

July Departmental Reports



north lake tahoe

July 2022

Meetings & Conventions Report

TURNED DEFINITE

1. Associated General Contractors of San Diego - 2023 Winter Conference - 2/8/23-2/11/23, 94 rooms, 65 people
2. Groundwater Resources Association of California - 7th Annual Western Groundwater Congress - 9/23/24-9/25/24, 450 people, 400 rooms

NEW MEETINGS & RFPs DISTRIBUTED

3. HPN - 85997 - Sales Meeting Aug 2022 - 8/18/22-8/20/22, 32 rooms, 16 people
4. PeopleforBikes - 2022 Electric Mountain Bike Summit Overflow - 9/14/22-9/16/22, 60 rooms, 20 people
5. KZAM Enterprizes LLC - 2023 ACG Winter Board - 2/8/23-2/12/23, 104 rooms, 60 people
6. HPN - 85787 - Mid-Year Sales Incentive - 6/1/23-6/3/23, 60 rooms, 40 people
7. KZAM Enterprises - 2023 ACG Summer Board - 6/14/23-6/18/23, 115 rooms, 60 people
8. National Council of State Boards of Nursing - 2023 NCSBN Executive Officer Summit - 6/20/23-6/23/23, 132 rooms, 60 people
9. California's Coalition for Adequate School Housing - CASH July 2023 Board of Directors Quarterly Meeting - 7/13/23-7/15/23, 24 rooms, 25 people
10. HPN - 85735 - 21XM/XPS - July 2023 - 7/19/23-7/21/23, 100 rooms, 65 people
11. Cincom Systems, Inc. - Cincom - 2023 - 9/10/23-9/14/23, 267 rooms, 75 people
12. HPN - 85740 - 2024 Board Meeting - 2/19/24-2/24/24, 139 rooms, 40 people
13. HPN - 85759 - Annual Meeting 2024 - 2/21/24-2/26/24, 503 rooms, 106 people
14. American Bar Association - Consumer Financial Services - 2025 - 1/10/25-1/14/25, 455 rooms, 150 people
15. HPN - 85807 - Annual Meeting 2025 - 2/19/25-2/24/25, 503 rooms, 160 people

NEW INQUIRIES

1. Snell and Wilmer - 2023 Corporate Counsel Forum - 9/26/23-9/30/23, 120 people, 247 rooms
2. Farm Credit Services of America - FCSA- KP Sale Leadership Conf 2023 - 8/21/23-8/24/23, 80 people, 320 rooms
3. Sony Interactive Entertainment (SIE) - Sony Game Tech Conference - 3/16/23-3/19/23, 200 people 556 rooms
4. ConferenceDirect - NETWORK Distribution Board Meeting 2023 - 3/12/23-3/15/23, 32 people, 71 rooms
5. National Confectioners Association - Leadership Summit - 7/12/24-7/18/24, 140 people, 362 rooms
6. CivicWell - Annual Policymaker's Conference - 3/16/23-3/19/23, 150 people, 270 rooms
7. Populus Group - Culture Trip Oct 2022 - 10/5/22-10/6/22, 20 people, 40 rooms

8. Western Wood Preservers Institute - WWPI Summer 2023 Meeting, 6/24/23-6/27/23, 55 people, 185 rooms
9. General Motors - GM BAM Weekend Travel 2024 - 9/2/24-9/8/24, 80 people, 142 rooms
10. YUM Brands, Inc. - Lead it Forward Conference 2023 - 12/4/23-12/8/23, 95 people, 378 rooms
11. Smash My Trash - Annual Meeting - 2/23/24-2/27/24, 300 people, 346 rooms
12. Ex-Import Pty Ltd - Corporate Event for Ex-Import Pty Ltd - 5/27/24-5/28/24, 100 people, 100 rooms
13. iHealth Labs - 2022 iHealth Labs Company Retreat - 8/19/22-8/21/22, 60 people, 119 rooms
14. PGT Innovations - 2023 PGT Executive Strategic Planning Meeting - 9/10/23-9/16/23, 50 people, 150 rooms
15. Positec - Commercial Launch - 9/27/22-9/29/22, 80 people, 163 rooms
16. National Association of Steel Pipe Distributors - NASPD 2023 Summer Convention - Lake Tahoe - 6/6/23-6/10/23, 100 people, 185 rooms
17. Association of Bookmobile and Outreach Services - 2026 Bookmobile Conference - 10/12/26-10/15/26, 300 people, 804 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Finalized the 22/23 Tourism Sales budget
 - Finalized on 22/23 Tourism Sales travel schedule
 - Finalized the NLTRA County report for tourism sales
 - Appointment Selection for Connect Marketplace - Corporate & Association Tracks

SITE VISITS & SALES CALLS

- None in July

Chicago Rep Efforts

- Destination Reps hosted a TopGolf event for top clients. 28 clients attended the reception and golf event on a perfect summer day!
- Participated on the PCMA-GMC first annual golf tournament. It was another perfect day and the clients were plentiful.



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July 2022

Tourism Development Report

KEY MEETINGS & PROJECT WORK

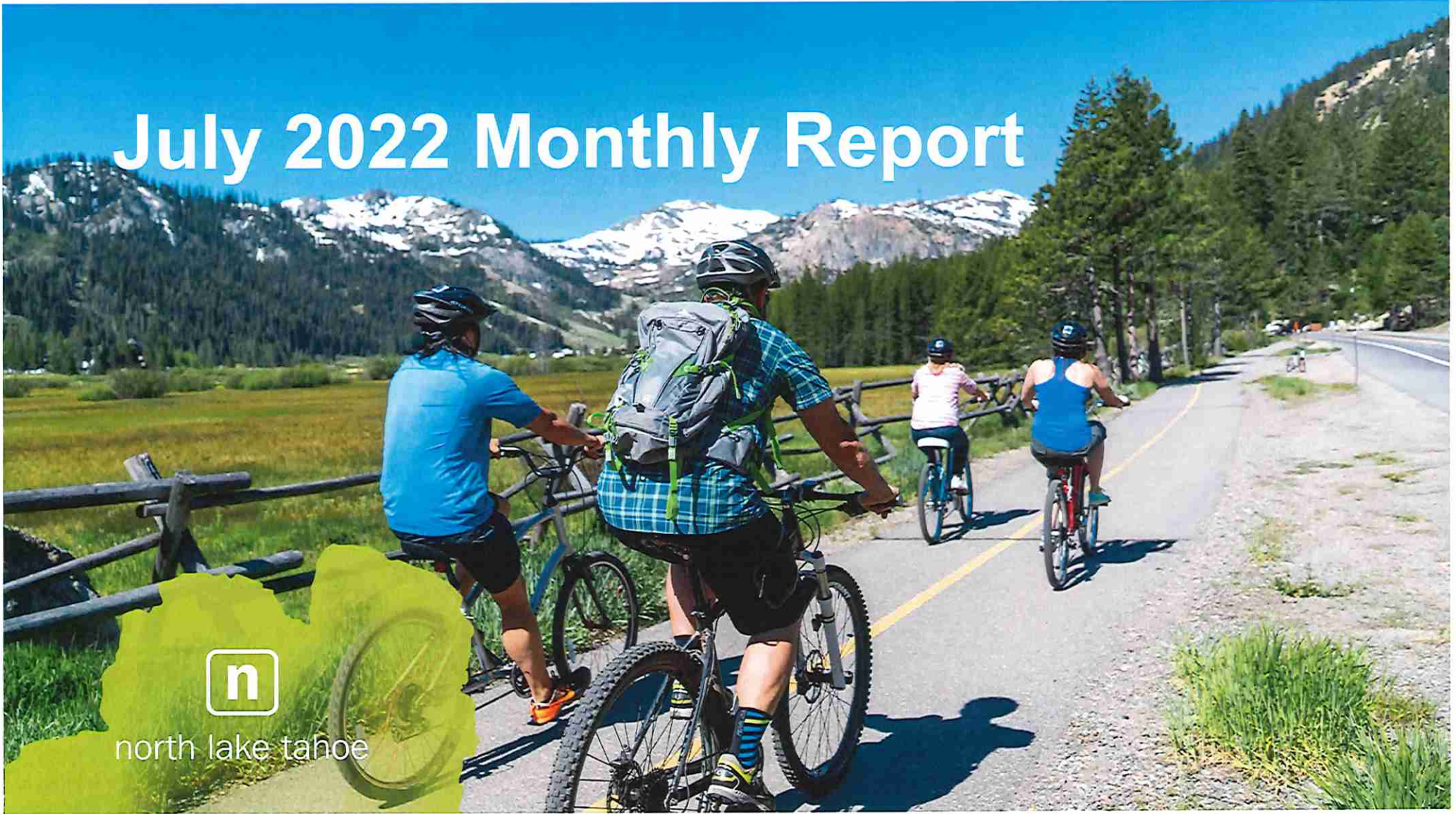
- Key Meetings:
 - Attended the High Sierra Council Planning Meeting. This meeting consisted of year end updates to Visit California and goal setting and budget planning for the 22/23 fiscal year.
 - Webinar with Viajes Scibasku July 6
 - Webinar with G2 Travel July 26
 - Call with Gate 7 to overview our trade goals for the year with Penny Brand
 - High Sierra Visitors Council - France representation firm, mNO, led by Murielle Nouchy and Gilles Lorand conducted the following trade meetings:
 - “Voyamar - Leclerc” : Nov. 19-23, discussion to organize a Famtrip, in partnership with Air Tahiti Nui (12-13 pers.)
 - “Luxury” : 2023 Q1, discussion to organize a Famtrip, in partnership with Air Tahiti Nui (12 pers.)

- Key Projects:
 - Finalized the 22/23 Tourism Sales budget
 - Finalized on 22/23 Tourism Sales travel schedule
 - Finalized the NLTRA County report for tourism sales

July 2022 Monthly Report



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July Executive Summary – Consumer Campaign

- Overall performance was a little lower than in June due to a strong push at the onset of the summer season. Travel hesitation due to inflation may have also led to slight decreases.
- In July there were 25% fewer impressions served than in the previous month, which led to 1,500 fewer total clicks. Despite the lower spend, there were 4% more TOS conversions this month with nearly 2,000 total. This trend shows that engagement held strong.
- Additionally, when comparing to last year's performance, there were significantly higher TOS sessions this year. This trend is most likely due to more diversified creative that speaks to specific audiences in a more thoughtful way.
- In this same vein, sustainability messaging outperformed all other creative by far, especially on social media platforms. CTRs were well above industry benchmarks at 3.9% across both Facebook and Instagram (industry benchmark is 0.9%).
- Search in the Los Angeles audience earned an additional 336 TOS conversions, but clicks did drop by 14%.



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July Executive Summary – MCC Campaign

- As the new fiscal year kicked off, a renewed budget went into effect. Compared to last month, there was a modest \$500 budget increase, but there was an impressive performance of +115% more clicks and +122% in CTR.
- In June, Display earned the most TOS conversions by far with 85% in total. However, July saw quite a change with Social earning 61% of total conversions with only 35% of total impressions. Display spend was half of that in June.
- The "Audio-Visual" creative earned 63% of total Social TOS conversions.
- LinkedIn dominated the industry standard (0.06%) and delivered a CTR of 1.38%.



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July Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into July focusing on “Lake Tahoe” keywords. Keywords were broken out into four campaigns to include “Stay,” “Plan,” “Dine” and “Play” in correlation with site structure and searches.
- Although all campaigns performed well, the “Play” campaign performed best, producing 3,385 clicks and a 16.01% CTR and the lowest cost per click. The “Dine” ad group performed second best with a 14.47% CTR and the second lowest cost per click.
- The campaign captured an incredible 12.99% CTR, a nearly 3% increase from the launch in June (industry average is 4.68%).



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July Executive Summary - Website

- There were over 92K visitors to GoTahoeNorth.com, a 39% increase from June. The majority of traffic came from organic search (59%). The average session duration was 1:22 (industry average is 1 minute). Users were up 31% and sessions were up 29% when comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the highest amount of visitors to the site than any other city.
- Similar to previous months, the homepage had the most amount of pageviews followed by the webcams page. Activities-based pages like beaches, hiking and camping were also high on the most visited pages list, edging out informational pages.



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July Executive Summary - Website

- Organic Search brought in the most users to the website with over 56K. The top three channels with the most user engagement were Referral (2:33), Organic (1:23) and Paid Search (1:23).
- The number of users and sessions increased (+30%) compared to June, and pages per session were down (-5.14%) as was average session duration (-9.38%). This trend indicates that users spent slightly less time interacting with the site this month than in June.



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July Executive Summary - Content

- There were three blogs posted including one on fire safety tips and resources, a wedding and group events blog, and a summer sunsets blog to complement the winter sunsets blog.
- Two eNewsletters were sent out. The first highlighted 4th of July Drone Show events, Tahoe beach clean-up and promoted the Shakespeare Festival. The second promoted three blogs (wildflower hikes, fishing and boat safety), Tahoe Public Beaches finder and plugged fire safety. Both had high open rates at 26.6% (industry average is 16%).
- CrowdRiff metrics were flat this month.



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July Executive Summary – PR Coverage

- There were 17 clips with 1B estimated digital monthly visits and 1.16M estimated digital coverage views. There were also four TV segments with 464K estimated views and one radio interview with 470K estimated listeners.
- Coverage featured the July 4th Drone Show, ski resorts that are just as beautiful in the summertime, the best U.S. lakes, Tahoe Via Ferrata and 25 best things to do in Lake Tahoe.
- Pitching efforts primarily focused on hiking, ski resorts in the summertime, wildfire safety, back to school gift ideas, luxury travel and sustainable travel.
- Augustine also collaborated on several articles, including one with *Travel + Leisure*, continued to partner with Visit California and continued efforts to coordinate fall FAM tours, including a trip with a Forbes reporter.



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July Executive Summary – Organic Social Media

- Top Facebook posts included summer views from hiking and summer activities to lodging. The post with the highest paid reach average rate featured The 4th of July Drone Show. Other engaging posts included a hiking post and a lake feature. Facebook content generated 8,34K engagements and an overall engagement rate of 1.29% (benchmark 0.30%).
- Instagram content promoted summer activities and lodging. Content generated over 324K impressions. There was an increase due to the posts related to summer activities and travel. Top posts included summer events and landscape views. Custom content featured a 4th of July Drone Show reel, which generated 55.2K views and 4.5K engagements.



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An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is positioned in the upper left quadrant of the frame. The water is exceptionally clear, revealing large, light-colored rocks beneath the surface. On the right side of the image, there are dense evergreen trees. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the text "Paid Media".

Paid Media

Consumer Paid Media



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Consumer Paid Media Executive Summary

- Search for the Los Angeles audience rose in spend by 36% from June to July, and the channel earned 336 additional TOS conversions with a drop of 4 cents in cost per conversion. Total clicks dropped 14% over July, while total TOS conversions increased 4% resulting in a 14% less cost per TOS conversion.
- Sustainability messaging on social continued to earn the highest percentage of TOS conversions. Additionally, mobile platforms garnered 64% of the Search TOS conversions, but only 50% of total Search impressions.
- Paid Social saw an increase of 6% of impressions served but a 33% drop in clicks. TOS conversions similarly dropped 38% to 144 and CTR fell 37% to 1.08%.
 - The decrease in performance could be due to several factors, including less total spend on Social than in the spring season as well as more travel hesitation due to inflation and higher traveling costs.



north lake tahoe

Overview by Campaign

Start Date
7/1/2022

End Date
7/31/2022

1,089,582
IMPRESSIONS

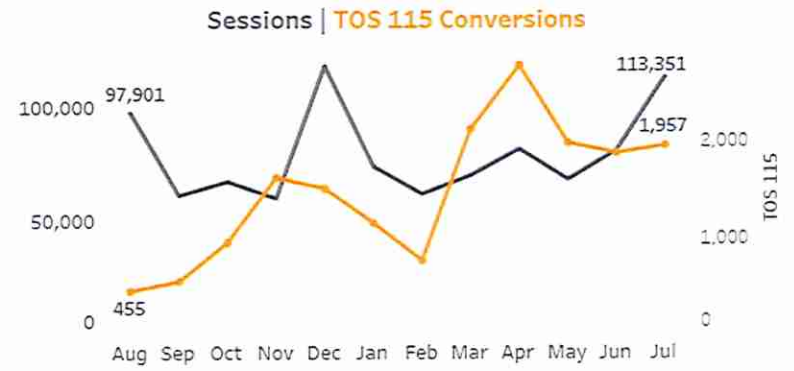
9,320
CLICKS

\$1.08
COST PER CLICK

1,957
TOS CONVERSIONS

\$5.14
COST PER TOS
CONVERSION

- In July, there were 25% fewer impressions served than in June. Because of this trend, there were 1,500 fewer total clicks.
- Cost per click increased by 30 cents over the last month, but there were 4% more TOS conversions in July with 1,957 total.
- July earned significantly higher TOS sessions than the year prior. NLT is entering August with a much stronger rate of interaction than the previous summer.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
Consumer	1,089,582	9,320	0.86%	\$1.08	\$10,067.87	0	1,957	\$5.14
Total	1,089,582	9,320	0.86%	\$1.08	\$10,067.87	0	1,957	\$5.14

Overview by Medium

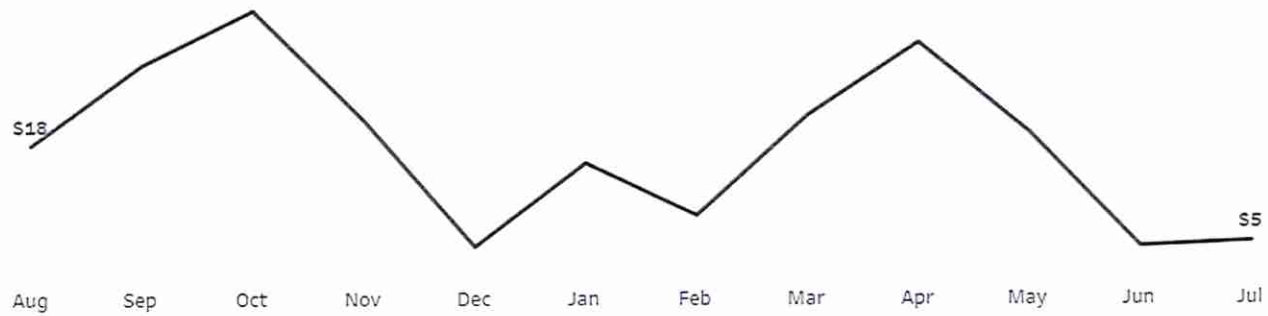
Start Date
7/1/2022

End Date
7/31/2022

1,089,582
IMPRESSIONS

9,320
CLICKS

Cost per Conversion Trending



\$1.08
COST PER CLICK

1,957
TOS CONVERSIONS

\$5.14
COST PER TOS
CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	644,071	\$2,420.32	1,080	\$2.24	0.17%	538	\$4.50
	TripAdvisor	0	\$0.00	0	N/A	0.00%	50	N/A
Paid Search	Google Search	69,099	\$4,338.04	4,024	\$1.08	5.82%	1,218	\$3.56
Paid Social	Facebook	365,265	\$3,178.38	3,948	\$0.81	1.08%	144	\$22.07
	Instagram	5,276	\$54.05	53	\$1.02	1.00%	0	N/A
Video	Facebook	5,859	\$76.95	215	\$0.36	3.67%	7	\$10.99
	Instagram	12	\$0.13	0	N/A	0.00%	0	N/A
Grand Total		1,089,582	\$10,067.87	9,320	\$1.08	0.36%	1,957	\$5.14

