

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1446 Units ("DestiMetrics Census**") and 44.77% of 3229 total units in the North Lake Tahoe destination ("Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD		2022/23	2021/22	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (-3.0%)	Occupancy (Jul) :	69.7%	71.8%	-3.0%
North Lake Tahoe ADR for last month (Jul) changed by (-0.9%)	ADR (Jul) :	\$ 569	\$ 574	-0.9%
North Lake Tahoe RevPAR for last month (Jul) changed by (-3.9%)	RevPAR (Jul) :	\$ 396	\$ 412	-3.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Aug) changed by (-20.7%)	Occupancy (Aug) :	48.9%	61.7%	-20.7%
North Lake Tahoe ADR for next month (Aug) changed by (-1.4%)	ADR (Aug) :	\$ 514	\$ 522	-1.4%
North Lake Tahoe RevPAR for next month (Aug) changed by (-21.8%)	RevPAR (Aug) :	\$ 252	\$ 322	-21.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (6.6%)	Occupancy	56.3%	52.8%	6.6%
North Lake Tahoe ADR for the past 6 months changed by (8.0%)	ADR	\$ 461	\$ 427	8.0%
North Lake Tahoe RevPAR for the past 6 months changed by (15.2%)	RevPAR	\$ 259	\$ 225	15.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-15.9%)	Occupancy	25.2%	30.0%	-15.9%
North Lake Tahoe ADR for the future 6 months changed by (-0.4%)	ADR	\$ 406	\$ 408	-0.4%
North Lake Tahoe RevPAR for the future 6 months changed by (-16.2%)	RevPAR	\$ 103	\$ 122	-16.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2022 vs. Previous Year				
Rooms Booked during last month (Jul,22) compared to Rooms Booked during the same period last year (Jul,21) for all arrival dates has changed by (36.6%)	Booking Pace (Jul)	5.8%	4.2%	36.6%

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

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

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Monthly Report July 2022

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 22/23

Prepared By: Anna Atwood, Office Manager

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/22:	\$1,137,574	\$1,670,835	-32%
Number of Room Nights:	4,846	8044	-40%
Number of Delegates:	2276	3629	-37%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>July-22</u>	<u>July-21</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$145,856	\$45,903	218%
Room Nights:	465	100	365%
Number of Delegates:	544	50	
Booked Group Types:	2 CA Assoc.	1 Corp.	
Lost Business, # of Groups:	18	22	
 <u>Arrived in the month</u>	 <u>July-22</u>	 <u>July-21</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$190,117	\$208,360	-9%
Room Nights:	630	795	-21%
Number of Delegates:	455	330	
	1 CA Assoc., 1		
	Mtg. Planner. 1		
Arrived Group Types:	Corp.	2 Assoc.	
	 <u>Current Numbers</u>	 <u>Goals</u>	
For 2023/24:	\$100,804	\$2,000,000	
For 2024/25:	\$89,550	\$2,000,000	

NUMBER OF LEADS Generated as of 7/30/22:	14
YTD 7/30/21:	9
YTD 7/30/20:	33

Total Number of Leads Generated in Previous Years:

2021/2022	123
2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302



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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

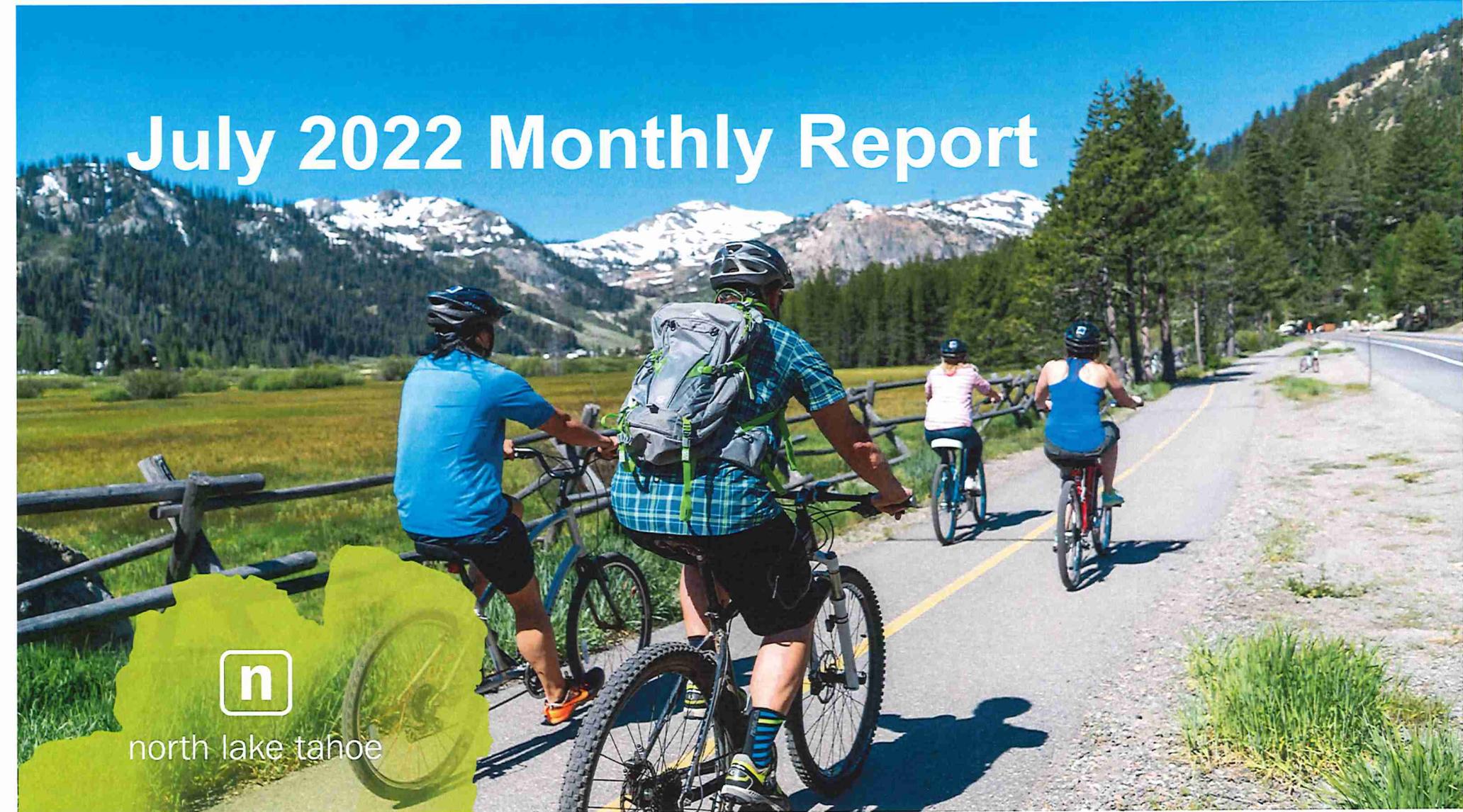
- Key Meetings:
 - Attended the High Sierra Council Planning Meeting. This meeting consisted of year end updates to Visit California and goal setting and budget planning for the 22/23 fiscal year.
 - Webinar with Viajes Scibasku July 6
 - Webinar with G2 Travel July 26
 - Call with Gate 7 to overview 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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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.



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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.



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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 % of Total: 100.00% (214,691)	181,705 % of Total: 100.00% (181,705)	00:01:31 Avg for View: 00:01:31 (0.00%)
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



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Source: Google Analytics July 1 – July 31, 2022

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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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.



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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 enewsletters 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.



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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")



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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")



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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		
		Flights								Seats							
aha! - (EV)		11	9	0	2	11	22.2%	-	550	450	0	100	550	22.2%	-		
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)

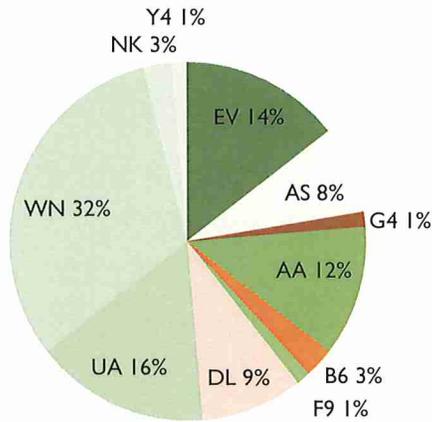
Airline/Destination	Code	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Las Vegas, NV	LAS	2	0	0	2	2	-	-	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)

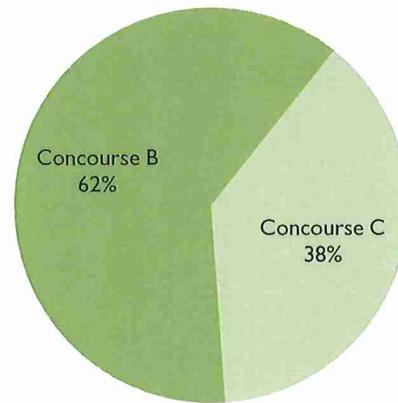
Airline/Destination	Code	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	August 2022	July 2022	August 2021	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
AIRLINES TOTALS		Flights								Seats							
ahal	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	0	-	-		
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	0	-	-		
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%	100.0%	9,332	100.0%	100.0%

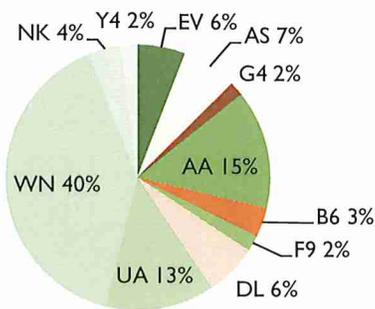
Percent of Scheduled Flights by Airlines



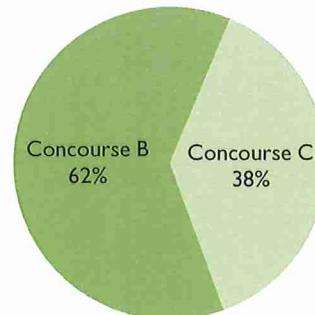
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline



Percent of Scheduled Seats by Concourse



Non-Stop Arrivals

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



north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center

Visitor Report: July 2022

VISITORS SERVED:

June 2022

Total TC & KB Walk-ins 5,510

Total Phone Calls: 184

Total 5,694

Jul 2021

Total TC & KB Walk-ins 9,854

Total Phone Calls: 404

10,258

Jul 2022

Total TC&KB Walk-ins: 9,134

Total Phone Calls: 272

9,406

REFERRALS GIVEN TO VISITORS:

Restaurants 942	Lodging 229	Historic / Museum 362	Events 400
Tours 116	Surrounding Towns (SLT / Truckee) 263	Retail 296	Transportation 321
Services – Road Conditions etc 1011	Activities Mountain / Trails 1158	Activities / Lake 1967	Maps / Directions 1795

TOTAL 8,360 = 270 referrals per day

July Highlights

- Visitor Center, Kings Beach and Farmers market increased referrals 18% from last July.
- Advertised Skate the Lake, Lake Tahoe Dance Festival, Kings Beach Art Tour, Tahoe Nalu,
- Help publicize and sell TCDA fireworks t-shirts along with special flyers on the front counter
- Sold Tahoe Nalu shirts and hats
- Participated at the Farmers market.
- Kings Beach in total operation daily in July
- Large increase in international visitors (France, Poland, Russia, Italy, Japan)
- New monthly artist: Kathy Haber

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

July 31, 2022

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

Accrual Basis

	Jul 31, 22	Jul 31, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash	506,856	312,516	194,341	62%
Total Checking/Savings	506,856	312,516	194,341	62%
Accounts Receivable				
1200-00 · Accounts Receivable	117,943	59,666	58,277	98%
Total Accounts Receivable	117,943	59,666	58,277	98%
Other Current Assets				
1350-00 · Security Deposits	100	100	0	0%
Total Other Current Assets	100	100	0	0%
Total Current Assets	624,899	372,282	252,618	68%
Other Assets				
1400-00 · Prepaid Expenses	15,282	69,981	(54,699)	(78)%
Total Other Assets	15,282	69,981	(54,699)	(78)%
TOTAL ASSETS	640,181	442,262	197,919	45%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	149,441	113,755	35,686	31%
Total Accounts Payable	149,441	113,755	35,686	31%
Total Current Liabilities	149,441	113,755	35,686	31%
Total Liabilities	149,441	113,755	35,686	31%
Equity				
32000 · Unrestricted Net Assets	372,664	192,669	179,995	93%
Net Income	118,077	135,839	(17,762)	(13)%
Total Equity	490,740	328,508	162,233	49%
TOTAL LIABILITIES & EQUITY	640,181	442,262	197,919	45%

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	0.00	114,392.00	0.00	0.00	0.00	114,392.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
TOTAL	0.00	114,392.00	0.00	0.00	3,551.34	117,943.34

