



# October Departmental Reports



## north lake tahoe

October 2022  
Tourism Development Report

### **KEY MEETINGS & PROJECT WORK**

- Key Meetings:
  - Texas Sales Mission 10/3-10/7 with Reno, Travel Nevada, and Las Vegas
    - Met with Southwest Airlines, American Airlines, Priceline and hosted travel agent events in Austin for (52) agents, Dallas for (83) agents, and Houston for (88) agents
  - Reno Tahoe Territory Meeting in Genoa 10/12
  - High Sierra Visitor Council annual meeting 10/21
  - Visit California Luxury Forum 10/23-10/25 with (40) buyers
  - Podcast interview: The Home Based Travel Agent Show on 10/26
  - Australia rep firm Gate 7 conducted training with itravel for (50) agents
  - Outdoor Media Summit 10/30 - 11/1
  
- Key Projects:
  - Newsletter sent 10/26 to 2,791 travel agents and travel product managers saw 31% open rate
  - Scheduled NLT leisure destination webinar for 11/8
  - Planning FAM for National Tour Association 11/13



## north lake tahoe

October 2022

Meetings & Conventions Report

### **TURNED DEFINITE**

1. National Ski Areas Association - 2023 Winter Show - 1/14/23-1/19/23, 891 rooms, 500 people
2. KZAM Enterprises LLC - 2023 ACG Summer Board - 6/21/23-6/25/23, 117 rooms, 60 people

### **NEW MEETINGS & RFPs DISTRIBUTED**

3. KeyBanc Capital Markets - 2023 March Ski Trip - 3/3/23-3/4/23, 40 rooms, 20 people
4. University of Nevada, Reno - UNR Medicine Cardiovascular COBRE Symposium - 4/6/23-4/8/23, 160 rooms, 100 people
5. HPN - 87902 - Conference April 2023 - 4/25/23-4/29/23, 182 rooms, 100 people
6. National Association of Steel Pipe Distributors - NASPD 2023 Summer Convention - 6/6/23-6/10/23, 185 people, 100 rooms
7. AppFolio - Mid-Year Incentive - 8/8/23-8/10/23, 65 rooms, 30 people
8. Destiny Christian Church - Marriage Enrichment Class - 10/5/23-10/6/23, 100 rooms, 100 people
9. California Association of Administrators of State and Federal Education Programs - 2023 Professional Development Institute - 10/8/23-10/12/23, 675 rooms, 400 people
10. National Oil Recyclers Association - 2023 NORA Annual Conference & Trade Show, 11/8/23-11/11/23, 685 rooms, 230 people
11. Pacific Coast Surgical Association - 96th Annual Meeting - 2/12/25-2/17/25, 586 rooms, 250 people

### **NEW INQUIRIES**

1. Sentinel One - 2023 LABScon - 9/17/23-9/23/23, 614 rooms, 170 people
2. Global Infrastructure Partners - 2023 Ski Incentive - 2/22-23-2-26/26, 318 rooms, 170 people
3. American Orthopedic Foot & Ankle Society - AOFAS Winter Meeting 2025 - 1/21/25-1/25/25, 1286 rooms, 350 people
4. 160over90 - F14187 Reyes Leadership Incentive 2023 - 9/12/23-9/18/23, 245 rooms, 275 people
5. W.L. Gore & Associates, Inc. - Summit Club - 7/24/23-7/26/23, 120 rooms, 40 people
6. Mr. Rooter LLC - 2023-06 Regional Meeting Lake Tahoe - 6/13/23-6/15/23, 60 rooms, 40 people
7. California Police Activities League - CalPAL - Annual Training Conference - Fall 2023 - 10/14/23-10/17/23, 215 rooms, 100 people
8. Medtronic - Diabetes U.S. Sr. Leadership Meeting - 1/10/23-1/11/23, 20 people, 10 rooms
9. Electrical Equipment Representatives Association - EERA 2025 Annual Meeting - 4/25/25-5/2/25, 545 people, 175 rooms
10. Southwest Carpenters - 10/30/22-12/1/22, 130 rooms, 65 people

11. Johnstone Supply - Supplier Conference - 7/19/24-7/26/24, 445 rooms, 175 people
12. Starshot Ventures Inc - 17-1262 Starshot - 6/7/23-6/10/23, 270 rooms, 150 people
13. Partner Colorado Credit Union - 2023 Strategic Planning Session - 8/23/23-8/26/23, 64 rooms, 20 people
14. PING Golf - Conference and Golf Outing Aug 2023 - 7/31/23-8/3/23, 320 rooms, 80 people

### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Updating meetings pages on GoTahoeNorth.com
  - Newsletter sent 10/27 to 8,011 meeting planners saw a 30% open rate
  - Planning attendance at Visit California Southwest Roadshow on 11/2 in Austin and 11/3 in Dallas
  - Scheduling appointments for Connect West in San Francisco 11/9-11/10
  - Scheduling appointments for HPN Global Partners Conference 11/14-11/16

### **SITE VISITS & SALES CALLS**

- Planning AppFolio Site visit for 11/7-11/8
- NLT Staff spoke on the NLT destination at the National Association of Catering and Events Reno Chapter meeting on 10/10

### **Chicago Rep Efforts**

- Attended Destination Celebration in Indianapolis - Oct 6, 2022
- Met at the ORC with the local Orthopaedic executive teams and planners

# October 2022 Monthly Report



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# October Executive Summary – Consumer Campaign

- October ran an additional 6M impressions since September. Major platforms such as Travelzoo and Rich Media began running in October, increasing spend from the month prior.
- TOS 115 conversions climbed by an incredible 328% to a total of 9,048 in October. Proportionally, cost per conversion dropped by \$16.52, a 64% decrease in cost since September.
- Millennial Megan creative was the most successful in driving impressions and clicks. Video content also led to high CTR, especially in regard to Instagram Stories.
- Google Performance Max accounts for 73% of all TOS 115 conversions (6,612). As a display placement, Google Max proved a top performer followed by programmatic display at 339 conversions.



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# October 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 “Dine” outperformed all others with an incredible CTR of 12.8%.
- The campaign captured a 11.2% CTR, an increase of more than 0.3% from September and well above the industry average of 8.54%.



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# September Executive Summary – MCC Campaign

- Meetings earned an additional 282 clicks than the month prior and slightly increased the CTR. This increase in CTR of 6%, compared to a 10% increase in September, signals a rise in engagement with the creative. Meetings earned 99 more TOS conversions.
- While Social clicks rose 9%, total TOS conversions fell by 7 to a total of 48. This indicates interest in the message but potentially less action – likely due to time of year.
- Social creative earned an additional 139 clicks from last month.
- The Instagram video platform is the most likely to hold audience attention until the end of the 15s video. Completion rates on platform, 6.12%, were often 6 times higher than other channel completion rates.



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# October Executive Summary - Website

- There were over 89K visitors to GoTahoeNorth.com in October. This was a 6.9% decrease from September with the majority of traffic coming from Paid Search (45.9%).
- The average session duration was 0:55 (industry average is 1 minute). New users decreased by 8.3% and sessions were also down by 3.8% when comparing MoM and +57% and +69.9% 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 Lake Tahoe activities page.



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# October Executive Summary - Content

- There were two blogs this month which spoke to fall and winter activities in North Lake Tahoe.
- 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 decreased this month, but still had a high engagement rate of 40%. Top content featured fall and snow imagery.



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# October Executive Summary – PR Coverage

- Secured seven clips with 4.5B estimated digital monthly visits and 3.7M estimated digital coverage views. Secured five TV segments with estimated views of 126.9K that was broadcast ten times throughout Oct. 29.
- Pitching efforts focused on best places to kayak for fall color, winter travel ideas, where to celebrate Nevada Day in North Lake Tahoe, fire prevention month and fire prevention week, best mansions to tour in the U.S., where to ski in North Lake Tahoe, sober travel destinations, ultimate family getaways, meetings in North Lake Tahoe, accessibility in North Lake Tahoe, where to get the most unbelievable views of North Lake Tahoe, best via ferrata in the U.S. destinations to visit in 2023 and a thought leadership pitch focused on how North Lake Tahoe is leading sustainable travel.
- Augustine also collaborated on several articles, including one with *LA Times*, highlighting the 22/23 ski season, began to coordinate spring FAM tours, and represented North Lake Tahoe at the Outdoor Media Summit.



north lake tahoe

# October Executive Summary – Organic Social Media

- Social content focused on the transition to fall in the region, seasonal events and branded challenges.
- There were 1.7M impressions and 13K post clicks.
- The average engagement rate was 5% (average 1%) an increase of 35% MoM. This is a positive indicator that our social content is resonating well with our target audiences.



north lake tahoe

An aerial view of a person in a red kayak on a clear turquoise lake. The water is so clear that large grey rocks are visible at the bottom. Evergreen trees are visible on the right side of the frame. The text 'Paid Media' is overlaid in the center of the image.

# Paid Media

# Consumer Paid Media



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# Consumer Paid Media Executive Summary

- October ran an additional 6M impressions since September. Major platforms such as Travelzoo and Rich Media began running in October, increasing spend from the month prior. In addition, October ran 5 weeks compared to September's 4 weeks, which pulls more spend and impressions due to the extra calendar week.
  - Millennial Megan led with the highest number of social TOS conversions (794) followed by Boomer Ben (225) and The Jones Family (155). Note: Retargeting earned 75 conversions compared to September's 47.
- Metrics showed strong increases compared to the month prior. Overall clicks jumped by more than 40,000, CTR increased by .04% and CPC dopped by 51 cents.
- TOS 115 conversions climbed by 328% to a total of 9,048 in October. Proportionally, cost per conversion dropped by \$16.52, a 64% decrease in cost since September.
- Google Performance Max accounts for 73% of all TOS 115 conversions (6,612). As a display placement, Google Max proved a top performer followed by programmatic display at 339 conversions.



north lake tahoe

# All Campaigns Overview

Start Date: 10/1/2022  
End Date: 10/31/2022

**12,698,532**  
IMPRESSIONS

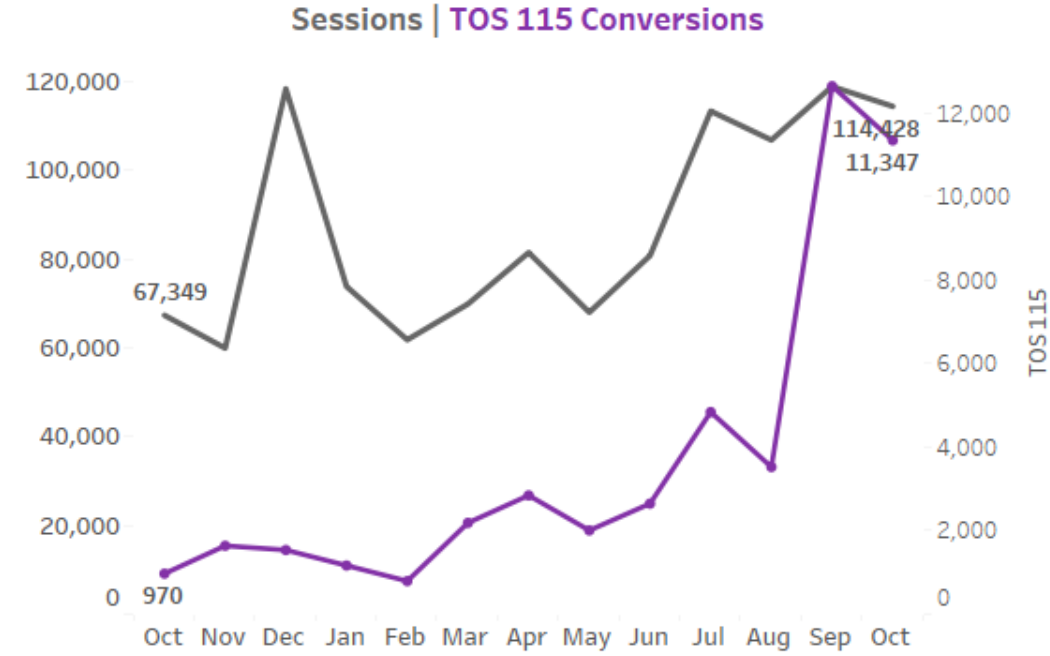
**\$1.13**  
COST PER CLICK

**84,443**  
CLICKS

**11,347**  
TOS CONVERSIONS

**\$8.41**  
COST PER TOS CONVERSION

- October earned 6,933 more TOS conversions than September and more than doubled the number of clicks.
- Cost per click rounded out at \$1.14 in October. Costs per click were strong across campaigns – even in the more expensive B2B campaigns such as the Meetings campaigns.



## Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion	Submit RFP Conversion
Consumer	12,430,323	75,515	0.61%	\$1.17	\$88,689.65	9,058	\$9.79	0
Meetings	207,183	2,074	1.00%	\$1.10	\$2,285.23	168	\$13.64	0
National	61,026	6,854	11.23%	\$0.65	\$4,453.13	2,122	\$2.10	0
<b>Total</b>	<b>12,698,532</b>	<b>84,443</b>	<b>0.66%</b>	<b>\$1.13</b>	<b>\$95,428.00</b>	<b>11,347</b>	<b>\$8.41</b>	<b>0</b>



# Overview by Medium

Start Date  
10/1/2022

End Date  
10/31/2022

**12,430,323**  
IMPRESSIONS

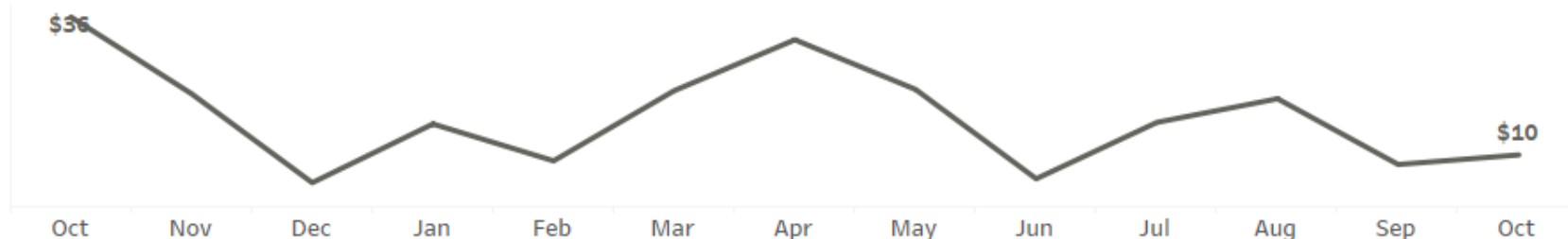
**75,515**  
CLICKS

**\$1.17**  
COST PER CLICK

**9,058**  
TOS CONVERSIONS

**\$9.79**  
COST PER TOS  
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Performance Max	5,094,544	\$8,869.93	46,400	\$0.19	0.91%	6,622	\$1.34
	Rich Media	2,655,433	\$19,862.64	8,480	\$2.34	0.32%	93	\$213.58
	Programmatic Display	1,823,402	\$10,940.34	2,386	\$4.59	0.13%	339	\$32.27
	TripAdvisor	646,771	\$2,587.08	520	\$4.98	0.08%	19	\$136.16
	Native	187,490	\$1,312.43	340	\$3.86	0.18%	87	\$15.09
	TravelZoo	6	\$0.00	0	N/A	0.00%	0	N/A
	Expedia	1	\$0.04	1	\$0.04	100.00%	1	\$0.04
Native	Weekend Sherpa	169,158	\$4,500.00	1,724	\$2.61	1.02%	0	N/A
Paid Search	Google Search	12,734	\$1,587.34	1,930	\$0.82	15.16%	643	\$2.47
Paid Social	Facebook	480,067	\$6,344.91	10,413	\$0.61	2.17%	1,253	\$5.06
	Twitter	220,780	\$1,644.04	1,398	\$1.18	0.63%	0	N/A
	Instagram Stories	191,723	\$1,603.93	1,628	\$0.99	0.85%	0	N/A
	Instagram	618	\$5.08	1	\$5.08	0.16%	0	N/A
Video	OTT	797,868	\$27,872.96	6	\$4,645.49	0.00%	0	N/A
	YouTube	149,728	\$1,558.92	287	\$5.43	0.19%	1	\$2,595.98
<b>Grand Total</b>		<b>12,430,323</b>	<b>\$88,689.65</b>	<b>75,514</b>	<b>\$1.17</b>	<b>0.61%</b>	<b>9,058</b>	<b>\$9.79</b>

# Paid Social Performance

Start Date  
10/1/2022

End Date  
10/31/2022

**893,188**  
IMPRESSIONS

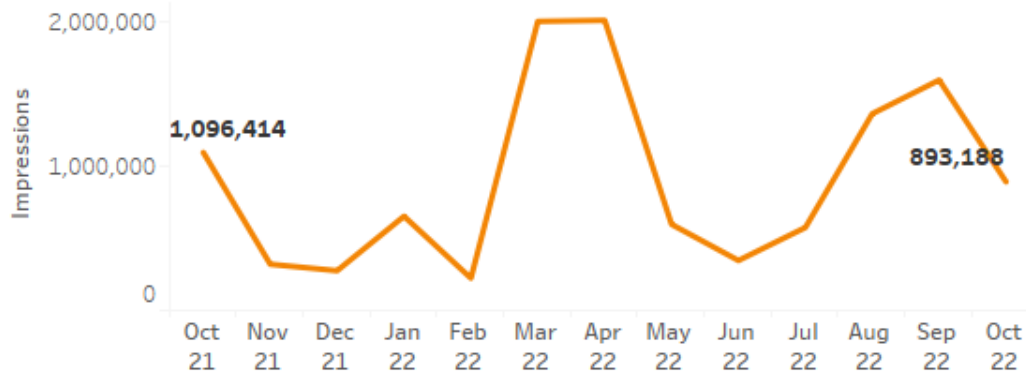
**13,440**  
CLICKS

**\$0.71**  
CPC

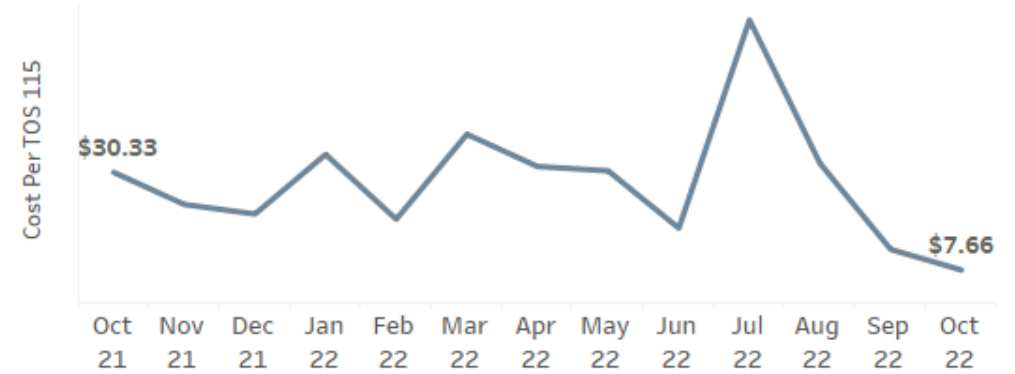
**1,253**  
TOS 115  
CONVERSIONS

**\$7.66**  
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	445,807	5,199	1.17%	\$0.66	\$3,432.35	1,673	794	\$4.32
	The Jones Family	177,361	2,648	1.49%	\$0.79	\$2,089.56	706	155	\$13.48
	Boomer Ben	165,862	2,948	1.78%	\$0.73	\$2,151.05	781	225	\$9.56
	Sustainability	0	0	0.00%	N/A	N/A	6	2	N/A
	High Value	0	0	0.00%	N/A	N/A	4	2	N/A
Retargeting	Retargeting	104,158	2,645	2.54%	\$0.73	\$1,925.00	339	75	\$25.67
<b>Total</b>		<b>893,188</b>	<b>13,440</b>	<b>1.50%</b>	<b>\$0.71</b>	<b>\$9,597.96</b>	<b>3,509</b>	<b>1,253</b>	<b>\$7.66</b>

