
Impressions	986.38K	2,943,523	+198%
Engagement	40,003	47,278	+65%

- Content promoted spring activities and lodging.
- Augustine continued to utilize CrowdRiff to source spring images throughout the region.
- In March, there were 2.9M impressions and 9.4K post clicks. There was an overall increase for post clicks by 96%.
- The most reached audience was women ages 35-44. The highest reached locations included Reno, Sacramento, San Francisco and Los Angeles.



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# Facebook Top Posts

- Top posts included spring lakeside views throughout the region.
- The post with the highest engagement rate featured a spring post. Other engaging posts included a call out to the Know Before You Go guide and lakeside dining.
- Landscape content continues to perform well on Facebook, and moving forward Augustine will add in imagery including people due to latest consumer data from partners.



Post Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Thu 3/10/2022 3:52 pm PST	12,265	8,091	308	660	68	3,138
Sat 3/19/2022 4:42 pm PDT	430	282	11	31	6	100
Mon 3/28/2022 5:19 pm PDT	216	90	15	5	8	98

## Instagram Overview

Data	February	March	MoM
Audience	83,817	83,817	0%
Impressions	279,234	1,360,190	+370%
Engagement	13,279	13,813	+6%

- Content promoted travel throughout the region with spring activities and lodging. Augustine continued to highlight unique events in the region.
- Augustine created custom content for the WinterWonderGrass giveaway.
- The most reached audience was women aged 25-34. The highest reached locations included Reno, Sparks and San Francisco.

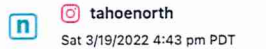

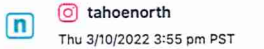

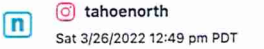



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# Instagram Top Posts

- Top posts included scenic posts.
- The Know Before You Go guide post generated 2,271 engagements and 32 saves.
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing snow activities.

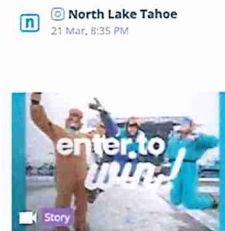


Post Date	Total Engagements	Likes	Comments	Saves
 <p>Sparkly snow meets the water's edge in North Lake Tahoe. Before embarking on your journey to our...</p> 	2,271	2,225	14	32
 <p>Experience paradise in North Lake Tahoe. Unwind this spring on the lake with a picturesque backdrop....</p> 	2,037	1,984	16	37
 <p>Exploring the North Lake Tahoe backcountry can be exhilarating, but it is important to keep safety top of...</p> 	1,123	1,105	3	15

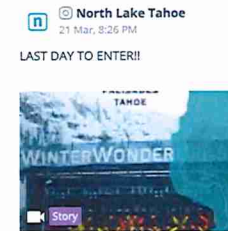


# Instagram Giveaway

- This month's giveaway featured tickets to WinterWonderGrass.
- Instagram story content generated 5,235 impressions,
- In-feed promotion reached 15,573 users.
- The giveaway generated 160 entries.



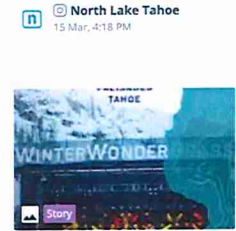
Impressions	941
Comments	0
Reach	941
Taps forward	598
Taps back	24
Exits rate	21,47%



Impressions	1,2K
Comments	1
Reach	1,2K
Taps forward	770
Taps back	9
Exits rate	9,58%



Impressions	1,3K
Comments	0
Reach	1,3K
Taps forward	943
Taps back	66
Exits rate	11,8%



Impressions	1,8K
Comments	1
Reach	1,8K
Taps forward	1,1K
Taps back	10
Exits rate	7,76%

## Twitter Overview

Data	February	March	MoM
Audience	23,528	23,573	+0.2%
Impressions	35,309	14,855	-33%
Engagement	943	336	-64%

- Twitter content continued to promote spring messaging.
- This audience increased this month, gaining 46 followers.
- Twitter saw decreases in engagement due to general weather conditions.
- Augustine will continue to provide news and updates on Twitter when applicable.









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# Twitter Top Posts

- Top posts included scenic posts.
- The Know Before You Go guide post generated 91 engagements.



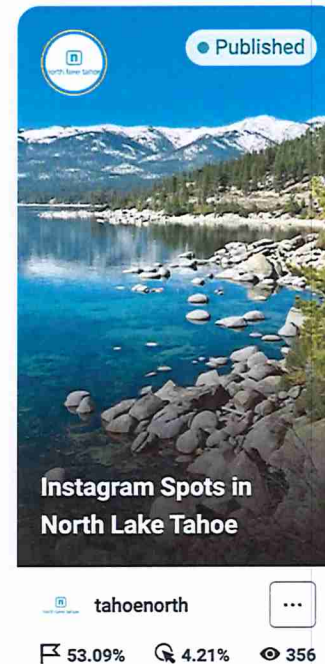
Twitter Post	Date	Total Engagements	Likes	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
 @TahoeNorth	Sat 3/19/2022 11:43 pm UTC	91	21	0	3	13	54	0
Snow view beats this one. Before embarking on your journey to our beloved region, we ask you to join ...								
								
 @TahoeNorth	Thu 3/10/2022 11:54 pm UTC	46	19	0	4	5	18	0
Spring is on the horizon. Unwind near the lake with a picturesque backdrop and refresh your mind wi...								
								
 @TahoeNorth	Thu 3/17/2022 12:48 am UTC	39	15	1	2	1	20	0
Join @skihomewood for the third annual "Pride Ride" on March 24-27, 2022! Enjoy a fun, inclusive weeke...								
								

## CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month by impression was the Instagram-worthy spots story with 356 impressions and 46% completion rate (benchmark 34%).
- Another top story this month was the snowmobile content.