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

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Amber Burke	0.00	0.00	24.80	0.00	0.00	24.80
AugustineIdeas	0.00	30,500.00	13,964.74	0.00	0.00	44,464.74
Fallon Multimedia	0.00	4,250.00	0.00	0.00	0.00	4,250.00
iDSS Global, LLC.	0.00	2,500.00	0.00	0.00	0.00	2,500.00
MAHK Advertising	0.00	44,342.87	5,325.13	0.00	0.00	49,668.00
NLTRA	265.00	273.60	426.61	0.00	0.00	965.21
Regional Air Service Corporation	0.00	0.00	25,000.00	0.00	0.00	25,000.00
Sierra Web Design, Inc.	0.00	1,068.00	0.00	0.00	0.00	1,068.00
Tahoe Film Fest	15,000.00	0.00	0.00	0.00	0.00	15,000.00
Tarsus Connect, LLC	0.00	6,500.00	0.00	0.00	0.00	6,500.00
TOTAL	15,265.00	89,434.47	44,741.28	0.00	0.00	149,440.75

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

Accrual Basis

July 2022

	Jul 22	Budget	\$ Over Budget	Jul 22	YTD Budget	\$ Over Budget	Annual Budget
Income							
4000-00 · LTIVCBVB Funding	91,166	91,166	0	91,166	91,166	0	1,094,000
4001-00 · NLTRA Funding	114,392	114,392	0	114,392	114,392	0	1,440,000
4004-00 · IVCBVB Entertainment	500	500	0	500	500	0	6,000
Total Income	206,058	206,058	0	206,058	206,058	0	2,540,000
Gross Profit	206,058	206,058	0	206,058	206,058	0	2,540,000
Expense							
5000-00 · CONSUMER MARKETING							
5001-01 · Podcast	0	0	0	0	0	0	25,000
5002-00 · Consumer Print	0	0	0	0	0	0	10,125
5002-01 · Native Display	0	13,900	(13,900)	0	13,900	(13,900)	100,372
5004-00 · Trip Advisor	0	0	0	0	0	0	61,947
5005-00 · Paid Social	3,721	4,250	(529)	3,721	4,250	(529)	139,248
5005-01 · Digtal Display / Retargeting	7,736	4,800	2,936	7,736	4,800	2,936	110,620
5007-00 · Creative Production							
5007-01 · Creative Production	0	15,000	(15,000)	0	15,000	(15,000)	149,500
5007-02 · Website Production	0	2,500	(2,500)	0	2,500	(2,500)	34,000
5007-03 · Photo/Video Creative	1,418	2,618	(1,200)	1,418	2,618	(1,200)	32,670
Total 5007-00 · Creative Production	1,418	20,118	(18,700)	1,418	20,118	(18,700)	216,170
5010-00 · Account Strategy & Management	8,500	8,500	0	8,500	8,500	0	102,000
5013-00 · Outdoor	0	0	0	0	0	0	100,000
5016 · Video Streaming	0	0	0	0	0	0	126,861
5017-00 · Rich Media	0	0	0	0	0	0	30,000
5018-00 · Media Commission	0	3,561	(3,561)	0	3,561	(3,561)	119,357
5018-01 · Digital Ad Serving	47	220	(173)	47	220	(173)	2,655
5020-00 · Search Engine Marketing	8,944	4,225	4,719	8,944	4,225	4,719	119,470
5022-00 · Email	0	0	0	0	0	0	20,000
5025-00 · Expedia	0	0	0	0	0	0	15,000
5029-00 · Television	0	0	0	0	0	0	17,000
5030-00 · TravelZoo	0	0	0	0	0	0	50,000
Total 5000-00 · CONSUMER MARKETING	30,365	59,574	(29,208)	30,365	59,574	(29,208)	1,365,825
5110-00 · LEISURE SALES							
5107-00 · Creative Production	0	500	(500)	0	500	(500)	2,000
5111-00 · FAMs - Domestic	0	1,500	(1,500)	0	1,500	(1,500)	6,000
5112-00 · Training / Sales Calls	0	2,500	(2,500)	0	2,500	(2,500)	10,000
5113-00 · Additional Opportunities	0	2,500	(2,500)	0	2,500	(2,500)	10,000
5120-00 · Domestic - Trade Shows	0	0	0	0	0	0	4,150
5131-00 · FAMs -Intl - Travel Trade	0	1,500	(1,500)	0	1,500	(1,500)	6,000
5133-00 · Ski-Tops	0	0	0	0	0	0	3,350
5137-00 · Co-op Opportunities	0	0	0	0	0	0	20,000
5143-00 · Mountain Travel Symposium	0	0	0	0	0	0	5,000
5144-00 · IPW - POW WOW	0	0	0	0	0	0	13,000
5145-00 · TIA Annual Dues	219	0	219	219	0	219	2,700
5147-00 · AUS / Gate 7	0	35,000	(35,000)	0	35,000	(35,000)	35,000
5154-00 · Canada	0	30,000	(30,000)	0	30,000	(30,000)	30,000
5155-00 · California Star Program	0	0	0	0	0	0	3,000
5157-00 · International Efforts	0	5,000	(5,000)	0	5,000	(5,000)	20,000
Total 5110-00 · LEISURE SALES	219	78,500	(78,281)	219	78,500	(78,281)	170,200
5200-00 · PUBLIC RELATIONS							
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000	6,000	0	6,000	6,000	0	72,000
5202-00 · PR Program/ Content Dev - Blogs	0	1,500	(1,500)	0	1,500	(1,500)	18,000
5204-00 · Media Mission(s)	0	0	0	0	0	0	16,000
5206-00 · Digital Buy/ Social Media Boost	0	950	(950)	0	950	(950)	11,400
5207-00 · Content Campaigns/Tools-My Emma	265	265	0	265	265	0	3,180
5208-00 · International Travel Media FAMS	0	0	0	0	0	0	12,000
5209-00 · Domestic Travel Media FAMS	0	0	0	0	0	0	24,000
5210-00 · Content Dev - Newsletters	0	1,700	(1,700)	0	1,700	(1,700)	20,400
5211-00 · Social Media Strategy & Mgmt	6,000	6,000	0	6,000	6,000	0	72,000
5212-00 · Social Giveaways & Contests	0	0	0	0	0	0	3,000
5216-00 · PR Content Development + Distri	0	0	0	0	0	0	4,800
5218-00 · Crisis Communication / Training	0	1,000	(1,000)	0	1,000	(1,000)	19,000
5221-00 · Photography & Video Asset Dev	0	4,000	(4,000)	0	4,000	(4,000)	48,000
5222-00 · Media Tracking / Membership	0	883	(883)	0	883	(883)	3,532
5280-00 · PR Meals / Entertainment	0	250	(250)	0	250	(250)	1,000
Total 5200-00 · PUBLIC RELATIONS	12,265	22,548	(10,283)	12,265	22,548	(10,283)	328,312
6000-00 · CONFERENCE SALES							
6003-00 · Geo-Fence Targeting	0	0	0	0	0	0	3,000
6004-00 · Email	0	0	0	0	0	0	4,800
6005-00 · Paid Media	2,010	2,284	(274)	2,010	2,284	(274)	41,500
6006-00 · CVENT	712	10,700	(9,988)	712	10,700	(9,988)	14,160
6007-00 · Creative Production	0	500	(500)	0	500	(500)	12,000
6014-00 · MCC Group Incentive Program	0	500	(500)	0	500	(500)	6,000
6015-00 · MCC National Memberships	0	1,000	(1,000)	0	1,000	(1,000)	1,000
6016-00 · MCC Search Engine Marketing	85	0	85	85	0	85	0
6018-00 · MCC Media Commission	0	1,693	(1,693)	0	1,693	(1,693)	7,862
6018-01 · MCC Digital Ad Serving	3	42	(39)	3	42	(39)	500
6019-00 · Conference Direct Partnership	0	583	(583)	0	583	(583)	6,996

**North Lake Tahoe Marketing Cooperative
Profit & Loss Budget Performance
July 2022**

Accrual Basis

	Jul 22	Budget	\$ Over Budget	Jul 22	YTD Budget	\$ Over Budget	Annual Budget
6128-00 · HelmsBriscoe Strategic Partner	583	583	0	583	583	0	6,996
6152-00 · Client Events / Opportunities	0	2,500	(2,500)	0	2,500	(2,500)	10,000
6153-00 · Chicago Sales Rep Support	83	2,500	(2,417)	83	2,500	(2,417)	10,000
Total 6000-00 · CONFERENCE SALES	3,477	22,885	(19,408)	3,477	22,885	(19,408)	124,814
6100-00 · TRADE SHOWS							
6111-00 · Site Inspections	0	1,500	(1,500)	0	1,500	(1,500)	6,000
6116-00 · CalSAE Seasonal Spectacular	0	0	0	0	0	0	4,000
6127-00 · CalSAE Annual	0	0	0	0	0	0	1,500
6143-00 · Connect Marketplace	6,500	5,000	1,500	6,500	5,000	1,500	5,000
6151-00 · Destination CA	0	4,500	(4,500)	0	4,500	(4,500)	5,000
6154-00 · HelmsBriscoe ABC	0	0	0	0	0	0	6,500
6155-00 · Connect Trade Shows	0	7,500	(7,500)	0	7,500	(7,500)	10,000
6156-02 · Connect Chicago	0	0	0	0	0	0	5,000
6157-00 · HPN Partner Conference	0	5,000	(5,000)	0	5,000	(5,000)	5,000
6160-00 · AllThingsMeetings Silicon Valley	0	0	0	0	0	0	5,000
6165-00 · Bay Area Client Appreciation	0	0	0	0	0	0	5,000
6168-00 · Sacramento/Roseville TopGolf	0	0	0	0	0	0	2,000
6181-00 · Conference Direct PNW	0	0	0	0	0	0	8,000
6182-00 · Destination Celebration	0	0	0	0	0	0	2,000
6183-00 · Smart Meetings NorCal	0	5,000	(5,000)	0	5,000	(5,000)	5,000
Total 6100-00 · TRADE SHOWS	6,500	28,500	(22,000)	6,500	28,500	(22,000)	75,000
7000-00 · COMMITTED & ADMIN EXPENSES							
5008-00 · Cooperative Programs	0	2,500	(2,500)	0	2,500	(2,500)	10,000
5009-00 · Fulfillment / Mail	0	200	(200)	0	200	(200)	2,400
5021-00 · RASC-Reno Air Service Corp	0	25,000	(25,000)	0	25,000	(25,000)	100,000
5123-00 · HSVC - High Sierra Visitors	167	167	0	167	167	0	2,000
5124-00 · Reno Tahoe Territory Membership	0	1,000	(1,000)	0	1,000	(1,000)	1,000
7002-00 · CRM Subscription	2,500	833	1,667	2,500	833	1,667	11,500
7003-00 · IVCBVB Entertainment Fund	0	500	(500)	0	500	(500)	6,000
7004-00 · Research	2,705	10,850	(8,145)	2,705	10,850	(8,145)	76,900
7005-00 · Film Festival	15,000	0	15,000	15,000	0	15,000	15,000
7006-00 · Special Events	0	0	0	0	0	0	20,000
7007-00 · Destimetrics / DMX	0	8,441	(8,441)	0	8,441	(8,441)	33,763
7008-00 · Opportunistic Funds	0	0	0	0	0	0	50,000
7009-00 · Tahoe Cam Usage	0	0	0	0	0	0	2,124
7010-00 · Photo Management & Storage	0	658	(658)	0	658	(658)	8,233
7012-00 · Sponsorships	0	0	0	0	0	0	25,000
7020-00 · Collateral Production / Printin	0	250	(250)	0	250	(250)	11,000
8600-00 · Staff Industry Travel	0	2,500	(2,500)	0	2,500	(2,500)	10,000
8700-00 · Automobile Expense*	0	400	(400)	0	400	(400)	4,800
Total 7000-00 · COMMITTED & ADMIN EXPENSES	20,371	53,299	(32,928)	20,371	53,299	(32,928)	389,720
8000-00 · WEBSITE CONTENT & MAINTENANCE							
8002-00 · Content Manager Contractor	4,250	4,250	0	4,250	4,250	0	51,000
8003-00 · Website Hosting Maintenance	534	534	0	534	534	0	2,161
8004-00 · Website Strategy & Maintenance	7,500	7,500	0	7,500	7,500	0	90,000
8005-00 · Website SEO Strategy/Maint	2,500	2,500	0	2,500	2,500	0	30,000
Total 8000-00 · WEBSITE CONTENT & MAINTENANCE	14,784	14,784	0	14,784	14,784	0	173,161
Total Expense	87,981	280,090	(192,108)	87,981	280,090	(192,108)	2,627,032
Net Income	118,077	(74,032)	192,108	118,077	(74,032)	192,108	(87,032)