Paid Social Performance

Start Date
7/1/2022

End Date
7/31/2022

370,541
IMPRESSIONS

4,001
CLICKS

\$0.81
CPC

144
TOS 115
CONVERSIONS

\$22.45
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	High Value	102,551	484	0.47%	\$1.72	\$830.69	0	23	\$36.12
	The Jones Family	82,255	615	0.75%	\$1.03	\$631.05	0	13	\$48.54
	Millennial Megan	76,701	579	0.75%	\$1.09	\$631.00	0	12	\$52.58
	Boomer Ben	68,801	752	1.09%	\$0.84	\$630.99	0	9	\$70.11
	Sustainability	40,232	1,571	3.90%	\$0.32	\$508.70	0	86	\$5.92
Retargeting	Retargeting	1	0	0.00%	N/A	N/A	0	1	N/A
Total		370,541	4,001	1.08%	\$0.81	\$3,232.43	0	144	\$22.45

Paid Social Creative Performance, Instagram

Start Date
7/1/2022

End Date
7/31/2022

				Impressions	Clicks	CTR	Cost	CPC
5,276 IMPRESSIONS	Instagram	Prospecting	Evergreen	2,955	36	1.22%	\$30.38	\$0.84
			High Value	1,810	15	0.83%	\$19.45	\$1.30
53 CLICKS			Los Angeles	306	0	0.00%	\$2.39	N/A
			Millennial Megan	116	1	0.86%	\$0.96	\$0.96
\$1.02 CPC			Boomer Ben	89	1	1.12%	\$0.87	\$0.87
\$54.05 COST	Grand Total			5,276	53	1.00%	\$54.05	\$1.02

1.00%
CTR

Paid Social Creative Performance, Facebook & Twitter

Start Date 7/1/2022 End Date 7/31/2022

365,265
IMPRESSIONS

3,948
CLICKS

\$0.81
CPC

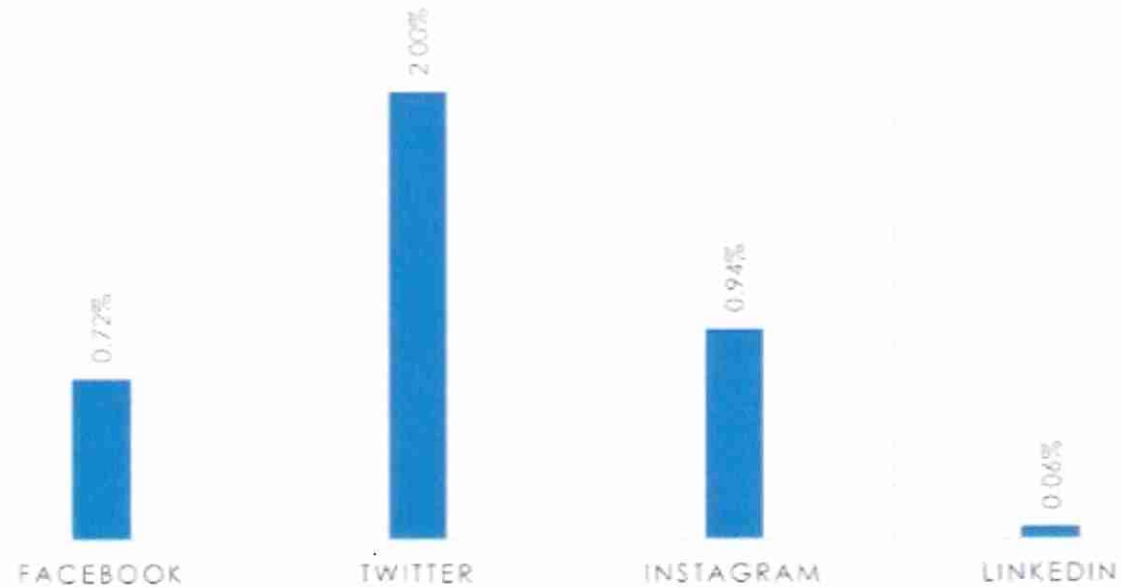
144
TOS 115
CONVERSIONS

\$22.07
COST PER TOS 115
CONVERSION

				Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115		
	Facebook	Prospecting	Evergreen	High Value	100,741	469	0.47%	\$811.24	\$1.73	23	\$35.27	
				Sustainability	37,277	1,535	4.12%	\$478.32	\$0.31	86	\$5.56	
				Los Angeles	The Jones Family	81,949	615	0.75%	\$628.66	\$1.02	13	\$48.36
				Boomer Ben	68,712	751	1.09%	\$630.12	\$0.84	9	\$70.01	
				Millennial Megan	76,585	578	0.75%	\$630.04	\$1.09	12	\$52.50	
	Retargeting	Evergreen	Retargeting	1	0	0.00%	\$0.00	N/A	1	N/A		
	Grand Total			365,265	3,948	1.08%	\$3,178.38	\$0.81	144	\$22.07		

Industry Benchmarks - Social

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Facebook delivered above the industry standard at 1.08%
- Instagram also delivered above the industry standard at 1.00%

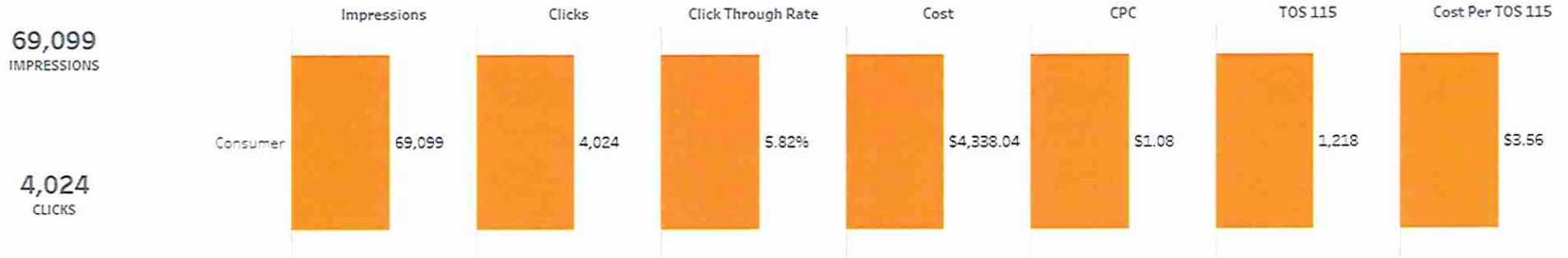
Paid Search Performance

Start Date
7/1/2022

End Date
7/31/2022

Paid search fell below (5.82%) the industry average of 8.54%

Ad Group Performance



1,218
TOS 115
CONVERSIONS

Impressions | Clicks

Impressions | Conversions

\$3.56
COST PER TOS 115

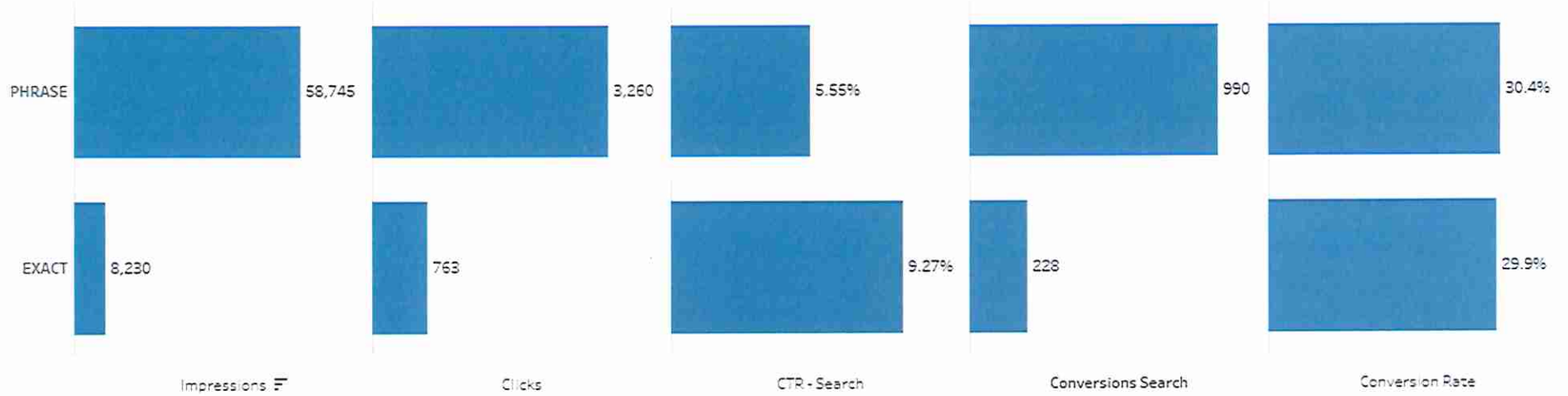
\$1.08
COST PER CLICK

Sep 21 Nov 21 Jan 22 Mar 22 May 22 Jul 22

Sep 21 Nov 21 Jan 22 Mar 22 May 22 Jul 22

Paid Search Performance

Keyword Match Type Performance



		Impressions	Cost	Clicks	CPC	CTR	Conversions
Consumer	DESKTOP	26,412	\$1,630.20	986	\$0.60	3.73%	384
	MOBILE	33,883	\$2,582.34	2,916	\$1.13	8.61%	795
	TABLET	6,680	\$125.10	121	\$0.97	1.81%	40

Paid Search Performance

Start Date: 7/1/2022
End Date: 7/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
fishing	24,674	231	\$0.91	0.94%	\$253.61	52	22.5%	\$4.88
camping California	10,634	1,484	\$0.79	13.96%	\$1,869.92	420	28.3%	\$4.45
boating	3,556	163	\$1.20	4.58%	\$135.40	24	14.7%	\$5.64
beaches	3,034	47	\$1.40	1.55%	\$33.68	12	25.5%	\$2.81
hiking	1,836	25	\$0.86	1.36%	\$29.13	6	32.0%	\$3.64
watercraft rentals	1,629	133	\$0.75	8.16%	\$176.97	36	27.1%	\$4.92
kayaking	1,302	62	\$0.79	4.76%	\$78.59	14	22.6%	\$5.61
north tahoe	1,145	211	\$1.89	18.43%	\$111.81	104	49.1%	\$1.08
+vacations	1,098	46	\$0.94	4.19%	\$49.00	13	28.3%	\$3.77
best camping	1,054	139	\$0.93	13.19%	\$149.69	33	23.4%	\$4.61
+casinos	1,039	16	\$3.27	1.44%	\$4.59	2	13.3%	\$2.30
+north +lake +tahoe	1,010	114	\$0.77	11.29%	\$147.50	46	41.7%	\$3.11
events	1,005	177	\$1.92	17.61%	\$92.30	63	35.6%	\$1.47
+hotel	966	13	\$1.14	1.35%	\$11.40	1	7.7%	\$11.40
lakeside camping	929	80	\$0.83	8.61%	\$96.74	22	27.5%	\$4.40
mountain biking	890	34	\$1.03	3.82%	\$92.91	9	26.5%	\$3.66
things to do	773	117	\$1.50	15.14%	\$78.19	52	44.0%	\$1.52
horseback riding	668	48	\$1.52	7.19%	\$31.67	6	16.7%	\$3.96
what to do in tahoe	652	100	\$1.40	15.34%	\$71.39	39	39.0%	\$1.83
north shore tahoe	582	84	\$1.39	14.43%	\$60.34	39	46.4%	\$1.55
+resort	552	27	\$1.02	4.89%	\$26.47	7	25.9%	\$3.76
personal watercraft rentals	395	57	\$0.93	14.43%	\$61.19	14	24.6%	\$4.37
kayaking north lake tahoe	327	28	\$0.79	8.56%	\$35.40	10	35.7%	\$3.54
paddle boarding	324	16	\$0.71	5.56%	\$25.52	4	22.2%	\$6.38
camping vacation	309	27	\$0.95	8.74%	\$28.44	6	29.6%	\$3.55
river rafting north lake tahoe	277	26	\$1.05	9.39%	\$24.79	2	7.7%	\$12.39

Display Performance by Placement

Start Date
7/1/2022

End Date
7/31/2022

644,071
IMPRESSIONS

1,080
CLICKS

588
TOS 115
CONVERSIONS

0.17%
CLICK THROUGH RATE

\$4.12
COST PER
TOS CONVERSION

- Optimizations helped to lower the cost per conversions since April and May.
- Competitive summer destination travel likely influenced the \$3.05 cost per conversion increase since June. We will continue to monitor and adjust to the market.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	644,071	1,080	0.17%	\$2.24	\$2,420.32	538	\$4.50
TripAdvisor	0	0	0.00%	N/A	\$0.00	50	N/A
Grand Total	644,071	1,080	0.17%	\$2.24	\$2,420.31	588	\$4.12

Display Performance by Creative

Start Date
7/1/2022

End Date
7/31/2022

644,071
IMPRESSIONS

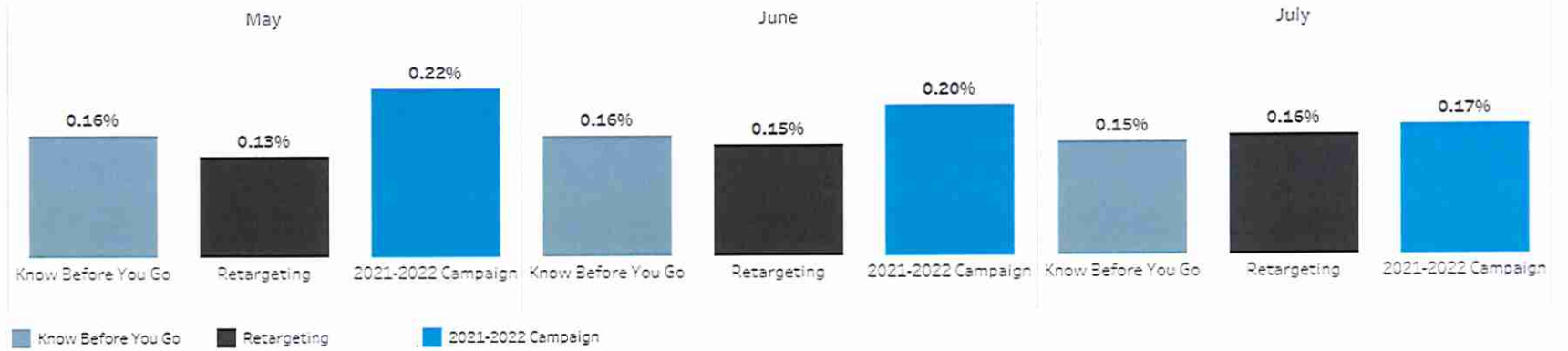
1,080
CLICKS

588
TOS 115
CONVERSIONS

0.17%
CLICK THROUGH RATE

\$4.12
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2021-2022 Campaign	353,868	617	0.17%	\$2.87	\$1,769.49	48	\$36.86
Retargeting	238,526	384	0.16%	\$0.85	\$324.92	525	\$0.62
Know Before You Go	51,677	79	0.15%	\$4.13	\$325.91	15	\$21.73
Grand Total	644,071	1,080	0.17%	\$2.24	\$2,420.32	588	\$4.12

Video Performance

Start Date
7/1/2022

End Date
7/31/2022

5,871
IMPRESSIONS

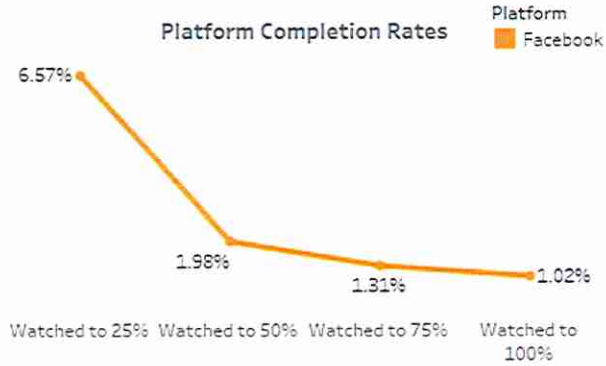
850
TOTAL VIEWS

7
TOS CONVERSIONS

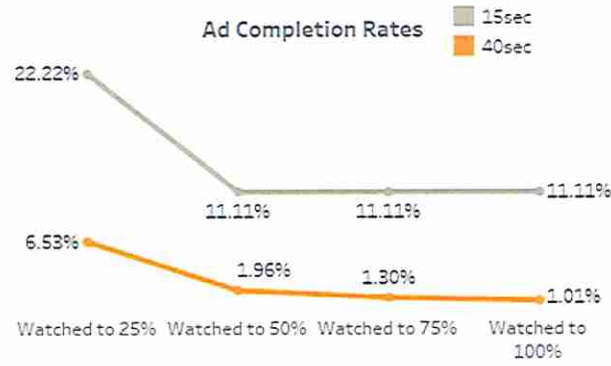
\$0.36
COST PER CLICK

\$11.01
PRIMARY CPC

Platform Completion Rates



Ad Completion Rates



Top Ads	Video Views
trp	650

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	trp	5,859	850	1.02%	215	3.67%	\$76.95	\$0.36	7	\$10.99
Instagram	Prospecting	trp	12		0.00%	0	0.00%	\$0.13	N/A	0	N/A
Grand Total			5,871	850	1.02%	215	3.66%	\$77.08	\$0.36	7	\$11.01

Website Performance

Start Date
7/1/2022

End Date
7/31/2022

113,351
SESSIONS

Tablet
3,193



Top Regions	Sessions
California	72,317
Nevada	6,726
New York	4,357
Illinois	3,954
Texas	3,302



00:01:22
SESSION DURATION

1.9

PAGES PER SESSION

80%
NEW USER SESSION RATE

68%
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	68,356	125,123	00:01:23	1.8	69%
Referral	14,381	32,234	00:01:34	2.2	62%
Direct	13,720	24,742	00:01:19	1.8	75%
Search	12,905	27,751	00:01:23	2.2	59%
Social	2,131	2,585	00:00:17	1.2	89%
Total	113,351	214,691	00:01:22	1.9	68%

