

## Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1494 Units ('DestiMetrics Census\*\*') and 46.27% of 3229 total units in the North Lake Tahoe destination ('Destination Census\*\*\*')

Last Month Performance: Current YTD vs. Previous YTD		2021/22	2020/21	Year over Year Variance
North Lake Tahoe Occupancy for last month (Mar) changed by (6.0%)	Occupancy (Mar) :	60.1%	56.7%	6.0%
North Lake Tahoe ADR for last month (Mar) changed by (19.7%)	ADR (Mar) :	\$ 421	\$ 351	19.7%
North Lake Tahoe RevPAR for last month (Mar) changed by (26.9%)	RevPAR (Mar) :	\$ 253	\$ 199	26.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (23.3%)	Occupancy (Apr) :	36.8%	29.8%	23.3%
North Lake Tahoe ADR for next month (Apr) changed by (0.7%)	ADR (Apr) :	\$ 311	\$ 308	0.7%
North Lake Tahoe RevPAR for next month (Apr) changed by (24.2%)	RevPAR (Apr) :	\$ 114	\$ 92	24.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (35.9%)	Occupancy	51.6%	38.0%	35.9%
North Lake Tahoe ADR for the past 6 months changed by (20.9%)	ADR	\$ 452	\$ 374	20.9%
North Lake Tahoe RevPAR for the past 6 months changed by (64.2%)	RevPAR	\$ 233	\$ 142	64.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (20.2%)	Occupancy	33.0%	27.5%	20.2%
North Lake Tahoe ADR for the future 6 months changed by (-6.6%)	ADR	\$ 422	\$ 451	-6.6%
North Lake Tahoe RevPAR for the future 6 months changed by (12.4%)	RevPAR	\$ 139	\$ 124	12.4%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2022 vs. Previous Year				
Rooms Booked during last month (Mar,22) compared to Rooms Booked during the same period last year (Mar,21) for all arrival dates has changed by (-26.3%)	Booking Pace (Mar)	7.2%	9.7%	-26.3%

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

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

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## Monthly Report Mar 2022

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/22:	\$1,961,215	\$423,363	363%
Number of Room Nights:	9,228	2423	281%
Number of Delegates:	4327	2936	47%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>March-22</u>	<u>March-21</u>
<u>Number of Groups Booked:</u>	<b>2</b>	<b>1</b>
Revenue Booked:	\$166,100	\$2,197
Room Nights:	541	35
Number of Delegates:	186	50
Booked Group Types:	2 Corp.	1 SMF
Lost Business, # of Groups:	3	6

<u>Arrived in the month</u>	<u>March-22</u>	<u>March-21</u>
Number of Groups:	<b>1</b>	<b>0</b>
Revenue Arrived:	\$8,211	\$0
Room Nights:	65	0
Number of Delegates:	51	0
Arrived Group Types:	1 Corp.	

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

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

Monthly Detail/Activity	<u>January-22</u>	<u>January-21</u>
<u>Number of Groups Booked:</u>	<b>5</b>	<b>4</b>
Revenue Booked:	\$202,364	\$103,336
Room Nights:	730	418

Number of Delegates:	371	298
Booked Group Types:	3 Corp., 1 Non-Profit, 1 Mtg. Planner	1 Corp. 3 Assoc.
Lost Business, # of Groups:	11	29

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

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

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

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

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

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

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

<u>Monthly Detail/Activity</u>	<u>September-21</u>	<u>September-20</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>
Revenue Booked:	\$0	\$57,355
Room Nights:	0	345
Number of Delegates:	0	120
Booked Group Types:	0	1 Assoc.
Lost Business, # of Groups:	10	2

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

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

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

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



Lost Business, # of Groups: 22 0

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

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

NUMBER OF LEADS Generated as of 3/31/22:	<b>80</b>
YTD 3/31/21:	64
YTD 3/31/20:	234

**Total Number of Leads Generated in Previous Years:**

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



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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



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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 MCarty 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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## 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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## 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.



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## 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.



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## 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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## 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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**Reno-Tahoe  
Airport  
Authority**

# **Reno-Tahoe International Airport**

## **Passengers and Cargo Statistics Report**

### **March 2022**





# U.S. DOMESTIC INDUSTRY OVERVIEW FOR MARCH 2022

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

Number of Flights *:	Up 26% vs. Mar 2021, down 15% vs. Mar 2019
Capacity of Seats *:	Up 31% vs. Mar 2021, down 9% vs. Mar 2019
Crude Oil Average:	\$108.50 per barrel in March 2022 \$62.33 per barrel in March 2021

## RNO Overview for March 2022 vs. March 2021

Total Passengers:	Up 45.9%
Avg. Enplaned Load Factor:	86.9%, up 19.4 pts.
Departures:	Up 5.2%
Departing Seats:	Up 14.8%
Cargo Volume:	Down 7.1%

## RNO Overview for March 2022 vs. March 2019

Total Passengers:	Down 3.7%
Avg. Enplaned Load Factor:	Up 1.9 pts.
Departures:	Down 13.9%
Departing Seats:	Down 7.4%

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

## MARCH 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 368,946 passengers in March 2022, an increase of 45.9% versus the same period last year.

In March 2022, RNO was served by 11 airlines to 30 non-stop destinations. The total seat capacity increased 14.8% and flights increased 5.2% when compared to March 2021.

RNO handled 12,265,793 pounds of air cargo in March 2022, a decrease of 7.1% when compared to March 2021.

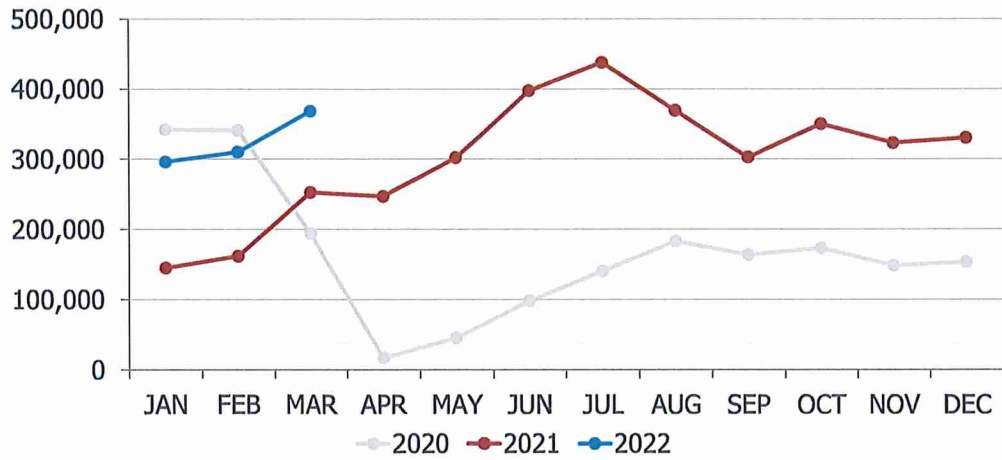
## JSX Public Charters

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

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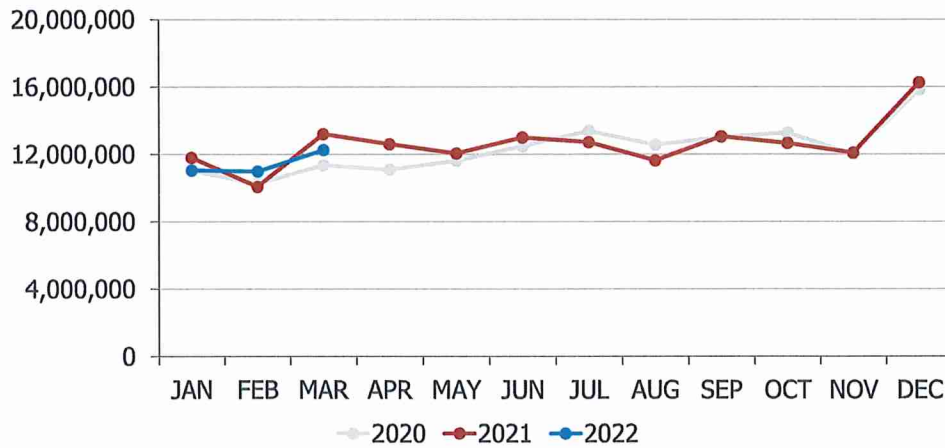