# Paid Social Creative Performance, Instagram

Start Date  
10/1/2022

End Date  
10/31/2022

**192,341**  
IMPRESSIONS

**1,629**  
CLICKS

**\$0.99**  
CPC

**\$1,609.01**  
COST

**0.85%**  
CTR

				Impressions	Clicks	CTR	Cost	CPC
Instagram	Prospecting	Los Angeles	Millennial Megan	17	0	0.00%	\$0.07	N/A
			Boomer Ben	2	0	0.00%	\$0.00	N/A
			The Jones Family	1	0	0.00%	\$0.00	N/A
		Phoenix	The Jones Family	13	0	0.00%	\$0.01	N/A
			Millennial Megan	1	0	0.00%	\$0.00	N/A
		Portland	Millennial Megan	225	0	0.00%	\$1.70	N/A
			The Jones Family	25	0	0.00%	\$0.19	N/A
			Boomer Ben	14	0	0.00%	\$0.06	N/A
		Seattle	Millennial Megan	64	0	0.00%	\$0.37	N/A
			The Jones Family	17	0	0.00%	\$0.04	N/A
Boomer Ben	2		0	0.00%	\$0.00	N/A		
Retargeting	Los Angeles	Retargeting	47	0	0.00%	\$0.49	N/A	
	Phoenix	Retargeting	26	0	0.00%	\$0.46	N/A	
	Portland	Retargeting	94	1	1.06%	\$1.04	\$1.04	
	Seattle	Retargeting	70	0	0.00%	\$0.65	N/A	
Instagram Stories	Prospecting	Los Angeles	Millennial Megan	36,575	253	0.69%	\$267.34	\$1.06
			Boomer Ben	14,852	185	1.25%	\$133.65	\$0.72
		Phoenix	Millennial Megan	35,308	254	0.72%	\$267.33	\$1.05
			Boomer Ben	13,695	157	1.15%	\$133.63	\$0.85
		Portland	Millennial Megan	33,414	232	0.69%	\$267.34	\$1.15
			Boomer Ben	12,360	152	1.23%	\$133.65	\$0.88
		Seattle	Millennial Megan	32,906	251	0.76%	\$267.34	\$1.07
			Boomer Ben	12,613	144	1.14%	\$133.65	\$0.93
Grand Total				192,341	1,629	0.85%	\$1,609.01	\$0.99

# Paid Social Creative Performance, Facebook & Twitter

Start Date

10/1/2022

End Date

10/31/2022

**700,847**  
IMPRESSIONS

**11,811**  
CLICKS

**\$0.68**  
CPC

**1,253**  
TOS 115  
CONVERSIONS

**\$6.38**  
COST PER TOS 115  
CONVERSION

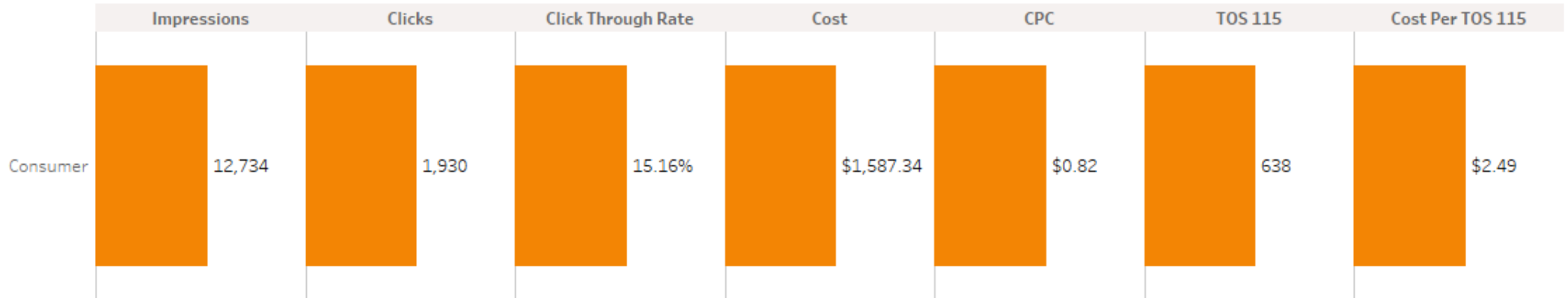
				Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Prospecting	Evergreen	Sustainability	0	0	0.00%	\$0.00	N/A	2	N/A
			High Value	0	0	0.00%	\$0.00	N/A	2	N/A
		Los Angeles	Millennial Megan	37,122	633	1.71%	\$368.68	\$0.58	118	\$3.12
	Boomer Ben		26,342	640	2.43%	\$368.75	\$0.58	74	\$4.98	
	The Jones Family		21,524	679	3.15%	\$368.75	\$0.54	64	\$5.76	
	Phoenix	Millennial Megan	71,751	2,007	2.80%	\$368.75	\$0.18	598	\$0.62	
		The Jones Family	26,396	475	1.80%	\$368.74	\$0.78	33	\$11.17	
		Boomer Ben	22,962	601	2.62%	\$368.75	\$0.61	67	\$5.50	
	Portland	Millennial Megan	31,057	343	1.10%	\$367.05	\$1.07	31	\$11.84	
		The Jones Family	29,645	506	1.71%	\$368.56	\$0.73	39	\$9.45	
		Boomer Ben	26,573	445	1.67%	\$368.69	\$0.83	48	\$7.68	
	Seattle	Millennial Megan	31,527	434	1.38%	\$368.38	\$0.85	47	\$7.84	
		The Jones Family	25,851	504	1.95%	\$368.71	\$0.73	19	\$19.41	
Boomer Ben		25,396	502	1.98%	\$368.74	\$0.73	36	\$10.24		
Retargeting	Los Angeles	Retargeting	29,212	936	3.20%	\$480.76	\$0.51	0	N/A	
	Phoenix	Retargeting	25,751	706	2.74%	\$480.79	\$0.68	75	\$6.41	
	Portland	Retargeting	24,892	501	2.01%	\$480.21	\$0.96	0	N/A	
	Seattle	Retargeting	24,066	501	2.08%	\$480.60	\$0.96	0	N/A	
Twitter	Prospecting	Los Angeles	Millennial Megan	31,634	202	0.64%	\$212.86	\$1.05	0	N/A
			The Jones Family	18,773	142	0.76%	\$146.84	\$1.03	0	N/A
			Boomer Ben	4,307	37	0.86%	\$51.61	\$1.39	0	N/A
		Phoenix	Millennial Megan	29,022	170	0.59%	\$208.61	\$1.23	0	N/A
			The Jones Family	17,997	105	0.58%	\$156.90	\$1.49	0	N/A
			Boomer Ben	3,399	36	1.06%	\$45.97	\$1.28	0	N/A
		Portland	Millennial Megan	38,348	217	0.57%	\$228.03	\$1.05	0	N/A
			The Jones Family	19,133	121	0.63%	\$159.62	\$1.32	0	N/A
			Boomer Ben	1,559	27	1.73%	\$22.21	\$0.82	0	N/A
		Seattle	Millennial Megan	36,836	203	0.55%	\$238.49	\$1.17	0	N/A
			The Jones Family	17,986	116	0.64%	\$151.20	\$1.30	0	N/A
			Boomer Ben	1,786	22	1.23%	\$21.69	\$0.99	0	N/A
Grand Total				700,847	11,811	1.69%	\$7,988.95	\$0.68	1,253	\$6.38

# Paid Search Performance

Start Date  
10/1/2022

End Date  
10/31/2022

## Ad Group Performance



12,734  
IMPRESSIONS

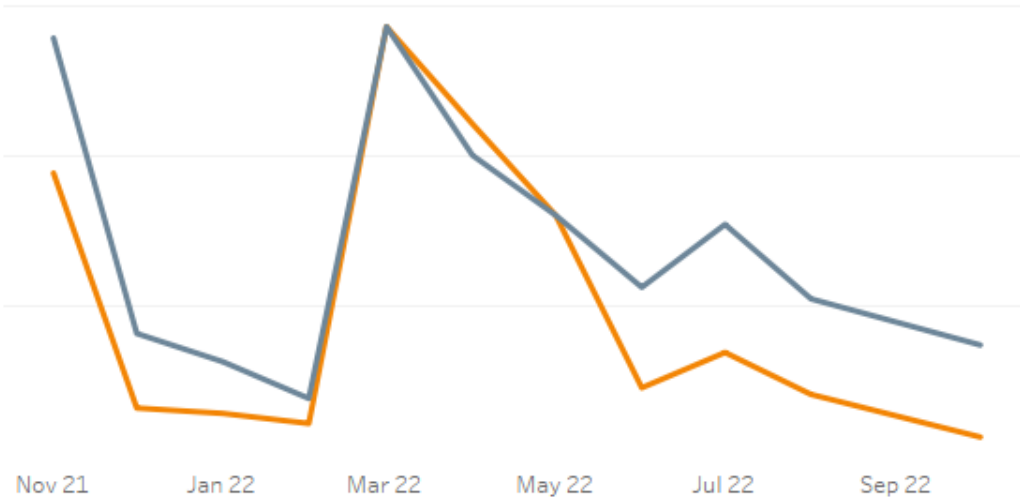
1,930  
CLICKS

638  
TOS 115  
CONVERSIONS

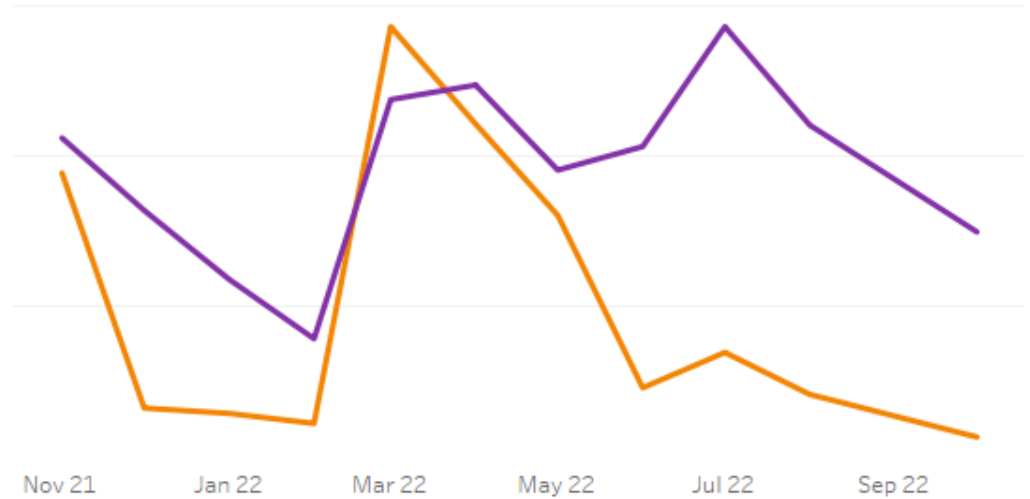
\$2.49  
COST PER TOS 115

\$0.82  
COST PER CLICK

### Impressions | Clicks

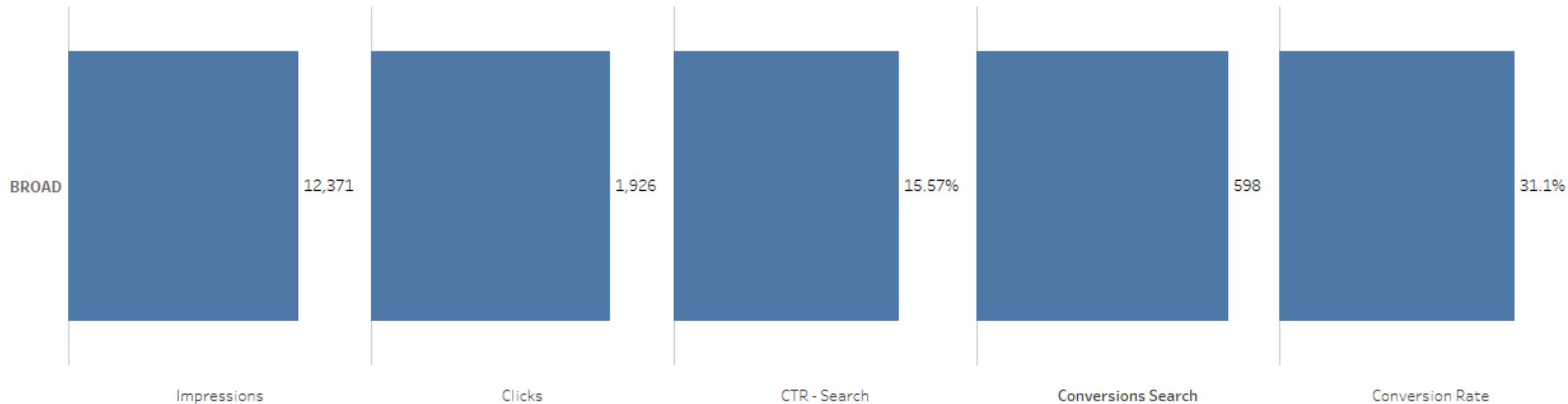


### Impressions | Conversions



# Paid Search Performance

## Keyword Match Type Performance



		Impressions	Cost	Clicks	CPC	CTR	Conversions
Consumer	DESKTOP	2,505	\$216.33	175	\$0.81	6.99%	83
	MOBILE	9,299	\$1,310.21	1,694	\$1.29	18.22%	492
	TABLET	567	\$59.24	57	\$0.96	10.05%	23

# Paid Search Performance

Start Date  
10/1/2022

End Date  
10/31/2022

## Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
what to do in tahoe	4,277	749	\$1.26	17.51%	\$594.94	235	31.4%	\$2.53
lake tahoe events	3,126	457	\$1.24	14.62%	\$367.79	131	28.6%	\$2.82
north tahoe	1,306	211	\$1.21	16.16%	\$174.47	73	34.6%	\$2.39
what to do in north lake tahoe	494	178	\$1.09	36.03%	\$162.76	81	45.6%	\$2.01
north shore tahoe	446	53	\$0.99	11.88%	\$53.41	13	24.5%	\$4.11
things to do	324	38	\$1.36	11.73%	\$28.02	10	26.3%	\$2.80
things to do activities	303	27	\$1.09	8.91%	\$24.68	9	33.3%	\$2.74
events	283	37	\$1.21	13.07%	\$30.48	7	18.9%	\$4.35
activities	254	50	\$1.22	19.69%	\$40.95	14	28.1%	\$2.92
local activities near me	204	32	\$1.28	15.69%	\$25.05	7	21.9%	\$3.58
restaurants	126	4	\$0.77	3.17%	\$5.18	2	37.5%	\$3.45
nevada things to do	119	4	\$1.35	3.36%	\$2.97	0	0.0%	N/A
what to do in lake tahoe california	93	12	\$1.44	12.90%	\$8.34	1	8.3%	\$8.34
hotels nearby	90	4	\$0.58	4.44%	\$6.94	1	25.0%	\$6.94
fun things to do	83	10	\$1.06	12.05%	\$9.47	2	20.0%	\$4.74
family fun activities	79	16	\$1.28	20.25%	\$12.53	3	18.8%	\$4.18
things to do in ca	67	0	N/A	0.00%	\$0.00	0	0.0%	N/A
lodging nearby	63	4	\$0.61	6.35%	\$6.57	1	25.0%	\$6.57
gondola ride	59	3	\$0.98	5.08%	\$3.06	1	33.3%	\$3.06
fun things to do in nevada	46	1	\$1.08	2.17%	\$0.93	0	0.0%	N/A
best places to visit in nevada	43	1	\$1.49	2.33%	\$0.67	1	100.0%	\$0.67
places to go in ca	39	0	N/A	0.00%	\$0.00	0	0.0%	N/A
live music show	39	5	\$1.49	12.82%	\$3.35	1	20.0%	\$3.35
weekend event	32	3	\$1.08	9.38%	\$2.78	2	50.0%	\$1.85
calendar of events near me	30	1	\$1.79	3.33%	\$0.56	0	0.0%	N/A
fall activities	29	6	\$0.78	20.69%	\$7.74	0	0.0%	N/A

# Display Performance by Placement

Start Date  
10/1/2022

End Date  
10/31/2022

**10,407,647**  
IMPRESSIONS

**58,128**  
CLICKS

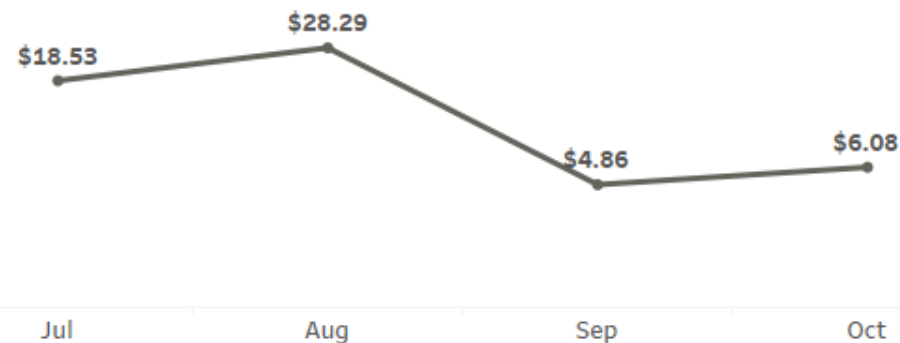
**7,161**  
TOS 115  
CONVERSIONS

**0.56%**  
CLICK THROUGH RATE

**\$6.08**  
COST PER  
TOS CONVERSION

- Google Max display proved the most effective channel with 46K impressions, a 0.91% CTR and over 6,600 TOS 115 conversions.
- Rich media, another new channel this fiscal year, held the second highest CTR and second-lowest CPC of \$2.34. However, it ranks third for Display's TOS 115 conversions.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Performance Max	5,094,544	46,400	0.91%	\$0.19	\$8,869.93	6,622	\$1.34
Rich Media	2,655,433	8,480	0.32%	\$2.34	\$19,862.64	93	\$213.58
Programmatic Display	1,823,402	2,386	0.13%	\$4.59	\$10,940.34	339	\$32.27
TripAdvisor	646,771	520	0.08%	\$4.98	\$2,587.08	19	\$136.16
Native	187,490	340	0.18%	\$3.86	\$1,312.43	87	\$15.09
TravelZoo	6	0	0.00%	N/A	\$0.00	0	N/A
Expedia	1	1	100.00%	\$0.04	\$0.04	1	\$0.04
<b>Grand Total</b>	<b>10,407,647</b>	<b>58,127</b>	<b>0.56%</b>	<b>\$0.75</b>	<b>\$43,572.46</b>	<b>7,161</b>	<b>\$6.08</b>