Website Sessions From Paid Ads



Consumer Paid Media Recommendations

- Continue to monitor and optimize display campaigns to maintain low cost per conversion results.
- Search encompasses most TOS 115 conversions. Continue to optimize by adding new keywords and negative keywords around Lake Tahoe in general.
 - Continue to monitor performance of the competitive Search campaign takeover of South Lake Tahoe's search terms.



north lake tahoe

National Paid Search



north lake tahoe

Overview by Campaign

Start Date: 7/1/2022
End Date: 7/31/2022

64,441
IMPRESSIONS

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

National	64,441	8,368	12.99%	\$0.44	\$3,648.15	395	2,846	\$1.28
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8,368
CLICKS

Grand Total	64,441	8,368	12.99%	\$0.44	\$3,648.15	395	2,846	\$1.28
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\$0.44
CPC

	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	64,441	8,368	12.99%	\$0.44	\$3,648.15	395	2,846	\$1.28

2,846
TOS 115
CONVERSIONS

\$1.28
COST PER TOS 115
CONVERSION

Grand Total	64,441	8,368	12.99%	\$0.44	\$3,648.15	395	2,846	\$1.28
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Paid Search Performance

Start Date
7/1/2022

End Date
7/31/2022

Ad Group Performance

64,441
IMPRESSIONS

8,368
CLICKS

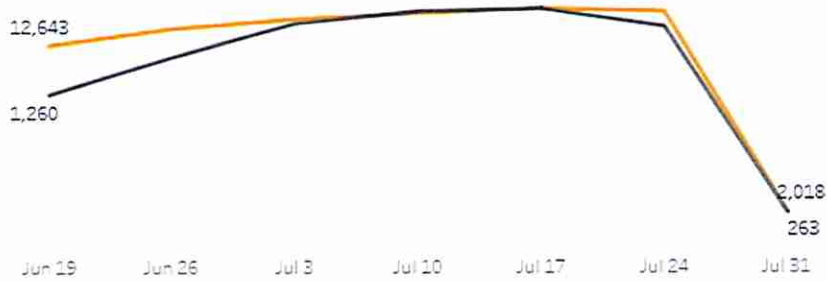
\$0.44
COST PER CLICK

		Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Prospecting	Play	21,139	3,385	16.01%	\$912.02	\$0.27	1,150	\$0.79
	Stay	15,408	1,343	8.72%	\$912.07	\$0.68	473	\$1.93
	Plan	15,131	1,793	11.85%	\$912.03	\$0.51	647	\$1.41
	Dine	12,763	1,847	14.47%	\$912.02	\$0.49	576	\$1.58
Grand Total		64,441	8,368	12.99%	\$3,648.15	\$0.44	2,846	\$1.28

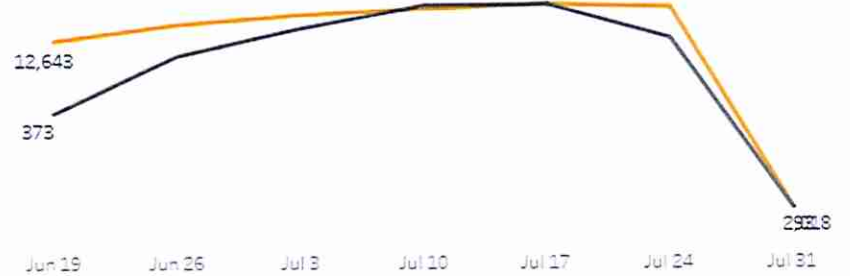
2,846
TOS 115
CONVERSIONS

\$1.28
COST PER TOS 115
CONVERSIONS

Impressions | Clicks



Impressions | TOS 115 Conversions



Paid Search Performance

Start Date
7/1/2022

End Date
7/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
lake tahoe beaches	4,851	1,060	\$3.92	21.85%	\$270.45	378	35.7%
lake tahoe restaurants	4,438	670	\$2.01	15.10%	\$333.05	224	33.5%
lake tahoe cabins near lake	3,911	474	\$1.58	12.12%	\$300.89	231	48.7%
lake tahoe vacation rentals	3,222	230	\$1.28	7.14%	\$179.42	160	69.6%
things to do in lake tahoe	2,995	295	\$1.79	9.85%	\$164.46	121	41.0%
lake tahoe golf	2,842	461	\$3.49	16.22%	\$132.08	160	34.8%
restaurants in lake tahoe	2,781	435	\$2.03	15.64%	\$214.55	144	33.1%
lake tahoe vacation	2,313	178	\$1.46	7.70%	\$122.10	96	53.7%
best beaches in lake tahoe	2,079	441	\$3.90	21.21%	\$113.13	177	40.0%
lake tahoe fine dining	2,005	250	\$1.72	12.47%	\$145.72	78	31.2%
things to do in lake tahoe ..	1,875	201	\$1.65	10.72%	\$121.98	83	41.0%
lake tahoe vacations	1,794	226	\$1.89	12.60%	\$119.51	110	48.7%
lake tahoe summer vacati..	1,747	251	\$2.16	14.37%	\$116.09	103	41.0%
lake tahoe house rentals	1,616	134	\$1.53	8.29%	\$87.42	76	56.7%
lake tahoe weddings	1,279	134	\$2.36	10.48%	\$56.68	44	32.9%
lake tahoe rentals	1,243	85	\$1.32	6.84%	\$64.28	46	54.1%
lake tahoe wedding packa..	998	149	\$2.15	14.93%	\$69.31	49	33.2%
lake tahoe bike trail	991	129	\$6.11	13.02%	\$21.13	48	37.6%
sand harbor	981	114	\$3.66	11.62%	\$31.18	37	32.5%
lake tahoe wedding venues	969	125	\$2.37	12.90%	\$52.68	50	40.0%
lake tahoe vacation homes	968	69	\$1.18	7.13%	\$58.37	52	75.4%
lake tahoe hiking	928	182	\$3.02	19.61%	\$60.35	76	41.5%
lake tahoe hikes	905	79	\$3.30	8.73%	\$23.95	28	35.4%
lake tahoe lakefront dining	846	99	\$3.14	11.70%	\$31.56	38	38.4%
lake tahoe getaway packa..	838	91	\$1.72	10.86%	\$52.92	40	43.4%
lake tahoe trails	821	135	\$3.25	16.44%	\$41.51	40	29.7%

MCC Paid Media



north lake tahoe

MCC Paid Media Executive Summary

- July kicked off the FY22/23 Meetings campaign and budget, a \$500 increase from June's spend. With only \$500 more in spend, the Meetings campaign earned an impressive 115% more clicks and increased CTR by 122%. The campaign also garnered an additional 17 TOS conversions decreasing cost per conversion by \$36 when compared to last month.
- Differing last month where Display earned 85% of total TOS conversions, Social earned the most conversions at 61% in July.
 - This shift is interesting, as Display ran 74% of total impressions while Social ran 35% of impressions.
 - The "Audio-Visual" creative earned 63% of Social TOS conversions.



north lake tahoe

Overview by Campaign

Start Date
7/1/2022

End Date
7/31/2022

142,866
IMPRESSIONS

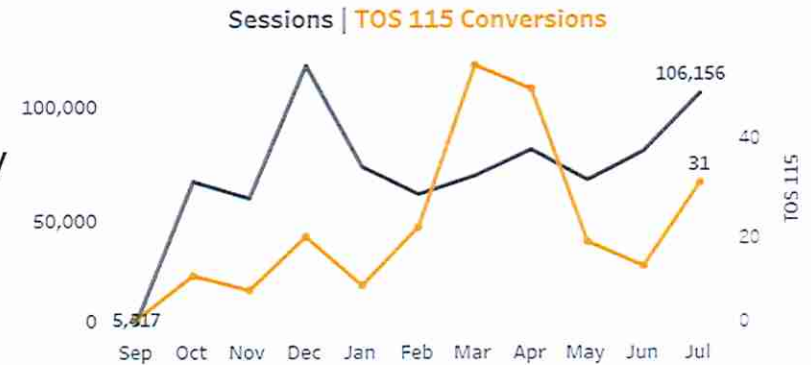
1,456
CLICKS

\$1.24
COST PER CLICK

31
TOS CONVERSIONS

\$58.07
COST PER TOS
CONVERSION

- The Meetings campaign won 17 more TOS conversions than June, while cutting cost per TOS conversion by over \$36.
 - The Meetings campaign spend increased by \$372 overall.
- NLT saved \$0.72/click compared to June, while total clicks more than doubled to a total of 1,456 clicks.
- Social earned 61% of total conversions followed by Display (30%) and then video (9%).



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
MCC	142,866	1,456	1.02%	\$1.24	\$1,800.24	0	31	\$58.07
Total	142,866	1,456	1.02%	\$1.24	\$1,800.24	0	31	\$58.07

Overview by Medium

Start Date
7/1/2022

End Date
7/31/2022

Cost per Conversion Trending

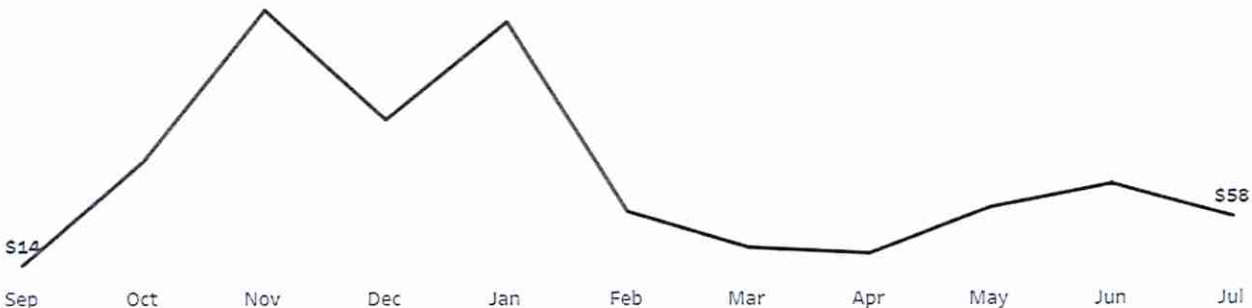
142,866
IMPRESSIONS

1,456
CLICKS

\$1.24
COST PER CLICK

31
TOS CONVERSIONS

\$58.07
COST PER TOS
CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	35,314	\$191.92	160	\$1.20	0.45%	9	\$21.32
Paid Social	Facebook	28,636	\$341.39	800	\$0.43	2.79%	19	\$17.97
	LinkedIn	21,717	\$412.37	300	\$1.37	1.38%	0	N/A
	Instagram	90	\$0.95	1	\$0.95	1.11%	0	N/A
Video	YouTube	24,218	\$249.11	30	\$8.30	0.12%	1	\$249.11
	LinkedIn	19,700	\$332.57	75	\$4.43	0.38%	0	N/A
	Facebook	13,161	\$271.91	90	\$3.02	0.68%	2	\$135.96
	Instagram	10	\$0.03	0	N/A	0.00%	0	N/A
Grand Total		142,866	\$1,800.24	1,456	\$1.24	1.02%	31	\$58.07

Paid Social Performance

Start Date
7/1/2022

End Date
7/31/2022

28,726
IMPRESSIONS

801
CLICKS

2.79%
CTR

19
TOS 115
CONVERSIONS

\$18.02
COST PER TOS 115
CONVERSION

Platform	Targeting	Ad Name	Impressions	Clicks	CTR	Cost per Click	TOS 115	Cost per TOS Conversion	Costs
Facebook	Retargeting	summer-audio-visual_tim...	19,979	627	3.14%	\$0.39	12	\$20.31	\$243.68
		summer-mcc_carousel	2,976	41	1.38%	\$0.58	1	\$23.87	\$23.87
		summer-conference-room...	2,526	35	1.39%	\$0.79	0	N/A	\$27.72
		summer-room-to-project...	1,902	64	3.36%	\$0.37	5	\$4.73	\$23.65
		summer-breakout_timelin...	1,253	33	2.63%	\$0.68	1	\$22.47	\$22.47
Instagram	Retargeting	summer-audio-visual_tim...	29	0	0.00%	N/A	0	N/A	\$0.32
		summer-room-to-project...	27	1	3.70%	\$0.32	0	N/A	\$0.32
		summer-mcc_carousel	15	0	0.00%	N/A	0	N/A	\$0.16
		summer-conference-room...	11	0	0.00%	N/A	0	N/A	\$0.11
		summer-breakout_timelin...	8	0	0.00%	N/A	0	N/A	\$0.04
LinkedIn	Prospecting	nlt_mcc-2022-23 static 996	21,717	300	1.38%	\$1.37	0	N/A	\$412.37
Grand Total			50,443	1,101	2.18%	\$0.69	19	\$39.72	\$754.71

Display Performance by Placement

Start Date
7/1/2022

End Date
7/31/2022

35,314
IMPRESSIONS

160
CLICKS

9
TOS 115
CONVERSIONS

0.45%
CLICK THROUGH RATE

\$21.32
COST PER
TOS CONVERSION

- TOS conversion costs decreased by 34% resulting in \$36 cheaper costs per conversion than in June.
 - Display spend was roughly half of June's spend. Clicks and impressions dropped proportionally.
- Display Retargeting earned 30% of TOS conversions.
 - The Retargeting campaign reaches professionals already exposed to the NLT brand.
 - Cost per TOS conversion fell by \$28.32, saving NLT 57% on TOS conversion costs since June.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	35,314	160	0.45%	\$1.20	\$191.92	9	\$21.32
Grand Total	35,314	160	0.45%	\$1.20	\$191.92	9	\$21.32

Display Performance by Creative

Start Date
7/1/2022

End Date
7/31/2022

35,314
IMPRESSIONS

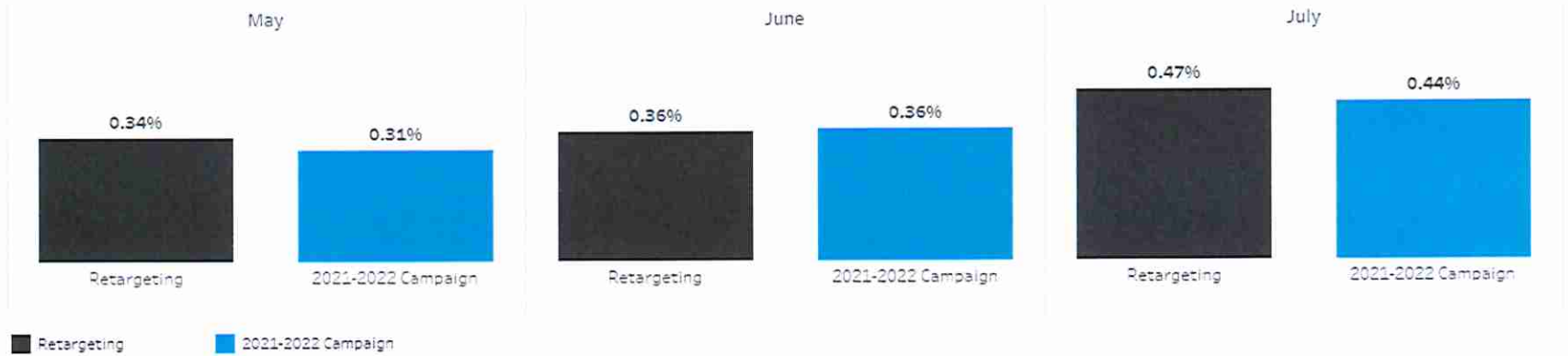
160
CLICKS

9
TOS 115
CONVERSIONS

0.45%
CLICK THROUGH RATE

\$21.32
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2021-2022 Campaign	17,661	77	0.44%	\$0.89	\$68.35	3	\$22.78
Retargeting	17,653	83	0.47%	\$1.49	\$123.57	6	\$20.60
Grand Total	35,314	160	0.45%	\$1.20	\$191.92	9	\$21.32

Video Performance

Start Date
7/1/2022

End Date
7/31/2022

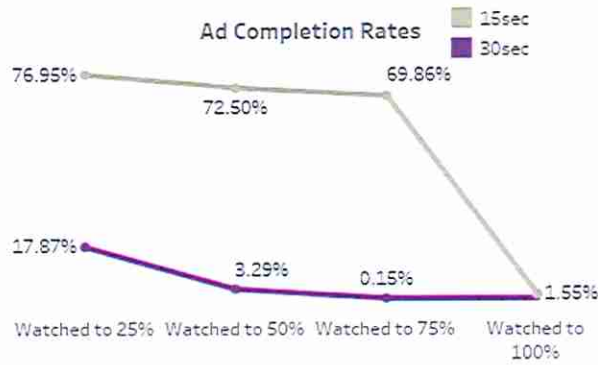
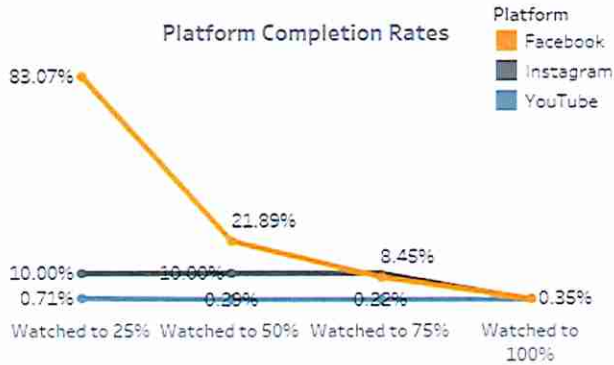
57,109
IMPRESSIONS

31,768
TOTAL VIEWS

3
TOS CONVERSIONS

\$4.38
COST PER CLICK

\$284.54
PRIMARY CPC



Top Ads	Video Views
nlt_mcc-2022-23 video 996	15,469
summer-mcc-30s_video	10,371
rt_mcc-2022-23	4,711
summer-mcc-15s_video	1,266

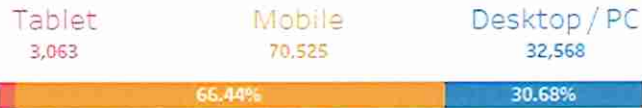
Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	CPC	TOS 115	Cost Per TOS 115	Costs
Facebook	Retargeting	summer-mcc-15s_video	1,550	1,265	1.55%	18	1.16%	\$1.53	0	N/A	\$27.57
		summer-mcc-30s_video	11,631	10,370	0.19%	72	0.62%	\$3.39	2	\$122.17	\$244.34
Instagram	Retargeting	summer-mcc-15s_video	3	1	0.00%	0	0.00%	N/A	0	N/A	N/A
		summer-mcc-30s_video	7	1	0.00%	0	0.00%	N/A	0	N/A	\$0.03
LinkedIn	Prospecting	nlt_mcc-2022-23 video 996	19,700	15,469	0.00%	75	0.38%	\$4.43	0	N/A	\$332.57
YouTube	Retargeting	rt_mcc-2022-23	24,218	4,662	0.22%	30	0.12%	\$8.30	1	\$249.11	\$249.11
Grand Total			57,109	31,768	0.18%	195	0.34%	\$4.38	3	\$284.54	\$853.62