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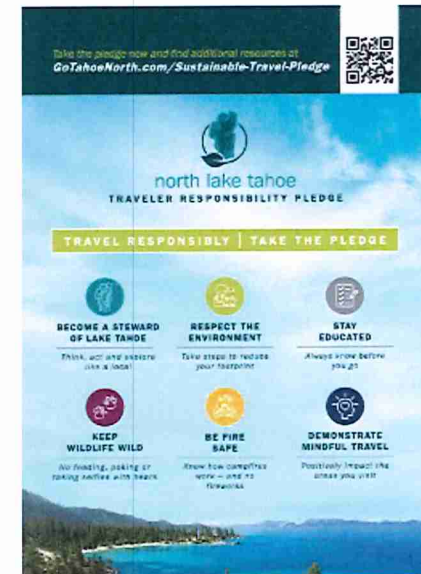


An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. A large, semi-transparent white rectangular box is centered over the image, containing the text "Traveler Responsibility Pledge" in a bold, dark teal font.

# **Traveler Responsibility Pledge**

# Traveler Responsibility Pledge QR Code Results

- To date, there have been a total of 315 total scans, up 11 from March.
- The additional scans came primarily from the sandwich boards and print ads, from *Moonshine Ink* and the existing visitor guide.
- The sandwich boards continue to be the number one source of scans with 245 total.





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 kayaker is positioned in the upper left quadrant of the frame. On the right side, the dark green needles of evergreen trees are visible, extending into the water. A large, semi-transparent white rectangular box is centered over the image, containing the text "Other Creative Projects" in a bold, dark blue font.

# Other Creative Projects

## Creative Projects

- Spring Campaign – updating creative to be remove snow activities to reflect current weather conditions.
- Summer Campaign – completed planning for target markets and auditing creative adjustments needed. New creative to be provided and completed in April to rotate in sooner to Spring markets.
- Continuing CA Now Stories for blogs and relevant Visit California topics.
- Continuing to develop/update blogs monthly.
- Continuing to deploy newsletters to Consumer audiences and developing assets for MCC and Leisure newsletters.
- Updating collateral as needed, including finalizing a Meet in the Mountains brochure.
- Executing new creative ideas and campaign activations. Presented outlines and timing, and developing new creative.
- Beginning planning for next fiscal year, with the full team strategy session to take place 4/27.



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

# Industry Insights

## Industry Insights

- **Another popular pre-pandemic trend is also making a comeback: Bleisure travel is returning.** According to the Trendex survey, **more than half (53 percent) of business travelers say they are more likely to consider taking a "bleisure trip," blending business and leisure travel.** It should come as no surprise that destination is key to attracting business travelers with families. **The most motivating feature in a bleisure trip is beach and ocean resorts (48 percent) but only 35 percent of this group are looking for kid-friendly activities as a feature at their destination.** Sixty-nine percent of parent business travelers would also consider adding days to their business trip to explore the city they're visiting. (*Travel Pulse*, "New Trends Emerge in Business Travel").
- **Millennials are the most likely to be traveling for business at the moment.** Nearly on in four millennial respondents said that they would travel over the next six months for networking opportunities. (*Travel Pulse*, "New Trends Emerge in Business Travel").



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## Industry Insights

- In addition to cost, knowing what's out there [for sustainability] and **where to look is a potential obstacle for many travelers. Most travelers (44.43 percent) don't know whether enough sustainable travel options exist when it comes to flights, lodging and rental cars.** Another 37.41 percent say that there aren't enough sustainable travel options. **Currently, fewer than two out of 10 consumers believe that there are enough eco-friendly travel options to choose from.** When booking travel, **sustainability and carbon footprint are still far less of a factor, with just 6.84 percent considering it the most important thing when booking their trip.** Unsurprisingly, cost (59.58 percent) and time and convenience (33.58 percent) continue to dictate consumers' decisions. (*Travel Pulse, The Latest Consumer Trends in Sustainable Travel*)



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## Industry Insights

- We found that while today's traveler is still trending towards shorter, closer to home and more carefully planned trips than before the pandemic, they are more motivated to travel than ever.
  - **23.2% take trips shorter in length**, 17.0% take trips longer in length
  - **32.0% take trips closer to home**, 13.7% take trips further from home
  - **56.5% more carefully plan trip details**, 3.1% are less careful in planning
  - **46.9% are more motivated to travel**, 17.1% are less motivated
  - 24.2% are more interested in visiting cities, 20.0% are less interested
  - **42.2% are more interested in outdoor destinations**, 6.3% are less interested
  - 64.2% more sympathetic to frontline travel/hospitality staff

(Destination Analyst, "The State of the American Traveler in April 2022—Changed but Highly Motivated")



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**THANK YOU**

**DATE:** March 31, 2022

**SUBJECT:** April 2022 RNO Flight Schedule

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In April 2022, Reno-Tahoe International Airport (RNO) will offer 1,599 scheduled departures, a decrease of 0.2% versus April 2021, and a decrease of 15.9% when compared to the April 2019 schedule. The monthly scheduled seat capacity is up 6.6% at 205,426 versus April 2021, and down 8.9% when compared to April 2019 schedule. RNO will offer 28 non-stop destinations on 11 airlines in April 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.

