NLTRA Mission

North Lake Tahoe Resort Association (NLTRA) promotes and manages visitation and collaborates to achieve economic health, community vitality, and environmental sustainability to benefit our residents, businesses and visitors.

Committee Members:
Chair: Carlynne Fajkos, Tahome Marketing | **Vice Chair: Becky Moore,** Granite Peak Management
Adam Wilson, Northstar California I **Brit Crezee**, Sotheby's International Realty
Caroline Craffey, Tahoe Truckee Community Foundation I **Christine Horvath**, Palisades Tahoe I **Connor McCarthy,** Homewood Ski Resort
Kressa Olguin, Hyatt Regency I **Kristy Olk**, Resort at Squaw Creek I **Melissa Burin**, The Ritz-Carlton, Lake Tahoe
Vinton Hawkins, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media
Advisory Placer County Member: **Lindsay Romack**
North Lake Tahoe Resort Association Board Member**: Ray Villaman**

Instruction for Public Participation:
Members of the public may attend the Zoom teleconference by telephone, computer or mobile device. To participate via Zoom, join the meeting from the link:
https://us02web.zoom.us/j/89829338624?pwd=dE1oZUEra0RXenFmbHRKTWJyaEw2dz09

Meeting ID: 898 2933 8624

Passcode: 645800

Dial by your location

+1 669 900 9128 US (San Jose)

AGENDA

2:00 p.m.   1.   Call to Order – Establish Quorum

2:00 p.m.   **2.**   **Approval of Resolution 2022.08**
A RESOLUTION OF THE BOARD OF DIRECTORS OF THE NORTH LAKE TAHOE RESORT ASSOCIATION PROCLAIMING A LOCAL EMERGENCY, RATIFYING THE PROCLAMATION OF A STATE OF EMERGENCY BY GOVERNOR NEWSOM'S ORDER DATED MARCH 4, 2020 AND AUTHORIZING REMOTE TELECONFERENCE MEETINGS OF THE LEGISLATIVE BODIES OF THE NORTH LAKE TAHOE RESORT ASSOCIATION FOR THE PERIOD OF MAY 18, 2022 TO JUNE 18, 2022 PURSUANT TO BROWN ACT PROVISIONS.

2:05 p.m.   3.   Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.

2:10 p.m.   **4**.   **Agenda Amendments and Approval**

2:10 p.m.   **5.**   **Approval of Tourism Development Meeting Minutes from April 26, 2022 (pg. 1)**

2:15 p.m   **6.**   **Review & Approval of NLTMC 2022/23 Strategic Overview - Augustine/Amber Burke (pg. 3)**

2:50 p.m.   **7.**   Review of Draft 22/23 FY Coop Budget - Amber Burke (pg. 18)

3:00 p.m.   **8.**   New Creative/Content Campaigns Update -Augustine/Amber Burke (pg. 19)

3:15 p.m.   **9.**   LTVA Rebrand Update & Discussion - Augustine/Amber Burke (pg. 23)

3:35 p.m.   **10.**   Update on Destination Stewardship Tahoe Project - Tony Karwowski/Amber Burke

3:45 p.m.   **11.**   Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click here for reports) (pg. 29)
- Conference Sales
- Leisure Sales
- Marketing - Augustine Agency
- Reno Tahoe Airport Reports

3:45 p.m.   **12.**   Standing Reports (located on nltra.org; here) (pg. 70)
- Destimetrics Report
- Conference Activity Report
- Lodging Referral Report

3:45 p.m.   **13.**   Committee Member Comments

4:00 p.m.   **14.**   Adjournment

This meeting is wheelchair accessible   *Posted online at www.nltra.org*

Tourism Development Meeting
Draft - Meeting Minutes – Tuesday April 26, 2022

The Tourism Development Meeting was held via Zoom video conferencing.

Committee Members that joined via teleconference: Vinton Hawkins, Melissa Burin, Connor McCarthy, Carlynne Fajkos, Kressa Olguin, Wendy Hummer, Ray Villaman (2:15pm), Caroline Craffey (2:20pm)

Absent: Becky Moore, Adam Wilson, Christine Horvath, Kristy Olk, Brit Creeze

Staff in attendance: Anna Atwood, Tony Karwowski, Amber Burke

Others in attendance: Nicholas Martin, Lindsay Romack

1.   Meeting called to order at 2:09pm and a quorum was established.at 2:33pm.

2.   Public Comment: No public comment

3.   **Agenda Amendments and Approval**
        Motion to approve the agenda as presented VILLAMAN/CRAFFEY/UNANIMOUS

4.   **Approval of meeting minutes from Mar 29, 2022**
        Motion to approve the meeting minutes from Mar 29, 2022 as presented MCCARTHY/HUMMER/UNANIMOUS

5.   **Update on CAP Committee Projects and Measure A 2% TOT Renewal - Lindsay Romack**
        The Capital Projects Advisory Committee (CAP) is co-convened by Placer County and the NLTRA. The 13 seats include representation from: Business Associations, Special Districts, Ski Resorts, NLTRA (At-large) and Placer County (At-large). The CAP Committee objectives are to review grant applications for capital projects, ensure projects are consistent with Tourism Master Plan priorities, hold public meetings to review projects and further engage the community and recommend expenditure of the 2% TOT funds. The TOT funding for the FY 2021/22 grant cycle was $4,945,000. 13 applications were received and $3.24 million recommended to support projects in eastern Placer County. This was approved by the Placer County Board of Supervisors on January 25th, 2022. These projects are consistent with what is outlined in the Tourism Master Plan.

        Romack shared a spreadsheet of the projects being funded and stated that the CAP committee is in its early stages with a new visioning process. This includes looking at priorities and process and adjusting the grant cycle process as well.

        Romack also provided some education around the Measure A and the proposal to reauthorize 2% TOT in North Lake Tahoe. This was first put out to the voters in 1996 and has gone back to the voters in 2002 and 2012 and will be on the ballots in June of 2022. The 2% additional tax generates about $4 million annually for our local region. This fund has also been used to secure matching funds of more than $300 million in local projects. A 2021 community survey shows 81% initial support for TOT ballot measure. Romack highlighted that there is no end date in the Measure A ballot language as previously. It will be in place until the voters decide it's no longer needed. A voter guide was mailed out end of April and the ballots went out on May 9th. Election day is June 7th.

        Villaman question if there are talking points regarding workforce housing that can be shared in support of this measure. Romack touched on some of the initiatives that are currently being worked on and a Lease to Local program that will be presented to the NLTRA Board of Directors in May.

6. NLTRA Organizational Update
Burke gave an update on mission statement, stewardship principles and position statement as some of these are fairly new. Karwowski gave an overview of the new organizational structure and all the new positions that the company is hiring for. Three of these positions, Vice President of Tourism Development, Director of Finance and Director of Destination Management/Chamber are currently posted. Karwowski also updated the committee on the new committees being formed. Two committees were just formed, TBID Advisory and a TBID Zone 1 Committee. The organization is currently seeking new members for a NLTRA TOT Committee. The deadline to apply for this committee is May 10th. Karwowski shared a committee summary and who governs each of these committees.

Hummer recommended allocating a certain amount within the Marketing, Promotion & Special Event budget for large events and if those events doesn't happen those funds should be utilized for something else. Burke will bring sustainability discussion on event and event resource guide as a topic to the May meeting.

7. Staff Updates – Amber Burke
- NLTRA is currently soliciting new members for the TOT committee and the deadline to apply is May 10th.
- Tourism Cares Conference is taking place on May 18-20. There are still spots available for registration.
- The 2022/23 Official Visitors Guide is almost done and will be going to print soon. This publication should be out ready by Memorial Day weekend.
- Tuesday Breakfast Club is on May 3rd. This month's topic will include candidates in the upcoming elections along with information on Measure A.
- Burke will follow up on talking points and share on the Measure A campaign.
- Burke highlighted the three positions currently posted on the Nltra website.
- The CalSAE Elevate Annual Conference just took place at Resort at Squaw Creek. Burke and Karwowski attended a private party at High Camp with partners with over 70 meeting planners in attendance.
- NLTRA is working on a date for this fall for the return of the Community Awards.
- Staff and Agencies will be doing a Strategic meeting tomorrow and she will bring a high-level overview of the plan to the next meeting.

Action to staff (Amber): 1) Share talking points with the committee members on Measure A campaign. 2) Give an update on marketing strategic plan at the next meeting.

8. Departmental Reports these reports can be viewed on our [website](#).

9. Standing Reports- these reports can be viewed on our [website](#).

10. Committee Member Comments
Hummer questioned if the organization is looking for a replacement for Katie Biggers. Burke shared this position has not been posted yet, but a job description is being updated and we hope to have this position filled soon. In the meantime, Burke has been working with the event producers. Hummer also shared the event calendar on the website is looking a little sparse. Burke will send out reminders as it is the event producers' responsibility to add their events to the site.

11. Adjournment – The meeting adjourned at 3:26pm.

Minutes submitted by,
Anna Atwood
NLTRA

NLT FY22/23 Planning Strategy

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Website & SEO

Objectives & Planning

- Increase TOS and decrease bounce rates

    - Identifying top pages that are high in traffic and bounce rate, and adjusting each one

    - Increase pages per session by adding CTAs throughout

- Replace filtered pages with actual pages and unique content

- Page creation

- Site Structure

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Objectives & Planning

- Event Cleanup – better user experience and eliminating duplicate pages

- Blog SEO – past post optimizations and longer form content for key topics.

- Site Speed – continue to evaluate 3rd party code/plugins

- Address Shallow Content – updating venue, organizer and listing pages to add keyworded content.

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Consumer Media

MEDIA STRATEGIES

- Flexibility built within plan

- Seasonality focus during Spring/Fall

- Visitation data used to guide decisions (Fusion7, Arrivalist, Google Analytics)

- Maintain sustainability messaging

- Break away from the Destination Marketing noise

- Introduce new tactics:

    - Google Performance Max

    - Podcast Advertising

- Targets: Personas & High-Value Visitors

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HIGH-VALUE VISITORS

- Length of stay = 4+ nights

- Includes some mid-week

- Origin city = any fly market (national)

- Has higher spending percentage
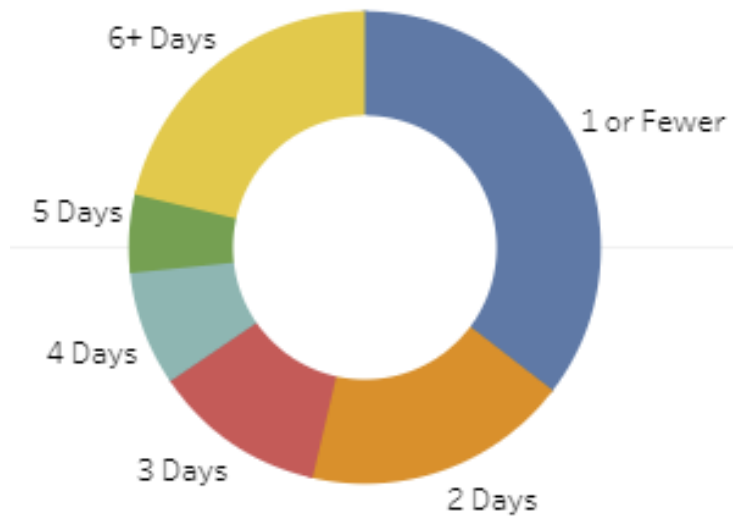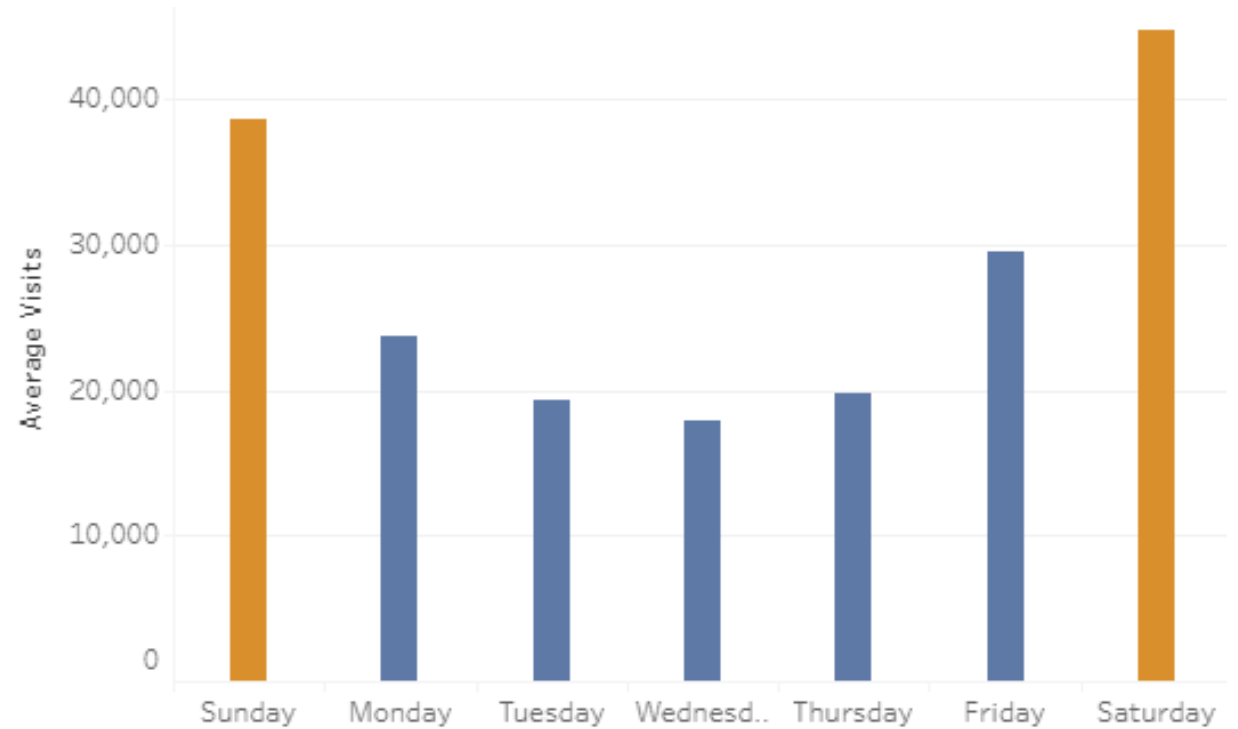
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Social Media

Social Media Objectives & Planning

- Focus on seasonal content creation for platforms in conjunction with our content creators and influencers

- Concentrate on tailoring content per platform based on 2021-2022 audience findings and trends

- Align paid media efforts with organic content

- Leverage giveaways for experiences. Partner with resorts and businesses for seasonal giveaways.

- Focus efforts on video content creation and real time content to showcase the destination from a POV perspective

- Build TikTok seasonal videos and tie in paid media tactics to organic strategy

- Use CrowdRiff to source seasonal imagery

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Public Relations

Objectives & Planning

- Luxury, Top Tier Publications

- Target Markets:

  - Align with Paid Media

  - International – Canada

- Stronger integration with owned and paid channels

- Peak Season: Education
  Shoulder Season: Driving Visitation

- Messaging: Align with brand pillars

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Tactics

- FAM Tours – Traditional Journalists & Influencers

- Quarterly Call for Content

- What's New Round-Up – Spring & Fall

- Peak Season Messaging

- Launch of new programming

- Content Creation

- Desk Sides & Trade Shows/Media Missions

- Crisis Communication

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MCC Media Strategy & Creative

Objectives & Planning

- Balance media platform opportunities

- Continue year-round presence among audiences

- Utilize lead-gen program through Meetings Today and incorporate audience matching through social retargeting

- Maintain presence through social/programmatic using prospecting and retargeting

- Utilize video in retargeting and LinkedIn efforts

- Continue with CVENT, now in 3-year contract

- Explore geo-fencing conferences and events to deliver NLT messaging

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FY 22/23 Recommendations

- Optimize retargeting campaigns across channels to efficiently reach professionals who are ready to plan and book for their companies

- Optimize video across Facebook and YouTube while being supported by static campaigns on the same platforms

- Leverage the IDSS email platform for ongoing organic communications

- Develop additional content/resources to help sale team

- Capture additional photo assets leveraging existing meetings

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Estimated NLT Coop FY 22/23 Category Budget

	FY 22/23	FY 21/22	FY 19/20
Total Revenue Funding	**$2,440,000**	**$1,800,000**	**$2,453,362**
NLTRA Funding	$1,440,000	$1,100,000	$1,503,362
IVCBVB Funding	1,000,000	$700,000	$950,000
Department Expenses	**$2,440,000**	**$1,808,997**	**$2,453,362**
Consumer Media	$1,165,000	$844,778	$1,204,745
Leisure Sales	$150,000	$71,581	$222,695
PR/Communications	$325,000	$240,364	$321,580
Conference Sales	$125,000	$92,440	$144,361
Trade Shows	$75,000	$31,191	$106,610
Committed	$365,000	$355,412	$352,371
Website	$175,000	$173,231	$101,000
Reserves	$60,000	$0	$0

New Content Campaigns

Upcoming Program:
NLT + You and Me

- **Share a video or image** of your favorite place in NLT, the post copy must include where it is

- **Share which Traveler Responsibility Pledge tenet you followed** on your trip (doesn't have to be in the image just in general)

- **Tag us @gotahoenorth and 3 friends for a chance to win** a North Lake Tahoe Gift Card

- At the end of spring winner(s) will be chosen
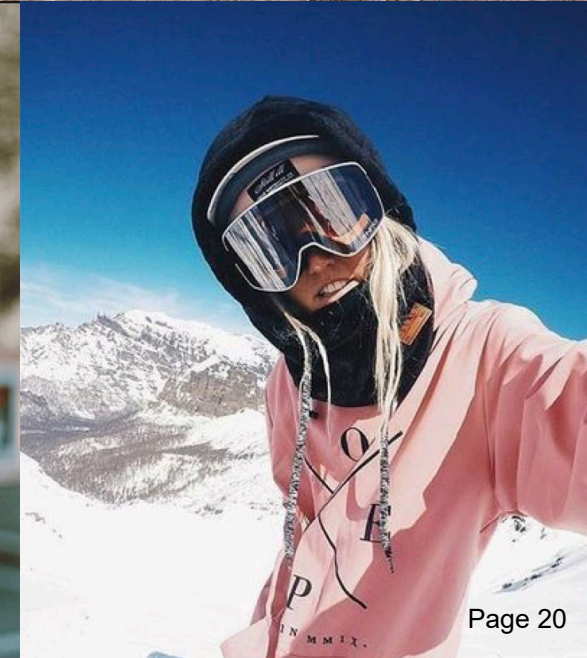
Upcoming Program:
The NLT Challenge

Choose Your Challenge - We'll offer three NLT Challenges:

The Active Traveler: An active challenge for adventure seekers.

