

September Departmental Reports



north lake tahoe

September 2022

Meetings & Conventions Report

TURNED DEFINITE

1. Point B, Inc., - 2022 Point B Health and Life Sciences Retreat - 9/5/22-9/8/22, 243 rooms, 80 people
2. PeopleforBikes - 2022 Electric Mountain Bike Summit - 9/14/22-9/16/22, 220 rooms, 100 people
3. American Bar Association - FSLC Spring Meeting - 5/9/23-5/14/23, 404 rooms, 225 people
4. California Coalition for Adequate School Housing - CASH July 2023 Board of Directors Quarterly Meeting - 7/13/23-7/15/23, 24 rooms, 25 people

NEW MEETINGS & RFPs DISTRIBUTED

5. Tahoe Sierra Board of Realtors - TSBOR Annual Installation Dinner - 12/2/22, 150 people
6. Equipment and Tool Institute - ToolTech 2023 - 4/24/23-4/28/23, 383 rooms, 150 people
7. Stanford School of Medicine - Educators Event - 6/5/23-6/6/23, 60 rooms, 40 people
8. American Bar Association - Section Leadership Meeting - 7/13/23-7/16/23, 252 rooms, 170 people
9. Association of Health Facility Survey Agencies - 2023 Annual Conference - 8/6/23-8/9/23, 600 rooms, 150 people
10. Wings Unlimited Inc. - Nonprofit Wellness Revival - 9/1/23-9/3/23, 900 rooms, 300 people
11. Pacific Union Conference - Seventh Day Adventists - 2023 SDA PUC Annual Adventist Attorneys Conference - 11/9/23-11/11/23, 120 rooms, 50 people
12. California Creamery Operators Association - Annual Meeting - 6/23/24-6/25/24, 180 rooms, 90 people

NEW INQUIRIES

1. Association of Northern California Oncologists - Clinical Cancer Update - 1/11/24-1/15/24, 295 rooms, 100 people
2. National Conference of State Legislatures - NCSL - 2023 Leaders Symposium - 6/24/23-6/26/23, 180 rooms, 100 people
3. HFH Ltd - HFH Annual Summer Meeting - 6/22/23-6/24/23, 75 rooms, 25 people
4. American Society of Transportation - AST 2023 Board Retreat - 7/27/23-7/31/23, 62 rooms, 18 people
5. Common Ground Alliance - Summer CGA Committee Summit - 7/23/23-7/27/23, 290 rooms, 150 people
6. Germania - 2024 Presidents Club - 5/11/24-5/17/24, 174 rooms, 80 people
7. BurgerFi International - Top Performers Club 2023 - 4/30/23-5/3/23, 120 rooms, 50 people
8. National Association of Steel Pipe Distributors - NASPD 2024 Summer Convention - Lake Tahoe Partner Summit - 6/11/24-6/15/24, 185 rooms, 100 people
9. Flexera - Partner Summit - 2/26/23-3/1/23, 191 rooms, 85 people

10. United Healthcare Services, Inc. - Spring All Client Event - 4/11/23-4/13/23, 191 rooms, 85 people
11. Lockton Companies - 2023 Financial Services Program - 9/11/23-9/15/23, 484 rooms, 200 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Planning All Things Meetings Fall Reception in Mountain View, CA for Oct. 27

SITE VISITS & SALES CALLS

- None in September

Chicago Rep Efforts

Staff attended Destination Celebration Minneapolis Sept. 7-8

Presentation to Prestige team – Headquarters Office in Minneapolis – Sept 8, 2022



north lake tahoe

September 2022

Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - High Sierra Visitor Council virtual meeting with French representation 9/7
 - Expedia Q3 Virtual Insights Summit 9/13
 - Reno Tahoe Territory Meeting in Incline Village 9/14
 - Reno Tahoe DOS Meeting 9/14
 - Hosted Ski.com webinar on 9/16

- Key Projects:
 - Hosted Volaris Airlines FAM of top selling agents with Travel Nevada on September 11th
 - Hosted French influencer couple and their baby (@onmetlesvoiles) on a High Sierra road trip from September 26th - 28th
 - Planning Texas Sales Mission 10/3-10/7 with Reno, Travel Nevada and Las Vegas
 - Planning Visit California Luxury Forum 10/23-10/25
 - Planning Fall campaign with Expedia

September 2022 Monthly Report



north lake tahoe

September Executive Summary – Consumer Campaign

- In September, the fall campaign was in full swing, targeting the four markets of LA, Phoenix, Seattle and Portland with equal budget. Creative targeted to Millennial Megan performed best, leading to the most conversions, followed by High Value and Sustainability.
- There were successful audience responses across channels with Sustainability, High Value and Retargeting earning high amounts of TOS conversions across ad platforms. The high click rates across Facebook, Twitter, TikTok and Display show a healthy growth of engagement into the fall campaign.
- Social was the top performing tactic, serving 38% more impressions and 13K more clicks than what was garnered in August. TOS conversions grew by 197% to 1,621 total.
- Facebook video performed especially well, showing that this medium would be useful in future seasonal campaigns.



September Executive Summary – National Paid Search Campaign

- The national Google paid search campaign continued into September 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.
- Each ad group had similar impressions, but “Play” outperformed all others with an incredible CTR of 12.9%.
- The campaign captured a 10.9% CTR, an increase of more than 1% from August and well above the industry average of 4.68%.



September Executive Summary – MCC Campaign

- September spend was pretty flat from last month, with a \$120 increase from August.
- With the even spend, the number of clicks (1,792) didn't change from last month, but CTR increased by 15%. TOS conversions were also relatively flat with August, decreasing by 10 total.
- Both Social and Video performed well, with September YouTube video views increasing by 12%, with 33% of viewers finishing the video.



September Executive Summary - Website

- There were over 96K visitors to GoTahoeNorth.com in September. This was a 3.6% increase from August with the majority of traffic coming from Paid Search (34.4%).
- The average session duration was 1:04 (industry average is 1 minute). New users were up 4.8% and sessions were up by 14.5% when comparing MoM and +100.5% and +94.1% comparing YoY.
- Top locations were similar to previous months and in line with paid media campaign target markets, including Los Angeles driving the most visitors to the site than any other city.
- The homepage was a top driver of traffic followed very closely behind by the fall activities page and webcams page. Other activities-based pages continue to be of interest.



September Executive Summary - Content

- There were two blogs revised including one on biking and the other on fall activities.
- One newsletter deployed yielding a high open rate of 27.7% (industry average is 16%). It featured a section on dog-friendly food and lodging in the region, fall foliage and Made in Tahoe event promotion.
- CrowdRiff metrics increased this month and featured fall content along with some snow imagery.



September Executive Summary – PR Coverage

- Secured seven clips with 105M estimated digital monthly visits and 101K estimated digital coverage views. Secured five TV segments with estimated views of 70K that was broadcast multiple days.
- Pitching efforts focused on winter travel hotspots, fall hiking trails, fall foliage road trips, sustainable travel, fall foliage hikes, Disaster Preparedness Month education, World Cleanup Day, Halloween happenings, Native American Day, reconnect in nature with your partner, what's new for fall, road trips with dogs, best sunsets in the world and ski resorts opening.
- Augustine also collaborated on several articles, including one with *Forbes*, featuring an interview with Andy Chapman, CEO of Travel North Tahoe Nevada, continued to coordinate fall FAM tours, and represented North Lake Tahoe at the Visit California Media Reception in San Francisco.



September Executive Summary – Organic Social Media

- Social content focused on the transition to fall in the region, seasonal events and branded challenges.
- There were 2.4M impressions and 25K post clicks. The audience increased by over 113 followers across platforms.
- The average engagement rate was 3.8% (average 1%) an increase of 22% MoM. This is a positive indicator that our social content is resonating well with our target audiences.



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

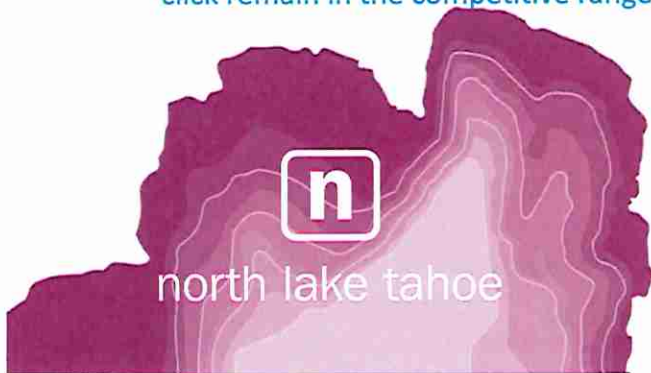
Paid Media

Consumer Paid Media



Consumer Paid Media Executive Summary

- Fall creative ran in the four markets of LA, Phoenix, Seattle and Portland with equal budget. Spend concentrated heaviest in the beginning of the fall campaign.
- The Phoenix market featuring Millennial Megan creative led with the highest number of Social TOS conversions (461) followed by High Value (285) and Sustainability (248). Additionally, TikTok won more than 12 times the amount of clicks than YouTube.
- There were successful audience responses across channels with Sustainability, High Value and Retargeting earning high amounts of TOS conversions across ad platforms. The high click rates across Facebook, Twitter, TikTok and Display show a healthy growth of engagement into the fall campaign.
- Paid social served a 38% increase in impressions and won 13,000 additional clicks when compared to August. TOS conversions rose 197% to 1,621 for a strong launch into the fall campaign. Facebook earned all TOS conversions for the social channels. Social costs per click remain in the competitive range of \$0.22-\$2. The decision to weigh media dollars towards the beginning of fall season paid off.



All Campaigns Overview

Start Date
9/1/2022

End Date
9/30/2022

6,198,943
IMPRESSIONS

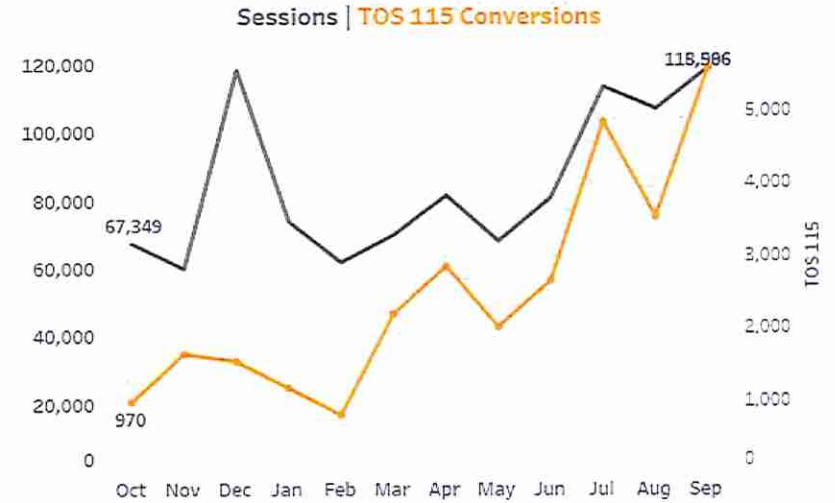
\$1.44
COST PER CLICK

45,466
CLICKS

5,586
TOS
CONVERSIONS

\$11.69
COST PER TOS
CONVERSION

- September earned 313 more TOS conversions than August and doubled the number of clicks.
- Cost per click jumped more than \$16, a result of OTT and other more expensive media launched.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	5,910,714	33,037	0.56%	\$1.65	\$54,606.72	2,115	\$25.83	0
Meetings	190,791	1,792	0.94%	\$1.53	\$2,733.42	65	\$32.14	0
National	97,438	10,637	10.92%	\$0.75	\$7,948.30	3,387	\$2.35	0
Total	6,198,943	45,466	0.73%	\$1.44	\$65,290.44	5,586	\$11.69	0

Paid Social Performance

Start Date
9/1/2022

End Date
9/30/2022

1,598,817
IMPRESSIONS

24,209
CLICKS

\$0.83
CPC

1,621
TOS 115
CONVERSIONS

\$12.44
COST PER TOS 115
CONVERSION

Trending Impressions



Cost per Conversion Trending



Targeting	Persona	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Prospecting	Millennial Megan	567,715	7,308	1.29%	\$0.71	\$5,210.47	2	638	\$8.17
	High Value	326,032	3,110	0.95%	\$1.16	\$3,597.57	3	285	\$12.62
	Boomer Ben	270,608	4,987	1.84%	\$0.72	\$3,571.64	0	199	\$17.95
	The Jones Family	244,239	4,214	1.73%	\$0.73	\$3,078.06	4	204	\$15.09
	Sustainability	77,193	1,569	2.03%	\$1.46	\$2,294.49	0	248	\$9.25
Retargeting	Retargeting	113,030	3,021	2.67%	\$0.80	\$2,413.96	0	47	\$51.36
Total		1,598,817	24,209	1.51%	\$0.83	\$20,166.20	9	1,621	\$12.44

Paid Social Creative Performance, Instagram

Start Date
9/1/2022

End Date
9/30/2022

340,772
IMPRESSIONS

3,090
CLICKS

\$1.05
CPC

\$3,247.33
COST

0.91%
CTR

				Impressions	Clicks	CTR	Cost	CPC
Instagram	Prospecting	Evergreen	High Value	3,873	35	0.90%	\$44.04	\$1.26
			Sustainability	3,145	29	0.92%	\$100.84	\$3.48
	Los Angeles		Millennial Megan	2	0	0.00%	\$0.03	N/A
			The Jones Family	1	0	0.00%	\$0.01	N/A
	Phoenix		The Jones Family	3	0	0.00%	\$0.00	N/A
	Portland		Millennial Megan	103	0	0.00%	\$0.84	N/A
			The Jones Family	18	2	11.11%	\$0.25	\$0.13
			Boomer Ben	15	0	0.00%	\$0.09	N/A
	Seattle		The Jones Family	17	0	0.00%	\$0.20	N/A
			Millennial Megan	15	0	0.00%	\$0.08	N/A
Boomer Ben			1	0	0.00%	\$0.03	N/A	
Retargeting		Evergreen	Retargeting	80	0	0.00%	\$1.13	N/A
		Portland	Retargeting	248	2	0.81%	\$4.74	\$2.37
		Seattle	Retargeting	263	2	0.76%	\$4.22	\$2.11
Instagram Stories	Prospecting	Los Angeles	Millennial Megan	65,339	528	0.81%	\$515.16	\$0.98
			Boomer Ben	28,999	335	1.16%	\$257.52	\$0.77
		Phoenix	Millennial Megan	60,196	472	0.78%	\$515.16	\$1.09
			Boomer Ben	23,706	283	1.19%	\$257.56	\$0.91
		Portland	Millennial Megan	55,693	454	0.82%	\$515.15	\$1.13
			Boomer Ben	21,938	229	1.04%	\$257.57	\$1.12
Seattle	Millennial Megan	55,483	467	0.84%	\$515.15	\$1.10		
	Boomer Ben	21,634	252	1.16%	\$257.56	\$1.02		
Grand Total				340,772	3,090	0.91%	\$3,247.33	\$1.05