### April 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	30	Daily
Bakersfield	ExpressJet	4	Wed only
Burbank	Southwest	30	Daily
Dallas/Fort Worth	American	86	Three daily. Twice daily April 1 - 4
Denver	Southwest	68	Twice daily. Three daily on Tue, Wed
	United	89	Three daily
Eugene	ExpressJet	9	Twice weekly on Mon, Fri
Fresno	ExpressJet	5	Sat only
Guadalajara	Volaris	17	Three weekly. Mon, Wed, Fri
Houston-Intercontinental	United	30	Daily
Las Vegas	Allegiant	17	Four weekly. Mon, Thu, Fri, Sun
	Frontier	17	Four weekly. Thurs, 2x Fri, Sun
	Southwest	201	Seven daily. Six on Sat
Long Beach	Southwest	55	Twice daily. Once on Sat
Los Angeles	Alaska	30	Daily
	Delta	90	Three daily
	JetBlue	17	Four weekly. Mon, Thu, Fri, Sun
	Southwest	54	Twice daily. Once on Sat
	United	30	Daily
Medford	ExpressJet	4	Sun only
New York-JFK	JetBlue	30	Daily
Oakland	Southwest	30	Daily
Ontario	ExpressJet	9	Twice weekly. Wed, Sat
Palm Springs	ExpressJet	9	Twice weekly. Mon, Fri
Pasco	ExpressJet	8	Twice weekly. Thu, Sun
Phoenix	American	107	Three to four daily
	Southwest	56	Twice daily. Once on Sat
Portland	Alaska	56	Twice daily. Once on 5, 6, 12, 13
Redmond/Bend	ExpressJet	4	Thu only
Salt Lake City	Delta	90	Three daily
San Diego	Southwest	56	Twice daily. Once on Sat
San Francisco	United	120	Four daily
San Jose	Southwest	30	Daily
Seattle	Alaska	102	Three daily 1 - 18. Four daily 19 - 30
Spokane	ExpressJet	9	Twice daily. Mon, Fri

Multiple airlines in a market

3.29.2022



## Reference

Airline Codes		Airport Codes	
EV	aha!/ExpressJet	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	FAT	Fresno, CA
QX	Horizon Air	GDL	Guadalajara, MX
UA	United Airlines	IAH	Houston, TX
WN	Southwest Airlines	JAC	Jackson Hole, WY
YV	Mesa Airlines	JFK	New York City, NY
Y4	Volaris Airlines	LAS	Las Vegas, NV
SY	Sun Country	LGB	Long Beach, CA
NK	Spirit Airlines	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
Equipment Codes		PSC	Pasco, WA
319	Airbus A319	PSP	Palm Springs, CA
320	Airbus A320	RDM	Redmond, OR
733, 735, 738, 73G	Boeing 737 (all variants)	SAN	San Diego, CA
757	Boeing 757	SEA	Seattle, WA
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	SFO	San Francisco, CA
DH4	DeHavilland Dash 8 Q400	SLC	Salt Lake City, UT
M80, M83	McDonnell Douglas MD-80	SJC	San Jose, CA
ERD, ERJ	Embraer Regional Jet	SNA	Orange County, CA
		GEG	Spokane, WA



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

April 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				3							3	5%	516
Dallas Love Field, TX	DAL								0			0	0%	0
Eugene, CA	EUG	1										1	2%	50
Eureka, CA	ACV	0										0	0%	0
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%	70
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%	1,437
Long Beach, CA	LGB							0	2			2	3%	350
Los Angeles, CA	LAX		1		0	3		1	2	1		8	13%	842
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					0		0	0%	0
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	10%	813
Redmond, OR	RDM	1										1	2%	50
San Diego, CA	SAN								2			2	3%	286
Seattle, WA	SEA		3			0			0			3	5%	432
San Francisco, CA	SFO									4		4	6%	220
Salt Lake City, UT	SLC					3						3	5%	410
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>9</b>	<b>6</b>	<b>1</b>	<b>8</b>	<b>6</b>	<b>1</b>	<b>2</b>	<b>20</b>	<b>9</b>	<b>1</b>	<b>63</b>	<b>100%</b>	<b>7,583</b>

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

Airline/Destination	Code	April 2022	March 2022	April 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	April 2022	March 2022	April 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
		Flights								Seats					
<b>aha! - (EV)</b>		<b>9</b>	<b>10</b>	<b>0</b>	<b>-1</b>	<b>9</b>	<b>-10.0%</b>	<b>-</b>	<b>450</b>	<b>500</b>	<b>0</b>	<b>-50</b>	<b>450</b>	<b>-10.0%</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	0	1	0	-1	0	-100.0%	-	0	50	0	-50	0	-100.0%	-
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	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%
Palm Springs, CA	PSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Seattle, WA	SEA	3	3	4	0	-1	0.0%	-25.0%	432	432	304	0	128	0.0%	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>186</b>	<b>156</b>	<b>312</b>	<b>30</b>	<b>-126</b>	<b>19.2%</b>	<b>-40.4%</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%	186	156	156	30	30	19.2%	19.2%
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%
<b>American Airlines (AA)</b>		<b>8</b>	<b>7</b>	<b>11</b>	<b>1</b>	<b>-4</b>	<b>14.3%</b>	<b>-27.3%</b>	<b>1,055</b>	<b>1,020</b>	<b>1,410</b>	<b>35</b>	<b>-355</b>	<b>3.4%</b>	<b>-25.2%</b>
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Dallas/Ft. Worth, TX	DFW	3	2	4	1	-1	50.0%	-25.0%	516	344	600	172	-84	50.0%	-14.0%
Los Angeles, CA	LAX	0	0	3	0	-3	-	-100.0%	0	0	195	0	-195	-	-100.0%
Phoenix	PHX	4	4	4	0	0	0.0%	0.0%	463	600	615	-137	-152	-22.8%	-24.7%
<b>Delta Airlines (DL)</b>		<b>6</b>	<b>7</b>	<b>8</b>	<b>-1</b>	<b>-2</b>	<b>-14.3%</b>	<b>-25.0%</b>	<b>620</b>	<b>600</b>	<b>875</b>	<b>20</b>	<b>-255</b>	<b>3.3%</b>	<b>-29.1%</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	3	4	4	-1	-1	-25.0%	-25.0%	410	390	466	20	-56	5.1%	-12.0%
<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>20</b>	<b>19</b>	<b>18</b>	<b>1</b>	<b>1</b>	<b>5.3%</b>	<b>11.1%</b>	<b>3,148</b>	<b>3,005</b>	<b>2,862</b>	<b>143</b>	<b>286</b>	<b>4.8%</b>	<b>10.0%</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	493	0	-143	0.0%	-29.0%
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%	1,065	1,161	954	-96	111	-8.3%	11.6%
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	350	286	143	64	207	22.4%	144.8%
Los Angeles, CA	LAX	2	1	1	1	1	100.0%	100.0%	318	143	175	175	143	122.4%	81.7%
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%	350	318	350	32	0	10.1%	0.0%
San Diego, CA	SAN	2	2	1	0	1	0.0%	100.0%	286	318	175	-32	111	-10.1%	63.4%
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>9</b>	<b>10</b>	<b>9</b>	<b>-1</b>	<b>0</b>	<b>-10.0%</b>	<b>0.0%</b>	<b>768</b>	<b>1,026</b>	<b>726</b>	<b>-258</b>	<b>42</b>	<b>-25.1%</b>	<b>5.8%</b>
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	402	402	386	0	16	0.0%	4.1%
Houston, TX	IAH	1	1	0	0	1	0.0%	-	70	126	0	-56	70	-44.4%	-