## Passengers



Total Passengers			
	Mar-22	Mar-21	Difference
aha!	5,501	0	
Alaska/Horizon	33,208	25,977	27.8%
Allegiant Air	5,012	5,313	-5.7%
American	57,191	48,358	18.3%
Delta	37,802	26,057	45.1%
Frontier	4,859	3,960	22.7%
JetBlue	13,119	2,261	480.2%
Southwest	148,582	97,336	52.6%
United	56,892	37,623	51.2%
Volaris	4,757	3,003	58.4%

## Cargo

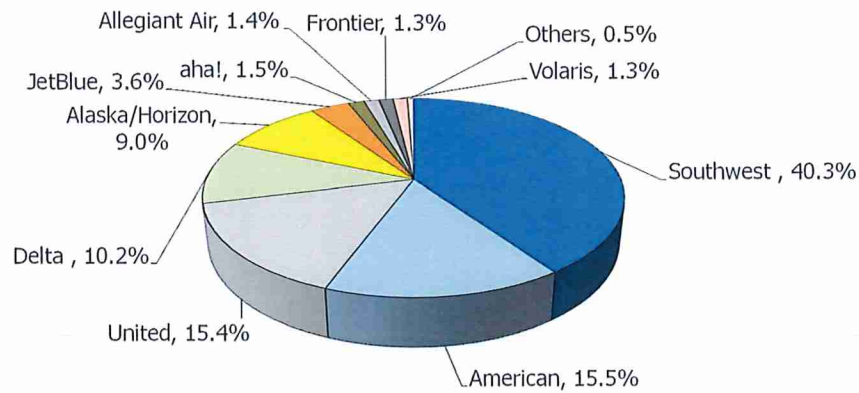


In March 2022, UPS cargo volume was up 2.8%, and DHL was up 6.6% when compared to March 2021. FedEx was down 9.4% during the same period.

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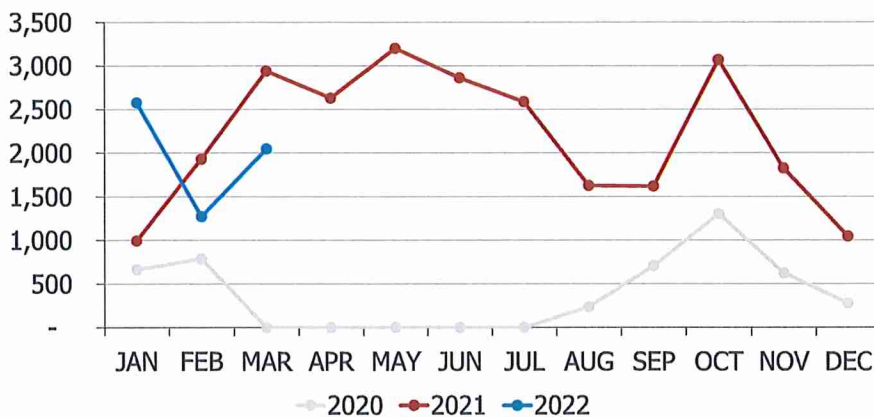


## AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Mar-22	Mar-21	YOY Change
aha!	1.5%	n/a	n/a
Alaska/Horizon	9.0%	10.3%	(1.3)
Allegiant Air	1.4%	2.1%	(0.7)
American	15.5%	19.1%	(3.6)
Delta	10.2%	10.3%	(0.1)
Frontier	1.3%	1.6%	(0.2)
JetBlue	3.6%	0.9%	2.7
Southwest	40.3%	38.5%	1.8
United	15.4%	14.9%	0.5
Volaris	1.3%	1.2%	0.1
Others	0.5%	1.2%	(0.6)

## TOTAL CHARTER PASSENGERS



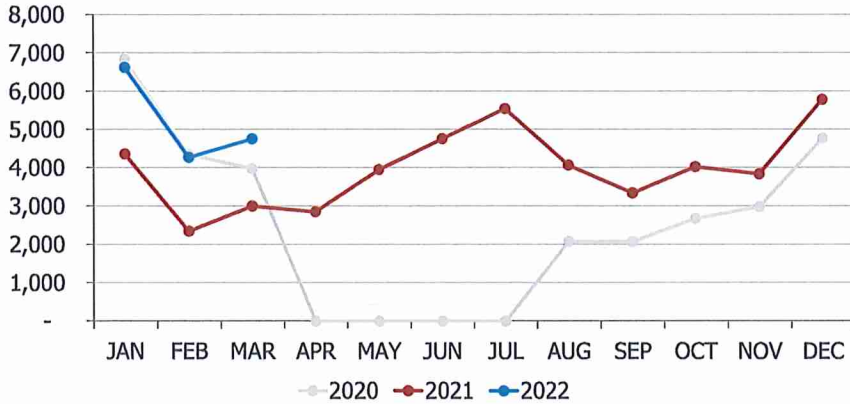
In March 2022, RNO served 2,050 passengers on charter flights, a decrease of 30.3% when compared to March 2021.

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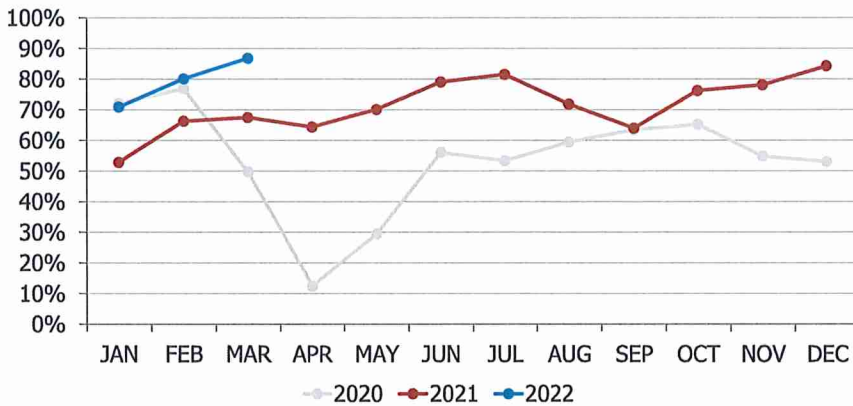


## TOTAL INTERNATIONAL PASSENGERS

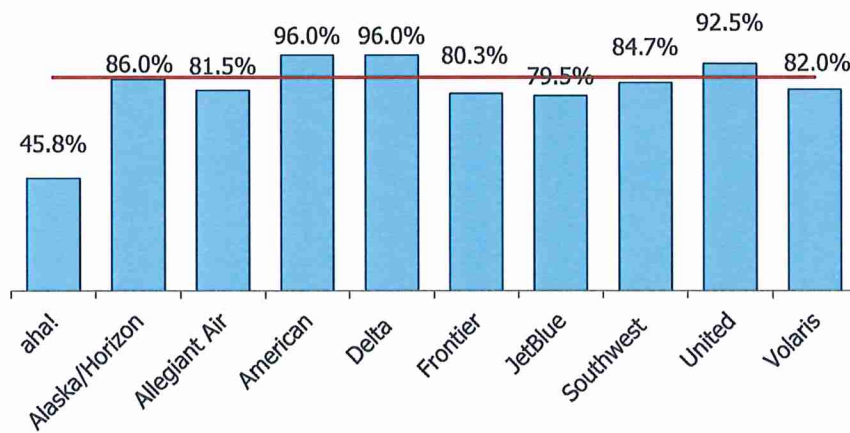


In March 2022, RNO served 4,757 international passengers, an increase of 58.4% when compared to March 2021.