Paid Social Creative Performance, Facebook & Twitter

Start Date
9/1/2022

End Date
9/30/2022

1,258,045
IMPRESSIONS

21,119
CLICKS

\$0.80
CPC

1,621
TOS 115
CONVERSIONS

\$10.44
COST PER TOS 115
CONVERSION

				Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	Evergreen	High Value	322,159	3,075	0.95%	\$3,553.53	\$1.16	285	\$12.47
			Sustainability	74,048	1,540	2.08%	\$2,193.65	\$1.42	248	\$8.85
		Los Angeles	Millennial Megan	53,219	955	1.79%	\$568.16	\$0.59	98	\$5.80
			The Jones Family	43,314	1,171	2.70%	\$568.02	\$0.49	78	\$7.28
			Boomer Ben	40,111	1,199	2.99%	\$566.89	\$0.47	80	\$7.09
		Phoenix	Millennial Megan	89,473	2,538	2.84%	\$567.12	\$0.22	461	\$1.23
	The Jones Family		43,281	949	2.19%	\$569.60	\$0.60	48	\$11.87	
	Boomer Ben		38,284	926	2.42%	\$568.92	\$0.61	38	\$14.97	
	Portland	Millennial Megan	47,440	565	1.19%	\$568.12	\$1.01	38	\$14.95	
		The Jones Family	46,971	821	1.75%	\$570.44	\$0.69	38	\$15.01	
		Boomer Ben	40,861	754	1.85%	\$571.17	\$0.76	40	\$14.28	
	Seattle	Millennial Megan	47,218	721	1.53%	\$580.73	\$0.81	41	\$14.16	
The Jones Family		46,641	803	1.72%	\$579.85	\$0.72	40	\$14.50		
Boomer Ben		37,778	832	2.20%	\$569.77	\$0.68	41	\$13.90		
Retargeting	Evergreen	Retargeting	62,588	2,050	3.28%	\$1,205.72	\$0.59	47	\$25.65	
	Portland	Retargeting	24,353	480	1.97%	\$598.81	\$1.25	0	N/A	
	Seattle	Retargeting	25,498	487	1.91%	\$599.34	\$1.23	0	N/A	
Twitter	Prospecting	Los Angeles	The Jones Family	21,234	152	0.72%	\$264.87	\$1.74	0	N/A
			Millennial Megan	19,742	135	0.68%	\$188.27	\$1.39	0	N/A
			Boomer Ben	2,623	29	1.11%	\$31.78	\$1.10	0	N/A
		Phoenix	The Jones Family	15,333	113	0.74%	\$209.16	\$1.65	0	N/A
			Millennial Megan	14,143	93	0.66%	\$150.86	\$1.62	0	N/A
			Boomer Ben	6,092	79	1.30%	\$120.35	\$1.52	0	N/A
	Portland	Millennial Megan	28,717	184	0.64%	\$247.88	\$1.35	0	N/A	
		The Jones Family	15,554	113	0.73%	\$180.73	\$1.60	0	N/A	
		Boomer Ben	3,288	26	0.79%	\$44.14	\$1.70	0	N/A	
	Seattle	Millennial Megan	30,932	196	0.63%	\$277.76	\$1.42	0	N/A	
		The Jones Family	11,872	90	0.76%	\$134.94	\$1.50	0	N/A	
		Boomer Ben	5,278	43	0.81%	\$68.30	\$1.59	0	N/A	
Grand Total				1,258,045	21,119	1.68%	\$16,918.87	\$0.80	1,621	\$10.44

Paid Search Performance

Start Date: 9/1/2021
End Date: 9/30/2021

30,988
IMPRESSIONS

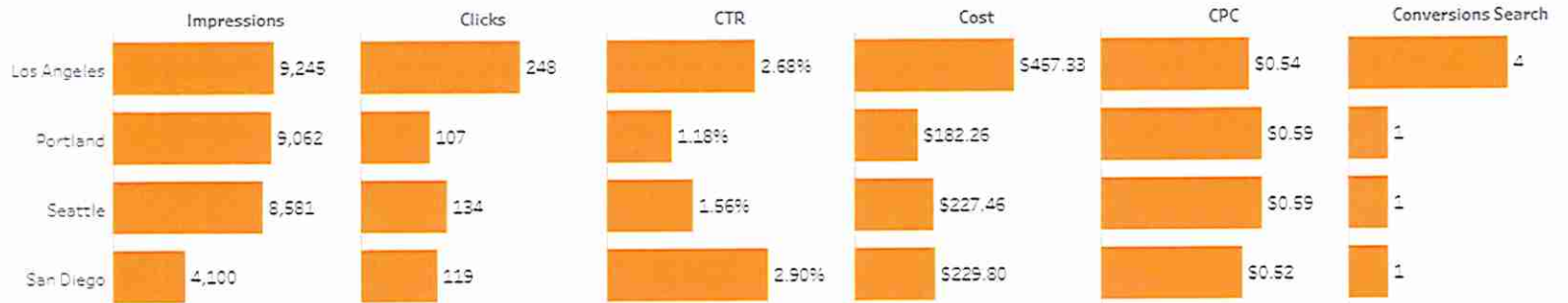
608
CLICKS

\$0.55
COST PER CLICK

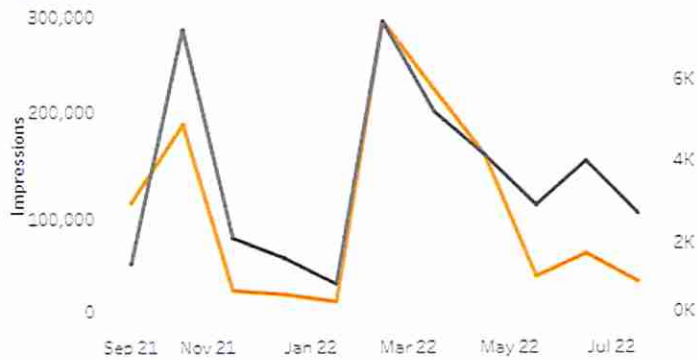
7
TOS 115
CONVERSIONS

\$156.69
COST PER TOS 115
CONVERSIONS

Ad Group Performance



Impressions | Clicks



Impressions | Conversions



Paid Search Performance

Start Date: 9/1/2021 End Date: 9/30/2021

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
fishing	14,865	166	\$0.80	1.12%	\$207.63	0	0.0%
hiking	6,160	87	\$0.48	1.41%	\$179.49	2	2.3%
beaches	2,062	25	\$1.12	1.21%	\$22.23	3	12.0%
camping California	1,816	119	\$0.42	6.55%	\$282.25	0	0.0%
best camping	1,458	86	\$0.42	5.90%	\$206.27	0	0.0%
kayaking	1,291	15	\$0.82	1.16%	\$18.19	2	13.3%
boating	672	22	\$0.82	3.27%	\$26.91	0	0.0%
mountain biking	267	3	\$0.84	1.05%	\$9.57	0	0.0%
outdoor hiking	198	6	\$0.51	2.53%	\$9.89	0	0.0%
best hiking	176	5	\$0.48	2.84%	\$10.45	0	0.0%
lakeside camping	158	9	\$0.40	5.70%	\$22.77	0	0.0%
paddle boarding	144	0	\$0.00	0.00%	\$0.00	0	0.0%
horseback riding	122	2	\$1.00	1.64%	\$2.00	0	0.0%
camping vacation	117	3	\$0.43	2.56%	\$6.99	0	0.0%
hiking trails	115	4	\$0.53	3.48%	\$7.53	0	0.0%
october vacations	102	6	\$0.67	5.88%	\$8.94	0	0.0%
river rafting	83	2	\$0.85	2.41%	\$2.34	0	0.0%
best october vacation spo..	81	2	\$0.65	2.47%	\$3.09	0	0.0%
golf California	80	1	\$0.83	1.25%	\$1.20	0	0.0%
november vacations	72	5	\$0.66	6.94%	\$7.57	0	0.0%
fall vacation	71	2	\$0.71	2.82%	\$2.80	0	0.0%
fall getaways	69	1	\$0.75	1.47%	\$1.34	0	0.0%
camping Nevada	66	7	\$0.44	10.61%	\$16.00	0	0.0%
trails for hiking	64	1	\$0.53	1.56%	\$1.87	0	0.0%
fall vacation spots	55	3	\$0.67	5.45%	\$4.50	0	0.0%
top rated camping	45	6	\$0.45	12.24%	\$13.32	0	0.0%

Display Performance by Placement

Start Date
9/1/2022

End Date
9/30/2022

3,231,884
IMPRESSIONS

4,590
CLICKS

486
TOS 115
CONVERSIONS

0.14%
CLICK THROUGH RATE

\$37.26
COST PER
TOS CONVERSION

- Optimizations to programmatic display boosted TOS conversion results by 51%.
- Fall creative continued to resonate with audiences into September after a late August launch.
 - Programmatic display continues to bring the highest number of conversions.
 - TripAdvisor and Native continue to be cost effective, maintaining CPC and CTR similar to Display.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Native	200,265	321	0.16%	\$4.37	\$1,401.86	33	\$42.48
Programmatic Display	2,289,712	3,545	0.15%	\$3.88	\$13,738.25	403	\$34.09
TripAdvisor	741,907	724	0.10%	\$4.10	\$2,967.63	50	\$59.35
Grand Total	3,231,884	4,590	0.14%	\$3.95	\$18,107.74	486	\$37.26

Display Performance by Creative

Start Date
9/1/2022

End Date
9/30/2022

3,231,884
IMPRESSIONS

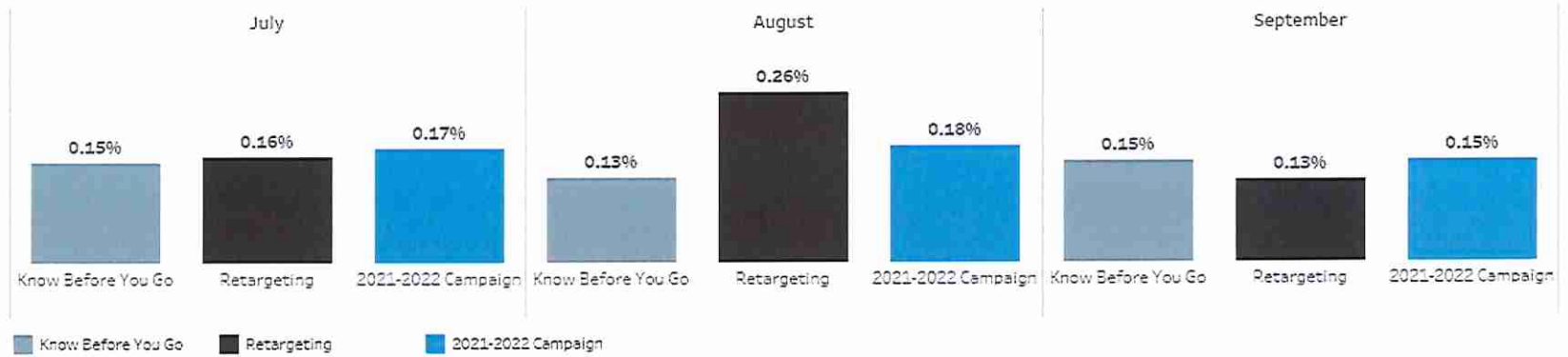
4,590
CLICKS

486
TOS 115
CONVERSIONS

0.14%
CLICK THROUGH RATE

\$37.26
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2021-2022 Campaign	1,449,810	2,245	0.15%	\$3.96	\$8,882.38	174	\$51.05
Retargeting	1,398,074	1,752	0.13%	\$3.94	\$6,904.63	269	\$25.67
Know Before You Go	384,000	593	0.15%	\$3.91	\$2,320.73	43	\$53.97
Grand Total	3,231,884	4,590	0.14%	\$3.95	\$18,107.74	486	\$37.26

Video Performance

Start Date
9/1/2022

End Date
9/30/2022

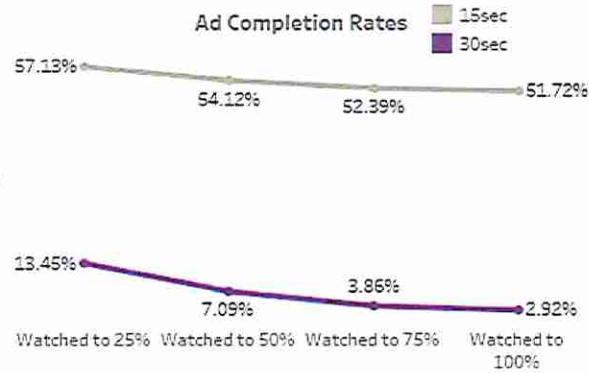
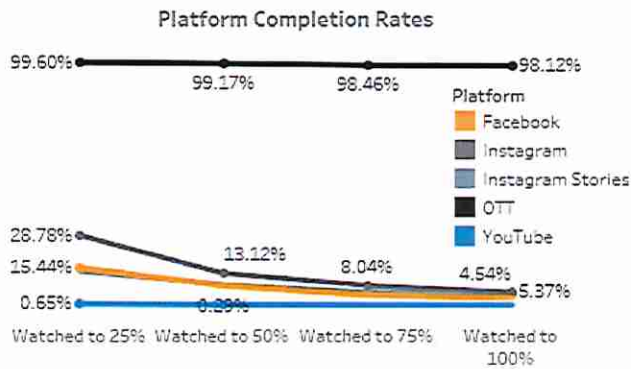
2,286,807
IMPRESSIONS

1,099,251
TOTAL VIEWS

1
TOS CONVERSIONS

\$1.28
COST PER CLICK

\$32,716.08
PRIMARY CPC



Top 5 Ads	Video Views
fall-consumer-15s	335,566
pt_la	139,119
pt_portland	129,540
pt_phx	123,099
pt_seattle	119,736

Platform	Targeting	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	758,213	142,707	2.21%	15,316	2.02%	\$10,779.24	\$0.70	0	N/A
	Retargeting	112,439	25,038	7.41%	3,017	2.68%	\$2,403.87	\$0.80	0	N/A
Instagram	Prospecting	5,223	1,876	5.36%	45	0.86%	\$124.74	\$2.77	0	N/A
	Retargeting	471	169	5.52%	4	0.85%	\$8.26	\$2.07	0	N/A
Instagram Stories	Prospecting	330,468	53,976	4.54%	3,009	0.91%	\$3,065.45	\$1.02	0	N/A
OTT	Prospecting	341,271	341,019	98.12%		0.00%	\$11,715.21	\$3,905.07	1	\$11,715.21
TikTok	Prospecting	560,449	511,494	0.00%	3,915	0.70%	\$2,625.08	\$0.67	0	N/A
YouTube	Retargeting	178,273	22,980	0.17%	320	0.18%	\$1,994.24	\$6.23	0	N/A
Grand Total		2,286,807	1,099,259	16.42%	25,626	1.12%	\$32,716.08	\$1.28	1	\$32,716.08