# Display Performance by Creative

Start Date  
10/1/2022

End Date  
10/31/2022

**10,407,647**  
IMPRESSIONS

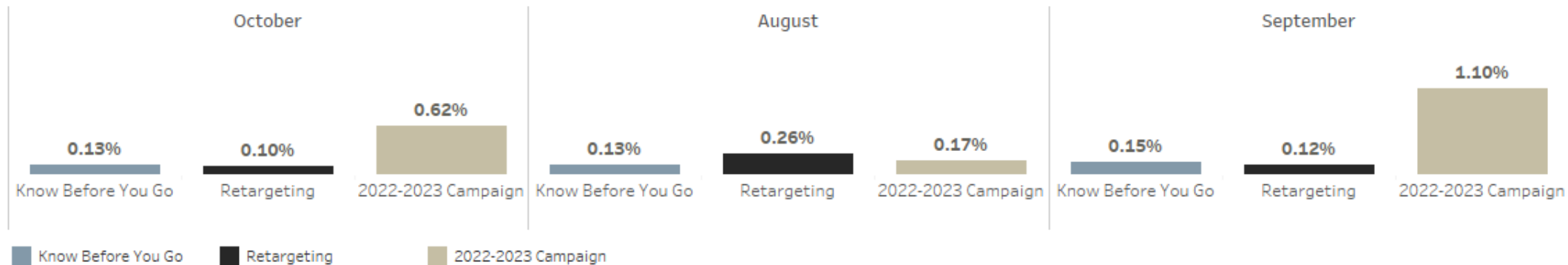
**58,128**  
CLICKS

**7,161**  
TOS 115  
CONVERSIONS

**0.56%**  
CLICK THROUGH RATE

**\$6.08**  
COST PER  
TOS CONVERSION

## Creative CTR Trending



Creative	Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
2022-2023 Campaign	Performance Max	5,094,544	46,400	0.91%	\$0.19	\$8,869.93	6,622	\$1.34
	Rich Media	2,655,433	8,480	0.32%	\$2.34	\$19,862.64	93	\$213.58
	Programmatic Display	1,245,795	1,643	0.13%	\$4.55	\$7,474.73	111	\$67.34
	Native	156,239	268	0.17%	\$4.08	\$1,093.67	29	\$37.71
	TravelZoo	6	0	0.00%	N/A	\$0.00	0	N/A
	Expedia	1	1	100.00%	\$0.04	\$0.04	1	\$0.04
Retargeting	TripAdvisor	646,771	520	0.08%	\$4.98	\$2,587.08	19	\$136.16
	Programmatic Display	280,865	391	0.14%	\$4.31	\$1,685.15	206	\$8.18
	Native	15,684	28	0.18%	\$3.92	\$109.79	26	\$4.22
Know Before You Go	Programmatic Display	296,742	352	0.12%	\$5.06	\$1,780.45	22	\$80.93
	Native	15,567	44	0.28%	\$2.48	\$108.97	32	\$3.41
<b>Grand Total</b>		<b>10,407,647</b>	<b>58,127</b>	<b>0.56%</b>	<b>\$0.75</b>	<b>\$43,572.46</b>	<b>7,161</b>	<b>\$6.08</b>

# Video Performance

Start Date

10/1/2022

End Date

10/31/2022

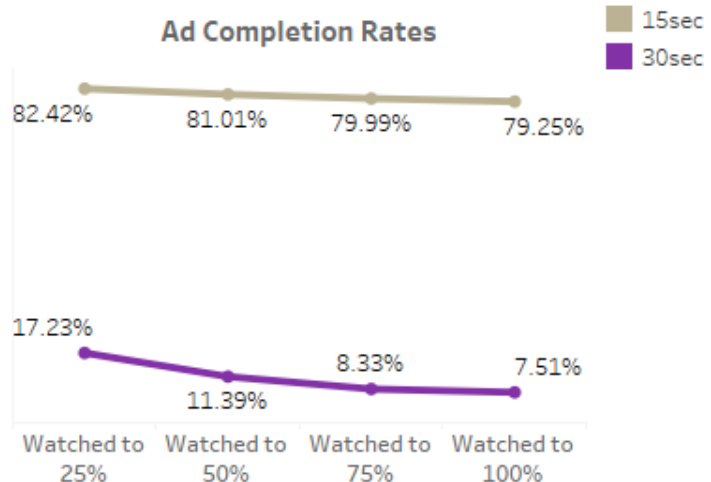
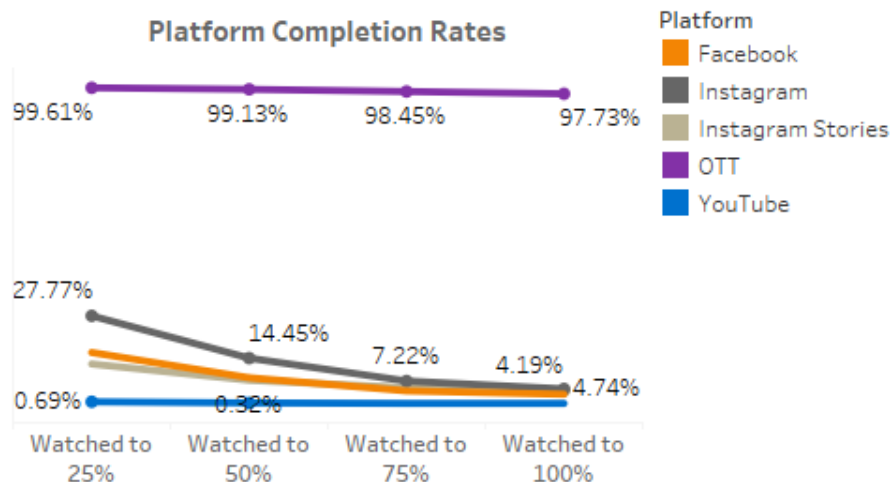
**1,615,780**  
IMPRESSIONS

**939,711**  
TOTAL VIEWS

**1**  
TOS CONVERSIONS

**\$3.03**  
COST PER CLICK

**\$62,212.47**  
PRIMARY CPC



Top 5 Ads	Video Views
fall-consumer-15s	761,263
fall-mill	33,164
fall-retargeting	24,333
fall-boomer	19,967
fall-family	19,313

Platform	Targeting	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
OTT	Prospecting	797,868	797,240	97.73%		0.00%	\$27,872.96	\$4,645.49	0	N/A
Facebook	Prospecting	376,097	72,328	1.73%	7,767	2.07%	\$4,422.12	\$0.57	0	N/A
	Retargeting	103,921	24,257	7.90%	2,644	2.54%	\$1,922.36	\$0.73	0	N/A
Instagram Stories	Prospecting	187,723	27,774	4.19%	1,622	0.86%	\$1,579.25	\$0.97	0	N/A
YouTube	Retargeting	149,728	17,931	0.17%	287	0.19%	\$1,558.92	\$5.43	1	\$2,595.98
Instagram	Prospecting	290	116	4.83%	0	0.00%	\$2.03	N/A	0	N/A
	Retargeting	153	76	4.58%	1	0.65%	\$1.76	\$1.76	0	N/A
<b>Grand Total</b>		<b>1,615,780</b>	<b>939,722</b>	<b>49.67%</b>	<b>12,321</b>	<b>0.76%</b>	<b>\$37,359.40</b>	<b>\$3.03</b>	<b>1</b>	<b>\$62,212.47</b>

# Video Persona Performance

Start Date  
10/1/2022

End Date  
10/31/2022

**1,615,780**  
IMPRESSIONS

**939,711**  
TOTAL VIEWS

**1**  
TOS CONVERSIONS

**\$3.03**  
COST PER CLICK

**\$62,212.47**  
PRIMARY CPC

Platform	Persona	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Millennial Megan	171,412	33,066	1.86%	3,415	1.99%	\$1,472.45	\$0.43	0	N/A
	Retargeting	103,921	24,257	7.90%	2,644	2.54%	\$1,922.36	\$0.73	0	N/A
	The Jones Family	103,412	19,296	1.82%	2,164	2.09%	\$1,474.74	\$0.68	0	N/A
	Boomer Ben	101,273	19,966	1.42%	2,188	2.16%	\$1,474.93	\$0.67	0	N/A
Instagram	Millennial Megan	262	98	4.20%	0	0.00%	\$1.92	N/A	0	N/A
	Retargeting	153	76	4.58%	1	0.65%	\$1.76	\$1.76	0	N/A
	The Jones Family	27	17	11.11%	0	0.00%	\$0.11	N/A	0	N/A
	Boomer Ben	1	1	0.00%	0	0.00%	N/A	N/A	0	N/A
Instagram Stories	Millennial Megan	134,719	13,910	3.23%	987	0.73%	\$1,048.46	\$1.06	0	N/A
	Boomer Ben	53,004	13,864	6.65%	635	1.20%	\$530.79	\$0.84	0	N/A
OTT	OTT	797,868	797,240	97.73%		0.00%	\$27,872.96	\$4,645.49	0	N/A
YouTube	Retargeting	149,728	17,931	0.17%	287	0.19%	\$1,558.92	\$5.43	1	\$2,595.98
Grand Total		1,615,780	939,722	49.67%	12,321	0.76%	\$37,359.40	\$3.03	1	\$62,212.47

# Video DMA Performance

Start Date

10/1/2022

End Date

10/31/2022

**1,615,780**

IMPRESSIONS

**939,711**

TOTAL VIEWS

**1**

TOS CONVERSIONS

**\$3.03**

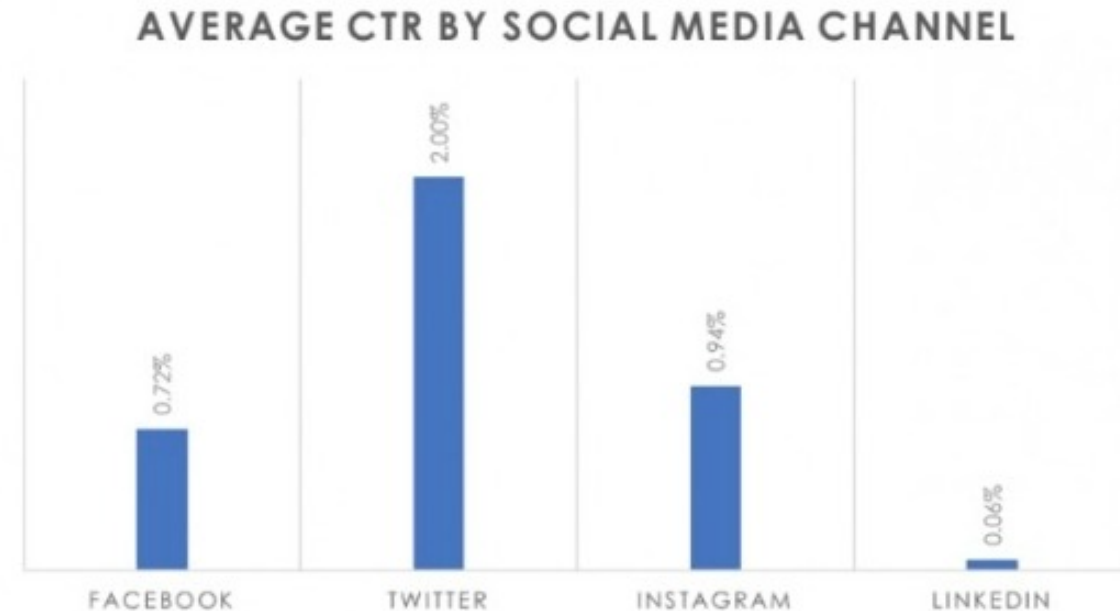
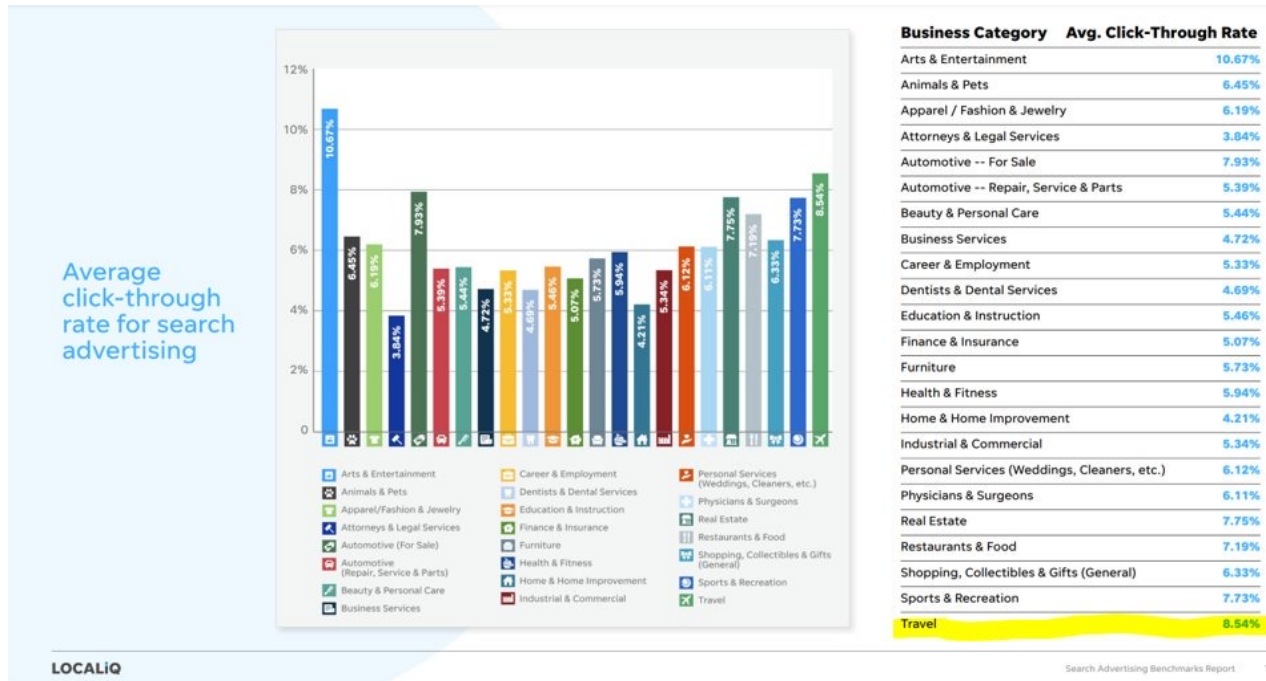
COST PER CLICK

**\$62,212.47**

PRIMARY CPC

Platform	DMA	Impressions	Video Total Views	Watched to 100%	Video Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Facebook	Phoenix	146,811	31,271	2.75%	3,787	2.58%	\$1,586.60	\$0.42	0	N/A
	Los Angeles	114,200	22,002	3.03%	2,888	2.53%	\$1,586.94	\$0.55	0	N/A
	Portland	112,167	21,274	3.16%	1,795	1.60%	\$1,584.51	\$0.88	0	N/A
	Seattle	106,840	22,038	3.43%	1,941	1.82%	\$1,586.43	\$0.82	0	N/A
Instagram	Portland	288	105	3.47%	1	0.35%	\$2.53	\$2.53	0	N/A
	Seattle	86	34	5.81%	0	0.00%	\$0.67	N/A	0	N/A
	Los Angeles	48	37	8.33%	0	0.00%	\$0.43	N/A	0	N/A
	Phoenix	21	16	9.52%	0	0.00%	\$0.16	N/A	0	N/A
Instagram Stories	Los Angeles	50,496	8,058	4.61%	437	0.87%	\$395.07	\$0.90	0	N/A
	Phoenix	47,897	6,882	3.98%	409	0.85%	\$394.83	\$0.97	0	N/A
	Portland	44,773	6,358	3.96%	383	0.86%	\$394.69	\$1.03	0	N/A
	Seattle	44,557	6,476	4.18%	393	0.88%	\$394.66	\$1.00	0	N/A
OTT	Los Angeles	199,984	199,819	97.68%		0.00%	\$6,985.85	\$3,492.93	0	N/A
	Phoenix	199,501	199,336	97.75%		0.00%	\$6,968.92	\$6,968.92	0	N/A
	Seattle	199,271	199,115	97.72%		0.00%	\$6,961.62	\$2,320.54	0	N/A
	Portland	199,112	198,970	97.76%		0.00%	\$6,956.57	N/A	0	N/A
YouTube	Los Angeles	41,927	4,967	0.18%	79	0.19%	\$387.69	\$4.91	0	N/A
	Seattle	36,531	4,675	0.18%	64	0.18%	\$390.25	\$6.10	0	N/A
	Phoenix	36,307	4,168	0.15%	82	0.23%	\$390.89	\$4.77	1	\$650.92
	Portland	34,963	4,122	0.16%	62	0.18%	\$390.09	\$6.29	0	N/A
Grand Total		1,615,780	939,722	49.67%	12,321	0.76%	\$37,359.40	\$3.03	1	\$62,212.47

# Industry Benchmarks



- Paid Search CTR (15.16%) shot past the industry average of 8.54%. This in large part is due to Google Performance Max.
- Paid Search National (11.23%) outperformed the industry standard of 8.54%.

- Facebook's 2.17% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 0.16% CTR did not meet the industry standard of 0.94%. However, Instagram Stories CTR reached 0.84%.