Website Performance

Start Date
7/1/2022

End Date
7/31/2022

106,156
SESSIONS



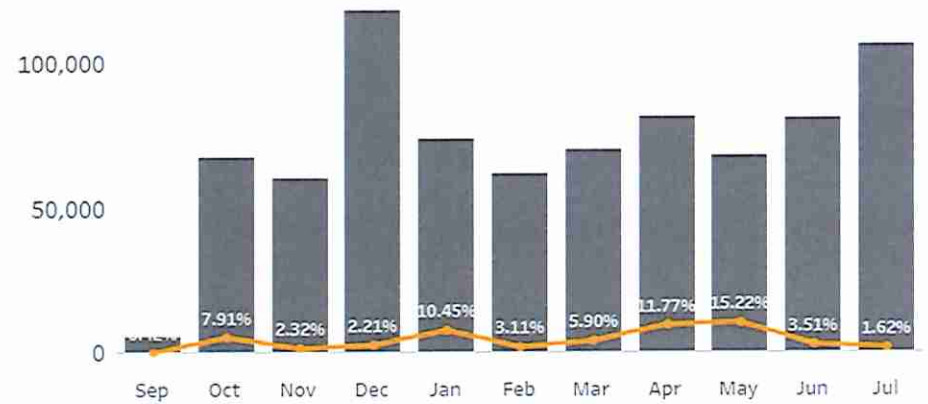
00:01:24
SESSION DURATION

Top Regions	Sessions
California	66,917
Nevada	6,101
New York	4,188
Illinois	3,829
Texas	3,210



1.9
PAGES PER SESSION

Website Sessions From Paid Ads



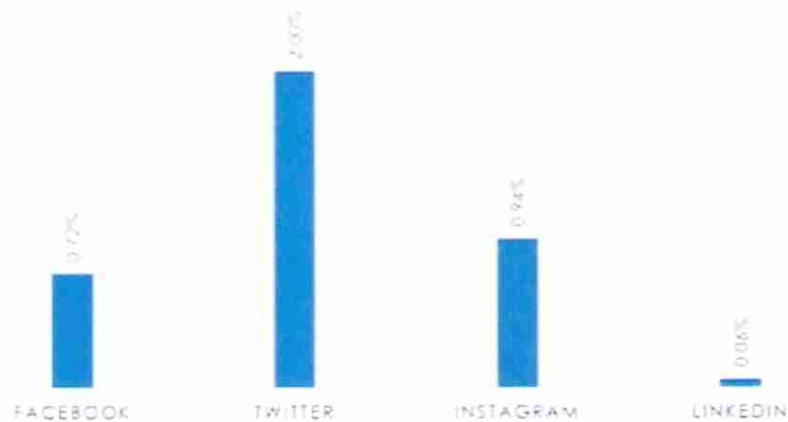
81%
NEW USER SESSION RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	62,562	117,403	00:01:26	1.9	67%
Referral	14,024	31,442	00:01:34	2.2	62%
Direct	13,161	23,890	00:01:20	1.8	75%
Search	12,470	26,855	00:01:24	2.2	59%
Social	2,126	2,580	00:00:17	1.2	89%
Total	106,156	204,341	00:01:24	1.9	67%

67%
BOUNCE RATE

Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Facebook performed well above the industry standard (0.72%) at 2.08%.
- LinkedIn dominated the industry standard (0.06%) and delivered a CTR of 1.38%.

MCC Paid Media Recommendations

- The FY22/23 campaign launched strong with higher TOS conversions and better returns across the board than in June. Will continue to monitor and optimize Display retargeting ads so that both Display and Social channels can perform strong.
- Facebook and LinkedIn exceeded industry benchmarks by a wide margin. Will continue to push and monitor these campaigns to drive valuable TOS conversions.
 - LinkedIn prospecting continues to perform well with almost 78% of impressions leading to a video view. Continue optimizing YouTube and Facebook Video, prioritizing the 30s video length.



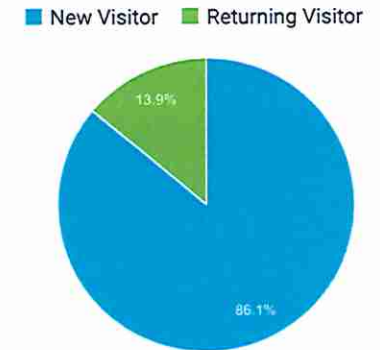
north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. The kayaker is positioned in the upper left quadrant of the frame. On the right side, there are dense evergreen trees. A semi-transparent white rectangular box is centered over the image, containing the word "Website" in a bold, dark blue font.

Website

Visitors & Sessions

Users	New Users	Sessions	Number of Sessions per User
92,657	91,249	113,351	1.22
Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
214,691	1.89	00:01:22	68.25%



- There were over 92K visitors to GoTahoeNorth.com in July. This was a 39% increase from June with the majority of traffic coming from organic search (59.2%).
- The average session duration was 1:22 (industry average is 1 minute). Users were up 31% and sessions were up 29% when comparing YoY.



north lake tahoe

Source: Google Analytics July 1 – July 31, 2022

Location

By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	89,163 <small>% of Total: 22.2% (92,657)</small>	87,999 <small>% of Total: 24.4% (91,249)</small>	109,598 <small>% of Total: 36.69% (113,251)</small>	68.12% <small>Avg for View: 68.25% (+0.13%)</small>	1.90 <small>Avg for View: 1.89 (0.14%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.04%)</small>
1. California	58,730 (64.38%)	57,037 (64.82%)	72,317 (65.98%)	69.96%	1.82	00:01:17
2. Nevada	5,620 (6.19%)	5,199 (5.91%)	6,726 (6.14%)	72.23%	1.76	00:01:17
3. New York	3,785 (4.15%)	3,619 (4.11%)	4,357 (3.98%)	64.68%	1.93	00:01:22
4. Illinois	3,296 (3.61%)	3,176 (3.61%)	3,954 (3.61%)	61.76%	2.03	00:01:32
5. Texas	2,870 (3.15%)	2,744 (3.12%)	3,302 (3.01%)	59.18%	2.38	00:01:56
6. Arizona	2,024 (2.22%)	1,927 (2.19%)	2,369 (2.16%)	63.87%	2.02	00:01:29
7. Washington	1,639 (1.80%)	1,486 (1.69%)	1,795 (1.64%)	66.85%	2.02	00:01:27
8. Florida	1,274 (1.40%)	1,251 (1.40%)	1,380 (1.26%)	68.91%	1.97	00:01:18
9. Virginia	1,174 (1.29%)	1,141 (1.28%)	1,237 (1.13%)	76.96%	1.66	00:01:04
10. Georgia	882 (0.97%)	833 (0.95%)	973 (0.89%)	58.17%	2.10	00:01:33

By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	58,730 <small>% of Total: 63.38% (92,657)</small>	57,037 <small>% of Total: 62.51% (91,249)</small>	72,317 <small>% of Total: 63.80% (113,251)</small>	69.96% <small>Avg for View: 68.25% (2.51%)</small>	1.82 <small>Avg for View: 1.89 (-4.04%)</small>	00:01:17 <small>Avg for View: 00:01:22 (-5.27%)</small>
1. Los Angeles	22,483 (36.61%)	21,102 (37.00%)	27,472 (37.99%)	70.89%	1.71	00:01:10
2. San Jose	7,047 (11.47%)	6,211 (10.89%)	8,035 (11.11%)	70.88%	1.74	00:01:12
3. Sacramento	4,904 (7.99%)	4,502 (7.89%)	5,642 (7.80%)	74.23%	1.63	00:01:02
4. San Francisco	4,551 (7.41%)	4,222 (7.40%)	5,111 (7.02%)	72.35%	1.66	00:01:00
5. Truckee	2,218 (3.61%)	2,000 (3.51%)	2,600 (3.60%)	75.46%	1.58	00:01:05
6. (not set)	1,019 (1.69%)	944 (1.66%)	1,141 (1.58%)	73.01%	1.67	00:01:04
7. South Lake Tahoe	1,013 (1.65%)	954 (1.67%)	1,141 (1.58%)	75.99%	1.49	00:00:51
8. (not set)	692 (1.13%)	614 (1.08%)	823 (1.14%)	71.45%	1.65	00:01:17
9. Tahoe Vista	624 (1.02%)	548 (0.96%)	771 (1.07%)	70.56%	1.67	00:01:15
10. San Diego	573 (0.92%)	543 (0.95%)	718 (0.99%)	62.40%	4.54	00:04:33



- Top states followed similar performance to previous months with paid media campaign target markets at the top of the list.
- Texas visitors were the most engaged with 1:56 average time on site.
- When looking at the top California cities, Los Angeles drove the most users to the website, meanwhile San Diego and Tahoe Vista visitors were the most engaged.

Source: Google Analytics July 1 – July 31, 2022

Top Pages Visited

- The homepage was a top driver of traffic followed very closely behind by the webcams and 4th of July drone event page. Other activities-based pages continue to be of interest.
- Users were most engaged with the 4th of July Celebrations page (4:30) followed by the webcams page (3:27).
- Demographics were primarily aged 25-44.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	214,691 <small>% of Total: 100.00% (214,691)</small>	181,705 <small>% of Total: 100.00% (181,705)</small>	00:01:31 <small>Avg for View: 00:01:31 (0.00%)</small>
1. /homepage	27,569 (12.84%)	22,137 (12.18%)	00:00:56
2. /webcams	9,195 (4.28%)	8,438 (4.64%)	00:03:27
3. /experience-drone-sky-shows-and-celebrations-f-or-the-4th-of-july-2022	9,108 (4.24%)	8,343 (4.59%)	00:04:30
4. /lake-tahoe-activities/summer	8,926 (4.16%)	6,873 (3.78%)	00:01:16
5. /lodging	6,101 (2.84%)	4,394 (2.42%)	00:01:30
6. /lake-tahoe-activities	6,048 (2.82%)	5,006 (2.76%)	00:01:02
7. /lake-tahoe-activities/beaches	5,779 (2.69%)	4,491 (2.47%)	00:01:25
8. /events	5,137 (2.39%)	3,572 (1.97%)	00:01:10
9. /lake-tahoe-activities/hiking/hiking-trails	3,642 (1.70%)	2,906 (1.60%)	00:01:17
10. /lake-tahoe-activities/camping	2,531 (1.18%)	1,988 (1.09%)	00:01:18



north lake tahoe

Source: Google Analytics July 1 – July 31, 2022

Channel Performance

- Organic Search brought in the most users to the website with over 56K.
- The top three channels with the most user engagement were Referral (2:33), Organic (1:23) and Paid Search (1:23).

Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	92,657 <small>% of Total: 100.00% (92,657)</small>	91,388 <small>% of Total: 100.15% (91,249)</small>	113,351 <small>% of Total: 100.00% (113,351)</small>	68.25% <small>Avg for View: 68.25% (0.00%)</small>	1.89 <small>Avg for View: 1.89 (0.00%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>
1. Organic Search	56,395 (59.17%)	54,181 (59.29%)	68,356 (60.30%)	68.66%	1.83	00:01:23
2. Direct	11,325 (11.88%)	11,048 (12.09%)	13,720 (12.10%)	74.87%	1.80	00:01:19
3. Paid Search	11,207 (11.76%)	10,717 (11.73%)	12,886 (11.37%)	58.93%	2.15	00:01:23
4. Social	6,734 (7.07%)	6,645 (7.27%)	7,345 (6.48%)	76.79%	1.47	00:00:28
5. Referral	5,936 (6.23%)	5,213 (5.70%)	7,037 (6.21%)	47.56%	3.05	00:02:44
6. (Other)	2,009 (2.11%)	1,931 (2.11%)	2,212 (1.95%)	87.93%	1.27	00:00:27
7. Display	1,654 (1.74%)	1,607 (1.76%)	1,730 (1.53%)	91.68%	1.11	00:00:09
8. Email	51 (0.05%)	46 (0.05%)	65 (0.06%)	66.15%	2.09	00:01:04



north lake tahoe

Source: Google Analytics July 1 – July 31, 2022

SEO Traffic Performance

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	30.73% ▲ 54,333 vs 41,562	28.31% ▲ 52,250 vs 40,723	31.57% ▲ 65,872 vs 50,068	3.91% ▲ 68.65% vs 66.07%	5.14% ▼ 1.83 vs 1.93	9.38% ▼ 00:01:23 vs 00:01:31
1. google / organic						
Jul 1, 2022 - Jul 31, 2022	54,333 (100.00%)	52,250 (100.00%)	65,872 (100.00%)	68.65%	1.83	00:01:23
Jun 1, 2022 - Jun 30, 2022	41,562 (100.00%)	40,723 (100.00%)	50,068 (100.00%)	66.07%	1.93	00:01:31
% Change	30.73%	28.31%	31.57%	3.91%	-5.14%	-9.38%

- The number of users and sessions increased (+30%) compared to June, and pages per session were down (-5.14%) as was average session duration (-9.38%). This trend indicates that users spent slightly less time interacting with the site this month than in June.

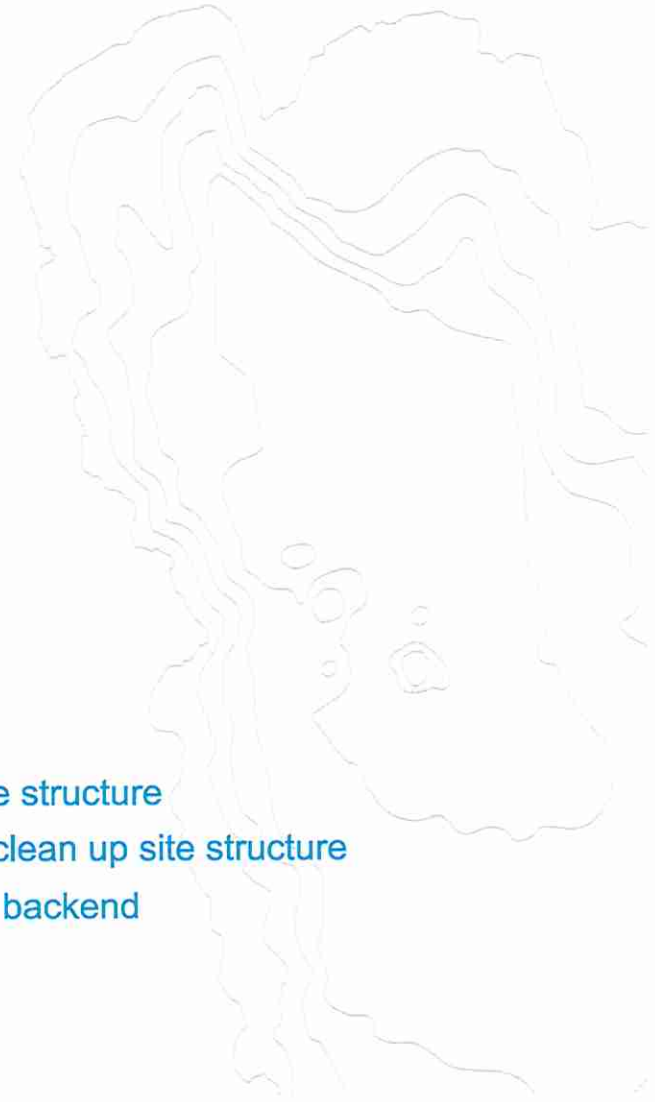


north lake tahoe

Source: Google Analytics July 1 – July 31, 2022

SEO Maintenance

- July Updates
 - Fixed broken links (15 total)
 - Updated SEO meta tags for /on-the-water page
- Pages in Progress
 - Homepage heading adjustments
 - Webcam layout/content updates
 - Weather layout/content updates
 - About Us – new page copy and design
 - Plan – shifting About Us content to a new page, adding in TRP
 - Dog-Friendly – developing a new page, combining pages to clean up site structure
 - Meetings – updating existing page, pulling in content from like pages to clean up site structure
 - Events – new layout implemented, removing plugin and building custom backend
 - Campgrounds – will begin development of content and new layout.



Device

Device Category ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	92,657 <small>% of Total: 100.00% (92,657)</small>	91,388 <small>% of Total: 100.15% (91,249)</small>	113,351 <small>% of Total: 100.00% (113,351)</small>	68.25% <small>Avg for View: 68.25% (0.00%)</small>	1.89 <small>Avg for View: 1.89 (0.00%)</small>	00:01:22 <small>Avg for View: 00:01:22 (0.00%)</small>
1. mobile	62,022 (66.50%)	61,027 (66.78%)	76,434 (67.43%)	71.59%	1.67	00:01:02
2. desktop	28,510 (30.57%)	27,685 (30.29%)	33,724 (29.75%)	60.44%	2.41	00:02:06
3. tablet	2,734 (2.93%)	2,676 (2.93%)	3,193 (2.82%)	70.69%	1.80	00:01:14

- Most users continued to visit the site from mobile with over 66% of total visitors. Mobile grew by 52% compared to last month.
- Desktop visitors were the most engaged with 2:06 average time on page and 2.41 pages per session.



Source: Google Analytics July 1 – July 31, 2022

Blogs



Fall | **Outdoors** | Summer

TOP FIRE SAFETY TIPS FOR NORTH LAKE TAHOE

A little fire can pose a significant danger in North Lake Tahoe, so fire safety is always top of mind, especially from late spring through the end of fall. We're ever grateful for our firefighters and first responders who work so diligently to keep us all safe. Fire safety is a way of life here and a top priority for...

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Events | Fall | Family | Lake Activities | Lodging | Secret Season | Summer | Things To Do | Weddings

COME ONE, COME ALL: WEDDINGS AND GROUP EVENTS IN NORTH LAKE TAHOE

The last few years have tested, challenged and stretched us in ways we didn't think were possible. We've had to cancel our family reunions, postpone our beloved weddings and spend a majority of our time inside, away from those we love the most. So, let's make this year the reunion of all reunions, and what's a more ideal place than...

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Hiking | Lake Activities | **Outdoors** | Summer | Things To Do | Towns | Treasures | Trip Ideas | Trips

NORTH LAKE TAHOE SUNSETS: WONDERS TO BEHOLD

According to author C. JoyBell C., "Never waste any amount of time doing anything important when there is a sunset outside that you should be sitting under." Sunsets are indeed among nature's most beautiful displays and no two sunsets are ever the same. There are few spots more extraordinary to view a sunset than North Lake Tahoe. Spanning two states...