North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

July 2022

	Jul 22	Jul 21	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	114,392.00	143,107.83	-28,715.83	-20.1%
4004-00 · IVCBVB Entertainment	500.00	2,000.00	-1,500.00	-75.0%
Total Income	206,058.00	202,773.83	3,284.17	1.6%
Gross Profit	206,058.00	202,773.83	3,284.17	1.6%
Expense				
5000-00 · CONSUMER MARKETING				
5002-01 · Native Display	0.00	833.33	-833.33	-100.0%
5005-00 · Paid Social	3,720.68	4,760.25	-1,039.57	-21.8%
5005-01 · Digital Display / Retargeting	7,736.06	8,424.33	-688.27	-8.2%
5007-00 · Creative Production				
5007-01 · Creative Production	0.00	6,695.32	-6,695.32	-100.0%
5007-03 · Photo/Video Creative	1,417.50	2,244.40	-826.90	-36.8%
5007-00 · Creative Production - Other	0.00	127.50	-127.50	-100.0%
Total 5007-00 · Creative Production	1,417.50	9,067.22	-7,649.72	-84.4%
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5018-00 · Media Commission	0.00	1,590.34	-1,590.34	-100.0%
5018-01 · Digital Ad Serving	46.89	67.02	-20.13	-30.0%
5020-00 · Search Engine Marketing	8,944.09	0.00	8,944.09	100.0%
5024-00 · Fusion 7	0.00	2,000.00	-2,000.00	-100.0%
Total 5000-00 · CONSUMER MARKETING	30,365.22	33,742.49	-3,377.27	-10.0%
5110-00 · LEISURE SALES				
5112-00 · Training / Sales Calls	0.00	1,500.00	-1,500.00	-100.0%
5145-00 · TIA Annual Dues	218.75	0.00	218.75	100.0%
Total 5110-00 · LEISURE SALES	218.75	1,500.00	-1,281.25	-85.4%
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	0.00	6,000.00	100.0%
5206-00 · Digital Buy/ Social Media Boost	0.00	800.00	-800.00	-100.0%
5207-00 · Content Campaigns/Tools-My Emma	265.00	240.00	25.00	10.4%
5211-00 · Social Media Strategy & Mgmt	6,000.00	5,000.00	1,000.00	20.0%
5222-00 · Media Tracking / Membership	0.00	15.96	-15.96	-100.0%
5280-00 · PR Meals / Entertainment	0.00	24.70	-24.70	-100.0%
Total 5200-00 · PUBLIC RELATIONS	12,265.00	6,080.66	6,184.34	101.7%
6000-00 · CONFERENCE SALES				
6005-00 · Paid Media	2,010.38	0.00	2,010.38	100.0%
6006-00 · CVENT	711.87	0.00	711.87	100.0%
6016-00 · MCC Search Engine Marketing	85.43	0.00	85.43	100.0%
6018-00 · MCC Media Commission	0.00	29.68	-29.68	-100.0%
6018-01 · MCC Digital Ad Serving	2.58	0.00	2.58	100.0%
6019-00 · Conference Direct Partnership	0.01	0.00	0.01	100.0%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6153-00 · Chicago Sales Rep Support	83.33	858.33	-775.00	-90.3%
Total 6000-00 · CONFERENCE SALES	3,476.93	1,471.34	2,005.59	136.3%
6100-00 · TRADE SHOWS				
6111-00 · Site Inspections	0.00	137.80	-137.80	-100.0%
6120-01 · Sac River Cats Client Event	0.00	499.90	-499.90	-100.0%
6143-00 · Connect Marketplace	6,500.00	0.00	6,500.00	100.0%
Total 6100-00 · TRADE SHOWS	6,500.00	637.70	5,862.30	919.3%
7000-00 · COMMITTED & ADMIN EXPENSES				
5123-00 · HSVC - High Sierra Visitors	166.67	166.67	0.00	0.0%
7002-00 · CRM Subscription	2,500.00	2,500.00	0.00	0.0%
7004-00 · Research	2,704.76	1,111.08	1,593.68	143.4%
7005-00 · Film Festival	15,000.00	0.00	15,000.00	100.0%
7006-00 · Special Events	0.00	70.00	-70.00	-100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	20,371.43	4,468.50	15,902.93	355.9%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
8002-00 · Content Manager Contractor	4,250.00	8,500.00	-4,250.00	-50.0%
8003-00 · Website Hosting Maintenance	534.00	534.00	0.00	0.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
Total 8000-00 · WEBSITE CONTENT & MAINTENAN...	14,784.00	19,034.00	-4,250.00	-22.3%
Total Expense	87,981.33	66,934.69	21,046.64	31.4%
Net Income	118,076.67	135,839.14	-17,762.47	-13.1%



Aging by Revenue Item

As of 7/31/2022

Invoice ID	Invoice Date	Due Date	Not Yet Due	0-30	31-60	61-90	91-120	120+	Total
Account: 1201-01 Member AR Membership Dues (Member Accounts Receivable:Member AR - Member Dues)									
11-20 Employees Membership Dues			\$690.00	\$0.00	\$0.00	\$0.00	\$0.00	\$345.00	\$1,035.00
1-5 Employees Membership Dues			\$5,605.00	\$0.00	\$5,585.00	\$0.00	\$0.00	\$10,845.00	\$22,035.00
21-50 Employees Membership Dues			\$1,080.00	\$0.00	\$540.00	\$0.00	\$540.00	\$1,620.00	\$3,780.00
6-10 Employees Membership Dues			\$1,300.00	\$0.00	\$640.00	\$0.00	\$0.00	\$5,200.00	\$7,140.00
Associate Member Membership Dues			\$50.00	\$0.00	\$100.00	\$0.00	\$100.00	\$250.00	\$500.00
Eblast Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$170.00	\$0.00	\$170.00
Financial Institutions Membership			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$700.00	\$700.00
Non-Profit Membership Dues Totals:			\$1,020.00	\$0.00	\$340.00	\$0.00	\$510.00	\$2,720.00	\$4,590.00
PUD Membership Dues Totals:			\$165.00	\$0.00	\$0.00	\$0.00	\$0.00	\$415.00	\$580.00
Ski Resorts Membership Dues Totals:			\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,625.00	\$3,625.00
1201-01 Member AR Membership			\$9,910.00	\$0.00	\$7,205.00	\$0.00	\$1,320.00	\$25,720.00	\$44,155.00
Account: 1201-03 Member Accounts Receivable - Other (Member Accounts Receivable:Member AR - Other)									
Eblast Totals:			\$0.00	\$150.00	\$170.00	\$0.00	\$0.00	\$150.00	\$470.00
1201-03 Member Accounts Receivable			\$0.00	\$150.00	\$170.00	\$0.00	\$0.00	\$150.00	\$470.00
GRAND TOTALS			\$9,910.00	\$150.00	\$7,375.00	\$0.00	\$1,320.00	\$25,870.00	\$44,625.00

KEY METRICS FOR July 31, 2022 FINANCIAL STATEMENTS

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

Total NLTBID Revenues by Quarter 2021 - 2026 (as reported thru Aug 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,346,894	1,208,796	2,299,606	608,606	\$ 5,463,902
2022 - 2023					\$ -
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru July 2022)					
Referrals -	2019-20	2020-21	2021-22	2022-23	YOY % Change
Tahoe City:					
Walk In	6993	4122	7078	6891	-2.64%
Phone	326	409	404	272	-32.67%
Email	69	70	74	74	0.00%
Kings Beach (Walk In)	4036	2772	2776	2243	-19.20%
NLT - Event Traffic	1221	212	238	84	-64.71%
Total	12,645	7,585	10,570	9,564	-9.52%

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

Destimetrics Reservations Activity	2022/23	2021/22	YOY % Change
Occupancy	69.7%	71.8%	-2.92%
ADR (Average Daily Rate)	\$ 569	\$ 574	-0.87%
RevPAR (Rev per Available Room)	\$ 396	\$ 412	-3.88%
Occupancy 1 Mth Forecast	48.9%	61.7%	-20.75%
ADR 1 Mth Forecast	\$ 514	\$ 522	-1.53%
RevPAR 1 Mth Forecast	\$ 252	\$ 322	-3.80%
Occupancy (prior 6 months)	56.3%	52.8%	6.63%
ADR (prior 6 months)	\$ 461	\$ 427	7.96%
RevPAR (prior 6 months)	\$ 259	\$ 225	15.20%
Occupancy (next 6 months)	25.2%	30.0%	-16.00%
ADR (next 6 months)	\$ 406	\$ 408	-0.49%
RevPAR (next 6 months)	\$ 103	\$ 122	-15.57%

Unemployment Rates - EDD	July 2022
California (pop. 38,332,521)	3.9%
Placer County (367,309)	2.5%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	0.9%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

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

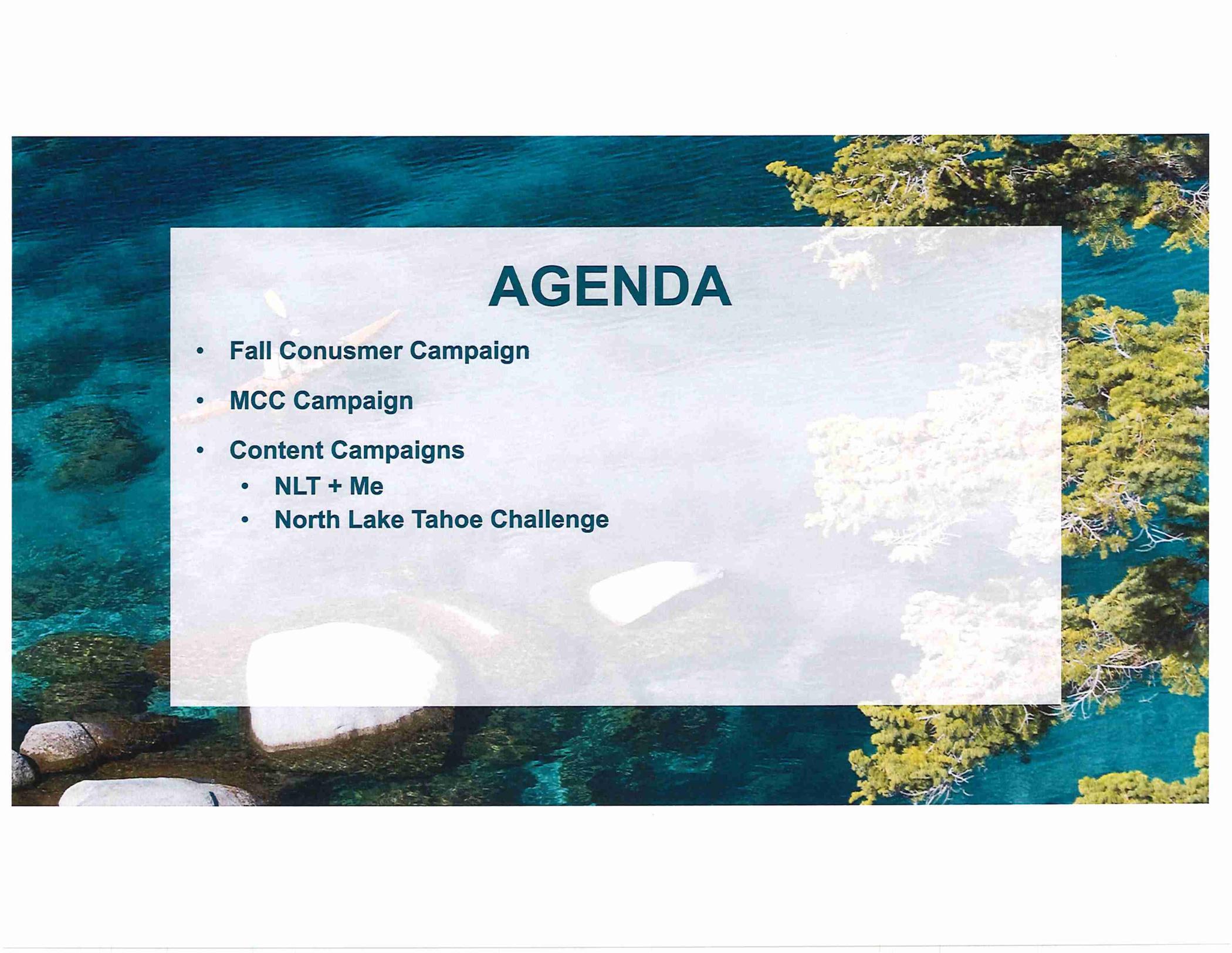
Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 7/30/2022						
	2021-22	2021-22	2022-23	YOY %		
FORWARD LOOKING	Actuals	Forecasted	Forecasted	Change		
Total Revenue Booked	\$ 257,997	\$ 1,668,638	\$ 1,137,574	-31.83%		
Commission for this Revenue	\$ -	\$ -	\$ -			
Number of Room Nights	1,287	5,024	4,846	-3.54%		
Number of Bookings	8	17	19	11.76%		
Conference Revenue And Percentage by County:						
	20-21	21-22				
Placer	100%	\$257,997	\$ 1,191,275	\$ 1,137,574 -4.51%		
Washoe	0%	\$0	\$ 477,363	\$ -		
South Lake	0%	\$0	\$ -			
Nevada County	0%	0%				
Total Conference Revenue	100%	100%	\$257,997	\$ 1,668,638	\$ 1,137,574	-46.68%
CURRENT						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	

Tourism Development Committee – August 2022



north lake tahoe



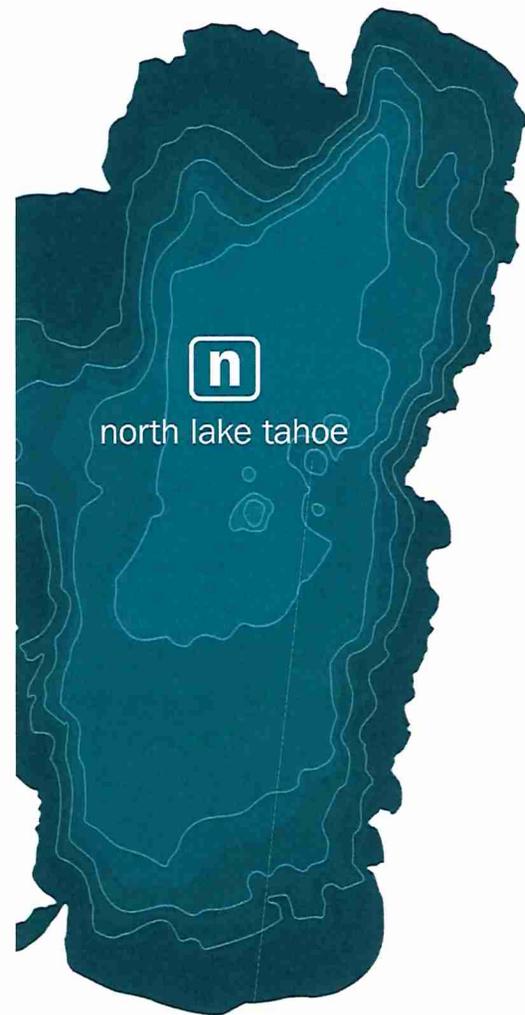


AGENDA

- **Fall Consumer Campaign**
- **MCC Campaign**
- **Content Campaigns**
 - **NLT + Me**
 - **North Lake Tahoe Challenge**

An aerial photograph of a kayaker on a lake. The water is a deep, clear blue. In the foreground, there are large, light-colored rocks. To the right, there are green pine trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "FALL CONSUMER CAMPAIGN" in a bold, dark blue font.