The Conscious Traveler: A sustainable challenge using the Traveler Responsibility Pledge.

The Scenic Traveler: Hit up the 12 towns in North Lake Tahoe.

Visitors can do the challenge at their own pace over the course of a few months to encourage multi-night stays. Visitors can share images on a dedicated landing page of them doing the challenge to earn digital badges.

Upcoming Program:
Go To Towns

We'll create a 12 Towns bucket list/checklist and video itinerary (located on the site) designed to showcase each town's offerings to encourage full-week stays and multiple visits.

We will provide three four-town itineraries. We will **create social media badges** (for each town) that travelers can download after visiting each town.

Create a "12 Towners Club": feature individuals on the website who have visited all 12 towns. Create a "What town are you?" trackable quiz or poll. Efficiently leverage all content for blogs, newsletters, social and all communication.

Brand Evolution & LTVA Rebrand

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BRAND EVOLUTION | THE CHALLENGE

The competitive landscape within the Lake Tahoe region is shifting.

Our challenge is to reimagine, redefine and reinforce our positioning within the landscape.

OBJECTIVES

- Elevate and evolve the North Lake Tahoe brand

- Bring Fresh creative thinking based on new insights

- Reinforce North Lake Tahoe's Positioning against competitors

BRAND EVOLUTION
Naming Conventions

Emotional

Reinforces human connection with the destination. Evokes an inviting, relatable and conversational feeling to travelers.

EXAMPLES:

True Lake Tahoe

Pure Lake Tahoe

Naturally North Lake Tahoe

Wild Lake Tahoe

This is Lake Tahoe
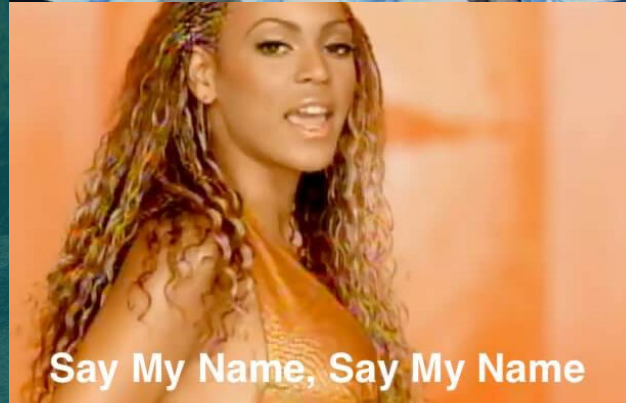
Tactical

Simple and direct in communication. Focuses more on trip planning and builds in a call-to-action.

EXAMPLES:

Travel Lake Tahoe

Travel North Lake Tahoe

Go Tahoe North

Go Lake Tahoe

Discover Lake Tahoe

Stay Lake Tahoe

BRAND EVOLUTION
Equities, Strengths and Differentiators

1

Human Connection with Nature

Product offerings and landscape to pay this off.

2

More World-class Resorts

Amenities that drive national and international visitation

3

Multi-town "Local" Experience & Seasonality

Charm, authenticity, in-market movement, motivates return visitation

4

Responsible Travel Trailblazer

Leader within this space. Appeals to drive market audiences

5

Unique Entertainment & Cultural Events

Events that incorporate the environment. Most unique events in the region

6

The North Lake "Vibe"

Intangible essence of the destination. A "true" Lake Tahoe experience.

BRAND EVOLUTION
Opportunities

- **Establish ourselves as the premier destination within the Lake Tahoe region**
  (be the spot people WANT to stay in)

- **Offer the superior visitor experience (The best of Lake Tahoe resides in the north)**

- **Superior choice for human connection with nature and outdoor activities**

- **Leverage the Intangible vibe of North Lake to communicate a more authentic experience**
  (Not a cookie cutter one size fits all destination)

Brand Evolution: NLT Creative Strategy

- Continuing to elevate the North Lake Tahoe brand

- Implement SEO and top funnel tactics in response to LTVA rebrand

- Photography/Videography treatment shifts

- Art direction enhancements

- Focus on storytelling

- Copy evoking emotional connection to experiences

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May Departmental Reports

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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:
  - o Attended Travel Nevada Southern California Receptive Sales Blitz - March 1-2 with (25) clients across three events
  - o Attended Reno-Tahoe Territory meeting - March 9th
  - o Visit California Digital Optimization Project: Virtual Online Business Profile Fundamentals- shared with NLT partners from High Sierra Council - March 17th
  - o WebBds Market Manager Tamika Cockrell on product development

- Key Projects:
  - o Process GoWest Summit leads
  - o 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
  - o Submit appointment requests at Mountain Travel Symposium April 4-7
  - o Register to attend Visit California Mexico Sales Mission April 26-28
  - o Building itinerary for influencer Sara MCarty through High Sierra Council May 11
  - o Register for The Cup and IPW June 1-8

FAM's

  - o 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

April 2022 Monthly Report

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April Executive Summary – Consumer Campaign

- After a month running higher budgets and new markets, CTR increased overall by 6% and CPC decreased by $0.07. While TOS conversion costs will need optimizations, the CTR and CPC indicated a continued healthy transition into spring.

- Paid Social surpassed March's Paid Search to earn 68% of all TOS conversions. Paid Search and Display contributed similar numbers of conversions as March.

  - Social earned 68% of channel TOS conversions with only 15% of total impressions. The channel remains one of the most effective media investments for NLT Consumer.

- Fishing continues to lead as a top search term, garnering the most impressions.

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April Executive Summary – MCC Campaign

- Overall growth for the MCC campaign was a little slower in April, as March had a large surge in impressions and TOS conversions. Overall, April boasted 30,000 fewer impressions than in March as well.

- However, CTR rose by 12% from last month, and the CPC decreased by $0.45.

- Display continued to earn the most TOS conversions at 70% with video and social earning the rest at 30%.

- For video content, Facebook video had the highest completion rates.

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April Executive Summary - Website

- Website metrics continued to grow modestly (+13%) in April.

- Top states followed suit with paid media campaign target markets, with CA driving the most visitation followed by TX.

- The spring activities page was the top page due to the paid media campaign. Other informational pages were high on the list, along with the summer activities page (again demonstrating that people are planning ahead).

- Organic search continued to drive the most traffic by channel, as we've seen in previous months.

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April Executive Summary - Content

- There was a healthy uptick in CrowdRiff gallery engagement, reaching over 51% (the metric was at 38% in March).

- In April, we featured one blog on sustainability, specifically on bear awareness and safety tips.

- eNewsletter performed really well, including a segmented eblast sent to a New York City audience. The eblast boasted a nearly 38% open rate and a very high CTR of 8%.

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April Executive Summary – PR Coverage

- In April, there were 7 secured clips with estimated digital monthly visits of 33.2M and estimated digital coverage views of 76.8K.

- Coverage featured the Tahoe Biltmore party before closing, 12+ best things to do in Lake Tahoe, National Pet Day, family resorts to book for Mother's Day and the most underrated summer destinations.

- Pitching efforts primarily focused on spring dual days and educational opportunities for kids in North Lake Tahoe (i.e. summer camps and the Tahoe Science Center).

- Augustine also collaborated on several articles, including *Marie Claire* and Tahoe.com, hosted influencer @poshinprogress, who shared North Lake Tahoe with her 600K followers across multiple platforms, and worked with local reporters on the Biltmore closing and their closing event.

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April Executive Summary – Organic Social Media

- Facebook content promoted spring activities, the end of spring season and lodging. Top preforming posts included spring lakeside views, Earth Day messaging and Tahoe updates. In April, there were 59K engagements and an overall engagement rate of 2.2% (benchmark 0.30%).

- Instagram content promoted spring activities and lodging. The page saw an increase in organic engagements by 5%.

- Augustine continued to promote spring messaging on Twitter. This audience increased gaining 74 followers.

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Consumer Paid Media Executive Summary

- While TOS costs increased by $9, TOS conversions rose 14% to a total of 2,785 for the markets overall.
    - Houston passed LA this month and earned 29% of total market conversions, followed by Dallas at 23% and LA at 21%.
    - Comparing the Expanded Markets exclusively, Monterey-Salinas earned 55% and Fresno earned 45% of TOS conversions, the same results as March.
- After a month running higher budgets and new markets, CTR increased overall by 6% and CPC decreased by $0.07. While TOS conversion costs will need optimizations, the CTR and CPC indicated a continued healthy transition into spring.
- Paid Social surpassed March's Paid Search to earn 68% of all TOS conversions. Paid Search and Display contributed similar numbers of conversions as March.
    - Social earned 68% of channel TOS conversions with only 15% of total impressions. The channel remains one of the most effective media investments for NLT Consumer.

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Consumer Paid Media Recommendations

- Optimizations with audiences and keywords to boost Paid Search and Display TOS conversions.
- Prepare to refresh Paid Search campaigns based on possible new domain purpose.
- Spring creative with snow has been edited to show spring-only imagery.
    - Any video or OTT with snow/skiing imagery finished 4/24.
- Will be rotating in the summer campaign in May.

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MCC Paid Media Executive Summary

- April optimizations maintained similar TOS results from previous months but did raise CTR by 12% and lowered CPC by $0.45.
  - The April campaign reported 30,000 fewer impressions than in March.
- Display earned 70% of total TOS conversions and video/social earned 30%.
- Facebook videos had the highest completion rates and the 15s creative had 19% higher completion rates than the 30s.

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MCC Paid Media Recommendations

- While Facebook Video optimizations dropped the CPC by $0.30 since March, further optimizations could make the platform more competitive with CTRs and CPCs.
- Continue to monitor and adjust budget as the fiscal year closes end of June.
- Continue to optimize towards video clicks and conversions across YouTube, LinkedIn and Facebook.
- Adjust Facebook spend to balance more evenly across live creative.

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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.

Creative Projects

- Spring Campaign – Updated creative to be remove snow activities to reflect current weather conditions.

- Summer Campaign – New creative to be provided and completed in May.

- 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.

- Continue planning for next fiscal year.

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Industry Insights

- More and more travelers are prioritizing sustainability as the years pass by. The Vacationer recently polled more than 1,000 American adults and found that **87.32% agree that sustainable travel is important**. What's more, more than **four-fifths of U.S. adults 81.57% said that they plan to make more sustainable or eco-friendly decisions when planning travel.** That figure is up from just three-fourths in 2021 (74.85%). (Travel Pulse, "The Power of Travel Tourism Trends Shaping Today and Tomorrow)

- Wakefield Research found that **almost all travelers (98%) are prioritizing wellness activities or wellness-centric travel in 2022**. Wellness can come in many forms, however. The study shows that **many Americans feel mentally refreshed on vacation after connecting with the local culture (41%) or simply shutting their phone off to unplug (33%).** Women are more likely to prioritize reconnecting with family and friends (46%) while men are likely to focus on healthy eating (34%), the study also found. (Travel Pulse, "The Power of Travel Tourism Trends Shaping Today and Tomorrow)

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Industry Insights

- **A majority of travelers are planning long weekends but most are going longer with 38 percent traveling for five to seven days during the summer and 20 percent traveling for longer than a week**. **Millennials are the generation most likely to go on shorter getaways, whether they are quick, two-night escapes (39 percent) or long weekend trips (64 percent).** Holidays remain the most popular times to travel with the Fourth of July the most popular, followed by Memorial Day and Labor Day weekends. **Kids are guaranteed lots of fun as the survey revealed that parents are splurging on all kinds of things this summer. Moms and dads are spending big on food and drinks (77 percent), entertainment and activities (56 percent), and accommodations (42 percent) more so than non-parents (73 percent, 48 percent, and 30 percent, respectively).** (Travel Pulse, "Summer Vacations Are Back")

- **Forty-eight percent of people also booked closer-to-home experiences as they began traveling outside of their hometowns and expanding their comfort radius. (Travel Pulse, "New 2022 Trend Report Finds Outdoor Experiences still Top of Mind")**

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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.
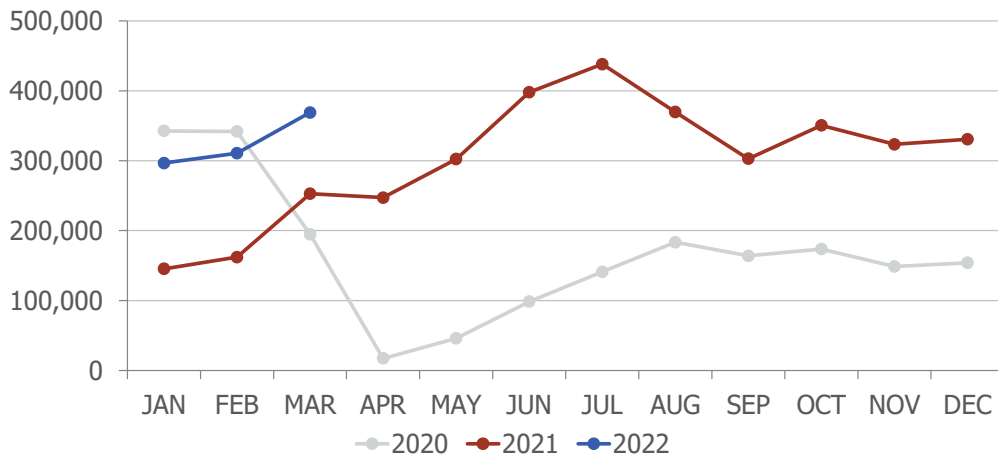
Passengers

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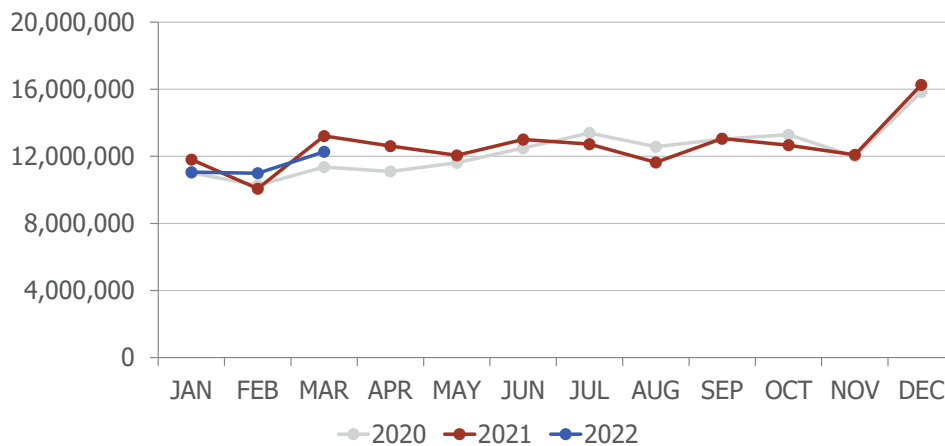
In March 2022, UPS cargo volume was up 2.8%, and DHL was up 6.6% when compared to March 2021. FedEx was down 9.4% during the same period.