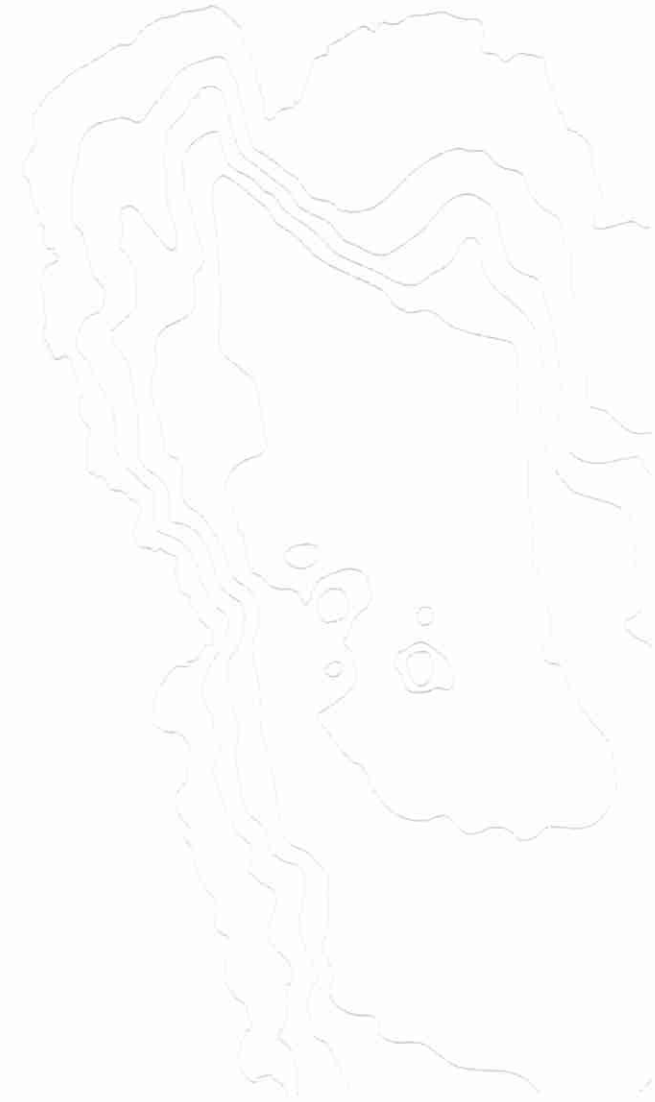
[READ MORE >](#)

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- Posted: 7/21
- Pageviews: 25
- Time on Page: 2:45

- Posted: 7/21
- Pageviews: 48
- Time on Page: 2:00

- Posted: 7/21
- Pageviews: 343
- Time on Page: 2:29



eNewsletters

Two eNewsletters were sent out. The first highlighted 4th of July Drone Show events, Tahoe beach clean-up and promoted the Shakespeare Festival.

The second promoted three blogs (wildflower hikes, fishing and boat safety), Tahoe Public Beaches finder and plugged fire safety.

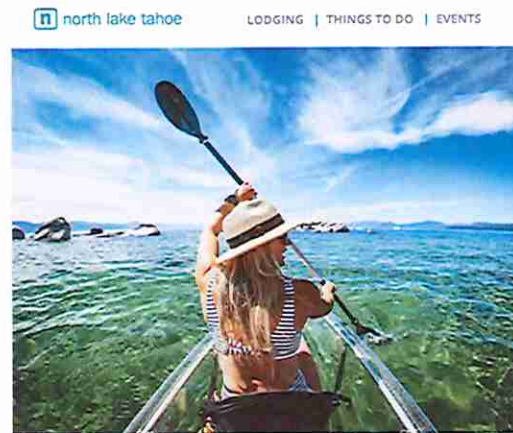


Winning subject line:
"Red White And Tahoe Blue"
(NLT list)

Sent: 7/1

Open Rate: 26.6%
(Industry Avg: 16%)

CTR: 3.13%
(Industry Avg: 1.6%)



Winning subject line:
"Explore The Great Outdoors In
North Lake Tahoe" (NLT list)

Sent: 7/15

Open Rate: 26.6%
(Industry Avg: 16%)

CTR: 1.1%
(Industry Avg: 1.6%)

CrowdRiff Insights

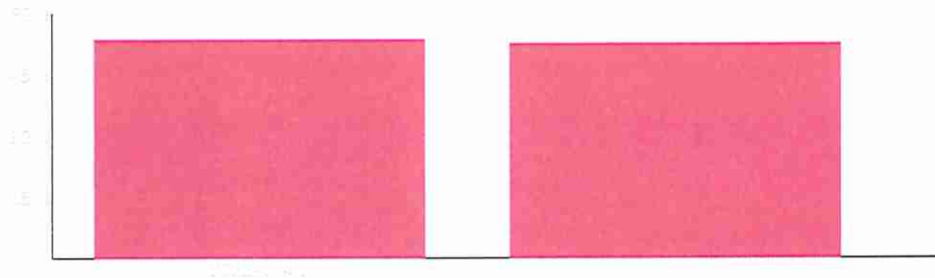
Jul 01, 2022 → Jul 31, 2022

Monthly

Engagement ...



For the selected date range your galleries had a **52.6% engagement rate**.
Your engagement rate is calculated from **2.9k interactions** and **5.5k views**.



June 2022
(53.6% ER)

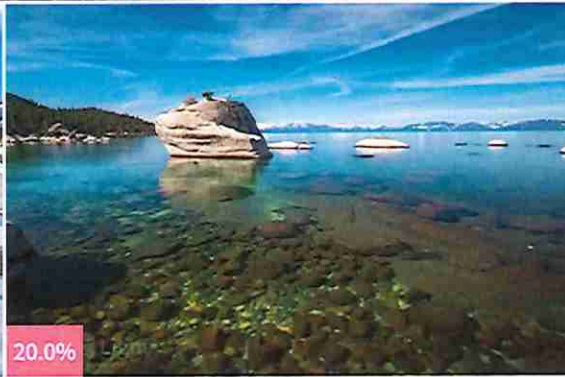
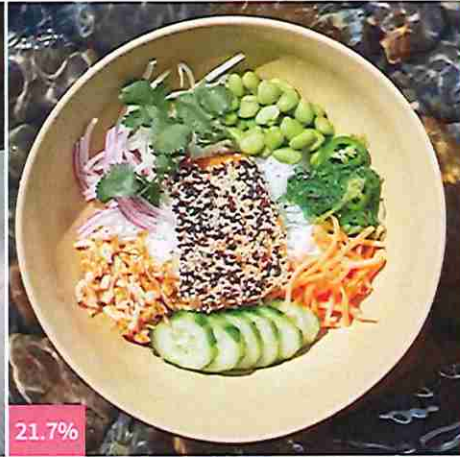
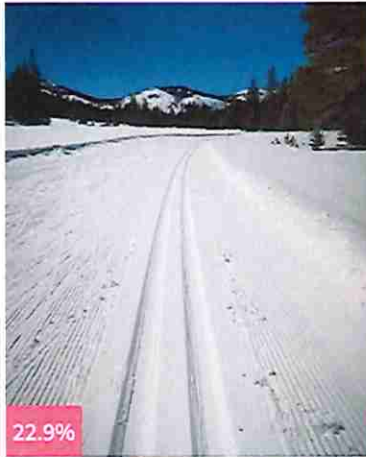
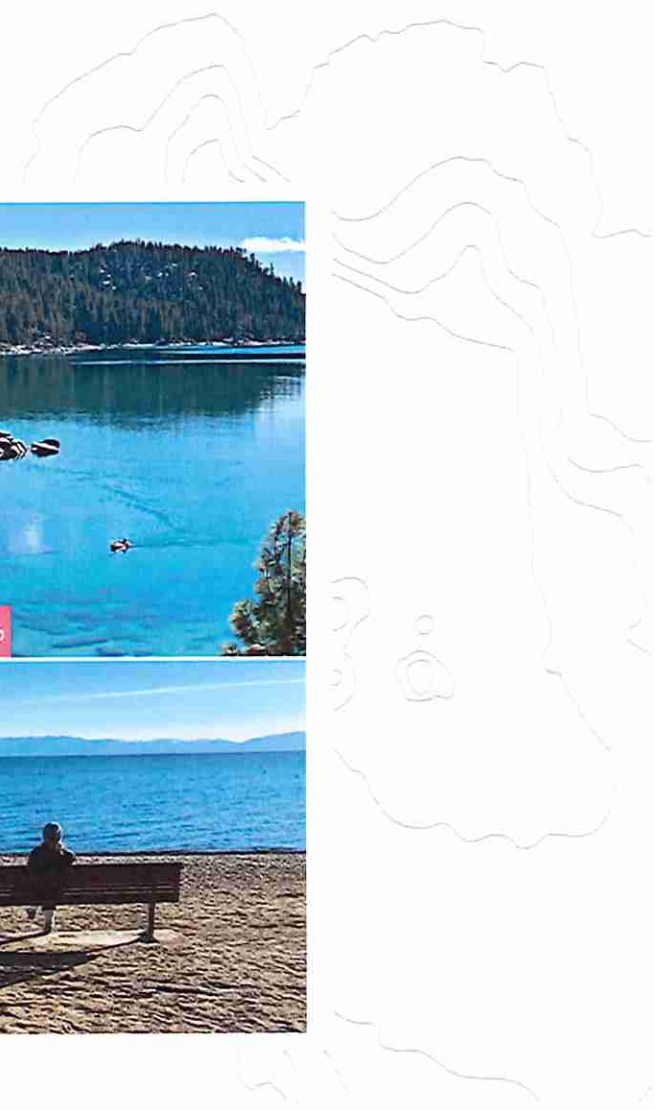
June 2022
(52.6% ER)

Top galleries

Home Page Test	61.4% Engagement rate	778 Interactions	1.3k Views
Wedding page	58.2% Engagement rate	53 Interactions	91 Views
NLT and Me	13.9% Engagement rate	5 Interactions	36 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views



CrowdRiff Insights



An aerial photograph of a lake with vibrant turquoise water. A person in a kayak is visible in the upper left quadrant. The foreground shows large, light-colored rocks and the edge of a forest with green trees. A semi-transparent white rectangular box is centered over the image, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

PR July Recap

- Pitching efforts primarily focused on hiking, ski resorts in the summertime, wildfire safety, back to school gift ideas, luxury travel and sustainable travel.
- Augustine collaborated on several articles, including one with *SF Chronicle*, continued to partner with Visit California and continued efforts to coordinate fall FAM tours.
- Secured 17 clips with estimated digital monthly visits of 1B and estimated digital coverage views of 1.16M.
- Secured four TV segments with estimated views of 464K and one radio interview with estimated listeners of 470K.



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Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Bucket List Hikes
 - Sustainable Travel
 - Ski Resorts in the Summertime
 - Fire Safety
 - Back to School Gift Ideas
 - Luxury Travel
- Highlights: Inclusion in *Travel + Leisure*, MSN Travel, *The Guardian*, *The Manual*, as well as four segments on Good Day and one on CapRadio that aired multiple times
- Media Conversations:
 - Top-tier outlets like *The Guardian*, *NY Times*, NPR, *USA Today*, *Slate* and *The Washington Post*, as well as San Francisco and Southern California outlets



The Washington Post



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Earned Media Results

- Secured Clips: 17
- Est. Digital Monthly Visits: 1B
- Est. Digital Coverage Views: 1.16M
- Est. Broadcast Audience Reach: 934K
- Coverage featured the July 4th Drone Show, ski resorts that are just as beautiful in the summertime, the best U.S. lakes, Tahoe Via Ferrata and 25 best things to do in Lake Tahoe.



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TRAVEL+ LEISURE

10 U.S. Ski Destinations That Are Just As Spectacular in the Summer

Lake Tahoe, California



PHOTO: COURTESY OF NORTH LAKE TAHOE

With stunning Sierra mountain scenery and the crystal-clear lake, North Lake Tahoe is a picturesque locale with a wide range of things to do. Visitors can take part in on-lake activities like rafting and stand-up paddleboarding, as well as biking, golfing, zip lining, and the Squaw Valley's newest outdoor adventure: a via ferrata, which combines climbing, hiking, and ascending an 800-foot vertical cliff. Other summertime draws include Shakespeare on the lake and plenty of live music experiences, from weekly concerts on the beach to festivals in the mountains. Pro tip: Don't miss raising a glass (or two) along the scenic Tahoe Rum Trail.

Coverage Highlights

[Tahoe Via Ferrata](#)



[The Best Places to Explore the Great Outdoors of Lake Tahoe](#)



The Best Places to Explore the Great Outdoors of Lake Tahoe

Crystal Bay and Kings Beach



Andrew Davey/The Manual

At the northern tip of Lake Tahoe and right on the California-Nevada state line, Crystal Bay (Nevada) and Kings Beach (California) offer plenty of scenery and a more relaxed vibe than the more crowded beaches in either direction. On the California side, Speedboat Beach is a small neighborhood beach featuring large boulder formations. If you're staying in nearby Incline Village on the Nevada side, you have access to private beaches like Burnt Cedar Beach with extra amenities.

If you want to hike, try the easy 1.7-mile Stateline Lookout Trail for an easy loop that extends across both states. For more of a challenge, catch the Brockway Summit to Mount Baldy Trail just above Kings Beach for a 13.5-mile loop that's great for expert hikers and mountain bikers, it also connects to the Tahoe Rim Trail.

[A helpful, practical guide to our 12 favorite public beaches in Lake Tahoe](#)



A helpful, practical guide to our 12 favorite public beaches in Lake Tahoe



On the north side of Lake Tahoe at Commons Beach, the area has been made into a park. San Francisco Chronicle/Heather Toth/Heather Toth for SFGATE

North Shore

Commons Beach, Tahoe City

Centrally located, Commons Beach lives up to its name as a gathering place for the Tahoe City community. A bike path meanders through the grassy park, which has one of the best lakefront playgrounds around. Next to the



north lake tahoe

Coverage Highlights

[Service industry advocates say inflation is adding extra pressure for Tahoe's low-wage employees](#)



Service industry advocates say inflation is adding extra pressure for Tahoe's low-wage employees

Tony Karwowski, the president of the North Lake Tahoe Resort Association, agreed.

"Workforce housing is a real challenge in North Lake Tahoe right now, the average price for a home has more than doubled in the past five years making it very difficult for employees to purchase a home here, and that correlates to our rental market as well in terms of the availability of rental units," he said.

He added that he has been recommending that people come midweek instead of on the weekend to avoid large crowds and long waits.

"Bring your patience and understand that the people who are here are here to make sure you have a great time, and they want nothing more than that," he said.



[North Lake Tahoe: It's Back!](#)



North Lake Tahoe: It's Back!

WINTER & SPRING SPORTS & MORE

With snowboarding, snowshoeing, ice skating, sledding, and cross country skiing (in addition to lake surfing), winter translates to snow sports. And, this area is home to the continent's highest concentration of ski resorts. Among them are Palisades Tahoe (known as Squaw Valley until 2021), which was the site of the VIII Olympic Winter Games in 1960. This European-style village is complete with stone walkways that meander amid an assortment of bars, restaurants, and boutiques.

The transition from winter's chill to warmer weather seasons can mean spring skiing in the morning and activities including hiking and more in the afternoon. The best North Lake Tahoe hiking trails range from easy strolls to steep switchbacks into the clouds.

ACTION PACKED SUMMERS & THE SECRET SEASON OF FALL

Summer is defined by action – whether it's golfing the area's six championship courses and four executive links or partaking in such water activities as fishing, kayaking, paddle boarding, canoeing, jet skiing, and power boating. This season's rafting can be as simple as a leisurely float along the Truckee River from Tahoe City to the River Ranch Restaurant & Bar for lunch. For more sedate, there are paddlewheel cruises on the Tahoe Gal or Tahoe Cruz, scenic daytime cruises, and sunset dinner cruises.

And then there's fall, also known as North Lake Tahoe's secret season. In short, it's a smaller sampling of around-the-year activities – absent the crowds.

[15 Amazing Outdoor Adventures](#)



15 Amazing Outdoor Adventures

12. Glide Across Lake Tahoe

Turquoise waters, glacier-carved granite shores, white-sand beaches, and stellar sunsets make **[Emerald Bay Lake Tahoe](#)**'s most picturesque paddleboarding destination. But you'll have to earn your visit: It's a mile-long hike down Vikingsholm Trail to the bay and historic **[Vikingsholm](#)** Scandinavian-inspired castle. Instead of lugging your paddleboard, rent onsite from **[Kayak Tahoe](#)**. A one-hour rental affords time to paddle the calm waters out to Fannette—**Tahoe**'s only island—to explore its ruined stone teahouse. Paddle west to see a sunken pine forest preserved beneath the azure water.

Coverage Highlights

[Transit Service Increases Ridership by 20%](#)



Transit Service Increases Ridership by 20%

Since June 2021, the app-based microtransit service known as TART Connect has been providing point-to-point service within three lakeside zones, from Crystal Bay and Incline Village on the North Shore all the way to Sugar Pine Point on the West Shore. TART Connect also operates two limited-service zones to resort destinations in both Olympic Valley and Northstar.



[25 Best Things to Do in Lake Tahoe](#)



25 Best Things to Do in Lake Tahoe

By M Staff on July 19, 2022 - Updated



10 Lake Tahoe - Nevada State Park

Lake Tahoe State Park in Nevada is a park and recreational space with several different areas for visitors to explore. The most popular area is Sand Harbor, which features several sandy beaches, a boat ramp, and picnic facilities. The beaches offer several swimming areas with sloping beaches and clear water and are also a popular spot for scuba diving.



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[The 10 Best U.S. Lakes That Need to Be on Your Bucket List](#)



The 10 Best U.S. Lakes That Need to Be on Your Bucket List

3 | Lake Tahoe, California

In the summer, James suggests Secret Cove or Sand Harbor if you're looking for a quiet beach experience. The latter is where you'll find those stunning rock formations; it's also where the annual **Lake Tahoe Shakespeare Festival** is held each July and August. For a "more festive" atmosphere, he recommends Kings Beach or Tahoe City, both of which have cute downtowns and plenty of restaurants and hotels.

In the winter, "the lake transforms into a winter wonderland," says James. **Palisades Tahoe** (famous for its aerial tram) and **Northstar California** are two of his favorite ski resorts.

Coverage Highlights

[Drones Will Replace Fireworks in Some High-Risk Areas on Fourth of July](#)

Bestgamingpro

DRONES WILL REPLACE FIREWORKS IN SOME HIGH-RISK AREAS ON FOURTH OF JULY

For the first time since the COVID-19 outbreak struck two years ago, the North Lake Tahoe resort town is preparing to celebrate the Fourth of July with fireworks. But instead of conventional pyrotechnics, a light display coordinated to music will be performed by more than 100 drones. As California struggles to deal with a harsh megadrought, city planners in the state have chosen fire safety and sustainability above nostalgia.