## AVERAGE ENPLANED LOAD FACTOR



In March 2022, RNO's average enplaned load factor was 86.9%, an increase of 19.4 pts. versus March 2021.



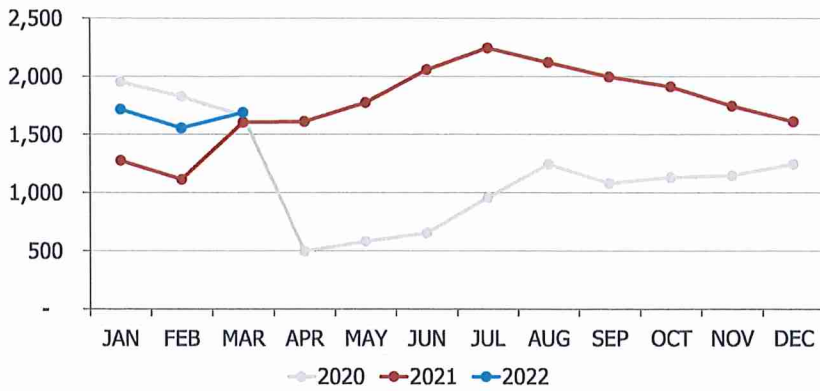
The red horizontal line on the left represents RNO's average enplaned load factor.

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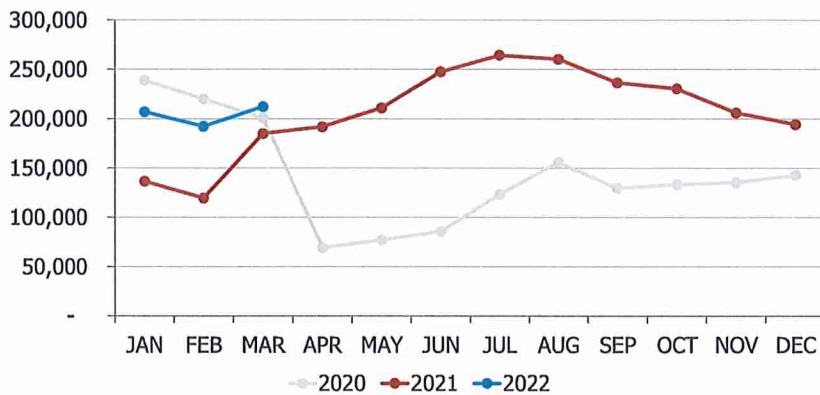


## DEPARTURES



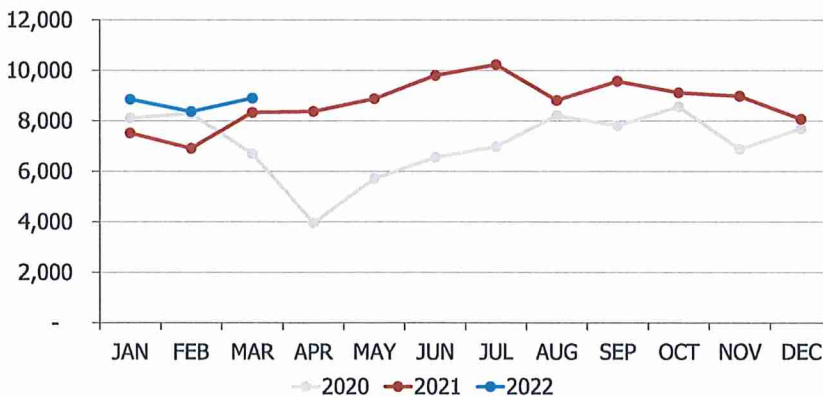
In March 2022, RNO handled 1,691 departures, an increase of 5.2% when compared to March 2021. This includes charter flights on Swift Air and Sun Country Airlines. Without the charter flights, the departures were up 5.6% for the same period.

## DEPARTING SEATS



In March 2022, RNO offered 212,493 departing seats, an increase of 14.8% when compared to March 2021. This does not include charter flights.

## TOTAL OPERATIONS



A total of 8,904 operations were handled at RNO in March 2022, an increase of 6.8% when compared to March 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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## May 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
<b>Austin</b>	American	31	Daily
<b>Bakersfield</b>	aha! ExpressJet	9	Twice weekly. Thu, Sun
<b>Burbank</b>	Southwest	31	Daily
<b>Dallas/Fort Worth</b>	American	93	Three daily
<b>Denver</b>	Southwest	71	Twice daily. Three daily on Tue, Wed
	United	93	Three daily
<b>Eugene</b>	aha! ExpressJet	13	Three weekly on Mon, Wed, Fri
<b>Fresno</b>	aha! ExpressJet	9	Twice weekly. Thu, Sun
<b>Guadalajara</b>	Volaris	18	Four weekly. Mon, Tue, Wed, Fri
<b>Houston-Intercontinental</b>	United	31	Daily
<b>Las Vegas</b>	Allegiant	18	Four weekly. Mon, Thu, Fri, Sun
	Frontier	15	Three weekly. Mon, Fri, Sat & 12, 26
	Southwest	209	Seven daily. Five on Sat
<b>Long Beach</b>	Southwest	58	Twice daily. Once on Sat
<b>Los Angeles</b>	Alaska	31	Daily
	Delta	93	Three daily
	JetBlue	18	Four weekly. Mon, Thu, Fri, Sun
	Southwest	58	Twice daily. Once on Sat
	United	56	Twice daily. 1-6 once daily
<b>Medford</b>	aha! ExpressJet	9	Twice weekly. Thu, Sun
<b>New York-JFK</b>	JetBlue	19	Four weekly, Mon, Thu, Fri, Sun. May 3
<b>Oakland</b>	Southwest	31	Daily
<b>Ontario</b>	aha! ExpressJet	13	Three weekly. Mon, Wed, Fri
<b>Palm Springs</b>	aha! ExpressJet	9	Twice weekly. Mon, Fri
<b>Pasco</b>	aha! ExpressJet	13	Three weekly. Mon, Wed, Fri
<b>Phoenix</b>	American	82	Two to three daily
	Southwest	58	Twice daily. Once on Sat
<b>Portland</b>	Alaska	62	Twice daily
<b>Redmond/Bend</b>	aha! ExpressJet	9	Twice weekly. Thu, Sun
<b>Salt Lake City</b>	Delta	93	Three daily
<b>San Diego</b>	Southwest	58	Twice daily. Once on Sat
<b>San Francisco</b>	United	124	Four daily
<b>San Jose</b>	Southwest	31	Daily
<b>Seattle</b>	Alaska	111	Four daily. Three daily 19-31
<b>Spokane</b>	aha! ExpressJet	13	Three daily. Mon, Wed, Fri

