

December Departmental Reports



north lake tahoe

December 2022
Meetings & Conventions Report

TURNED DEFINITE

1. Association of Northern California Oncologists - Clinical Cancer Update - 1/18/24-1/21/24, 295 rooms and 100 people

NEW MEETINGS & RFPs DISTRIBUTED

2. California District Attorneys Association - CDAA - 2023 Human Trafficking Seminar - 5/7/23-5/9/23, 136 rooms and 70 people
3. HPN - 89441 - Top Agent Trip June 2023 - 6/18/23-6/22/23, 100 rooms and 25 people
4. HPN - 89180 - Awards Trip 2023 - 6/23/23-6/25/23, 240 rooms and 100 people
5. Flannagan's Golf Tours, LLC - Summer 2023 - 7/11/23-7/16/23, 36 rooms and 12 people
6. United Church of God - Feast of Tabernacles 2023 - 9/29/23-10/7/23, 180 rooms and 480 people
7. HPN - 89380 - Training Event 2024 - 1/11/24-1/14/24, 130 rooms and 60 people
8. HPN - 89228 - President's Club 2024 - 11/15/24-11/19/24, 240 rooms and 150 people

NEW INQUIRIES

1. Toyota North America - 11695 - SF Region - Winter Travel Incentive - TM56536 - 3/22/23-3/23/23, 40 people and 40 rooms
2. FamilyLife - Cru - FamilyLife 2023 Fall Donor Getaway - 9/26/23-10/1/23, 150 people and 264 rooms
3. Emerson Automation Solutions - Emerson 2023 Board Meeting - 2/5/23-2/7/23, 24 people and 63 rooms
4. Lockton Companies - 2024 Financial Services Program - 9/2/24-9/6/24, 240 people and 485 rooms
5. National State of Legislatures - NCSL - Fines and Fees State Teams Symposium and Roundtable - 8/27/23-8/30/23, 46 people and 145 rooms
6. National Association for Environmental, Health & Safety, and Sustainability (EHS&S) Management (NAEM) - NAEM Women's Leadership Conference 2024, 6/9/24-6/13/24, 175 people and 310 rooms
7. Caravel Group - 2023 Summer Retreat - 7/10/23-7/12/23, 16 people and 48 rooms
8. California New Car Dealers Association - June Board Meeting - 6/21/23-6/22/23, 18 people and 33 rooms
9. Alliance of Community Association Managers - CEO - ACAM-CEO Mindshare 2024 Meeting - 7/28/24-8/3/24, 250 people and 710 rooms
10. Awakened Nation - 5/18/23-5/20/23, 55 people and 84 rooms
11. Ingram Micro - Cisco Partner Incentive Trip - 2023 - 8/7/23-8/11/23, 60 people and 144 rooms

CONFERENCE SALES PROJECTS

- Key Projects:
 - Sent holiday/year-end "Thank You" newsletter on 12/21 to 8,014 meeting planners and saw a 24% open rate

SITE VISITS & SALES CALLS

- NLT Staff joined Village at Palisades and Resort at Squaw Creek at the CalSAE Seasonal Spectacular conference in Sacramento December 13-14. NLT team hosted a dinner on 12/13 with (4) association managers and (2) associations
- NLT Staff attended the Society of Government Meeting Professionals meeting on December 15th
- Planning site for Farm Credit Services of America for January 3 and 4

Chicago Rep Efforts

- Client holiday event in Chicago hosted by NLT staff and Destination Reps with (37) planners
- Staff attended Holiday Showcase and added (90) planners to the database
- Staff attended PCMA Holiday Event with (300) planners



north lake tahoe

December 2022

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - FAM for (2) Ski.com agents and (15) group leaders 12/7-12/11. Ski clubs:
 - High Life Ski Club
 - Little Rock Ski Club
 - ORE
 - Bad Dogs
 - Richmond Ski Club
 - Ski Bears of CT
 - Orlando & Florida Ski Council
 - SCWDC
 - Sterling Ski Club
 - South Jersey Ski Club
 - Clearwater Snow Sharks
 - Schuss Le Monde
 - Tech Center
 - Chicago Metropolitan Ski Council
 - Expedia Q4 Virtual Insights Summit
 - Webinar with Gendron Voyages from Canada 12/6
 - Webinar with Mogul from Australia 12/16

- Key Projects:
 - Planning Mexico Sales Mission with Visit California January 24-26
 - Sent holiday/year-end "Thank You" newsletter on 12/21 to 2,880 trade product managers and travel agents, which saw a 28% open rate

VISA VUE DATA

- Domestic Data - January - November 2022
 - Top Cities - Visitor Origin:
 - SF, Sacramento, Reno, San Jose, LA, Santa Rosa, San Diego, Santa Cruz, NY/NJ, Fresno
 - Key spending findings on these cities YOY % change:
 - SF +13% YoY
 - Sacramento +14% YoY
 - Reno +19% YoY
 - San Jose/Sunnyvale/Santa Clara +17%
 - LA/Long Beach/Anaheim +11% YoY

- Santa Rosa +13% YoY
 - San Diego +20% YoY
 - Santa Cruz +16% YoY
 - New York +27% YoY
 - Total spend: \$527.9 M (all) and \$334.3M (non-resident)
 - Top spend by market YOY % change:
 - Restaurants +17.8%
 - Food & Grocery +24.4%
 - Retail +12.1%
 - Hotels & Lodging +15.7%
- International Data - January - November, 2022
 - Total spend: \$4.1M
 - Estimated visitors: 21.3K
 - Top countries by spend and YoY % Change
 - Canada \$676k, +205%
 - UK \$561k, +581%
 - China Mainland \$254k, +152%
 - Mexico \$210k, +48%
 - Australia \$277k, +910%
 - Germany \$234k, +959%
 - France \$244k, +701%
 - Market Segment YOY % change, spend:
 - Restaurants & Dining +292%, \$1.3M
 - Hotels & Lodging +193%, \$772k
 - Retail +162%, \$552k

December 2022 Monthly Report



north lake tahoe

December Executive Summary – Consumer Campaign

- With November split between winter and fall spending, December ranked 85% less spend than November and was limited to only local and LA markets. Despite the drop in spending, TOS conversions only dropped by 5% to 5,147 overall and CTR rose by 45%, while cost per click dropped by \$0.88.
- Similar to November, Millennial Megan led with the highest number of Social TOS conversions (210) and Book Now conversions (439). Sustainability audiences followed with 155 TOS conversions and 471 Book Nows. Audiences Boomer Ben, High Value, then the Jones Family ranked respectively for TOS conversions.
- Display accounted for 60% of total TOS conversions. Of these display TOS conversions, 2,800 stemmed from Google Max Display ads, while 205 conversions were from Programmatic Display's retargeting campaign and 174 were from Rich Media.
- Likely a result of the fresh winter creative, Social CTR jumped 68% to 2.02% overall (industry average is 0.9%). While TOS conversions dropped by 256 due to winter budget decreases, there were more than \$7 less per conversion.



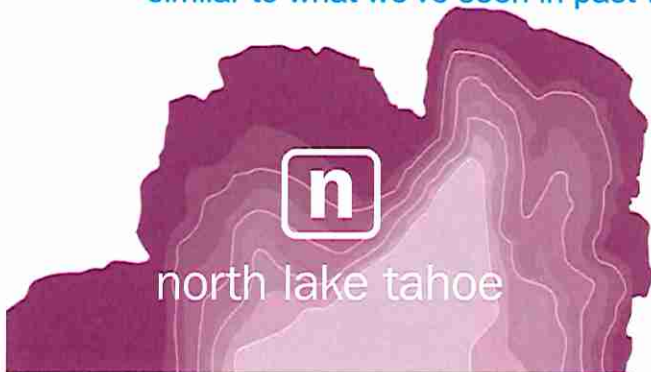
December Executive Summary – MCC Campaign

- The December MCC campaign spent roughly \$6,000 less than November due to November's geofencing spend. Meetings earned 545 fewer clicks than the month prior and matched TOS 115 conversions at 128 (note: some platforms don't track TOS conversions to the site).
 - Meetings creative switched out static for animated display banners towards the end of November to freshen up CTRs in December. Animated/video banners earned a 3.6% CTR, 0.37% higher than static's 0.9% CTR.
 - Meetings Today Social Retargeting Video outperformed Facebook CTRs in December. Meetings Today's Static Image and Carousel CTR fell below NLT Paid Social CTR but performed higher than the industry average of 0.9%.
- Video completion rates slightly decreased 2% to a 34% completion rate. Video CTR averaged slightly less than November at 0.35%, cost \$4.65 less per conversion and earned 7 more conversions than November. Overall, video results remain close yet slightly over last month's data.
- Overall, Facebook earned the most TOS 115 conversions at the lowest cost. (Facebook Video earned the lowest cost per conversion). Facebook's static ads earned the highest CTRs followed by LinkedIn's static.