# National Paid Search



north lake tahoe

# Overview by Medium

Start Date  
10/1/2022

End Date  
10/31/2022

**61,026**  
IMPRESSIONS

**6,854**  
CLICKS

**\$0.65**  
COST PER CLICK

**2,117**  
TOS 115  
CONVERSIONS

**\$2.10**  
COST PER TOS 115  
CONVERSION

Channel	Impressions	Clicks	CTR	CPC	Cost	Book Now Conversions	TOS 115	Cost Per TOS 115
Paid Search	61,026	6,854	11.23%	\$0.65	\$4,453.13	340	2,117	\$2.10
<b>Grand Total</b>	<b>61,026</b>	<b>6,854</b>	<b>11.23%</b>	<b>\$0.65</b>	<b>\$4,453.13</b>	<b>340</b>	<b>2,117</b>	<b>\$2.10</b>

# Paid Search Performance

Start Date  
10/1/2022

End Date  
10/31/2022

**61,026**  
IMPRESSIONS

**6,854**  
CLICKS

**\$0.65**  
COST PER CLICK

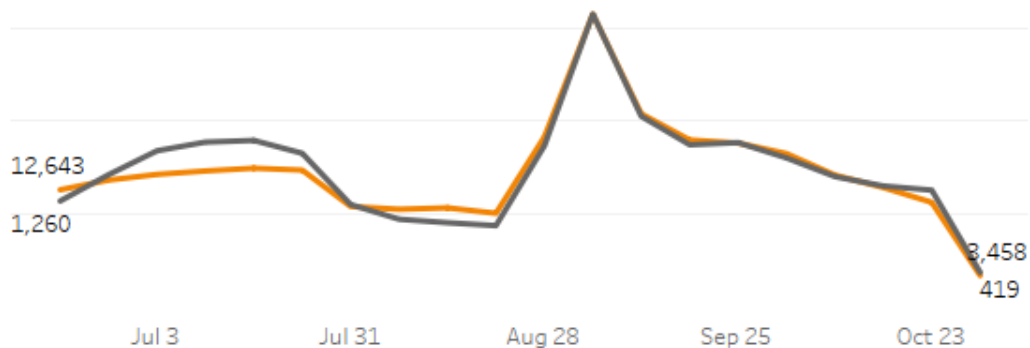
**2,117**  
TOS 115  
CONVERSIONS

**\$2.10**  
COST PER TOS 115  
CONVERSION

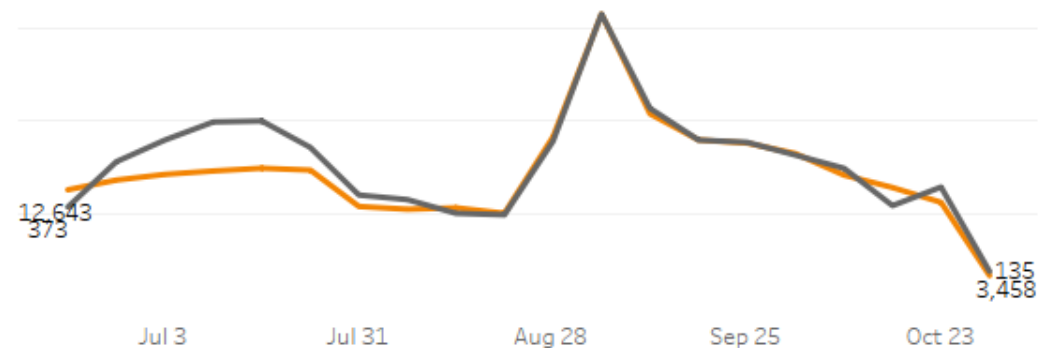
## Ad Group Performance

		Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Prospecting	Play	18,837	2,264	12.02%	\$1,119.11	\$0.49	637	\$1.76
	Plan	14,751	1,626	11.02%	\$1,113.87	\$0.69	558	\$2.00
	Dine	14,525	1,864	12.83%	\$1,107.34	\$0.59	553	\$2.00
	Stay	12,913	1,100	8.52%	\$1,112.81	\$1.01	368	\$3.02
Grand Total		61,026	6,854	11.23%	\$4,453.13	\$0.65	2,117	\$2.10

### Impressions | Clicks



### Impressions | TOS 115 Conversions





# Paid Search Performance

Start Date

10/1/2022

End Date

10/31/2022

## Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
lake tahoe places to eat	7,556	1,045	\$1.68	13.83%	\$622.84	321	30.7%
lake tahoe skiing	5,889	507	\$1.71	8.61%	\$296.97	165	32.5%
lake tahoe cabins near lake	3,237	311	\$0.97	9.61%	\$321.77	159	51.0%
lake tahoe vacations	2,979	347	\$1.39	11.65%	\$250.54	141	40.6%
lake tahoe hikes	2,914	465	\$2.15	15.96%	\$216.72	118	25.5%
lake tahoe fine dining	2,613	355	\$1.64	13.59%	\$216.81	109	30.7%
lake tahoe getaway packa..	2,409	298	\$1.47	12.37%	\$203.30	108	36.3%
lake tahoe snowboarding	2,159	224	\$1.70	10.38%	\$132.04	88	39.1%
lake tahoe restaurants	2,010	217	\$1.63	10.80%	\$133.44	70	32.4%
to do in lake tahoe	1,996	195	\$1.57	9.77%	\$124.35	85	43.6%
lake tahoe vacation	1,984	171	\$1.15	8.62%	\$148.89	84	48.8%
lake tahoe house rentals	1,718	147	\$0.94	8.56%	\$156.42	62	42.2%
lake tahoe vacation homes	1,434	96	\$0.76	6.69%	\$125.98	71	73.9%
lake tahoe vacation packa..	1,194	161	\$1.41	13.48%	\$114.47	62	38.5%
lake tahoe wedding venues	1,166	144	\$1.36	12.35%	\$106.19	65	45.1%
lake tahoe golf	1,145	159	\$1.96	13.89%	\$81.27	54	33.6%
lake tahoe wedding packa..	1,114	121	\$1.42	10.86%	\$85.09	47	38.8%
lake tahoe rentals	1,034	81	\$0.85	7.83%	\$95.85	58	71.6%
lake tahoe trails	967	155	\$2.01	16.03%	\$77.11	39	25.2%
lake tahoe biking trails	882	123	\$3.30	13.95%	\$37.25	47	37.8%
lake tahoe beaches	786	81	\$2.29	10.31%	\$35.43	12	14.8%
best beaches in lake tahoe	747	145	\$2.54	19.41%	\$57.10	37	25.7%
best restaurants in lake t..	729	91	\$1.70	12.48%	\$53.45	24	26.4%
lake tahoe airbnb	673	60	\$1.08	8.92%	\$55.52	31	51.7%
lake tahoe weddings	586	51	\$1.43	8.70%	\$35.72	19	37.2%
best places to stay in lake ..	543	83	\$0.91	15.29%	\$90.90	51	61.2%

# Website Performance

Start Date  
10/1/2022

End Date  
10/31/2022

**114,428**  
SESSIONS

Tablet  
9,893

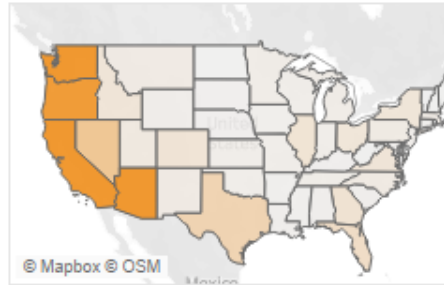
Mobile  
79,666

Desktop/PC  
24,869



Top Regions Sessions

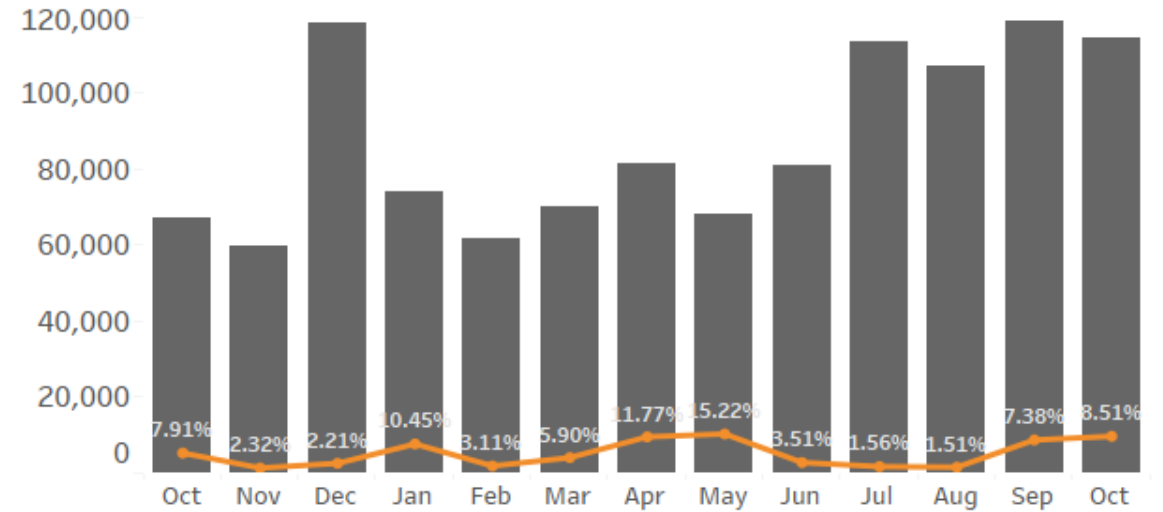
California	43,961
Washington	14,520
Arizona	10,347
Oregon	8,631
Nevada	4,250



**00:00:55**  
SESSION DURATION

**1.5**  
PAGES PER SESSION

Website Sessions From Paid Ads



**76%**  
NEW USER SESSION RATE

**78%**  
BOUNCE RATE

Medium	Sessions	🚩	Pageviews	Session Duration	Pages per Session	Bounce Rate
Search	56,855		74,949	00:00:48	1.3	83%
Organic	28,729		52,486	00:01:21	1.8	67%
Display	9,732		10,614	00:00:10	1.1	94%
Direct	6,616		11,928	00:01:16	1.8	72%
Referral	6,500		13,914	00:01:29	2.1	62%
<b>Total</b>	<b>114,428</b>		<b>170,566</b>	<b>00:00:55</b>	<b>1.5</b>	<b>78%</b>

# Consumer Paid Media Recommendations

- Google Max performed strongly in October. Will continue to monitor and optimize to maintain the strong positive trend.
- Paid Search's Stay campaign performed below other search campaign averages. Optimizations underway to adjust keywords and targeting.
- Booking local radio and *Visit California Visitor's Guide* for Sustainability campaign support.
- Optimize video campaigns to boost performance across TOS 115 conversions and lower CPMs.
  - Optimize YouTube to with the goals of increasing clicks similar to levels of Facebook. This includes optimizations of creative rotation, audience scaling and targeting.



north lake tahoe

# MCC Paid Media



north lake tahoe

# MCC Paid Media Executive Summary

- October spend was \$120 less than September, closer to August's spend. Meetings earned an additional 282 clicks than the month prior and slightly increased the CTR. This increase in CTR of 6%, compared to a 10% increase in September, signals a rise in engagement with the creative. Meetings earned 99 more TOS conversions and spend was \$23 less per conversion than last month.
- While Social clicks rose 9%, total TOS conversions fell by 7 to a total of 48. This indicates interest in the message but potentially less action – likely due to time of year.
- Social creative earned an additional 139 clicks from last month. Video completion rates increased 14 points to a 38% completion rate. Video CTR also climbed, CTR increased 28% to 0.46%, cost 26 cents less and earned 72 more TOS conversions than September. Optimizations to video platforms dropped cost per conversion by \$45.
- The Instagram video platform is the most likely to hold audience attention until the end of the 15s video. Completion rates on platform, 6.12%, were often 6 times higher than other channel completion rates.



north lake tahoe

# Overview by Medium

Start Date  
10/1/2022

End Date  
10/31/2022

**207,183**  
IMPRESSIONS

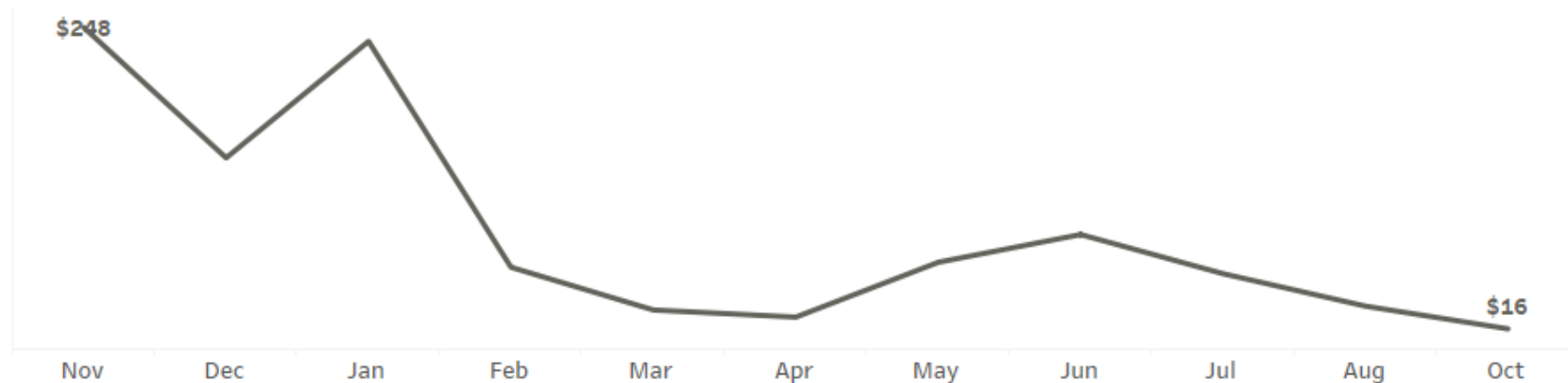
**2,074**  
CLICKS

**\$1.26**  
COST PER CLICK

**168**  
TOS CONVERSIONS

**\$15.61**  
COST PER TOS  
CONVERSION

### Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	60,918	\$330.75	158	\$2.09	0.26%	13	\$25.44
Paid Social	Facebook	43,308	\$536.86	1,164	\$0.46	2.69%	48	\$11.18
	LinkedIn	42,279	\$742.03	476	\$1.56	1.13%	0	N/A
	Instagram	245	\$2.60	1	\$2.60	0.41%	0	N/A
Video	YouTube	23,854	\$175.11	34	\$5.15	0.14%	16	\$11.25
	Facebook	20,329	\$435.64	144	\$3.03	0.71%	91	\$4.79
	LinkedIn	15,760	\$390.60	96	\$4.07	0.61%	0	N/A
	Instagram	490	\$2.39	1	\$2.39	0.20%	0	N/A
<b>Grand Total</b>		<b>207,183</b>	<b>\$2,615.97</b>	<b>2,074</b>	<b>\$1.26</b>	<b>1.00%</b>	<b>168</b>	<b>\$15.61</b>

# Paid Social Performance

Start Date  
10/1/2022

End Date  
10/31/2022

85,832  
IMPRESSIONS

1,641  
CLICKS

1.91%  
CTR

48  
TOS 115  
CONVERSIONS

\$26.70  
COST PER TOS 115  
CONVERSION

Platform	Targeting	Creative	Impressions	Clicks	Click Through Rate	Cost per Click	TOS 115	Cost per TOS Conversion	Costs
Facebook	Retargeting	Audio Visual	33,737	871	2.58%	\$0.46	34	\$11.76	\$399.76
		Breakout Session	239	8	3.35%	\$0.54	1	\$4.33	\$4.33
		Conference Rooms	324	15	4.63%	\$0.38	0	N/A	\$5.68
		Retargeting	8,130	249	3.06%	\$0.48	12	\$9.97	\$119.63
		Room to Project	878	21	2.39%	\$0.36	1	\$7.46	\$7.46
Instagram	Retargeting	Audio Visual	37	0	0.00%	N/A	0	N/A	\$0.41
		Breakout Session	4	0	0.00%	N/A	0	N/A	\$0.03
		Conference Rooms	5	0	0.00%	N/A	0	N/A	\$0.02
		Retargeting	159	0	0.00%	N/A	0	N/A	\$1.51
		Room to Project	40	1	2.50%	\$0.63	0	N/A	\$0.63
LinkedIn	Prospecting	Audio Visual	2	1	50.00%	\$0.01	0	N/A	\$0.01
		Breakout Session	7,049	86	1.22%	\$1.39	0	N/A	\$119.94
		Conference Rooms	7,974	94	1.18%	\$1.41	0	N/A	\$132.87
		Room to Project	7,572	93	1.23%	\$1.35	0	N/A	\$125.55
		The Best Amenities Come Naturally	7,451	92	1.23%	\$1.35	0	N/A	\$124.63
		Website visits - Oct 12, 2022	12,231	110	0.90%	\$2.17	0	N/A	\$239.03
Grand Total			85,832	1,641	1.91%	\$0.78	48	\$26.70	\$1,281.49

# Display Performance by Placement

Start Date  
10/1/2022

End Date  
10/31/2022

**60,918**  
IMPRESSIONS

**158**  
CLICKS

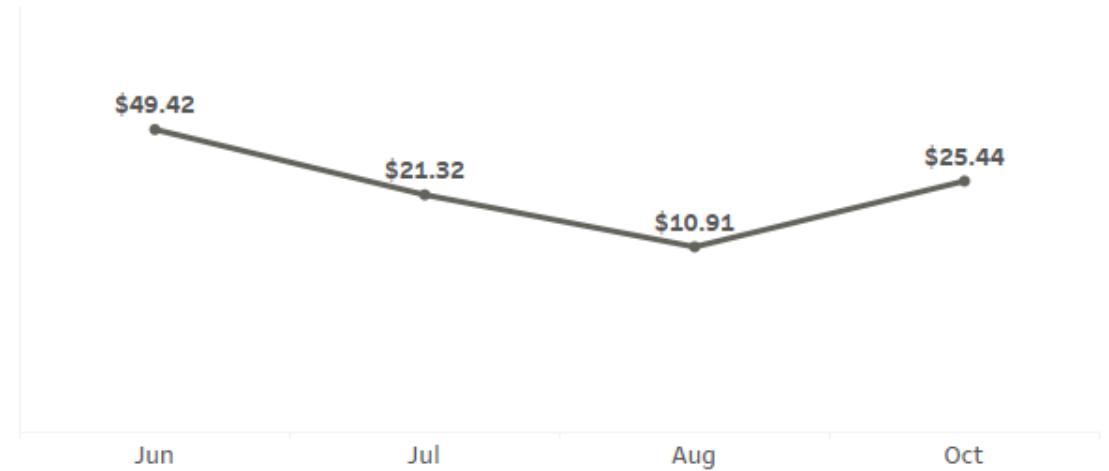
**13**  
TOS 115  
CONVERSIONS

**0.26%**  
CLICK THROUGH RATE

**\$25.44**  
COST PER  
TOS CONVERSION

- Display maintained a cost per conversion similar to Social, about \$1.30 less.
- New creative launched in October. The Board Meetings (Snowboard) creative earned more clicks and a 0.10% higher CTR than the Board Meetings (Board room) creative.
- Additional data required before conclusions on performance between the two creative are complete.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	60,918	158	0.26%	\$2.09	\$330.75	13	\$25.44
<b>Grand Total</b>	<b>60,918</b>	<b>158</b>	<b>0.26%</b>	<b>\$2.09</b>	<b>\$330.75</b>	<b>13</b>	<b>\$25.44</b>