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Reno-Tahoe
International
Airport

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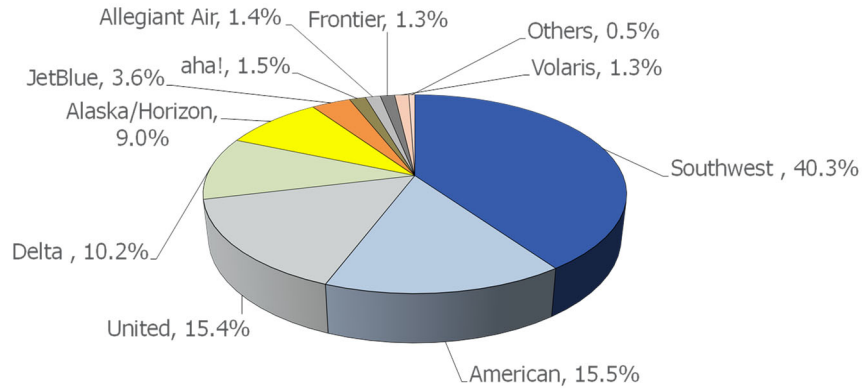
Airline Market Share			
	Mar-22	Mar-21	YOY Change
aha!	1.5%	n/a	n/a
Alaska/Horizon	9.0%	10.3%	(1.3)
Allegiant Air	1.4%	2.1%	(0.7)
American	15.5%	19.1%	(3.6)
Delta	10.2%	10.3%	(0.1)
Frontier	1.3%	1.6%	(0.2)
JetBlue	3.6%	0.9%	2.7
Southwest	40.3%	38.5%	1.8
United	15.4%	14.9%	0.5
Volaris	1.3%	1.2%	0.1
Others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

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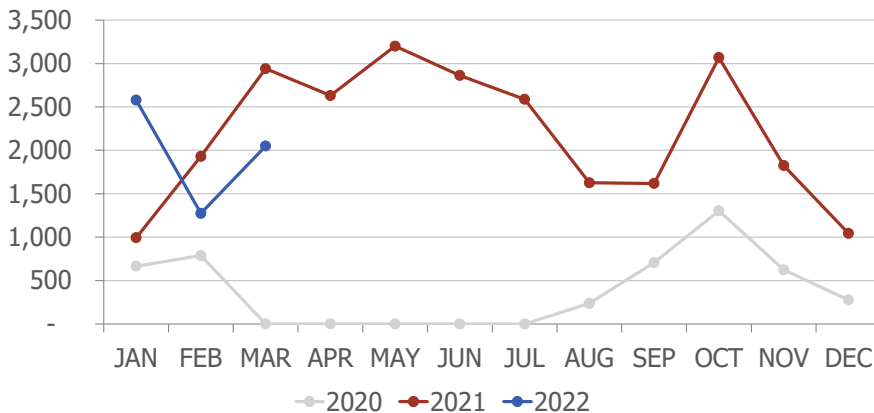
In March 2022, RNO served 2,050 passengers on charter flights, a decrease of 30.3% when compared to March 2021.

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Reno-Tahoe
International
Airport

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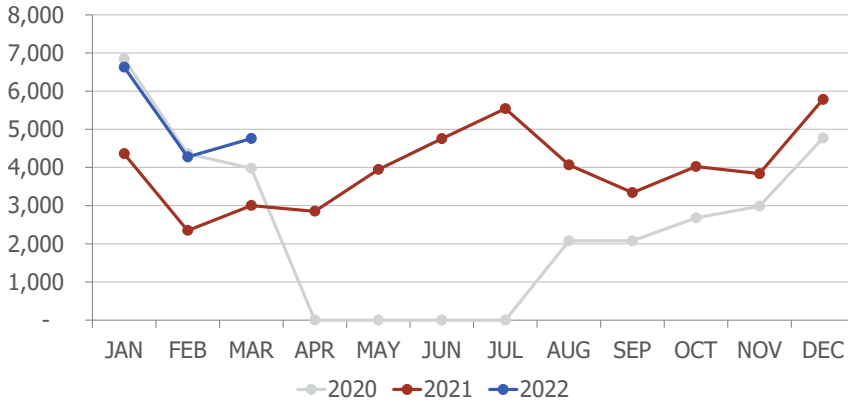
In March 2022, RNO served 4,757 international passengers, an increase of 58.4% when compared to March 2021.

AVERAGE ENPLANED LOAD FACTOR
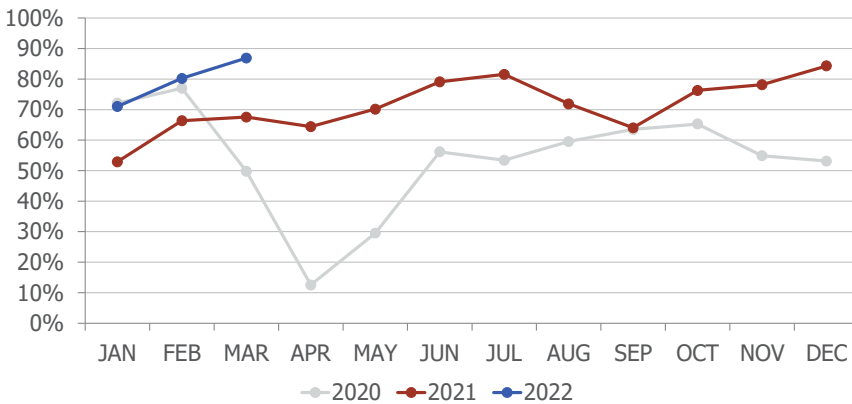
In March 2022, RNO's average enplaned load factor was 86.9%, an increase of 19.4 pts. versus March 2021.
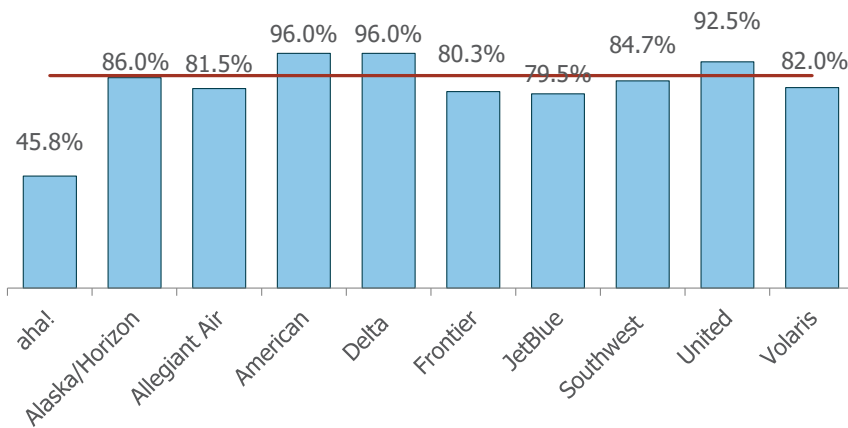
The red horizontal line on the left represents RNO's average enplaned load factor.

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Reno-Tahoe International Airport
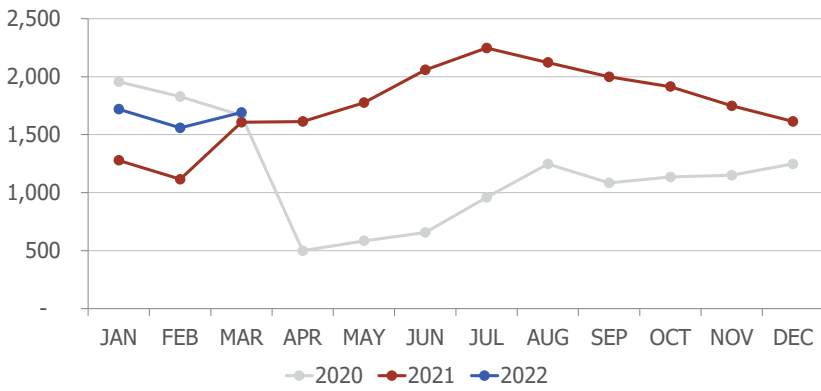
DEPARTURES

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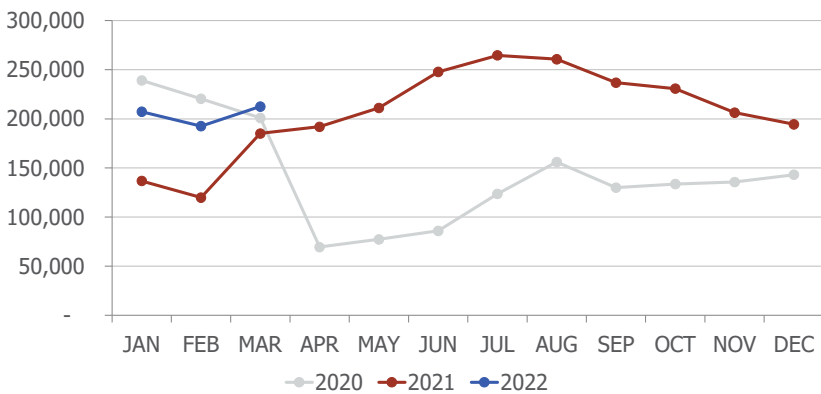
In March 2022, RNO offered 212,493 departing seats, an increase of 14.8% when compared to March 2021. This does not include charter flights.

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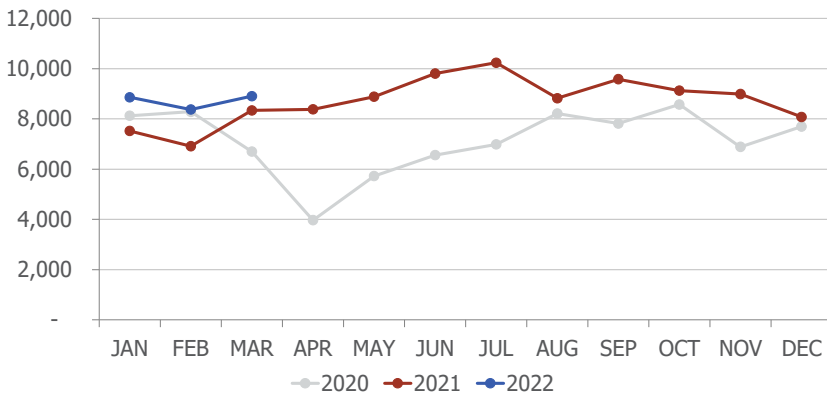
A total of 8,904 operations were handled at RNO in March 2022, an increase of 6.8% when compared to March 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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Reno-Tahoe International Airport

May 2022 RNO Flight Schedule

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

Multiple airlines in a market

4.26.2022

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Reno-Tahoe International Airport

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%
1st QTR	879,527	560,320	-36.3%	976,325	74.2%
APR	17,265	247,220	1331.9%		
MAY	46,015	302,403	557.2%		
JUN	98,619	397,906	303.5%		
2nd QTR	161,899	947,529	485.3%		
JUL	140,986	438,168	210.8%		
AUG	183,343	369,686	101.6%		
SEP	164,103	302,929	84.6%		
3rd QTR	488,432	1,110,783	127.4%		
OCT	173,682	350,631	101.9%		
NOV	148,777	323,508	117.4%		
DEC	154,103	330,687	114.6%		
4th QTR	476,562	1,004,826	110.8%		
TOTAL	2,006,420	3,623,458	80.6%		
YTD		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		
TOTAL	1,002,627	1,812,757		
YTD		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		
TOTAL	1,003,793	1,810,701		
YTD		280,811	487,648	73.7%

Total Cargo Volume in Pounds
Mar-22

	2020	2021	% Diff.	2022		YOY % Diff.
	Cargo in Pounds			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%
1st QTR	32,631,428	35,078,141	7.5%	34,309,252	15,560	-2.2%
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%			
2nd QTR	35,193,184	37,660,014	7.0%			
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%			
3rd QTR	38,964,355	37,413,556	-4.0%			
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%			
4th QTR	41,104,720	41,010,797	-0.2%			
TOTAL	147,893,687	151,162,508	2.2%			
YTD		35,078,141		34,309,252	15,560	-2.2%

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

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Reno-Tahoe International Airport

DATE: May 2, 2022

SUBJECT: May 2022 RNO Flight Schedule

In May 2022, Reno-Tahoe International Airport (RNO) will offer 1,690 scheduled departures, a decrease of 5.3% versus May 2021, and a decrease of 16.6% when compared to the May 2019 schedule. The monthly scheduled seat capacity is up 0.6% at 217,353 versus May 2021, and down 8.8% when compared to the May 2019 schedule. RNO will offer 28 non-stop destinations on 11 airlines in May 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.

May 2022 RNO Flight Schedule			
Destination	**Airlines**	**Total Departures**	**Details**
Austin	American	31	Daily
Bakersfield	aha! ExpressJet	9	Twice weekly. Thu, Sun
Burbank	Southwest	31	Daily
Dallas/Fort Worth	American	93	Three daily
Denver	Southwest	71	Twice daily. Three daily on Tue, Wed
	United	93	Three daily
Eugene	aha! ExpressJet	13	Three weekly on Mon, Wed, Fri
Fresno	aha! ExpressJet	9	Twice weekly. Thu, Sun
Guadalajara	Volaris	18	Four weekly. Mon, Tue, Wed, Fri
Houston-Intercontinental	United	31	Daily
Las Vegas	Allegiant	18	Four weekly. Mon, Thu, Fri, Sun
	Frontier	15	Three weekly. Mon, Fri, Sat & 12, 26
	Southwest	209	Seven daily. Five on Sat
Long Beach	Southwest	58	Twice daily. Once on Sat
Los Angeles	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
Medford	aha! ExpressJet	9	Twice weekly. Thu, Sun
New York-JFK	JetBlue	19	Four weekly, Mon, Thu, Fri, Sun. May 3
Oakland	Southwest	31	Daily
Ontario	aha! ExpressJet	13	Three weekly. Mon, Wed, Fri
Palm Springs	aha! ExpressJet	9	Twice weekly. Mon, Fri
Pasco	aha! ExpressJet	13	Three weekly. Mon, Wed, Fri
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	Southwest	58	Twice daily. Once on Sat
Portland	Alaska	62	Twice daily
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Salt Lake City	Delta	93	Three daily
San Diego	Southwest	58	Twice daily. Once on Sat
San Francisco	United	124	Four daily
San Jose	Southwest	31	Daily
Seattle	Alaska	111	Four daily. Three daily 19-31
Spokane	aha! ExpressJet	13	Three daily. Mon, Wed, Fri
			Multiple airlines in a market
4.26.2022			

May 2022 Flight Schedule

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
		PSC	Pasco, WA
Equipment Codes		PSP	Palm Springs, CA
319	Airbus A319	RDM	Redmond, OR
320	Airbus A320	SAN	San Diego, CA
733, 735, 738, 73G	Boeing 737 (all variants)	SEA	Seattle, WA
757	Boeing 757	SFO	San Francisco, CA
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	SLC	Salt Lake City, UT
DH4	DeHavilland Dash 8 Q400	SJC	San Jose, CA
M80, M83	McDonnell Douglas MD-80	SNA	Orange County, CA
ERD, ERJ	Embraer Regional Jet	GEG	Spokane, WA

Airport	Code	aha!	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	United	Volaris	Totals	Percent of Total	Total Seats
Peak Day Non-Stop Departures (including less than daily flights)														
May 2022														
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%	832
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%	76
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	15%	1,407
Long Beach, CA	LGB							0	2			2	3%	350
Los Angeles, CA	LAX		1		0	3		1	2	1		8	13%	918
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				3				2			5	8%	822
Redmond, OR	RDM	1										1	2%	50
San Diego, CA	SAN								2			2	3%	286
Seattle, WA	SEA		3			0			0			3	5%	508
San Francisco, CA	SFO									4		4	6%	286
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
Total		**9**	**6**	**1**	**7**	**6**	**1**	**2**	**20**	**9**	**1**	**62**	**100%**	**7,866**

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

Airline/Destination	Code	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
						Flights							Seats		
aha! - (EV)		**9**	**9**	**0**	**0**	**9**	**0.0%**	**-**	**450**	**450**	**0**	**0**	**450**	**0.0%**	**-**
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Eugene, OR	EUG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Medford, OR	MFR	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Pasco, WA	PSC	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Palm Springs, CA	PSP	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Spokane, WA	GEG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Alaska - (AS)		**6**	**6**	**8**	**0**	**-2**	**0.0%**	**-25.0%**	**736**	**660**	**710**	**76**	**26**	**11.5%**	**3.7%**
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%
Seattle, WA	SEA	3	3	4	0	-1	0.0%	-25.0%	508	432	406	76	102	17.6%	25.1%
Allegiant - (G4)		**1**	**1**	**2**	**0**	**0**	**0.0%**	**-50.0%**	**156**	**186**	**312**	**-30**	**-156**	**-16.1%**	**-50.0%**
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	186	156	-30	0	-16.1%	0.0%
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%
American Airlines (AA)		**7**	**8**	**12**	**0**	**-5**	**-12.5%**	**-41.7%**	**1,064**	**1,055**	**1,471**	**9**	**-407**	**0.9%**	**-27.7%**
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Dallas/Ft. Worth, TX	DFW	3	3	3	0	0	0.0%	0.0%	516	516	472	0	44	0.0%	9.3%
Los Angeles, CA	LAX	0	0	3	0	-3	-	-100.0%	0	0	195	0	-195	-	-100.0%
Chicago, IL (O'Hare)	ORD	0	0	2	0	-2	-	-100.0%	0	0	344	0	-344	-	-100.0%
Phoenix	PHX	3	4	4	-1	-1	-25.0%	-25.0%	472	463	460	9	12	1.9%	2.6%
Delta Airlines (DL)		**6**	**6**	**9**	**0**	**-3**	**0.0%**	**-33.3%**	**620**	**620**	**945**	**0**	**-325**	**0.0%**	**-34.4%**
Atlanta, GA	ATL	0	0	1	0	-1	-	-100.0%	0	0	199	0	-199	-	-100.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	210	210	210	0	0	0.0%	0.0%
Salt Lake City, UT	SLC	3	3	4	0	-1	0.0%	-25.0%	410	410	466	0	-56	0.0%	-12.0%
Seattle, WA	SEA	0	0	1	0	-1	-	-100.0%	0	0	70	0	-70	-	-100.0%
Frontier Airlines (F9)		**1**	**1**	**2**	**0**	**-1**	**0.0%**	**-50.0%**	**186**	**186**	**372**	**0**	**-186**	**0.0%**	**-50.0%**
Denver, CO	DEN	0	0	1	0	-1	-	-100.0%	0	0	186	0	-186	-	-100.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	186	186	186	0	0	0.0%	0.0%
JetBlue Airways (B6)		**2**	**2**	**2**	**0**	**0**	**0.0%**	**0.0%**	**324**	**324**	**324**	**0**	**0**	**0.0%**	**0.0%**
Los Angeles, CA	LAX	1	1	1	0	0	0.0%	0.0%	162	162	162	0	0	0.0%	0.0%
New York City, NY	JFK	1	1	1	0	0	0.0%	0.0%	162	162	162	0	0	0.0%	0.0%
Southwest Airlines (WN)		**20**	**20**	**19**	**0**	**0**	**0.0%**	**5.3%**	**3,148**	**3,148**	**3,069**	**0**	**79**	**0.0%**	**2.6%**
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Dallas Love Field, TX	DAL	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Denver, CO	DEN	2	2	3	0	-1	0.0%	-33.3%	350	350	525	0	-175	0.0%	-33.3%
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	1,065	954	0	111	0.0%	11.6%
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	350	350	143	0	207	0.0%	144.8%
Los Angeles, CA	LAX	2	2	1	0	1	0.0%	100.0%	318	318	175	0	143	0.0%	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	3	0	-1	0.0%	-33.3%	350	350	525	0	-175	0.0%	-33.3%
San Diego, CA	SAN	2	2	1	0	1	0.0%	100.0%	286	286	175	0	111	0.0%	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	-	-
United Airlines (UA)		**9**	**9**	**11**	**0**	**-2**	**0.0%**	**-18.2%**	**996**	**768**	**802**	**228**	**194**	**29.7%**	**24.2%**
Denver, CO	DEN	3	3	3	0	0	0.0%	0.0%	482	402	322	80	160	19.9%	49.7%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	76	70	70	6	6	8.6%	8.6%
Los Angeles, CA	LAX	1	1	3	0	-2	0.0%	-66.7%	152	76	150	76	2	100.0%	1.3%