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

Airline/Destination	Code	April 2022	March 2022	April 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	April 2022	March 2022	April 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Los Angeles, CA	LAX	1	1	3	0	-2	0.0%	-66.7%	76	70	170	6	-94	8.6%	-55.3%
Chicago, IL (O'Hare)	ORD	0	1	0	-1	0	-100.0%	-	0	150	0	-150	0	-100.0%	-
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	220	278	170	-58	50	-20.9%	29.4%
<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>63</b>	<b>64</b>	<b>59</b>	<b>-1</b>	<b>4</b>	<b>-1.6%</b>	<b>6.8%</b>	<b>7,583</b>	<b>7,663</b>	<b>7,315</b>	<b>-80</b>	<b>268</b>	<b>-1.0%</b>	<b>3.7%</b>



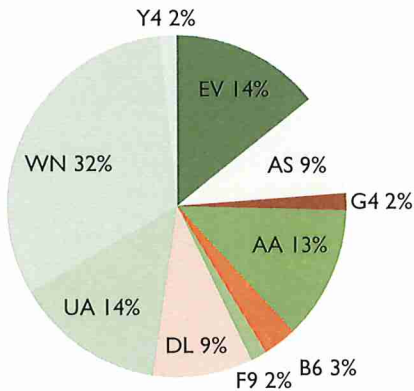
**Peak Day Non-Stop Departures (including less than daily flights)**

Airline/Destination	Code	April 2022	March 2022	April 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	April 2022	March 2022	April 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	9	10	0	-1	9	-10.0%	-	450	500	0	-50	450	-10.0%	-		
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%	186	156	312	30	-126	19.2%	-40.4%		
American Airlines	AA	8	7	11	1	-3	14.3%	-27.3%	1,055	1,020	1,410	35	-355	3.4%	-25.2%		
Delta Air Lines	DL	6	7	8	-1	-2	-14.3%	-25.0%	620	600	875	20	-255	3.3%	-29.1%		
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	20	19	18	1	2	5.3%	11.1%	3,148	3,005	2,862	143	286	4.8%	10.0%		
United Airlines	UA	9	10	9	-1	0	-10.0%	0.0%	768	1,026	726	-258	42	-25.1%	5.8%		
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>63</b>	<b>64</b>	<b>59</b>	<b>-1</b>	<b>4</b>	<b>-1.6%</b>	<b>6.8%</b>	<b>7,583</b>	<b>7,663</b>	<b>7,315</b>	<b>-80</b>	<b>268</b>	<b>-1.0%</b>	<b>3.7%</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	752	879	0	-127	0.0%	-14.4%		
Dallas/Ft. Worth, TX	DFW	3	2	4	1	-1	50.0%	-25.0%	516	344	600	172	-84	50.0%	-14.0%		
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	0	1	0	-1	0	-100.0%	-	0	50	0	-50	0	-100.0%	-		
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	0	0	1	0.0%	-	70	126	0	-56	70	-44.4%	-		
Las Vegas, NV	LAS	9	9	8	0	1	0.0%	12.5%	1,437	1,503	1,296	-66	141	-4.4%	10.9%		
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%	350	286	143	64	207	22.4%	144.8%		
Los Angeles, CA	LAX	8	7	13	1	-5	14.3%	-38.5%	842	661	1,064	181	-222	27.4%	-20.9%		
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	0	1	0	-1	0	-100.0%	-	0	150	0	-150	0	-100.0%	-		
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	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%		
Phoenix, AZ	PHX	6	6	6	0	0	0.0%	0.0%	813	918	965	-105	-152	-11.4%	-15.8%		
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%	286	318	175	-32	111	-10.1%	63.4%		
Seattle, WA	SEA	3	3	4	0	-1	0.0%	-25.0%	432	432	304	0	128	0.0%	42.1%		
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	220	278	170	-58	50	-20.9%	29.4%		
Salt Lake City, UT	SLC	3	4	4	-1	-1	-25.0%	-25.0%	410	390	466	20	-56	5.1%	-12.0%		
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>63</b>	<b>64</b>	<b>59</b>	<b>-1</b>	<b>4</b>	<b>-1.6%</b>	<b>6.8%</b>	<b>7,583</b>	<b>7,663</b>	<b>7,315</b>	<b>-80</b>	<b>268</b>	<b>-1.0%</b>	<b>3.7%</b>		