Video Persona Performance

Start Date
9/1/2022

End Date
9/30/2022

2,286,807
IMPRESSIONS

1,099,251
TOTAL VIEWS

1
TOS CONVERSIONS

\$1.28
COST PER CLICK

\$32,716.08
PRIMARY CPC

Platform	Persona	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS L1S	Cost Per TOS L1S
Facebook	Millennial Megan	237,147	44,805	2.00%	4,779	2.02%	\$2,284.12	\$0.48	0	N/A
	The Jones Family	180,207	36,269	2.92%	3,744	2.08%	\$2,287.91	\$0.61	0	N/A
	Boomer Ben	157,033	29,330	1.41%	3,711	2.36%	\$2,276.75	\$0.61	0	N/A
	Retargeting	112,439	25,038	7.41%	3,017	2.68%	\$2,403.87	\$0.80	0	N/A
	High Value	110,558	19,386	2.51%	1,564	1.41%	\$1,758.06	\$1.12	0	N/A
	Sustainability	73,268	12,917	2.34%	1,518	2.07%	\$2,172.40	\$1.43	0	N/A
Instagram	Sustainability	3,109	1,035	5.15%	29	0.93%	\$99.65	\$3.44	0	N/A
	High Value	2,006	781	5.53%	14	0.70%	\$23.98	\$1.71	0	N/A
	Retargeting	471	169	5.52%	4	0.85%	\$8.26	\$2.07	0	N/A
	Millennial Megan	83	42	4.82%	0	0.00%	\$0.74	N/A	0	N/A
	The Jones Family	23	16	21.74%	2	8.70%	\$0.34	\$0.17	0	N/A
	Boomer Ben	2	2	0.00%	0	0.00%	\$0.03	N/A	0	N/A
Instagram Stories	Millennial Megan	234,528	27,690	3.48%	1,913	0.82%	\$2,037.95	\$1.07	0	N/A
	Boomer Ben	95,940	26,286	7.13%	1,096	1.14%	\$1,027.50	\$0.94	0	N/A
OTT	OTT	341,271	341,019	98.12%		0.00%	\$11,715.21	\$3,905.07	1	\$11,715.21
TikTok	TikTok	560,449	511,494	0.00%	3,915	0.70%	\$2,625.08	\$0.67	0	N/A
YouTube	Retargeting	178,273	22,980	0.17%	320	0.18%	\$1,994.24	\$6.23	0	N/A
Grand Total		2,286,807	1,099,259	16.42%	25,626	1.12%	\$32,716.08	\$1.28	1	\$32,716.08

Video DMA Performance

Start Date
9/1/2022

End Date
9/30/2022

2,286,807
IMPRESSIONS

1,099,251
TOTAL VIEWS

1
TOS CONVERSIONS

\$1.28
COST PER CLICK

\$32,716.08
PRIMARY CPC

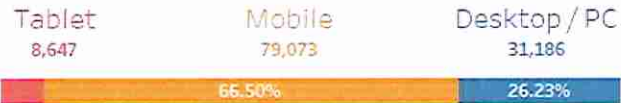
Platform	DMA	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Evergreen	246,414	45,076	3.44%	5,132	2.08%	\$5,136.18	\$1.00	0	N/A
	Phoenix	170,834	35,255	2.41%	4,413	2.58%	\$1,705.63	\$0.39	0	N/A
	Portland	159,625	30,192	2.74%	2,620	1.64%	\$2,308.54	\$0.88	0	N/A
	Seattle	157,135	30,980	3.04%	2,843	1.81%	\$2,329.69	\$0.82	0	N/A
	Los Angeles	136,644	26,242	2.43%	3,325	2.43%	\$1,703.07	\$0.51	0	N/A
Instagram	Evergreen	5,166	1,843	5.34%	43	0.83%	\$124.27	\$2.89	0	N/A
	Portland	293	116	5.12%	4	1.37%	\$4.99	\$1.25	0	N/A
	Seattle	232	83	6.47%	2	0.86%	\$3.72	\$1.86	0	N/A
	Los Angeles	2	2	0.00%	0	0.00%	\$0.02	N/A	0	N/A
	Phoenix	1	1	0.00%	0	0.00%	N/A	N/A	0	N/A
Instagram Stories	Los Angeles	93,718	16,627	5.06%	862	0.92%	\$761.69	\$0.88	0	N/A
	Phoenix	83,317	12,902	4.17%	751	0.90%	\$767.94	\$1.02	0	N/A
	Portland	76,927	12,196	4.42%	680	0.88%	\$767.11	\$1.13	0	N/A
	Seattle	76,506	12,251	4.44%	716	0.94%	\$768.71	\$1.07	0	N/A
OTT	Evergreen	338,643	338,393	98.12%		0.00%	\$11,596.95	\$1,596.95	0	N/A
	Phoenix	1,332	1,331	97.90%		0.08%	\$59.94	\$59.94	0	N/A
	Los Angeles	1,296	1,295	97.69%		0.08%	\$58.32	\$58.32	1	\$58.32
TikTok	Los Angeles	152,201	139,119	0.00%	1,068	0.70%	\$654.41	\$0.61	0	N/A
	Portland	142,011	129,540	0.00%	936	0.66%	\$664.65	\$0.71	0	N/A
	Phoenix	134,832	123,099	0.00%	968	0.72%	\$655.41	\$0.68	0	N/A
	Seattle	131,405	119,736	0.00%	943	0.72%	\$650.61	\$0.69	0	N/A
YouTube	Seattle	44,826	6,041	0.18%	74	0.17%	\$498.42	\$6.74	0	N/A
	Los Angeles	44,639	6,349	0.19%	99	0.22%	\$498.99	\$5.04	0	N/A
	Phoenix	44,479	5,211	0.16%	65	0.15%	\$498.60	\$7.67	0	N/A
	Portland	44,329	5,379	0.16%	82	0.18%	\$498.23	\$6.08	0	N/A
Grand Total		2,286,807	1,099,259	16.42%	25,626	1.12%	\$32,716.08	\$1.28	1	\$32,716.08

Website Performance

Start Date
9/1/2022

End Date
9/30/2022

118,906
SESSIONS



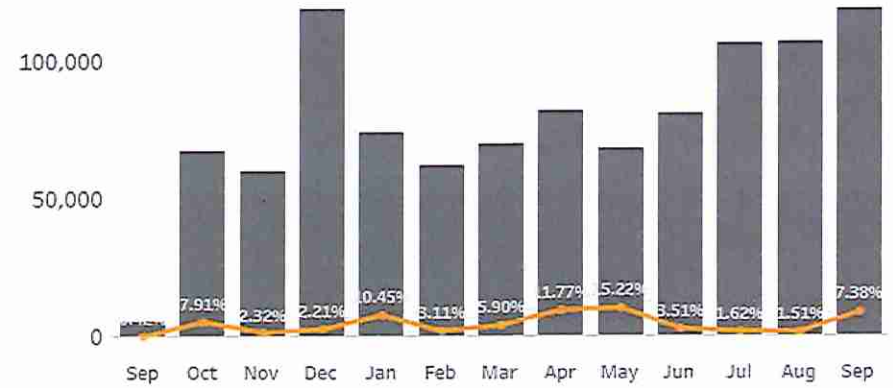
00:01:04
SESSION DURATION

Top Regions	Sessions
California	52,506
Washington	8,968
Arizona	6,824
Oregon	5,292
Nevada	5,284



1.6
PAGES PER SESSION

Website Sessions From Paid Ads



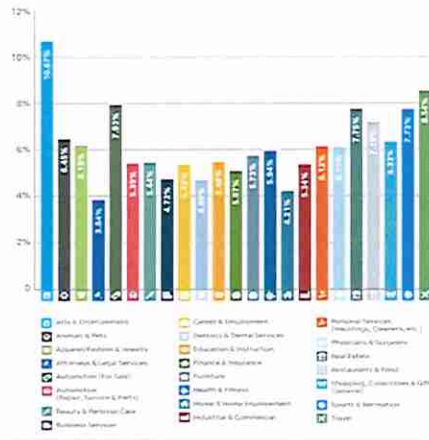
80%
NEW USER SESSION RATE

74%
BOUNCE RATE

Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Search	44,132	67,725	00:01:02	1.5	74%
Organic	38,320	65,902	00:01:13	1.7	71%
Social	9,436	11,218	00:00:14	1.2	91%
Referral	9,420	17,897	00:01:10	1.9	69%
Direct	8,768	15,518	00:01:18	1.8	75%
Total	118,906	194,235	00:01:04	1.6	74%

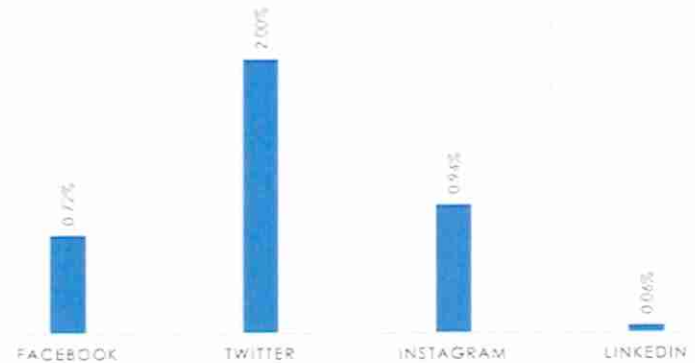
Industry Benchmarks

Average click-through rate for search advertising



Business Category	Avg. Click-Through Rate
Arts & Entertainment	10.87%
Animals & Pets	6.45%
Apparel / Fashion & Jewelry	6.19%
Attorneys & Legal Services	5.84%
Automotive -- For Sale	7.33%
Automotive -- Repair, Service & Parts	5.39%
Beauty & Personal Care	5.44%
Business Services	4.72%
Career & Employment	5.32%
Dentists & Dental Services	4.69%
Education & Instruction	5.46%
Finance & Insurance	5.07%
Furniture	5.73%
Health & Fitness	5.94%
Home & Home Improvement	4.31%
Industrial & Commercial	5.34%
Personal Services (Weddings, Cleaners, etc.)	6.12%
Physicians & Surgeons	5.11%
Real Estate	7.75%
Restaurants & Food	7.15%
Shopping, Collectibles & Gifts (General)	6.32%
Sports & Recreation	7.73%
Travel	6.94%

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Paid search CTR fell below (2.08%) the industry average of 4.68%.
- Paid search National (10.92%) outperformed the industry standard of 4.68%.

- Facebook delivered at more than twice above the industry standard at 2.08%.
- Instagram also delivered above the industry standard at .91%

National Paid Search



Overview by Medium

Start Date
9/1/2022

End Date
9/30/2022

97,438
IMPRESSIONS

10,637
CLICKS

\$0.75
COST PER CLICK

3,387
TOS 115
CONVERSIONS

\$2.35
COST PER TOS 115
CONVERSION

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	97,438	10,637	10.92%	\$0.75	\$7,948.30	604.333334	3,387	\$2.35
Grand Total	97,438	10,637	10.92%	\$0.75	\$7,948.30	604.333334	3,387	\$2.35

Paid Search Performance

Start Date
9/1/2022

End Date
9/30/2022

Ad Group Performance

97,438
IMPRESSIONS

10,637
CLICKS

\$0.75
COST PER CLICK

		Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Prospecting	Stay	25,371	2,128	8.39%	\$2,124.19	\$1.00	718	\$2.96
	Play	24,757	3,186	12.88%	\$1,713.56	\$0.54	968	\$1.77
	Plan	24,039	2,676	11.13%	\$2,106.23	\$0.79	888	\$2.37
	Dine	23,271	2,645	11.37%	\$2,004.33	\$0.76	812	\$2.47
Grand Total		97,438	10,637	10.92%	\$7,948.30	\$0.75	3,387	\$2.35

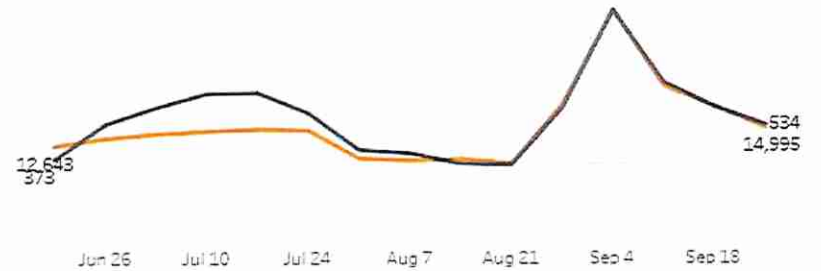
3,387
TOS 115
CONVERSIONS

\$2.35
COST PER TOS 115
CONVERSION

Impressions | Clicks



Impressions | TOS 115 Conversions



Paid Search Performance

Start Date
9/1/2022

End Date
9/30/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
lake tahoe places to eat	10,218	1,211	\$1.34	11.85%	\$904.46	375	30.9%
lake tahoe cabins near lake	6,722	678	\$1.01	10.09%	\$668.21	348	51.4%
lake tahoe fine dining	5,403	671	\$1.27	12.42%	\$529.66	232	34.6%
lake tahoe skiing	5,075	497	\$1.46	9.79%	\$341.26	181	36.4%
lake tahoe getaway packa..	4,824	576	\$1.25	11.94%	\$459.00	209	36.4%
lake tahoe vacations	4,554	495	\$1.23	10.87%	\$403.24	188	38.0%
lake tahoe vacation	3,696	287	\$0.99	7.77%	\$288.83	155	53.8%
lake tahoe beaches	3,512	502	\$2.19	14.29%	\$228.99	180	35.9%
lake tahoe trails	3,462	555	\$1.87	16.03%	\$297.54	154	27.7%
lake tahoe restaurants	3,293	293	\$1.28	8.90%	\$228.16	86	29.5%
lake tahoe house rentals	3,111	260	\$0.97	8.36%	\$268.71	154	59.4%
to do in lake tahoe	3,005	261	\$1.24	8.69%	\$210.90	102	39.0%
lake tahoe vacation homes	2,700	227	\$0.85	8.41%	\$266.50	130	57.4%
lake tahoe rentals	2,290	169	\$0.88	7.38%	\$192.86	91	53.6%
lake tahoe airbnb	1,999	168	\$1.06	8.40%	\$157.91	87	51.6%
lake tahoe wedding packa..	1,692	188	\$1.32	11.11%	\$142.71	50	26.3%
best beaches in lake tahoe	1,619	258	\$2.04	15.94%	\$126.30	74	28.7%
lake tahoe vacation packa..	1,559	301	\$1.19	19.31%	\$252.99	133	44.2%
lake tahoe hikes	1,357	142	\$1.63	10.46%	\$87.01	58	40.6%
lake tahoe golf	1,339	205	\$1.76	15.31%	\$116.36	66	32.2%
lake tahoe snowboarding	1,254	149	\$1.50	11.88%	\$99.21	61	40.6%
lake tahoe wedding venues	1,210	126	\$1.29	10.41%	\$97.87	46	36.5%
lake tahoe water sports	1,004	156	\$2.19	15.54%	\$71.13	33	21.4%
things to do in lake tahoe	969	127	\$1.25	13.11%	\$101.54	42	33.1%
tour lake tahoe	944	43	\$0.98	4.56%	\$43.91	27	62.8%
top 10 things to do in lake..	899	66	\$1.48	7.34%	\$44.52	20	30.3%

Consumer Paid Media Recommendations

- The “Lake Tahoe” targeting Search campaign reported incredible CTRs. The team will continue to closely monitor and optimize the campaign.
- Recommend leveraging mobile audiences (Datafy) on additional platforms where possible. Specific audience targeting increases the effectiveness of spend by serving audiences who have indicated an interest in North Lake Tahoe or the travel messages.
- Will be negotiating with local radio vendors to push Sustainability messaging in local and drive markets. More details around radio offers to come.
- At the close of the fall campaign, analyze bookings to see impact of weighting media towards start of season.