# Display Performance by Creative

Start Date  
10/1/2022

End Date  
10/31/2022

**60,918**  
IMPRESSIONS

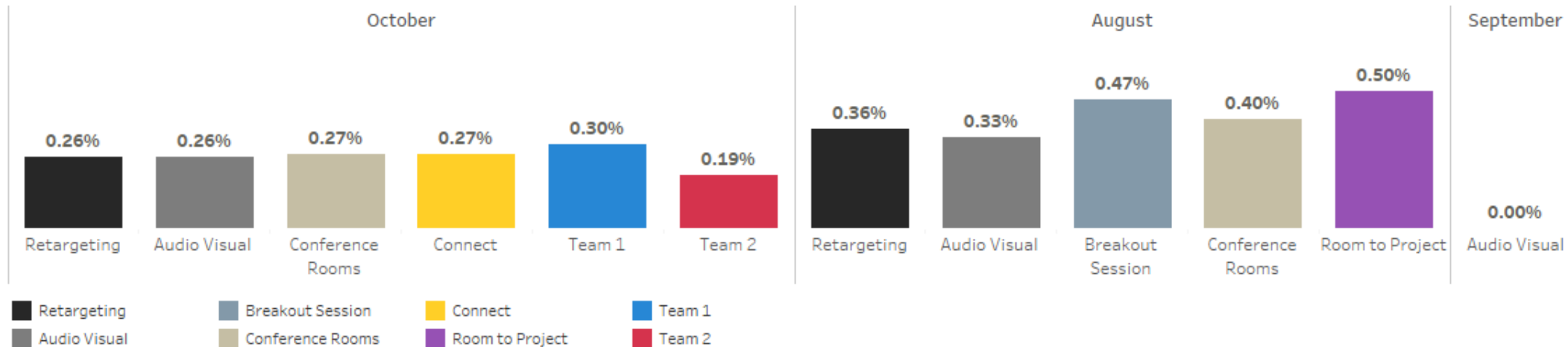
**158**  
CLICKS

**13**  
TOS 115  
CONVERSIONS

**0.26%**  
CLICK THROUGH RATE

**\$25.44**  
COST PER  
TOS CONVERSION

## Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Audio Visual	6,159	16	0.26%	\$1.49	\$23.84	0	N/A
Conference Rooms	5,998	16	0.27%	\$1.45	\$23.21	0	N/A
Connect	6,286	17	0.27%	\$1.43	\$24.33	0	N/A
Retargeting	30,349	79	0.26%	\$2.69	\$212.44	12	\$17.70
Team 1	5,964	18	0.30%	\$1.28	\$23.08	1	\$23.08
Team 2	6,162	12	0.19%	\$1.99	\$23.85	0	N/A
<b>Grand Total</b>	<b>60,918</b>	<b>158</b>	<b>0.26%</b>	<b>\$2.09</b>	<b>\$330.75</b>	<b>13</b>	<b>\$25.44</b>

# Video Performance

Start Date

10/1/2022

End Date

10/31/2022

60,433

IMPRESSIONS

34,117

TOTAL VIEWS

107

TOS CONVERSIONS

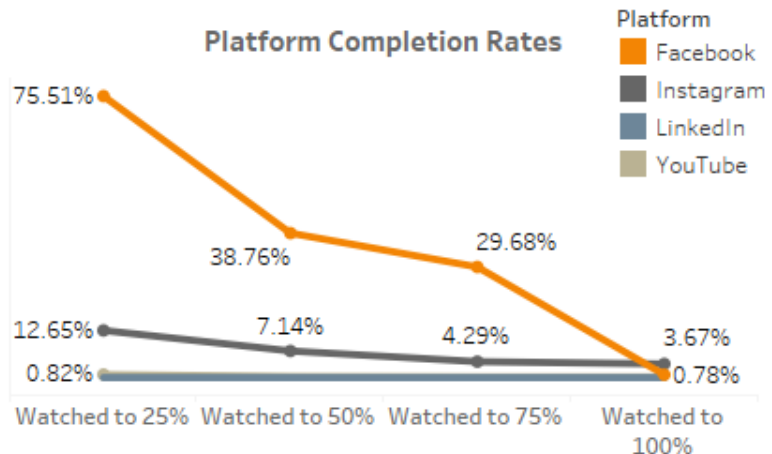
\$3.65

COST PER CLICK

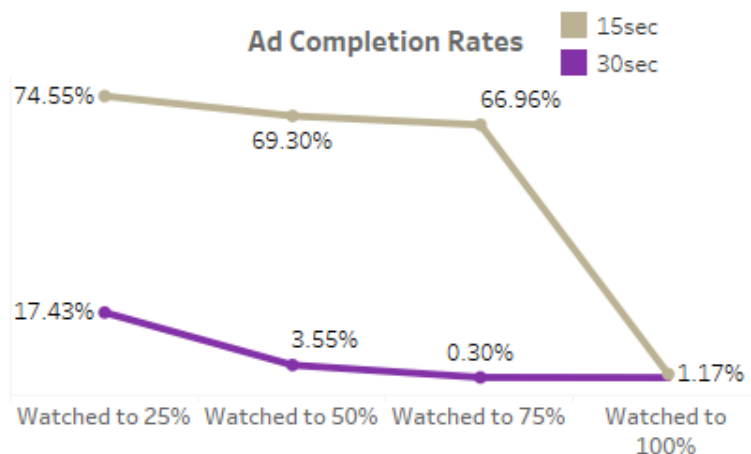
\$9.42

PRIMARY CPC

Platform Completion Rates



Ad Completion Rates



Top Ads

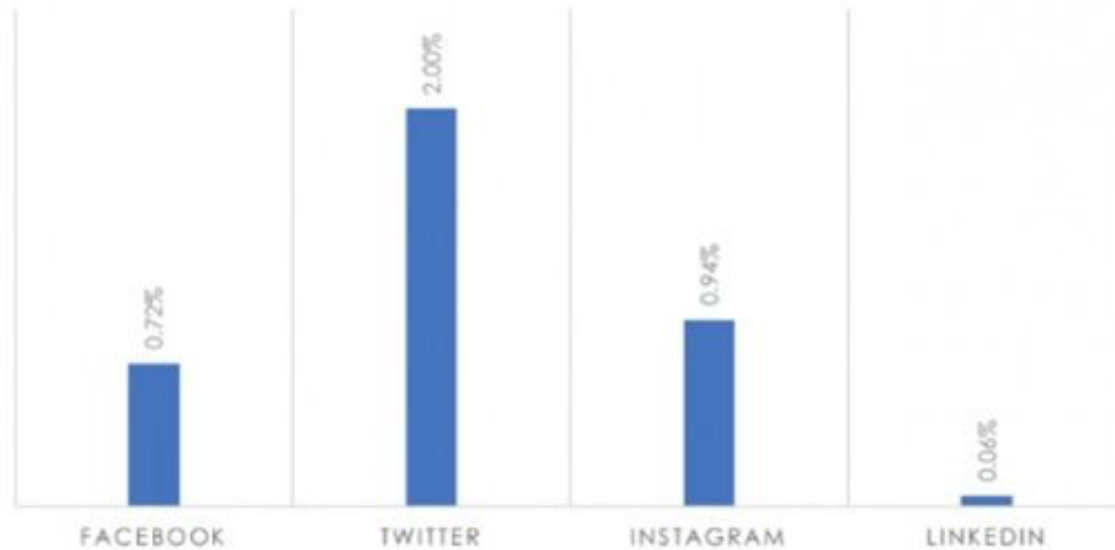
Video Views

nlt_mcc-2022-23 video 996	12,999
mcc-30s_video	9,737
mcc-15s_video	7,104
rt_mcc-2022-23	4,297

Platform	Targeting	Ad Name	Impressions	Video Views	Watched to 100%	Video Clicks	CTR	CPC	TOS 115	Cost Per TOS 115	Costs
Facebook	Retargeting	mcc-30s_video	11,687	9,669	0.60%	75	0.64%	\$3.38	58	\$4.38	\$253.87
		mcc-15s_video	8,642	7,026	1.03%	69	0.80%	\$2.63	33	\$5.51	\$181.77
Instagram	Retargeting	mcc-30s_video	245	68	1.22%	1	0.41%	\$1.39	0	N/A	\$1.39
		mcc-15s_video	245	78	6.12%	0	0.00%	N/A	0	N/A	\$1.00
LinkedIn	Prospecting	nlt_mcc-2022-23 video 996	15,760	12,999	0.00%	96	0.61%	\$4.07	0	N/A	\$390.60
YouTube	Retargeting	rt_mcc-2022-23	23,854	4,277	0.21%	34	0.14%	\$5.15	16	\$11.25	\$175.11
Grand Total			60,433	34,117	0.38%	275	0.46%	\$3.65	107	\$9.42	\$1,003.74

# Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Facebook performed well above the industry standard (0.72%) at 2.69%.
- LinkedIn dominated the industry standard (0.06%) and delivered a CTR of 1.13%.

# MCC Paid Media Recommendations

- New NLT Meetings ads rotated in on the Social platforms in October. Fresh creative positively impacted performance. Will continue to optimize and monitor the new Display and Social creatives.
- Display's Retargeting creative earned the most TOS conversions and served 5 times the number of impressions as any other single Meetings creative line.
  - Consider consolidating the 4 Meetings creatives to 2 to increase number of impressions delivered to the higher-performing creative like Audio-Visual.
- Will examine metrics behind the high-performing video platforms (Facebook & LinkedIn for CTR and costs per click) to inform optimizations on other platforms such as YouTube.

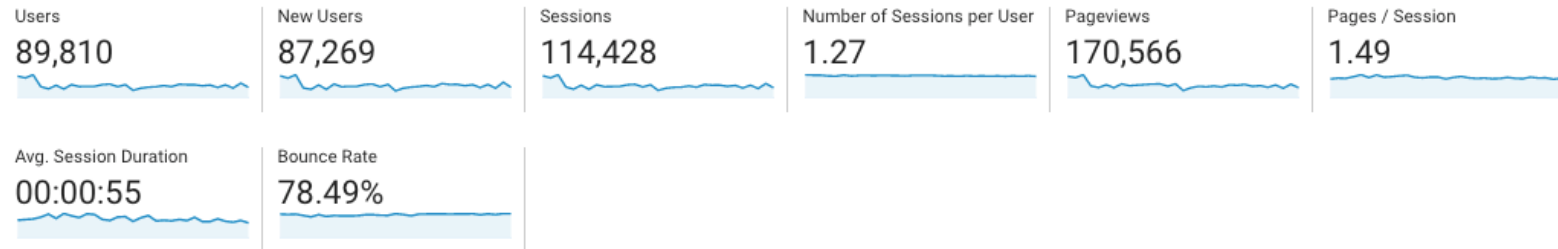


north lake tahoe

A scenic aerial view of a person in a red kayak paddling on a crystal-clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible beneath the surface. The shoreline is lined with lush green evergreen trees. The overall atmosphere is peaceful and natural.

**Website**

# Visitors & Sessions



- There were over 89K visitors to GoTahoeNorth.com. This was a 6.9% decrease from September with the majority of traffic coming from Paid Search (45.9%), due to the targeted “Lake Tahoe” search campaign.
- The average session duration was 0:55 (industry average is 1 minute). New users decreased slightly by 8.3% and sessions also slightly decreased by 3.8% when comparing MoM. YoY, they increased respectively by +57% and +69.9%.



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# Location

## By State

Region ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	84,113 % of Total: 93.66% (89,810)	81,485 % of Total: 93.37% (87,269)	107,170 % of Total: 93.66% (114,428)	78.62% Avg for View: 78.49% (0.17%)	1.48 Avg for View: 1.49 (-0.38%)	00:00:55 Avg for View: 00:00:55 (-0.37%)
1. California	35,869 (40.40%)	33,425 (41.02%)	43,961 (41.02%)	77.36%	1.52	00:00:59
2. Washington	11,629 (13.10%)	10,583 (12.99%)	14,520 (13.55%)	85.56%	1.27	00:00:39
3. Arizona	7,936 (8.94%)	7,424 (9.11%)	10,347 (9.65%)	86.72%	1.24	00:00:41
4. Oregon	6,771 (7.63%)	6,058 (7.43%)	8,631 (8.05%)	84.87%	1.26	00:00:38
5. Nevada	3,559 (4.01%)	3,162 (3.88%)	4,250 (3.97%)	70.92%	1.71	00:01:11
6. Texas	2,525 (2.84%)	2,384 (2.93%)	2,905 (2.71%)	65.40%	2.08	00:01:52
7. Florida	1,819 (2.05%)	1,743 (2.14%)	1,947 (1.82%)	80.84%	1.45	00:00:37
8. (not set)	1,306 (1.47%)	1,235 (1.52%)	1,425 (1.33%)	89.61%	1.22	00:00:25
9. Georgia	1,183 (1.33%)	1,077 (1.32%)	1,387 (1.29%)	70.51%	1.64	00:00:58
10. Illinois	1,148 (1.29%)	1,051 (1.29%)	1,300 (1.21%)	67.77%	1.77	00:01:10

## By City

City ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	35,869 % of Total: 39.94% (89,810)	33,425 % of Total: 38.30% (87,269)	43,961 % of Total: 38.42% (114,428)	77.36% Avg for View: 78.49% (-1.44%)	1.52 Avg for View: 1.49 (2.08%)	00:00:59 Avg for View: 00:00:55 (6.71%)
1. Los Angeles	10,277 (27.52%)	9,438 (28.24%)	13,502 (30.71%)	84.42%	1.29	00:00:43
2. San Francisco	2,613 (7.00%)	2,386 (7.14%)	2,974 (6.77%)	73.91%	1.55	00:01:02
3. Sacramento	2,218 (5.94%)	2,009 (6.01%)	2,530 (5.76%)	69.53%	1.63	00:01:00
4. (not set)	1,253 (3.36%)	1,181 (3.53%)	1,305 (2.97%)	88.12%	1.28	00:00:31
5. San Jose	1,238 (3.32%)	1,147 (3.43%)	1,365 (3.11%)	68.28%	1.74	00:01:08
6. Truckee	627 (1.68%)	567 (1.70%)	740 (1.68%)	62.70%	1.99	00:01:38
7. San Diego	625 (1.67%)	555 (1.66%)	749 (1.70%)	74.77%	2.34	00:02:13
8. South Lake Tahoe	603 (1.61%)	540 (1.62%)	660 (1.50%)	69.09%	1.64	00:00:53
9. Long Beach	294 (0.79%)	254 (0.76%)	340 (0.77%)	80.59%	1.35	00:00:54
10. Santa Rosa	227 (0.61%)	198 (0.59%)	238 (0.54%)	75.63%	1.69	00:01:14



- 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 1:52 average time on site.
- When looking at the top California cities, Los Angeles drove the most users to the website (27.5%), and San Diego and Truckee visitors were the most engaged.

# Top Pages Visited

- The Homepage was a top driver of traffic followed very closely behind by the Fall Activities page and Lake Tahoe Activities page.
- Users were most engaged with the Homepage (2:22) followed by Dine (2:17) and Webcams (2:10).
- Demographics were primarily aged 25-44.

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
	170,566 % of Total: 100.00% (170,566)	149,623 % of Total: 100.00% (149,623)	00:01:52 Avg for View: 00:01:52 (0.00%)
1. /homepage	67,664 (39.67%)	57,926 (38.71%)	00:02:22
2. /lake-tahoe-activities/fall	13,324 (7.81%)	11,933 (7.98%)	00:01:16
3. /lake-tahoe-activities	3,403 (2.00%)	2,986 (2.00%)	00:01:22
4. /webcams	3,040 (1.78%)	2,726 (1.82%)	00:02:10
5. /lodging	2,808 (1.65%)	2,326 (1.55%)	00:01:35
6. /events	2,677 (1.57%)	2,146 (1.43%)	00:01:16
7. /lake-tahoe-activities/hiking/hiking-trails	2,022 (1.19%)	1,748 (1.17%)	00:01:15
8. /deals	1,730 (1.01%)	1,567 (1.05%)	00:01:22
9. /dine/null/all/least-expensive,moderate	1,617 (0.95%)	1,474 (0.99%)	00:02:17
10. /lodging/vacation-rental/all	1,485 (0.87%)	1,299 (0.87%)	00:01:10



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# Channel Performance

- Paid Search brought in the most users to the website with over 39.8K followed by Organic Search with 24.8K.
- The top three channels with the most user engagement were Email (9:10), Referral (2:23) and Organic Search (1:21).

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	89,810 % of Total: 100.00% (89,810)	87,384 % of Total: 100.13% (87,269)	114,428 % of Total: 100.00% (114,428)	78.49% Avg for View: 78.49% (0.00%)	1.49 Avg for View: 1.49 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)
1. Paid Search	39,811 (43.73%)	38,267 (43.79%)	56,643 (49.50%)	82.86%	1.32	00:00:48
2. Organic Search	24,876 (27.32%)	23,825 (27.26%)	28,729 (25.11%)	66.64%	1.83	00:01:21
3. Display	9,450 (10.38%)	9,269 (10.61%)	9,918 (8.67%)	94.37%	1.08	00:00:09
4. Direct	5,645 (6.20%)	5,530 (6.33%)	6,616 (5.78%)	72.02%	1.80	00:01:16
5. (Other)	5,376 (5.91%)	5,014 (5.74%)	5,989 (5.23%)	93.00%	1.11	00:00:07
6. Referral	3,011 (3.31%)	2,698 (3.09%)	3,452 (3.02%)	45.97%	2.79	00:02:23
7. Social	2,864 (3.15%)	2,775 (3.18%)	3,050 (2.67%)	79.97%	1.41	00:00:28
8. Email	8 (0.01%)	6 (0.01%)	31 (0.03%)	38.71%	4.84	00:09:10



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# SEO Traffic Performance

Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	21.72% ↓ 24,040 vs 30,709	22.47% ↓ 23,007 vs 29,674	24.94% ↓ 27,721 vs 36,934	6.46% ↓ 66.61% vs 71.20%	6.29% ↑ 1.82 vs 1.72	12.42% ↑ 00:01:21 vs 00:01:12
1. google / organic						
Oct 1, 2022 - Oct 31, 2022	24,040 (100.00%)	23,007 (100.00%)	27,721 (100.00%)	66.61%	1.82	00:01:21
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
% Change	-21.72%	-22.47%	-24.94%	-6.46%	6.29%	12.42%

- The number of users (-21.7%) and new users (-22.5%) decreased this month compared to September. Pages per session were up (6.3%) and the average session duration also increased by 12.4%. 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; paid search users increased 17.7% during this same period.



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# SEO Maintenance

- October Updates
- Completed
  - Fixed remaining breadcrumb schema errors
  - Optimized and safeguarded XML sitemaps against hack
  - Unverified access via Webmaster Tools and bogus URLs
- 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 ?
	<b>89,810</b> % of Total: 100.00% (89,810)	<b>87,384</b> % of Total: 100.13% (87,269)	<b>114,428</b> % of Total: 100.00% (114,428)	<b>78.49%</b> Avg for View: 78.49% (0.00%)	<b>1.49</b> Avg for View: 1.49 (0.00%)	<b>00:00:55</b> Avg for View: 00:00:55 (0.00%)
1. mobile	<b>62,669</b> (69.25%)	<b>60,347</b> (69.06%)	<b>79,666</b> (69.62%)	<b>80.85%</b>	<b>1.37</b>	<b>00:00:45</b>
2. desktop	<b>20,948</b> (23.15%)	<b>20,540</b> (23.51%)	<b>24,869</b> (21.73%)	<b>68.71%</b>	<b>1.95</b>	<b>00:01:31</b>
3. tablet	<b>6,880</b> (7.60%)	<b>6,497</b> (7.43%)	<b>9,893</b> (8.65%)	<b>84.06%</b>	<b>1.29</b>	<b>00:00:46</b>

- Most users visited the site from mobile with 69.3% of total users. This is a decrease of 1.3% compared to September. Desktop decreased by 21.8% compared to last month.
- Desktop visitors were the most engaged with 1:31 average time on page and 1.95 pages per session.



north lake tahoe

# Blogs



Uncategorized

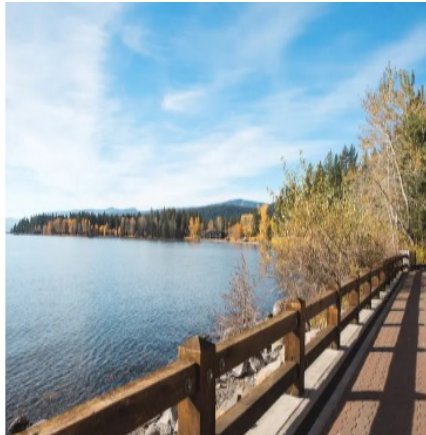
## WHAT'S NEW IN NORTH LAKE TAHOE: FALL & WINTER 2022 GUIDE

October 2022 North Lake Tahoe, with its crystal blue shorelines and towering mountains, is a must-see destination that offers some of the best fall foliage and no shortage of activities to do in the perfect autumn and winter weather. This fall and winter, there's a lot happening at ski resorts, new activities will abound in the region and several special...