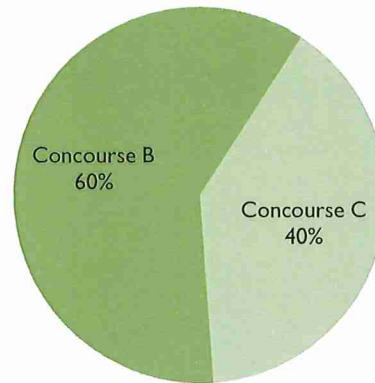


Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
April 2022							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	9	23.7%	14.3%	450	9.5%	5.9%
Delta	DL	6	15.8%	9.5%	620	13.1%	8.2%
Frontier	F9	1	2.6%	1.6%	186	3.9%	2.5%
JetBlue	B6	2	5.3%	3.2%	324	6.9%	4.3%
Southwest	WN	20	52.6%	31.7%	3,148	66.6%	41.5%
<b>B-Concourse</b>		<b>38</b>	<b>100.0%</b>	<b>60.3%</b>	<b>4,728</b>	<b>100.0%</b>	<b>62.3%</b>
Alaska	AS	6	24.0%	9.5%	660	23.1%	8.7%
Allegiant	G4	1	4.0%	1.6%	186	6.5%	2.5%
American	AA	8	32.0%	12.7%	1,055	37.0%	13.9%
United	UA	9	36.0%	14.3%	768	26.9%	10.1%
Volaris	Y4	1	4.0%	1.6%	186	6.5%	2.5%
<b>C-Concourse</b>		<b>25</b>	<b>100.0%</b>	<b>39.7%</b>	<b>2,855</b>	<b>100.0%</b>	<b>37.7%</b>
<b>Grand Total</b>		<b>63</b>	<b>100.0%</b>	<b>100.0%</b>	<b>7,583</b>	<b>100.0%</b>	<b>100.0%</b>

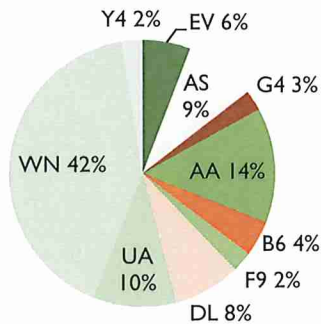
Percent of Scheduled Flights by Airlines



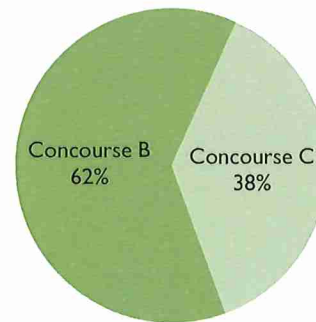
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline



Percent of Scheduled Seats by Concourse



## Non-Stop Arrivals

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	LAS	RNO	1320	73W	143	0540	0655	12345.7
WN	WN	LAS	RNO	3841	73W	143	0630	0745	.....6.
WN	WN	DEN	RNO	2391	73H	175	0635	0755	.23....
F9	F9	LAS	RNO	2175	32N	186	0700	0823	....5..
AS	QX	PDX	RNO	2171	E75	76	0700	0829	.234567
WN	WN	LAS	RNO	2523	73W	143	0720	0840	12345.7
WN	WN	SJC	RNO	1998	73W	143	0750	0855	12345.7
WN	WN	SAN	RNO	2542	73W	143	0745	0920	12345.7
WN	WN	BUR	RNO	3895	73W	143	0800	0925	.....6.
UA	OO	SFO	RNO	5394	E7W	76	0825	0938	1234567
WN	WN	DEN	RNO	3905	73H	175	0820	0940	.....6.
WN	WN	DEN	RNO	709	73H	175	0825	0940	12345.7
WN	WN	LAS	RNO	3020	73W	143	0830	0945	.....6.
AS	QX	SEA	RNO	2144	DH4	76	0755	0954	.234567
WN	WN	PHX	RNO	2171	73H	175	0800	0955	12345.7
UA	OO	LAX	RNO	5696	CR7	70	0820	0959	1234567
WN	WN	LAX	RNO	1664	73H	175	0855	1020	12345.7
DL	OO	LAX	RNO	3501	E7W	70	0905	1031	.....6.
AS	OO	LAX	RNO	3444	E75	76	0900	1032	1.....
DL	OO	LAX	RNO	3501	E7W	70	0910	1036	12345.7
AA	AA	DFW	RNO	2722	738	172	0905	1037	1234567
WN	WN	LAX	RNO	3382	73W	143	0925	1045	.....6.
EV	EV	PSP	RNO	7032	ERJ	50	0915	1050	1...5..
AS	OO	LAX	RNO	3444	E75	76	0955	1125	.234567
F9	F9	LAS	RNO	2175	32N	186	1008	1131	...4..7
AA	AA	PHX	RNO	2725	320	150	1001	1202	1234567
EV	EV	BFL	RNO	7025	ERJ	50	1055	1205	.....6.
EV	EV	FAT	RNO	7011	ERJ	50	1105	1205	...3....
WN	WN	LAS	RNO	1661	7M8	175	1045	1205	12345.7
DL	DL	SLC	RNO	2666	738	160	1135	1208	1234567
UA	YV	IAH	RNO	6041	E7W	70	1002	1212	....567
UA	YV	IAH	RNO	6041	E7W	76	1002	1212	1234...
WN	WN	LGB	RNO	2485	73H	175	1115	1230	12345.7
EV	EV	RDM	RNO	7060	ERJ	50	1115	1231	.....7
AS	OO	PDX	RNO	3496	E75	76	1105	1232	1.....
UA	UA	DEN	RNO	2141	320	150	1116	1235	1234567
EV	EV	MFR	RNO	7064	ERJ	50	1130	1240	...4...
Y4	Y4	GDL	RNO	998	32N	186	1057	1248	123.5..
AS	AS	SEA	RNO	475	73J	178	1151	1337	1.....
AA	AA	DFW	RNO	2391	738	172	1220	1353	1234567
WN	WN	LGB	RNO	3168	73H	175	1245	1400	.....6.
WN	WN	LAS	RNO	1351	73H	175	1305	1425	12345.7
AS	AS	SEA	RNO	475	739	178	1243	1431	.23..67
AS	AS	SEA	RNO	475	73J	178	1243	1431	...45..
WN	WN	BUR	RNO	1823	73W	143	1320	1435	12345.7
EV	EV	EUG	RNO	7063	ERJ	50	1345	1510	1...5..
UA	UA	DEN	RNO	250	738	166	1352	1513	.....6.
UA	UA	DEN	RNO	1292	319	126	1352	1513	12345..
UA	UA	DEN	RNO	1292	739	179	1352	1513	.....7