**FALL CONSUMER
CAMPAIGN**



CAMPAIGN STRATEGIES

Tier 1:

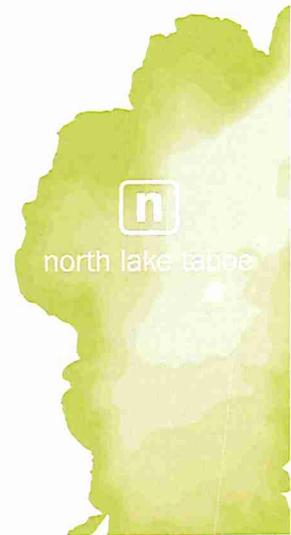
- Increase length of stay
- Increase mid-week visitation

Tier 2:

- Support Traveler Responsibility Pledge and sustainability efforts
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation

STRATEGIES

- Omicron/COVID considerations
 - Continue flexibility in plan
 - Prioritize media channels that can be easily adjusted vs traditional media
- Visitation data used to guide decisions (Fusion7, Arrivalist, etc)
 - Target markets
 - Media channels
 - Audience segments, persona's, etc.
 - High value visitors
- Maintain sustainability messaging
- Continue the fall Secret Season campaign messaging



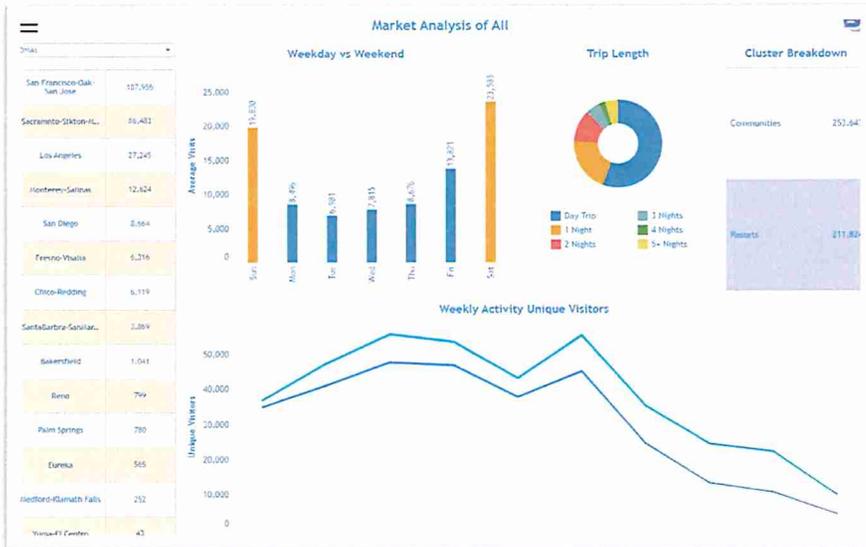
TARGET MARKETS



north lake tahoe

DATA COLLECTION

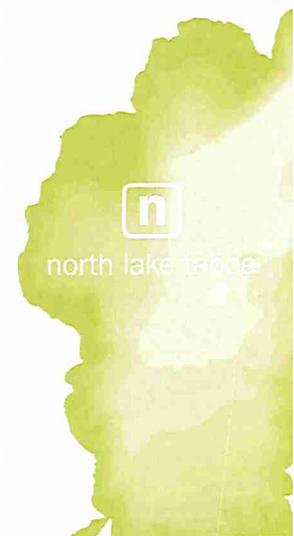
- Markets were selected based on Fusion7, Arrivalist, Google Analytics and flight data research.
- Analyzed past fall visitation trends from 2019, 2020 and 2021 and October 2022 flight data.



		Sacramento - SMF									
		Allegiant	Alaska	American	Delta	Frontier	JetBlue				
Direct Flight	Total Direct Flights/day	Average Flight Cost	# of Direct flight per day								
-EA	x	5	\$ 97	\$ 97	5						
-PDX	x	2	\$ 190	\$190	2						
-PHX	x	6	\$ 199			\$233	4				
-JFK	x	1	\$ 280								\$280
-LGA	x	0	-								
	x	14	\$ 179	\$117	2	\$255	4	\$267	3		\$117
-SAN	x	2	\$ 137								
-LAS	x	10	\$ 150	\$79	2					\$111	1
ORD	x	3	\$ 373			\$345	2				
HAL	x	0	-								
-IAH	x	1	\$ 500								
DEN	x	8	\$ 213							\$180	1
	x	1	\$ 199				\$199	1			
nio - SAT	x	0	-								
US	x	1	\$ 407			\$407	1				

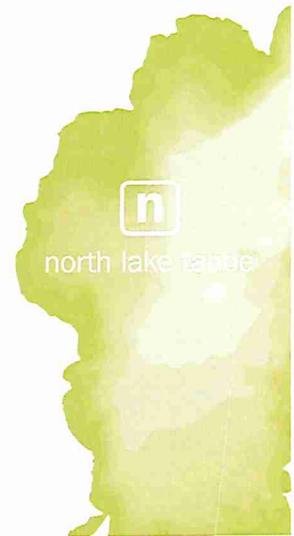
Key: Direct flights in both directions

		Sacramento - SMF									
		Allegiant	Alaska	American	Delta	Frontier	JetBlue				
Direct Flight	Total Direct Flights/day	Average Flight Cost	# of Direct flight per day								
-EA	x	12	\$ 225	\$137	6			\$207	5		
-PDX	x	6	\$ 216	\$216	3						
-PHX	x	11	\$ 190			\$212	4			\$ 83	1
-JFK	x	0	-								
-LGA	x	0	-								



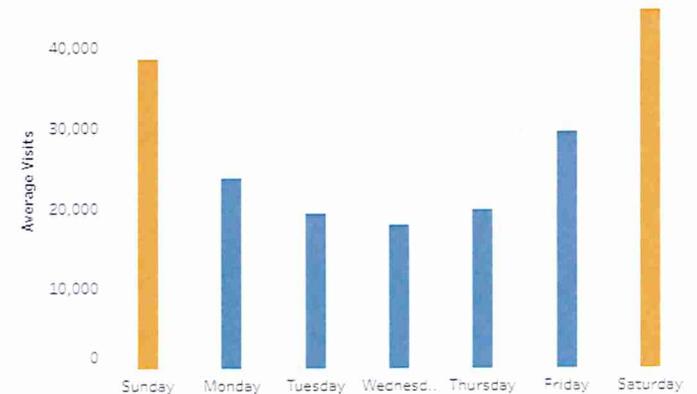
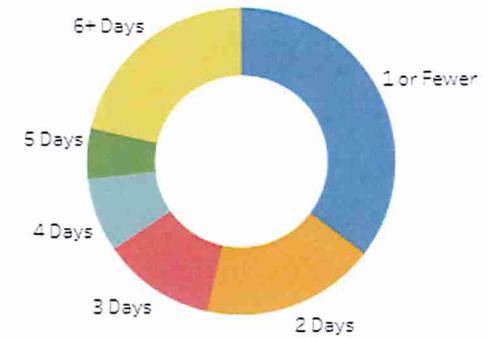
FALL MARKETS

- Los Angeles
- Phoenix
- Seattle
- Portland



HIGH VALUE VISITORS

- Length of stay = 4+ nights
- Includes some mid-week
- Origin city = any fly market (national)
- Has higher spending percentage



north lake tahoe

MEDIA TACTICS

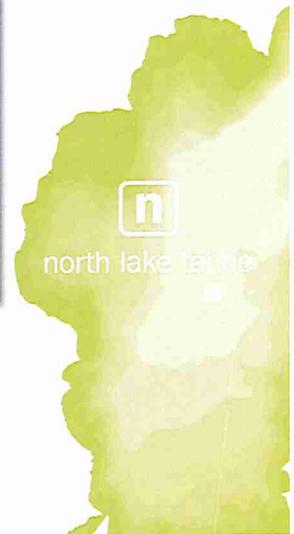


north lake tahoe

MEDIA TACTICS

Digital

- Programmatic display and native
- Rich Media
- Native direct to publisher
- Google Max (Search, Youtube, Display and Gmail ads)
- Social
 - Facebook
 - Instagram
 - Instagram Stories
 - Twitter
 - TikTok



MEDIA TACTICS

Video

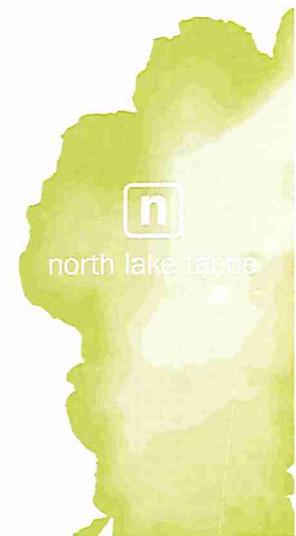
- OTT/Connected TV
- Facebook Video
- Youtube Search Retargeting

OTA's

- TripAdvisor
- Expedia
- TravelZoo

Miscellaneous

- Email (1x)
- Weekend Sherpa
- Sustainability (Social)



GOOGLE PERFORMANCE MAX

- Goal-based campaign type that drives conversions across all Google advertising channels:
 - YouTube, Display, Search, Gmail and Maps
- New audiences available across channels.
- Simplified campaign management and optimization.
- Google Ads automation uses machine learning to better adapt audience and budget optimizations towards campaign goals.

NLT BENEFITS

- Drives smarter conversions – TOS 115 conversions goal for Consumer and MCC campaigns.
- Maximizes campaign performance across all Google platforms.
- Goes beyond keyword-based Search campaigns to win additional reach and conversion value.