[12 Road Trips That Should Only Be Done in the Summer](#)

Fodor's Travel

[12 Road Trips That Should Only Be Done in the Summer](#)



5 OF 12

Donner Pass

WHERE: California

Donner Pass is a paved Tahoe road that's technically "open year-round" but it almost always experiences seasonal closures due to snow and ice in the winter months. The route offers some of the most impressive sights of the Sierra landscapes with breathtaking panoramic vistas across the entire mountain range. The first wagon to cross the pass was way back in 1844, during the rush to the west—and the roadway officially became part of U.S. 40 in 1926, getting first paved in 1934. Today, it's more of a "scenic alternative" to the I-80, but the extra time on this drive is more than worth the experience in the scenery in the warmer months.

[Drones Replaced Fireworks on The 4th of July](#)

TELLMEBEST

Drones Replaced Fireworks On The 4th Of July

According to [The Verge](#), all of Placer County, where the North [Lake Tahoe](#) drone show took place, is dealing with severe drought conditions. And within the region, the [U.S. drought monitor](#) says a third of the area is facing conditions of extreme drought. These dry conditions, which are made worse by sweltering heat and climate change, turn landscapes into tinderboxes. As such, dry vegetation sets the stage for wildfires to burn out of control. All it needs is a spark, and fireworks have lots of those.

[Brand new bang: Lake Tahoe resort scraps July 4 fireworks for drones](#)



Brand new bang: Lake Tahoe resort scraps July 4 fireworks for drones

Lake Tahoe's north shore is breaking with tradition and will replace its Fourth of July fireworks celebration with a colorful light display of an entirely different nature.

The tourist town on the Nevada side of the storied lake will offer a night-time drone light show, a display officials at the Incline Village Crystal Bay visitors bureau said carries less danger in a parched landscape primed to burn.

"I enjoy fireworks and always have," said Andy Chapman, president and CEO of the bureau. "But we started thinking - are pyrotechnic fireworks really sustainable moving forward?"

Upcoming PR Initiatives

- Proactive media outreach pitching story angles focusing on mid-week visitation and responsible travel during the summer season, as well as looking ahead to the secret season of fall.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on education: fire safety, keeping the wildlife wild and overall sustainability, promoting the Traveler Responsibility Pledge, as well as best places to visit in 2023 and the NLT+Me Challenge.
- Continue to vet media and influencers and coordinate fall FAM tours like an upcoming trip for a Forbes writer, as well as establishing relationships with reporters at top-tier publications.



north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. Lush green trees line the right side of the frame. A semi-transparent white rectangular box is centered over the image, containing the text "Social Media" in a bold, dark blue font.

Social Media

Facebook Overview

Data	June	July	MoM
Audience	130,579	130,710	+1%
Impressions	1,202,878	1,550,000	+47%
Engagement	59,923	75,709	+26%

- Content continued to promote mid-week messaging and summer activities.
- There were 1.55M impressions and 13.8K post clicks. The audience increased by over 130 followers this month.
- The most engaged audience was women ages 35-44. The highest reached locations included Los Angeles, San Diego, Reno, Sacramento and San Francisco.






north lake tahoe

Facebook Top Posts

- Top posts included summer views from hiking and summer activities to lodging.
- The post with the highest paid reach average rate featured The 4th of July Drone Show. Other engaging posts included a hiking post and a lake feature.
- Facebook content generated 8,34K engagements and an overall engagement rate of 1.29% (benchmark 0.30%).



north lake tahoe

Post Description	Total Engagements
<p>North Lake Tahoe Tue 7/5/2022 6:08 pm PDT</p> <p>It's a party in the U.S.A. 🇺🇸 We hope everyone had a safe and happy July 4th! 🎆 abebliar</p> 	<p>2,952</p> <p>Reactions: 441 Comments: 12 Shares: 24 Post Link Clicks: 2 Other Post Clicks: 2,473</p>
<p>North Lake Tahoe Sat 7/16/2022 11:00 am PDT</p> <p>There's a world that was meant for our eyes to see. Lucky for us, some of the best views are here in North Lake Tahoe. 📷 https://fal.cn/3qi8P</p> 	<p>676</p> <p>Reactions: 427 Comments: 9 Shares: 27 Post Link Clicks: 30 Other Post Clicks: 183</p>
<p>North Lake Tahoe Sat 7/23/2022 11:00 am PDT</p> <p>Dog's day out on the lake. 🐕 🌊 🏞️ @4bigger23 📷 https://fal.cn/3qt53</p> 	<p>492</p> <p>Reactions: 345 Comments: 21 Shares: 12 Post Link Clicks: 8 Other Post Clicks: 106</p>

Instagram Overview

Data	June	July	MoM
Audience	83,772	83,800	+0.1%
Impressions	182,524	324,460	+72%
Engagement	4,616	9,837	+53%




- Content promoted summer activities and lodging.
- Content generated over 324K impressions. There was an increase due to the posts related to summer activities and travel.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, Sparks and San Francisco.



north lake tahoe

Instagram Top Posts

- Top posts included summer events and landscape views.
- As summer continued, North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing activities.

		
<p>tahoenorth Tue 7/5/2022 10:29 am PDT</p> <p>Land that we love. 🇺🇸🇨🇦🇪🇺 4th of July Skyshow in Incline Village over the North Lake Tahoe Skyline 🥰...</p>	<p>tahoenorth Wed 7/13/2022 5:13 pm PDT</p> <p>Have you seen the wildflowers in North Lake Tahoe? 🥰💜 #northlaketahoe #tahoenorth...</p>	<p>tahoenorth Thu 7/21/2022 5:02 pm PDT</p> <p>The show must go on! 🎭 The Lake Tahoe Shakespeare Festival is back for the 50th season. Enjoy the...</p>
<p>Total Engagements 3,302</p> <p>Likes 3,044</p> <p>Comments 103</p> <p>Saves 155</p>	<p>Total Engagements 1,033</p> <p>Likes 984</p> <p>Comments 27</p> <p>Saves 22</p>	<p>Total Engagements 838</p> <p>Likes 814</p> <p>Comments 9</p> <p>Saves 15</p>



north lake tahoe

Custom Content

- Custom content featured the 4th of July Drone Show.
- Augustine created videos to utilize for summer reels.
- The reel generated 55.2K views and 4.5K engagements.
- Augustine will continue to create monthly reels showcasing dining, lodging, scenic views, events and more.



 **North Lake Tahoe**
5 Jul, 12:29

Land that we love. 🇺🇸❤️🇺🇸 4th of July
Skyshow in Incline Village over the...



Engagements	4,5K
Reach	52,3K
Engagement rate (reach)	8,7%
Plays	55,2K



Twitter Overview

Data	June	July	MoM
Audience	23,780	23,780	-
Impressions	7,334	13,513	+93%
Engagement	317	630	+113%




- Content continued to promote summer messaging.
- This audience stayed the same from last month.
- Augustine will continue to provide news and updates on Twitter.



north lake tahoe

Twitter Top Posts

- Top Twitter posts included summer activities.
- The post with the highest engagement featured a 4th of July post.

Twitter Post	Total Engagements
<p>@TahoeNorth Tue 7/5/2022 11:53 pm UTC</p> <p>It's a party in the U.S.A. 🇺🇸 We hope everyone had a safe and happy July 4th! 🇺🇸 abeblair https://t.co/zcHXNEKM9C</p> 	<p>224</p> <p>Likes: 36</p> <p>Comments: 0</p> <p>Shares: 2</p> <p>Post Link Clicks: —</p> <p>Other Post Clicks: 186</p> <p>Other Engagements: 0</p>
<p>@TahoeNorth Tue 7/19/2022 12:03 am UTC</p> <p>The best view is just a hike away. 📍 Tahoe Rim Trail 📍 https://t.co/RBYBUooXet https://t.co/0Fu5gwms</p> 	<p>101</p> <p>Likes: 26</p> <p>Comments: 0</p> <p>Shares: 3</p> <p>Post Link Clicks: 20</p> <p>Other Post Clicks: 52</p> <p>Other Engagements: 0</p>
<p>@TahoeNorth Fri 7/8/2022 11:00 pm UTC</p> <p>Where words leave off, music begins. 🎵 Enjoy free live music every Sunday on Commons Beach from 4:00 pm to 7:00 pm. 📍 visittahoeicity https://t.co/L9iW0mMSn...</p> 	<p>82</p> <p>Likes: 10</p> <p>Comments: 0</p> <p>Shares: 4</p> <p>Post Link Clicks: 8</p> <p>Other Post Clicks: 60</p> <p>Other Engagements: 0</p>



north lake tahoe

CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month featured wildflower hikes with a 46% completion rate (benchmark 34%).
- Augustine will continue to build monthly stories with seasonal and evergreen content.



tahoenorth

48.34% 9.53% 1.9K

Gallery Impressions	Story Interactions
1,924	1,635
Story Views	CTA Clicks
2,950	207
Avg. Completion Rate	Interaction Rate
39%	55.4%



north lake tahoe

An aerial photograph of a kayaker on a clear, turquoise lake. The kayaker is positioned in the upper left quadrant of the image. The water is exceptionally clear, revealing large, light-colored rocks at the bottom. The right side of the image shows the edge of a forest with green trees. A semi-transparent white rectangular box is centered over the image, containing the text "QR Code Tracking" in a bold, dark blue font.

QR Code Tracking

QR Code Results

- To date, there have been a total of 521 total scans, up 71 from June.
- The additional scans came primarily from the additional codes generated for print ads, specifically for local publications and the Visitor Guide ads. The print ad with the most scans is the Visitor Guide ad featuring dining.
- The sandwich boards continue to be the number one source of scans with 277 total, increasing by 23 from May.



north lake tahoe



North Tahoe EATS

MESMERIZING VIEWS WITH MENUS WORTHY OF THE SCENERY
From lake views to mountain backdrops, North Lake Tahoe is home to some of the most exciting dining options in Northern California and Nevada. Whether you want to grab a quick bite before hitting the beach or see some painting in memorabilia foodie garages, North Lake Tahoe offers everything from casual bistros to fine dining. Plus, everything comes with a side of breathtaking scenery.



DINE AT THE SHORE
We can think of no better place to enjoy local comfort food than with a view of the North Lake Tahoe shoreline. Adventurers can find public docks, benches, picnic tables and more to take in the sights and sounds of the tranquil, alpine lake. You're welcome to dine at any of our restaurants or if you'd like to stroll along the shore, consider getting takeout. Options range from approachable grab-and-go meals to dazzling epicurean delights, but please make sure you throw away your trash properly to keep the splendors of Lake Tahoe pristine.

HEAD TO THE MOUNTAIN
In North Lake Tahoe you can experience our sweeping meadows and breathtaking views with a winning variety of food choices ranging from barbecue platters and pizza slices to craft beers and wine. Choosing may prove difficult, but you'll have a stunning mountain view wherever you go. Stroll across the cobblestone walkways in resort Villages, seek in that alpine air and munch on tasty bites from cafes along the way or visit a pub to sample a local brew. You may also enjoy roaming among the many charming shops with friends.

SO MANY OPTIONS. SO MUCH TO PLAN.
The variety of foodie havens in North Lake Tahoe offers visitors a wealth of unforgettable adventures that will delight all types of palates. Explore the mesmerizing world of North Lake Tahoe dining by choosing from over 200 restaurants and find your new favorite indulgence at GoTahoeNorth.com/Dine



 north lake tahoe GoTahoeNorth.com/Dine

An aerial photograph of a person in a kayak on a vibrant turquoise lake. The water is crystal clear, revealing large white rocks and patches of green algae. Lush green trees are visible along the shoreline on the right. A semi-transparent white rectangular box is centered over the image, containing the text "Other Creative Projects" in a bold, dark teal font.

Other Creative Projects

Creative Projects

- Summer Campaign – all creative tactics live and will run through August.
- Evolving fall campaign in July for a launch in September.
- Auditing MCC campaign for best performing creative and will then begin on campaign updates.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations in August.
- Developing/updating blogs for August including topics of EV stations, teambuilding activities and camping.
- Continuing to deploy newsletters to consumer audiences and develop assets for MCC and leisure newsletters.
- Launching new creative ideas and campaign activations including the campaign NLT + Me and NLT Challenge.
- Providing Spartan deliverables in preparation for the event in September.



north lake tahoe

An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large white rocks and green algae at the bottom. The kayaker is positioned in the upper left quadrant of the frame. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Industry Insights" in a bold, dark blue font. The right side of the image shows the edge of a forest with green trees.

Industry Insights

Industry Insights

- As the travel industry continues to rebuild from the COVID-19 pandemic, **there's growing demand for more authentic experiences. One way that travelers demonstrate this value is by seeking to engage with local culture and communities in the destinations they visit. Our research shows that 64% of consumers are interested in learning more about travel options that support local cultures and communities. In fact, 42% of our survey respondents said they have purchased from local communities and or minority groups while traveling in the past two years, and 46% said they visited local cultural or historical sites during their travels.** Looking ahead, consumers are 12% more likely to volunteer at local community organizations on future trips than in previous travels – and for Millennials that is double. (Expedia, "Inclusive Travel Report")
- **Over half of American travelers report having taken at least one trip in the last month alone. Unfortunately, travel industry businesses' ability to staff has not rebounded to meet the level of demand. Thus, over 40% of recent travelers report experiencing a service issue on their last trip—from poor service specifically due to staffing shortages, to overcrowding and price-gouging.** (Destination Analyst, "State of the American Traveler – August 2022")



north lake tahoe

Industry Insights

- What's more substantive in American travelers' minds is financial-related. **When asked what has deterred them from traveling more than they would have otherwise preferred in the past 6 months, the top reasons are gas is too expensive (47%), the general cost of travel being too expensive right now (39%), personal financial reasons (31%) and airfare is too expensive (27%).** (In comparison, COVID concern is the fifth most commonly reported travel deterrent, with 24.5% saying the risk of contracting COVID kept them from traveling more.) **Additionally, the proportion of travelers who feel that the present is a good time to spend money on travel has dropped to 28%, the lowest level recorded so far this year.** Overall, American travelers' optimism about the financial future is dimming somewhat, as the proportion of travelers who feel they will be financially better off next year compared to this year has declined 4-points in the last month to 39%. (Destination Analyst, "State of the American Traveler – August 2022")



north lake tahoe



THANK YOU

DATE: August 3, 2022

SUBJECT: August 2022 Flight Schedule

In August 2022, Reno-Tahoe International Airport (RNO) will offer 1,966 scheduled departures, a decrease of 12.0% versus August 2021, and a decrease of 9.9% when compared to the August 2019 schedule. The monthly scheduled seat capacity is down 7.0% at 252,962 versus August 2021, and down 5.0% when compared to the August 2019 schedule. RNO will offer 32 non-stop destinations on 12 airlines in August 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.

On August 10, 2022, Spirit Airlines will begin twice daily non-stop flights between RNO and Las Vegas.

Southwest Airlines will resume non-stop flights between RNO and Orange County in November 2022.

August 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	31	Daily
Boise	aha!/ExpressJet	1	Begins August 31
Burbank	Southwest	31	Daily
Chicago-O'Hare	United	31	Daily
Dallas-Love	Southwest	4	Sat only
Dallas/Fort Worth	American	120	Four daily
Denver	Southwest	62	Twice daily
	United	97	Three daily
Eugene	aha!/ExpressJet	14	Three weekly. Mon, Wed, Fri
Fresno	aha!/ExpressJet	8	Twice weekly. Thu, Sun
Guadalajara	Volaris	23	Five weekly. Mon - Fri
Houston-Intercontinental	United	25	Daily. No flights on 22-24, 29-31
Idaho Falls	aha!/ExpressJet	6	Twice weekly. Thu, Sun
Las Vegas	Allegiant	13	Two to four weekly, Mon, Thu, Fri, Sun
	Frontier	13	Three weekly. Mon, Fri, Sat
	Southwest	240	Eight daily. Six daily on Sat
	Spirit	44	Twice daily, begins August 10
Long Beach	Southwest	58	Twice daily. Sat once daily
Los Angeles	Alaska	31	Daily
	American	14	One to three daily during the last week of Aug
	Delta	95	Three daily
	JetBlue	17	Four weekly. Mon, Thu, Fri, Sun
	Southwest	58	Twice daily. Sat once daily
	United	62	Twice daily
Medford	aha!/ExpressJet	8	Twice weekly. Thu, Sun
New York-JFK	JetBlue	31	Daily
Newark	United	2	Flights on 26, 27
Oakland	Southwest	58	Three daily. Twice on Sat
Ontario	aha!/ExpressJet	14	Three weekly. Mon, Wed, Fri
Palm Springs	aha!/ExpressJet	9	Twice weekly. Mon, Fri
Pasco	aha!/ExpressJet	14	Three weekly. Mon, Wed, Fri
Phoenix	American	93	Three daily
	Southwest	89	Three daily. Twice on Sat
Portland	Alaska	62	Twice daily
Redmond/Bend	aha!/ExpressJet	8	Twice weekly. Thu, Sun
Salt Lake City	Delta	124	Four daily
San Diego	Southwest	62	Twice daily
San Francisco	United	148	Four to six flights daily
San Jose	Southwest	31	Daily
Santa Rosa	aha!/ExpressJet	8	Twice weekly. Thu, Sun
Seattle	Alaska	93	Three daily
Spokane	aha!/ExpressJet	14	Three weekly. Mon, Wed, Fri

Multiple airlines in a market

7.29.2022

Reference

Airline Codes		Airport Codes	
EV	aha!/ExpressJet	ATL	Atlanta, GA
AA	American Airlines	AUS	Austin, TX
AS	Alaska Airlines	BOI	Boise, ID
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	IDA	Idaho Falls, ID
YV	Mesa Airlines	JFK	New York City, NY
Y4	Volaris Airlines	LAS	Las Vegas, NV
SY	Sun Country	LGB	Long Beach, CA
NK	Spirit Airlines	LAX	Los Angeles, CA
Operating Days		MDW	Chicago, IL (Midway)
1	Monday	MFR	Medford, OR
2	Tuesday	MSP	Minneapolis, MN
3	Wednesday	OAK	Oakland, CA
4	Thursday	ONT	Ontario, CA
5	Friday	ORD	Chicago, IL (O'Hare)
6	Saturday	PDX	Portland, OR
7	Sunday	PHX	Phoenix, AZ
Equipment Codes		PSC	Pasco, WA
319	Airbus A319	PSP	Palm Springs, CA
320	Airbus A320	RDM	Redmond, OR
733, 735, 738, 73G	Boeing 737 (all variants)	SAN	San Diego, CA
757	Boeing 757	SEA	Seattle, WA
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	SFO	San Francisco, CA
DH4	DeHavilland Dash 8 Q400	SLC	Salt Lake City, UT
M80, M83	McDonnell Douglas MD-80	SJC	San Jose, CA
ERD, ERJ	Embraer Regional Jet	SNA	Orange County, CA
		GEG	Spokane, WA