## Non-Stop Arrivals

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
G4	G4	LAS	RNO	80	320	186	1355	1515	....5..
WN	WN	SAN	RNO	3705	73W	143	1345	1520	.....6.
G4	G4	LAS	RNO	80	320	186	1405	1525	1.....
WN	WN	LAS	RNO	2702	73W	143	1410	1530	.....6.
UA	OO	SFO	RNO	5707	CRJ	50	1419	1532	1234567
AA	YV	PHX	RNO	5899	CR9	76	1337	1535	1..45.7
WN	WN	OAK	RNO	3746	73W	143	1500	1555	.....6.
DL	OO	LAX	RNO	3755	E7W	70	1450	1610	1234567
AA	MQ	AUS	RNO	4227	E75	76	1445	1628	.....6.
WN	WN	SJC	RNO	3539	73H	175	1530	1630	.....6.
DL	OO	SLC	RNO	3653	E7W	70	1605	1638	1234567
EV	EV	ONT	RNO	7008	ERJ	50	1520	1648	..3..6.
WN	WN	OAK	RNO	545	73H	175	1625	1720	12345.7
EV	EV	PSC	RNO	7083	ERJ	50	1555	1730	...4..7
AS	OO	PDX	RNO	3334	E75	76	1610	1738	.234567
B6	B6	LAX	RNO	942	320	162	1632	1758	1..4..7
WN	WN	LAS	RNO	1809	73W	143	1640	1805	12345.7
B6	B6	LAX	RNO	942	320	162	1659	1825	.....5..
WN	WN	LGB	RNO	2105	73W	143	1705	1830	12345.7
WN	WN	PHX	RNO	3489	73H	175	1655	1840	.....6.
AS	QX	SEA	RNO	2352	DH4	76	1655	1849	1.....
AS	QX	SEA	RNO	2351	E75	76	1705	1849	.234567
WN	WN	LAS	RNO	3392	73H	175	1730	1850	.....6.
WN	WN	LAX	RNO	1655	73W	143	1800	1920	12345.7
AS	QX	PDX	RNO	2598	E75	76	1810	1936	1.....
UA	OO	SFO	RNO	5470	CRJ	50	1840	1942	1234567
WN	WN	LAS	RNO	1249	73W	143	1900	2020	12345.7
EV	EV	GEG	RNO	7081	ERJ	50	1840	2029	1...5..
UA	UA	DEN	RNO	2300	319	126	1925	2042	...4...
UA	UA	DEN	RNO	2300	739	179	1925	2042	123.567
WN	WN	LAS	RNO	1669	73W	143	1920	2045	.....6.
DL	OO	LAX	RNO	3860	E7W	70	1930	2053	1234567
WN	WN	DEN	RNO	3458	73H	175	1955	2115	.....6.
G4	G4	LAS	RNO	80	320	186	1959	2119	...4...
AA	AA	DFW	RNO	2448	738	172	1954	2126	1234567
WN	WN	SAN	RNO	411	73W	143	2000	2130	12345.7
G4	G4	LAS	RNO	80	319	156	2020	2140	.....7
F9	F9	LAS	RNO	2177	321	230	2029	2151	....5..
AS	AS	SEA	RNO	827	73H	159	2015	2200	..345.7
AS	AS	SEA	RNO	827	73J	178	2015	2200	.2...6.
AA	MQ	AUS	RNO	4227	E75	76	2020	2203	12345.7
AS	AS	SEA	RNO	827	73J	178	2025	2208	1.....
AA	OO	PHX	RNO	3294	CR7	65	2010	2209	1234567
AA	AA	PHX	RNO	810	738	172	2035	2226	1234567
B6	B6	JFK	RNO	81	320	162	1938	2259	...4...
WN	WN	DEN	RNO	1360	73H	175	2150	2305	12345.7
B6	B6	JFK	RNO	81	320	162	1948	2309	123.5.7
B6	B6	JFK	RNO	81	320	162	1950	2309	.....6.
DL	DL	SLC	RNO	2652	739	180	2243	2317	1234567



# Non-Stop Arrivals

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	PHX	RNO	872	73H	175	2150	2330	12345.7
WN	WN	LAS	RNO	983	73W	143	2220	2340	12345.7
UA	OO	SFO	RNO	5885	CRJ	50	2246	2359	1234567