CONSUMER FLOWCHARTS



north lake tahoe

CONSUMER MEDIA FLOWCHART – DIGITAL, SOCIAL & VIDEO

NLT 2022-23 MEDIA PLAN	2Q 2022											
CAMPAIGN: CONSUMER	September				October				November	Gross Total		
	29	5	12	19	26	3	10	17	24		31	7
	Fall											
DIGITAL												
Programmatic Display PT												
Programmatic Display RT												
Native (programmatic)												
Rich Media												
Google Max (Search, YouTube, Gmail Ads)												
Digital Total												
SOCIAL												
FB/IG PT												
FB/IG RT												
IG Stories												
Twitter												
Social Total												
VIDEO												
OTT.CTV												
Facebook Video												
TikTok												
Youtube Search RT												
Video Total												

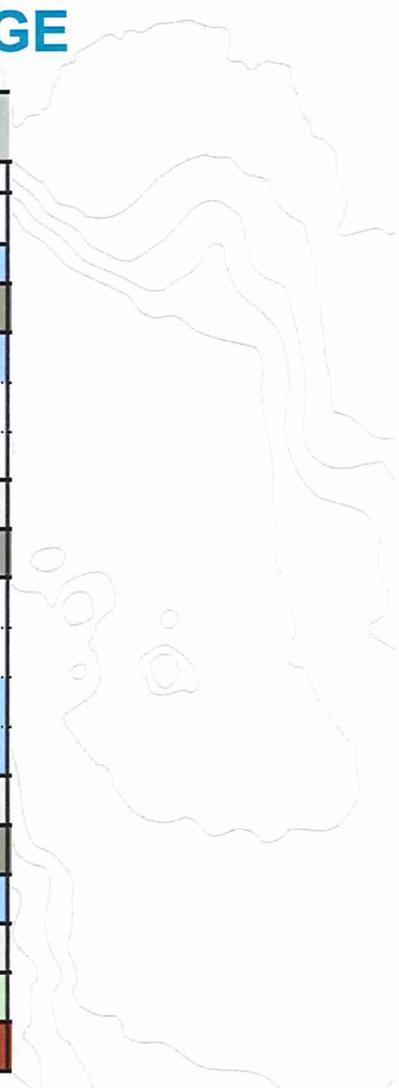
\$150,224

\$36,492

\$88,187

CONSUMER MEDIA FLOWCHART – OTA'S, MISC & PLEDGE

NLT 2022-23 MEDIA PLAN CAMPAIGN: CONSUMER	2Q 2022									
	September				October			November		
	29	5	12	19	26	3	10	17	24	31
	Fall									
OTA's										
TripAdvisor (Desktop/Mobile/Audience/etc)										
Expedia (Co-op)										
TravelZoo (Co-op)										
OTA's Total										
MISC										
Email										
Weekend Sherpa (LA)										
Programmatic Display (High Value / National)										
FB/IG (High Value / National)										
MISC Total										
SUSTAINABILITY/PLEDGE/TART/etc										
FB/IG (In-Market Travelers 75%; Locals 25%)										
SUSTAINABILITY/PLEDGE/TART/etc Totals										
Adserving										
Total Media Investment										



CREATIVE EXAMPLES



north lake tahoe

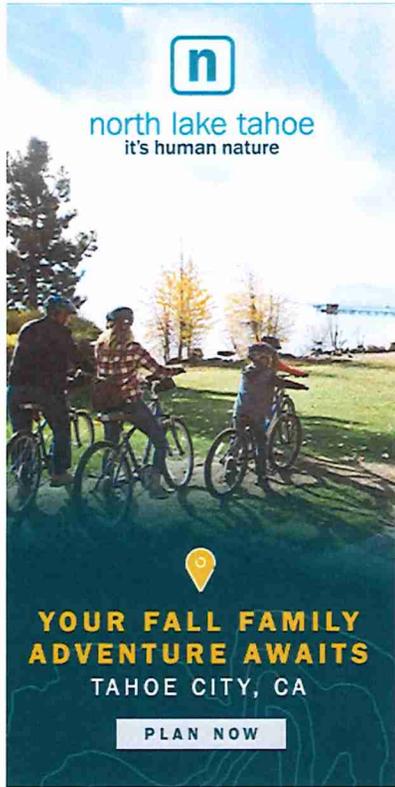
FALL CREATIVE - DISPLAY



n
north lake tahoe
it's human nature

**SOAK IN
MID-WEEK
SPECIALS**
SPEEDBOAT
BEACH, CA

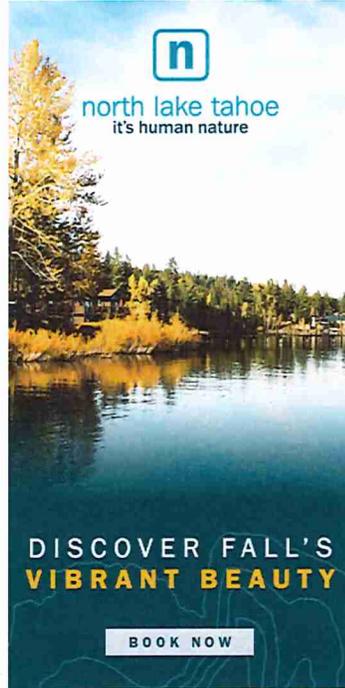
PLAN NOW



n
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it's human nature

**YOUR FALL FAMILY
ADVENTURE AWAITS**
TAHOE CITY, CA

PLAN NOW



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north lake tahoe
it's human nature

**DISCOVER FALL'S
VIBRANT BEAUTY**

BOOK NOW



**WIN BIG WITH
MID-WEEK SPECIALS**
CRYSTAL BAY, NV

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it's human nature

PLAN NOW



**FRESH MOUNTAIN AIR
IS CALLING YOUR NAME**
INCLINE VILLAGE, NV

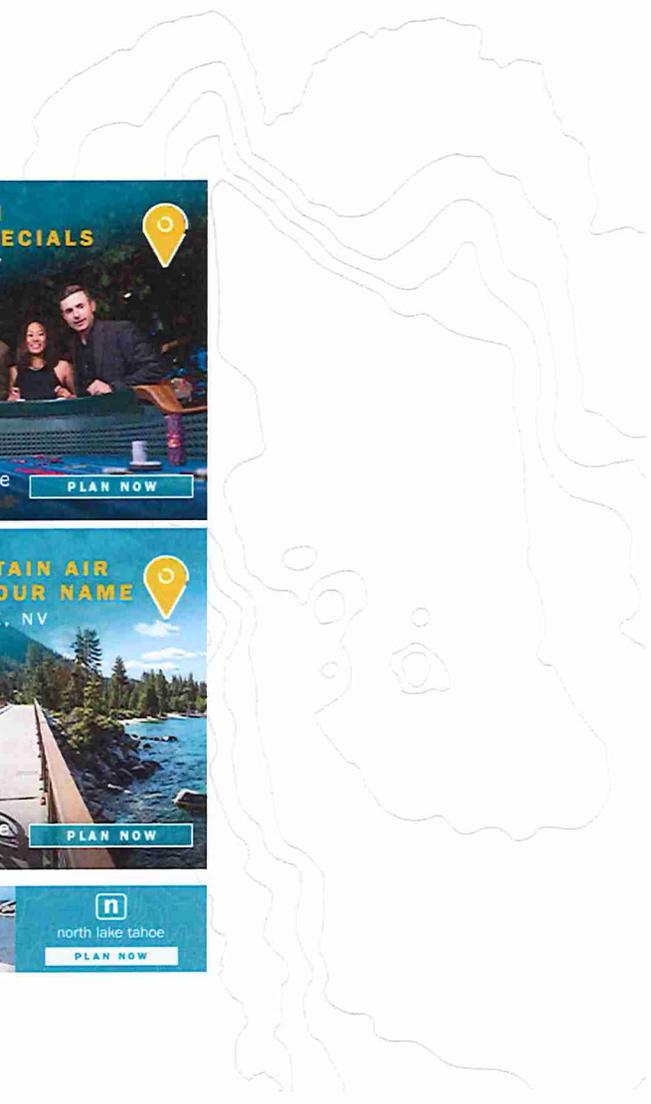
n north lake tahoe
it's human nature

PLAN NOW



**MAKE A POSITIVE IMPACT.
TRAVEL RESPONSIBLY.**

n
north lake tahoe
PLAN NOW



FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS



North Lake Tahoe
Sponsored ·

Savor, stroll and soar this fall in North Lake Tahoe. From breathtaking mountains to crystal blue waters your adventure awaits.



gotahoenorth.com
Plan an Unforgettable Secret Season Getaway

[Learn more](#)

Like Comment Share

North Lake Tahoe
Sponsored ·

Elevate your senses, take in breathtaking views and put some adventure in your life this fall in North Lake Tahoe

gotahoenorth.com
Make the Most of Your Trip - Stay Midweek [Learn more](#)
Explore Fall Lodging Specials

Like Comment Share

MILLENNIAL

[VIEW](#)

North Lake Tahoe
Sponsored ·

Tee up a good time or live it up with luxury experiences. No matter how you get away the Secret Season has you covered

gotahoenorth.com
Stay for it all. Extend your trip midweek. [Learn more](#)
Discover Fall Lodging Specials

Like Comment Share

BOOMER

[VIEW](#)

North Lake Tahoe
Sponsored ·

The secret is out... exploring North Lake Tahoe this fall is a must. Discover it all by extending your trip midweek or save with lodging specials.

gotahoenorth.com
Stay During Secret Season [Book now](#)
It's Human Nature

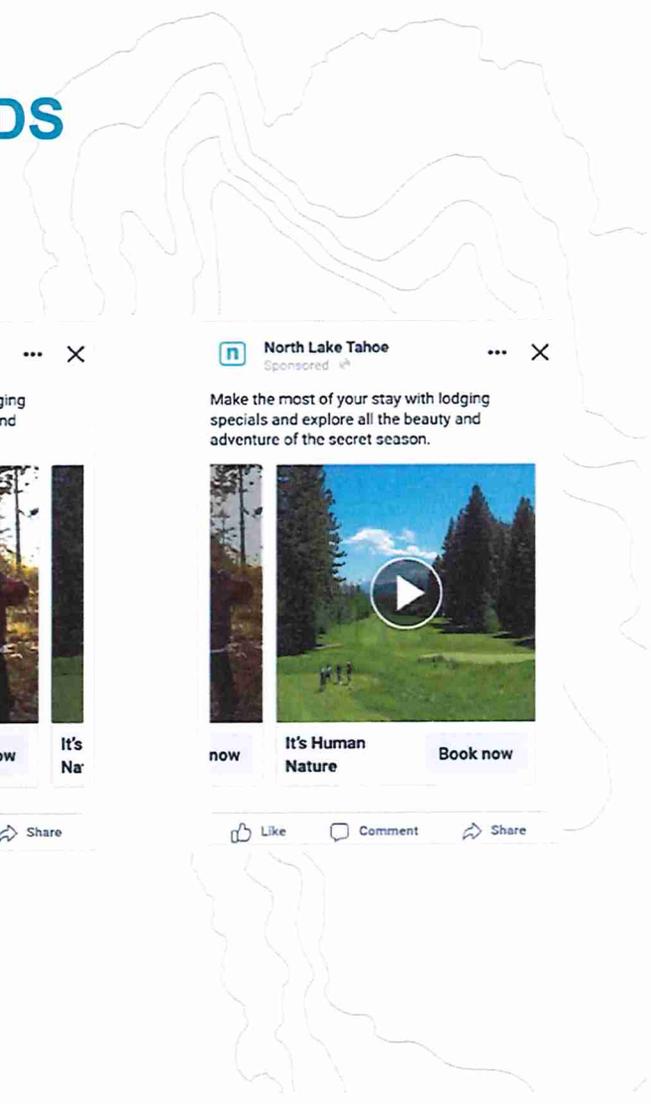
Like Comment Share

RETARGETING

[VIEW](#)



FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS



 **North Lake Tahoe**
Sponsored ·  ... X

Experience the beauty of the secret season.
Make the most of your trip, see it all and extend
your stay midweek.



**Tee Up an
Adventure**

[Learn more](#)

**Pause f
Some N**

 Like  Comment  Share

 **North Lake Tahoe**
Sponsored ·  ... X

Make the most of your stay with lodging
specials and explore all the beauty and
adventure of the secret season.



**Enjoy Midweek
Adventures**

[Book now](#)

**Explore
Social**

 Like  Comment  Share

 **North Lake Tahoe**
Sponsored ·  ... X

Make the most of your stay with lodging
specials and explore all the beauty and
adventure of the secret season.



**Explore Lodging
Specials**

[Book now](#)

It's Na

 Like  Comment  Share

 **North Lake Tahoe**
Sponsored ·  ... X

Make the most of your stay with lodging
specials and explore all the beauty and
adventure of the secret season.



now

**It's Human
Nature**

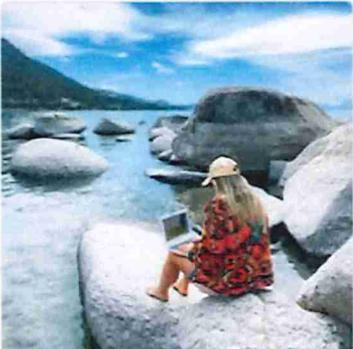
[Book now](#)

 Like  Comment  Share

FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

n North Lake Tahoe
Sponsored

The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.



Rethink Your Workspace [Learn more](#) **Reimag Team E**

Like Comment Share

n North Lake Tahoe
Sponsored

The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.

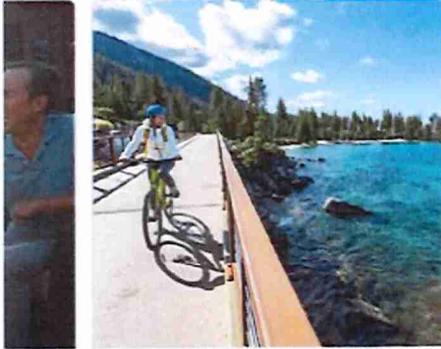


Reimagine Team Building [Learn more](#) **Rei Na**

Like Comment Share

n North Lake Tahoe
Sponsored

The secret to a successful work week is North Lake Tahoe. Be inspired by fall's beauty, plug in then unplug with breathtaking activities.



ore **Refresh in Nature** [Learn more](#)

Like Comment Share

FALL CAMPAIGN CREATIVE – SOCIAL MEDIA ADS

 **North Lake Tahoe**
Sponsored · 🌐

Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.



Be Prepared [Learn more](#) **Travel Responsibly**

 Like  Comment  Share

 **North Lake Tahoe**
Sponsored · 🌐

Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.