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

August 2022

Airport	Code	aha!	Alaska	Allegiant	American	Delta	Frontier	JetBlue	Southwest	Spirit	United	Volaris	Totals	Percent of Total	Total Seats
Austin, TX	AUS				1		0						1	1%	76
Boise, ID	BOI	1	0										1	1%	50
Burbank, CA	BUR								1				1	1%	143
Denver, CO	DEN						0		2		3		5	7%	800
Dallas/Ft. Worth, TX	DFW				4								4	5%	688
Dallas Love Field, TX	DAL								1				1	1%	175
Eugene, CA	EUG	1											1	1%	50
Fresno, CA	FAT	1											1	1%	50
Guadalajara, MX	GDL											1	1	1%	186
Houston, TX	IAH										1		1	1%	126
Idaho Falls, ID	IDA	1											1	1%	50
Medford, OR	MFR	1											1	1%	50
New York City, NY	JFK							1					1	1%	162
Las Vegas, NV	LAS			1			1		8	2			12	16%	1,914
Long Beach, CA	LGB								2				2	3%	318
Los Angeles, CA	LAX		1		1	3		1	2		2		10	13%	942
Chicago, IL (Midway)	MDW								0				0	0%	0
Oakland, CA	OAK								2				2	3%	286
Ontario, CA	ONT	1											1	1%	50
Chicago, IL (O'Hare)	ORD				0						1		1	1%	126
Palm Springs, CA	PSP	1	0										1	1%	50
Pasco, WA	PSC	1											1	1%	50
Portland, OR	PDX		2										2	3%	152
Phoenix, AZ	PHX				3				3				6	8%	1,041
Redmond, OR	RDM	1											1	1%	50
San Diego, CA	SAN								2				2	3%	286
Santa Rosa, CA	STS	1											1	1%	50
Seattle, WA	SEA		3			0			0				3	4%	394
San Francisco, CA	SFO										5		5	7%	442
Salt Lake City, UT	SLC					4							4	5%	382
San Jose, CA	SJC		0						1				1	1%	143
Spokane, WA	GEG	1											1	1%	50
Orange County, CA	SNA			0					0				0	0%	0
Total		11	6	1	9	7	1	2	24	2	12	1	76	100%	9,332

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

Airline/Destination	Code	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
aha! - (EV)		11	9	0	2	11	22.2%	-	550	450	0	100	550	22.2%	-		
		Flights								Seats							
Boise, ID	BOI	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
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%	-		
Idaho Falls, ID	IDA	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
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%	-		
Santa Rosa, CA	STS	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	10	0	-4	0.0%	-40.0%	622	660	862	-38	-240	-5.8%	-27.8%		
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	6	0	-3	0.0%	-50.0%	394	432	558	-38	-164	-8.8%	-29.4%		
Allegiant - (G4)		1	1	3	0	0	0.0%	-66.7%	156	156	468	0	-312	0.0%	-66.7%		
Jackson Hole, WY	JAC	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%		
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	156	156	156	0	0	0.0%	0.0%		
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%		
American Airlines (AA)		9	7	15	2	-5	28.6%	-40.0%	1,356	976	1,806	380	-450	38.9%	-24.9%		
Austin, TX	AUS	1	1	0	0	1	0.0%	-	76	76	0	0	76	0.0%	-		
Charlotte, NC	CLT	0	0	1	0	-1	-	-100.0%	0	0	128	0	-128	-	-100.0%		
Dallas/Ft. Worth, TX	DFW	4	3	4	1	0	33.3%	0.0%	688	516	644	172	44	33.3%	6.8%		
Los Angeles, CA	LAX	1	0	4	1	-3	-	-75.0%	76	0	260	76	-184	-	-70.8%		
Chicago, IL (O'Hare)	ORD	0	0	2	0	-2	-	-100.0%	0	0	344	0	-344	-	-100.0%		
Phoenix	PHX	3	3	4	0	-1	0.0%	-25.0%	516	384	430	132	86	34.4%	20.0%		
Delta Airlines (DL)		7	7	10	0	-3	0.0%	-30.0%	592	592	1,027	0	-435	0.0%	-42.4%		
Atlanta, GA	ATL	0	0	1	0	-1	-	-100.0%	0	0	199	0	-199	-	-100.0%		
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	210	210	210	0	0	0.0%	0.0%		
Salt Lake City, UT	SLC	4	4	5	0	-1	0.0%	-20.0%	382	382	548	0	-166	0.0%	-30.3%		
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	366	0	-180	0.0%	-49.2%		
Denver, CO	DEN	0	0	1	0	-1	-	-100.0%	0	0	180	0	-180	-	-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)		24	24	23	0	1	0.0%	4.3%	3,752	3,752	3,545	0	207	0.0%	5.8%		
Burbank, CA	BUR	1	1	1	0	0	0.0%	0.0%	143	143	143	0	0	0.0%	0.0%		
Dallas Love Field, TX	DAL	1	1	1	0	0	0.0%	0.0%	175	175	143	0	32	0.0%	22.4%		
Denver, CO	DEN	2	2	3	0	-1	0.0%	-33.3%	350	350	493	0	-143	0.0%	-29.0%		
Houston, TX	HOU	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Las Vegas, NV	LAS	8	8	7	0	1	0.0%	14.3%	1,208	1,208	1,065	0	143	0.0%	13.4%		
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	318	318	143	0	175	0.0%	122.4%		
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	2	2	1	0	1	0.0%	100.0%	286	286	143	0	143	0.0%	100.0%		
Orange County, CA	SNA	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Phoenix, AZ	PHX	3	3	3	0	0	0.0%	0.0%	525	525	525	0	0	0.0%	0.0%		
San Diego, CA	SAN	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%		
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Spirit Airlines (NK)		2	0	0	1	-2	-	-	364	0	0	364	364	-	-		

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

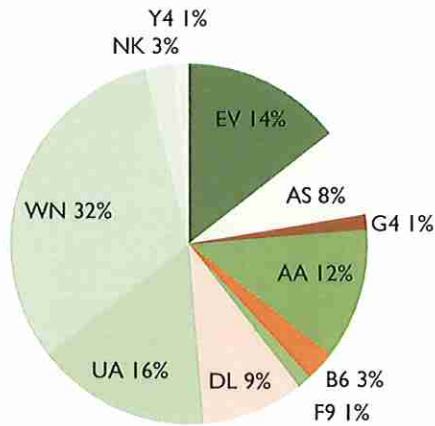
Airline/Destination	Code	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Las Vegas, NV	LAS	2	0	0	2	2	-	-	364	0	0	364	364	-	-
United Airlines (UA)		12	12	14	0	-2	0.0%	-14.3%	1,244	1,328	1,142	-84	102	-6.3%	8.9%
Denver, CO	DEN	3	4	4	-1	-1	-25.0%	-25.0%	450	600	518	-150	-68	-25.0%	-13.1%
Houston, TX	IAH	1	1	2	0	-1	0.0%	-50.0%	126	126	152	0	-26	0.0%	-17.1%
Los Angeles, CA	LAX	2	2	3	0	-1	0.0%	-33.3%	100	100	176	0	-76	0.0%	-43.2%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	126	150	76	-24	50	-16.0%	65.8%
San Francisco, CA	SFO	5	4	4	1	1	25.0%	25.0%	442	352	220	90	222	25.6%	100.9%
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		76	70	80	6	-4	8.6%	-5.0%	9,332	8,610	9,714	722	-382	8.4%	-3.9%

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

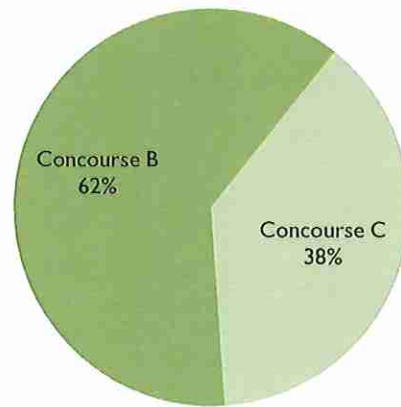
Airline/Destination	Code	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
AIRLINES TOTALS		Flights								Seats							
ahai	EV	11	9	0	2	11	22.2%	-	550	450	0	100	550	22.2%	-		
Alaska Airlines	AS	6	6	10	0	-4	0.0%	-40.0%	622	660	862	-38	-240	-5.8%	-27.8%		
Allegiant Air	G4	1	1	3	0	-2	0.0%	-66.7%	156	156	468	0	-312	0.0%	-66.7%		
American Airlines	AA	9	7	15	2	-6	28.6%	-40.0%	1,356	976	1,806	380	-450	38.9%	-24.9%		
Delta Air Lines	DL	7	7	10	0	-3	0.0%	-30.0%	592	592	1,027	0	-435	0.0%	-42.4%		
Frontier Airlines	F9	1	1	2	0	-1	0.0%	-50.0%	186	186	366	0	-180	0.0%	-49.2%		
JetBlue Airways	B6	2	2	2	0	0	0.0%	0.0%	324	324	324	0	0	0.0%	0.0%		
Southwest Airlines	WN	24	24	23	0	1	0.0%	4.3%	3,752	3,752	3,545	0	207	0.0%	5.8%		
Spirit Airlines	NK	2	0	0	2	2	-	-	364	0	0	364	364	-	-		
United Airlines	UA	12	12	14	0	-2	0.0%	-14.3%	1,244	1,328	1,142	-84	102	-6.3%	8.9%		
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		76	70	80	6	-4	8.6%	-5.0%	9,332	8,610	9,714	722	-382	8.4%	-3.9%		
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%		
Boise, ID	BOI	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
Bakersfield, WA	BFL	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Burbank, CA	BUR	1	1	1	0	0	0.0%	0.0%	143	143	143	0	0	0.0%	0.0%		
Carlsbad, CA	CLD	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Charlotte, NC	CLT	0	0	1	0	-1	-	-100.0%	0	0	128	0	-128	-	-100.0%		
Denver, CO	DEN	5	6	8	-1	-3	-16.7%	-37.5%	800	950	1,191	-150	-391	-15.8%	-32.8%		
Dallas/Ft. Worth, TX	DFW	4	3	4	1	0	33.3%	0.0%	688	516	644	172	44	33.3%	6.8%		
Dallas Love Field	DAL	1	1	1	0	0	0.0%	0.0%	175	175	143	0	32	0.0%	22.4%		
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	2	0	-1	0.0%	-50.0%	126	126	152	0	-26	0.0%	-17.1%		
Idaho Falls, ID	IDA	1	0	0	1	1	-	-	50	0	0	50	50	-	-		
Las Vegas, NV	LAS	12	10	9	2	3	20.0%	33.3%	1,914	1,550	1,407	364	507	23.5%	36.0%		
Jackson Hole, WY	JAC	0	0	1	0	-1	-	-100.0%	0	0	156	0	-156	-	-100.0%		
Long Beach, CA	LGB	2	2	1	0	1	0.0%	100.0%	318	318	143	0	175	0.0%	122.4%		
Los Angeles, CA	LAX	10	9	14	1	-4	11.1%	-28.6%	942	866	1,135	76	-193	8.8%	-17.0%		
Chicago, IL (Midway)	MDW	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%		
Oakland, CA	OAK	2	2	1	0	1	0.0%	100.0%	286	286	143	0	143	0.0%	100.0%		
Ontario, CA	ONT	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Orange County, CA	SNA	0	0	2	0	-2	-	-100.0%	0	0	299	0	-299	-	-100.0%		
Chicago, IL (O'Hare)	ORD	1	1	3	0	-2	0.0%	-66.7%	126	150	420	-24	-294	-16.0%	-70.0%		
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	6	6	7	0	-1	0.0%	-14.3%	1,041	909	955	132	86	14.5%	9.0%		
Redmond, OR	RDM	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
San Diego, CA	SAN	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%		
Seattle, WA	SEA	3	3	7	0	-4	0.0%	-57.1%	394	432	628	-38	-234	-8.8%	-37.3%		
San Francisco, CA	SFO	5	4	4	1	1	25.0%	25.0%	442	352	220	90	222	25.6%	100.9%		
Santa Rosa, CA	STS	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
Salt Lake City, UT	SLC	4	4	5	0	-1	0.0%	-20.0%	382	382	548	0	-166	0.0%	-30.3%		
Spokane, WA	GEG	1	1	0	0	1	0.0%	-	50	50	0	0	50	0.0%	-		
San Jose, CA	SJC	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Grand Total - All Cities		76	70	80	6	-4	8.6%	-5.0%	9,332	8,610	9,714	722	-382	8.4%	-3.9%		

Peak Day Non-Stop Departures (including less than daily flights) by Concourse							
August 2022							
Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
aha!	EV	11	23.4%	14.5%	550	9.5%	5.9%
Delta	DL	7	14.9%	9.2%	592	10.3%	6.3%
Frontier	F9	1	2.1%	1.3%	186	3.2%	2.0%
JetBlue	B6	2	4.3%	2.6%	324	5.6%	3.5%
Southwest	WN	24	51.1%	31.6%	3,752	65.0%	40.2%
Spirit	NK	2	4.3%	2.6%	364	6.3%	3.9%
B-Concourse		47	100.0%	61.8%	5,768	100.0%	61.8%
Alaska	AS	6	20.7%	7.9%	622	17.5%	6.7%
Allegiant	G4	1	3.4%	1.3%	156	4.4%	1.7%
American	AA	9	31.0%	11.8%	1,356	38.0%	14.5%
United	UA	12	41.4%	15.8%	1,244	34.9%	13.3%
Volaris	Y4	1	3.4%	1.3%	186	5.2%	2.0%
C-Concourse		29	100.0%	38.2%	3,564	100.0%	38.2%
Grand Total		76		100.0%	9,332		100.0%

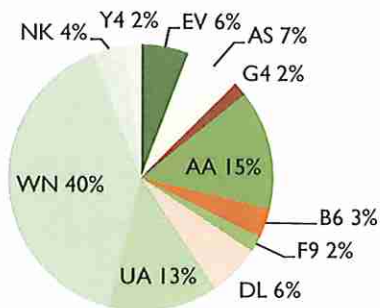
Percent of Scheduled Flights by Airlines



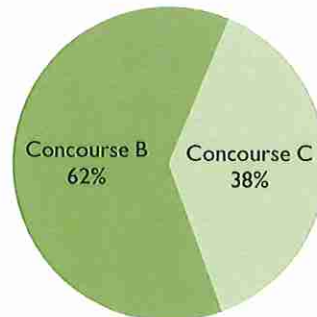
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline



Percent of Scheduled Seats by Concourse



Non-Stop Arrivals

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	DEN	RNO	1911	7M8	175	2255	0015	12345.7
WN	WN	LAS	RNO	1950	73H	175	2255	0015	12345.7
WN	WN	LAS	RNO	1349	7M8	175	0505	06206.
WN	WN	LAS	RNO	1428	73H	175	0515	0630	12345.7
F9	F9	LAS	RNO	2175	32N	186	0603	0734	1.....
F9	F9	LAS	RNO	2175	32N	186	0605	07365..
F9	F9	LAS	RNO	2175	32N	186	0630	08016.
WN	WN	SAN	RNO	2360	73H	175	0650	0820	12345.7
WN	WN	LAS	RNO	2674	73W	143	0700	08256.
UA	OO	SFO	RNO	5394	CRJ	50	0730	0840	1..4567
DL	OO	SLC	RNO	3505	E7W	70	0824	0857	1234567
WN	WN	SJC	RNO	283	73W	143	0810	0915	12345.7
AS	OO	LAX	RNO	3444	E75	76	0805	0935	1234567
WN	WN	LAS	RNO	1980	73W	143	0825	0945	12345.7
WN	WN	OAK	RNO	2139	73H	175	0850	0950	12345.7
WN	WN	SAN	RNO	1708	73W	143	0820	09556.
WN	WN	DEN	RNO	2765	738	175	0855	1010	12345.7
AA	AA	DFW	RNO	2722	738	172	0916	1034	1234567
WN	WN	PHX	RNO	4553	73H	175	0855	10406.
EV	EV	PSP	RNO	7032	ERJ	50	0915	1050	1...5..
WN	WN	PHX	RNO	381	73H	175	0905	1050	12345.7
AS	QX	PDX	RNO	2171	E75	76	0925	1055	1234567
EV	EV	FAT	RNO	7026	ERJ	50	0955	1055	...4..7
WN	WN	LGB	RNO	2148	73W	143	0945	1100	12345.7
WN	WN	DEN	RNO	4579	73H	175	0950	11056.
DL	OO	LAX	RNO	3501	E7W	70	0949	1120	1234567
EV	EV	IDA	RNO	7137	ERJ	50	1055	1130	...4..7
AA	AA	PHX	RNO	2196	320	150	1000	11506.
UA	OO	SFO	RNO	5664	CRJ	50	1035	1151	1234567
EV	EV	PSC	RNO	7083	ERJ	50	1020	1155	1.3.5..
UA	OO	LAX	RNO	5696	CRJ	50	1016	1155	1234567
AA	AA	PHX	RNO	2196	319	128	1003	1157	12345.7
DL	DL	SLC	RNO	2666	738	160	1140	1210	1234567
UA	UA	DEN	RNO	2141	320	150	1116	1235	1234567
Y4	Y4	GDL	RNO	998	32N	186	1057	1248	12345..
NK	NK	LAS	RNO	2516	32N	182	1140	1303	..34567
WN	WN	LAS	RNO	1202	73W	143	1150	1315	12345.7
AS	AS	SEA	RNO	475	73G	124	1141	1337	1...5.7
AS	AS	SEA	RNO	475	73H	159	1141	1337	...4...
AS	AS	SEA	RNO	475	739	178	1141	1337	.2...6.
AS	AS	SEA	RNO	475	7M9	178	1141	1337	..3....
UA	OO	SFO	RNO	5603	CRJ	50	1223	13376.
AA	AA	DFW	RNO	2391	738	172	1220	1339	1234567
WN	WN	LAS	RNO	4310	73H	175	1230	13556.
WN	WN	BUR	RNO	4187	73W	143	1250	14056.
WN	WN	LAX	RNO	1410	73W	143	1245	1405	12345.7
WN	WN	LAX	RNO	3642	73W	143	1250	14056.
EV	EV	MFR	RNO	7061	ERJ	50	1340	1450	...4..7
WN	WN	LAS	RNO	761	73H	175	1335	1500	12345.7