MCC Paid Media



MCC Paid Media Executive Summary

- September spent an additional \$120 more than the August spend. The difference in spend results from platforms optimizations to serve the most effective content over a yearly budget.
- The Meetings campaign earned the same number of clicks (1,792) but increased the CTR by 15%. This is the second consecutive month North Lake Tahoe has seen an increase in CTR greater than 10%.
- The campaign earned 10 fewer TOS conversions and spent an additional \$6.50 in conversion costs.
- Display was paused in September, restarting in October. The fact that the campaign met the same number of clicks as last month with Display paused shows growth in the other platforms.
- Both Social and Video performed well, with September YouTube video views increasing by 12% since August, with 33% of viewers finishing the video.



Overview by Campaign

Start Date
9/1/2022

End Date
9/30/2022

190,790
IMPRESSIONS

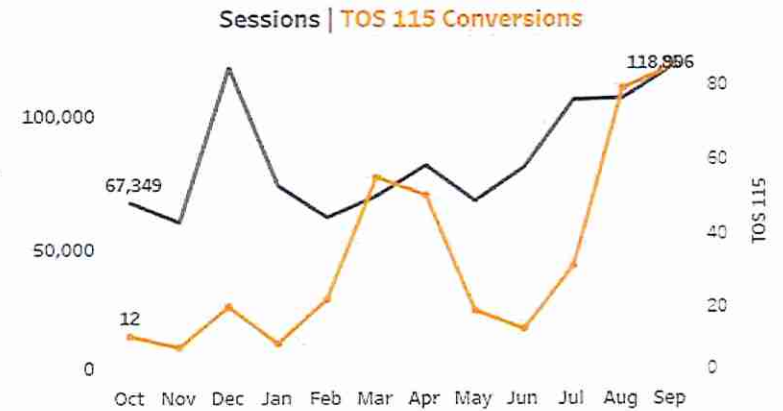
1,792
CLICKS

\$1.53
COST PER CLICK

69
TOS CONVERSIONS

\$39.59
COST PER TOS
CONVERSION

- The campaign won 10 fewer TOS conversions than August and increased in cost per conversion by \$6.
- North Lake Tahoe spent \$1.53 per click, a low cost per click for this industry, and maintained the same number of clicks as last month.
- Video earned 59% of total conversions followed by Social at 41%.



Campaign	Impressions	Clicks	CTR	CPC	Spend	Submit RFP Conversion	TOS 115	Cost per Conversion
Meetings	190,790	1,792	0.94%	\$1.53	\$2,733.42	0	69	\$39.59
Total	190,790	1,792	0.94%	\$1.53	\$2,733.42	0	69	\$39.59

Video Performance

Start Date
9/1/2022

End Date
9/30/2022

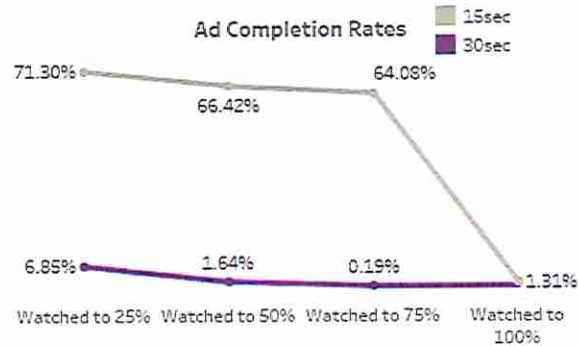
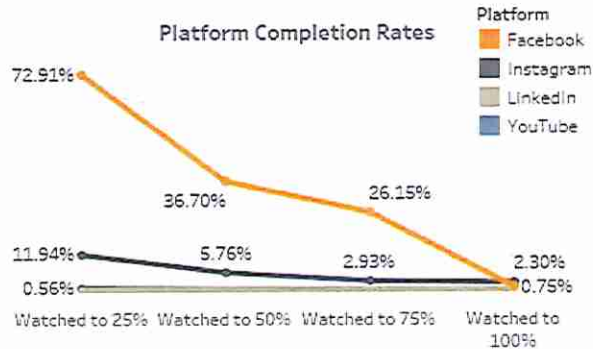
138,371
IMPRESSIONS

35,059
TOTAL VIEWS

35
TOS CONVERSIONS

\$3.85
COST PER CLICK

\$54.01
PRIMARY CPC



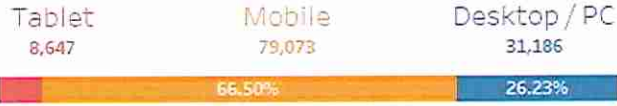
Top Ads	Video Views
rt_mcc-2022-23	13,981
summer-mcc-30s_video	9,157
nlt_mcc-2022-23 video 996	6,181
summer-mcc-15s_video	5,747

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	GPC	TOS 115	Cost Per TOS 115	Costs
Facebook	Retargeting	summer-mcc-30s_video	11,367	8,933	0.45%	73	0.64%	\$3.63	13	\$20.39	\$265.03
		summer-mcc-15s_video	7,244	5,665	1.23%	48	0.66%	\$3.17	8	\$19.02	\$152.13
Instagram	Retargeting	summer-mcc-30s_video	694	224	1.67%	0	0.00%	N/A	0	N/A	\$4.23
		summer-mcc-15s_video	261	82	3.45%	0	0.00%	N/A	0	N/A	\$1.40
LinkedIn	Prospecting	nlt_mcc-2022-23 video 996	7,476	6,181	0.00%	81	1.08%	\$2.97	0	N/A	\$240.90
YouTube	Retargeting	rt_mcc-2022-23	111,329	13,974	0.15%	290	0.26%	\$4.24	14	\$87.53	\$1,228.91
Grand Total			138,371	35,059	0.24%	492	0.36%	\$3.85	35	\$54.01	\$1,892.60

Website Performance

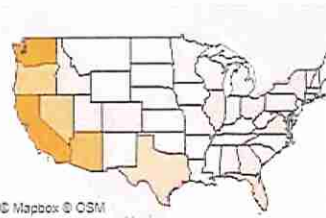
Start Date: 9/1/2022 End Date: 9/30/2022

118,906
SESSIONS



00:01:04
SESSION DURATION

Top Regions	Sessions
California	52,506
Washington	8,968
Arizona	6,834
Oregon	5,292
Nevada	5,284



1.6
PAGES PER SESSION

80%
NEW USER SESSION RATE

74%
BOUNCE RATE

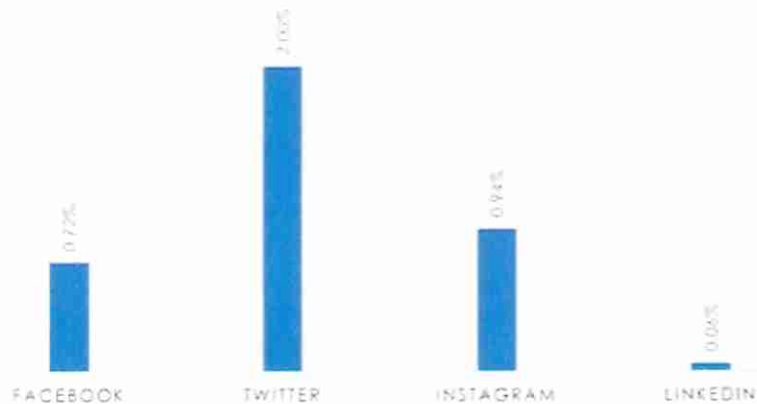
Website Sessions From Paid Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Search	44,132	67,725	00:01:02	1.5	74%
Organic	38,320	65,902	00:01:13	1.7	71%
Social	9,436	11,218	00:00:14	1.2	91%
Referral	9,420	17,897	00:01:10	1.9	69%
Direct	8,768	15,518	00:01:18	1.8	75%
Total	118,906	194,235	00:01:04	1.6	74%

Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL

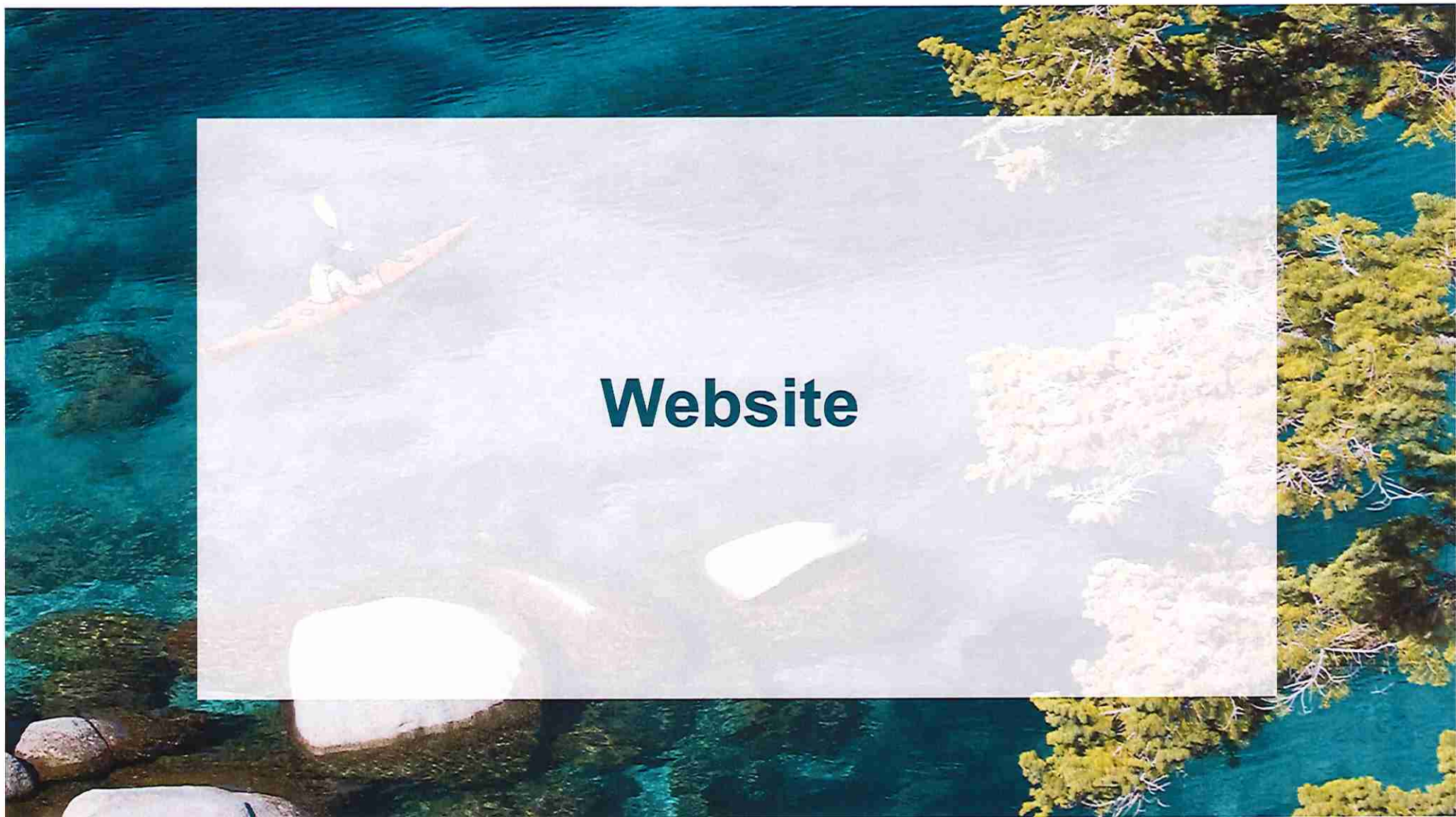


- Facebook performed well above the industry standard (0.72%) at 3.01%.
- LinkedIn dominated the industry standard (0.06%) and delivered a CTR of 1.45%.

MCC Paid Media Recommendations

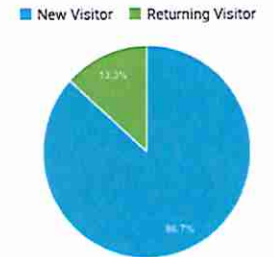
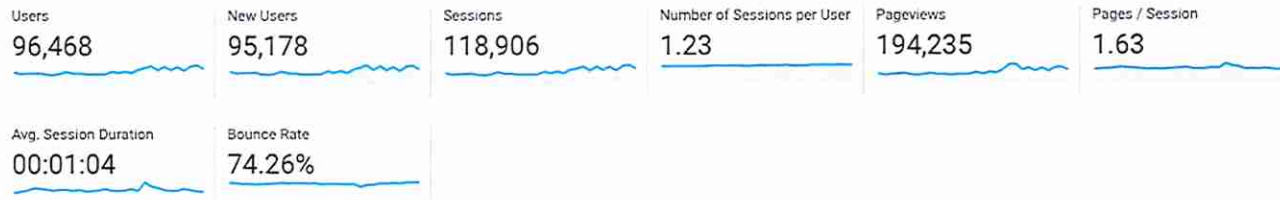
- New meetings ads will rotate in on the social platforms in October. Often, fresh creative positively impacts results. Will continue to monitor the "Audiovisual" Display and Social creative and optimize messaging to the highest performing creative.
- Facebook exceeded industry benchmarks. Will continue to push and monitor these campaigns to drive valuable TOS conversions.
- LinkedIn continues to build results in CTR and TOS conversions since updated launch in early September.





Website

Visitors & Sessions



- There were over 96K visitors to GoTahoeNorth.com. This was a 3.6% increase from August with the majority of traffic coming from Paid Search (34.4%), due to the targeted “Lake Tahoe” search campaign.
- The average session duration was 1:04 (industry average is 1 minute). New users are up 4.8% and sessions are up by 14.5% when comparing MoM and +100.5% and +94.1% comparing YoY.