Multiple airlines in a market

4.26.2022

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Total Passengers Mar-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
<b>1st QTR</b>	<b>879,527</b>	<b>560,320</b>	<b>-36.3%</b>	<b>976,325</b>	<b>74.2%</b>	
APR	17,265	247,220	1331.9%			
MAY	46,015	302,403	557.2%			
JUN	98,619	397,906	303.5%			
<b>2nd QTR</b>	<b>161,899</b>	<b>947,529</b>	<b>485.3%</b>			
JUL	140,986	438,168	210.8%			
AUG	183,343	369,686	101.6%			
SEP	164,103	302,929	84.6%			
<b>3rd QTR</b>	<b>488,432</b>	<b>1,110,783</b>	<b>127.4%</b>			
OCT	173,682	350,631	101.9%			
NOV	148,777	323,508	117.4%			
DEC	154,103	330,687	114.6%			
<b>4th QTR</b>	<b>476,562</b>	<b>1,004,826</b>	<b>110.8%</b>			
<b>TOTAL</b>	<b>2,006,420</b>	<b>3,623,458</b>	<b>80.6%</b>			
<b>YTD</b>		560,320		976,325	74.2%	

Total Enplaned Passengers Mar-22				
Month	2020	2021	2022	% Diff.
JAN	172,452	72,887	147,773	102.7%
FEB	170,067	80,263	155,233	93.4%
MAR	99,986	126,359	185,671	46.9%
APR	8,690	125,009		
MAY	22,807	149,486		
JUN	48,274	197,261		
JUL	66,039	217,124		
AUG	93,015	188,207		
SEP	82,844	152,267		
OCT	87,379	177,407		
NOV	74,910	161,926		
DEC	76,164	164,561		
<b>TOTAL</b>	<b>1,002,627</b>	<b>1,812,757</b>		
<b>YTD</b>		279,509	488,677	74.8%

Total Deplaned Passengers				
Month	2020	2021	2022	% Diff.
JAN	170,344	72,534	148,868	105.2%
FEB	171,868	81,808	155,505	90.1%
MAR	94,810	126,469	183,275	44.9%
APR	8,575	122,211		
MAY	23,208	152,917		
JUN	50,345	200,645		
JUL	74,947	221,044		
AUG	90,328	181,479		
SEP	81,259	150,662		
OCT	86,303	173,224		
NOV	73,867	161,582		
DEC	77,939	166,126		
<b>TOTAL</b>	<b>1,003,793</b>	<b>1,810,701</b>		
<b>YTD</b>		280,811	487,648	73.7%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Mar-22	Mar-21	Diff.
aha!	2,749	45.8%	n/a	n/a
Alaska/Horizon	16,983	86.0%	70.0%	16.1
Allegiant Air	2,534	81.5%	43.9%	37.6
American	28,800	96.0%	73.5%	22.5
Delta	18,811	96.0%	51.0%	45.0
Frontier	2,611	80.3%	65.2%	15.1
JetBlue	6,566	79.5%	53.1%	26.4
Southwest	74,618	84.7%	70.3%	14.4
United	28,367	92.5%	76.2%	16.2
Volaris	2,641	82.0%	53.7%	28.3

Total Cargo Volume in Pounds Mar-22						
	Cargo in Pounds		% Diff.	2022		YOY % Diff.
	2020	2021		Pounds	Metric Tons	
JAN	11,008,444	11,805,228	7.2%	11,052,383	5,012	-6.4%
FEB	10,266,728	10,068,001	-1.9%	10,991,076	4,985	9.2%
MAR	11,356,256	13,204,912	16.3%	12,265,793	5,563	-7.1%
<b>1st QTR</b>	<b>32,631,428</b>	<b>35,078,141</b>	<b>7.5%</b>	<b>34,309,252</b>	<b>15,560</b>	<b>-2.2%</b>
APR	11,090,789	12,611,682	13.7%			
MAY	11,613,489	12,048,247	3.7%			
JUN	12,488,906	13,000,085	4.1%			
<b>2nd QTR</b>	<b>35,193,184</b>	<b>37,660,014</b>	<b>7.0%</b>			
JUL	13,387,102	12,722,035	-5.0%			
AUG	12,563,172	11,636,003	-7.4%			
SEP	13,014,081	13,055,518	0.3%			
<b>3rd QTR</b>	<b>38,964,355</b>	<b>37,413,556</b>	<b>-4.0%</b>			
OCT	13,281,548	12,660,541	-4.7%			
NOV	11,988,995	12,089,489	0.8%			
DEC	15,834,177	16,260,767	2.7%			
<b>4th QTR</b>	<b>41,104,720</b>	<b>41,010,797</b>	<b>-0.2%</b>			
<b>TOTAL</b>	<b>147,893,687</b>	<b>151,162,508</b>	<b>2.2%</b>			
<b>YTD</b>		35,078,141		34,309,252	15,560	-2.2%

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north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center

### Visitor Report: March 2022

#### VISITORS SERVED:

##### Feb 2022

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

##### Mar 2021

Total TC & KB Walk-ins 1,237  
 Total Phone Calls: 153  
 Total 1,390

##### Mar 2022

Total TC&KB Walk-ins: 1,990  
 Total Phone Calls: 179  
 Total 2,169

#### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>	<b>Lodging</b>	<b>Historic / Museum</b>	<b>Events</b>
<b>258</b>	<b>39</b>	<b>74</b>	<b>34</b>
<b>Tours</b>	<b>Surrounding Towns (SLT / Truckee)</b>	<b>Retail</b>	<b>Transportation</b>
<b>15</b>	<b>16</b>	<b>130</b>	<b>22</b>
<b>Services – Road Conditions etc</b>	<b>Activities Mountain / Trails</b>	<b>Activities / Lake</b>	<b>Maps / Directions</b>
<b>428</b>	<b>317</b>	<b>117</b>	<b>611</b>

**TOTAL 2071 = 67 referrals per day**

#### MARCH Highlights

- YTD the Visitor Information Center (VIC) has served 18% more walk-in and call-in visitors than during last year.
- YTD the Visitor Center is up almost 10% compared to last year. Our sales suffered from smoke, fires and Holiday blizzard
- Most of the calls we answered were about ski conditions and road conditions.
- Exhibiting new local artist – Romi. Had 2 artist signings at the VIC
- Continue to participate as the fulfillment center for the Plates for Powder Program.
- Continued servicing our local businesses by being a distribution center for 3 ply masks, sanitizer, funnels, pumps, signs and floor decals
- Promoted Homewood's Pride Ride by giving out rainbow flags, schedules of events and discounts cards to local businesses.
- Provided the conference room for a deposition meeting