Non-Stop Arrivals

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
EV	EV	EUG	RNO	7063	ERJ	50	1350	1515	1.3.5..
AA	OO	PHX	RNO	6308	E75	76	1337	15306.
AA	AA	PHX	RNO	1926	319	128	1353	1540	.2345.7
AA	AA	PHX	RNO	1926	320	150	1353	1540	1.....
UA	OO	SFO	RNO	5707	CRJ	50	1430	1544	1234567
WN	WN	PHX	RNO	1808	73H	175	1405	1550	12345.7
WN	WN	SAN	RNO	1134	73W	143	1420	1550	12345.7
EV	EV	RDM	RNO	7065	ERJ	50	1440	1556	...4..7
DL	OO	LAX	RNO	3755	E7W	70	1430	1557	1234567
WN	WN	LAS	RNO	1421	73W	143	1450	16206.
EV	EV	ONT	RNO	7008	ERJ	50	1500	1628	1.3.5..
WN	WN	LAS	RNO	600	73W	143	1515	1635	12345.7
WN	WN	DAL	RNO	656	73H	175	1530	16456.
DL	OO	SLC	RNO	3653	E7W	76	1632	1703	1234567
WN	WN	BUR	RNO	1938	73W	143	1550	1705	12345.7
UA	UA	DEN	RNO	747	320	150	1600	17226.
WN	WN	LGB	RNO	3648	73H	175	1610	17256.
UA	UA	DEN	RNO	747	320	150	1604	1726	12345.7
G4	G4	LAS	RNO	519	319	156	1620	17397
G4	G4	LAS	RNO	527	319	156	1620	1739	...4...
G4	G4	LAS	RNO	527	319	156	1624	1743	1..5..
B6	B6	LAX	RNO	942	320	162	1630	1755	1..45.7
EV	EV	STS	RNO	7016	ERJ	50	1715	1812	...4..7
WN	WN	LAS	RNO	3916	73W	143	1655	18206.
WN	WN	SJC	RNO	1466	7M8	175	1735	18306.
WN	WN	LAS	RNO	3119	73W	143	1725	1845	12345.7
AS	QX	SEA	RNO	2144	E75	76	1702	1848	1234567
UA	UA	SFO	RNO	2121	319	126	1840	1944	12345.7
UA	UA	SFO	RNO	2121	320	150	1840	19446.
WN	WN	OAK	RNO	323	73W	143	1900	1955	12345.7
WN	WN	OAK	RNO	3956	7M8	175	1905	20006.
NK	NK	LAS	RNO	2514	32N	182	1838	2002	..34567
AS	QX	PDX	RNO	2598	E75	76	1835	2003	12345.7
AS	QX	PDX	RNO	2598	DH4	76	1835	20136.
WN	WN	SAN	RNO	1572	73W	143	1855	20256.
UA	OO	LAX	RNO	5716	CRJ	50	1900	2028	1234567
EV	EV	GEG	RNO	7081	ERJ	50	1845	2034	1.3.5..
UA	UA	DEN	RNO	2115	320	150	1916	2041	1234567
AA	MQ	AUS	RNO	4227	E75	76	1925	2054	12345.7
WN	WN	LGB	RNO	1940	73W	143	1940	2055	12345.7
AA	MQ	AUS	RNO	4227	E75	76	1941	21106.
DL	OO	LAX	RNO	3860	E7W	70	2015	2141	1234567
UA	UA	IAH	RNO	2621	73G	126	1958	2142	1.345..
UA	UA	IAH	RNO	2621	738	166	1958	2142	.2.....
UA	YV	IAH	RNO	6143	E7W	76	1958	215467
WN	WN	LAX	RNO	816	73W	143	2035	2155	12345.7
WN	WN	LAS	RNO	3942	73W	143	2045	22006.
WN	WN	DEN	RNO	3275	73W	143	2045	22056.
AA	AA	PHX	RNO	1424	320	150	2022	22137

Non-Stop Arrivals

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	PHX	RNO	1424	321	190	2022	2213	123456.
AA	AA	DFW	RNO	1273	738	172	2055	2214	1234567
WN	WN	PHX	RNO	4572	73H	175	2035	22206.
UA	UA	ORD	RNO	2452	73G	126	2012	2231	1234567
B6	B6	JFK	RNO	81	320	162	1940	2253	1234567
WN	WN	LAS	RNO	182	73W	143	2145	2300	12345.7
AS	AS	SEA	RNO	827	73H	159	2120	2308	..3....
AS	AS	SEA	RNO	827	739	178	2120	2308	12.....
AS	AS	SEA	RNO	827	73J	178	2120	2308	...4567
DL	OO	SLC	RNO	3833	E7W	76	2259	2332	1234567
UA	UA	SFO	RNO	1001	319	126	2235	23476.
UA	UA	SFO	RNO	1001	738	166	2235	2347	12345.7
AA	AA	DFW	RNO	560	738	172	2230	2349	1234567
WN	WN	PHX	RNO	3095	73W	143	2215	2355	12345.7

Non-Stop Departures

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	PHX	2327	7M8	175	0500	0645	12345.7
WN	WN	RNO	PHX	4311	7M8	175	0500	06456.
WN	WN	RNO	LAS	2172	73W	143	0510	06256.
WN	WN	RNO	LAS	2318	73H	175	0515	0635	12345.7
UA	UA	RNO	DEN	2415	320	150	0530	0844	1234567
WN	WN	RNO	DEN	2168	73H	175	0540	08506.
AA	AA	RNO	PHX	2130	320	150	0600	0748	1.....
AA	AA	RNO	PHX	2130	321	190	0600	0748	.234567
DL	OO	RNO	SLC	3843	E7W	76	0600	0826	1234567
UA	OO	RNO	LAX	5835	CRJ	50	0600	07456.
UA	UA	RNO	SFO	2033	319	126	0600	07137
UA	UA	RNO	SFO	2033	738	166	0600	0713	.2345..
WN	WN	RNO	OAK	2941	73W	143	0600	0700	12345.7
AA	AA	RNO	DFW	1361	738	172	0607	1119	1234567
UA	OO	RNO	LAX	5835	CRJ	50	0613	07587
WN	WN	RNO	SAN	4113	73W	143	0620	07556.
AA	MQ	RNO	AUS	3530	E75	76	0625	1150	12345.7
WN	WN	RNO	LAS	3045	73W	143	0625	0740	12345.7
UA	UA	RNO	SFO	2033	738	166	0630	0743	1....6.
AS	AS	RNO	SEA	831	73H	159	0700	0900	...4...
AS	AS	RNO	SEA	831	739	178	0700	0900	.23....
AS	AS	RNO	SEA	831	73J	178	0700	0900	1..567
EV	EV	RNO	PSP	7031	ERJ	50	0700	0835	1...5..
WN	WN	RNO	OAK	1349	7M8	175	0705	08056.
WN	WN	RNO	DEN	1428	73H	175	0715	1025	12345.7
DL	OO	RNO	LAX	4172	E7W	70	0722	0859	1234567
AA	MQ	RNO	AUS	3530	E75	76	0730	12596.
EV	EV	RNO	IDA	7136	ERJ	50	0740	1015	...4..7
UA	OO	RNO	LAX	5835	CRJ	50	0750	0935	12345..
EV	EV	RNO	PSC	7082	ERJ	50	0805	0940	1.3.5..
EV	EV	RNO	FAT	7025	ERJ	50	0810	0910	...4..7
F9	F9	RNO	LAS	2174	32N	186	0819	0948	1.....
F9	F9	RNO	LAS	2174	32N	186	0821	09505..
F9	F9	RNO	LAS	2174	32N	186	0846	10156.
WN	WN	RNO	LAS	4186	73W	143	0855	10056.
UA	UA	RNO	DEN	496	320	150	0859	1215	1234567
WN	WN	RNO	LAX	2361	73H	175	0905	1035	12345.7
UA	OO	RNO	SFO	5485	CRJ	50	0915	1035	1..4567
WN	WN	RNO	SAN	284	73W	143	0950	1120	12345.7
DL	OO	RNO	SLC	3505	E7W	70	1000	1225	1234567
AS	OO	RNO	LAX	3444	E75	76	1015	1154	1234567
WN	WN	RNO	LAS	1981	73W	143	1030	1150	12345.7
WN	WN	RNO	LGB	2139	73H	175	1040	1210	12345.7
WN	WN	RNO	LAS	3855	73W	143	1055	12106.
WN	WN	RNO	PHX	1222	738	175	1055	1245	12345.7
AA	AA	RNO	DFW	2722	738	172	1126	1638	1234567
AS	QX	RNO	PDX	2171	E75	76	1135	1305	1234567
WN	WN	RNO	BUR	2149	73W	143	1135	1250	12345.7

Non-Stop Departures

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
EV	EV	RNO	EUG	7062	ERJ	50	1140	1305	1.3.5..
WN	WN	RNO	PHX	2856	73H	175	1140	13206.
EV	EV	RNO	MFR	7060	ERJ	50	1150	1300	...4..7
WN	WN	RNO	LAS	341	73H	175	1155	1310	12345.7
WN	WN	RNO	DAL	47	73H	175	1200	17106.
DL	OO	RNO	LAX	3501	E7W	70	1205	1340	1234567
EV	EV	RNO	RDM	7064	ERJ	50	1225	1351	...4..7
UA	OO	RNO	SFO	5899	CRJ	50	1230	1350	1234567
AA	AA	RNO	PHX	2196	320	150	1235	14196.
AA	AA	RNO	PHX	2196	319	128	1237	1421	12345.7
EV	EV	RNO	ONT	7007	ERJ	50	1250	1418	1.3.5..
UA	UA	RNO	DEN	2470	320	150	1326	1640	1234567
DL	DL	RNO	SLC	2666	738	160	1330	1557	1234567
WN	WN	RNO	LAS	1494	73W	143	1350	1510	12345.7
NK	NK	RNO	LAS	2517	32N	182	1400	1518	..34567
UA	OO	RNO	SFO	5746	CRJ	50	1400	1520	1234567
UA	OO	RNO	SFO	5602	CRJ	50	1415	15356.
Y4	Y4	RNO	GDL	999	32N	186	1428	2018	12345..
AA	AA	RNO	DFW	2391	738	172	1430	1949	1234567
AS	AS	RNO	SEA	475	73G	124	1432	1627	1...5.7
AS	AS	RNO	SEA	475	73H	159	1432	1627	...4...
AS	AS	RNO	SEA	475	739	178	1432	1627	.2...6.
AS	AS	RNO	SEA	475	7M9	178	1432	1627	..3....
WN	WN	RNO	BUR	4699	73W	143	1440	15556.
WN	WN	RNO	DEN	4187	73W	143	1445	18006.
WN	WN	RNO	LAS	4298	73H	175	1445	16006.
WN	WN	RNO	LAX	1411	73W	143	1450	1625	12345.7
EV	EV	RNO	STS	7015	ERJ	50	1540	1637	...4..7
WN	WN	RNO	DEN	761	73H	175	1545	1850	12345.7
AA	OO	RNO	PHX	6308	E75	76	1603	17586.
EV	EV	RNO	GEG	7080	ERJ	50	1610	1804	1.3.5..
UA	OO	RNO	LAX	5844	CRJ	50	1622	1810	1234567
AA	AA	RNO	PHX	1926	319	128	1625	1814	.2345.7
AA	AA	RNO	PHX	1926	320	150	1625	1814	1.....
WN	WN	RNO	LAS	578	73W	143	1640	1800	12345.7
WN	WN	RNO	PHX	1809	73H	175	1640	1835	12345.7
DL	OO	RNO	LAX	3755	E7W	70	1643	1820	1234567
WN	WN	RNO	LGB	3731	73W	143	1655	18156.
WN	WN	RNO	OAK	600	73W	143	1710	1810	12345.7
WN	WN	RNO	LAX	656	73H	175	1735	19106.
WN	WN	RNO	LGB	1939	73W	143	1740	1905	12345.7
DL	OO	RNO	SLC	3653	E7W	76	1748	2015	1234567
WN	WN	RNO	SJC	3648	73H	175	1815	19256.
G4	G4	RNO	LAS	532	319	156	1824	1939	...4..7
G4	G4	RNO	LAS	532	319	156	1828	1943	1...5..
B6	B6	RNO	LAX	943	320	162	1840	2017	1..45.7
WN	WN	RNO	SAN	3917	73W	143	1855	20256.
WN	WN	RNO	LAS	1466	7M8	175	1920	20406.

Non-Stop Departures

August 2022

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
WN	WN	RNO	SJC	3119	73W	143	1920	2025	12345.7
AS	QX	RNO	SEA	2144	E75	76	1928	2120	1234567
UA	UA	RNO	SFO	1831	319	126	2035	2148	12345.7
UA	UA	RNO	SFO	1831	320	150	2035	21486.
WN	WN	RNO	LAS	323	73W	143	2040	2200	12345.7
AS	QX	RNO	PDX	2598	E75	76	2055	2223	12345.7
AS	QX	RNO	PDX	2598	DH4	76	2055	22336.
NK	NK	RNO	LAS	2515	32N	182	2059	2220	..34567
WN	WN	RNO	LAS	4044	73W	143	2105	22306.
WN	WN	RNO	SAN	1941	73W	143	2130	2300	12345.7
WN	WN	RNO	LAS	818	73W	143	2230	2345	12345.7
UA	UA	RNO	ORD	2300	73G	126	2327	0509	1234567
B6	B6	RNO	JFK	80	320	162	2355	0803	1234567
AA	AA	RNO	DFW	868	738	172	2359	0505	1234567
UA	UA	RNO	IAH	572	73G	126	2359	0521	1.345..
UA	UA	RNO	IAH	572	738	166	2359	0521	.2.....
UA	YV	RNO	IAH	6148	E7W	76	2359	053267

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 19th - 25th August 2022

A i r p o r t T o t a l s	Monday																				Tuesday																				Wednesday																				Thursday																				Friday																				Saturday																				Sunday																			
	Seats	Arr	Time	Dep	Seats	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	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats																																																																																										
	0	0	0000	0	0	350	2	0000	0	0	0	0	0000	0	0	500	3	0000	0	0	350	2	0000	0	0	350	2	0000	0	0	500	3	0000	0	0	500	3	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	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	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	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	0	0	0400	0	0																																																																																																					
0	0	0500	3	500	0	0	0500	4	643	0	0	0500	4	672	0	0	0500	3	500	0	0	0500	3	500	0	0	0500	3	500	0	0	0500	3	500	0	0	0500	3	500																																																																																																					
175	1	0600	7	948	175	1	0600	6	763	175	1	0600	8	998	175	1	0600	7	908	175	1	0600	7	948	175	1	0600	7	948	175	1	0600	7	948	175	1	0600	7	948																																																																																																					
165	1	0700	6	676	0	0	0700	4	595	0	0	0700	4	473	166	1	0700	6	695	0	0	0700	5	645	0	0	0700	5	645	0	0	0700	5	645	0	0	0700	6	695																																																																																																					
295	3	0800	3	368	449	4	0800	4	555	295	3	0800	2	200	295	3	0800	3	368	245	2	0800	1	150	245	2	0800	2	200	295	3	0800	2	200	295	3	0800	2	200																																																																																																					
537	4	0900	3	368	219	2	0900	1	50	537	4	0900	3	368	537	4	0900	3	368	537	4	0900	2	318	537	4	0900	2	318	537	4	0900	3	368	537	4	0900	3	368																																																																																																					
648	5	1000	5	639	423	3	1000	3	289	648	5	1000	5	639	648	5	1000	5	639	648	5	1000	5	639	598	4	1000	5	639	648	5	1000	5	639	648	5	1000	5	639																																																																																																					
495	6	1100	5	616	517	5	1100	3	423	535	6	1100	5	616	535	6	1100	5	616	485	5	1100	4	566	535	6	1100	5	616	535	6	1100	5	616	535	6	1100	5	616																																																																																																					
656	4	1300	3	453	310	2	1300	4	467	266	2	1300	4	342	496	3	1300	4	342	496	3	1300	3	292	472	3	1300	4	342	496	3	1300	4	342	496	3	1300	4	342																																																																																																					
143	1	1400	6	892	266	2	1400	8	1,093	193	2	1400	5	671	143	1	1400	6	911	143	1	1400	6	911	143	1	1400	6	911	143	1	1400	6	911	269	3	1400	6	892																																																																																																					
835	7	1500	1	175	292	3	1500	0	0	835	7	1500	2	225	835	7	1500	1	175	785	6	1500	1	175	835	7	1500	1	175	835	7	1500	1	175	835	7	1500	2	225																																																																																																					
193	2	1600	6	660	318	2	1600	4	435	143	1	1600	5	610	193	2	1600	6	660	143	1	1600	5	610	193	2	1600	6	660	193	2	1600	6	660	219	2	1600	7	762																																																																																																					
531	4	1700	3	352	401	3	1700	2	251	613	5	1700	3	352	531	4	1700	3	352	219	2	1800	1	162	219	2	1800	0	0	219	2	1800	2	219	269	2	1900	2	219																																																																																																					
219	2	1800	1	162	470	4	1800	2	318	269	3	1800	3	394	219	2	1800	1	162	219	2	1800	1	162	219	2	1800	2	219	269	2	1900	2	219	269	2	1900	2	219																																																																																																					
269	2	1900	2	219	126	1	1900	2	251	269	2	1900	2	219	269	2	1900	2	219	269	2	1900	2	219	269	2	1900	2	219	269	2	1900	2	219	269	2	1900	2	219																																																																																																					
727	7	2000	4	527	776	6	2000	3	384	677	6	2000	4	527	727	7	2000	4	527	677	6	2000	4	527	727	7	2000	4	527	727	7	2000	4	527	727	7	2000	4	527																																																																																																					
511	4	2100	1	143	368	3	2100	1	143	461	4	2100	1	143	385	3	2100	1	143	385	3	2100	1	143	385	3	2100	1	143	385	3	2100	1	143	557	5	2100	1	143																																																																																																					
460	3	2200	1	143	921	6	2200	0	0	460	3	2200	1	143	460	3	2200	1	143	460	3	2200	1	143	460	3	2200	1	143	460	3	2200	1	143	460	3	2200	1	143																																																																																																					
862	6	2300	3	414	592	4	2300	3	414	833	6	2300	3	354	878	6	2300	2	288	878	6	2300	2	288	878	6	2300	2	288	878	6	2300	2	288	833	6	2300	3	414																																																																																																					
8,278	65		67	8,625	7,750	58		56	7,384	7,855	64		67	8,395	8,687	67		66	8,497	7,889	58		58	7,869	8,065	62		63	8,215	8,952	71		69	8,766																																																																																																										