## Non-Stop Departures

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	PHX	2170	73H	175	0520	0705	12345.7
UA	UA	RNO	DEN	2415	739	179	0525	0838	.234...
UA	UA	RNO	DEN	2415	319	126	0530	0843	....5..
UA	UA	RNO	DEN	2415	739	179	0530	0843	1....67
WN	WN	RNO	DEN	3995	73H	175	0545	0900	....6.
WN	WN	RNO	LAS	2167	73W	143	0545	0700	12345.7
AA	AA	RNO	PHX	813	738	172	0600	0745	12345.7
AA	AA	RNO	PHX	1934	738	172	0600	0745	....6.
WN	WN	RNO	LAS	1544	73H	175	0600	0720	....6.
AA	MQ	RNO	AUS	3530	E75	76	0605	1121	12345.7
UA	OO	RNO	SFO	5998	CRJ	50	0610	0730	1234567
AA	AA	RNO	DFW	1361	738	172	0615	1130	1234567
DL	DL	RNO	SLC	2762	739	180	0615	0847	1234567
WN	WN	RNO	OAK	1739	73W	143	0635	0735	....6.
WN	WN	RNO	DEN	2164	73H	175	0650	1000	12345.7
AS	AS	RNO	SEA	831	73J	178	0700	0855	1.....
AS	AS	RNO	SEA	831	73H	159	0700	0903	...456.
AS	AS	RNO	SEA	831	73J	178	0700	0903	.23...7
EV	EV	RNO	PSP	7031	ERJ	50	0700	0835	1...5..
WN	WN	RNO	SAN	1321	73W	143	0730	0905	12345.7
DL	OO	RNO	LAX	4172	E7W	70	0735	0909	1234567
EV	EV	RNO	BFL	7011	ERJ	50	0800	0910	..3....
EV	EV	RNO	FAT	7025	ERJ	50	0800	0900	....6.
EV	EV	RNO	MFR	7060	ERJ	50	0800	0910	.....7
EV	EV	RNO	RDM	7064	ERJ	50	0800	0926	...4...
WN	WN	RNO	LAS	2466	73W	143	0825	0945	....6.
AA	MQ	RNO	AUS	3530	E75	76	0840	1400	....6.
WN	WN	RNO	DEN	4188	73H	175	0840	1150	.23....
AS	QX	RNO	PDX	2171	E75	76	0910	1040	.234567
WN	WN	RNO	OAK	2523	73W	143	0910	1015	12345.7
F9	F9	RNO	LAS	2174	32N	186	0911	1030	....5..
AA	OO	RNO	PHX	3296	CR7	65	0921	1107	1234567
WN	WN	RNO	LAS	1998	73W	143	0930	1050	12345.7
WN	WN	RNO	BUR	2071	73W	143	0955	1120	12345.7
WN	WN	RNO	PHX	4887	73W	143	1010	1155	....6.
UA	OO	RNO	LAX	5548	E7W	76	1019	1205	1234567
WN	WN	RNO	SAN	3018	73W	143	1020	1145	....6.
WN	WN	RNO	LAX	709	73H	175	1030	1200	12345.7
AS	QX	RNO	SEA	2144	DH4	76	1035	1243	.234567
UA	OO	RNO	SFO	5899	CR7	70	1050	1215	1234567
WN	WN	RNO	DEN	3919	73H	175	1055	1400	....6.
WN	WN	RNO	LGB	2172	73H	175	1055	1220	12345.7
WN	WN	RNO	LAS	1665	73H	175	1110	1225	12345.7
AS	OO	RNO	LAX	3444	E75	76	1115	1245	1.....
AA	AA	RNO	DFW	2722	738	172	1129	1637	1234567
EV	EV	RNO	EUG	7062	ERJ	50	1140	1305	1...5..
DL	OO	RNO	LAX	3501	E7W	70	1150	1325	1234567
WN	WN	RNO	LAS	3383	73W	143	1200	1315	....6.

## Non-Stop Departures

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AS	OO	RNO	LAX	3444	E75	76	1205	1340	.234567
F9	F9	RNO	LAS	2174	32N	186	1221	1342	...4..7
AA	AA	RNO	PHX	671	320	150	1247	1428	1234567
UA	YV	RNO	IAH	6050	E7W	70	1305	1843	....567
UA	YV	RNO	IAH	6050	E7W	76	1305	1843	1234...
EV	EV	RNO	ONT	7007	ERJ	50	1310	1438	...3..6.
AS	OO	RNO	PDX	3496	E75	76	1315	1443	1.....
WN	WN	RNO	LAS	2486	73H	175	1315	1430	12345.7
WN	WN	RNO	PHX	4823	7M8	175	1315	1500	12345.7
UA	UA	RNO	DEN	782	320	150	1326	1639	1234567
DL	DL	RNO	SLC	2666	738	160	1330	1555	1234567
EV	EV	RNO	PSC	7082	ERJ	50	1340	1515	...4..7
Y4	Y4	RNO	GDL	999	32N	186	1428	2018	123.5..
AS	AS	RNO	SEA	475	73J	178	1432	1625	1.....
AA	AA	RNO	DFW	2391	738	172	1443	1955	1234567
WN	WN	RNO	LAX	3504	73H	175	1450	1625	.....6.
WN	WN	RNO	DEN	1351	73H	175	1515	1825	12345.7
WN	WN	RNO	LAS	1827	73W	143	1515	1635	12345.7
AS	AS	RNO	SEA	475	739	178	1526	1720	.23..67
AS	AS	RNO	SEA	475	73J	178	1526	1720	...45..
WN	WN	RNO	BUR	2534	73W	143	1555	1715	.....6.
G4	G4	RNO	LAS	81	320	186	1600	1712	....5..
AA	YV	RNO	PHX	5899	CR9	76	1605	1751	1..45.7
EV	EV	RNO	GEG	7080	ERJ	50	1605	1759	1...5..
WN	WN	RNO	LGB	2653	73W	143	1605	1735	.....6.
UA	OO	RNO	SFO	5814	CRJ	50	1607	1734	1234567
G4	G4	RNO	LAS	81	320	186	1610	1722	1.....
UA	UA	RNO	DEN	2019	319	126	1617	1934	12345..
UA	UA	RNO	DEN	2019	738	166	1617	1934	.....6.
UA	UA	RNO	DEN	2019	739	179	1617	1934	.....7
WN	WN	RNO	SJC	3748	73W	143	1635	1735	.....6.
DL	OO	RNO	LAX	3755	E7W	70	1700	1832	1234567
WN	WN	RNO	LAS	3539	73H	175	1715	1840	.....6.
DL	OO	RNO	SLC	3653	E7W	70	1723	1955	1234567
WN	WN	RNO	LGB	545	73H	175	1805	1930	12345.7
AS	OO	RNO	SEA	3490	E75	76	1818	2013	.234567
WN	WN	RNO	SJC	1809	73W	143	1835	1935	12345.7
B6	B6	RNO	LAX	943	320	162	1843	2013	1..4..7
B6	B6	RNO	LAX	943	320	162	1910	2040	...5..
WN	WN	RNO	SAN	2106	73W	143	1910	2040	12345.7
AS	QX	RNO	SEA	2352	DH4	76	1929	2139	1.....
AS	QX	RNO	PDX	2598	E75	76	1930	2100	.234567
WN	WN	RNO	LAS	3490	73H	175	1930	2050	.....6.
WN	WN	RNO	LAS	1656	73W	143	1950	2100	12345.7
AS	QX	RNO	PDX	2598	E75	76	2020	2149	1.....
UA	OO	RNO	SFO	5380	CRJ	50	2027	2154	1234567
WN	WN	RNO	LAX	1250	73W	143	2055	2230	12345.7
G4	G4	RNO	LAS	81	320	186	2204	2316	...4...