# **North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

March 31, 2022

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet**  
As of March 31, 2022

Accrual Basis

	Mar 31, 22	Mar 31, 21	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
1000-00 · Cash	607,440	685,045	(77,604)	(11)%
<b>Total Checking/Savings</b>	607,440	685,045	(77,604)	(11)%
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	9,551	1,140	8,411	738%
<b>Total Accounts Receivable</b>	9,551	1,140	8,411	738%
<b>Other Current Assets</b>				
1200-99 · Accounts Receivable - Other	0	60	(60)	(100)%
1350-00 · Security Deposits	100	100	0	0%
<b>Total Other Current Assets</b>	100	160	(60)	(38)%
<b>Total Current Assets</b>	617,092	686,345	(69,253)	(10)%
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	50,171	71,225	(21,054)	(30)%
<b>Total Other Assets</b>	50,171	71,225	(21,054)	(30)%
<b>TOTAL ASSETS</b>	<b>667,263</b>	<b>757,570</b>	<b>(90,307)</b>	<b>(12)%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
2000-00 · Accounts Payable	159,646	63,203	96,443	153%
<b>Total Accounts Payable</b>	159,646	63,203	96,443	153%
<b>Total Current Liabilities</b>	159,646	63,203	96,443	153%
<b>Total Liabilities</b>	159,646	63,203	96,443	153%
<b>Equity</b>				
32000 · Unrestricted Net Assets	192,669	486,983	(294,315)	(60)%
Net Income	314,949	207,384	107,565	52%
<b>Total Equity</b>	507,617	694,367	(186,750)	(27)%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>667,263</b>	<b>757,570</b>	<b>(90,307)</b>	<b>(12)%</b>

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of March 31, 2022

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	999.00	0.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	0.00	0.00	0.00	0.00	0.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
Tahoe North Tahoe Trans Mgmt Assoc.	3,000.00	0.00	0.00	0.00	0.00	3,000.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	1,276.17	0.00	1,276.17
The Village of Palisades	0.00	0.00	0.00	1,276.17	0.00	1,276.17
Truckee North Tahoe Trans Mgmt Assoc	0.00	0.00	3,000.00	0.00	0.00	3,000.00
<b>TOTAL</b>	<b><u>3,000.00</u></b>	<b><u>0.00</u></b>	<b><u>3,000.00</u></b>	<b><u>3,551.34</u></b>	<b><u>0.00</u></b>	<b><u>9,551.34</u></b>

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of March 31, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Amber Burke	18.72	0.00	0.00	0.00	0.00	18.72
AugustineIdeas	35,571.10	0.00	0.00	0.00	0.00	35,571.10
Just Imagine	10,125.00	0.00	0.00	0.00	0.00	10,125.00
MAHK Advertising	112,165.78	0.00	0.00	0.00	0.00	112,165.78
NLTRA	265.00	0.00	0.00	0.00	0.00	265.00
Sierra Business Council	1,500.00	0.00	0.00	0.00	0.00	1,500.00
<b>TOTAL</b>	<b><u>159,645.60</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>159,645.60</u></b>



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

March 2022

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
<b>Income</b>							
4000-00 · LTIVCBVB Funding	57,667	57,666	1	518,996	518,994	2	692,000
4001-00 · NLTRA Funding	14,782	61,067	(46,284)	824,994	871,278	(46,284)	1,100,000
4004-00 · IVCBVB Entertainment	0	0	0	6,000	6,000	0	8,000
<b>Total Income</b>	<b>72,449</b>	<b>118,733</b>	<b>(46,283)</b>	<b>1,349,990</b>	<b>1,396,272</b>	<b>(46,282)</b>	<b>1,800,000</b>
<b>Gross Profit</b>	<b>72,449</b>	<b>118,733</b>	<b>(46,283)</b>	<b>1,349,990</b>	<b>1,396,272</b>	<b>(46,282)</b>	<b>1,800,000</b>
<b>Expense</b>							
<b>5000-00 · CONSUMER MARKETING</b>							
5002-00 · Consumer Print	10,125			10,125			
5002-01 · Native Display	0	13,500	(13,500)	33,833	53,000	(19,167)	70,000
5004-00 · Trip Advisor	13,539	10,000	3,539	33,757	35,000	(1,243)	50,000
5005-00 · Paid Social	20,593	24,000	(3,407)	65,912	98,660	(32,748)	132,960
5005-01 · Digital Display / Retargeting	5,663	12,860	(7,197)	64,502	58,250	6,252	79,000
5007-00 · Creative Production							
5007-01 · Creative Production	30,557	0	30,557	60,059	112,500	(52,441)	150,000
5007-02 · Website Production	0			1,876	0	1,876	0
5007-03 · Photo/Video Creative	3,182	2,372	810	29,188	21,353	7,835	28,469
5007-00 · Creative Production - Other	128	0	128	1,020	0	1,020	0
<b>Total 5007-00 · Creative Production</b>	<b>33,866</b>	<b>2,372</b>	<b>31,494</b>	<b>92,143</b>	<b>133,853</b>	<b>(41,710)</b>	<b>178,469</b>
5010-00 · Account Strategy & Management	7,000	7,000	0	63,000	63,000	0	84,000
5016 · Video Streaming	38,634	23,000	15,634	91,227	75,000	16,227	105,000
5017-00 · Rich Media	0			600	0	600	0
5018-00 · Media Commission	11,504	14,151	(2,647)	39,337	52,025	(12,688)	71,166
5018-01 · Digital Ad Serving	90	1,000	(910)	608	4,300	(3,692)	6,000
5020-00 · Search Engine Marketing	10,950	10,000	950	37,207	38,000	(793)	54,000
5022-00 · Email	5,000	0	5,000	14,999	15,000	(1)	20,000
5024-00 · Fusion 7	0	2,000	(2,000)	5,000	18,000	(13,000)	24,000
5025-00 · Expedia	0	15,000	(15,000)	0	15,000	(15,000)	15,000
5029-00 · Television	0	0	0	0	7,000	(7,000)	14,000
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>156,963</b>	<b>134,883</b>	<b>22,080</b>	<b>552,250</b>	<b>666,088</b>	<b>(113,838)</b>	<b>903,595</b>
<b>5110-00 · LEISURE SALES</b>							
5107-00 · Creative Production	0	500	(500)	0	1,500	(1,500)	2,000
5111-00 · FAMS - Domestic	0	1,000	(1,000)	0	1,500	(1,500)	1,500
5112-00 · Training / Sales Calls	0	3,000	(3,000)	3,568	5,000	(1,432)	5,000
5113-00 · Additional Opportunities	0	0	0	185	6,000	(5,815)	9,050
5115-00 · Travel Agent Incentive Program	0	0	0	0	4,750	(4,750)	4,750
5131-00 · FAMS -Intl - Travel Trade	0	0	0	0	2,250	(2,250)	2,250
5133-00 · Ski-Tops	0	2,150	(2,150)	0	4,000	(4,000)	4,000
5134-00 · Intl Marketing - Additional Opp	0	0	0	0	0	0	4,000
5137-00 · Co-op Opportunities	0	3,000	(3,000)	0	6,000	(6,000)	6,000
5143-00 · Mountain Travel Symposium	0	1,500	(1,500)	2,395	4,500	(2,105)	6,000
5144-00 · IPW - POW WOW	0	0	0	4,334	5,000	(666)	16,000
5145-00 · TIA Annual Dues	219	2,700	(2,481)	656	2,700	(2,044)	2,700
5155-00 · California Star Program	0	0	0	0	3,000	(3,000)	3,000
5157-00 · International Efforts	0	5,000	(5,000)	0	10,000	(10,000)	15,000
<b>Total 5110-00 · LEISURE SALES</b>	<b>219</b>	<b>18,850</b>	<b>(18,631)</b>	<b>11,138</b>	<b>58,200</b>	<b>(45,062)</b>	<b>81,250</b>
<b>5200-00 · PUBLIC RELATIONS</b>							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	5,000	1,000	42,000	40,000	2,000	55,000
5202-00 · PR Program/ Content Dev - Blogs	1,606	1,500	106	5,128	9,000	(3,872)	12,000
5204-00 · Media Mission(s)	0	0	0	2,967	24,000	(21,033)	24,000
5206-00 · Digital Buy/ Social Media Boost	800	800	0	7,200	7,200	0	9,600
5207-00 · Content Campaigns/Tools-My Emma	265	240	25	2,210	2,160	50	2,880
5208-00 · International Travel Media FAMS	0	0	0	0	3,000	(3,000)	3,000
5209-00 · Domestic Travel Media FAMS	2,791	3,100	(309)	11,712	12,400	(688)	18,600
5210-00 · Content Dev - Newsletters	840	1,800	(960)	8,850	16,200	(7,350)	21,600
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	53,000	53,000	0	71,000
5212-00 · Social Giveaways & Contests	0	0	0	900	5,400	(4,500)	7,200
5214-00 · Social Takeover	0	2,500	(2,500)	107	7,500	(7,393)	10,000
5216-00 · PR Content Development + Distri	0	1,500	(1,500)	1,320	4,500	(3,180)	6,000
5221-00 · Photography & Video Asset Dev	0	2,000	(2,000)	5,750	6,000	(250)	8,000
5222-00 · Media Tracking / Membership	0	294	(294)	2,660	2,646	14	3,530
5280-00 · PR Meals / Entertainment	0	250	(250)	203	1,250	(1,047)	1,500
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>18,302</b>	<b>24,984</b>	<b>(6,682)</b>	<b>144,008</b>	<b>194,256</b>	<b>(50,248)</b>	<b>253,910</b>
<b>6000-00 · CONFERENCE SALES</b>							
6005-00 · Paid Media	5,673	6,512	(839)	14,454	16,578	(2,124)	24,114
6006-00 · CVENT	712	916	(204)	6,445	8,218	(1,773)	10,967
6007-00 · Creative Production	1,320	5,000	(3,680)	14,973	10,000	4,973	10,000
6014-00 · MCC Group Incentive Program	0	1,000	(1,000)	0	5,000	(5,000)	7,000
6015-00 · MCC National Memberships	0	0	0	0	0	0	779
6016-00 · MCC Search Engine Marketing	85			85	0	85	0
6018-00 · MCC Media Commission	697	459	238	4,912	3,213	1,699	4,590
6018-01 · MCC Digital Ad Serving	7	41	(34)	40	377	(337)	500
6019-00 · Conference Direct Partnership	583	0	583	4,083	7,000	(2,917)	7,000
6128-00 · HelmsBriscoe Strategic Partner	583	0	583	5,250	7,000	(1,750)	7,000
6152-00 · Client Events / Opportunities	8,000	1,000	7,000	9,650	4,000	5,650	17,000
6153-00 · Chicago Sales Rep Support	125	0	125	1,670	1,250	420	2,500