Source: Google Analytics SEP 1 – SEP 30, 2022

Location

By State

Region	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	86,753 <small>% of Total: 45.93% (96,498)</small>	85,750 <small>% of Total: 50.04% (85,172)</small>	107,465 <small>% of Total: 50.29% (212,524)</small>	73.92% <small>Avg for View: 74.26% (1.48%)</small>	1.65 <small>Avg for View: 1.53 (0.77%)</small>	00:01:05 <small>Avg for View: 00:01:04 (1.85%)</small>
1. California	42,733 (47.10%)	41,222 (48.07%)	52,506 (48.46%)	74.58%	1.62	00:01:03
2. Washington	7,753 (8.92%)	7,062 (8.21%)	8,968 (8.35%)	78.64%	1.46	00:00:55
3. Arizona	5,555 (6.39%)	5,421 (6.32%)	6,834 (6.36%)	78.42%	1.64	00:01:01
4. Oregon	4,670 (5.38%)	4,211 (4.91%)	5,292 (4.92%)	78.33%	1.48	00:00:58
5. Nevada	4,489 (5.16%)	4,053 (4.72%)	5,284 (4.92%)	71.74%	1.70	00:01:06
6. Texas	2,939 (3.39%)	2,797 (3.25%)	3,468 (3.23%)	62.57%	2.04	00:01:51
7. Florida	2,442 (2.81%)	2,374 (2.77%)	2,643 (2.46%)	81.16%	1.47	00:00:46
8. Virginia	1,462 (1.67%)	1,403 (1.64%)	1,564 (1.46%)	76.66%	1.59	00:00:50
9. (not set)	1,369 (1.57%)	1,336 (1.56%)	1,405 (1.31%)	93.59%	1.16	00:00:16
10. Georgia	1,186 (1.36%)	1,109 (1.29%)	1,366 (1.27%)	67.64%	1.73	00:01:16

By City

City	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	42,733 <small>% of Total: 48.23% (96,498)</small>	41,222 <small>% of Total: 42.21% (85,172)</small>	52,506 <small>% of Total: 48.16% (108,524)</small>	74.58% <small>Avg for View: 74.26% (0.44%)</small>	1.62 <small>Avg for View: 1.63 (1.04%)</small>	00:01:03 <small>Avg for View: 00:01:04 (1.64%)</small>
1. Los Angeles	8,475 (19.84%)	8,012 (19.44%)	10,905 (20.77%)	79.61%	1.42	00:00:50
2. Sacramento	4,029 (9.43%)	3,737 (9.07%)	4,647 (8.85%)	75.21%	1.51	00:00:55
3. San Francisco	3,966 (9.26%)	3,679 (8.92%)	4,484 (8.54%)	74.80%	1.53	00:00:51
4. (not set)	1,724 (3.99%)	1,666 (4.04%)	1,861 (3.54%)	86.84%	1.30	00:00:35
5. San Jose	1,377 (3.20%)	1,292 (3.13%)	1,584 (3.02%)	69.89%	1.71	00:01:00
6. Truckee	935 (2.19%)	846 (2.05%)	1,079 (2.05%)	73.86%	1.59	00:01:03
7. South Lake Tahoe	715 (1.66%)	647 (1.57%)	794 (1.51%)	70.65%	1.61	00:00:51
8. San Diego	695 (1.62%)	653 (1.58%)	829 (1.56%)	71.17%	2.72	00:02:16
9. Long Beach	354 (0.83%)	333 (0.81%)	445 (0.85%)	76.18%	1.66	00:01:10
10. Oakland	323 (0.75%)	304 (0.74%)	355 (0.67%)	79.44%	1.49	00:00:44



- Top states followed similar performance to previous months with paid media campaign target markets at the top of the list.
- Texas visitors were the most engaged with 1:51 average time on site.
- When looking at the top California cities, Los Angeles drove the most users to the website (18.9%), and San Diego and Long Beach visitors were the most engaged.

Source: Google Analytics SEP 1 – SEP 30, 2022

Top Pages Visited

- The homepage was a top driver of traffic followed very closely behind by the fall activities page and webcams page. Other activities-based pages continue to be of interest.
- Users were most engaged with the road conditions page (2:58) followed by webcams (2:50) and the homepage (1:55).
- Demographics were primarily aged 25-44.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	194,235 <small>% of Total: 100.00% (194,235)</small>	169,871 <small>% of Total: 100.00% (169,871)</small>	00:01:41 <small>Avg for View: 00:01:41 (3.00%)</small>
1. /homepage	41,589 (21.41%)	34,247 (20.16%)	00:01:55
2. /lake-tahoe-activities/fall	11,013 (5.67%)	9,802 (5.77%)	00:01:42
3. /webcams	9,591 (4.94%)	8,693 (5.12%)	00:02:50
4. /lake-tahoe-activities	4,972 (2.56%)	4,368 (2.57%)	00:01:14
5. /lodging	4,065 (2.09%)	3,357 (1.95%)	00:01:38
6. /events	3,621 (1.86%)	3,193 (1.88%)	00:01:08
7. /deals	3,447 (1.77%)	3,130 (1.84%)	00:01:29
8. /lodging/vacation-rental/all	3,011 (1.55%)	2,572 (1.51%)	00:01:17
9. /lake-tahoe-activities/summer	2,802 (1.44%)	2,367 (1.39%)	00:01:09
10. /road-conditions	2,514 (1.29%)	2,098 (1.24%)	00:02:58



Source: Google Analytics SEP 1 – SEP 30, 2022

Channel Performance

- Paid Search brought in the most users to the website with over 33.5K followed by Organic Search with 31.7K.
- The top three channels with the most user engagement were Email (3:30), Referral (2:28) and Direct (1:18).

Default Channel Grouping	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	96,468 <small>% of Total: 100.00% (96,468)</small>	95,275 <small>% of Total: 100.00% (95,173)</small>	118,906 <small>% of Total: 100.00% (118,906)</small>	74.26% <small>Avg for View: 74.26% (0.00%)</small>	1.63 <small>Avg for View: 1.62 (0.00%)</small>	00:01:04 <small>Avg for View: 00:01:04 (0.00%)</small>
1. Paid Search	33,692 (34.35%)	33,013 (34.65%)	43,861 (36.89%)	73.98%	1.54	00:01:02
2. Organic Search	31,771 (32.39%)	30,771 (32.30%)	38,320 (32.23%)	71.18%	1.72	00:01:13
3. (Other)	8,345 (8.51%)	8,073 (8.47%)	9,498 (7.99%)	90.49%	1.19	00:00:14
4. Direct	7,240 (7.38%)	7,091 (7.44%)	8,768 (7.37%)	74.77%	1.77	00:01:18
5. Display	6,056 (6.17%)	5,988 (6.28%)	6,473 (5.44%)	92.91%	1.10	00:00:13
6. Social	5,305 (5.41%)	5,103 (5.36%)	5,733 (4.82%)	83.34%	1.31	00:00:19
7. Referral	3,184 (3.25%)	2,744 (2.88%)	3,689 (3.10%)	47.79%	2.83	00:02:28
8. Email	2,500 (2.55%)	2,492 (2.62%)	2,564 (2.16%)	33.74%	3.53	00:03:20



Source: Google Analytics SEP 1 – SEP 30, 2022

SEO Traffic Performance

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
1. google / organic	52.85% ↓ <small>30,709 vs 65,134</small>	52.96% ↓ <small>29,674 vs 63,080</small>	47.82% ↓ <small>36,934 vs 70,786</small>	11.55% ↓ <small>71.20% vs 80.50%</small>	13.65% ↑ <small>1.72 vs 1.51</small>	47.84% ↑ <small>00:01:12 vs 00:00:49</small>
Sep 1, 2022 - Sep 30, 2022	30,709 (100.00%)	29,674 (100.00%)	36,934 (100.00%)	71.20%	1.72	00:01:12
Aug 1, 2022 - Aug 31, 2022	65,134 (100.00%)	63,080 (100.00%)	70,786 (100.00%)	80.50%	1.51	00:00:49
% Change	-52.85%	-52.96%	-47.82%	-11.55%	13.65%	47.84%

- The number of users (-52.9%) and new users (-53.0%) decreased this month compared to August. Pages per session were up (13.7%) and the average session duration also increased by 47.8%. This is likely due to the focus on Paid Search as users are deciding to click the ad instead of the organic search result that appears.

Source: Google Analytics SEP 1 – SEP 30, 2022



SEO Maintenance

- September Updates
 - Fixed broken links (40 total)
 - Removed permanently closed listings
- Pages in Progress
 - Optimize webcams page
 - Optimize dog-friendly pages
 - Optimize weather page
 - Optimize meetings pages
 - Create about us page
 - Optimize lodging pages
 - Optimize blog post layout
 - Create plan section



Device

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	96,468 <small>% of Total: 100.00% (96,468)</small>	95,275 <small>% of Total: 100.10% (95,178)</small>	118,906 <small>% of Total: 100.00% (118,906)</small>	74.26% <small>Avg for View: 74.26% (0.00%)</small>	1.63 <small>Avg for View: 1.63 (0.00%)</small>	00:01:04 <small>Avg for View: 00:01:04 (0.00%)</small>
1. mobile	63,476 (65.62%)	62,768 (65.88%)	79,073 (66.50%)	76.75%	1.46	00:00:50
2. desktop	26,781 (27.68%)	26,076 (27.37%)	31,186 (26.23%)	66.90%	2.10	00:01:39
3. tablet	6,478 (6.70%)	6,431 (6.75%)	8,647 (7.27%)	77.93%	1.51	00:01:01



- Most users visited the site from mobile with 65.6% of total users. This is an increase of 39.3% compared to August. Desktop decreased by 43.8% compared to last month.
- Desktop visitors were the most engaged with 1:39 average time on page and 2.10 pages per session.

Source: Google Analytics SEP 1 – SEP 30, 2022

Blogs



Human Powered Sports Outdoors Things To Do Trip Idea Trips Wellness

TAKING TAHOE BY BICYCLE

September 2022 Few places compare to the outdoor sporting scene in North Lake Tahoe. When it comes to endless adventure, one sport in particular comes to mind: biking. From the sandy shores of Kings Beach to the crisp alpine air in the Sierra Nevada Mountains, you can discover it all on Tahoe's trails. From fat tire biking in the winter...

[READ MORE >](#)

- Posted: 9/24
- Pageviews: 153
- Time on Page: 4:00



Fall Family Hiking Human Powered Sports

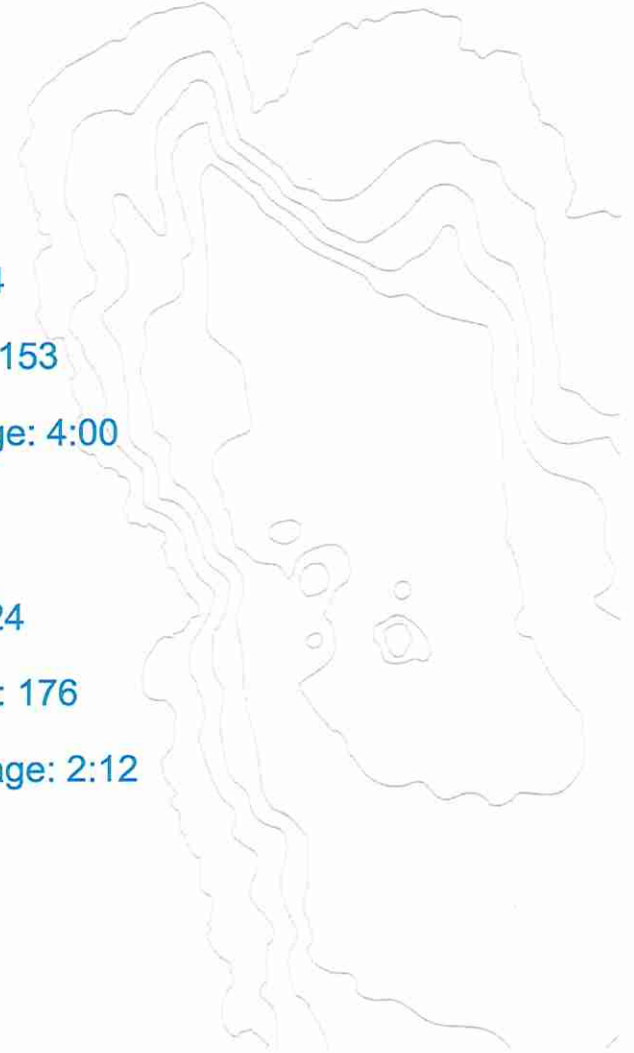
FALL IN NORTH LAKE TAHOE: A GUIDE

The fall feels have officially made their way to North Lake Tahoe. But here, pumpkin spice lattes, apple candles and cozy blankets look a bit more like golden lit aspens, cool temperatures and crisp winds flowing over the Sierra Crest. Our Secret Season is a time for adventures, smaller crowds, freedom to explore and, like every Lake Tahoe season, breathtaking...

[READ MORE >](#)

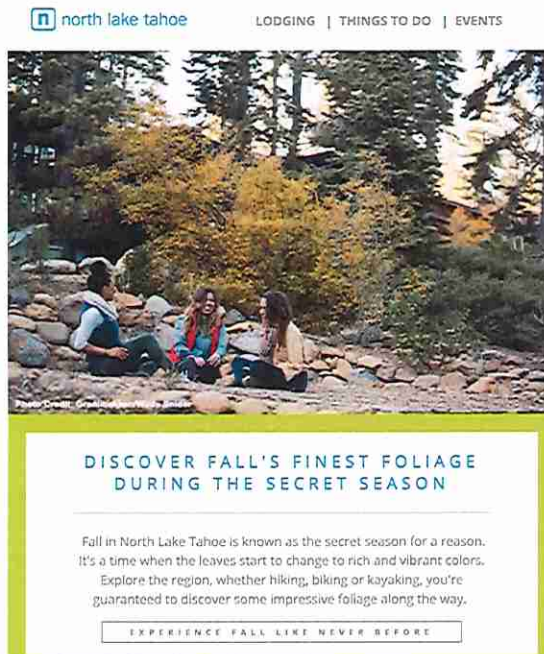
  

- Posted: 9/24
- Pageviews: 176
- Time on Page: 2:12



eNewsletters

One eNewsletter was sent the month of September. Content highlighted included fall's secret season, dog-friendly lodging and restaurants, bear awareness tips and the Made in Tahoe event.