December Executive Summary - Website

- There were over 108K visitors to GoTahoeNorth.com in December. This was a 18.9% increase from November with the majority of traffic coming from organic search (64.8%), followed by direct (9.3%). There tends to be a natural increase in traffic when there are large amounts of snowfall in the destination.
- The average session duration was 1:11 (industry average is 1 minute). New users increased by 19.8% and sessions also increased by 23.8% when comparing MoM. YoY, they increased respectively by 15.5% and 15.7%.
- California continued to be the top state driving traffic with an increase of 56.8% in the month of December. The top cities were San Jose (17.1%) followed by Los Angeles (14.3%).
- The Road Conditions page was a top driver of traffic followed by the Homepage and Webcams page. This trend is similar to what we've seen in past winters – visitors are looking for realtime resources when planning their trip.



December Executive Summary - Content

- A blog revision for winter activities in North Lake Tahoe was updated this month.
- Two newsletters were deployed yielding high open rates of 29% and 26.5% (industry average is 16%).
- CrowdRiff metrics decreased this month, but still had a high engagement rate of 40%. Top content featured snow imagery.



December Executive Summary – PR Coverage

- Secured 21 clips with 2.8B estimated digital monthly visits and 2.3M estimated digital coverage views.
- Pitching efforts focused on last minute family getaways for the holidays, holiday events you don't want to miss in North Lake Tahoe, National Plan for a Vacation Day (1/31/23) destinations, romantic getaways for Valentine's Day 2023, North Lake Tahoe as your home away from home, best destinations for solo female travelers, getting fit without a gym membership in North Lake Tahoe, best winter destinations for snowshoeing, wellness destinations for 2023, Weddings Month (February) destinations, sober offerings in North Lake Tahoe, Hobby Month (January) destinations and where to ski and snowboard in the U.S.
- Augustine also worked on the crisis communication plan for North Lake Tahoe and continued setting up FAM trips for Kathleen Wong at *USA Today*, Michelle Baran with *AFAR* and Dominique Chouvet with *Roadtrippin*.



December Executive Summary – Organic Social Media

- Social content focused on holiday content, weather and safety updates with an emphasis on snow in the region.
- There were 1.1M impressions and 12.2K post clicks.
- The social audience increased by 132 followers on Facebook.
- Instagram content generated an overall engagement rate of 4% across all posts (benchmark 0.98%).
- Augustine collaborated with [@alpenglowexpeditions](#) to showcase a ski adventure. The story content generated over 20K views.



An aerial photograph of a lake with vibrant turquoise water. A person is seen in a wooden canoe on the left side of the frame. The shoreline is rocky and lined with green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Paid Media".

Paid Media

Consumer Paid Media



All Campaigns Overview

Start Date
12/1/2022

End Date
12/31/2022

2,286,690
IMPRESSIONS

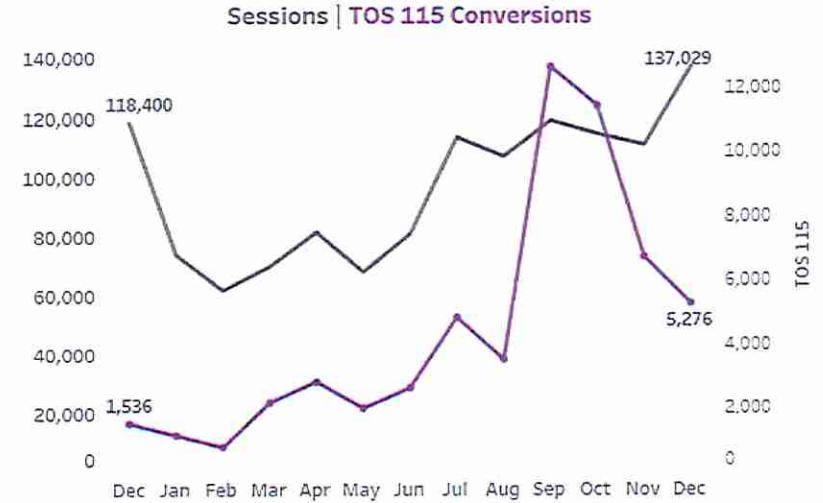
\$0.69
COST PER CLICK

20,832
CLICKS

5,276
TOS
CONVERSIONS

\$2.73
COST PER TOS
CONVERSION

- December earned 255 fewer TOS conversions than November and close to 18,800 clicks due to decreased budget for the winter campaign.
- Cost per click dropped by \$0.80 from November and jumped up in CTR by 45%.
- Display creative earned twice the number of conversions than Search. Paid Social followed in third place. Paid Search and Social dropped around 32% in TOS conversions while Display only dropped 11% with the reduced budget.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
Consumer	2,002,847	18,798	0.94%	\$0.62	\$11,607.65	5,147	\$2.26
Meetings	283,843	2,034	0.72%	\$1.38	\$2,809.07	128	\$21.95
Total	2,286,690	20,832	0.91%	\$0.69	\$14,416.72	5,276	\$2.73

Overview by Medium

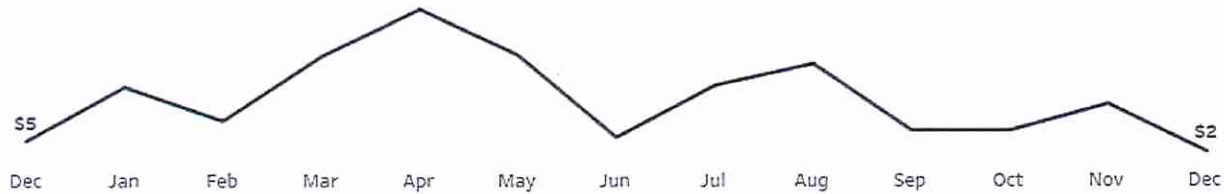
Start Date
12/1/2022

End Date
12/31/2022

Cost per Conversion Trending

2,002,847
IMPRESSIONS

18,798
CLICKS



\$0.62
COST PER CLICK

5,147
TOS CONVERSIONS

\$2.26
COST PER TOS CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	883,911	\$1,791.18	8,375	\$0.21	0.95%	2,655	\$0.67
	Programmatic Display	302,849	\$1,817.09	326	\$5.57	0.11%	216	\$8.41
	TripAdvisor	219,726	\$878.90	84	\$10.46	0.04%	26	\$33.80
	Expedia	68,173	\$2,453.55	40	\$61.34	0.06%	88	\$27.88
	Rich Media	1	\$0.01	0	N/A	0.00%	65	N/A
	Native	0	\$0.00	1	N/A	0.00%	36	N/A
Paid Search	Google Search	296,354	\$2,124.24	5,291	\$0.40	1.79%	1,518	\$1.40
Paid Social	Facebook	231,158	\$2,532.14	4,679	\$0.54	2.02%	544	\$4.65
	Instagram	675	\$10.53	2	\$5.27	0.30%	0	N/A
Grand Total		2,002,847	\$11,607.65	18,798	\$0.62	0.94%	5,147	\$2.26