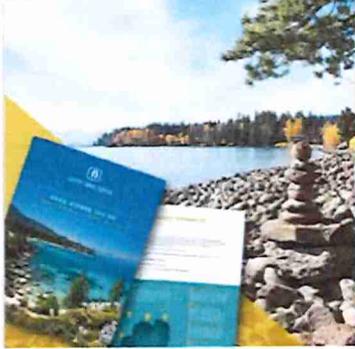


Travel Responsibly [Learn more](#) **Get the Guide**

 Like  Comment  Share

 **North Lake Tahoe**
Sponsored · 🌐

Keeping North Lake Tahoe pristine starts with you. Find out how you can make a difference by checking out our Responsible Travel Guide.



Get the Guide [Learn more](#)

 Like  Comment  Share

SUSTAINABILITY – FIRE SAFETY

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.



Fire and Health Safety Tips [LEARN MORE](#) **Sign Up Alerts**

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.



Sign Up For Alerts [LEARN MORE](#) **Sta**

Like Comment Share

n North Lake Tahoe
Sponsored · 🌐

Travel responsibly by being prepared, informed and aware. Find resources on how to be fire safe in North Lake Tahoe.



[MORE](#) **Stay Informed** [LEARN MORE](#)

Like Comment Share

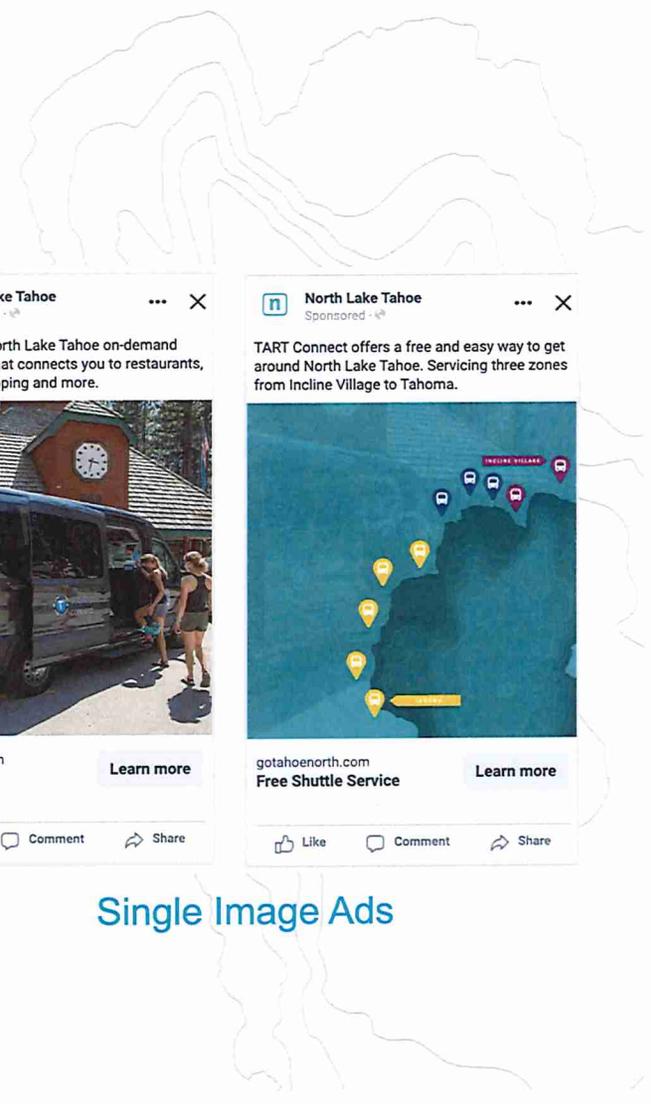
SUSTAINABILITY – TART CONNECT

Three carousel ad examples for North Lake Tahoe. Each ad features a sequence of images: a map, a shuttle van, and people using the service. The text for each ad is: "Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more." The carousel items include: "TART Connect service map", "Just tap, relax and go!", and "Get the app!". Each ad has a "Learn more" button and social media interaction options (Like, Comment, Share).

Carousel Ad

Two single image ad examples for North Lake Tahoe. Both ads feature a large image of a shuttle van. The text for both ads is: "Ride the FREE North Lake Tahoe on-demand shuttle service that connects you to restaurants, adventures, shopping and more." The carousel items include: "TART Connect" and "Free Shuttle Service". Each ad has a "Learn more" button and social media interaction options (Like, Comment, Share).

Single Image Ads



SUSTAINABILITY – TRAVELER RESPONSIBILITY PLEDGE

 **North Lake Tahoe**
Sponsored ·   

No feeding, poking or taking selfies with bears.
Just keep things natural, wildlife depends on it.



gotahoenorth.com
Keep Wildlife Wild
Take the Pledge [Learn more](#)

 Like  Comment  Share

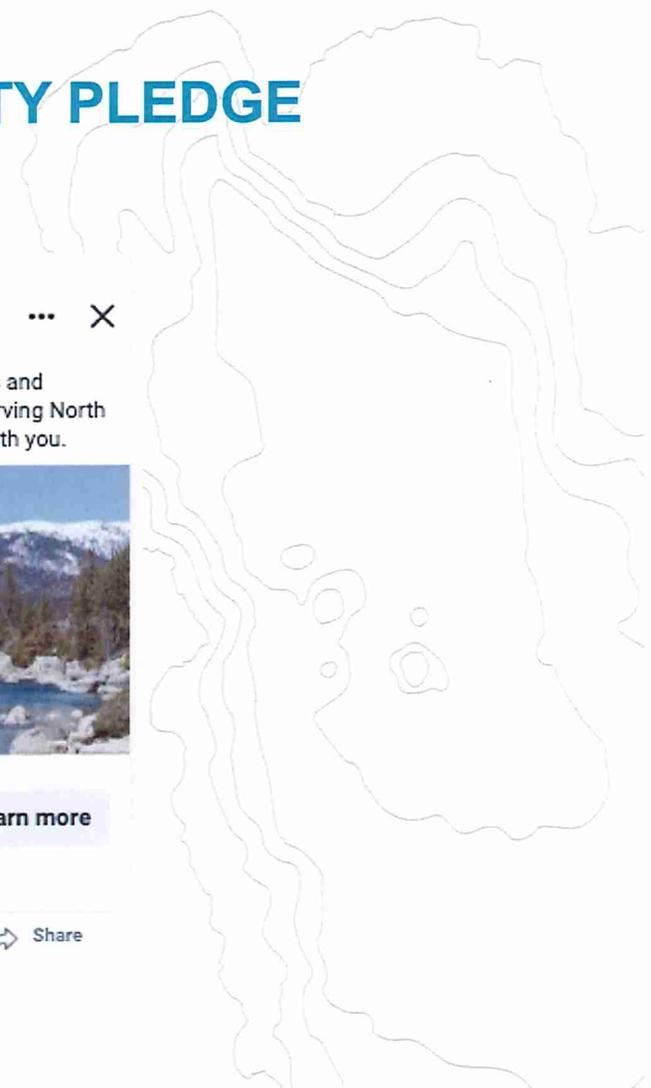
 **North Lake Tahoe**
Sponsored ·   

From picturesque crystal blue waters and
towering tree-lined mountains, preserving North
Lake Tahoe's natural beauty starts with you.



gotahonorth.com
**Take the Traveler
Responsibility Pledge** [Learn more](#)

 Like  Comment  Share



An aerial photograph of a kayaker in a red kayak on a vibrant turquoise lake. The water is clear, revealing large white rocks and green algae at the bottom. The right side of the image is framed by the green branches of a tree. A semi-transparent white rectangular box is centered over the water, containing the text "MCC Media Strategy & Tactics" in a bold, dark blue font.

MCC Media Strategy & Tactics

Objectives

- Balance media platform opportunities
- Continue year-round presence among audiences, refreshing the amenities campaign creative as needed
- Utilize lead-gen program through *Meetings Today* or incorporate audience matching through social retargeting
- Maintain presence through social/programmatic using prospecting and retargeting
- Utilize video in retargeting and LinkedIn efforts
- Continue with CVENT, now in 3-year contract



north lake tahoe

MEDIA TACTICS

Digital

- Programmatic display retargeting
- Geofencing 2x conferences

Social

- LinkedIn
- FB/IG retargeting

Miscellaneous

- LeadGen or Social retargeting
- Email
- CVENT



CREATIVE EXAMPLES



north lake tahoe

CREATIVE EXAMPLES - DISPLAY

AMENITY NO. 26

Audio & Visual

CONNECTIONS COME STANDARD



north lake tahoe
it's human nature

PLAN YOUR MEETING

AMENITY NO. 18

PERFECT FOR

Breakout Sessions

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



north lake tahoe
it's human nature

AMENITY NO. 34

Room to Project

HERE, THE BEST AMENITIES COME NATURALLY

PLAN YOUR MEETING



north lake tahoe
it's human nature

AMENITY NO. 3

Spacious Conference Rooms



north lake tahoe
it's human nature

PLAN YOUR MEETING

CREATIVE EXAMPLES - SOCIAL

n North Lake Tahoe
Sponsored

It's time to think outside Zoom. Take your team to North Lake Tahoe for a big dose of fresh inspiration.



GOTAHOENORTH.COM
The Best Amenities Come Naturally

GET QUOTE

Like Comment Share

n North Lake Tahoe
Sponsored

Get outside for your next breakout session in North Lake Tahoe where all the best amenities come naturally.



GOTAHOENORTH.COM
Perfect for Breakout Sessions

LEARN MORE

Like Comment Share

n North Lake Tahoe
Sponsored

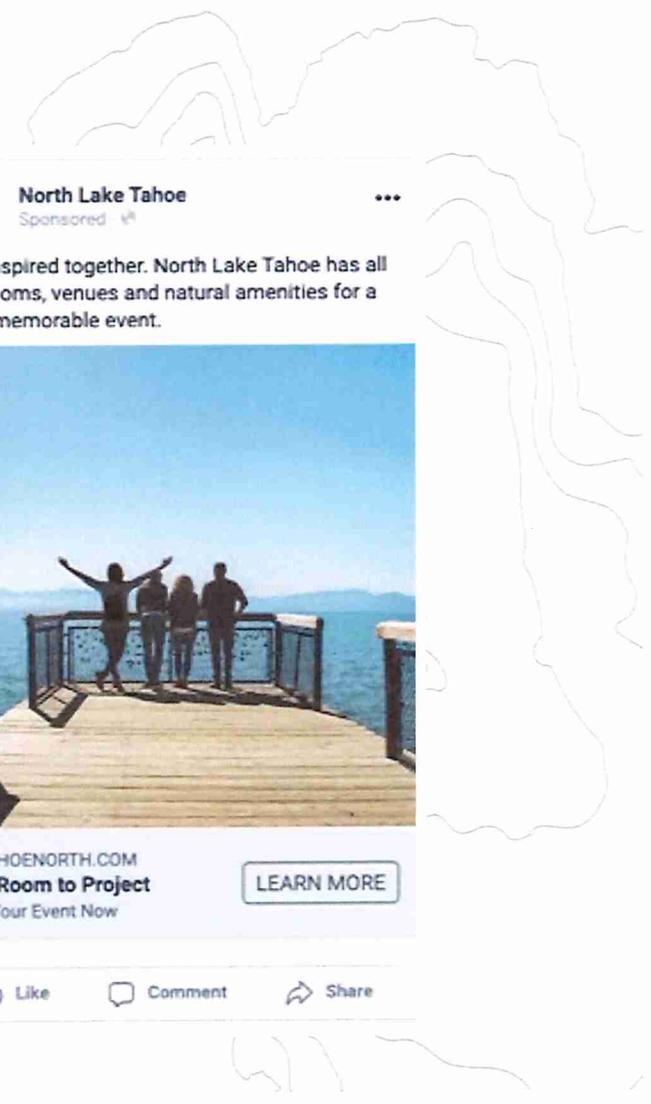
Get inspired together. North Lake Tahoe has all the rooms, venues and natural amenities for a truly memorable event.



GOTAHOENORTH.COM
Find Room to Project
Plan Your Event Now

LEARN MORE

Like Comment Share



CREATIVE EXAMPLES - VIDEO



An aerial photograph of a person kayaking on a clear, turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a yellow kayak. The water is exceptionally clear, revealing large, light-colored rocks and patches of green algae or seaweed on the lake floor. In the lower right, the dense green foliage of evergreen trees borders the water. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "NLT + ME" in a bold, dark blue font.