## Non-Stop Departures

April 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	LAS	416	73W	143	2210	2325	12345.7
G4	G4	RNO	LAS	81	319	156	2225	2337	.....7
F9	F9	RNO	LAS	2176	321	230	2248	0010	....5..
B6	B6	RNO	JFK	80	320	162	2349	0800	...4...
B6	B6	RNO	JFK	80	320	162	2359	0810	123.567







### Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 11th - 17th April 2022

	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday										
	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep			
	Sample: 11th - 17th April 2022																																		
Airport Totals	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0000	0	0	0	0	0	0000	0	0				
	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0100	0	0	0	0	0	0100	0	0				
	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0200	0	0	0	0	0	0200	0	0				
	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0300	0	0	0	0	0	0300	0	0				
	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0400	0	0	0	0	0	0400	0	0				
	0	0	0500	3	497	0	0	0500	3	497	0	0	0500	3	497	0	0	0500	3	444	0	0	0500	2	354	0	0	0500	3	497					
	143	1	0600	6	825	143	1	0600	6	825	143	1	0600	6	825	143	1	0600	6	825	143	1	0600	6	825	0	0	0600	6	825					
	0	0	0700	4	441	175	1	0700	3	372	175	1	0700	3	391	0	0	0700	3	391	143	1	0700	2	248	0	0	0700	3	391					
	286	2	0800	0	0	286	2	0800	1	175	286	2	0800	2	225	286	2	0800	1	50	472	3	0800	0	0	0	0	0800	3	269					
	639	5	0900	4	494	639	5	0900	4	494	639	5	0900	4	494	639	5	0900	4	494	639	5	0900	5	680	607	5	0900	1	65					
	543	5	1000	4	496	493	4	1000	4	496	493	4	1000	4	496	493	4	1000	4	496	543	5	1000	4	496	461	4	1000	5	607					
	0	0	1100	5	543	0	0	1100	4	493	0	0	1100	4	493	180	1	1100	4	493	0	0	1100	5	543	0	0	1100	3	318					
	1,148	8	1200	1	150	1,072	7	1200	1	150	1,122	8	1200	1	150	1,012	8	1200	2	330	1,142	8	1200	1	150	656	6	1200	2	293					
	350	2	1300	6	812	350	2	1300	5	736	350	2	1300	6	766	350	2	1300	7	862	350	2	1300	6	806	350	2	1300	5	506					
	318	2	1400	3	536	318	2	1400	3	536	318	2	1400	3	536	318	2	1400	2	350	318	2	1400	3	536	175	1	1400	3	525					
	488	5	1500	2	318	176	2	1500	2	318	176	2	1500	2	318	252	3	1500	2	318	488	5	1500	2	318	645	5	1500	1	143					
	140	2	1600	5	488	140	2	1600	2	176	190	3	1600	2	176	140	2	1600	3	252	140	2	1600	5	488	441	5	1600	4	502					
	337	2	1700	2	140	175	1	1700	2	140	175	1	1700	2	140	387	3	1700	2	140	175	1	1700	2	140	0	0	1700	3	315					
	362	3	1800	3	480	362	3	1800	2	318	362	3	1800	2	318	362	3	1800	3	480	524	4	1800	2	318	426	3	1800	0	0					
	269	3	1900	3	362	269	3	1900	3	362	269	3	1900	3	362	269	3	1900	3	362	269	3	1900	4	524	126	2	1900	2	251					
	442	4	2000	3	269	392	3	2000	3	269	392	3	2000	3	269	339	3	2000	3	269	442	4	2000	3	269	392	3	2000	2	126					
	315	2	2100	0	0	315	2	2100	0	0	315	2	2100	0	0	471	3	2100	1	156	315	2	2100	0	0	347	2	2100	0	0					
	472	4	2200	1	143	491	4	2200	1	143	491	4	2200	1	143	491	4	2200	1	143	491	4	2200	2	373	415	3	2200	0	0					
	885	6	2300	1	162	885	6	2300	1	162	885	6	2300	1	162	885	6	2300	1	162	885	6	2300	1	162	392	3	2300	1	162					
	<b>7,137</b>	<b>56</b>		<b>56</b>	<b>7,156</b>	<b>6,681</b>	<b>50</b>		<b>50</b>	<b>6,662</b>	<b>6,781</b>	<b>52</b>		<b>52</b>	<b>6,781</b>	<b>7,017</b>	<b>55</b>		<b>55</b>	<b>7,070</b>	<b>7,566</b>	<b>58</b>		<b>58</b>	<b>7,513</b>	<b>5,576</b>	<b>45</b>		<b>45</b>	<b>5,576</b>	<b>7,104</b>	<b>55</b>		<b>55</b>	<b>7,104</b>