Peak Day Non-Stop Departures (including less than daily flights)														
Airline/Destination	Code	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Chicago, IL (O'Hare)	ORD	0	0	1	0	-1	-	-100.0%	0	0	70	0	-70	-	-100.0%
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	286	220	190	66	96	30.0%	50.5%
Volaris Airlines (Y4)		**1**	**1**	**1**	**0**	**0**	**0.0%**	**0.0%**	**186**	**186**	**174**	**0**	**12**	**0.0%**	**6.9%**
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
AIRPORT TOTALS		**62**	**63**	**66**	**-1**	**-4**	**-1.6%**	**-6.1%**	**7,866**	**7,583**	**8,179**	**283**	**-313**	**3.7%**	**-3.8%**

Peak Day Non-Stop Departures (including less than daily flights)															
Airline/Destination	Code	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	May 2022	April 2022	May 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS					Flights								Seats		
aha!	EV	9	9	0	0	9	0.0%	-	450	450	0	0	450	0.0%	-
Alaska Airlines	AS	6	6	8	0	-2	0.0%	-25.0%	736	660	710	76	26	11.5%	3.7%
Allegiant Air	G4	1	1	2	0	-1	0.0%	-50.0%	156	186	312	-30	-156	-16.1%	-50.0%
American Airlines	AA	7	8	12	-1	-5	-12.5%	-41.7%	1,064	1,055	1,471	9	-407	0.9%	-27.7%
Delta Air Lines	DL	6	6	9	0	-3	0.0%	-33.3%	620	620	945	0	-325	0.0%	-34.4%
Frontier Airlines	F9	1	1	2	0	-1	0.0%	-50.0%	186	186	372	0	-186	0.0%	-50.0%
JetBlue Airways	B6	2	2	2	0	0	0.0%	0.0%	324	324	324	0	0	0.0%	0.0%
Southwest Airlines	WN	20	20	19	0	1	0.0%	5.3%	3,148	3,148	3,069	0	79	0.0%	2.6%
United Airlines	UA	9	9	11	0	-2	0.0%	-18.2%	996	768	802	228	194	29.7%	24.2%
Volaris Airlines	Y4	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
Grand Total - All Airlines		**62**	**63**	**66**	**-1**	**-4**	**-1.6%**	**-6.1%**	**7,866**	**7,583**	**8,179**	**283**	**-313**	**3.7%**	**-3.8%**
TOTALS BY CITY					Flights								Seats		
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-
Atlanta, GA	ATL	0	0	1	0	-1	-	-100.0%	0	0	199	0	-199	-	-100.0%
Bakersfield, WA	BFL	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Burbank, CA	BUR	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Charlotte, NC	CLT	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	5	5	7	0	-2	0.0%	-28.6%	832	752	1,033	80	-201	10.6%	-19.5%
Dallas/Ft. Worth, TX	DFW	3	3	3	0	0	0.0%	0.0%	516	516	472	0	44	0.0%	9.3%
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	0	0	0	0	-	-	0	0	0	0	0	-	-
Fresno, CA	FAT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Guadalajara, MX	GDL	1	1	1	0	0	0.0%	0.0%	186	186	174	0	12	0.0%	6.9%
Houston, TX	HOU	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Houston, TX	IAH	1	1	1	0	0	0.0%	0.0%	76	70	70	6	6	8.6%	8.6%
Las Vegas, NV	LAS	9	9	8	0	1	0.0%	12.5%	1,407	1,437	1,296	-30	111	-2.1%	8.6%
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	350	143	0	207	0.0%	144.8%
Los Angeles, CA	LAX	8	8	13	0	-5	0.0%	-38.5%	918	842	1,044	76	-126	9.0%	-12.1%
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Oakland, CA	OAK	1	1	1	0	0	0.0%	0.0%	143	143	143	0	0	0.0%	0.0%
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%
Chicago, IL (O'Hare)	ORD	0	0	3	0	-3	-	-100.0%	0	0	414	0	-414	-	-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	1	0	0	0.0%	0.0%	162	162	162	0	0	0.0%	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	5	6	7	-1	-2	-16.7%	-28.6%	822	813	985	9	-163	1.1%	-16.5%
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	286	175	0	111	0.0%	63.4%
Seattle, WA	SEA	3	3	5	0	-2	0.0%	-40.0%	508	432	476	76	32	17.6%	6.7%
San Francisco, CA	SFO	4	4	3	0	1	0.0%	33.3%	286	220	190	66	96	30.0%	50.5%
Salt Lake City, UT	SLC	3	3	4	0	-1	0.0%	-25.0%	410	410	466	0	-56	0.0%	-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%	-
Grand Total - All Cities		**62**	**63**	**66**	**-1**	**-4**	**-1.6%**	**-6.1%**	**7,866**	**7,583**	**8,179**	**283**	**-313**	**3.7%**	**-3.8%**

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
May 2022							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	9	23.7%	14.5%	450	9.5%	5.7%
Delta	DL	6	15.8%	9.7%	620	13.1%	7.9%
Frontier	F9	1	2.6%	1.6%	186	3.9%	2.4%
JetBlue	B6	2	5.3%	3.2%	324	6.9%	4.1%
Southwest	WN	20	52.6%	32.3%	3,148	66.6%	40.0%
B-Concourse		**38**	**100.0%**	**61.3%**	**4,728**	**100.0%**	**60.1%**
Alaska	AS	6	25.0%	9.7%	736	23.5%	9.4%
Allegiant	G4	1	4.2%	1.6%	156	5.0%	2.0%
American	AA	7	29.2%	11.3%	1,064	33.9%	13.5%
United	UA	9	37.5%	14.5%	996	31.7%	12.7%
Volaris	Y4	1	4.2%	1.6%	186	5.9%	2.4%
C-Concourse		**24**	**100.0%**	**38.7%**	**3,138**	**100.0%**	**39.9%**
Grand Total		**62**		**100.0%**	**7,866**		**100.0%**

Percent of Scheduled Flights by Airlines
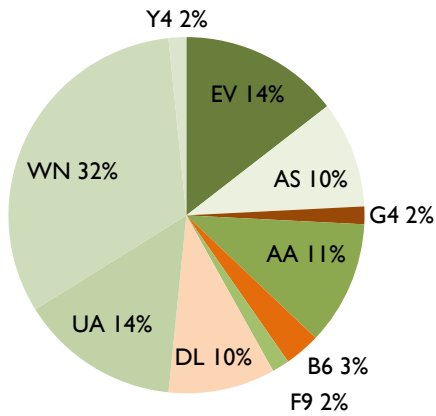
Percent of Scheduled Flights by Concourse
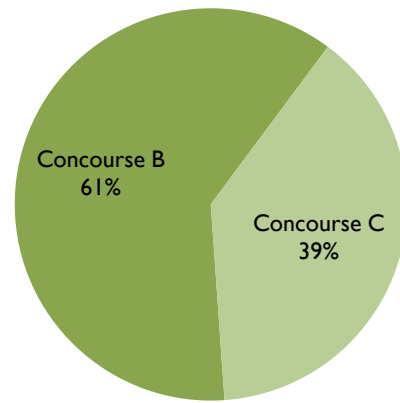
Percent of Scheduled Seats by Airline
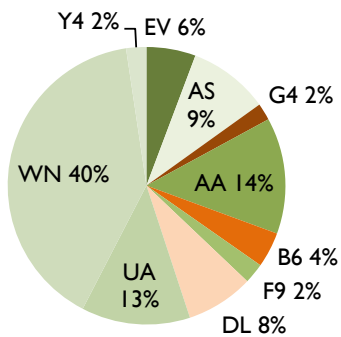
Percent of Scheduled Seats by Concourse
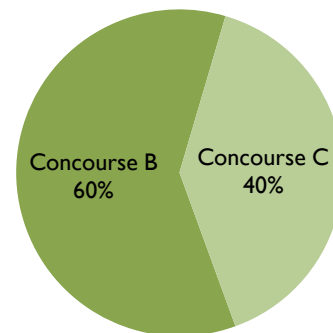
Non-Stop Arrivals

May 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....
AS	QX	PDX	RNO	2171	DH4	76	0700	0836	1234567
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	1234567
WN	WN	PHX	RNO	2171	73H	175	0800	0955	12345.7
UA	OO	LAX	RNO	5696	CR7	70	0825	1004	1234567
WN	WN	LAX	RNO	1664	73H	175	0855	1020	12345.7
DL	OO	LAX	RNO	3501	E7W	70	0900	1024	.....6.
AA	AA	DFW	RNO	2722	738	172	0857	1027	.....6.
AA	AA	DFW	RNO	2722	738	172	0905	1034	12345.7
DL	OO	LAX	RNO	3501	E7W	70	0915	1039	12345.7
WN	WN	LAX	RNO	3382	73W	143	0925	1045	.....6.
EV	EV	PSP	RNO	7032	ERJ	50	0915	1050	1...5..
EV	EV	FAT	RNO	7026	ERJ	50	0955	1055	...4..7
AS	OO	LAX	RNO	3444	E75	76	0955	1125	1234567
EV	EV	BFL	RNO	7012	ERJ	50	1020	1130	...4..7
EV	EV	PSC	RNO	7083	ERJ	50	1020	1155	1.3.5..
AA	AA	PHX	RNO	2725	738	172	1007	1202	1234567
WN	WN	LAS	RNO	1661	7M8	175	1045	1205	12345.7
DL	DL	SLC	RNO	2666	738	160	1135	1206	1234567
UA	YV	IAH	RNO	6181	E7W	76	0954	1209	1234567
F9	F9	LAS	RNO	2175	32N	186	1058	1223	.....6.
WN	WN	LGB	RNO	2485	73H	175	1115	1230	12345.7
UA	UA	DEN	RNO	2141	320	150	1115	1235	1234567
F9	F9	LAS	RNO	2175	321	230	1111	1238	...4...
Y4	Y4	GDL	RNO	998	32N	186	1057	1248	123.5..
AA	AA	DFW	RNO	2391	738	172	1211	1340	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	.2...6.
AS	AS	SEA	RNO	475	73J	178	1243	1431	1.345.7
WN	WN	BUR	RNO	1823	73W	143	1320	1435	12345.7
UA	UA	DEN	RNO	1292	738	166	1327	1447	12345.7
UA	UA	DEN	RNO	2108	738	166	1327	1447	.....6.
EV	EV	MFR	RNO	7061	ERJ	50	1340	1450	...4..7
G4	G4	LAS	RNO	80	319	156	1337	1458	1......
EV	EV	EUG	RNO	7063	ERJ	50	1350	1515	1.3.5..
WN	WN	SAN	RNO	3705	73W	143	1345	1520	.....6.
UA	OO	SFO	RNO	5707	E7W	70	1415	1527	12345.7
UA	OO	SFO	RNO	5707	CRJ	50	1415	1528	.....6.

Non-Stop Arrivals
May 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	LAS	RNO	2702	73W	143	1410	1530	.....6.
AA	AA	PHX	RNO	1926	320	150	1356	1544	7
AA	AA	PHX	RNO	1926	319	128	1357	1545	1..45..
WN	WN	OAK	RNO	3746	73W	143	1500	1555	.....6.
EV	EV	RDM	RNO	7065	ERJ	50	1440	1556	...4..7
DL	OO	LAX	RNO	3755	E7W	70	1450	1615	1234567
EV	EV	ONT	RNO	7008	ERJ	50	1500	1628	1.3.5..
WN	WN	SJC	RNO	3539	73H	175	1530	1630	.....6.
DL	OO	SLC	RNO	3653	E7W	70	1605	1638	1234567
WN	WN	OAK	RNO	545	73H	175	1625	1720	12345.7
B6	B6	LAX	RNO	942	320	162	1606	1732	1..45.7
AS	OO	PDX	RNO	3334	E75	76	1610	1738	1234567
G4	G4	LAS	RNO	80	319	156	1624	1745	....5..
WN	WN	LAS	RNO	1809	73W	143	1640	1805	12345.7
WN	WN	LGB	RNO	2105	73W	143	1705	1830	12345.7
WN	WN	PHX	RNO	3489	73H	175	1655	1840	.....6.
WN	WN	LAS	RNO	3392	73H	175	1730	1850	.....6.
AS	QX	SEA	RNO	2351	DH4	76	1713	1909	1234567
UA	OO	LAX	RNO	5716	E7W	76	1746	1918	12345.7
WN	WN	LAX	RNO	1655	73W	143	1800	1920	12345.7
F9	F9	LAS	RNO	2175	320	180	1758	1921	1......
UA	OO	LAX	RNO	5716	E7W	76	1750	1922	.....6.
UA	OO	SFO	RNO	5470	CRJ	50	1836	1938	67
UA	OO	SFO	RNO	5470	E7W	70	1836	1938	....5..
UA	OO	SFO	RNO	5470	E7W	76	1836	1938	1234...
WN	WN	LAS	RNO	1249	73W	143	1900	2020	12345.7
EV	EV	GEG	RNO	7081	ERJ	50	1845	2034	1.3.5..
AA	MQ	AUS	RNO	4227	E75	76	1912	2041	1234567
WN	WN	LAS	RNO	1669	73W	143	1920	2045	.....6.
UA	UA	DEN	RNO	2300	738	166	1926	2047	1234567
DL	OO	LAX	RNO	3860	E7W	70	1930	2055	1234567
AA	AA	DFW	RNO	2448	738	172	1928	2057	12345.7
WN	WN	DEN	RNO	3458	73H	175	1955	2115	.....6.
AA	AA	DFW	RNO	2448	738	172	1947	2116	.....6.
WN	WN	SAN	RNO	411	73W	143	2000	2130	12345.7
G4	G4	LAS	RNO	80	320	186	2012	2133	7
G4	G4	LAS	RNO	80	319	156	2021	2142	...4...
AS	AS	SEA	RNO	827	739	178	2015	2200	....5..
AS	AS	SEA	RNO	827	73J	178	2015	2200	1234.67
AA	AA	PHX	RNO	810	738	172	2033	2222	1234567
F9	F9	LAS	RNO	2177	32N	186	2059	2223	....5..
B6	B6	JFK	RNO	81	320	162	1927	2244	1...5.7
B6	B6	JFK	RNO	81	320	162	1930	2247	...4...
WN	WN	DEN	RNO	1360	73H	175	2150	2305	12345.7
DL	DL	SLC	RNO	2652	739	180	2245	2315	1234567
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	E7W	76	2246	2359	1234567

Non-Stop Departures

May 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	738	166	0530	0843	1234567
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	0743	1234567
WN	WN	RNO	LAS	1544	73H	175	0600	0720	.....6.
DL	DL	RNO	SLC	2762	739	180	0605	0833	1234567
AA	MQ	RNO	AUS	3530	E75	76	0615	1141	12345.7
UA	OO	RNO	SFO	5998	E7W	76	0620	0745	1234567
AA	AA	RNO	DFW	1361	738	172	0623	1140	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	73H	159	0700	0903	1......
AS	AS	RNO	SEA	831	739	178	0700	0903	.....6.
AS	AS	RNO	SEA	831	73J	178	0700	0903	.2345.7
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	PSC	7082	ERJ	50	0805	0940	1.3.5..
EV	EV	RNO	FAT	7025	ERJ	50	0810	0910	...4..7
WN	WN	RNO	LAS	2466	73W	143	0825	0945	.....6.
EV	EV	RNO	BFL	7011	ERJ	50	0830	0940	...4..7
WN	WN	RNO	DEN	4188	73H	175	0840	1150	.23....
WN	WN	RNO	OAK	2523	73W	143	0910	1015	12345.7
AS	QX	RNO	PDX	2171	DH4	76	0920	1058	1234567
AA	MQ	RNO	AUS	3530	E75	76	0930	1448	.....6.
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	1234567
UA	OO	RNO	SFO	5899	CR7	70	1055	1220	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
AA	AA	RNO	DFW	2722	738	172	1117	1635	.....6.
AA	AA	RNO	DFW	2722	738	172	1124	1642	12345.7
EV	EV	RNO	EUG	7062	ERJ	50	1140	1305	1.3.5..
DL	OO	RNO	LAX	3501	E7W	70	1148	1320	1234567
EV	EV	RNO	MFR	7060	ERJ	50	1150	1300	...4..7
WN	WN	RNO	LAS	3383	73W	143	1200	1315	.....6.
AS	OO	RNO	LAX	3444	E75	76	1205	1340	1234567
EV	EV	RNO	RDM	7064	ERJ	50	1225	1351	...4..7
EV	EV	RNO	ONT	7007	ERJ	50	1250	1418	1.3.5..
AA	AA	RNO	PHX	2725	738	172	1252	1433	1234567
UA	YV	RNO	IAH	6193	E7W	76	1300	1838	1234567