Winning subject line:

"Crisp Days of Fall are Ahead in North Lake Tahoe"

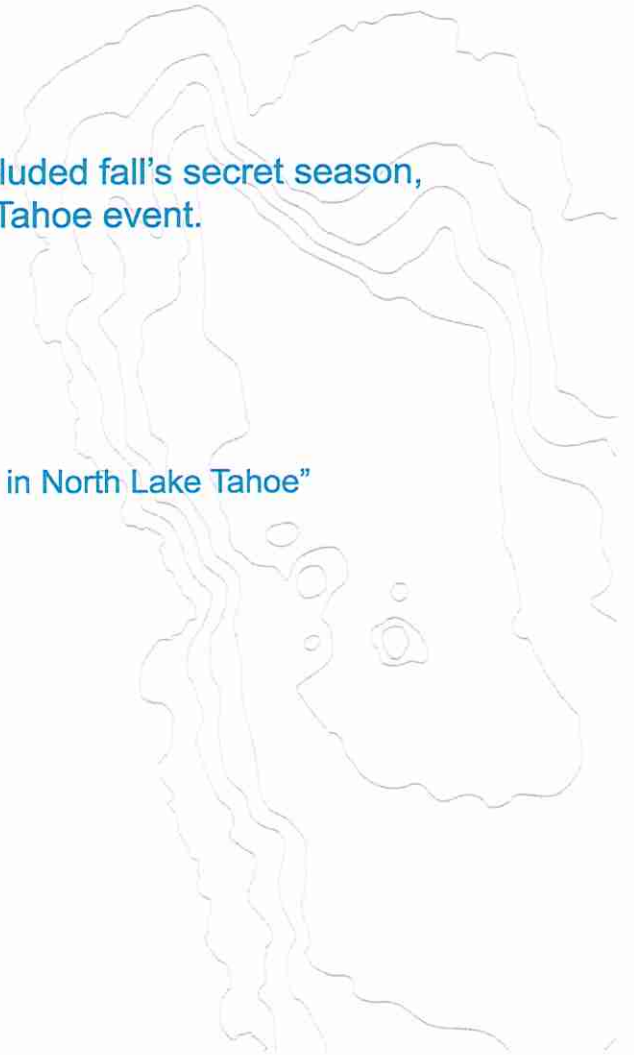
Sent: 9/8

Open Rate: 27.8%

(Industry Avg: 16%)

CTR: 3.6%

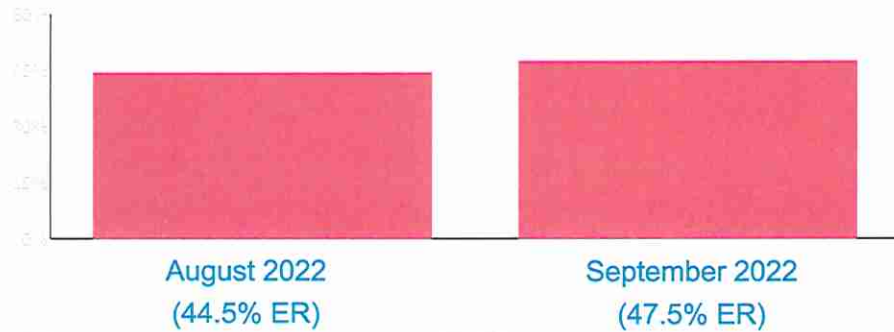
(Industry Avg: 1.6%)



CrowdRiff Insights

Sep 01, 2022 → Sep 30, 2022 Monthly Engagement ... ?

For the selected date range your galleries had a **47.5% engagement rate**.
Your engagement rate is calculated from **1.8k interactions** and **3.7k views**.

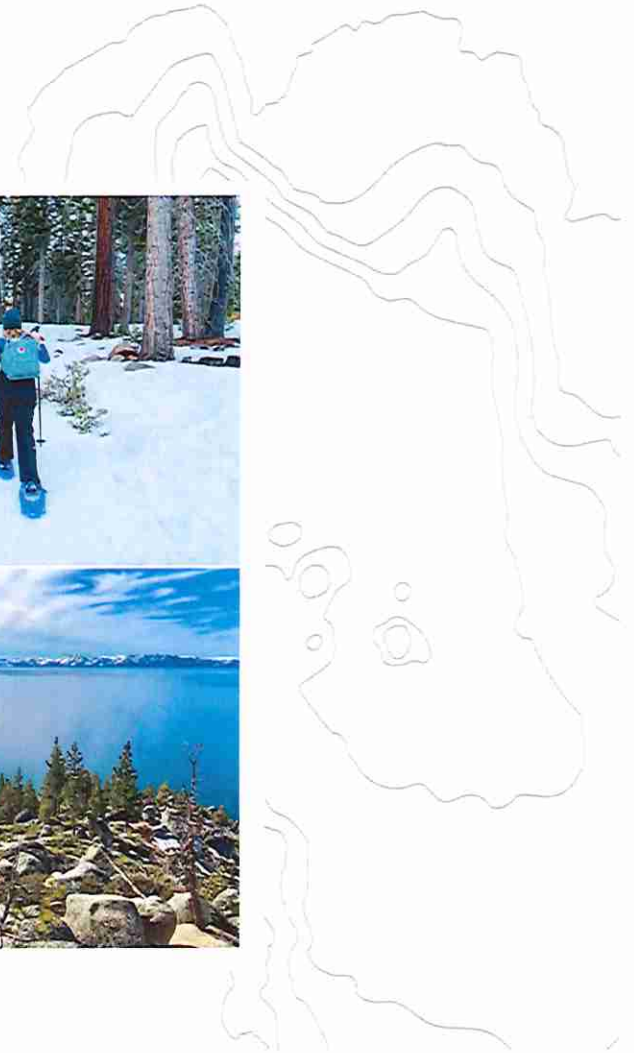
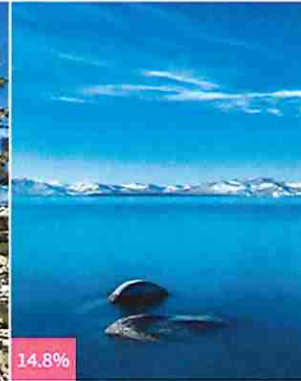
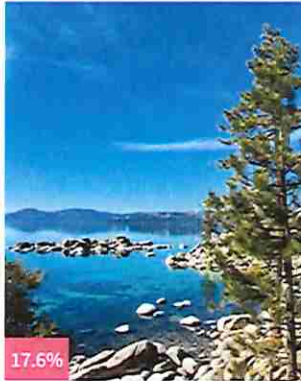


Top galleries

NLT and Me	108% Engagement rate	108 Interactions	100 Views
Wedding page	56.3% Engagement rate	242 Interactions	430 Views
Home Page Test	44.5% Engagement rate	1.4k Interactions	3.2k Views
North Tahoe Eats	0% Engagement rate	0 Interactions	2 Views



CrowdRiff Insights



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

Public Relations

Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Winter travel hotspots
 - Fall hiking trails
 - Fall foliage
 - Disaster Preparedness Month education
 - World Cleanup Day
 - Halloween happenings
 - Reconnect in nature with your partner
 - What's new for fall
 - Best sunsets in the world
 - Ski resorts opening
- Highlights: Inclusion in *Forbes*, Visit California, Snow Brains, Trips to Discover, Budget Travel, as well as one segment for KCRA, one segment for KQCA and three segments for KXTV
- Media Conversations:
 - Top-tier outlets like *Matador*, *AFAR*, *Thrillist*, *The Washingtonian*, *Good Housekeeping*, *Pure WOW*, *AAA*, *Backpacker* and more.



AFAR

thrillist

PureWow



Earned Media Results

- Secured Clips: 12
- Est. Digital Monthly Visits: 105M
- Est. Digital Coverage Views: 101K
- Est. Broadcast Audience Reach: 70K
- Coverage featured the Labor Day Drone Light Show, best ski in/ski out resorts in the US, fall foliage, opening dates for ski resorts, things to do in October, eco-friendly California destinations and sustainable travel.



[CEO Shares Insights Into The Future of Sustainable Travel: Brand Actions are Critical](#)

Forbes

CEO Shares Insights Into The Future Of Sustainable Travel: Brand Actions Are Critical

Fromm: What will sustainability look like in five years?

Chapman: We really want environmentally conscious practices to be second nature to both our visitors and locals. The more we can educate guests and lead by example, the better shape we'll be in five years from now. The goal is to not just slow the impacts of travel, but to truly better our region for future generations. Our partners throughout the region are also currently developing the [Lake Tahoe Destination Stewardship Plan](#), which is a coordinated effort to establish the framework to inspire all to take care of the area. The basis of the plan, which is set to be completed by the end of this year, is to balance the needs of the environment, businesses, visitors, and local communities.

Coverage Highlights

[11 Eco-Friendly California Destinations](#)



11 Eco-Friendly California Destinations

2. Truckee and Lake Tahoe

Why it's an eco-friendly destination: **Take Care Tahoe** ambassadors roam the lake's trails and **Truckee's** historic downtown to promote responsible recreation • Truckee has more than 50 electric-vehicle charging stations and 93 miles of bike paths, street lanes, and routes • TART Connect is **North Lake Tahoe's** free shuttle service, which allows people to leave their cars behind and ride to dining and attractions • **South Lake Tahoe** is adding paved paths to connect existing trails, including the new South Tahoe Greenway • The **Keep Truckee Green** program places solar-powered compacting trash bins throughout Truckee's historic district

[22/23 Opening Dates for California and Nevada Ski Resorts](#)



22/23 Opening Dates for California and Nevada Ski Resorts

Northstar California - November 18

Northstar announced its opening for mid-November and will showcase its new 6-chair.

Palisades Tahoe - November 22

Palisades has confirmed it will open on November 22 and will have its new gondola spinning, connecting the two valleys.

[14 Best Ski-In/Ski-Out Resorts in the U.S.](#)



14 Best Ski-In/Ski-Out Resorts in the U.S.

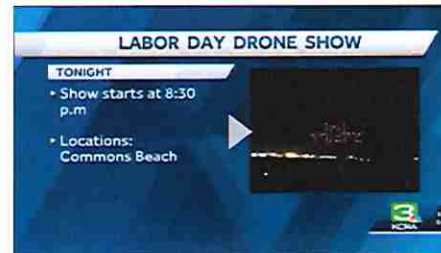


The Ritz-Carlton, Lake Tahoe - Truckee, California

[PRICES & PHOTOS](#)

For one of the most luxurious stays in Lake Tahoe that include ski-in/ski-out accommodation at Northstar California, it's got to be The Ritz-Carlton, Lake Tahoe. It enjoys a location mid-mountain and boasts opulent rooms and suites with fireplaces and floor-to-ceiling windows that showcase breathtaking views. There are multiple pools and Jacuzzis, several excellent dining options, and a massive spa. The spa is a definite highlight, spread over 17,000 square feet right at the slope-side, with a menu of treatments that are focused around the woods and the water. Plus, it includes a whirlpool, steam room, and sauna.

Pic of broadcast on KCRA Sept. 5



Coverage Highlights

[Here Comes That Fall Foliage](#)



Here Comes That Fall Foliage

North Lake Tahoe, California And Nevada



Everything You Need to Know For Your Trip to Lake Tahoe

Incredible, extraordinary, mind-boggling... try as you might, you'll have difficulty finding words that do justice to the sheer beauty of Lake Tahoe. Resting on the California-Nevada border, Lake Tahoe has long been a favorite vacation spot, welcoming upward of 2.7 million people a year.

[Read the article on travel.usnews.com](#)



[Things to do in October](#)

Budget Travel

North Lake Tahoe, CA



Photo by Kristin / iStockphoto.com

Tahoe City is holding its **Oktoberfest** on Sept. 24. The free family-friendly event includes craft beer, live music, food, Bavarian-themed games and a craft village. Kids will be able to paint a free pumpkin, while supplies last. The event goes from 12 p.m. to 5 p.m.

The **Made in Tahoe Festival** is Oct. 8-9 at **The Village at Palisades** featuring all local artists. The festival will go from 11 a.m. to 5 p.m. each day and is free to attend.

The **Kentuckee Derby** is Oct. 22 at the Truckee Community Recreation Center from 5:30 p.m. to 10:30 p.m. The event is \$100 and raises money for Truckee non-profits.

The **Tahoe Chocolate and Wine Festival** is Nov. 6 at the **Lone Eagle Grille** at the **Hyatt Regency**, from 3 p.m. to 6 p.m. Tickets are \$175.

[These are California's Best Ski-In/Ski-Out Resorts](#)



These Are California's Best Ski-In/Ski-Out Resorts

The Ritz-Carlton Lake Tahoe:

"For one of the most luxurious stays in Lake Tahoe that include ski-in/ski-out accommodation at Northstar California, it's got to be The Ritz-Carlton, Lake Tahoe. It enjoys a location mid-mountain and boasts elegant rooms and suites with fireplaces and floor-to-ceiling windows that showcase breathtaking views."

Coverage Highlights

[Live Out Your Sports Dreams at These Top Hotels](#)



Live Out Your Sports Dreams at These Top Hotels

Old Greenwood, East West Hospitality | Lake Tahoe, CA

East West Hospitality, the most trusted hospitality services company, manages more than 6,660 extraordinary residences and luxury vacation rentals in Colorado, California and Hawaii. For a secluded golf escape in the mountains, explore Old Greenwood, North Lake Tahoe's premiere golf and four-season resort community with exceptional two-, three- and four-bedroom properties called Cabins, Townhomes and Villas. Set on 600 acres of towering pines and rolling hills, Old Greenwood is centered around a Jack Nicklaus Signature designed golf course with 7,518 yards of challenging play. The landscape is the ultimate scenic location with towering Jeffrey pines, blue sagebrush, and winding streams connecting four large rainbow trout lakes. Old Greenwood has been honored many times as one of the nation's best golf courses; most recently it was included in Golfweek's Top 200 Residential Golf Courses of 2022.



[Golfing in North Lake Tahoe](#)



Golfing in North Lake Tahoe

When was the last time you golfed in a 18-hole setting featuring snow-capped mountains and the bluest of water?

Welcome to **North Lake Tahoe**, a destination spanning two states: California and Nevada.

It is known for its beautiful alpine waters and expansive peaks making it a heavily sought-after travel destination for every season.

Play North Lake Tahoe during National Golf Month

With August being National Golf Month, North Lake Tahoe invites visitors to hit their greens featuring six championship golf courses and four executive courses in the North Lake Basin. If that isn't enough for every golf lover's dream, another 14 are located an hour's drive from the North Shore.

The **Tahoe City Golf Course**, which was established in 1917 and designed by May "Queenie" Dunn Hupfel, is a favorite in the North Lake Tahoe Region. There are nine holes, par-33 and 2,700 yards of green to play on along with options for breakfast and lunch.

Golfers: Get Lucky in Truckee

[Top Van Life Destinations for Labor Day Weekend](#)



Top Van Life Destinations for Labor Day Weekend

Lake Tahoe, California

Where to van camp: Lake Forest Campground

What better way to spend your vacation than next to the largest alpine lake in the U.S.? We love Lake Forest Campground in North Lake Tahoe for its prime waterside location, affordable rates (\$20/night), and first come, first served policy. Since visitors flock to Tahoe on holiday weekends, showing up early to stake out a spot at first come, first served campgrounds may be your only chance to stay at this coveted destination. Once you're there, enjoy water sports, fine dining, spas, hiking trails, and much more. On Labor Day, head down to South Lake Tahoe to marvel at the fireworks display over the lake.