[READ MORE >](#)



- Posted: 10/12
- Pageviews: 418
- Time on Page: 1:57



Fall Family Hiking Human Powered Sports

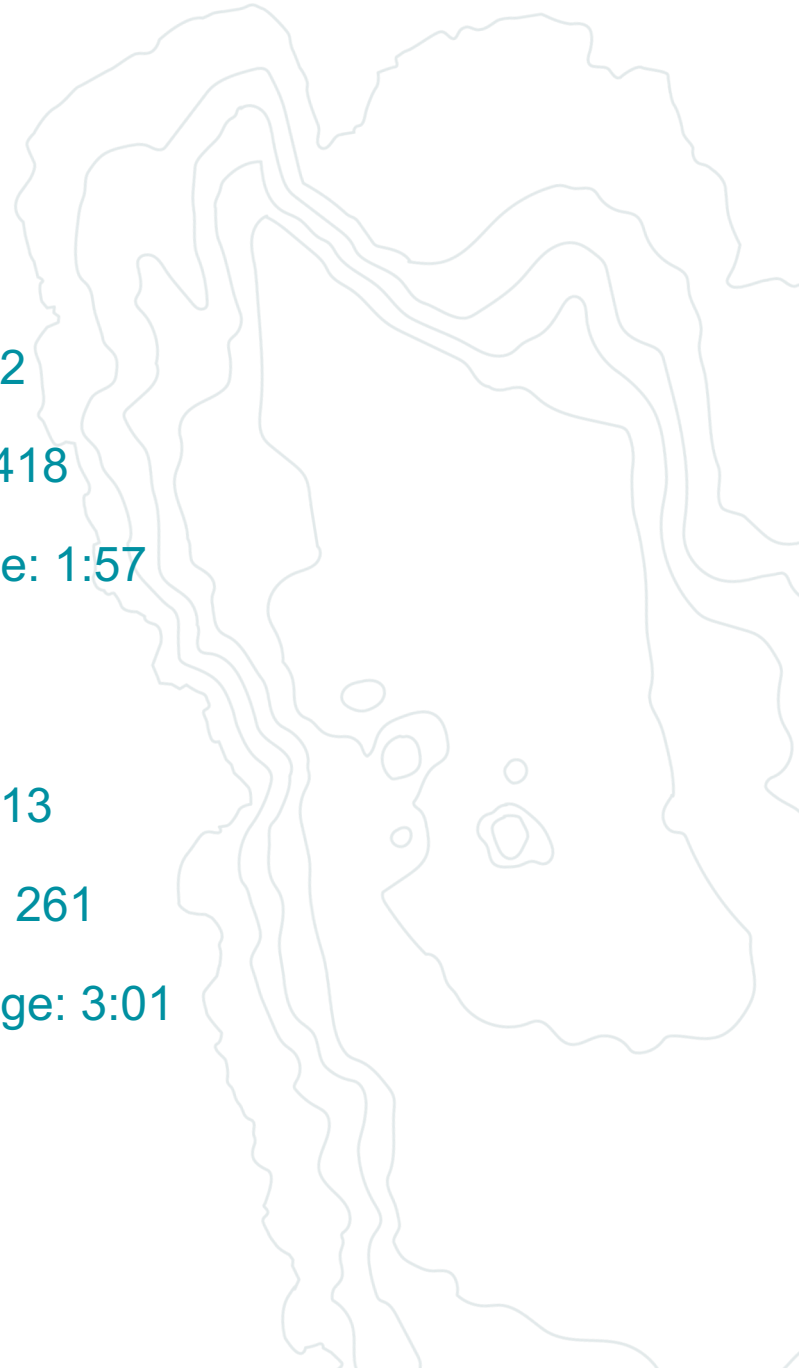
## FALL IN NORTH LAKE TAHOE: A GUIDE

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: 10/13
- Pageviews: 261
- Time on Page: 3:01



# eNewsletters

One eNewsletter was sent the month of October. Content highlighted the Made in Tahoe event, TART Connect, fall season and lodging deals.



Winning subject line:

“This Weekend: Explore Local Gems, Shop Small”

Sent: 10/7

Open Rate: 27.4%

(Industry Avg: 16%)

CTR: 0.95%

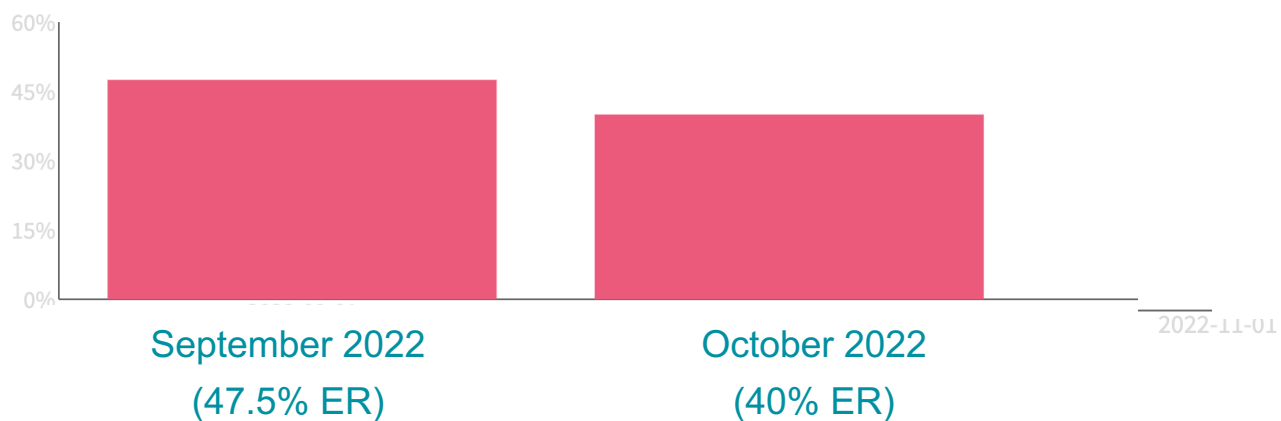
(Industry Avg: 1.6%)



# CrowdRiff Insights

Oct 01, 2022 → Oct 31, 2022   Monthly | v   Engagement ... | v   ?

For the selected date range your galleries had a **40% engagement rate**.  
Your engagement rate is calculated from **1.3k interactions** and **3.3k views**.

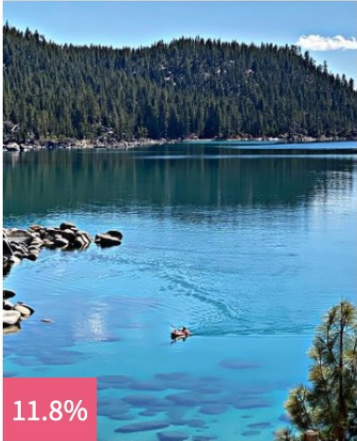
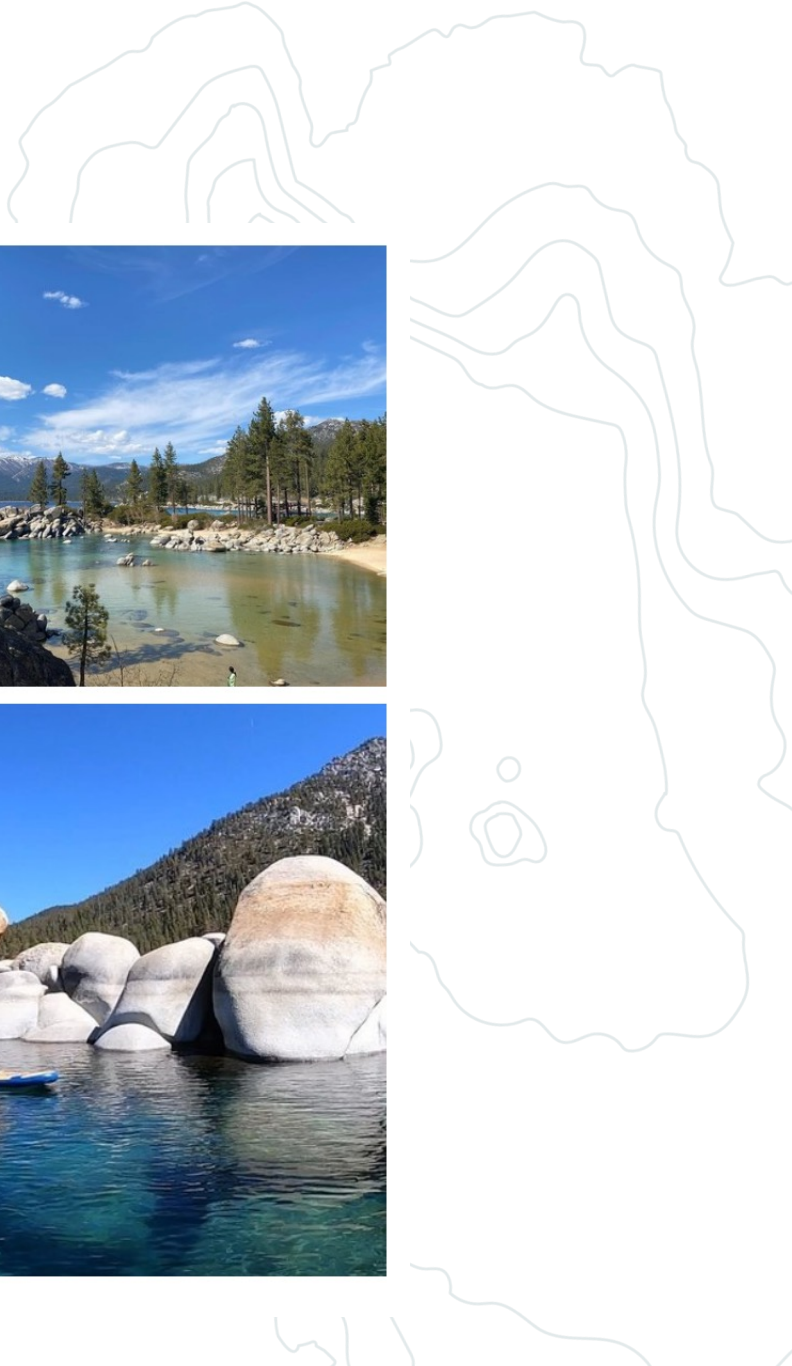


## Top galleries

NLT and Me	65.7% Engagement rate	67 Interactions	102 Views
Wedding page	48.6% Engagement rate	136 Interactions	280 Views
Home Page Test	38.3% Engagement rate	1.1k Interactions	2.9k Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views



# CrowdRiff Insights





A scenic photograph of a person in a red kayak on a clear turquoise lake. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. The shoreline is lined with lush green evergreen trees. The overall atmosphere is peaceful and natural.

# Public Relations

# Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Best Places to Kayak for Fall Color
  - Winter Travel Ideas
  - Where to Celebrate Nevada Day in North Lake Tahoe
  - Fire Prevention Month and Fire Prevention Week
  - Best Mansions to Tour in the U.S.
  - Where to Ski in North Lake Tahoe
  - Sober Travel Destinations
  - Ultimate Family Getaways
  - Meetings in North Lake Tahoe
  - Accessibility in North Lake Tahoe
  - Where to Get the Most Unbelievable Views of North Lake Tahoe
  - Best Via Ferrata in the U.S.
  - Destinations to Visit in 2023
  - Thought Leadership: How North Lake Tahoe is Leading Sustainable Travel
- Highlights: Inclusion in *SnowBrains*, *LA Times*, *Best Life* and more along with a broadcast interview on KCBS.
- Media Conversations:
  - Top-tier outlets like *New York Post*, *AFAR*, *Thrillist*, *USA Today 10 Best*, *Visit California*, *Business Insider*, *SKI Magazine* and more.

**Snow**  
**Brains**

**Los Angeles Times**

**BESTLIFE**

**thrillist**



north lake tahoe

# Earned Media Results

- Secured Clips: 17
- Est. Digital Monthly Visits: 4.5B
- Est. Digital Coverage Views: 3.7M
- Est. Broadcast Audience Reach: 26.9K
- Coverage featured what's new at California ski resorts for the 22/23 season, where to ski in North Lake Tahoe, day trips from Sacramento, best places for fall foliage, best mountain towns, reasons to visit North Lake Tahoe and more.



north lake tahoe

[Ski Season is Coming. What You Need to Know Before Heading to California's Most Popular Resorts](#)

## Los Angeles Times

Ski season is coming. What you need to know before heading to California's most popular resorts

Sugar Bowl



Skiers at the Sugar Bowl Ski Resort in 2017. (Gary Coronado / Los Angeles Times)

**Distance from Los Angeles:** A seven-hour drive

**Projected season opening date:** Nov. 25

**What makes it special:** Sugar Bowl is an independently run resort with an old-school, European vibe. Its terrain stretches over four peaks on Donner Summit near Lake Tahoe, varying between steep tree skiing, wide-open groomers, terrain parks and beginner-friendly zones. Season passes and lift tickets are limited here, so the slopes aren't crowded.

# Coverage Highlights

## [Here's What's New at California Ski Resorts This Season, Including New Terrain, Upgrades, and Anniversaries](#)



## Here's What's New at California & Nevada Ski Resorts This Season, Including New Terrain, Upgrades, and Anniversaries

**Homewood Mountain Resort:** As part of its forest and fuels management efforts, significant tree thinning was completed over the summer at Homewood. As a result, skiers and riders will have access to over a mile of new tree skiing on five different runs. *Opening: mid-December TBD*

**Kirkwood Mountain Resort:** Celebrating 50 years of skiing and riding this season, Kirkwood will host the 28th annual Banked Slalom this season with one day dedicated to kids and families, and the second day designed for adults who want to race through Snow Snake Gully. *Opening: Dec. 2*



north lake tahoe

## [Getaway Destinations That are Still Affordable During Thanksgiving](#)



### Getaway Destinations That are Still Affordable During Thanksgiving

#### Reno/Tahoe, Nevada/California

The Biggest Little City in the World is right down the road from one of the most majestic landscapes in North America: Lake Tahoe. In the winter months, Tahoe offers some of the best skiing in the world, with multiple resort and lodging options. The Family Vacation Critic found that families could stay at "Northstar California and receive 10 percent off lodging when they stay four nights or more" during the Thanksgiving holiday. If you are flying solo or looking to get lucky, Reno's Whitney Peak Hotel allows guests to save 15 percent with a three-night stay over Thanksgiving, with the famous arch sign literally right outside the hotel.

## [Getaway Destinations That are Still Affordable During Thanksgiving](#)



### Getaway Destinations That are Still Affordable During Thanksgiving

## [Where To Ski In North Lake Tahoe: Winter of 2022/2023](#)



## WHERE TO SKI IN NORTH LAKE TAHOE: WINTER OF 2022/2023

#### Granlibakken Resort Ski Area

22/23 Opening Dates: December 18, 2022 (estimated)

Nestled in a 74-acre private resort, the **Granlibakken Resort Ski Area** ski and sled hill has delighted outdoor enthusiasts for nearly 100 years—ever since it was started by DL Bliss for tobogganers and local competitive ski jumpers, ski jumpers from around the world would come and train to break records for decades. In 1946, Norwegian ski jumper Kjell "Rusty" Rustad leased the valley, added amenities, and gave Granlibakken its Norwegian name, which means "hill sheltered by trees." The Granlibakken Tahoe ski and sled hill is scheduled to open to the public this year on December 16, though guests at the resort could enjoy the hill as early as Thanksgiving, snowfall permitting. Rentals, including equipment for cross-country skiing and snowshoeing on the resort's trails, as well as a warming hut and play area, are also onsite.

#### Diamond Peak Ski Resort

22/23 Opening Dates: December 8, 2022 (estimated)

Located above Inline Village, this community-owned resort offers uncrowded runs, a **jumpstart zone for beginner skiers**, a dedicated Child Ski Center and so much more. **Diamond Peak's ski and snowboard school** is perfect for skiers and snowboarders of all levels looking to improve their skills. Diamond Peak also offers a **family swap out program**, so one parent can relax and the other can ski with the kids, along with a family meet up tunnel so kids can't get lost while out on the slopes. It's a perfect option that allows the whole family to get involved.

#### Mt. Rose-Ski Tahoe Ski Resort

22/23 Opening Dates: November 3, 2022 (estimated)

From Tahoe's highest base (elevation 8,260'), you're launched nearly 1,800 vertical feet in 3.5 minutes. The reward? Panoramic views of Lake Tahoe and Nevada. The real payoff begins as you descend into 1,200 acres of some of the Sierra's best powder at **Mt. Rose-Ski Tahoe Ski Resort**. Mt. Rose is the closest resort to the Reno/Tahoe International Airport, and just 25 minutes from Reno's 17,000 rooms. Mt. Rose is the perfect choice for your Lake Tahoe ski vacation.

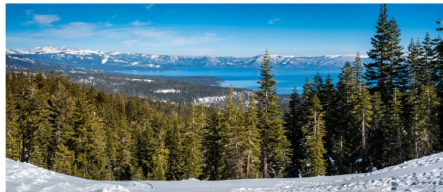
# Coverage Highlights

## [14 Most EPIC Sacramento Day Trips](#)



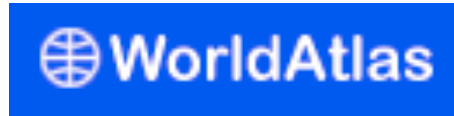
### 14 Most EPIC Sacramento Day Trips | 2022 Guide

Palisades Tahoe Ski Resort, Lake Tahoe



One of the main attractions of Sacramento (for me, at least) is that it's ideally located between the Pacific Ocean and some of the best skiing mountains in California. Just a quick two-hour drive from the city, Palisades Tahoe Ski Resort is one of the top advanced mountains in North Lake Tahoe.

## [10 Most Beautiful Cities In Nevada](#)



### 10 Most Beautiful Cities In Nevada

Known as the "Silver State," Nevada is a beautiful natural landscape, rivaled only by its attractive cultural centers and people. For any traveler in the Western United States, this mountainous desert State is a must, and with nearly 300 days a year of sunshine, there is never a bad time to visit. Nevada is the perfect mix of cultural wonder and natural beauty, popular with working professionals, retirees, families, and tourists. This article looks at the 10 Most Beautiful Cities in Nevada.