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Non-Stop Departures
May 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
F9	F9	RNO	LAS	2174	32N	186	1308	1430	.....6.
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	2470	320	150	1327	1640	1234567
DL	DL	RNO	SLC	2666	738	160	1330	1558	1234567
F9	F9	RNO	LAS	2176	321	230	1333	1455	...4...
Y4	Y4	RNO	GDL	999	32N	186	1428	2018	123.5..
AA	AA	RNO	DFW	2391	738	172	1430	1954	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	.2...6.
AS	AS	RNO	SEA	475	73J	178	1526	1720	1.345.7
G4	G4	RNO	LAS	81	319	156	1543	1655	1......
UA	UA	RNO	DEN	2054	738	166	1547	1902	1234567
WN	WN	RNO	BUR	2534	73W	143	1555	1715	.....6.
WN	WN	RNO	LGB	2653	73W	143	1605	1735	.....6.
EV	EV	RNO	GEG	7080	ERJ	50	1610	1804	1.3.5..
UA	OO	RNO	SFO	5814	E7W	70	1613	1738	12345.7
UA	OO	RNO	SFO	5814	CRJ	50	1613	1739	.....6.
AA	AA	RNO	PHX	1926	319	128	1625	1811	1..45..
AA	AA	RNO	PHX	1926	320	150	1629	1815	7
WN	WN	RNO	SJC	3748	73W	143	1635	1735	.....6.
DL	OO	RNO	LAX	3755	E7W	70	1700	1833	1234567
WN	WN	RNO	LAS	3539	73H	175	1715	1840	.....6.
DL	OO	RNO	SLC	3653	E7W	70	1725	1957	1234567
WN	WN	RNO	LGB	545	73H	175	1805	1930	12345.7
B6	B6	RNO	LAX	943	320	162	1817	1946	1..45.7
AS	OO	RNO	SEA	3490	E75	76	1818	2013	1234567
G4	G4	RNO	LAS	81	319	156	1830	1942	....5..
WN	WN	RNO	SJC	1809	73W	143	1835	1935	12345.7
WN	WN	RNO	SAN	2106	73W	143	1910	2040	12345.7
WN	WN	RNO	LAS	3490	73H	175	1930	2050	.....6.
AS	QX	RNO	PDX	2598	DH4	76	1950	2130	1234567
WN	WN	RNO	LAS	1656	73W	143	1950	2100	12345.7
UA	OO	RNO	LAX	4658	E7W	76	1959	2145	12345.7
UA	OO	RNO	LAX	4658	E7W	76	2004	2150	.....6.
F9	F9	RNO	LAS	2176	320	180	2006	2130	1......
UA	OO	RNO	SFO	5380	CRJ	50	2029	2154	67
UA	OO	RNO	SFO	5380	E7W	70	2029	2154	....5..
UA	OO	RNO	SFO	5380	E7W	76	2029	2154	1234...
WN	WN	RNO	LAX	1250	73W	143	2055	2230	12345.7
WN	WN	RNO	LAS	416	73W	143	2210	2325	12345.7
G4	G4	RNO	LAS	81	320	186	2218	2330	7
G4	G4	RNO	LAS	81	319	156	2227	2339	...4...
F9	F9	RNO	LAS	2176	32N	186	2308	0030	....5..
B6	B6	RNO	JFK	80	320	162	2348	0759	1..45.7

Reno-Tahoe International Airport
Hourly schedule arrivals, departures, and related seats
Sample: 9th - 15th May 2022

Concourse B

	Monday Seats	Arr	Time	Dep	Seats	Tuesday Seats	Arr	Time	Dep	Seats	Wednesday Seats	Arr	Time	Dep	Seats	Thursday Seats	Arr	Time	Dep	Seats	Friday Seats	Arr	Time	Dep	Seats	Saturday Seats	Arr	Time	Dep	Seats	Sunday Seats	Arr	Time	Dep	Seats
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
C	0	0	0500	2	318	0	0	0500	2	318	0	0	0500	2	318	0	0	0500	2	318	0	0	0500	2	318	0	0	0500	1	175	0	0	0500	2	318
o	143	1	0600	2	355	143	1	0600	2	355	143	1	0600	2	355	143	1	0600	2	355	143	1	0600	2	355	0	0	0600	3	498	143	1	0600	2	355
n	0	0	0700	3	263	175	1	0700	2	213	175	1	0700	2	213	0	0	0700	2	213	0	0	0700	3	263	143	1	0700	1	70	0	0	0700	2	213
c	286	2	0800	1	50	286	2	0800	1	175	286	2	0800	2	225	286	2	0800	2	100	286	2	0800	1	50	0	0	0800	1	143	286	2	0800	2	100
o	493	3	0900	3	429	493	3	0900	3	429	493	3	0900	3	429	493	3	0900	3	429	493	3	0900	3	429	461	3	0900	0	0	493	3	0900	3	429
u	295	3	1000	2	350	245	2	1000	2	350	245	2	1000	2	350	295	3	1000	2	350	295	3	1000	2	350	213	2	1000	3	461	295	3	1000	2	350
r	50	1	1100	3	295	0	0	1100	2	245	50	1	1100	3	295	50	1	1100	3	295	50	1	1100	3	295	0	0	1100	1	70	50	1	1100	3	295
s	510	3	1200	1	50	510	3	1200	0	0	510	3	1200	1	50	740	4	1200	1	50	510	3	1200	1	50	346	2	1200	0	143	510	3	1200	1	50
e	0	0	1300	3	510	0	0	1300	3	510	0	0	1300	3	510	0	0	1300	4	740	0	0	1300	3	510	0	0	1300	2	346	0	0	1300	3	510
	318	2	1400	0	0	318	2	1400	0	0	318	2	1400	0	0	368	3	1400	0	0	318	2	1400	0	0	175	1	1400	1	175	368	3	1400	1	175
B	50	1	1500	2	318	0	0	1500	2	318	50	1	1500	2	318	50	1	1500	2	318	50	1	1500	2	318	429	3	1500	1	143	50	1	1500	2	318
	190	1	1600	1	50	140	1	1600	0	0	190	3	1600	1	50	140	1	1600	0	0	190	3	1600	1	50	315	3	1600	2	286	140	2	1600	0	0
	337	2	1700	2	140	175	1	1700	2	140	175	1	1700	2	140	337	2	1700	2	140	337	2	1700	2	140	0	0	1700	3	315	337	2	1700	2	140
	286	2	1800	3	480	286	2	1800	2	318	286	2	1800	2	318	286	2	1800	3	480	286	2	1800	3	480	350	2	1800	0	0	286	2	1800	3	480
	323	2	1900	2	286	143	1	1900	2	286	143	1	1900	2	286	143	1	1900	2	286	143	1	1900	2	286	0	0	1900	1	175	143	1	1900	2	286
	263	3	2000	2	323	213	2	2000	1	143	263	3	2000	1	143	213	2	2000	1	143	263	3	2000	1	143	213	2	2000	0	0	213	2	2000	1	143
	143	1	2100	0	0	143	1	2100	0	0	143	1	2100	0	0	143	1	2100	0	0	143	1	2100	0	0	175	1	2100	0	0	143	1	2100	1	143
	162	1	2200	1	143	0	0	2200	1	143	0	0	2200	1	143	162	1	2200	1	143	348	2	2200	1	143	0	0	2200	0	0	162	1	2200	1	143
	673	4	2300	1	162	673	4	2300	0	0	673	4	2300	0	0	673	4	2300	1	162	673	4	2300	2	348	180	1	2300	0	0	673	4	2300	1	162
	4,522	**34**		**34**	**4,522**	**3,943**	**27**		**27**	**3,943**	**4,143**	**31**		**31**	**4,143**	**4,522**	**33**		**33**	**4,522**	**4,528**	**34**		**34**	**4,528**	**3,000**	**21**		**21**	**3,000**	**4,292**	**32**		**32**	**4,292**

Concourse C

	Monday Seats	Arr	Time	Dep	Seats	Tuesday Seats	Arr	Time	Dep	Seats	Wednesday Seats	Arr	Time	Dep	Seats	Thursday Seats	Arr	Time	Dep	Seats	Friday Seats	Arr	Time	Dep	Seats	Saturday Seats	Arr	Time	Dep	Seats	Sunday Seats	Arr	Time	Dep	Seats
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
C	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	166	0	0	0500	1	166
o	0	0	0600	4	496	0	0	0600	4	496	0	0	0600	4	496	0	0	0600	4	496	0	0	0600	4	496	0	0	0600	3	420	0	0	0600	4	496
n	0	0	0700	1	159	0	0	0700	1	178	0	0	0700	1	178	0	0	0700	1	178	0	0	0700	1	178	0	0	0700	1	178	0	0	0700	1	178
c	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0	76	1	0800	0	0
o	152	2	0900	1	76	152	2	0900	1	76	152	2	0900	1	76	152	2	0900	1	76	152	2	0900	1	76	152	2	0900	2	152	152	2	0900	1	76
u	242	2	1000	3	222	242	2	1000	3	222	242	2	1000	3	222	242	2	1000	3	222	242	2	1000	3	222	242	2	1000	3	222	242	2	1000	3	222
r	76	1	1100	1	172	76	1	1100	1	172	76	1	1100	1	172	76	1	1100	1	172	76	1	1100	1	172	76	1	1100	1	172	76	1	1100	1	172
s	584	4	1200	2	248	584	4	1200	2	248	584	4	1200	2	248	398	3	1200	2	248	584	4	1200	2	248	398	3	1200	2	248	398	3	1200	2	248
e	172	1	1300	2	226	172	1	1300	2	226	172	1	1300	2	226	172	1	1300	2	226	172	1	1300	2	226	172	1	1300	2	226	172	1	1300	2	226
	500	3	1400	2	358	344	2	1400	2	358	344	2	1400	2	358	344	2	1400	1	172	344	2	1400	1	172	344	2	1400	1	172	344	2	1400	1	172
C	198	2	1500	3	500	70	1	1500	2	344	70	1	1500	2	344	198	2	1500	2	344	198	2	1500	2	344	50	1	1500	2	344	220	2	1500	2	344
	0	0	1600	2	198	0	0	1600	1	70	0	0	1600	1	70	0	0	1600	2	198	0	0	1600	2	198	0	0	1600	1	50	0	0	1600	2	220
	76	1	1700	0	0	76	1	1700	0	0	76	1	1700	0	0	76	1	1700	0	0	232	2	1700	0	0	76	1	1700	0	0	76	1	1700	0	0
	0	0	1800	1	76	0	0	1800	1	76	0	0	1800	1	76	0	0	1800	1	76	0	0	1800	1	232	0	0	1800	1	76	0	0	1800	1	76
	228	3	1900	2	152	228	3	1900	2	152	228	3	1900	2	152	228	3	1900	2	152	222	3	1900	2	152	202	3	1900	1	76	202	3	1900	2	152
	414	3	2000	1	76	414	3	2000	1	76	414	3	2000	1	76	414	3	2000	1	76	414	3	2000	1	70	242	2	2000	2	126	414	3	2000	1	50
	0	0	2100	0	0	0	0	2100	0	0	0	0	2100	0	0	156	1	2100	0	0	0	0	2100	0	0	172	1	2100	0	0	186	1	2100	0	0
	350	2	2200	0	0	350	2	2200	0	0	350	2	2200	0	0	350	2	2200	1	156	350	2	2200	0	0	350	2	2200	0	0	350	2	2200	1	186
	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0
	3,144	**26**		**26**	**3,125**	**2,860**	**24**		**24**	**2,860**	**2,860**	**24**		**24**	**2,860**	**2,958**	**25**		**25**	**2,958**	**3,138**	**26**		**26**	**3,138**	**2,628**	**23**		**23**	**2,628**	**2,984**	**25**		**25**	**2,984**

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 9th - 15th   May 2022

	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday				
	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats
	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0
	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0
A	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0
i	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0
r	0	0	0500	3	484	0	0	0500	3	484	0	0	0500	3	484	0	0	0500	3	484	0	0	0500	3	484	0	0	0500	2	341	0	0	0500	3	484
p	143	1	0600	6	851	143	1	0600	6	851	143	1	0600	6	851	143	1	0600	6	851	143	1	0600	6	851	0	0	0600	6	918	143	1	0600	6	851
o	0	0	0700	4	422	175	1	0700	3	391	175	1	0700	3	391	0	0	0700	3	391	0	0	0700	4	441	143	1	0700	2	248	0	0	0700	3	391
r	362	3	0800	1	50	362	3	0800	1	175	362	3	0800	2	225	362	3	0800	2	100	362	3	0800	1	50	76	1	0800	1	143	362	3	0800	2	100
t	645	5	0900	4	505	645	5	0900	4	505	645	5	0900	4	505	645	5	0900	4	505	645	5	0900	4	505	613	5	0900	2	152	645	5	0900	4	505
	537	5	1000	5	572	487	4	1000	5	572	487	4	1000	5	572	537	5	1000	5	572	537	5	1000	5	572	455	4	1000	6	683	537	5	1000	5	572
T	126	2	1100	4	467	76	1	1100	3	417	126	2	1100	4	467	126	2	1100	4	467	126	2	1100	4	467	76	1	1100	2	242	126	2	1100	4	467
o	1,094	7	1200	3	298	1,094	7	1200	2	248	1,094	7	1200	3	298	1,138	7	1200	3	298	1,094	7	1200	3	298	744	5	1200	3	391	908	6	1200	3	298
t	172	1	1300	5	736	172	1	1300	5	736	172	1	1300	5	736	172	1	1300	6	966	172	1	1300	5	736	172	1	1300	4	572	172	1	1300	4	572
a	818	5	1400	2	358	662	4	1400	2	358	662	4	1400	2	358	712	5	1400	1	172	662	4	1400	2	358	519	3	1400	2	347	712	5	1400	1	172
l	248	3	1500	5	818	70	1	1500	4	662	120	2	1500	4	662	248	3	1500	4	662	248	3	1500	4	662	479	4	1500	3	487	270	3	1500	4	662
s	190	3	1600	3	248	140	2	1600	1	70	190	3	1600	2	120	140	2	1600	2	198	190	3	1600	3	248	315	3	1600	3	336	140	2	1600	2	220
	413	3	1700	2	140	251	2	1700	2	140	251	2	1700	2	140	413	3	1700	2	140	569	4	1700	2	140	76	1	1700	3	315	413	3	1700	2	140
	286	2	1800	4	556	286	2	1800	3	394	286	2	1800	3	394	286	2	1800	4	556	286	2	1800	5	712	350	2	1800	1	76	286	2	1800	4	556
	551	5	1900	4	438	371	4	1900	4	438	371	4	1900	4	438	371	4	1900	4	438	365	4	1900	4	438	202	3	1900	2	251	345	4	1900	4	438
	677	6	2000	3	399	627	5	2000	2	219	677	6	2000	2	219	627	5	2000	2	219	677	6	2000	2	213	455	4	2000	2	126	627	5	2000	2	193
	143	1	2100	0	0	143	1	2100	0	0	143	1	2100	0	0	299	2	2100	0	0	143	1	2100	0	0	347	2	2100	0	0	329	2	2100	0	0
	512	3	2200	1	143	350	2	2200	1	143	350	2	2200	1	143	512	3	2200	2	299	143	1	2200	1	143	350	2	2200	2	143	512	3	2200	2	329
	749	5	2300	1	162	749	5	2300	0	0	749	5	2300	0	0	749	5	2300	1	162	749	5	2300	2	348	256	2	2300	0	0	749	5	2300	1	162
	7,666	60		60	7,647	6,803	51		51	6,803	7,003	55		55	7,003	7,480	58		58	7,480	7,666	60		60	7,666	5,628	44		44	5,628	7,276	57		57	7,276