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

March 2022

Accrual Basis

	Mar 22	Budget	\$ Over Budget	Jul '21 - Mar ...	YTD Budget	\$ Over Budget	Annual Budget
<b>Total 6000-00 · CONFERENCE SALES</b>	17,787	14,928	2,859	61,562	62,636	(1,074)	91,450
<b>6100-00 · TRADE SHOWS</b>							
6111-00 · Site Inspections	0	1,500	(1,500)	461	4,500	(4,039)	6,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	1,597	5,000	(3,403)	5,000
6120-01 · Sac River Cats Client Event	0			500	0	500	0
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	0	0	0	7,500	6,000	1,500	6,000
6154-00 · HelmsBriscoe ABC	0	0	0	227	0	227	5,500
6155-00 · Connect Trade Shows	0			991			
6156-00 · Connect California	0	0	0	0	5,500	(5,500)	5,500
6156-02 · Connect Chicago	0	0	0	0	4,700	(4,700)	4,700
6156-05 · Connect Northwest	0	0	0	0	5,500	(5,500)	5,500
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	1,500	(1,500)	1,500
6160-01 · AllThingsMeetings East Bay	0	1,500	(1,500)	0	1,500	(1,500)	1,500
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	4,500
6166-00 · Sports Commission	0	0	0	0	420	(420)	420
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,500
6171-00 · Outdoor Retailer	0	0	0	0	1,500	(1,500)	1,500
6180-00 · Conference Direct CA	0			1,167	0	1,167	0
6182-00 · Destination Celebration	0	0	0	1,116	2,275	(1,159)	2,275
<b>Total 6100-00 · TRADE SHOWS</b>	0	3,000	(3,000)	13,558	38,395	(24,837)	53,895
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>							
5008-00 · Cooperative Programs	(3,000)	3,000	(6,000)	(6,000)	21,000	(27,000)	30,000
5009-00 · Fulfillment / Mail	0	200	(200)	1,686	1,800	(104)	2,400
5021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	50,000	75,000	(25,000)	100,000
5123-00 · HSVC - High Sierra Visitors	167	0	167	1,500	0	1,500	2,000
5124-00 · Reno Tahoe Territory Membership	0	0	0	0	1,000	(1,000)	1,000
7001-00 · Miscellaneous	0			837	0	837	0
7002-00 · CRM Subscription	833	885	(52)	7,167	7,965	(798)	10,620
7003-00 · IVCBVB Entertainment Fund	0	2,000	(2,000)	303	6,000	(5,697)	8,000
7004-00 · Research	2,705	2,750	(45)	27,803	24,750	3,053	83,000
7005-00 · Film Festival	0			15,000	15,000	0	15,000
7006-00 · Special Events	0	0	0	70	0	70	20,000
7007-00 · DestImetrics / DMX	2,370	8,338	(5,968)	14,217	25,014	(10,797)	33,352
7008-00 · Opportunistic Funds	1,500			3,000	25,000	(22,000)	25,000
7009-00 · Tahoe Cam Usage	0	177	(177)	0	1,593	(1,593)	2,124
7010-00 · Photo Management & Storage	621	625	(4)	5,587	5,625	(38)	7,757
7020-00 · Collateral Production / PrintIn	0			724	0	724	0
8700-00 · Automobile Expense*	19			448	0	448	0
7000-00 · COMMITTED & ADMIN EXPENSES - Other	0			188			
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	5,214	42,975	(37,761)	122,539	209,747	(87,208)	340,253
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>							
8002-00 · Content Manager Contractor	4,250	4,250	0	38,250	38,250	0	51,000
8003-00 · Website Hosting Maintenance	178	25	153	1,737	1,627	110	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	67,500	67,500	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	22,500	22,500	0	30,000
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	14,428	14,275	153	129,987	129,877	110	173,161
<b>Total Expense</b>	212,912	253,895	(40,983)	1,035,041	1,357,199	(322,158)	1,897,514
<b>Net Income</b>	(140,462)	(135,162)	(5,300)	314,949	39,073	275,876	(97,514)