Paid Social Performance

Start Date
12/1/2022

End Date
12/31/2022

231,833
IMPRESSIONS

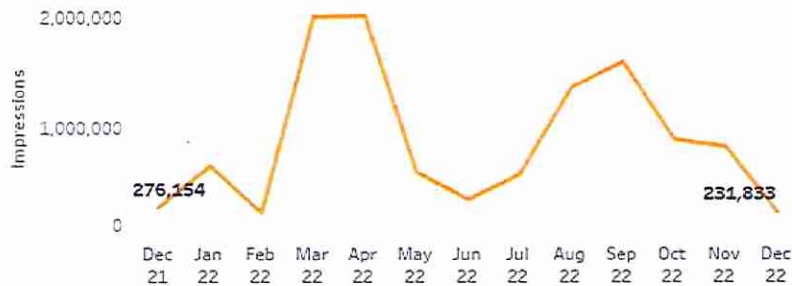
4,681
CLICKS

\$0.54
CPC

544
TOS 115
CONVERSIONS

\$4.67
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	57,969	1,048	1.81%	\$0.33	\$346.92	439	210	\$1.65
	High Value	46,072	699	1.52%	\$0.81	\$568.90	283	65	\$8.75
	Boomer Ben	31,700	685	2.16%	\$0.51	\$346.98	254	69	\$5.03
	Sustainability	30,495	635	2.08%	\$0.66	\$417.70	471	155	\$2.69
	The Jones Family	29,035	675	2.32%	\$0.51	\$345.72	212	25	\$13.83
Retargeting	Retargeting	36,562	939	2.57%	\$0.55	\$516.45	104	20	\$25.82
Total		231,833	4,681	2.02%	\$0.54	\$2,542.67	1,763	544	\$4.67

Paid Social Creative Performance

Start Date
12/1/2022

End Date
12/31/2022

231,833
IMPRESSIONS

4,681
CLICKS

\$0.54
CPC

\$2,542.67
COST

2.02%
CTR

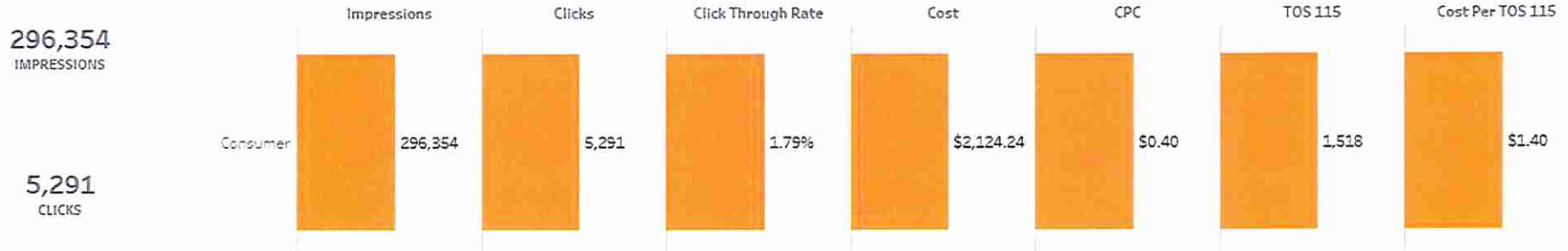
				Impressions	Clicks	CTR	Cost	CPC
Facebook	Prospecting	Evergreen	High Value	46,021	699	1.52%	\$568.50	\$0.81
			Sustainability	29,879	633	2.12%	\$407.63	\$0.64
		Los Angeles	Millennial Megan	12,078	174	1.44%	\$86.82	\$0.50
			Boomer Ben	8,989	224	2.49%	\$86.56	\$0.39
			The Jones Family	6,501	204	3.14%	\$86.05	\$0.42
		Phoenix	Millennial Megan	28,234	632	2.24%	\$85.76	\$0.14
	Boomer Ben		7,784	197	2.53%	\$86.94	\$0.44	
	The Jones Family		7,449	163	2.19%	\$85.99	\$0.53	
	Portland	Millennial Megan	7,762	100	1.29%	\$87.37	\$0.87	
		The Jones Family	7,613	145	1.90%	\$86.54	\$0.60	
		Boomer Ben	7,359	130	1.77%	\$86.85	\$0.67	
	Seattle	Millennial Megan	9,894	142	1.44%	\$86.96	\$0.61	
Boomer Ben		7,567	134	1.77%	\$86.62	\$0.65		
The Jones Family		7,471	163	2.18%	\$87.13	\$0.53		
Retargeting	Los Angeles	Retargeting		11,268	321	2.85%	\$128.85	\$0.40
	Phoenix	Retargeting		11,237	249	2.22%	\$128.81	\$0.52
	Portland	Retargeting		7,346	164	2.23%	\$129.30	\$0.79
	Seattle	Retargeting		6,706	205	3.06%	\$129.46	\$0.63
Instagram	Prospecting	Evergreen	Sustainability	616	2	0.32%	\$10.07	\$5.04
			High Value	51	0	0.00%	\$0.40	N/A
		Portland	The Jones Family	1	0	0.00%	\$0.01	N/A
			Millennial Megan	1	0	0.00%	\$0.01	N/A
	Retargeting	Los Angeles	Retargeting	3	0	0.00%	\$0.01	N/A
			Portland	Retargeting	2	0	0.00%	\$0.02
Grand Total				231,833	4,681	2.02%	\$2,542.67	\$0.54

Paid Search Performance

Start Date
12/1/2022

End Date
12/31/2022

Ad Group Performance



1,518
TOS 115
CONVERSIONS

\$1.40
COST PER TOS 115

\$0.40
COST PER CLICK

Impressions | Clicks

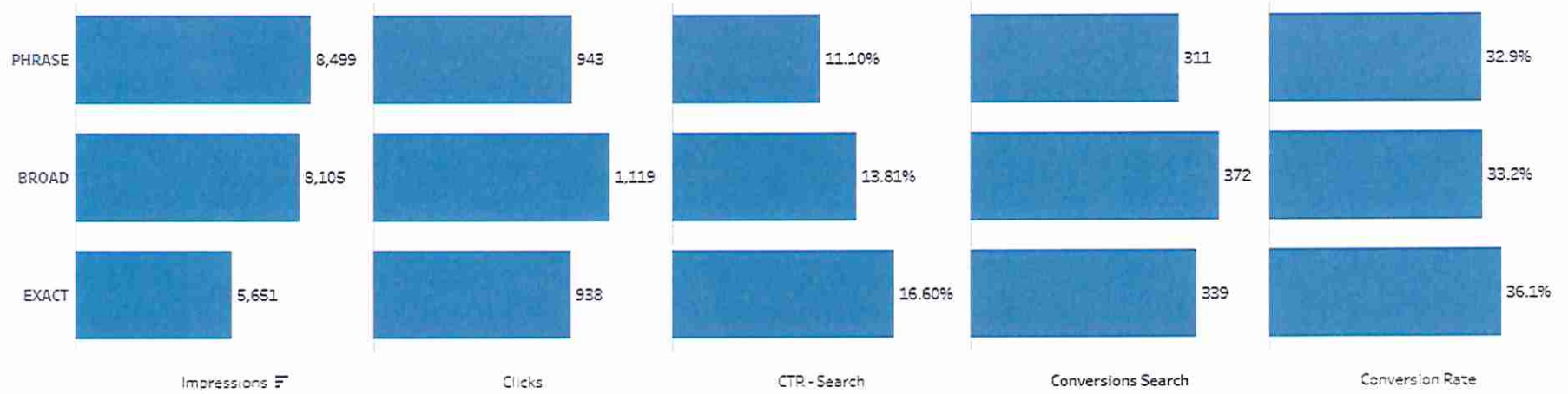


Impressions | Conversions



Paid Search Performance

Keyword Match Type Performance



		Impressions	Cost	Clicks	CPC	CTR	Conversions
Consumer	MOBILE	15,635	\$951.17	2,468	\$2.59	15.79%	750
	DESKTOP	5,788	\$312.65	457	\$1.46	7.90%	232
	TABLET	832	\$39.97	75	\$1.88	9.01%	39