May

Standing

Reports

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1497 Units ('DestiMetrics Census'*) and 46.37% of 3229 total units in the North Lake Tahoe destination ('Destination Census'**)
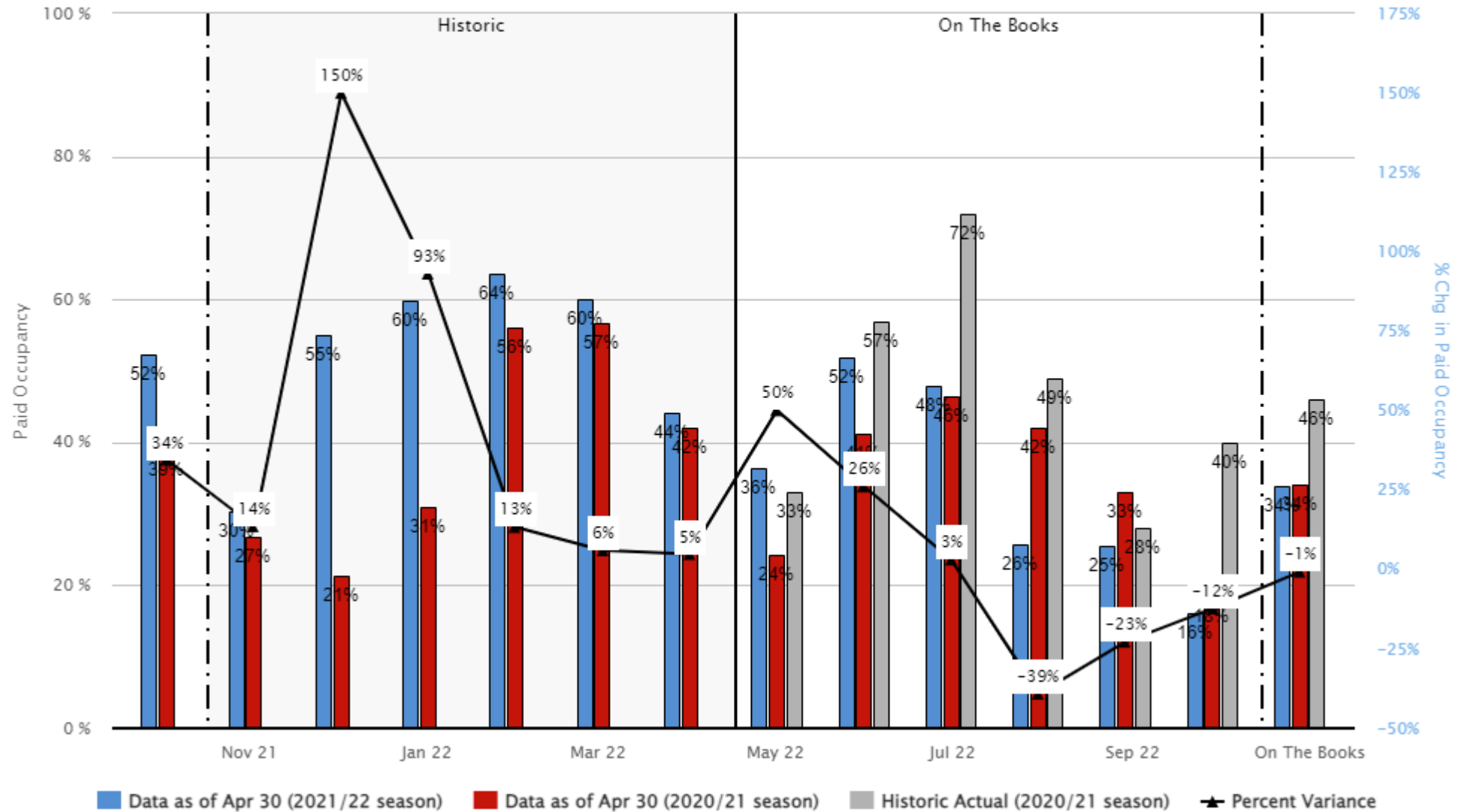
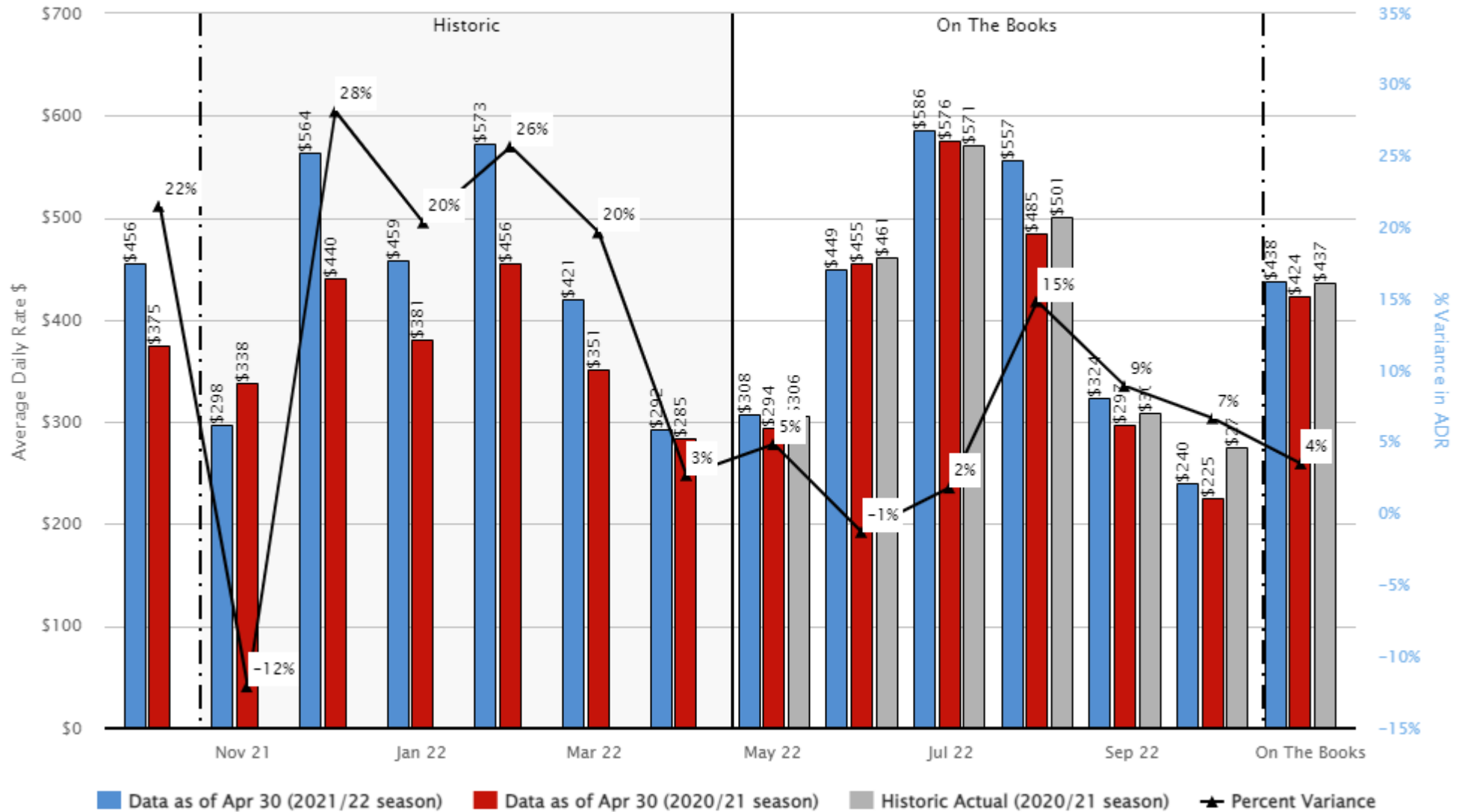|		2021/22	2020/21	Year over Year % Variance
Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (Apr) changed by (4.8%)	Occupancy (Apr) :	44.1%	42.1%	4.8%
North Lake Tahoe ADR for last month (Apr) changed by (2.7%)	ADR (Apr) :	$ 292	$ 285	2.7%
North Lake Tahoe RevPAR for last month (Apr) changed by (7.7%)	RevPAR (Apr) :	$ 129	$ 120	7.7%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (50.1%)	Occupancy (May) :	36.4%	24.3%	50.1%
North Lake Tahoe ADR for next month (May) changed by (4.9%)	ADR (May) :	$ 308	$ 294	4.9%
North Lake Tahoe RevPAR for next month (May) changed by (57.4%)	RevPAR (May) :	$ 112	$ 71	57.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (34.5%)	Occupancy	52.3%	38.9%	34.5%
North Lake Tahoe ADR for the past 6 months changed by (21.5%)	ADR	$ 456	$ 375	21.5%
North Lake Tahoe RevPAR for the past 6 months changed by (63.4%)	RevPAR	$ 238	$ 146	63.4%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the furture 6 months changed by (-0.7%)	Occupancy	33.9%	34.1%	-0.7%
North Lake Tahoe ADR for the future 6 months changed by (3.5%)	ADR	$ 438	$ 424	3.5%
North Lake Tahoe RevPAR for the future 6 months changed by (2.8%)	RevPAR	$ 149	$ 145	2.8%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2022 vs. Previous Year				
Rooms Booked during last month (Apr,22) compared to Rooms Booked during the same period last year (Apr,21) for all arrival dates has changed by (-48.4%)	Booking Pace (Apr)	5.5%	10.7%	-48.4%

* 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.
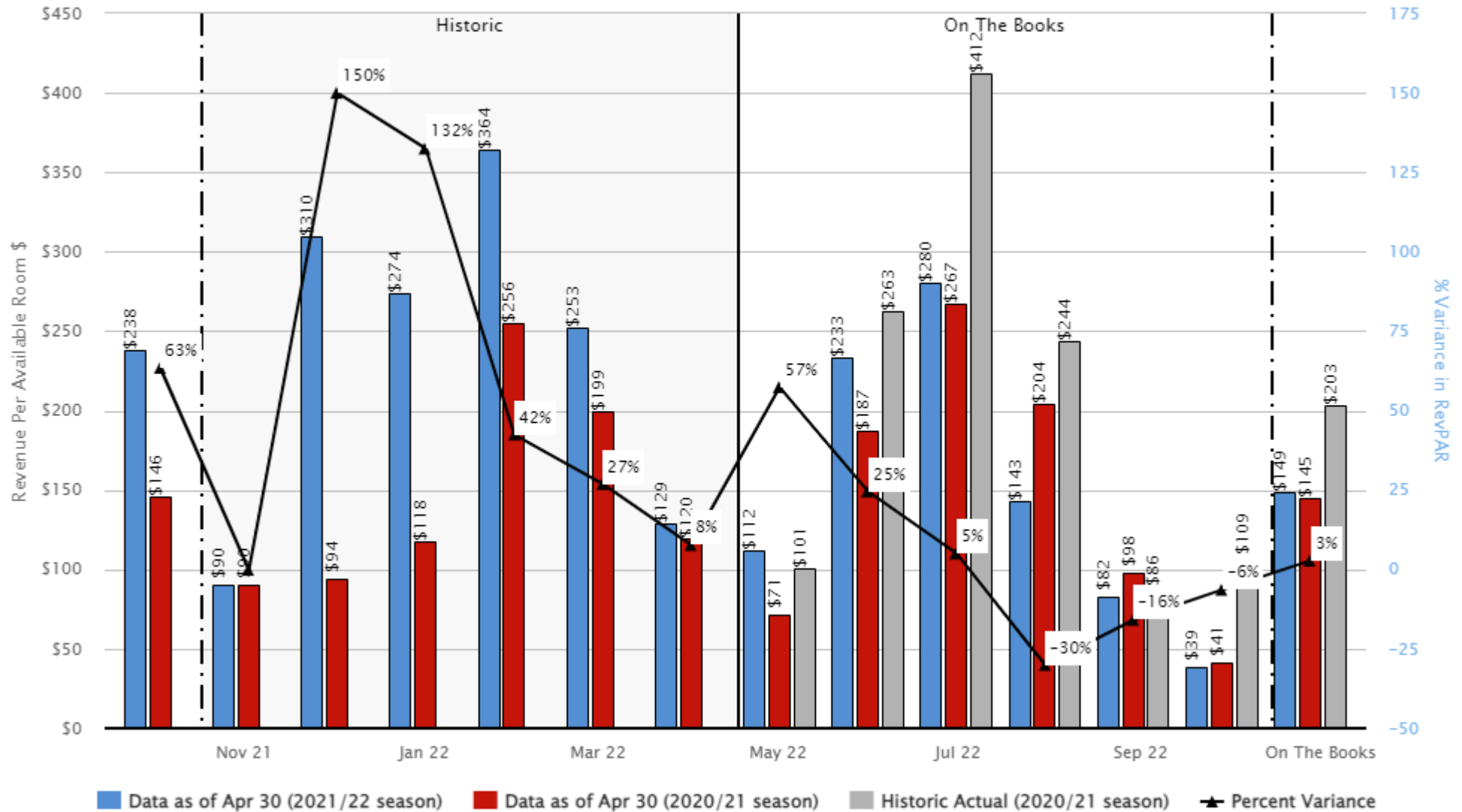
DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three 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.
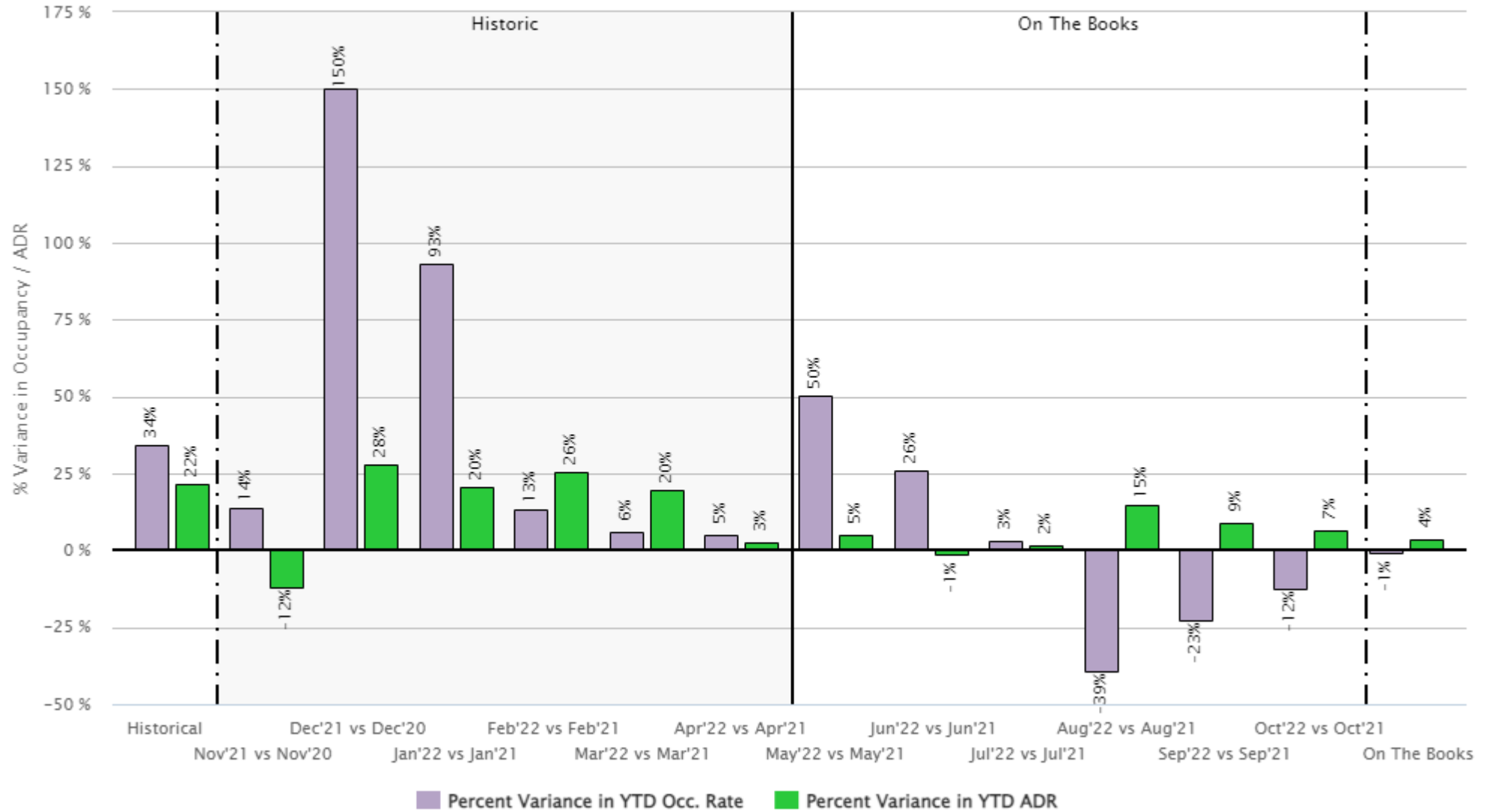
North Lake Tahoe Paid Occupancy (Most Recent Data)
Res Activity Outlook as of Apr 30, 2022

Legend:
- Data as of Apr 30 (2021/22 season)
- Data as of Apr 30 (2020/21 season)
- Historic Actual (2020/21 season)
- Percent Variance

Historic

On The Books

Legend:
- Data as of Apr 30 (2021/22 season)
- Data as of Apr 30 (2020/21 season)
- Historic Actual (2020/21 season)
- Percent Variance

Revenue Per Available Room $ (left axis), % Variance in RevPAR (right axis)

Values by month:

Nov 21: $238, $146, 63%; $90, $90, 0%
Jan 22: $310, $94, 150%; $274, $118, 132%
Mar 22: $364, $256, 42%; $253, $199, 27%; $129, $120, 8%
May 22: $112, $71, $101, 57%; $233, $187, $263, 25%
Jul 22: $280, $267, $412, 5%; $143, $204, $244, -30%
Sep 22: $82, $98, $86, -16%; $39, $41, $109, -6%
On The Books: $149, $145, $203, 3%

North Lake Tahoe Variance in YTD Occupancy and ADR
Res Activity Outlook 2021/22 vs 2020/21

North Lake Tahoe Average Daily Rate (Winter-to-date)
Res Activity Outlook as of Apr 30, 2022