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

Accrual Basis

July 2021 through March 2022

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	518,996.00	328,800.00	190,196.00	57.9%
4001-00 · NLTRA Funding	824,993.71	546,252.63	278,741.08	51.0%
4004-00 · IVCBVB Entertainment	6,000.00	6,000.00	0.00	0.0%
4099-00 · Revenue - Other	0.00	45,200.00	-45,200.00	-100.0%
<b>Total Income</b>	<b>1,349,989.71</b>	<b>926,252.63</b>	<b>423,737.08</b>	<b>45.8%</b>
<b>Gross Profit</b>	<b>1,349,989.71</b>	<b>926,252.63</b>	<b>423,737.08</b>	<b>45.8%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5002-00 · Consumer Print	10,125.00	0.00	10,125.00	100.0%
5002-01 · Native Display	33,833.32	4,999.98	28,833.34	576.7%
5004-00 · Trip Advisor	33,757.16	5,902.93	27,854.23	471.9%
5005-00 · Paid Social	65,912.11	18,881.83	47,030.28	249.1%
5005-01 · Digital Display / Retargeting	64,501.60	40,052.28	24,449.32	61.0%
5007-00 · Creative Production				
5007-01 · Creative Production	60,058.98	45,825.56	14,233.42	31.1%
5007-02 · Website Production	1,875.60	4,012.50	-2,136.90	-53.3%
5007-03 · Photo/Video Creative	29,188.33	6,501.63	22,686.70	348.9%
5007-00 · Creative Production - Other	1,020.00	1,275.00	-255.00	-20.0%
<b>Total 5007-00 · Creative Production</b>	<b>92,142.91</b>	<b>57,614.69</b>	<b>34,528.22</b>	<b>59.9%</b>
5010-00 · Account Strategy & Management	63,000.00	54,000.00	9,000.00	16.7%
5010-02 · Website Strategy & Analysis	0.00	16,020.00	-16,020.00	-100.0%
5016 · Video Streaming	91,226.93	0.00	91,226.93	100.0%
5017-00 · Rich Media	600.00	0.00	600.00	100.0%
5018-00 · Media Commission	39,337.27	30,468.43	8,868.84	29.1%
5018-01 · Digital Ad Serving	607.73	332.89	274.84	82.6%
5020-00 · Search Engine Marketing	37,206.93	34,744.30	2,462.63	7.1%
5022-00 · Email	14,999.10	4,162.45	10,836.65	260.3%
5024-00 · Fusion 7	5,000.00	18,000.00	-13,000.00	-72.2%
5029-00 · Television	0.00	10,154.30	-10,154.30	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>552,250.06</b>	<b>295,334.08</b>	<b>256,915.98</b>	<b>87.0%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	0.00	150.00	-150.00	-100.0%
5112-00 · Training / Sales Calls	3,567.78	119.88	3,447.90	2,876.1%
5113-00 · Additional Opportunities	185.07	0.00	185.07	100.0%
5131-00 · FAMS -Intl - Travel Trade	0.00	600.00	-600.00	-100.0%
5137-00 · Co-op Opportunities	0.00	10,000.00	-10,000.00	-100.0%
5143-00 · Mountain Travel Symposium	2,395.00	995.00	1,400.00	140.7%
5144-00 · IPW - POW WOW	4,333.67	0.00	4,333.67	100.0%
5145-00 · TIA Annual Dues	656.25	0.00	656.25	100.0%
5147-00 · AUS / Gate 7	0.00	7,253.72	-7,253.72	-100.0%
5155-00 · California Star Program	0.00	1,166.68	-1,166.68	-100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>11,137.77</b>	<b>20,285.26</b>	<b>-9,147.51</b>	<b>-45.1%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	42,000.00	13,500.00	28,500.00	211.1%
5202-00 · PR Program/ Content Dev - Blogs	5,128.26	9,500.00	-4,371.74	-46.0%
5202-01 · Rich Content Development	0.00	20,500.00	-20,500.00	-100.0%
5204-00 · Media Mission(s)	2,987.27	763.95	2,203.32	288.4%
5206-00 · Digital Buy/ Social Media Boost	7,200.00	4,500.00	2,700.00	60.0%
5207-00 · Content Campaigns/Tools-My Emma	2,210.00	2,700.00	-490.00	-18.2%
5209-00 · Domestic Travel Media FAMS	11,712.00	6,226.27	5,485.73	88.1%
5210-00 · Content Dev - Newsletters	8,850.00	14,400.00	-5,550.00	-38.5%
5211-00 · Social Media Strategy & Mgmt	53,000.00	36,000.00	17,000.00	47.2%
5212-00 · Social Giveaways & Contests	900.00	403.95	496.05	122.8%
5214-00 · Social Takeover	107.42	0.00	107.42	100.0%
5216-00 · PR Content Development + Distri	1,320.00	8,846.81	-7,526.81	-85.1%
5218-00 · Crisis Communication / Training	0.00	5,000.00	-5,000.00	-100.0%
5221-00 · Photography & Video Asset Dev	5,750.00	10,000.00	-4,250.00	-42.5%
5222-00 · Media Tracking / Membership	2,659.95	1,816.00	843.95	46.5%
5280-00 · PR Meals / Entertainment	202.70	28.72	173.98	605.8%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>144,007.60</b>	<b>134,185.70</b>	<b>9,821.90</b>	<b>7.3%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6002-00 · Destination Print	0.00	2,500.00	-2,500.00	-100.0%
6005-00 · Paid Media	14,453.80	28,348.03	-13,894.43	-49.0%
6006-00 · CVENT	6,444.96	10,678.00	-4,233.04	-39.6%
6007-00 · Creative Production	14,972.99	14,895.69	77.30	0.5%
6015-00 · MCC National Memberships	0.00	399.00	-399.00	-100.0%
6016-00 · MCC Search Engine Marketing	85.43	1,475.78	-1,390.35	-94.2%
6018-00 · MCC Media Commission	4,911.64	5,519.54	-607.90	-11.0%
6018-01 · MCC Digital Ad Serving	39.84	0.00	39.84	100.0%
6019-00 · Conference Direct Partnership	4,083.32	5,750.03	-1,666.71	-29.0%
6128-00 · HelmsBriscoe Strategic Partner	5,249.97	5,249.97	0.00	0.0%
6152-00 · Client Events / Opportunities	9,650.00	108.54	9,541.46	8,790.7%
6153-00 · Chicago Sales Rep Support	1,670.18	1,709.44	-39.26	-2.3%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>61,561.93</b>	<b>76,634.02</b>	<b>-15,072.09</b>	<b>-19.7%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	460.84	392.56	68.28	17.4%