Paid Search Performance

Start Date: 12/1/2022
End Date: 12/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate	Cost Per Conversion
snowmobiling north lake tahoe	3,299	432	\$2.60	13.09%	\$165.85	164	38.1%	\$1.01
lake tahoe events	2,627	264	\$1.84	10.05%	\$143.55	80	30.3%	\$1.79
+snowmobiling +rentals	2,237	303	\$2.48	13.54%	\$122.21	99	32.7%	\$1.23
what to do in tahoe	2,153	193	\$1.89	16.74%	\$102.12	51	26.2%	\$2.02
+winter +events	979	186	\$2.38	19.00%	\$78.24	73	39.0%	\$1.08
north tahoe	870	147	\$2.20	16.90%	\$66.92	50	33.8%	\$1.35
+cross +country +skiing	681	65	\$2.25	9.54%	\$28.86	21	32.3%	\$1.37
north lake tahoe ski resorts	656	146	\$2.89	22.26%	\$50.49	55	37.7%	\$0.92
+snowshoeing +vacation	644	94	\$2.71	14.60%	\$34.68	24	25.5%	\$1.45
north lake tahoe sledding	631	217	\$2.81	34.39%	\$77.13	76	35.0%	\$1.01
+go +snowmobiling	571	36	\$2.39	6.30%	\$15.06	8	22.2%	\$1.88
+snowmobiling +vacations	517	34	\$2.10	6.58%	\$15.21	15	47.1%	\$1.01
activities	427	57	\$2.72	13.35%	\$20.96	18	31.6%	\$1.16
Winter Activities	419	81	\$2.24	19.33%	\$35.23	24	29.6%	\$1.51
what to do in north lake tahoe	395	165	\$2.23	41.77%	\$74.10	67	40.8%	\$1.10
+where +to +snowshoe	307	42	\$3.23	13.68%	\$13.00	9	21.4%	\$1.44
snowmobiling rentals	278	51	\$3.53	18.35%	\$14.43	13	25.5%	\$1.11
+skiing	275	3	\$2.63	1.09%	\$1.14	0	0.0%	N/A
events	275	41	\$2.10	14.91%	\$19.51	18	42.7%	\$1.11
cross country skiing north lake tahoe	270	38	\$2.32	14.07%	\$15.35	13	34.2%	\$1.26
things to	242	35	\$2.72	14.46%	\$12.86	15	44.3%	\$0.83
north shore tahoe	234	22	\$1.71	9.40%	\$12.65	9	40.8%	\$1.43
+snow +activities	199	19	\$2.31	9.55%	\$6.24	5	25.3%	\$1.65
stuff to do	196	31	\$2.85	15.82%	\$10.86	9	29.0%	\$1.21
+sking	196	8	\$2.90	4.08%	\$2.75	3	37.5%	\$0.92
+snow +skiing	164	1	\$2.70	0.54%	\$0.37	0	0.0%	N/A

Display Performance by Placement

Start Date
12/1/2022

End Date
12/31/2022

1,474,660
IMPRESSIONS

8,826
CLICKS

3,086
TOS 115
CONVERSIONS

0.60%
CLICK THROUGH RATE

\$2.25
COST PER
TOS CONVERSION

- Google Max display again proved the most effective channel with 883K impressions, over 8K clicks, a 0.95% CTR and over 2,655 TOS 115 conversions.
- Rich Media and Native did not run but continued to log TOS 115 conversions, and so are represented on this report. Sessions are counted if the visit is completed within a certain time frame since click.

Cost per Conversion Trending



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
Performance Max	883,911	8,375	0.95%	\$0.21	\$1,791.18	2,655	\$0.67
Programmatic Display	302,849	326	0.11%	\$5.57	\$1,817.09	216	\$8.41
TripAdvisor	219,726	84	0.04%	\$10.46	\$878.90	26	\$33.80
Expedia	68,173	40	0.06%	\$61.34	\$2,453.55	88	\$27.88
Rich Media	1	0	0.00%	N/A	\$0.01	65	N/A
Native	0	1	0.00%	N/A	\$0.00	36	N/A
Grand Total	1,474,660	8,826	0.60%	\$0.79	\$6,940.74	3,086	\$2.25

Display Performance by Creative

Start Date
12/1/2022

End Date
12/31/2022

1,474,660
IMPRESSIONS

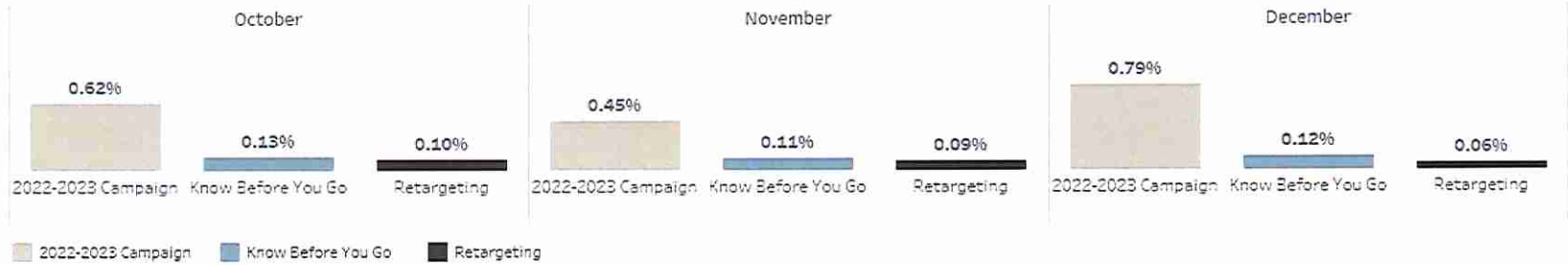
8,826
CLICKS

3,086
TOS 115
CONVERSIONS

0.60%
CLICK THROUGH RATE

\$2.25
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
2022-2023 Campaign	Performance Max	883,911	8,375	0.95%	\$0.21	\$1,791.18	2,655	\$0.67
	Programmatic Display	199,165	184	0.09%	\$6.49	\$1,194.99	55	\$21.73
	Rich Media	1	0	0.00%	N/A	\$0.01	65	N/A
	Native	0	1	0.00%	N/A	\$0.00	6	N/A
Retargeting	TripAdvisor	219,726	84	0.04%	\$10.46	\$878.90	26	\$33.80
	Expedia	68,173	40	0.06%	\$61.34	\$2,453.55	88	\$27.68
	Programmatic Display	60,014	89	0.15%	\$4.05	\$360.08	160	\$2.25
	Native	0	0	0.00%	N/A	\$0.00	26	N/A
Know Before You Go	Programmatic Display	43,670	53	0.12%	\$4.94	\$262.02	1	\$262.02
	Native	0	0	0.00%	N/A	\$0.00	4	N/A
Grand Total		1,474,660	8,826	0.60%	\$0.79	\$6,940.74	3,086	\$2.25

Consumer eBlast

CAMPAIGN REPORT

Campaign Summary

Name: North Lake Tahoe December A

From/Brand: North Lake Tahoe

Headline: It's Official: Winter is Here!

Broadcast Date: 12/06/2022

Audience: 106,250 ID: 1696144

Views: 17,203 Clicks: 2,402

View %: 16.19% Click %: 2.25%



CAMPAIGN STATS



Clicks by Device

Desktop 55.54% | 1,334

Mobile 44.46% | 1,068

CLICKS BY WEB BROWSER



CAMPAIGN REPORT

Campaign Summary

Name: North Lake Tahoe Winter 2022 B

From/Brand: North Lake Tahoe

Headline: Ski Resort Openings, Lodging Deals & More!

Broadcast Date: 12/06/2022

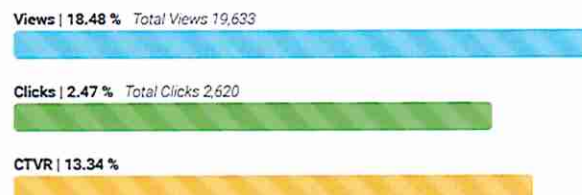
Audience: 106,250 ID: 1696124

Views: 19,633 Clicks: 2,620

View %: 18.48% Click %: 2.47%



CAMPAIGN STATS



Clicks by Device

Desktop 62.29% | 1,632

Mobile 37.71% | 988

CLICKS BY WEB BROWSER

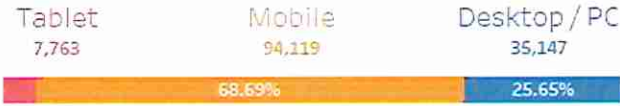


Website Performance

Start Date
12/1/2022

End Date
12/31/2022

137,029
SESSIONS



00:01:11
SESSION DURATION

Top Regions	Sessions
California	84,078
Washington	8,467
Nevada	8,138
Oregon	5,035
Texas	3,126