North Lake Tahoe Revenue Per Available Room (Winter-to-date)

Res Activity Outlook as of Apr 30, 2022

North Lake Tahoe Variance in YTD Occupancy and ADR (Winter-to-date)

Res Activity Outlook as of Apr 30, 2022

North Lake Tahoe Average Daily Rate (Summer-to-date)

On The Books

Month	Data as of Apr 30 (2021/22 season)	Data as of Apr 30 (2020/21 season)	Historic Actual (2020/21 season)	Percent Variance
May'22	$308	$294	$306	5%
Jun'22	$449	$455	$461	-1%
Jul'22	$586	$576	$571	2%
Aug'22	$557	$485	$501	15%
Sep'22	$324	$297	$309	9%
Oct'22	$240	$225	$275	7%
Summer Total	$438	$424	$437	4%

Legend: Data as of Apr 30 (2021/22 season) · Data as of Apr 30 (2020/21 season) · Historic Actual (2020/21 season) · Percent Variance

North Lake Tahoe Variance in YTD Occupancy and ADR (Summer-to-date) — Res Activity Outlook 2021/22 vs 2020/21

On The Books

% Variance in Occupancy / ADR

Month	Percent Variance in YTD Occ. Rate	Percent Variance in YTD ADR
May'22 vs May'21	50%	5%
Jun'22 vs Jun'21	26%	-1%
Jul'22 vs Jul'21	3%	2%
Aug'22 vs Aug'21	-39%	15%
Sep'22 vs Sep'21	-23%	9%
Oct'22 vs Oct'21	-12%	7%
Summer Total	-1%	4%

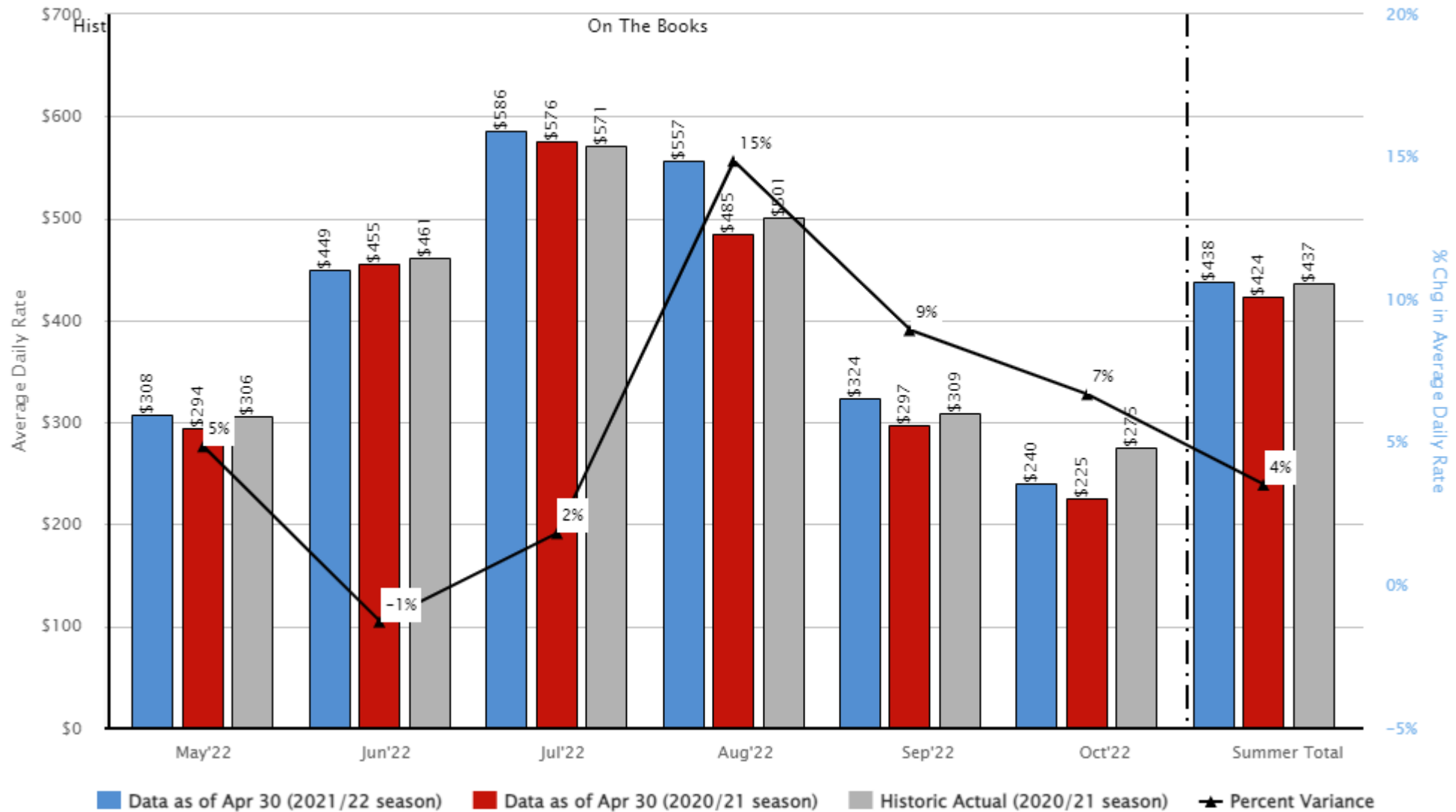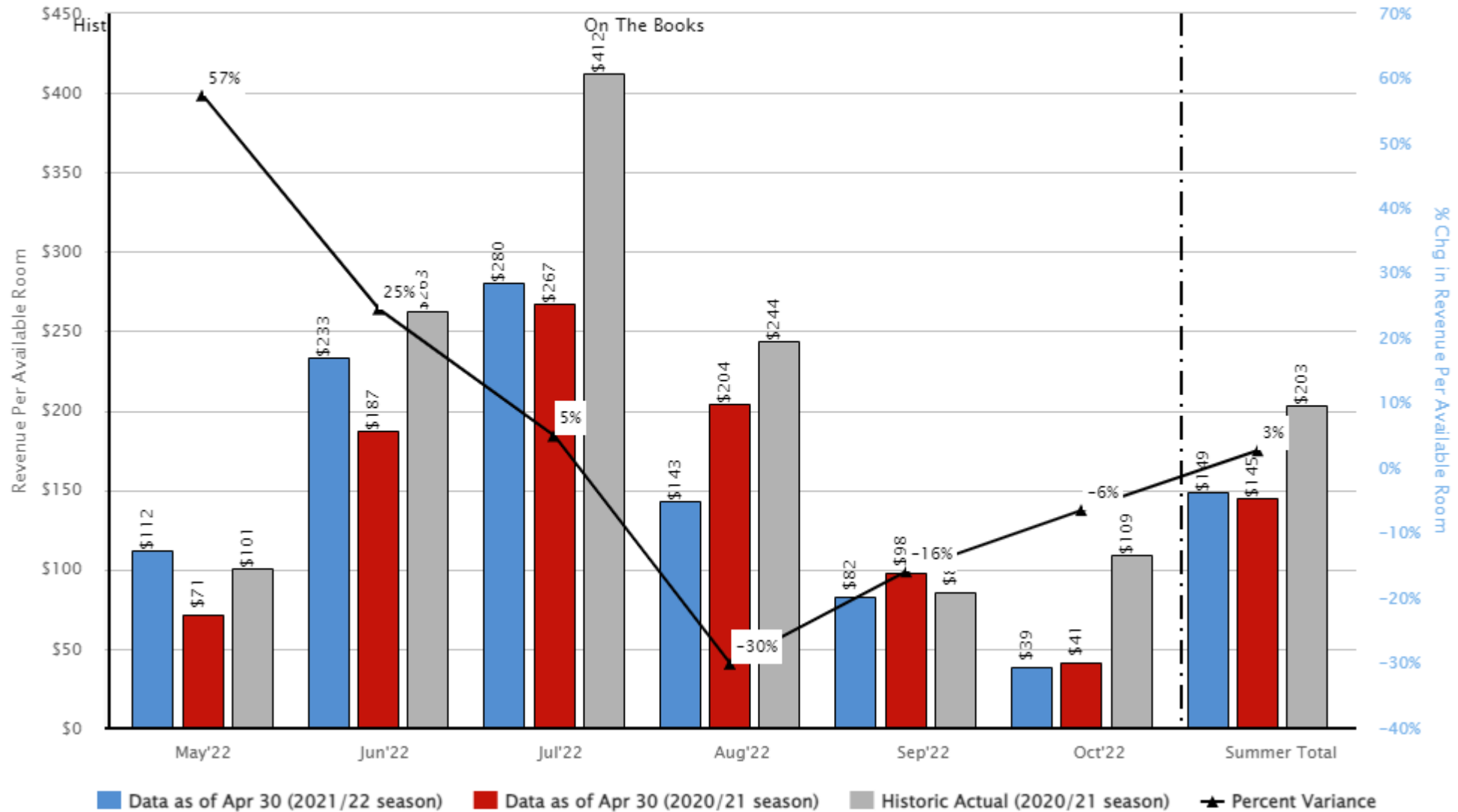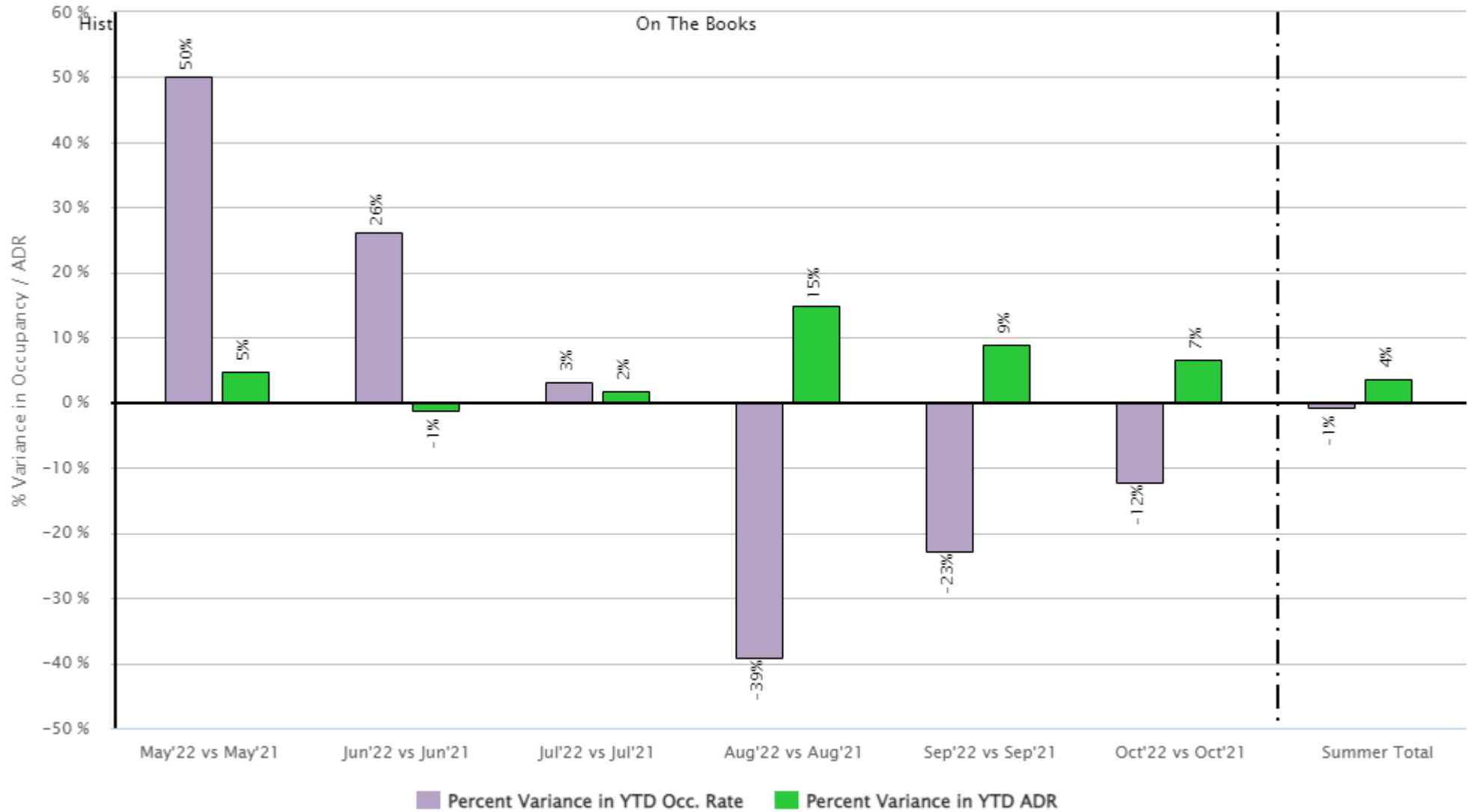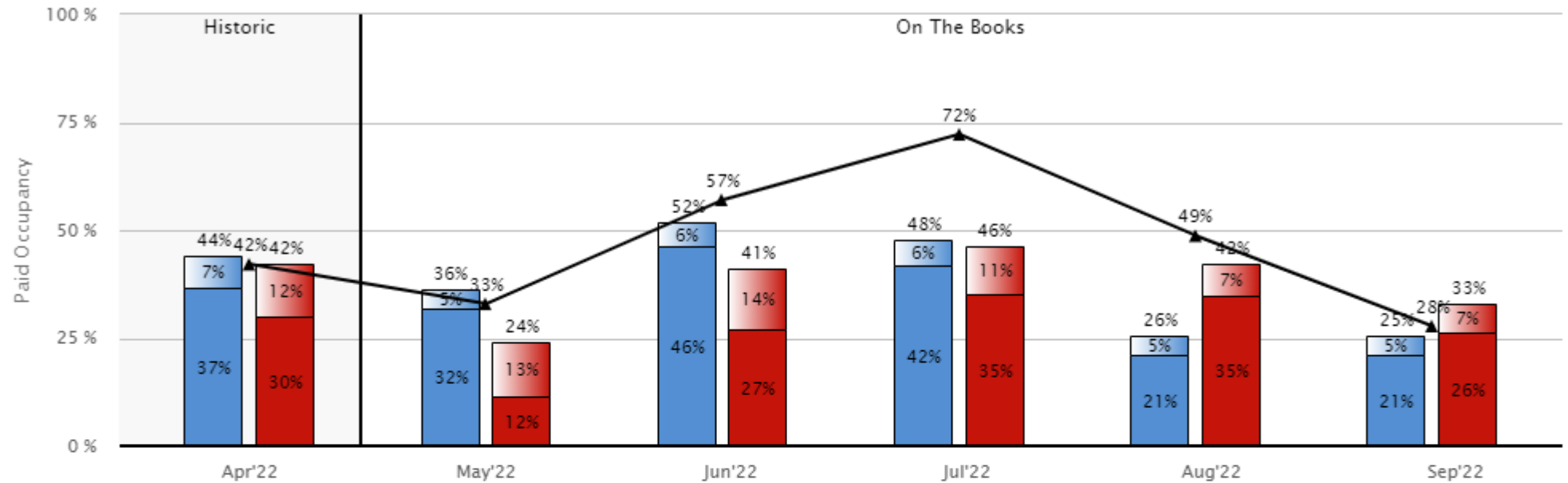Percent Variance in YTD Occ. Rate   Percent Variance in YTD ADR

Month of Occupancy	Occupancy as of 4-30-2022	Occupancy as of 4-30-2021	Absolute Change	Occupancy as of 3-31-2022	Occupancy as of 3-31-2021	Absolute Change	Incremental occupancy booked Apr 22	Incremental occupancy booked Apr 21	Absolute Variance in incremental Fill	Percentage Variance in incremental Fill	2020/21 Historic actual occupancy
Apr	44.1%	42.1%	2%	36.8%	29.8%	6.9%	7.3%	12.2%	−4.9%	−40.1%	42.1%
May	36.4%	24.3%	12.1%	31.9%	11.5%	20.3%	4.5%	12.7%	−8.2%	−64.3%	32.9%
Jun	51.9%	41.1%	10.7%	46.1%	27.2%	18.9%	5.7%	13.9%	−8.2%	−58.8%	57%
Jul	47.8%	46.4%	1.4%	41.7%	35.2%	6.5%	6.1%	11.2%	−5.1%	−45.3%	72.2%
Aug	25.7%	42.1%	−16.5%	21%	34.7%	−13.8%	4.7%	7.4%	−2.7%	−36.9%	48.7%
Sep	25.5%	33%	−7.5%	21%	26.4%	−5.4%	4.5%	6.6%	−2.1%	−31.9%	27.8%
Total	38.5%	38.2%	0.4%	33.0%	27.5%	5.5%	5.5%	10.7%	−5.2%	−48.4%	46.9%

■ As of Apr 30, 2022 ■ As of Mar 31, 2022 ■ As of Apr 30, 2021 ■ As of Mar 31, 2021 ▲ 2020/21 Historic actual

*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs. **Results for "Percent Variance in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.