NLT + ME

Overview

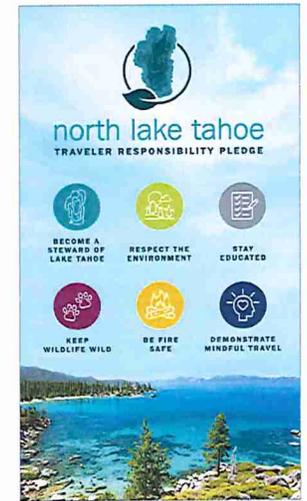
- Objective: Encourage people to engage with North Lake Tahoe social channels by share their favorite experience and bringing more attention to the Traveler Responsibility Pledge. The goal is to show the world what we're protecting and how we're doing it.
- People share their favorite North Lake Tahoe spot/experience with a video or photo and post about what they're doing to protect the region, featuring one of the [six traveler responsibility pledge tenets](#).
- Participants will be entered to win a 2-night stay at the Inn at Boatworks, dinner for two at Mirada Tacos & Tequila and a \$250 North Lake Tahoe gift card.



north lake tahoe

Tactics

- Landing Page
- Organic Social – custom story and reels
- eNewsletter Content
- Partner Toolkit
- CA Now Story



Instagram

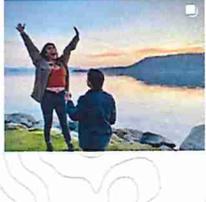
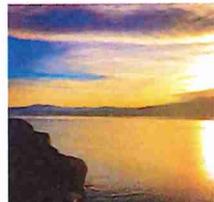
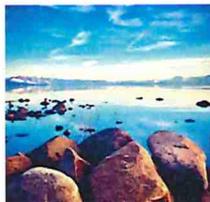
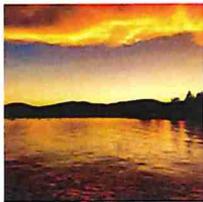
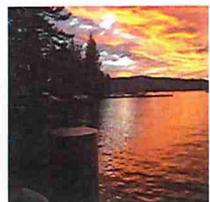
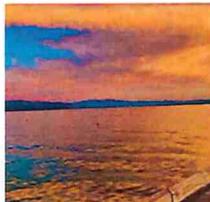
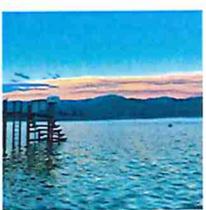
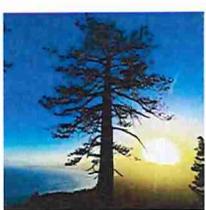
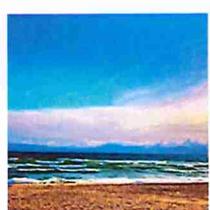
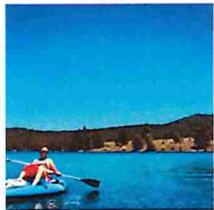
Search

Log In Sign Up

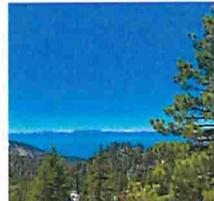
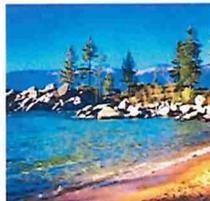


#nitandme
45 posts

Top posts



Most recent

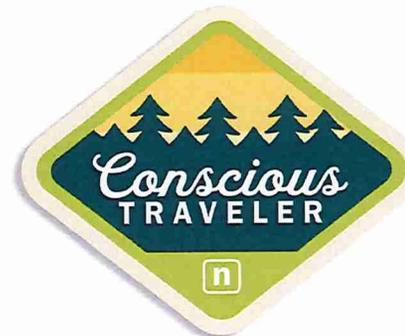
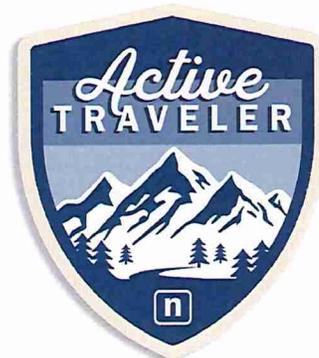


An aerial photograph of a kayaker on the turquoise waters of North Lake Tahoe. The kayaker is positioned in the upper left quadrant of the frame. The water is exceptionally clear, revealing large, light-colored boulders on the lake floor. The right side of the image is framed by the dense, green foliage of evergreen trees. A semi-transparent white rectangular box is centered over the middle of the image, containing the text 'NORTH LAKE TAHOE CHALLENGE' in a bold, dark blue, sans-serif font.

NORTH LAKE TAHOE CHALLENGE

Overview

- Objective: Promote activities across the region during August – October 2022 including outdoor adventure, sustainable practices and town-related activities.
- Participants can choose to participate in any or all of the three challenges including the Active Traveler, Conscious Traveler and Scenic Traveler challenges.
- Participants receive a digital badge for the particular challenge they participate in and are entered to win a 2-night stay at Mourelatos Lakeside Resort.
- Each month has a theme featuring a particular challenge, but participants can complete whichever challenge suits their needs.

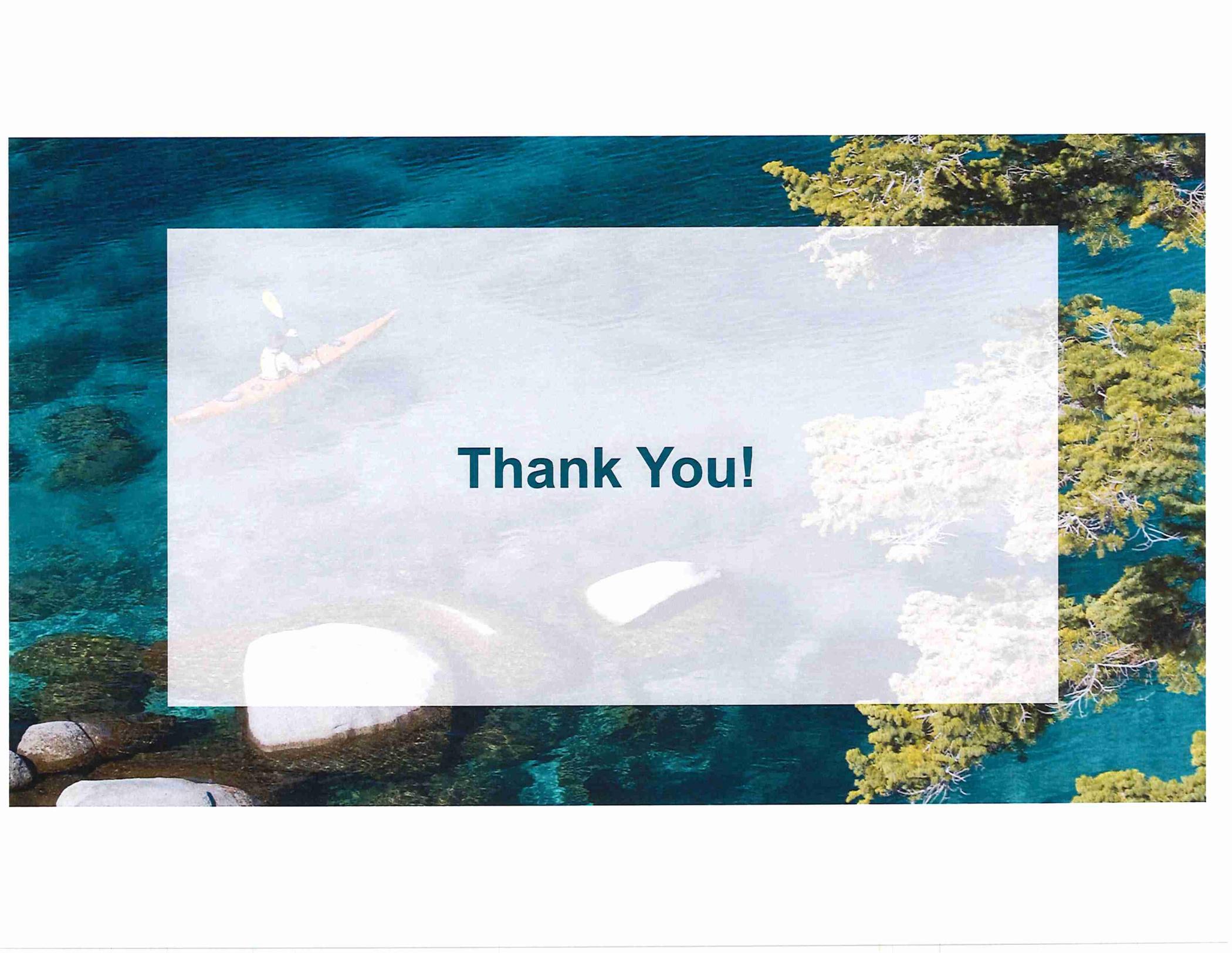


Tactics

- Landing Page
- Digital Badges
- Stickers (Printed + Digital)
- Organic Social/eNewsletter Content
- Badge Emails
- Partner Toolkit
- Blog
- CA Now Story



north lake tahoe

A scenic view of a lake with a kayaker, rocks, and trees. The water is a deep, clear blue-green. In the foreground, there are large, smooth, light-colored rocks. To the right, there are lush green trees. A person in a kayak is visible in the middle ground, paddling across the water. The overall scene is peaceful and natural.

Thank You!

An aerial photograph of a person in a kayak on a clear, turquoise lake. The water is so clear that large, light-colored rocks are visible beneath the surface. The kayaker is positioned in the upper left quadrant of the frame. On the right side, there are dense evergreen trees. A large, semi-transparent white rectangular box is centered over the image, containing the text 'Appendix – Fall Data' in a bold, dark blue font.

Appendix – Fall Data

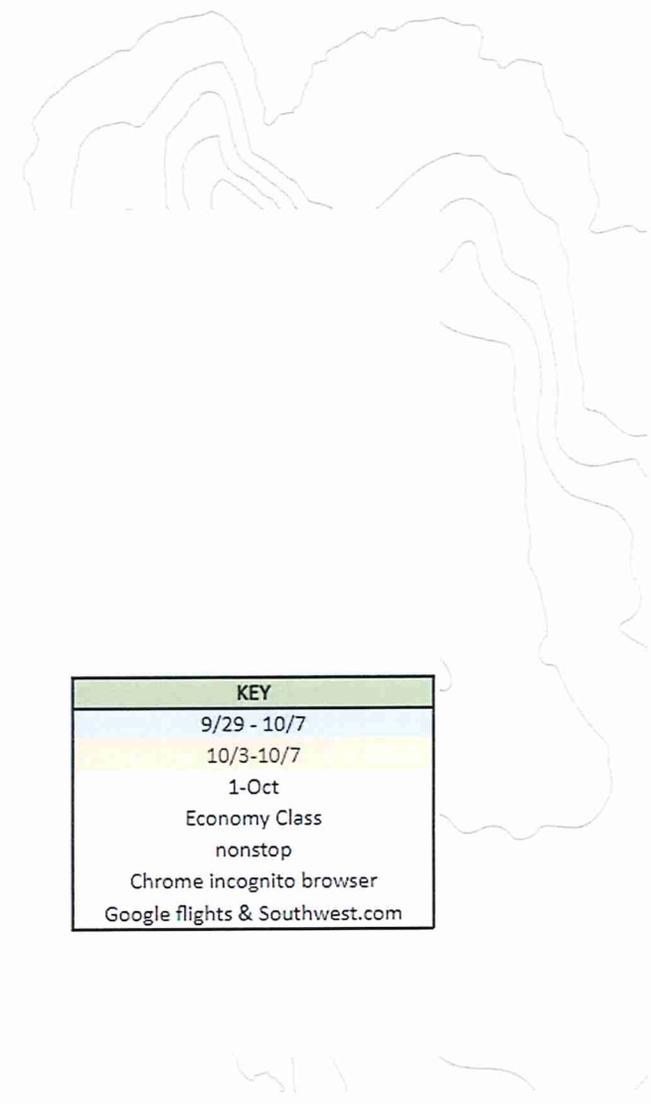
FLIGHTS (as of mid July 2022)

October 2022 Flights (9/29 - 10/7) & (10/3 - 10/7)

RENO - RNO		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	4	\$250
Portland - PDX	2	\$238
Phoenix - PHX	5	\$278
New York - JFK	1	\$291
New York - LGA	0	-
LA - LAX	9	\$171
San Diego - SAN	2	\$197
Las Vegas - LAS	12	\$172
Chicago - ORD	0	-
Dallas - DAL	4	\$412
Houston - IAH	1	\$377
Denver - DEN	7	\$258
SLC - SLC	4	\$383
San Antonio - SAT	0	-
Austin - AUS	1	\$438
1 STOP (AVG OF TOP 4)		
New York - JFK	44	\$509
New York - LGA	39	\$627
Chicago - ORD	59	\$431
San Antonio - SAT	45	\$493

SACRAMENTO - SMF		
DIRECT		
Airport	Total Direct Flights/day	Average Flight Cost
Seattle - SEA	15	\$193
Portland - PDX	7	\$250
Phoenix - PHX	9	\$248
New York - JFK	1	\$295
New York - LGA	0	-
LA - LAX	17	\$200
San Diego - SAN	26	\$116
Las Vegas - LAS	16	\$147
Chicago - ORD	4	\$457
Dallas - DAL	1	\$423
Houston - IAH	1	\$416
Denver - DEN	12	\$273
SLC - SLC	6	\$226
San Antonio - SAT	0	-
Austin - AUS	1	\$286
1 STOP (AVG OF TOP 4)		
New York - JFK	51	\$416
New York - LGA	55	\$590
Chicago - ORD	106	\$385
San Antonio - SAT	54	\$379