1.5
PAGES PER SESSION

Website Sessions From Paid Ads



78%
NEW USER SESSION RATE

77%
BOUNCE RATE

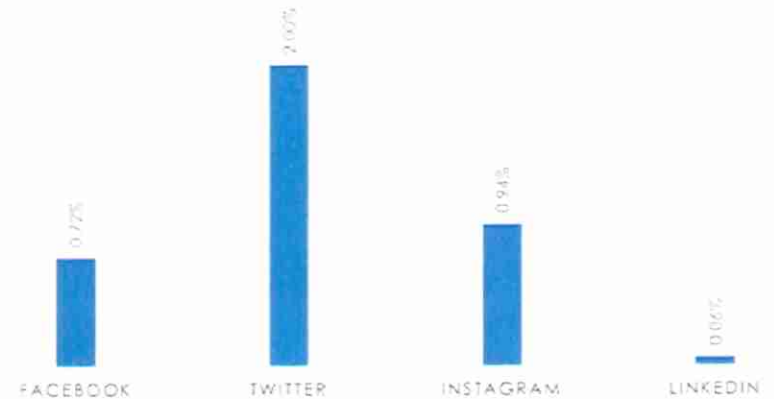
Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	89,864	130,597	00:01:14	1.5	77%
Search	16,153	22,271	00:00:43	1.4	81%
Direct	12,784	20,525	00:01:19	1.6	76%
Referral	7,768	14,206	00:01:05	1.8	72%
Display	6,469	17,041	00:02:07	2.6	55%
Total	137,029	209,134	00:01:11	1.5	77%

Industry Benchmarks

Average click-through rate for search advertising



AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Paid Search CTR (12.05% fly markets & local) shot past the industry average of 8.54%. December's National CTR rounded out to 1.45%.

- Facebook's 2.02% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 0.30% CTR did not meet the industry standard of 0.94%.

National Paid Search



Paid Search Performance

Start Date
12/1/2022

End Date
12/31/2022

Ad Group Performance

287,040
IMPRESSIONS

4,169
CLICKS

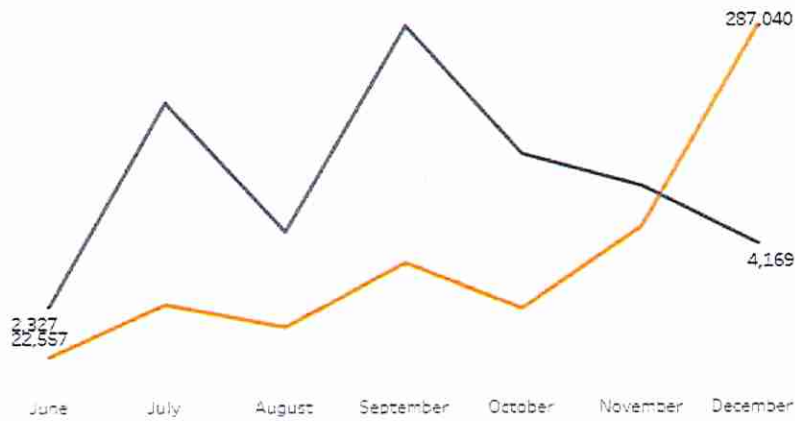
	Impressions	Clicks	CTR	Cost	CPC	TOS 115	Cost Per TOS 115
Prospecting	287,040	4,169	1.45%	\$1,574.13	\$0.38	1,146	\$1.37

Impressions | Clicks

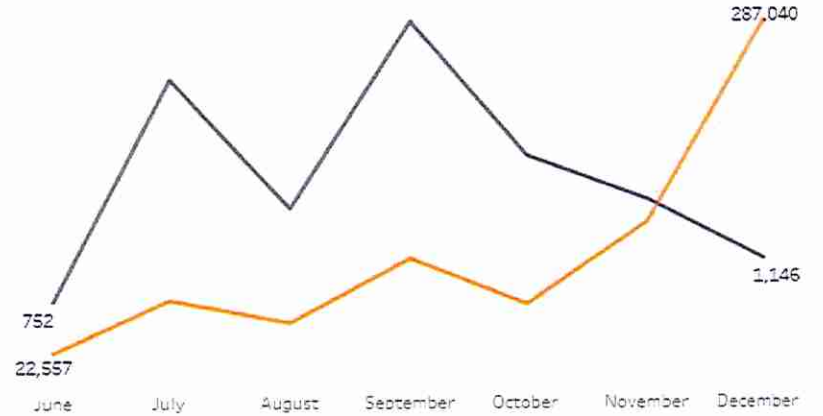
\$0.38
COST PER CLICK

1,146
TOS 115
CONVERSIONS

\$1.37
COST PER TOS 115
CONVERSION



Impressions | TOS 115 Conversions



Paid Search Performance

Start Date
12/1/2022

End Date
12/31/2022

Keyword Performance

	Impressions	Clicks	CPC	CTR	Cost	Conversions	Conversion Rate
snowmobiling north lake t..	2,459	322	\$3.06	13.09%	\$105.37	126	39.3%
+snowmobiling +rentals	1,478	210	\$3.18	14.21%	\$66.09	68	32.4%
+winter +events	544	104	\$3.07	19.12%	\$33.85	50	48.1%
north lake tahoe ski resor..	468	99	\$3.42	21.15%	\$28.98	40	40.4%
north lake tahoe sledding	466	167	\$3.34	35.84%	\$50.00	61	36.3%
+cross +country +skiing	374	45	\$2.72	12.03%	\$16.52	18	40.0%
+snowshoeing +vacation	370	54	\$3.52	14.59%	\$15.36	14	25.9%
+go +snowmobiling	299	21	\$2.99	7.02%	\$7.02	4	19.0%
+snowmobiling +vacations	282	21	\$2.75	7.45%	\$7.63	13	61.9%
+where +to +snowshoe	242	35	\$3.77	14.46%	\$9.29	10	28.6%
cross country skiing north..	190	27	\$2.92	14.21%	\$9.25	7	25.9%
snowmobiling rentals	163	39	\$4.41	23.93%	\$8.84	11	28.2%
+snow +activities	122	11	\$2.20	9.02%	\$4.99	5	45.5%
+skiing	114	1	\$11.11	0.88%	\$0.09	0	0.0%
+north +lake +tahoe +sled..	99	14	\$3.13	14.14%	\$4.47	2	14.3%
+where +to +go +cross +c..	94	17	\$2.80	18.09%	\$6.07	10	58.8%
ice skating north lake tah..	84	25	\$3.89	29.76%	\$6.42	12	48.0%
+sking	83	6	\$4.72	7.23%	\$1.27	2	33.3%
+snow +skiing	80	1	\$2.70	1.25%	\$0.37	0	0.0%
+nordic +skiing	64	3	\$2.14	4.69%	\$1.40	4	133.3%
snowmobiling vacations	62	5	\$3.07	8.06%	\$1.63	2	40.0%
+cross +skiing +country	57	4	\$2.84	7.02%	\$1.41	0	0.0%
+winter +vacation +ideas	51	5	\$4.03	9.80%	\$1.24	2	40.0%
+snowmobiling +trips	44	2	\$2.11	4.55%	\$0.95	2	100.0%
snowmobiling trips	36	2	\$5.88	5.56%	\$0.34	1	50.0%
+ski +slopes	36	0	N/A	0.00%	\$0.00	0	0.0%

Consumer Paid Media Recommendations

- Wait to rename audiences until end of fiscal year to streamline analytics and maintain audience breakouts. Continue to build upon Millennial Megan success and integrate into other audience builds and targeting.
- A winter report will replace the February Analytics report. This will include a summary of local print and radio targeting.
- The LA, Phoenix, Seattle and Evergreen video campaigns earned exceptional video CTRs of anywhere between 2.04%-2.38%. Please note: While winter does not run video, some of the Facebook carousel ads have video creative in them. This reads as video creative in the analytics report.
 - Compare to Facebook carousels that don't run video creative in the ad slides. Use to inform creative builds in future seasons.