Month of Occupancy	Occ Rate as of Apr 30, 2022	Occ Rate as of Apr 30, 2021	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
				Occ Rate: YTD 2021/22 VS. YTD 2020/21					
Nov 21	30.3%	26.7%	13.6%		46,579	14,135	47,976	12,818	12
Dec 21	54.9%	21.3%	158.1%		48,093	26,424	45,622	9,711	11
Jan 22	59.7%	30.9%	93.1%		50,387	30,105	48,721	15,075	12
Feb 22	63.5%	56.0%	13.3%		46,585	29,594	45,956	25,757	12
Mar 22	60.1%	56.7%	6.0%		46,312	27,829	47,063	26,677	10
Apr 22	44.1%	42.1%	4.8%		44,919	19,820	45,421	19,117	10
May 22	36.4%	24.3%	50.1%	32.9%	45,666	16,625	47,129	11,432	10
Jun 22	51.9%	41.1%	26.1%	57.0%	45,136	23,414	45,735	18,811	10
Jul 22	47.8%	46.4%	3.1%	72.2%	46,271	22,140	47,407	22,001	10
Aug 22	25.7%	42.1%	-39.1%	48.7%	46,299	11,882	47,317	19,944	10
Sep 22	25.5%	33.0%	-22.8%	27.8%	44,982	11,459	46,550	15,356	10
Oct 22	16.1%	18.3%	-12.3%	39.8%	45,577	7,323	47,960	8,786	10
Grand Total	**43.2%**	**36.5%**	**18.4%**	**42.7%**	**556,806**	**240,750**	**562,857**	**205,485**	**12**
Historical Months Total	**52.3%**	**38.9%**	**34.5%**	**38.9%**	**282,875**	**147,907**	**280,759**	**109,155**	**12**
On the Books Total	**33.9%**	**34.1%**	**-0.7%**	**46.5%**	**273,931**	**92,843**	**282,098**	**96,330**	**10**

			Average Daily Rate: YTD 2021/22 VS. YTD 2020/21						
Month of Occupancy	ADR as of Apr 30, 2022	ADR as of Apr 30, 2021	ADR Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
Nov 21	$297.58	$338.45	-12.1%		14,135	$ 4,206,341	12,818	$ 4,338,257	12
Dec 21	$564.14	$440.20	28.2%		26,424	$ 14,906,733	9,711	$ 4,274,772	11
Jan 22	$458.61	$380.95	20.4%		30,105	$ 13,806,506	15,075	$ 5,742,780	12
Feb 22	$573.01	$455.87	25.7%		29,594	$ 16,957,575	25,757	$ 11,741,941	12
Mar 22	$420.58	$351.40	19.7%		27,829	$ 11,704,353	26,677	$ 9,374,349	10
Apr 22	$292.30	$284.60	2.7%		19,820	$ 5,793,470	19,117	$ 5,440,615	10
May 22	$308.20	$293.89	4.9%	$305.56	16,625	$ 5,123,786	11,432	$ 3,359,723	10
Jun 22	$449.24	$455.01	-1.3%	$460.52	23,414	$ 10,518,588	18,811	$ 8,559,176	10
Jul 22	$586.10	$575.55	1.8%	$570.65	22,140	$ 12,976,188	22,001	$ 12,662,751	10
Aug 22	$557.02	$484.94	14.9%	$500.88	11,882	$ 6,618,482	19,944	$ 9,671,603	10
Sep 22	$323.69	$297.13	8.9%	$308.56	11,459	$ 3,709,167	15,356	$ 4,562,713	10
Oct 22	$240.48	$225.39	6.7%	$274.54	7,323	$ 1,761,044	8,786	$ 1,980,250	10
Grand Total	**$ 449**	**$ 398**	**12.9%**	**$ 409**	**240,750**	**$ 108,082,231**	**205,485**	**$ 81,708,931**	**12**
Historical Months Total	**$ 456**	**$ 375**	**21.5%**	**$ 375**	**147,907**	**$ 67,374,977**	**109,155**	**$ 40,912,716**	**12**
On the Books Total	**$ 438**	**$ 424**	**3.5%**	**$ 437**	**92,843**	**$ 40,707,254**	**96,330**	**$ 40,796,215**	**10**

			RevPAR Rate: YTD 2021/22 VS. YTD 2020/21						
Month of Occupancy	RevPAR as of Apr 30, 2022	RevPAR as of Apr 30, 2021	RevPAR Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
Nov 21	$90.31	$90.43	-0.1%		46,579	$ 4,206,341	47,976	$ 4,338,257	12
Dec 21	$309.96	$93.70	230.8%		48,093	$ 14,906,733	45,622	$ 4,274,772	11
Jan 22	$274.01	$117.87	132.5%		50,387	$ 13,806,506	48,721	$ 5,742,780	12
Feb 22	$364.01	$255.50	42.5%		46,585	$ 16,957,575	45,956	$ 11,741,941	12
Mar 22	$252.73	$199.19	26.9%		46,312	$ 11,704,353	47,063	$ 9,374,349	10
Apr 22	$128.98	$119.78	7.7%		44,919	$ 5,793,470	45,421	$ 5,440,615	10
May 22	$112.20	$71.29	57.4%	$100.61	45,666	$ 5,123,786	47,129	$ 3,359,723	10
Jun 22	$233.04	$187.15	24.5%	$262.60	45,136	$ 10,518,588	45,735	$ 8,559,176	10
Jul 22	$280.44	$267.11	5.0%	$412.04	46,271	$ 12,976,188	47,407	$ 12,662,751	10
Aug 22	$142.95	$204.40	-30.1%	$244.04	46,299	$ 6,618,482	47,317	$ 9,671,603	10
Sep 22	$82.46	$98.02	-15.9%	$85.69	44,982	$ 3,709,167	46,550	$ 4,562,713	10
Oct 22	$38.64	$41.29	-6.4%	$109.28	45,577	$ 1,761,044	47,960	$ 1,980,250	10
Grand Total	**$ 194**	**$ 145**	**33.7%**	**$ 174**	**556,806**	**$ 108,082,231**	**562,857**	**$ 81,708,931**	**12**
Historical Months Total	**$ 238**	**$ 146**	**63.4%**	**$ 146**	**282,875**	**$ 67,374,977**	**280,759**	**$ 40,912,716**	**12**
On the Books Total	**$ 149**	**$ 145**	**2.8%**	**$ 203**	**273,931**	**$ 40,707,254**	**282,098**	**$ 40,796,215**	**10**

Winter Bookings: Occ Rate: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	Occ Rate as of Apr 30, 2022	Occ Rate as of Apr 30, 2021	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
Nov 21	30.3%	26.7%	13.6%		46,579	14,135	47,976	12,818	12
Dec 21	54.9%	21.3%	158.1%		48,093	26,424	45,622	9,711	11
Jan 22	59.7%	30.9%	93.1%		50,387	30,105	48,721	15,075	12
Feb 22	63.5%	56.0%	13.3%		46,585	29,594	45,956	25,757	12
Mar 22	60.1%	56.7%	6.0%		46,312	27,829	47,063	26,677	10
Apr 22	44.1%	42.1%	4.8%		44,919	19,820	45,421	19,117	10
Winter Total	**52.3%**	**38.9%**	**34.5%**	**38.9%**	**282,875**	**147,907**	**280,759**	**109,155**	**12**

Winter Bookings: Average Daily Rate: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	ADR as of Apr 30, 2022	ADR as of Apr 30, 2021	Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
Nov 21	$297.58	$338.45	-12.1%		14,135	$ 4,206,341	12,818	$ 4,338,257	12
Dec 21	$564.14	$440.20	28.2%		26,424	$ 14,906,733	9,711	$ 4,274,772	11
Jan 22	$458.61	$380.95	20.4%		30,105	$ 13,806,506	15,075	$ 5,742,780	12
Feb 22	$573.01	$455.87	25.7%		29,594	$ 16,957,575	25,757	$ 11,741,941	12
Mar 22	$420.58	$351.40	19.7%		27,829	$ 11,704,353	26,677	$ 9,374,349	10
Apr 22	$292.30	$284.60	2.7%		19,820	$ 5,793,470	19,117	$ 5,440,615	10
Winter Total	**$ 456**	**$ 375**	**21.5%**	**$ 375**	**147,907**	**$ 67,374,977**	**109,155**	**$ 40,912,716**	**12**

Winter Bookings: Revenue Per Available Room: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	RevPAR as of Apr 30, 2022	RevPAR as of Apr 30, 2021	Percent Variance in YTD RevPAR	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
Nov 21	$90.31	$90.43	-0.1%		46,579	$ 4,206,341	47,976	$ 4,338,257	12
Dec 21	$309.96	$93.70	230.8%		48,093	$ 14,906,733	45,622	$ 4,274,772	11
Jan 22	$274.01	$117.87	132.5%		50,387	$ 13,806,506	48,721	$ 5,742,780	12
Feb 22	$364.01	$255.50	42.5%		46,585	$ 16,957,575	45,956	$ 11,741,941	12
Mar 22	$252.73	$199.19	26.9%		46,312	$ 11,704,353	47,063	$ 9,374,349	10
Apr 22	$128.98	$119.78	7.7%		44,919	$ 5,793,470	45,421	$ 5,440,615	10
Winter Total	**$ 238**	**$ 146**	**63.4%**	**$ 146**	**282,875**	**$ 67,374,977**	**280,759**	**$ 40,912,716**	**12**

Summer Bookings: Occ Rate: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	Occ Rate as of Apr 30, 2022	Occ Rate as of Apr 30, 2021	Occupancy Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	CY Room Nights Available	CY Room Nights Booked	PY Room Nights Available	PY Room Nights Booked	# of Properties in sample
May 22	36.4%	24.3%	50.1%	32.9%	45,666	16,625	47,129	11,432	10
Jun 22	51.9%	41.1%	26.1%	57.0%	45,136	23,414	45,735	18,811	10
Jul 22	47.8%	46.4%	3.1%	72.2%	46,271	22,140	47,407	22,001	10
Aug 22	25.7%	42.1%	-39.1%	48.7%	46,299	11,882	47,317	19,944	10
Sep 22	25.5%	33.0%	-22.8%	27.8%	44,982	11,459	46,550	15,356	10
Oct 22	16.1%	18.3%	-12.3%	39.8%	45,577	7,323	47,960	8,786	10
Summer Total	**33.9%**	**34.1%**	**-0.7%**	**46.5%**	**273,931**	**92,843**	**282,098**	**96,330**	**10**

Summer Bookings: Average Daily Rate: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	ADR as of Apr 30, 2022	ADR as of Apr 30, 2021	Percent Variance in YTD Adr Rate	Historic Actual ADR	CY Room Nights Booked	CY Room Revenue Booked	PY Room Nights Booked	PY Room Revenue Booked	# of Properties in sample
May 22	$308.20	$293.89	4.9%	$305.56	16,625	$ 5,123,786	11,432	$ 3,359,723	10
Jun 22	$449.24	$455.01	-1.3%	$460.52	23,414	$ 10,518,588	18,811	$ 8,559,176	10
Jul 22	$586.10	$575.55	1.8%	$570.65	22,140	$ 12,976,188	22,001	$ 12,662,751	10
Aug 22	$557.02	$484.94	14.9%	$500.88	11,882	$ 6,618,482	19,944	$ 9,671,603	10
Sep 22	$323.69	$297.13	8.9%	$308.56	11,459	$ 3,709,167	15,356	$ 4,562,713	10
Oct 22	$240.48	$225.39	6.7%	$274.54	7,323	$ 1,761,044	8,786	$ 1,980,250	10
Summer Total	**$ 438**	**$ 424**	**3.5%**	**$ 437**	**92,843**	**$ 40,707,254**	**96,330**	**$ 40,796,215**	**10**

Summer Bookings: Revenue Per Available Room: YTD 2021/22 VS. YTD 2020/21								
Month of Occupancy	RevPAR as of Apr 30, 2022	RevPAR as of Apr 30, 2021	Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	CY Room Nights Available	CY Room Revenue Booked	PY Room Nights Available	PY Room Revenue Booked	# of Properties in sample
May 22	$112.20	$71.29	57.4%	$100.61	45,666	$ 5,123,786	47,129	$ 3,359,723	10
Jun 22	$233.04	$187.15	24.5%	$262.60	45,136	$ 10,518,588	45,735	$ 8,559,176	10
Jul 22	$280.44	$267.11	5.0%	$412.04	46,271	$ 12,976,188	47,407	$ 12,662,751	10
Aug 22	$142.95	$204.40	-30.1%	$244.04	46,299	$ 6,618,482	47,317	$ 9,671,603	10
Sep 22	$82.46	$98.02	-15.9%	$85.69	44,982	$ 3,709,167	46,550	$ 4,562,713	10
Oct 22	$38.64	$41.29	-6.4%	$109.28	45,577	$ 1,761,044	47,960	$ 1,980,250	10
Summer Total	**$ 149**	**$ 145**	**2.8%**	**$ 203**	**273,931**	**$ 40,707,254**	**282,098**	**$ 40,796,215**	**10**

CONFERENCE REVENUE STATISTICS

North Shore Properties
Year to Date Bookings/Monthly Production Detail FY 21/22
Prepared By: Anna Atwood, Marketing Executive Assistant

	FY 21/22	**FY 20/21**	**Variance**
Total Revenue Booked as of 4/30/22:	$1,961,215	$379,352	417%
Number of Room Nights:	9,228	1673	452%
Number of Delegates:	4327	606	614%
Annual Revenue Goal:	$2,000,000	$2,000,000	0%

Monthly Detail/Activity	**April-22**	**April-21**	
Number of Groups Booked:	**0**	**1**	
Revenue Booked:	$0	$34,163	
Room Nights:	0	127	
Number of Delegates:	0	35	
Booked Group Types:	0	1 Mtg. Planner	
Lost Business, # of Groups:	12	6	
Arrived in the month	**April-22**	**April-21**	
Number of Groups:	**3**	**0**	
Revenue Arrived:	$176,950	$0	
Room Nights:	725	0	
Number of Delegates:	290	0	
Arrived Group Types:	1 Assoc., 1 Non-Profit, 1 Mtg. Planner		

Monthly Detail/Activity	**March-22**	**March-21**	
Number of Groups Booked:	**2**	**1**	
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	
Arrived in the month	**March-22**	**March-21**	
Number of Groups:	**1**	**0**	
Revenue Arrived:	$8,211	$0	
Room Nights:	65	0	
Number of Delegates:	51	0	
Arrived Group Types:	1 Corp.		

Monthly Detail/Activity	**February-22**	**February-21**	
Number of Groups Booked:	**3**	**1**	
Revenue Booked:	$182,232	$12,537	
Room Nights:	803	45	
Number of Delegates:	240	10	

Booked Group Types:	1 Corp., 2 Mtg. Planners	1 Corp/
Lost Business, # of Groups:	21	6

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

Monthly Detail/Activity	**January-22**	**January-21**
Number of Groups Booked:	**5**	**4**
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

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

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

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

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

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

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

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

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

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

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

Arrived in the month	August-21	August-20

Number of Groups:	**4**	**1**
Revenue Arrived:	$512,023	$5,907
Room Nights:	1992	53
Number of Delegates:	915	17
Arrived Group Types:	3 Corp.,1 Assoc.	1 Corp.

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

Arrived in the month	**July-21**	**July-20**
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.

	Current Numbers	**Goals**
For 2022/23:	**$715,259**	**$2,000,000**
For 2023/24:	**$100,804**	**$2,000,000**

NUMBER OF LEADS Generated as of 4/30/22:	**96**
YTD 4/30/21:	75
YTD 4/30/20:	220

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

Lodging Book Now Referrals - 4/1/22-4/30/22	Total Events	Unique Events
Hyatt Regency Lake Tahoe Resort Spa & Casino	85	82
Mourelatos Lakeshore Resort	51	51
Cedar Glen Lodge	41	38
East West Hospitality at Tahoe	40	21
The Ritz-Carlton, Lake Tahoe	39	39
Natural Retreats – North Lake Tahoe	38	37
The Village at Palisades Tahoe	33	31
Northstar California Resort	28	26
Sunnyside Restaurant & Lodge	28	28
Tahoe Biltmore Lodge & Casino	28	28
PlumpJack Inn	25	22
Tahoe Luxury Properties	25	25
Resort at Squaw Creek	23	23
Constellation Residences at Northstar	21	15
West Shore Cafe & Inn	21	19
Cedar Crest Cottages	20	20
Tahoma Meadows Cottages	20	20
Agate Bay Realty Vacation Rentals	19	18
Olympic Village Inn	15	15
Red Wolf Lakeside Lodge	15	15
Brockway Springs Resort	13	13
Hauserman Rental Group	13	10
Franciscan Lakeside Lodge	12	12
Lake Tahoe Accommodations	11	11
Sun Bear Realty & Vacation Rentals	11	11
Tahoe Getaways Vacation Rentals	10	10
Tahoe Rental Company	10	10
Tahoe Vacation Rentals	9	9
Waters of Tahoe Properties	9	9
Northstar Lodge by Vacation Club Rentals	8	8
PepperTree Inn	8	8
Tahoe Signature Properties	7	7
Gar Woods Grill & Pier	6	6
Tahoe Donner Golf Course	6	6
Tahoe Woodside Vacation Rentals	6	6
West Lake Properties at Tahoe	6	6
Firelite Lodge	5	5
SellMyTimeShareNow.com	5	5
Tahoe Accommodations	4	4
Vacasa	4	4
Frog Lake Backcountry Huts	3	3
Holiday House	3	3

Incline Vacation Rentals	3	3
Parkside Inn at Incline	3	3
Americas Best Value Inn Tahoe City	2	2
Tahoe Real Estate Group	2	2
Tahoe Vistana Inn	2	2
Vacation Station, Inc.	2	2
First Accommodations, Inc.	1	1
Goldfish Properties	1	1
Northstar Lodge by Welk Resorts	1	1
Red Wolf Lodge at Squaw Valley	1	1
	802	757