#### Incline Village



The stunning Incline Village in Nevada.

## [The 10 Best Mountain Towns in the U.S.](#)



### The 10 Best Mountain Towns in the U.S.

THE BEAUTIFUL TOWNS WITH GORGEOUS VIEWS ARE GREAT TO VISIT ALL YEAR ROUND.

The Lake Tahoe region is known for clear blue waters, snow-capped peaks, and a collection of some of the most alluring mountain towns in the country. **Andy Chapman**, President & CEO of **Travel North Tahoe Nevada** says it's hard to pick a single town among so many jewels, but he encourages visitors to check out Olympic Valley, California.

"[The town] offers the full Tahoe experience to match with your vacation preference," he says. "Whether it's enjoying world-class skiing or mountain biking and hiking, there's something for each type of traveler to enjoy, no matter their skill level. The strong sense of community is what makes travelers feel at home in our beautiful region and the magnitude of things to do keeps them returning."

## [The 10 Best Mountain Towns in the U.S.](#)



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# Coverage Highlights

[Learn and Play at the Tahoe Science Center](#)

**marin living.**

LOCAL GETAWAYS

Learn and Play at the Tahoe Science Center

Deeper than the Empire State Building is tall, Lake Tahoe beckons millions of visitors each year, including many from Marin. But the lake is more than just a sight to see, just like the surrounding region is more than just a popular destination for hikers, campers, and winter and water sports enthusiasts. In order to fully understand and appreciate the Tahoe Basin — and to be a better visitor — it's best to spend a little time learning about the intricacies of the largest alpine lake in North America. That's where the [Tahoe Science Center](#) comes in.

Located at Incline Village in Nevada, the Tahoe Science Center provides the public with the latest findings from the [UC Davis Tahoe Environmental Research Center](#) (TERC), dedicated to researching the water quality, physical processes and ecology of Lake Tahoe and its watershed. TERC's findings aid research at other lakes and also help inform local policy decisions. But on a smaller scale, its work lets the Science Center operate as a place for both play and learning.

Since 2006, it has been open for tours and self-guided exploration year-round. While the center serves as an important educational hub, the information is presented in a fun, hands-on way that is especially interesting to kids but can be appreciated by lifelong learners, too.

"The themes here are really what's unique about Tahoe: what are the issues we're facing, what does science and research tell us about those issues and what is being done?" explains TERC's education and outreach director, Heather Segale.

The interactive exhibits and activities make for an immersive experience. Visitors can take a virtual excursion on a scale model of a research vessel and learn about water clarity and how to measure it, through a series of videos; they can also peek at tiny aquatic creatures through a microscope at the virtual lab and discover what's living beneath the surface of the lake. Other activities include watching a short educational film at the 3D theater, playing with an interactive sandbox, which shows how the landscape is interconnected, and much more. It even goes beyond the lake itself, with chances to learn about trees, geology and snow and how they all affect the lake. Tours typically last an hour to an hour and a half, but anyone who is keen to stay longer is welcome to explore at their own pace. Advance reservations are required, and Segale recommends that guests be at least 8 years old for optimal enjoyment.



north lake tahoe

[23 Best Restaurants in Lake Tahoe](#)

**VacationIdea**  
DREAM VACATION MAGAZINE

23 Best Restaurants in Lake Tahoe

## 17. Lone Eagle Grille

Nestled in Incline Village along Lake Tahoe's North Shore, the Lone Eagle Grille serves locally-sourced meals. During a charming afternoon lunch, couples can choose from salads, steaks, burgers, and sandwiches. Sunset at Lone Eagle gives stunning views of the colorful skies reflecting over the lake. Mains for dinner include cuts of beef, duck breast, chicken, and seafood with sides served a-la-carte. Lone Eagle Grille also boasts a vegetarian-friendly menu. The restaurant works with Nevada meat distributor, Niman Ranch, and donates \$1 from each seasonal menu order to the Niman Ranch Next Generation Scholarship Fund, promoting awareness of traditional farming and ranching.



© Lone Eagle Grille



[Guide to Catching Fall Foliage Across the Western States in Your Camper Van](#)

**Blogarama**

**Guide to Catching Fall Foliage Across the Western States in Your Camper Van**

- **Mount Rose Scenic Byway.** Near Reno, this splendid byway passes through the vibrant Tahoe Meadows.

[Reasons to Visit North Lake Tahoe This Month](#)

**marin living.**

LOCAL GETAWAYS

Reasons to Visit North Lake Tahoe This Month

There's more than fall foliage at North Lake Tahoe this month. The Tahoe Chocolate and Wine Festival kicks things off on November 6 at the Hyatt Regency's Lone Eagle Grille. [NorthStar](#) is planning to open on November 18 and is celebrating its 50th anniversary with the launch of the improved Comstock Express chairlift. Palisades is planning to open on November 22, with the new Base-to-Base Gondola set to transport skiers to terrain at both Alpine Meadows and Palisades Tahoe. Palisades has also relocated the Red Dog chairlift to offer direct access from the parking lot.

# Coverage Highlights

## [10 Of The Easiest \(But Worth It\) Hikes Around Lake Tahoe](#)



TheTravel + Follow View Profile

### 10 Of The Easiest (But Worth It) Hikes Around Lake Tahoe

Sera Parris - Monday

React Comments | 3

If you've never had the pleasure of hiking around Lake Tahoe before, then now is definitely the time. With thousands of miles of trails, gorgeous scenery, a sparkling lake, nearby mountain ranges, and more, it's not surprising that people describe this place as a hiking paradise. Of course, with so many footpaths and scenic routes to choose from, knowing which ones are easy, moderate, or challenging is essential. This is especially true if you're a beginner hiker or are exploring this vast area with a travel companion who has less hiking experience than you. So to help, here are ten of the easiest (but worth it) hikes around Lake Tahoe that are as picturesque as it gets.



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## [10 Of The Easiest \(But Worth It\) Hikes Around Lake Tahoe](#)



### 10 Of The Easiest (But Worth It) Hikes Around Lake Tahoe

Planning a trip to hiking paradise? Then check out these fantastic Lake Tahoe hikes that are perfect for all skill levels.

BY SERA PARRIS PUBLISHED 2 DAYS AGO

## Incline Flume Trail

For hikers or mountain bikers looking for an easy and scenic route, [Incline Flume Trail](#) is an excellent choice. This multi-use trail is located in North Lake Tahoe and is a pretty straight, incline-free path most of the time. That said, there are a few narrow areas and some mild uphill action every couple of miles. Warmer clothing and the appropriate hiking gear are recommended if you do happen upon this trail in the colder months.

- **Distance** : The Incline is just over four miles.
- **Duration** : This is an easy two-hour hike.
- **Trail Type** : Out and back.

## [Top 12 Ski Resorts in California](#)



## Top 12 Ski Resorts in California

California has it all. Excellent ski resorts included. With Sierra Nevada peaks piercing through the center of the state, [Lake Tahoe](#) serving as a fantastic skiing backdrop, and San Bernardino Mountains providing areas to play for the southerners, you've got quite a choice of [places to hit the powder](#). The Golden State has solid snowfall, relatively high elevations, developed infrastructure, and a rich accommodation scene. You'll find rides for all levels, an abundance of terrain parks, and functional lifts. These top ski resorts in California are the ones to pay attention to for your next snow-filled adventure.

### Palisades Tahoe - Olympic Valley

[BEST PLACES TO STAY →](#)

Formerly known as Squaw Valley, Palisades Tahoe is among the best ski resorts in California and an ultimate winter destination in the Lake Tahoe region. Proudly wearing the badge of one of the 1960 [Winter Olympics](#) venues, it boasts 400 inches of snowfall, 270 trails, and 43 lifts. The resort is strongly associated with the best expert rides in the country. Still, with 6,200 acres of skiable terrain (combined with the nearby Alpine Meadows resort), Palisades Tahoe is a must-visit for all levels. Be sure to explore the free Olympic museum, take a scenic Aerial Tram, and ride the only funitel (a lift carried by two cables) in the US. After an adrenaline-filled day on the slopes, descend to vibrant The Village at Palisades Tahoe to find a kaleidoscope of restaurants, fancy apres-ski bars, and shopping.

# Upcoming PR Initiatives

- Unofficial Networks is working on a mountain biking piece after October FAM tour.
- 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, Après ski, Thanksgiving in North Lake Tahoe, Small Business Saturday, lodging for winter ski trips, national get outdoors week and more.
- Continue to vet media and influencers and coordinate FAM tours for fall and spring trips.



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An aerial view of a person in a red kayak on a clear turquoise lake. The water is so clear that large grey rocks and evergreen trees are visible beneath the surface. The kayaker is wearing a yellow life vest and a brown hat, and is using a yellow paddle. The scene is peaceful and scenic.

# Social Media

# Facebook Overview

Data	September	October	MoM
Audience	131,295	131,258	-
Impressions	2,347,325	1,397,849	-16.1%
Engagement	91,005	71,784	-59.3%

- Facebook content promote fall activities in the region. There were 1.3M impressions and 13K post clicks. While there were decreases in overall impressions and engagements, there was a significant increase in the overall engagement rate per impression by 32%. The average engagement rate was 5.1% (average 0.9%).
- The most engaged audience was women ages 35-44. The highest reached locations included Los Angeles, Reno and Sacramento.




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# Facebook Top Posts

- Top posts included various seasonal highlights from fall leaves to holiday content.
- The post with the highest engagements featured a drone view of fall in the region. This post generated an 8.3% engagement rate.
- The team continued to share a mix of lifestyle, scenic and event content.

**North Lake Tahoe**  
Fri 10/7/2022 5:30 pm PDT


There's no place like Ta-home. Come up to North Lake Tahoe this fall and enjoy clear blue skies, crisp morning air, and a range of autumn colors. Have the place to yourself mid-week. Pro tip – it's...



<b>Total Engagements</b>	<b>5,545</b>
Reactions	4,013
Comments	165
Shares	343
Post Link Clicks	41
Other Post Clicks	983

**North Lake Tahoe**  
Wed 10/12/2022 5:48 pm PDT


Lose yourself in the panoramic views of North Lake Tahoe and breathtaking fall air. 🍂 <https://fal.cn/3sGEk> 🍂 itsborissss



<b>Total Engagements</b>	<b>468</b>
Reactions	271
Comments	8
Shares	12
Post Link Clicks	11
Other Post Clicks	166

**North Lake Tahoe**  
Mon 10/31/2022 2:13 pm PDT

Wishing everyone a spooky good time. Happy Halloween from North Lake Tahoe. 🎃 🍂 @nickcmah0n



<b>Total Engagements</b>	<b>426</b>
Reactions	344
Comments	5
Shares	33
Post Link Clicks	—
Other Post Clicks	44



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# Instagram Overview

Data	September	October	MoM
Audience	83,742	83,580	-0.1%
Impressions	266,512	318,754	+19.5%
Engagement	8,600	14,588	+139%



- Instagram content promoted fall activities in the region.
- The NLT + Me contest ran through October, generating engagement on the platform.
- Content generated over 318K impressions and 14K engagements.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, Sparks and San Francisco.




north lake tahoe

# Instagram Top Posts


- Top posts included Reels featuring snow and lakeside scenic views.
- Instagram content generated an overall engagement rate of 4.6% across all posts (benchmark 0.98%).
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing activities.

  **tahoenorth**  
Tue 10/25/2022 4:45 pm PDT

When snow meets the region during fall 🍂❄️ (Captured on Saturday, October 22nd)



<b>Total Engagements</b>	<b>5,342</b>
<b>Likes</b>	<b>4,679</b>
<b>Comments</b>	<b>25</b>
<b>Shares</b>	<b>578</b>
<b>Saves</b>	<b>60</b>





  **tahoenorth**  
Fri 10/14/2022 3:58 pm PDT

Our little slice of heaven 🍷




<b>Total Engagements</b>	<b>2,399</b>
<b>Likes</b>	<b>2,186</b>
<b>Comments</b>	<b>14</b>
<b>Shares</b>	<b>147</b>
<b>Saves</b>	<b>52</b>




  **tahoenorth**  
Fri 10/7/2022 5:32 pm PDT

You've arrived at your destination. ✨ The beautiful fall weather is a great reason to explore the region....



<b>Total Engagements</b>	<b>1,057</b>
<b>Likes</b>	<b>1,027</b>
<b>Comments</b>	<b>6</b>
<b>Saves</b>	<b>24</b>



north lake tahoe

# Custom Content

- Augustine continued to create custom video content in collaboration with content creators.
- The top video this month highlighted snowfall in the region. This video generated over 45.9K views and 4.6K engagements, including 578 shares and 60 saves.



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# NLT + Me

- Augustine completed the NLT + Me social media challenge.
- The contest generated 34 entries, with North Lake Tahoe social fans posting photos and videos to join in on the challenge.
- The selected winner posted 14 photos all promoting sustainability in the region.



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# Twitter Overview

Data	September	October	MoM
Audience	23,785	23,752	-0.1%
Impressions	8,188	3,173	-58.2%
Engagement	291	63	-76.8%

- Content continued to highlight news, safety updates and local events in the region.
- In September, Twitter saw high engagement last month due to fire safety updates. Due to a lack of newsworthy content, this month saw a decline MoM.




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# Twitter Top Posts


- Top Twitter post featured the Halloween post.
- Other top posts featured regional events and NLT challenge copy.
- Augustine will continue to promote relevant content on Twitter.

 @TahoeNorth  
Mon 10/31/2022 9:17 pm UTC


Wishing everyone a spooky good time. Happy Halloween from North Lake Tahoe. 🎃👻👻nickcmah0n  
<https://t.co/mdhJ0IBh3Q>




<b>Total Engagements</b>	<b>30</b>
Likes	14
@Replies	2
Retweets	5
Post Link Clicks	—
Other Post Clicks	9
Other Engagements	0

 @TahoeNorth  
Mon 10/5/2022 12:29 am UTC


Celebrate all things LOCAL this fall with the return of the Made in Tahoe Festival on October 8th & 9th. Enjoy live entertainment, music, food & of course beer! 🍷 <https://t.co/VOgyFuF9lg...>



<b>Total Engagements</b>	<b>21</b>
Likes	6
@Replies	0
Retweets	1
Post Link Clicks	4
Other Post Clicks	10
Other Engagements	0

 @TahoeNorth  
Thu 10/27/2022 11:32 pm UTC

Join our NLT challenge. Whether you love the active outdoors, actively pursue the latest scenic restaurants or just want to make the world a better place, we have a challenge for you. Visit our...



<b>Total Engagements</b>	<b>4</b>
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	3
Other Post Clicks	0
Other Engagements	0



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## CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- The top story this month featured biking in North Lake Tahoe, with a 37% completion rate (benchmark 34%) and a CTR of 6.82% (benchmark 5.5%).
- Augustine will continue to build monthly stories with seasonal and evergreen content.



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An aerial photograph of a person in a red kayak on clear, turquoise water. The kayaker is wearing a yellow life vest and is positioned in the upper left quadrant. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the dense green foliage of evergreen trees hangs over the water's edge. The overall scene is serene and natural.

# 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 November for free activities to do in the region and activities to do with young children.
- 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.



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A scenic aerial view of a person in a red kayak paddling on a crystal-clear turquoise lake. The water is so clear that large, smooth, light-colored rocks are visible beneath the surface. Lush green evergreen trees frame the right side of the image. The overall atmosphere is peaceful and natural.

# Industry Insights

# Industry Insights

- A recent study Amex showed a number of findings from 2022 and trends for 2023:
  - Travel Sentiment:
    - 88% of respondents agree that they wish that their trips and travel experiences could be longer
    - 70% of respondents want to travel to wish list destinations in 2023
    - 50% of respondents have already started to think about where they want to go on their upcoming summer 2023 vacations
    - 81% of respondents agree they want to feel a sense of adventure at their next travel destination



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# Industry Insights

- Generational Findings:
  - 56% of Gen Z and Millennials say they turn to social media for travel destination inspiration
  - 43% of Gen Z and Millennials say it's likely they will ask a professional travel expert for help planning their upcoming 2023 vacations
  - 69% of respondents agree they are seeking to travel to unique destinations they haven't been to in 2023
- Wellness
  - 89% of respondents agree they want to go on a trip to escape routine
  - 74% of respondents agree they plan to travel more in 2023 for their wellbeing
  - 53% of respondents agree they are more likely to book a hotel with wellness activities (i.e., outdoor fitness activities, healthy food options)
  - 49% of respondents agree they seek out activities like spa treatments and meditation sessions to improve their wellbeing



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**THANK YOU**





Reno-Tahoe  
Airport  
Authority

# Reno-Tahoe International Airport

## Passengers and Cargo Statistics Report

### September 2022



# U.S. Domestic Industry Overview - September 2022

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

Number of Flights *:	Up 2.3% vs. Sep 2021, down 12.0% vs. Sep 2019
Capacity of Seats *:	Up 7.2% vs. Sep 2021, down 4.1% vs. Sep 2019
Crude Oil Average:	\$84.26 per barrel in Sep 2022 \$71.65 per barrel in Sep 2021

## RNO Overview - September 2022

### RNO Overview for September 2022 vs. September 2021

Total Passengers:	up 31.2%
Avg. Enplaned Load Factor:	86.4%, up 22.4 pts.
Departures:	Down 13.2%
Departing Seats:	Up 1.1%
Cargo Volume:	Down 11.0%

### RNO Overview for September 2022 vs. September 2019

Total Passengers:	Up 1.3%
Avg. Enplaned Load Factor:	up 6.5 pts.
Departures:	Down 16.3%
Departing Seats:	Down 5.3%

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

## September 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 397,404 passengers in September 2022, an increase of 31.2% versus September 2021.

In September 2022, RNO was served by 12 airlines to 23 non-stop destinations. The total seat capacity increased 1.1% and flights decreased 13.2% when compared to September 2021.

RNO handled 11,624,360 pounds of air cargo in September 2022, a decrease of 11.0% when compared to September 2021.