MCC Paid Media



Overview by Medium

Start Date
12/1/2022

End Date
12/31/2022

283,843
IMPRESSIONS

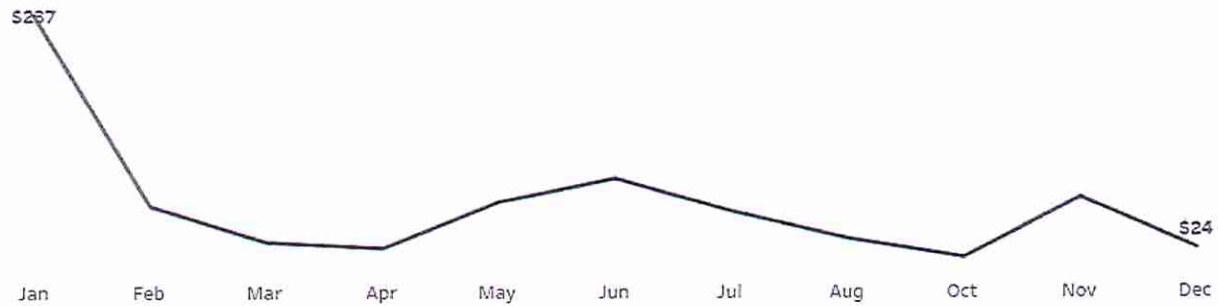
2,034
CLICKS

\$1.52
COST PER CLICK

128
TOS CONVERSIONS

\$24.03
COST PER TOS
CONVERSION

Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	124,020	\$751.38	177	\$4.25	0.14%	11	\$68.31
Paid Social	Facebook	52,723	\$539.41	1,291	\$0.42	2.45%	24	\$22.48
	LinkedIn	36,443	\$774.57	318	\$2.44	0.87%	0	N/A
	Instagram	3	\$0.02	0	N/A	0.00%	0	N/A
Video	LinkedIn	28,648	\$390.58	75	\$5.21	0.26%	0	N/A
	Facebook	22,752	\$452.95	136	\$3.33	0.60%	91	\$4.98
	YouTube	19,213	\$175.67	37	\$4.75	0.19%	2	\$74.32
	Instagram	41	\$0.11	0	N/A	0.00%	0	N/A
Grand Total		283,843	\$3,084.69	2,034	\$1.52	0.72%	128	\$24.03

Paid Social Performance

Start Date
12/1/2022

End Date
12/31/2022

89,169
IMPRESSIONS

1,609
CLICKS

1.80%
CTR

24
TOS 115
CONVERSIONS

\$54.75
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	27,666	564	2.04%	\$0.41	7	\$32.74	\$229.18
		ropes	23,205	670	2.89%	\$0.43	16	\$18.14	\$290.22
	Retargeting		1,140	28	2.46%	\$0.42	1	\$11.62	\$11.62
		kayak	529	23	4.35%	\$0.32	0	N/A	\$7.33
		nature	163	6	3.68%	\$0.18	0	N/A	\$1.06
Instagram	Retargeting	Audio Visual	2	0	0.00%	N/A	0	N/A	\$0.01
		nature	1	0	0.00%	N/A	0	N/A	\$0.01
LinkedIn	Prospecting	Website visits - Oct 12, 2022	22,332	133	0.60%	\$2.62	0	N/A	\$348.73
		Room to Project	3,954	50	1.26%	\$2.35	0	N/A	\$117.59
		Conference Rooms	3,777	54	1.43%	\$2.08	0	N/A	\$112.13
		The Best Amenities Come Naturally	3,259	40	1.23%	\$2.45	0	N/A	\$98.01
		Breakout Session	3,121	41	1.31%	\$2.39	0	N/A	\$98.11
Grand Total			89,169	1,609	1.80%	\$0.82	24	\$54.75	\$1,314.00

Meetings Today - Social RT

Meetings Today Social Retargeting Video outperformed Facebook CTRs in December. Meetings Today's Static Image and Carousel CTR fell below NLT Paid Social CTR but performed higher than the industry average.

Web Units				
Size	Flight	Impressions	Clicks	CTR
Facebook Remarketing - Video Ad	12/1/22-12/31/22	9,005	325	3.6%
Facebook Remarketing - Image Ad	12/1/22-12/31/22	16,540	152	0.9%
Facebook Remarketing - Carousel Ad	12/1/22-12/31/22	17,758	126	0.7%

Display Performance by Placement

Start Date
12/1/2022

End Date
12/31/2022

124,020
IMPRESSIONS

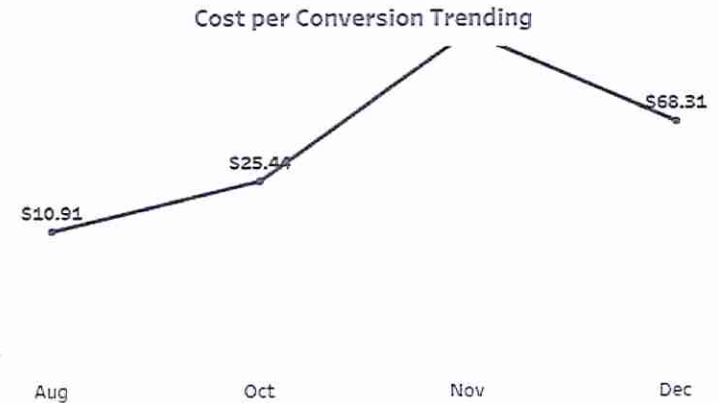
177
CLICKS

11
TOS 115
CONVERSIONS

0.14%
CLICK THROUGH RATE

\$68.31
COST PER
TOS CONVERSION

- December ran display and wrapped up geofencing impressions for tradeshows.
- The Board Meetings emails continued to gain impressions and clicks. Both emails performed similarly with CTR, impressions served and clicks.
- Facebook outperformed other social platforms in clicks, conversions and costs.
- Facebook's Ropes creative outperformed every other medium/creative in December with its 16 TOS conversions and a 2.89% CTR.



Platform	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Programmatic Display	124,020	177	0.14%	\$4.25	\$751.38	11	\$68.31
Grand Total	124,020	177	0.14%	\$4.25	\$751.38	11	\$68.31

Display Performance by Creative

Start Date
12/1/2022

End Date
12/31/2022

124,020
IMPRESSIONS

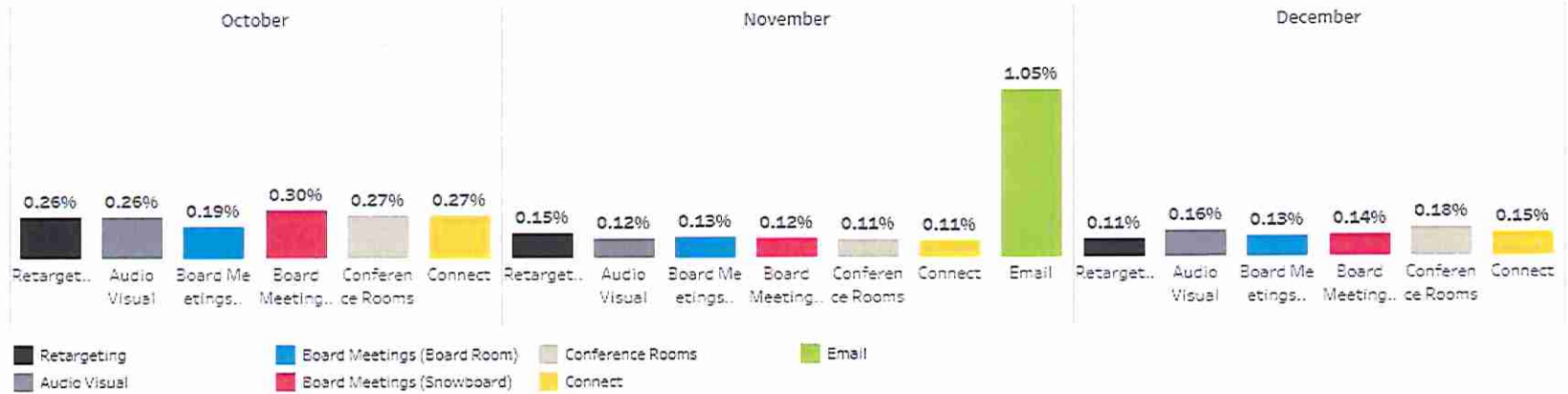
177
CLICKS

11
TOS 115
CONVERSIONS

0.14%
CLICK THROUGH RATE

\$68.31
COST PER
TOS CONVERSION

Creative CTR Trending



Creative	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost per Conversion
Retargeting	25,216	28	0.11%	\$6.30	\$176.51	2	\$88.26
Board Meetings (Snowboard)	19,807	27	0.14%	\$4.27	\$115.29	1	\$115.29
Board Meetings (Board Room)	19,797	26	0.13%	\$4.43	\$115.22	1	\$115.22
Connect	19,788	29	0.15%	\$3.97	\$115.20	2	\$57.60
Audio Visual	19,714	32	0.16%	\$3.58	\$114.60	1	\$114.60
Conference Rooms	19,698	35	0.18%	\$3.27	\$114.57	4	\$28.64
Grand Total	124,020	177	0.14%	\$4.25	\$751.38	11	\$68.31