Upcoming PR Initiatives

- Unofficial Networks upcoming FAM tour for a mountain biking piece.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on thought leadership around sustainability, Nevada Day on October 29, National Fire Prevention Month, unbelievable lake views, things to do with kids, accessible activities, learning how to ski or snowboard, among other ideas.
- Continue to vet media and influencers and coordinate FAM tours for fall and spring trips, as well as follow up with all the reporters we met at the Visit California Media Reception.



An aerial photograph of a kayaker on a lake. The water is a vibrant turquoise color, and the surrounding landscape includes green trees and large, light-colored rocks. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Social Media" in a bold, dark teal font.

Social Media

Facebook Overview

Data	August	September	MoM
Audience	130,910	113,295	+0.3%
Impressions	2,021,400	2,347,325	+16.1%
Engagement	57,112	91,005	+59.3%




- Facebook content welcomed fall in the region. There were 2.3M impressions and 25K post clicks. The audience increased, gaining 182 fans. The average engagement rate was 3.9% (average 0.9%).
- The most engaged audience was women ages 35-44. The highest reached locations included Los Angeles, Reno and Sacramento.



Facebook Top Posts

- Top posts included various seasonal highlights from rainbows to fall leaves and the first snow dusting of the season. Facebook content performed the best across all platforms this month, generating the highest engagements.
- The post with the highest engagements featured a rainbow over the beach. This post generated a 4.5% engagement rate.
- Social content paused during part of September due to the Mosquito Fire and instead the team shared relevant updates and links to the wildfire resource pages.



Post Description	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
North Lake Tahoe Wed 9/21/2022 12:57 am PDT After the storm is when the rainbows form. We are looking forward to bright fall days ahead. 🌈 	1,855	1,403	51	126	—	275
North Lake Tahoe Thu 9/22/2022 12:09 pm PDT The secret season of North Lake Tahoe begins when the leaves start to turn and ends when they fall. Gather... 	1,488	1,069	26	57	30	306
North Lake Tahoe Tue 9/20/2022 10:50 am PDT The first snow of the season. ❄️ 	654	293	18	0	1	342

Instagram Overview

Data	August	September	MoM
Audience	83,820	83,742	-0.1%
Impressions	266,100	266,512	+0.2%
Engagement	8,879	8,600	-3%

- Instagram content promoted end of summer activities and the beginning of fall.
- The NLT + Me contest ran through September, generating engagement on the platform.
- Content generated over 266K impressions and 8K engagements.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, Sparks and San Francisco.



Instagram Top Posts

- Top posts included Reels featuring scenic views and local events.
- Instagram content generated an overall engagement rate of 6.1% across all posts (benchmark 0.98%).
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing activities.



Post Description	Date	Total Engagements	Likes	Comments	Saves
A beautiful North Lake Tahoe view.	Wed 9/21/2022 4:03 pm PDT	3,348	2,869	35	50
We love the view. Loving where you roam comes naturally in North Lake Tahoe. Pristine beauty like this...	Wed 9/28/2022 5:39 pm PDT	1,779	1,657	6	25
As fall takes over North Lake Tahoe, the breathtaking scenery and activities create a unique time full of...	Thu 9/22/2022 12:11 pm PDT	1,041	1,022	4	15
Labor Day Weekend Recap in North Lake Tahoe.	Mon 9/5/2022 3:12 pm PDT	603	563	4	6

Custom Content

- Augustine continued to create custom video content in collaboration with our content creators.
- The top video this month highlighted the rainbow over the lake. This video generated over 30K views and 3.3K engagements including 50 saves.
- As fall continues and open season approaches, Augustine will build custom seasonal content to share on social.



Twitter Overview

Data	August	September	MoM
Audience	23,780	23,785	+0.1%
Impressions	4,646	8,188	+83.4%
Engagement	121	291	+147%

- Content continued to highlight news, safety updates and local events in the region.
- Due to the fire conditions, Twitter saw increased engagement.
- The social audience remains engaged with newsworthy content.



Twitter Top Posts

- Top Twitter post and reshare for evacuations due to the Mosquito Fire.
- Other top posts featured weather updates, including the first snow of the season.
- Augustine will continue to promote relevant content on Twitter.



Sheriff Evacuations Map | Ready Placer Dashboard
experience.arcgis.com/experience/079...

4:28 PM · Sep 10, 2022 · Twitter for iPhone

1 Quote Tweet 2 Likes



First snow of the season ••

NWS Reno @NWSReno · Sep 20
11:45am... Heading to or from Tahoe? Use some caution in the high passes as snow, yes snow, is blanketing areas at down to about 8,000 feet. Particularly in these heavier cells... *tis is the season for changing weather! #mwx #cawx



5:09 PM · Sep 20, 2022 · Twitter for iPhone

2 Retweets 12 Likes

CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month featured camping in North Lake Tahoe with a 44.4% completion rate (benchmark 34%) and a CTR of 8.5% (benchmark 5.5%).
- Augustine will continue to build monthly stories with seasonal and evergreen content.



An aerial photograph of a kayaker on a vibrant turquoise lake. The kayaker is positioned in the upper left quadrant, paddling a narrow orange kayak. The water is exceptionally clear, revealing large, light-colored rocks at the bottom. 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 "Other Creative Projects" in a bold, dark teal font.

Other Creative Projects

Creative Projects

- Winter Campaign – developing creative to launch mid-November.
- Audited MCC campaign for best performing creative, developed new creative and will launch in October.
- Feature blogs in October for winter travel, reconnecting with your partner and learning to ski.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy eNewsletters to consumer, leisure and MCC audiences.



An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large white rocks and green algae. The kayaker is positioned in the upper left quadrant, paddling a red kayak. 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 water, containing the text "Industry Insights" in a bold, dark blue font.

Industry Insights

Industry Insights

- New data suggests that **nearly half of all Americans are planning to hit the road during the upcoming winter holiday travel period**. According to PwC's annual Holiday Outlook, **47% of survey respondents said they would travel for the holidays, a massive increase from the estimated 33% hitting the road before the pandemic**. The increase in travelers is being attributed to **people taking rescheduled trips impacted by the coronavirus-related restrictions, pent-up demand creating revenge travel and the rise of digital nomads**. The study found that **46% of Americans plan to travel by plane despite ongoing airline problems, an increase from 40% in 2021 and 33% in 2020**. Millennials (aged 26-40) are also the most likely to travel this holiday season at 63%. **As for travel-related concerns, 74% cited rising gas prices, 68% said increasing travel costs and 58% responded with rising hotel costs**. Flight cancellations are another big concern, with staffing shortages and the potential for weather delays being the top factors. (Travel Vertical, "New Data Reveals How Many Americans Plan to Travel During the Holidays")



Industry Insights

- When we asked U.S. adults to provide their own definition of what it means to be a sustainable travel brand, their responses mostly fell into three categories: the first group citing the environment in some way, the second saying they were unsure or had no opinion, and the third attributing sustainability to broader brand or product attributes. Within the environmental theme, **a small number of respondents pointed out that it may be impossible for a travel company to truly be sustainable. These definitions provided the most specific view and touched on tensions the industry is grappling with: 8% of emissions worldwide can be attributed to the global travel & tourism industry, so simply by existing, the category could be considered unsustainable.** But despite the small group of those who made that connection, most respondents were optimistic that action could be taken. **Lack of clarity was deeper among the second category of respondents, who answered that they were unsure of or had no opinion on what makes a travel brand sustainable.** Among these respondents, the majority were simply uncertain, with some saying that sustainability felt like an idea that applied to more tangible things like products and packaging. (Morning Consult, “Defining Sustainability in Travel Is a Struggle for Many Consumers”)





THANK YOU



**RENO
TAHOE**
Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

August 2022



U.S. Domestic Industry Overview - August 2022

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 0.3% vs. August 2021, down 14.4% vs. August 2019
Capacity of Seats *:	Up 5.0% vs. August 2021, down 6.8% vs. August 2019
Crude Oil Average:	\$93.67 per barrel in August 2022 \$67.73 per barrel in August 2021

RNO Overview - August 2022

RNO Overview for August 2022 vs. August 2021

Total Passengers:	up 10.9%
Avg. Enplaned Load Factor:	80.0%, up 8.1 pts.
Departures:	Down 9.1%
Departing Seats:	Down 4.9%
Cargo Volume:	Up 1.0%

RNO Overview for August 2022 vs. August 2019

Total Passengers:	Down 5.0%
Avg. Enplaned Load Factor:	flat
Departures:	Down 11.3%
Departing Seats:	Down 6.3%

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

August 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 409,942 passengers in August 2022, an increase of 10.9% versus August 2021.

In August 2022, RNO was served by 12 airlines to 32 non-stop destinations. The total seat capacity decreased 4.9% and flights decreased 9.1% when compared to August 2021.

RNO handled 11,751,228 pounds of air cargo in August 2022, an increase of 1.0% when compared to August 2021.

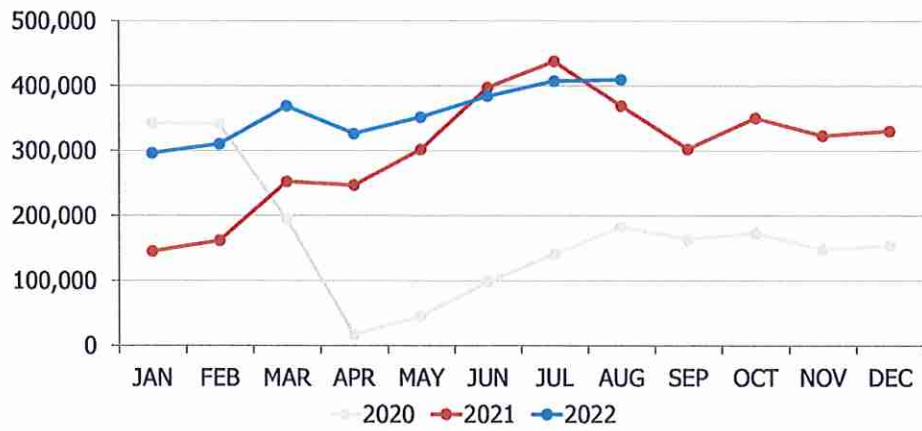
JSX Public Charters

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

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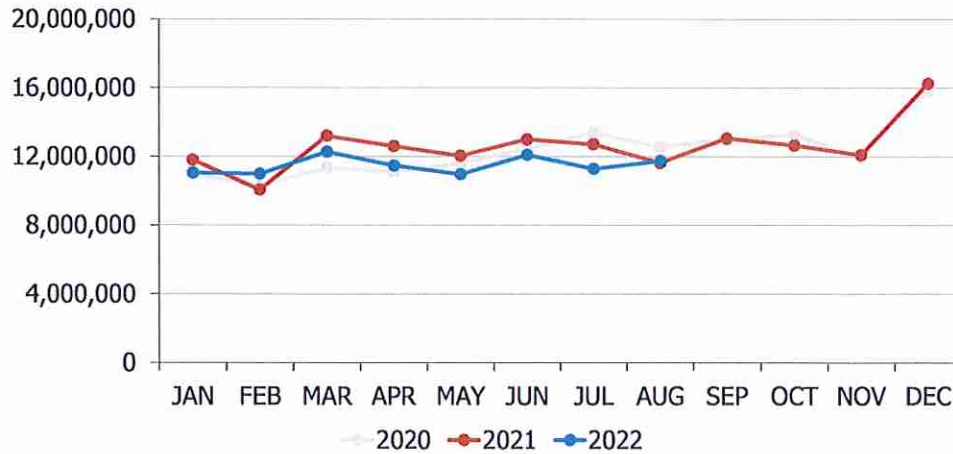


Passengers



Total Passengers			
	Aug-22	Aug-21	Difference
aha!	5,014	0	
Alaska/Horizon	35,193	38,953	-9.7%
Allegiant Air	3,216	5,025	-36.0%
American	59,577	72,787	-18.1%
Delta	33,559	42,623	-21.3%
Frontier	3,759	6,289	-40.2%
JetBlue	12,384	10,898	13.6%
Southwest	175,724	139,252	26.2%
Spirit	12,125	0	
United	62,084	48,164	28.9%
Volaris	5,561	4,068	36.7%

Cargo

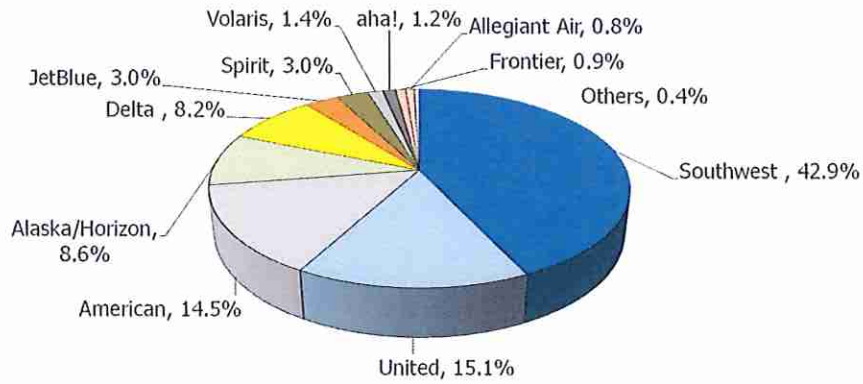


In August 2022, DHL cargo volume was up 42.5% and UPS was up 9.5% when compared to August 2021. FedEx was down 6.1% during the same period.