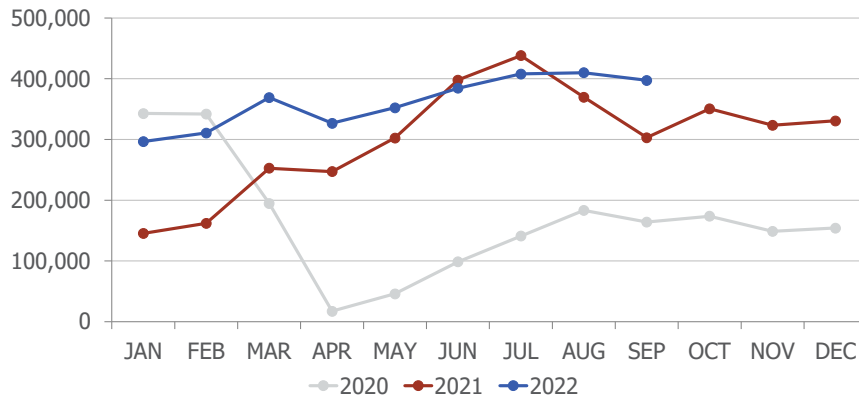
### JSX Public Charters

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.

wemoveyou

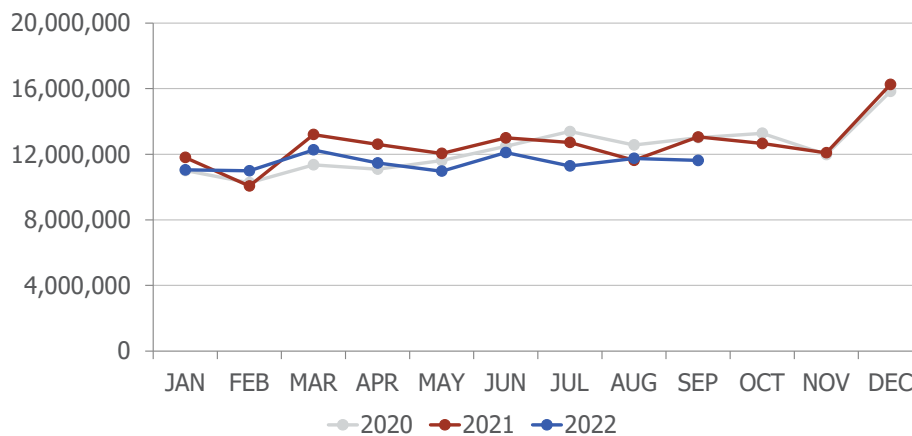


## Passengers



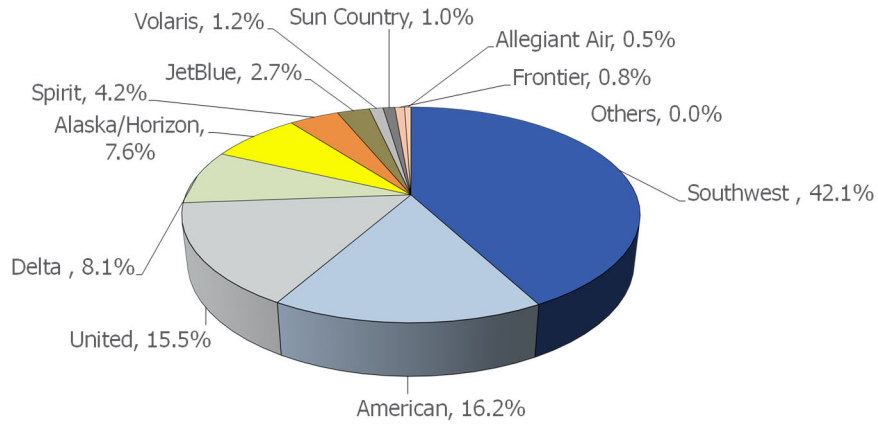
Total Passengers			
	Sep-22	Sep-21	Difference
Alaska/Horizon	30,279	34,661	-12.6%
Allegiant Air	2,144	5,838	-63.3%
American	64,210	60,652	5.9%
Delta	32,317	29,808	8.4%
Frontier	3,245	5,042	-35.6%
JetBlue	10,903	5,852	86.3%
Southwest	167,423	113,800	47.1%
Spirit	16,637	0	
United	61,702	42,625	44.8%
Volaris	4,577	3,342	37.0%

## Cargo



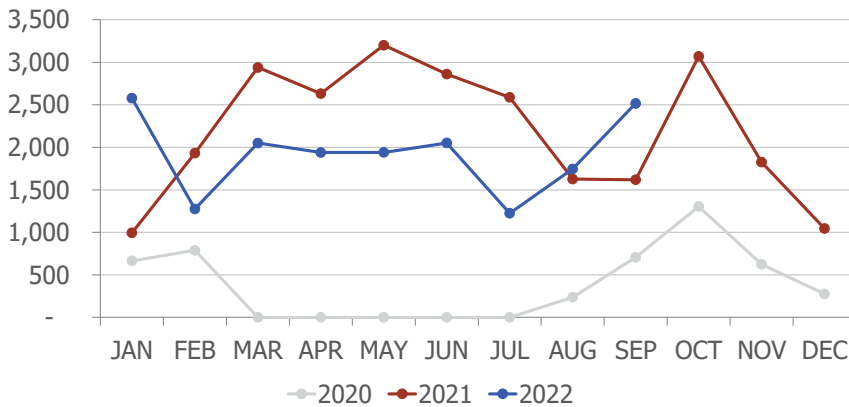
In September 2022, DHL cargo volume was up 23.8% when compared to September 2021. FedEx was down 13.7% and UPS was down 10.9% during the same period.

## AIRLINE MARKET SHARE (passengers)



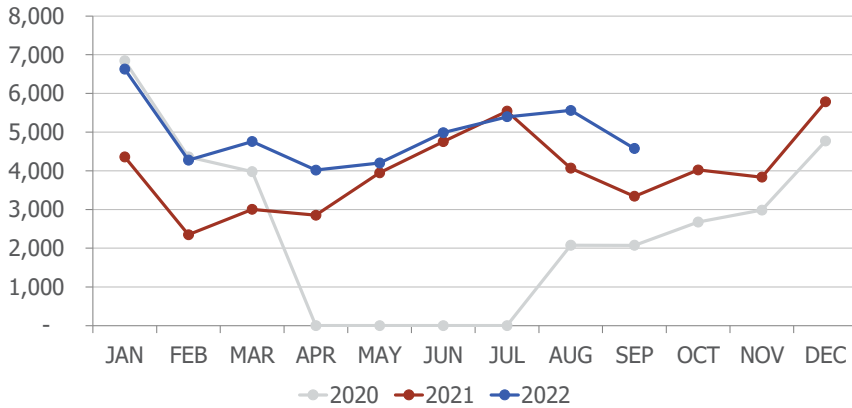
Airline Market Share			
	Sep-22	Sep-21	YOY Change
aha!	n/a	n/a	n/a
Alaska/Horizon	7.6%	11.4%	(3.8)
Allegiant Air	0.5%	1.9%	(1.4)
American	16.2%	20.0%	(3.9)
Delta	8.1%	9.8%	(1.7)
Frontier	0.8%	1.7%	(0.8)
JetBlue	2.7%	1.9%	0.8
Southwest	42.1%	37.6%	4.6
Spirit	4.2%	n/a	n/a
Sun Country	1.0%	n/a	n/a
United	15.5%	14.1%	1.5
Volaris	1.2%	1.1%	0.0
Others	0.0%	0.4%	(0.4)

## TOTAL CHARTER PASSENGERS



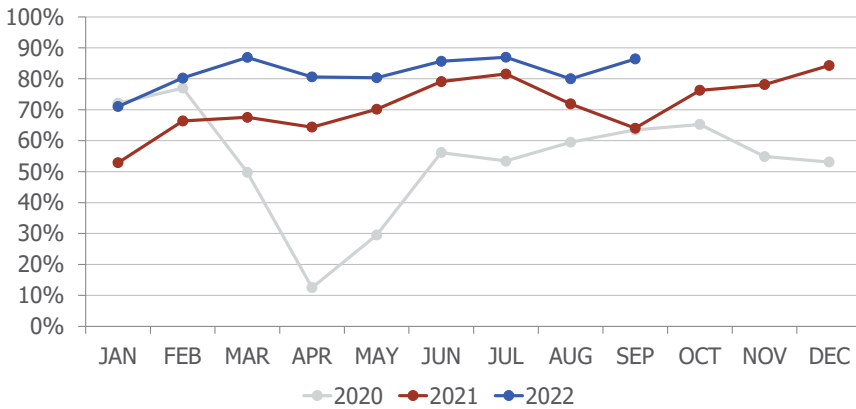
In September 2022, RNO served 2,516 passengers on charter flights, an increase of 55.5% when compared to September 2021.

## TOTAL INTERNATIONAL PASSENGERS

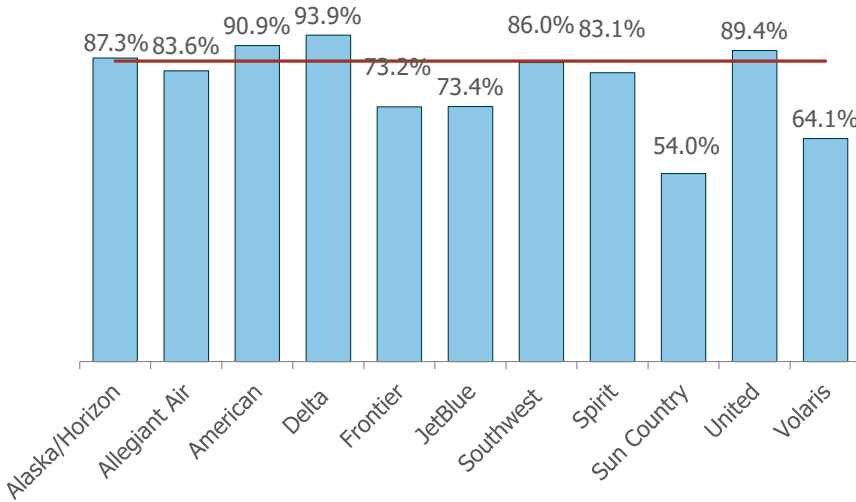


In September 2022, RNO served 4,577 international passengers, an increase of 37.0% when compared to September 2021.

## AVERAGE ENPLANED LOAD FACTOR

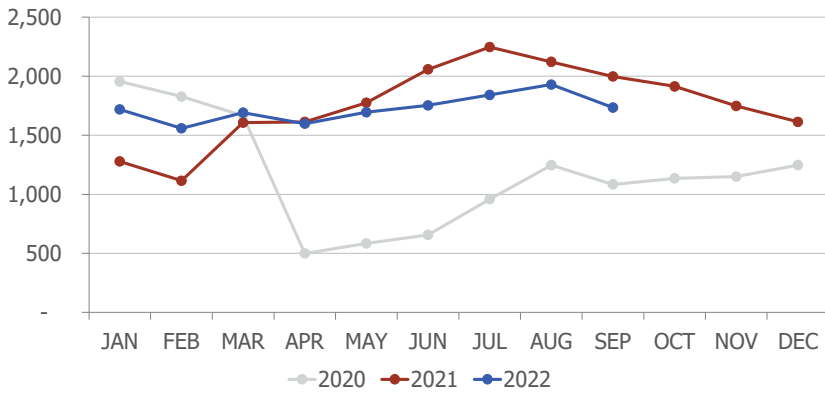


In September 2022, RNO's average enplaned load factor was 86.4%, an increase of 22.4 pts. versus September 2021.



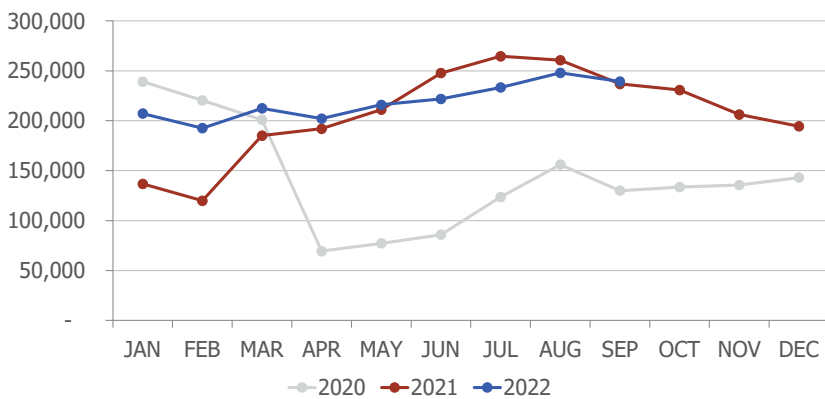
The red horizontal line on the left represents RNO's average enplaned load factor.

## DEPARTURES



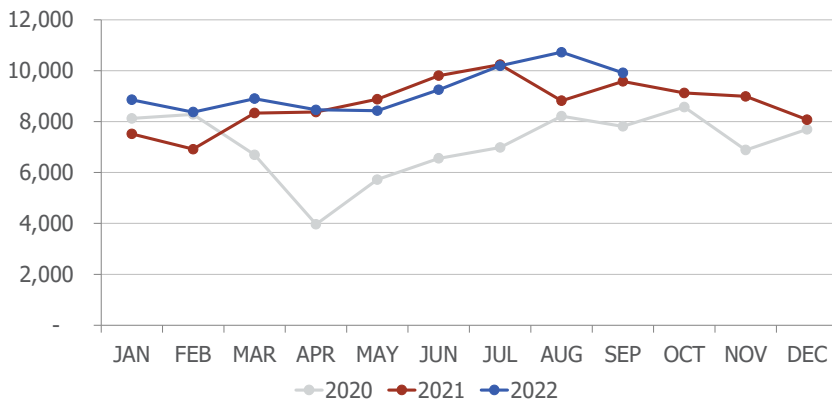
In September 2022, RNO handled 1,735 departures, a decrease of 13.2% when compared to September 2021.

## DEPARTING SEATS



In September 2022, RNO offered 239,362 departing seats, an increase of 1.1% when compared to September 2021. This does not include charter flights.

## TOTAL OPERATIONS



A total of 9,916 operations were handled at RNO in September 2022, an increase of 3.5% when compared to September 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

## November 2022 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
<b>Austin</b>	American	29	Daily. No flight on 25
<b>Burbank</b>	Southwest	26	Six weekly. No flights on Sat
<b>Dallas-Love</b>	Southwest	4	Flights on 22, 23, 27, 28
<b>Dallas/Fort Worth</b>	American	90	Three daily
<b>Denver</b>	Southwest	79	Two to three daily
	United	96	Three to four daily
<b>Guadalajara</b>	Volaris	22	Five weekly. Mon - Fri
<b>Las Vegas</b>	Allegiant	9	Twice weekly. Thu, Sun
	Frontier	20	Five weekly. Mon, Tue, Wed, Fri, Sat
	Southwest	268	Eight to 10 daily. Sat five flights
	Spirit	59	Twice daily. One flight on 24
<b>Long Beach</b>	Southwest	56	Twice daily. Once on Sat
<b>Los Angeles</b>	Delta	88	Three daily
	JetBlue	19	Four weekly Mon, Thu, Fri, Sun, Thanksgiving
	Southwest	56	Twice daily. Once on Sat
	United	30	Daily
<b>Minneapolis/St. Paul</b>	Delta	3	Once weekly. Sat only
	Sun Country	3	Once weekly. Arrival on Thu and departure on Sun
<b>New York-JFK</b>	JetBlue	12	Daily flight 17-28
<b>Oakland</b>	Southwest	56	Twice daily. Once a day on Sat
<b>Orange County</b>	Southwest	4	Flights on 22, 23, 27, 28
<b>Phoenix</b>	American	91	Three daily
	Southwest	60	Twice daily
<b>Portland</b>	Alaska	50	Twice daily. Once on Tues, Wed
<b>Salt Lake City</b>	Delta	107	Three to four daily
<b>San Diego</b>	Southwest	59	Twice daily
<b>San Francisco</b>	United	118	Four daily
<b>San Jose</b>	Southwest	30	Daily
<b>Seattle</b>	Alaska	89	Three daily

Multiple airlines in a market

10.25.2022

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Total Passengers Sep-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
<b>1st QTR</b>	<b>879,527</b>	<b>560,320</b>	<b>-36.3%</b>	<b>976,325</b>	<b>74.2%</b>	
APR	17,265	247,220	1331.9%	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%	
<b>2nd QTR</b>	<b>161,899</b>	<b>947,529</b>	<b>485.3%</b>	<b>1,063,471</b>	<b>12.2%</b>	
JUL	140,986	438,168	210.8%	407,867	-6.9%	
AUG	183,343	369,686	101.6%	409,942	10.9%	
SEP	164,103	302,929	84.6%	397,404	31.2%	
<b>3rd QTR</b>	<b>488,432</b>	<b>1,110,783</b>	<b>127.4%</b>	<b>1,215,213</b>	<b>9.4%</b>	
OCT	173,682	350,631	101.9%			
NOV	148,777	323,508	117.4%			
DEC	154,103	330,687	114.6%			
<b>4th QTR</b>	<b>476,562</b>	<b>1,004,826</b>	<b>110.8%</b>			
<b>TOTAL</b>	<b>2,006,420</b>	<b>3,623,458</b>	<b>80.6%</b>			
<b>YTD</b>		2,618,632		3,255,009	24.3%	

Total Enplaned Passengers Sep-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	206,819	35.8%
OCT	87,379	177,407		
NOV	74,910	161,926		
DEC	76,164	164,561		
<b>TOTAL</b>	<b>1,002,627</b>	<b>1,812,757</b>		
<b>YTD</b>		1,308,863	1,627,930	24.4%

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	190,585	26.5%
OCT	86,303	173,224		
NOV	73,867	161,582		
DEC	77,939	166,126		
<b>TOTAL</b>	<b>1,003,793</b>	<b>1,810,701</b>		
<b>YTD</b>		1,309,769	1,627,079	24.2%

Total Cargo Volume in Pounds Sep-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%
<b>1st QTR</b>	<b>32,631,428</b>	<b>35,078,141</b>	<b>7.5%</b>	<b>34,309,252</b>	<b>15,560</b>	<b>-2.2%</b>
APR	11,090,789	12,611,682	13.7%	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%
<b>2nd QTR</b>	<b>35,193,184</b>	<b>37,660,014</b>	<b>7.0%</b>	<b>34,543,091</b>	<b>15,666</b>	<b>-8.3%</b>
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%	11,624,360	5,272	-11.0%
<b>3rd QTR</b>	<b>38,964,355</b>	<b>37,413,556</b>	<b>-4.0%</b>	<b>34,664,654</b>	<b>15,721</b>	<b>-7.3%</b>
OCT	13,281,548	12,660,541	-4.7%			
NOV	11,988,995	12,089,489	0.8%			
DEC	15,834,177	16,260,767	2.7%			
<b>4th QTR</b>	<b>41,104,720</b>	<b>41,010,797</b>	<b>-0.2%</b>			
<b>TOTAL</b>	<b>147,893,687</b>	<b>151,162,508</b>	<b>2.2%</b>			
<b>YTD</b>		110,151,711		103,516,997	46,946	-6.0%

Enplaned Passengers & Load Factor				
Airline	Enplaned PA	Sep-22	Sep-21	Diff.
aha!	0	n/a	n/a	n/a
Alaska/Horizon	15,672	87.3%	72.7%	14.5
Allegiant Air	1,304	83.6%	52.0%	31.6
American	33,404	90.9%	60.0%	30.8
Delta	16,758	93.9%	65.3%	28.6
Frontier	1,714	73.2%	67.6%	5.6
JetBlue	5,704	73.4%	38.3%	35.0
Southwest	86,405	86.0%	64.9%	21.1
Spirit	8,768	83.1%	n/a	n/a
Sun Country	2,010	54.0%	n/a	n/a
United	32,555	89.4%	69.9%	19.5
Volaris	2,525	64.1%	56.8%	7.3

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