Video Performance

Start Date
12/1/2022

End Date
12/31/2022

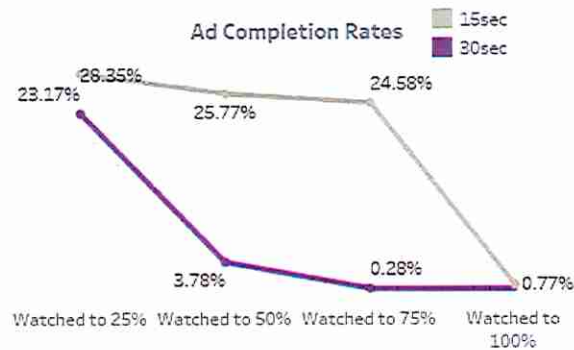
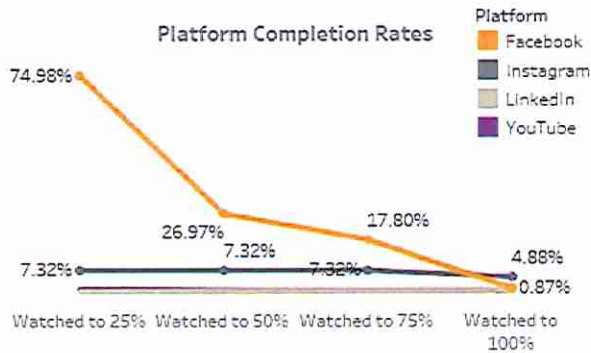
70,654
IMPRESSIONS

47,930
TOTAL VIEWS

93
TOS CONVERSIONS

\$4.11
COST PER CLICK

\$10.92
PRIMARY CPC



Top Ads	Video Views
nlt_mcc-2022-23	25,803
mcc-30s_video	13,869
mcc-15s_video	4,862
mcc-15s	1,978
mcc-30s	1,429

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	16,436	13,862	0.61%	94	0.57%	\$3.63	61	\$5.60	\$341.66
		mcc-15s_video	6,316	4,858	1.57%	42	0.66%	\$2.65	30	\$3.71	\$111.29
Instagram	Retargeting	mcc-30s_video	29	7	3.45%	0	0.00%	N/A	0	N/A	\$0.07
		mcc-15s_video	12	4	8.33%	0	0.00%	N/A	0	N/A	\$0.04
LinkedIn	Prospecting	nlt_mcc-2022-23	28,648	25,803	0.00%	75	0.26%	\$5.21	0	N/A	\$390.58
YouTube	Retargeting	mcc-15s	9,696	1,971	0.25%	21	0.22%	\$4.24	1	\$89.14	\$89.14
		mcc-30s	9,517	1,425	0.16%	16	0.17%	\$5.41	1	\$63.46	\$66.53
Grand Total			70,654	47,930	0.34%	248	0.35%	\$4.11	93	\$10.92	\$1,019.34

Website Performance

Start Date
12/1/2022

End Date
12/31/2022

137,029
SESSIONS



00:01:11
SESSION DURATION

Top Regions	Sessions
California	84,078
Washington	8,467
Nevada	8,138
Oregon	5,035
Texas	3,126



1.5
PAGES PER SESSION

78%
NEW USER SESSION RATE

77%
BOUNCE RATE

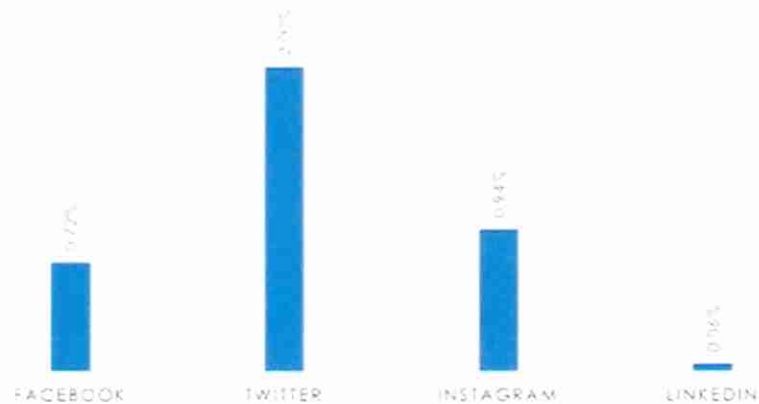
Website Sessions From Paid Ads



Medium	Sessions	Pageviews	Session Duration	Pages per Session	Bounce Rate
Organic	89,864	130,597	00:01:14	1.5	77%
Search	16,153	22,271	00:00:43	1.4	81%
Direct	12,784	20,525	00:01:19	1.6	76%
Referral	7,768	14,206	00:01:05	1.8	72%
Display	6,469	17,041	00:02:07	2.6	55%
Total	137,029	209,134	00:01:11	1.5	77%

Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL

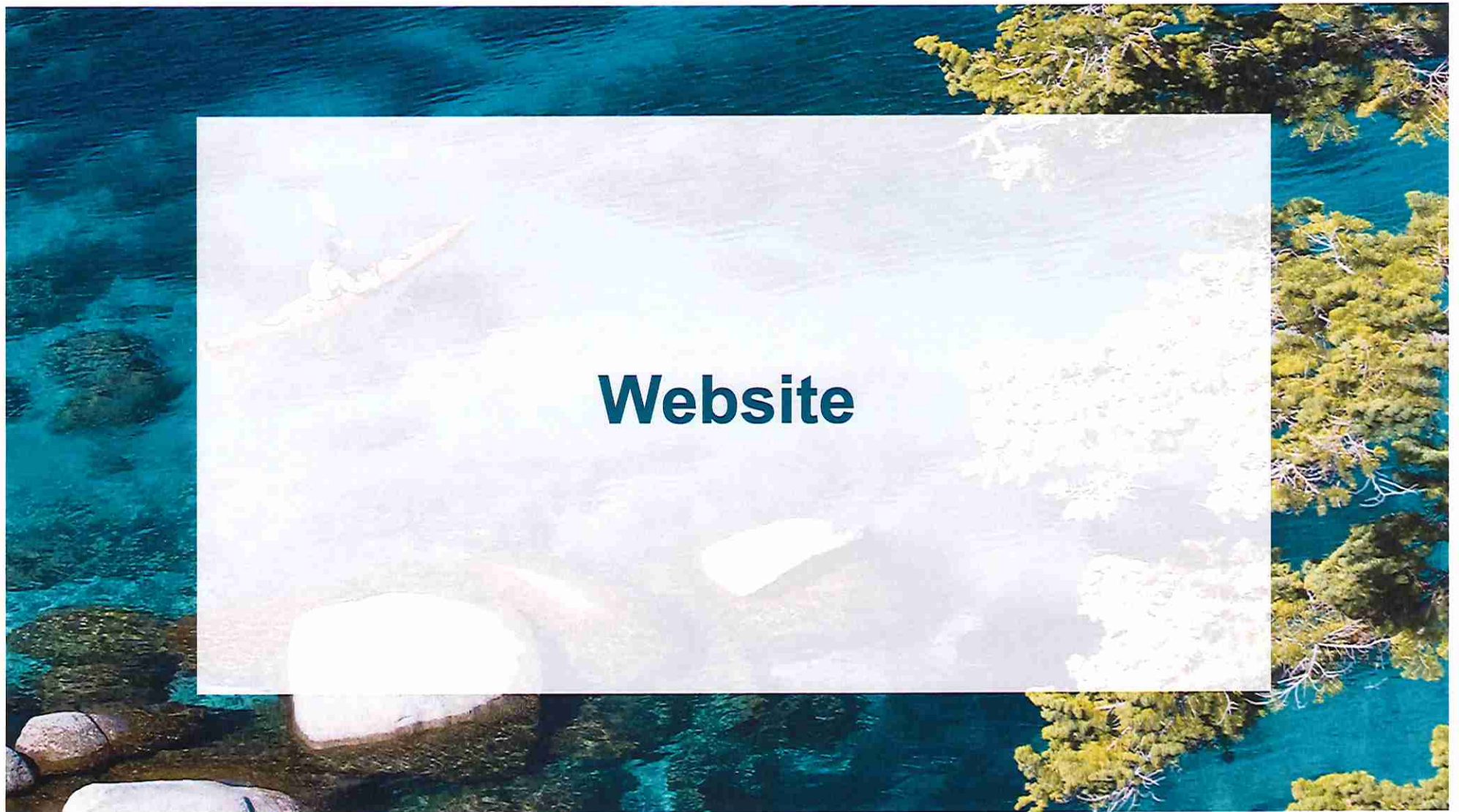


- Facebook performed well above the industry average (0.71%) at 2.45%.
- LinkedIn also outperformed the industry average (0.06%) and delivered a CTR of 0.87%.