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

Accrual Basis

July 2021 through March 2022

	Jul '21 - Mar 22	Jul '20 - Mar 21	\$ Change	% Change
6116-00 · CalSAE Seasonal Spectacular	1,596.53	1,099.00	497.53	45.3%
6120-01 · Sac River Cats Client Event	499.90	0.00	499.90	100.0%
6127-00 · CalSAE Annual	0.00	2,500.00	-2,500.00	-100.0%
6143-00 · Connect Marketplace	7,500.00	4,900.00	2,600.00	53.1%
6154-00 · HelmsBriscoe ABC	227.39	0.00	227.39	100.0%
6155-00 · Connect Trade Shows	990.76	0.00	990.76	100.0%
6157-00 · HPN Partner Conference	0.00	1,175.00	-1,175.00	-100.0%
6160-00 · AllThingsMeetings Silicon Valley	0.00	675.00	-675.00	-100.0%
6167-00 · Nor Cal DMO	0.00	420.00	-420.00	-100.0%
6180-00 · Conference Direct CA	1,166.66	0.00	1,166.66	100.0%
6182-00 · Destination Celebration	1,115.62	0.00	1,115.62	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>13,557.70</b>	<b>11,161.56</b>	<b>2,396.14</b>	<b>21.5%</b>
6106-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.0%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5008-00 · Cooperative Programs	-6,000.00	5,809.00	-11,809.00	-203.3%
5009-00 · Fulfillment / Mail	1,695.59	1,225.85	469.74	38.3%
5021-00 · RASC-Reno Air Service Corp	50,000.00	25,000.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	1,500.03	1,166.69	333.34	28.6%
7001-00 · Miscellaneous	836.91	0.00	836.91	100.0%
7002-00 · CRM Subscription	7,166.67	8,124.98	-958.31	-11.8%
7003-00 · IVCBVB Entertainment Fund	302.62	891.95	-589.33	-66.1%
7004-00 · Research	27,802.84	7,778.75	20,024.09	257.4%
7005-00 · Film Festival	15,000.00	15,000.00	0.00	0.0%
7006-00 · Special Events	70.00	0.00	70.00	100.0%
7007-00 · Destimetrics / DMX	14,217.49	20,217.52	-6,000.03	-29.7%
7008-00 · Opportunistic Funds	3,000.00	131.19	2,868.81	2,186.8%
7009-00 · Tahoe Cam Usage	0.00	2,124.00	-2,124.00	-100.0%
7010-00 · Photo Management & Storage	5,586.75	5,408.22	178.53	3.3%
7020-00 · Collateral Production / Printin	723.94	10,256.45	-9,532.51	-92.9%
7030-00 · Contract Review	0.00	9,517.84	-9,517.84	-100.0%
8700-00 · Automobile Expense*	448.09	396.27	51.82	13.1%
7000-00 · COMMITTED & ADMIN EXPENSES - ...	188.18	0.00	188.18	100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>122,539.11</b>	<b>113,048.71</b>	<b>9,490.40</b>	<b>8.4%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	38,250.00	38,301.94	-51.94	-0.1%
8003-00 · Website Hosting Maintenance	1,737.00	29,917.75	-28,180.75	-94.2%
8004-00 · Website Strategy & Maintenance	67,500.00	0.00	67,500.00	100.0%
8005-00 · Website SEO Strategy/Maint	22,500.00	0.00	22,500.00	100.0%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENA...</b>	<b>129,987.00</b>	<b>68,219.69</b>	<b>61,767.31</b>	<b>90.5%</b>
<b>Total Expense</b>	<b>1,035,041.17</b>	<b>718,869.04</b>	<b>316,172.13</b>	<b>44.0%</b>
<b>Net Income</b>	<b>314,948.54</b>	<b>207,383.59</b>	<b>107,564.95</b>	<b>51.9%</b>





# Aging by Revenue Item

As of 3/31/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
<b>Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)</b>									
<b>Fee Item: 11-20 Employees Membership Dues</b>									
11-20 Employees Membership Dues			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$345.00	\$345.00
1-5 Employees Membership Dues			\$0.00	\$295.00	\$2,645.00	\$885.00	\$0.00	\$7,610.00	\$11,435.00
21-50 Employees Membership Dues			\$540.00	\$540.00	\$2,160.00	\$0.00	\$0.00	\$0.00	\$3,240.00
50-100 Employees Membership Dues			\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$750.00
6-10 Employees Membership Dues			\$0.00	\$0.00	\$4,225.00	\$650.00	\$0.00	\$1,280.00	\$6,155.00
Associate Member Membership Dues			\$100.00	\$50.00	\$0.00	\$50.00	\$0.00	\$150.00	\$350.00
<b>Eblast Totals:</b>			\$170.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$0.00	\$700.00	\$0.00	\$0.00	\$0.00	\$700.00
Non-Profit Membership Dues Totals:			\$680.00	\$340.00	\$1,360.00	\$170.00	\$0.00	\$1,530.00	\$4,080.00
PUD Membership Dues Totals:			\$0.00	\$0.00	\$415.00	\$0.00	\$0.00	\$0.00	\$415.00
<b>Ski Resorts Membership Dues Totals:</b>			\$0.00	\$0.00	\$3,625.00	\$0.00	\$0.00	\$0.00	\$3,625.00
<b>1201-01 Member AR Membership</b>			\$2,240.00	\$1,225.00	\$15,130.00	\$1,755.00	\$0.00	\$10,915.00	\$31,265.00
<b>Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)</b>									
<b>Eblast Totals:</b>			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
<b>1201-03 Member Accounts Receivable</b>			\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$150.00
<b>GRAND TOTALS</b>			\$2,390.00	\$1,225.00	\$15,130.00	\$1,755.00	\$0.00	\$10,915.00	\$31,415.00

**KEY METRICS FOR Mar 31, 2022 FINANCIAL STATEMENTS**

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Mar 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2013 - 2014	4,401,773	2,048,674	3,497,093	1,639,259	\$ 11,586,799
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	6,876,440	3,904,575	6,856,707	3,399,734	\$ 21,037,456
2019 - 2020	7,028,821	3,980,215	5,806,012	1,085,367	\$ 17,900,415
2020 - 2021	7,366,171	3,326,055	6,224,822	4,997,463	\$ 21,914,511
2021 - 2022	7,811,022	5,310,674	2,693,809	-	\$ 15,815,505

Total NLTBID Revenues by Quarter 2021 - 2026 (as reported thru March 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,338,300	1,183,951	310,554		\$ 2,832,804
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Mar 2022)					
Referrals -	2018-19	2019-20	2020-21	2021-22	YOY % Change
Tahoe City:					
Walk In	38546	36049	19635	23197	18.14%
Phone	2185	2335	2072	2052	-0.97%
Email	311	361	369	424	14.91%
Kings Beach (Walk In)	4439	8322	5408	3998	-26.07%
NLT - Event Traffic	3295	3243	749	1604	114.15%
<b>Total</b>	<b>48,776</b>	<b>50,310</b>	<b>28,233</b>	<b>31,275</b>	<b>10.77%</b>

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

Destimetrics Reservations Activity	2021/22	2020/21	YOY % Change
Occupancy	60.1%	56.7%	6.00%
ADR (Average Daily Rate)	\$ 421	\$ 351	19.94%
RevPAR (Rev per Available Room)	\$ 253	\$ 199	27.14%
Occupancy 1 Mth Forecast	36.8%	29.8%	23.49%
ADR 1 Mth Forecast	\$ 311	\$ 308	0.97%
RevPAR 1 Mth Forecast	\$ 114	\$ 92	23.91%
Occupancy (prior 6 months)	51.6%	38.0%	35.79%
ADR (prior 6 months)	\$ 452	\$ 374	20.86%
RevPAR (prior 6 months)	\$ 233	\$ 142	64.08%
Occupancy (next 6 months)	33.0%	27.5%	20.00%
ADR (next 6 months)	\$ 422	\$ 451	-6.43%
RevPAR (next 6 months)	\$ 139	\$ 124	12.10%

Unemployment Rates - EDD	Mar 2022
California (pop. 38,332,521)	5.3%
Placer County (367,309)	2.8%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.0%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
<b>June 2021</b>	<b>366</b>

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 3/31/2022						
	2020-21	2020-21	2021-22	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$ 257,997	\$ 423,363	\$ 1,962,035	363.44%		
Commission for this Revenue	\$ -		\$ -			
Number of Room Nights	1,287	2,423	9,228	280.85%		
Number of Bookings	8	11	28	154.55%		
Conference Revenue And Percentage by County:						
	20-21	21-22				
Placer	100%	\$ 257,997	\$ 353,786	\$ 1,359,251	284.20%	
Washoe	0%	\$ 0	\$ 69,577	\$ 602,784		
South Lake	0%	\$ 0	\$ -			
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$ 257,997</b>	<b>\$ 423,363</b>	<b>\$ 1,962,035</b>	<b>78.42%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	