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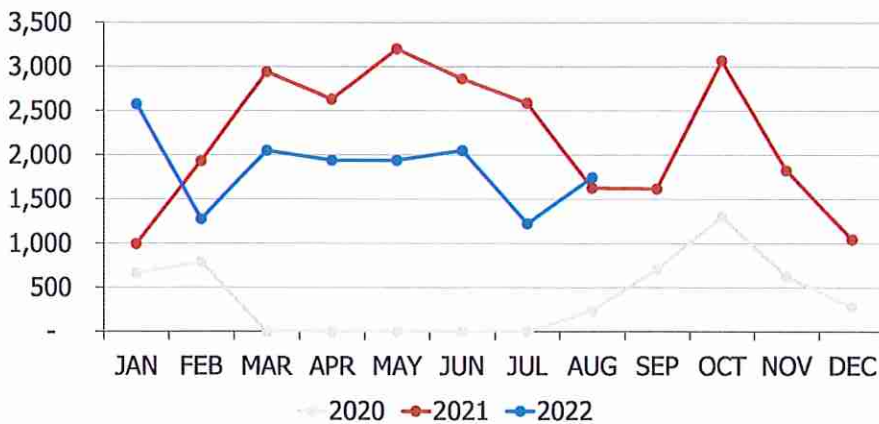


AIRLINE MARKET SHARE (passengers)



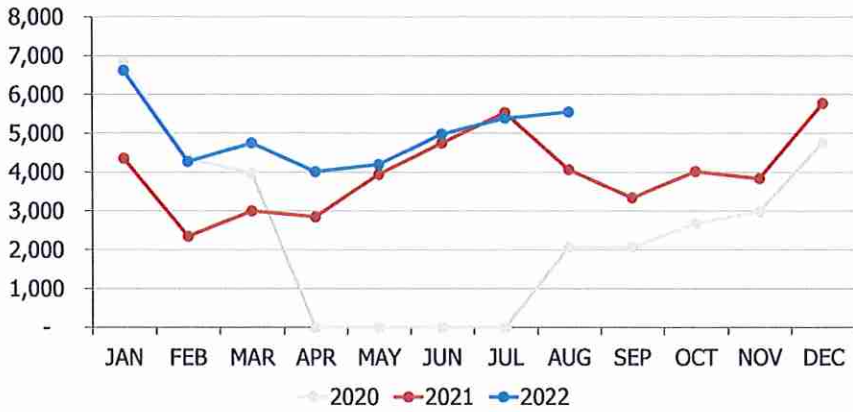
Airline Market Share			
	Aug-22	Aug-21	YOY Change
aha!	1.2%	n/a	n/a
Alaska/Horizon	8.6%	10.5%	(2.0)
Allegiant Air	0.8%	1.4%	(0.6)
American	14.5%	19.7%	(5.2)
Delta	8.2%	11.5%	(3.3)
Frontier	0.9%	1.7%	(0.8)
JetBlue	3.0%	2.9%	0.1
Southwest	42.9%	37.7%	5.2
Spirit	3.0%	n/a	n/a
United	15.1%	13.0%	2.1
Volaris	1.4%	1.1%	0.3
Others	0.4%	0.4%	(0.0)

TOTAL CHARTER PASSENGERS



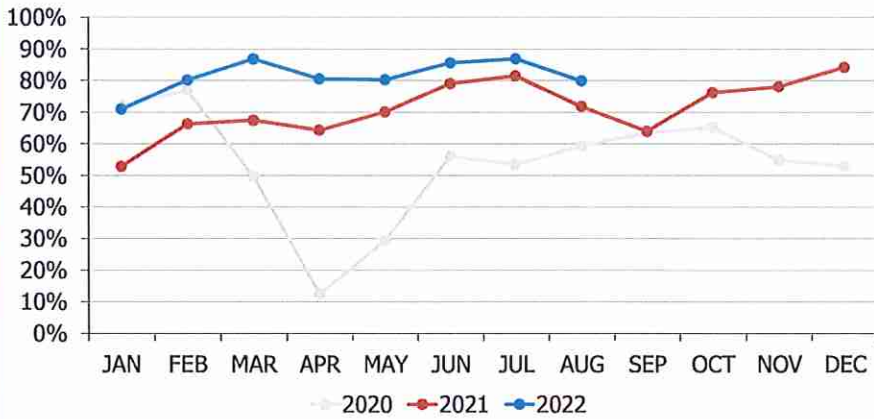
In August 2022, RNO served 1,746 passengers on charter flights, an increase of 7.3% when compared to August 2021.

TOTAL INTERNATIONAL PASSENGERS

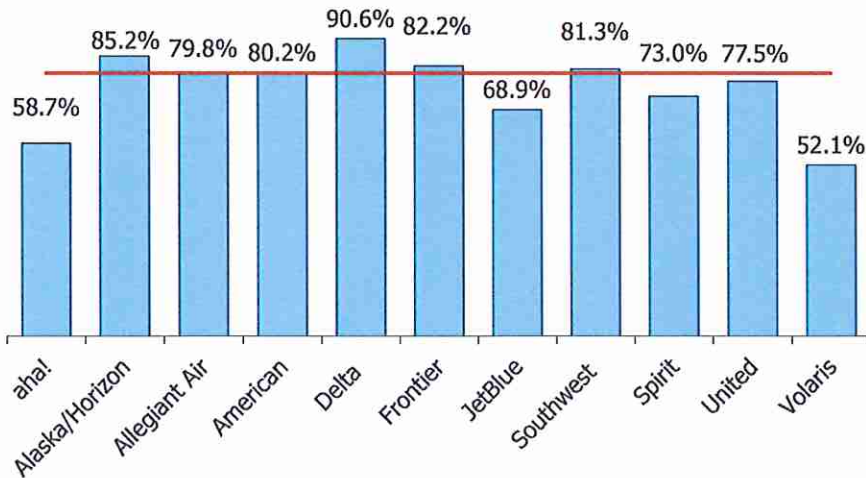


In August 2022, RNO served 5,561 international passengers, an increase of 36.7% when compared to August 2021.

AVERAGE ENPLANED LOAD FACTOR



In August 2022, RNO's average enplaned load factor was 80.0%, an increase of 8.1 pts. versus August 2021.

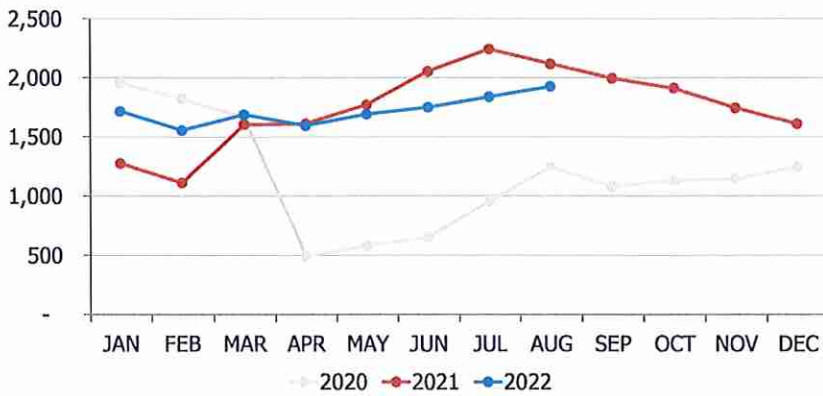


The red horizontal line on the left represents RNO's average enplaned load factor.

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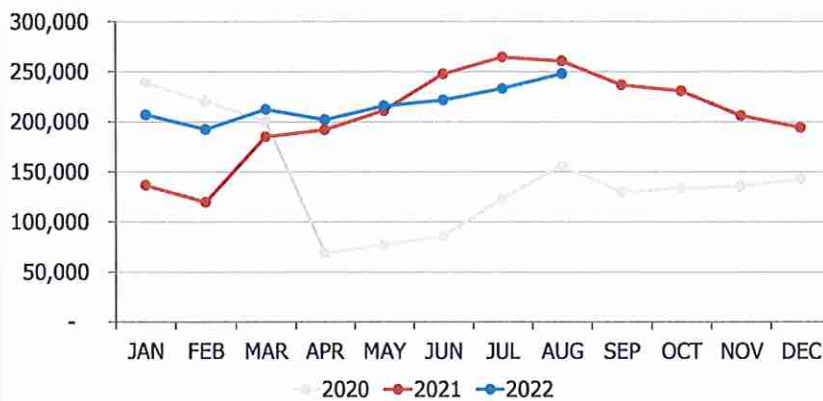


DEPARTURES



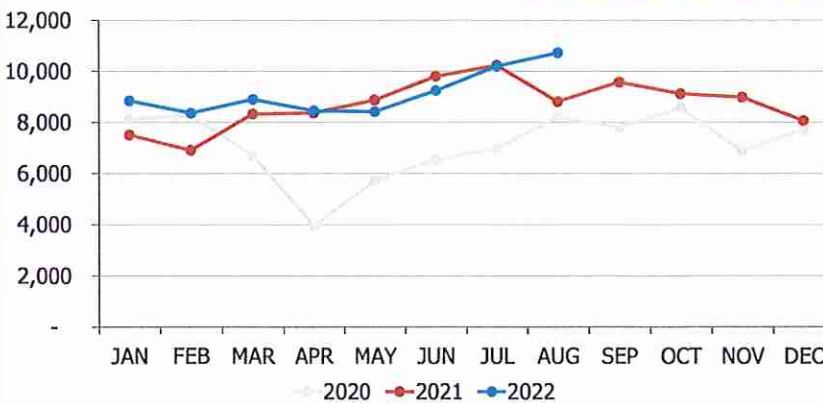
In August 2022, RNO handled 1,929 departures, a decrease of 9.1% when compared to August 2021.

DEPARTING SEATS



In August 2022, RNO offered 248,027 departing seats, a decrease of 4.9% when compared to August 2021. This does not include charter flights.

TOTAL OPERATIONS



A total of 10,722 operations were handled at RNO in August 2022, an increase of 21.6% when compared to August 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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October 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	31	Daily
Burbank	Southwest	22	Five weekly. Mon - Fri
Dallas/Fort Worth	American	97	Three daily. Four daily Oct 1-6
Denver	Southwest	88	Three daily. Twice daily on Sat
	United	93	Three daily
Guadalajara	Volaris	21	Five weekly. Mon - Fri
Houston-Intercontinental	United	1	One flight on Oct 1
Las Vegas	Allegiant	9	Twice weekly. Thu, Sun
	Frontier	14	Three weekly. Mon, Fri, Sat
	Southwest	228	Eight daily. Seven daily on Sun. Five daily on Sat
	Spirit	61	Twice daily
Long Beach	Southwest	52	Twice daily. Once a day on Sat, Sun
Los Angeles	Delta	92	Three daily
	JetBlue	18	Four weekly Mon, Thu, Fri, Sun
	Southwest	52	Twice daily. Once a day on Sat, Sun
	United	60	Twice daily
Minneapolis/St. Paul	Delta	5	Once weekly. Sat only
	Sun Country	5	Once weekly. Arrival on Thu and departure on Sun
New York-JFK	JetBlue	5	Daily flight Oct 1-5
Oakland	Southwest	52	Twice daily. Once a day on Sat, Sun
Phoenix	American	112	Four daily. Two to three daily Oct 1-6
	Southwest	62	Twice daily
Portland	Alaska	49	Twice daily. Once a day on Tue, Wed, Sat
Salt Lake City	Delta	117	Four daily. Three daily on Sat
San Diego	Southwest	59	Twice daily. Once daily on Sat
San Francisco	United	124	Four daily
San Jose	Southwest	31	Daily
Seattle	Alaska	90	Three daily. Four daily Oct 2-5. Twice daily Tue, Sat
Multiple airlines in a market			

9.27.2022

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Total Passengers Aug-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
1st QTR	879,527	560,320	-36.3%	976,325	74.2%	
APR	17,265	247,220	1331.9%	326,787	32.2%	
MAY	46,015	302,403	557.2%	352,255	16.5%	
JUN	98,619	397,906	303.5%	384,429	-3.4%	
2nd QTR	161,899	947,529	485.3%	1,063,471	12.2%	
JUL	140,986	438,168	210.8%	407,867	10.9%	
AUG	183,343	369,686	101.6%	409,942	10.9%	
SEP	164,103	302,929	84.6%			
3rd QTR	488,432	1,110,783	127.4%			
OCT	173,682	350,631	101.9%			
NOV	148,777	323,508	117.4%			
DEC	154,103	330,687	114.6%			
4th QTR	476,562	1,004,826	110.8%			
TOTAL	2,006,420	3,623,458	80.6%			
YTD		2,315,703		2,857,605	23.4%	

Total Enplaned Passengers Aug-22				
Month	2020	2021	2022	% Diff.
JAN	172,452	72,887	147,773	102.7%
FEB	170,067	80,263	155,233	93.4%
MAR	99,986	126,359	185,671	46.9%
APR	8,690	125,009	163,973	31.2%
MAY	22,807	149,486	174,487	16.7%
JUN	48,274	197,261	191,234	-3.1%
JUL	66,039	217,124	203,375	-6.3%
AUG	93,015	188,207	199,365	5.9%
SEP	82,844	152,267		
OCT	87,379	177,407		
NOV	74,910	161,926		
DEC	76,164	164,561		
TOTAL	1,002,627	1,812,757		
YTD		1,156,596	1,421,111	22.9%

Total Deplaned Passengers				
Month	2020	2021	2022	% Diff.
JAN	170,344	72,534	148,868	105.2%
FEB	171,868	81,808	155,505	90.1%
MAR	94,810	126,469	183,275	44.9%
APR	8,575	122,211	162,814	33.2%
MAY	23,208	152,917	177,768	16.3%
JUN	50,345	200,645	193,195	-3.7%
JUL	74,947	221,044	204,492	-7.5%
AUG	90,328	181,479	210,577	16.0%
SEP	81,259	150,662		
OCT	86,303	173,224		
NOV	73,867	161,582		
DEC	77,939	166,126		
TOTAL	1,003,793	1,810,701		
YTD		1,159,107	1,436,494	23.9%

Total Cargo Volume in Pounds Aug-22						
	2020	2021	% Diff.	2022		YOY % Diff.
	Cargo in Pounds			Pounds	Metric Tons	
JAN	11,008,444	11,805,228	7.2%	11,052,383	5,012	-6.4%
FEB	10,266,728	10,068,001	-1.9%	10,991,076	4,985	9.2%
MAR	11,356,256	13,204,912	16.3%	12,265,793	5,563	-7.1%
1st QTR	32,631,428	35,078,141	7.5%	34,309,252	15,560	-2.2%
APR	11,090,789	12,611,682	13.7%	11,470,613	5,202	-9.0%
MAY	11,613,489	12,048,247	3.7%	10,966,757	4,974	-9.0%
JUN	12,488,906	13,000,085	4.1%	12,105,721	5,490	-6.9%
2nd QTR	35,193,184	37,660,014	7.0%	34,543,091	15,666	-8.3%
JUL	13,387,102	12,722,035	-5.0%	11,289,066	5,120	-11.3%
AUG	12,563,172	11,636,003	-7.4%	11,751,228	5,329	1.0%
SEP	13,014,081	13,055,518	0.3%			
3rd QTR	38,964,355	37,413,556	-4.0%			
OCT	13,281,548	12,660,541	-4.7%			
NOV	11,988,995	12,089,489	0.8%			
DEC	15,834,177	16,260,767	2.7%			
4th QTR	41,104,720	41,010,797	-0.2%			
TOTAL	147,893,687	151,162,508	2.2%			
YTD		97,096,193		91,892,637	41,675	-5.4%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Aug-22	Aug-21	Diff.
ahal	2,493	58.7%	n/a	n/a
Alaska/Horizon	16,972	85.2%	76.4%	8.8
Allegiant Air	1,619	79.8%	49.4%	30.4
American	29,272	80.2%	68.6%	11.6
Delta	16,666	90.6%	79.9%	10.6
Frontier	1,923	82.2%	71.1%	11.0
JetBlue	5,583	68.9%	58.7%	10.2
Southwest	86,461	81.3%	72.2%	9.1
Spirit	5,578	73.0%	n/a	n/a
Sun Country	0	n/a	n/a	n/a
United	29,706	77.5%	74.6%	2.9
Volaris	2,143	52.1%	61.2%	-9.1

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