KEY
9/29 - 10/7
10/3-10/7
1-Oct
Economy Class
nonstop
Chrome incognito browser
Google flights & Southwest.com



FUSION7/ARRIVALIST FALL: ALL MARKETS

FUSION7					
Fall 2019 (Top 20)		Fall 2020 (Top 20)		Fall 2021 (Top 20)	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramnto-Stkton-Mod	31.6%	Sacramnto-Stkton-Mod	31.9%	Sacramnto-Stkton-Mod	32.3%
San Francisco-Oak-San	19.0%	San Francisco-Oak-San	21.5%	Reno	25.4%
Reno	28.1%	Reno	25.0%	San Francisco-Oak-San	21.8%
Los Angeles	5.3%	Los Angeles	6.6%	Los Angeles	6.7%
San Diego	1.4%	San Diego	1.6%	San Diego	0.1%
Monterey-Salinas	1.3%	Las Vegas	1.6%	Phoenix -Prescott	1.2%
Las Vegas	1.5%	Fresno-Visalia	1.5%	Las Vegas	1.6%
New York	1.3%	Monterey-Salinas	1.6%	Chico-Redding	1.5%
Phoenix -Prescott	1.2%	Phoenix -Prescott	1.2%	Fresno-Visalia	1.5%
Chico-Redding	1.6%	Chico-Redding	1.5%	Monterey-Salinas	1.6%
Salt Lake City	1.0%	Salt Lake City	0.9%	Dallas-Ft. Worth	0.8%
Fresno-Visalia	1.4%	Seattle-Tacoma	0.8%	Salt Lake City	0.9%
Dallas-Ft. Worth	0.9%	SantaBarbra-SanMar-S	0.7%	Seattle-Tacoma	0.8%
Denver	0.8%	Portland- OR	0.7%	Denver	0.6%
Seattle-Tacoma	1.0%	Denver	0.6%	Portland- OR	0.7%
Portland- OR	0.8%	Dallas-Ft. Worth	0.8%	Houston	0.5%
Chicago	0.7%	Bakersfield	0.5%	Chicago	0.4%
Houston	0.6%	Chicago	0.4%	New York	0.3%
SantaBarbra-SanMar-S	0.5%	Houston	0.5%	SantaBarbra-SanMar-S	0.7%
Washington-DC -Hagrs	0.0%	New York	0.3%	Bakersfield	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Reno	31.1%	Reno	27.5%
San Francisco/Oa	28.0%	San Francisco/Oa	20.5%
Sacramento/Stoc	19.7%	Sacramento/Stoc	27.2%
Los Angeles	6.4%	Los Angeles	3.8%
San Diego	1.2%	San Diego	0.9%
Phoenix	0.7%	Phoenix	1.1%
Monterey/Salina	1.3%	Monterey/Salina	1.1%
Fresno/Visalia	1.4%	Fresno/Visalia	1.1%
Las Vegas	1.2%	Las Vegas	1.3%
Chico/Redding	1.3%	Chico/Redding	1.4%
Dallas/Fort Worth	0.4%	Dallas/Fort Worth	0.9%
Denver	0.3%	Denver	0.8%
Seattle/Tacoma	0.4%	Seattle/Tacoma	0.8%
Salt Lake City	0.5%	Salt Lake City	0.5%
New York	0.0%	New York	0.5%
Houston	0.3%	Houston	0.6%
Santa Barbara/Sa	0.6%	Santa Barbara/Sa	0.5%
Austin-Tx	0.1%	Austin-Tx	0.3%
Portland-Or	0.3%	Portland-Or	0.6%
Chicago	0.2%	Chicago	0.3%

FUSION7/ARRIVALIST FALL: OUT OF STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
New York	10.3%	New York	3.7%	New York	→ 5.1%
Phoenix -Prescott	9.6%	Phoenix -Prescott	14.3%	Phoenix -Prescott	→ 12.6%
Seattle-Tacoma	7.9%	Seattle-Tacoma	9.8%	Seattle-Tacoma	→ 7.4%
Dallas-Ft. Worth	7.4%	Dallas-Ft. Worth	9.3%	Dallas-Ft. Worth	→ 8.8%
Denver	7.2%	Denver	6.7%	Denver	→ 8.5%
Salt Lake City	7.2%	Salt Lake City	10.0%	Salt Lake City	→ 6.9%
Portland- OR	7.1%	Portland- OR	8.4%	Portland- OR	→ 8.2%
Chicago	6.0%	Chicago	4.8%	Chicago	→ 6.3%
Houston	5.3%	Houston	6.0%	Houston	→ 4.8%
Minneapolis	3.7%	Minneapolis	2.9%	Minneapolis	→ 4.9%
Washington-DC -Hags	3.5%	Orlando	2.5%	Orlando	→ 3.1%
Atlanta	3.3%	Atlanta	3.0%	Atlanta	→ 4.4%
Tampa	3.3%	Tampa	3.4%	Tampa	→ 3.2%
Boise	2.9%	Boise	3.0%	Boise	→ 2.7%
Boston	2.8%	San Antonio	2.3%	San Antonio	→ 0.0%
Austin	2.7%	Austin	3.7%	Austin	→ 3.2%
St Louis	2.6%	St Louis	2.2%	Boston	→ 2.4%
Honolulu	2.5%	Honolulu	0.0%	Honolulu	→ 3.1%
Philadelphia	2.4%	Kansas City	2.2%	Philadelphia	→ 2.3%
Detroit	2.3%	Detroit	2.0%	Washington DC	→ 2.2%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Phoenix -Prescott	10.6%	Phoenix -Prescott	→ 6.3%
Dallas-Ft. Worth	6.0%	Dallas-Ft. Worth	→ 5.3%
Seattle-Tacoma	5.3%	Seattle-Tacoma	→ 4.6%
Denver	4.3%	Denver	→ 4.6%
Minneapolis	1.7%	Minneapolis	→ 3.4%
Houston	4.8%	Houston	→ 3.3%
Portland- OR	3.9%	Portland- OR	→ 3.3%
New York	0.0%	New York	→ 3.2%
Orlando	0.0%	Orlando	→ 2.8%
Miami	1.3%	Miami	→ 2.4%
Detroit	1.3%	Detroit	→ 2.2%
Washington DC	0.8%	Washington DC	→ 2.2%
Salt Lake City	7.1%	Salt Lake City	→ 2.2%
Chicago	3.0%	Chicago	→ 2.0%
Austin	1.9%	Austin	→ 2.0%
Oklahoma	0.0%	Oklahoma	→ 1.9%
Atlanta	2.0%	Atlanta	→ 1.7%
Colorado Springs	0.0%	Colorado Springs	→ 1.6%
Fort Myers	0.0%	Fort Myers	→ 1.5%
Philadelphia	0.0%	Philadelphia	→ 1.5%

FUSION7/ARRIVALIST FALL: IN-STATE (NO NEVADA)

FUSION7					
Fall 2019		Fall 2020		★ Fall 2021	
Market	% of Visitors	Market	% of Visitors	Market	% of Visitors
Sacramento/Stockton	41.7%	Sacramento/Stockton	46.9%	Sacramento/Stockton	54.1%
San Francisco/Oakland	43.4%	San Francisco/Oakland	32.0%	San Francisco/Oakland	25.7%
Los Angeles	6.3%	Los Angeles	10.0%	Los Angeles	8.5%
Fresno/Visalia	1.5%	Fresno/Visalia	2.2%	Fresno/Visalia	2.3%
Monterey/Salinas	2.9%	Monterey/Salinas	2.3%	Monterey/Salinas	1.9%
Chico/Redding	0.9%	Chico/Redding	2.1%	Chico/Redding	3.3%
San Diego	2.0%	San Diego	2.4%	San Diego	2.4%
Santa Barbara	0.9%	Santa Barbara	1.1%	Santa Barbara	0.7%
Bakersfield	0.2%	Bakersfield	0.7%	Bakersfield	0.5%
Palm Springs	0.2%	Palm Springs	0.3%	Palm Springs	0.5%

Arrivalist			
Fall 2020		Fall 2021	
Market	% of Visitors	Market	% of Visitors
Sacramento/Stoc	42.7%	Sacramento/Stoc	43.6%
San Francisco/Oa	38.5%	San Francisco/Oa	36.9%
Los Angeles	8.8%	Los Angeles	6.9%
Fresno/Visalia	1.9%	Fresno/Visalia	2.1%
Monterey/Salina	1.8%	Monterey/Salina	1.9%
Chico/Redding	1.7%	Chico/Redding	2.5%
San Diego	1.7%	San Diego	1.7%
Santa Barbara	0.8%	Santa Barbara	0.9%
Bakersfield	0.5%	Bakersfield	0.5%
Palm Springs	0.1%	Palm Springs	0.5%

★ Data not reliably stable

Google Analytics

Metro	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Paid Channels (Combined)	28.01% * 12,612 vs 17,520	27.64% * 12,493 vs 17,265	32.92% * 13,436 vs 20,029	11.25% + 79.41% vs 89.48%	9.07% + 1.34 vs 1.23	142.24% + 00:00:53 vs 00:00:22
1. Los Angeles CA						
Sep 1, 2021 - Oct 31, 2021	5,088 (40.06%)	5,039 (40.33%)	5,362 (39.91%)	77.49%	1.36	00:01:03
Sep 1, 2020 - Oct 31, 2020	7,108 (39.96%)	7,008 (40.59%)	7,892 (39.40%)	93.03%	1.12	00:00:12
% Change	-28.42%	-28.10%	-32.06%	-16.71%	21.03%	430.38%
2. Seattle-Tacoma WA						
Sep 1, 2021 - Oct 31, 2021	1,345 (10.59%)	1,339 (10.72%)	1,413 (10.52%)	77.35%	1.35	00:01:10
Sep 1, 2020 - Oct 31, 2020	49 (0.28%)	46 (0.27%)	52 (0.26%)	90.38%	1.15	00:00:37
% Change	2,644.90%	2,810.87%	2,617.31%	-14.42%	17.40%	86.14%
3. San Diego CA						
Sep 1, 2021 - Oct 31, 2021	996 (7.84%)	976 (7.81%)	1,040 (7.74%)	80.77%	1.30	00:00:51
Sep 1, 2020 - Oct 31, 2020	244 (1.37%)	223 (1.29%)	268 (1.34%)	87.69%	1.31	00:00:19
% Change	308.20%	337.67%	288.06%	-7.89%	-0.59%	163.28%
4. Phoenix AZ						
Sep 1, 2021 - Oct 31, 2021	930 (7.32%)	933 (7.47%)	945 (7.03%)	56.19%	1.65	00:01:53
Sep 1, 2020 - Oct 31, 2020	95 (0.53%)	93 (0.54%)	101 (0.50%)	93.07%	1.13	00:00:19
% Change	878.95%	903.23%	835.64%	-39.63%	45.88%	494.09%
5. Sacramento-Stockton-Modesto CA						
Sep 1, 2021 - Oct 31, 2021	835 (6.57%)	809 (6.48%)	957 (7.12%)	84.33%	1.44	00:00:38
Sep 1, 2020 - Oct 31, 2020	858 (4.82%)	738 (4.27%)	1,035 (5.17%)	75.07%	1.72	00:01:11
% Change	-2.68%	9.62%	-7.54%	12.33%	-16.15%	-46.31%
6. San Francisco-Oakland-San Jose CA						
Sep 1, 2021 - Oct 31, 2021	712 (5.61%)	691 (5.53%)	763 (5.68%)	84.53%	1.28	00:00:20
Sep 1, 2020 - Oct 31, 2020	6,059 (34.07%)	5,936 (34.38%)	6,975 (34.82%)	87.83%	1.28	00:00:27
% Change	-88.25%	-88.36%	-89.06%	-3.75%	0.32%	-24.76%
7. Portland OR						
Sep 1, 2021 - Oct 31, 2021	689 (5.42%)	684 (5.48%)	715 (5.32%)	92.17%	1.12	00:00:09
Sep 1, 2020 - Oct 31, 2020	28 (0.16%)	25 (0.14%)	29 (0.14%)	79.31%	1.31	00:00:12
% Change	2,360.71%	2,636.00%	2,365.52%	16.21%	-14.50%	-24.42%
8. Reno NV						
Sep 1, 2021 - Oct 31, 2021	478 (3.76%)	453 (3.63%)	511 (3.80%)	82.00%	1.33	00:00:30
Sep 1, 2020 - Oct 31, 2020	272 (1.53%)	219 (1.27%)	305 (1.52%)	81.64%	1.52	00:00:44
% Change	75.74%	106.85%	67.54%	0.44%	-12.72%	-32.31%
9. (not set)						
Sep 1, 2021 - Oct 31, 2021	332 (2.61%)	325 (2.60%)	340 (2.53%)	87.94%	1.22	00:00:33
Sep 1, 2020 - Oct 31, 2020	408 (2.29%)	394 (2.28%)	427 (2.13%)	91.80%	1.25	00:00:15
% Change	-18.63%	-17.51%	-20.37%	-4.21%	-2.58%	123.98%