MCC Paid Media Recommendations

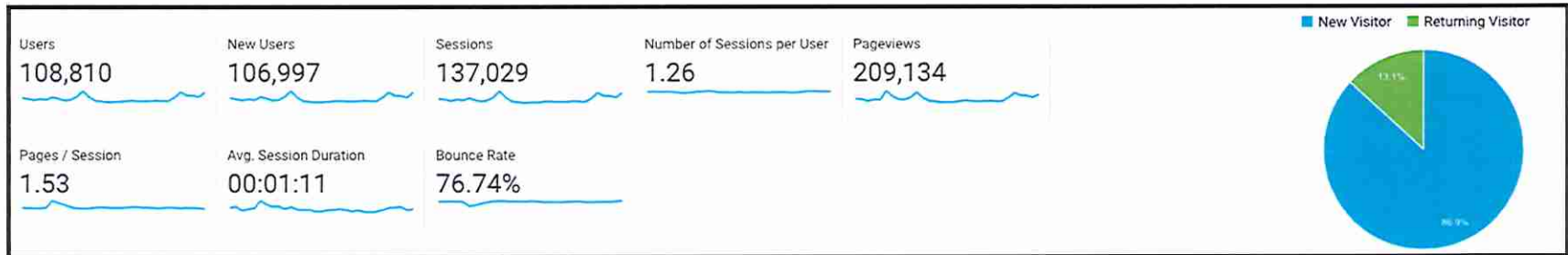
- Adjust spend ratios on Facebook to make sure “Conference Rooms with no Boundaries” (paddleboard) and other creative are allocated a competitive spend.
 - Examine “Connect on a Higher Level” (ropes) creative success and use it to inform future creative.
- Compare eBlast against internal Paid Social KPIs and the MT Social ad types (video, image, carousel). Examine TOS conversion tracking across the various flights and reevaluate benefit/vendor if needed.
- Continue providing strong video assets for Facebook, LinkedIn and YouTube.





Website

Visitors & Sessions



- There were over 108K visitors to GoTahoeNorth.com. This was a 18.9% increase from November with the majority of traffic coming from Organic Search (64.8%), followed by Direct (9.3%). The increase in traffic is typical to North Lake Tahoe's winter season, as people tend to search for snow-related activities.
- The average session duration was 1:11 (industry average is 1:00). New users increased by 19.8% and sessions also increased by 23.8% when comparing MoM. YoY, they increased respectively by 15.5% and 15.7%.



Location

By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	105,081 <small>% of Total: 61.2% (105,810)</small>	103,619 <small>% of Total: 58.24% (105,997)</small>	132,853 <small>% of Total: 59.13% (132,029)</small>	76.69% <small>Avg for View: 76.74% (-0.06%)</small>	1.53 <small>Avg for View: 1.53 (0.01%)</small>	00:01:11 <small>Avg for View: 00:01:11 (0.42%)</small>
1. California	66,690 (63.48%)	64,426 (62.14%)	84,078 (62.25%)	76.27%	1.54	00:01:16
2. Washington	7,688 (7.31%)	6,564 (6.33%)	8,467 (6.37%)	78.59%	1.40	00:01:06
3. Nevada	6,737 (6.39%)	5,928 (5.72%)	8,138 (6.13%)	76.94%	1.49	00:01:21
4. Oregon	4,705 (4.47%)	3,873 (3.74%)	5,035 (3.79%)	77.99%	1.42	00:01:07
5. Texas	2,691 (2.56%)	2,517 (2.43%)	3,126 (2.35%)	72.39%	1.72	00:01:19
6. Arizona	1,664 (1.57%)	1,521 (1.47%)	1,974 (1.49%)	82.02%	1.35	00:00:45
7. Florida	1,615 (1.53%)	1,538 (1.49%)	1,757 (1.32%)	77.40%	1.59	00:00:58
8. Idaho	1,509 (1.43%)	1,224 (1.18%)	1,568 (1.18%)	80.55%	1.35	00:01:02
9. Virginia	1,312 (1.25%)	1,272 (1.23%)	1,373 (1.03%)	83.61%	1.38	00:00:35
10. New York	1,258 (1.19%)	1,198 (1.15%)	1,396 (1.05%)	73.57%	1.77	00:01:25

By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	66,690 <small>% of Total: 61.2% (105,810)</small>	64,426 <small>% of Total: 58.24% (105,997)</small>	84,078 <small>% of Total: 61.35% (132,029)</small>	76.27% <small>Avg for View: 76.74% (-0.61%)</small>	1.54 <small>Avg for View: 1.53 (0.89%)</small>	00:01:16 <small>Avg for View: 00:01:11 (6.28%)</small>
1. San Jose	12,247 (17.09%)	10,935 (16.97%)	14,288 (16.98%)	77.09%	1.44	00:01:15
2. Los Angeles	10,256 (14.31%)	9,674 (15.02%)	13,566 (16.14%)	80.68%	1.44	00:01:01
3. San Francisco	5,521 (7.70%)	5,055 (7.85%)	6,668 (7.92%)	80.14%	1.38	00:01:03
4. Sacramento	4,466 (6.23%)	3,965 (6.15%)	5,462 (6.50%)	80.26%	1.40	00:01:18
5. (not set)	3,455 (4.82%)	3,040 (4.72%)	3,779 (4.49%)	79.94%	1.41	00:01:10
6. Truckee	1,335 (1.86%)	1,181 (1.83%)	1,646 (1.96%)	76.49%	1.45	00:01:16
7. South Lake Tahoe	749 (1.03%)	668 (1.04%)	856 (1.02%)	81.43%	1.37	00:01:07
8. San Diego	744 (1.04%)	681 (1.06%)	847 (1.01%)	74.26%	1.90	00:01:29
9. Oakland	679 (0.92%)	636 (0.99%)	793 (0.94%)	74.91%	1.53	00:01:28
10. Fremont	646 (0.88%)	590 (0.92%)	739 (0.88%)	77.27%	1.48	00:01:06



- California continued to be the top state driving traffic with an increase of 56.8% in the month of December.
- New York visitors were the most engaged with 1:25 average time on site.
- When looking at the top California cities, San Jose drove the most users to the website (17.1%) followed by Los Angeles (14.3%). Oakland visitors were the most engaged with 1:28 average session duration.

Top Pages Visited

- The Road Conditions page was a top driver of traffic followed by the Homepage and Webcams page.
- Users were most engaged with the Road Conditions page (5:10) followed by Top 5 New Years Activities North Lake Tahoe (2:30) and the Weather Report page (1:50). This would indicate a strong interest in the weather and driving conditions along with new and exciting things to do in North Lake Tahoe for 2023.
- Demographics were primarily aged 25-44 with 57.6% male and 42.4% female visiting the website.



Page	Pageviews	Unique Pageviews	Avg. Time on Page
	209,134 % of Total: 100.00% (209,134)	182,143 % of Total: 100.00% (182,143)	00:02:15 Avg for View: 00:02:15 (0.00%)
1. /road-conditions	55,198 (26.39%)	44,261 (24.30%)	00:05:10
2. /homepage	23,975 (11.46%)	20,888 (11.47%)	00:01:34
3. /webcams	13,134 (6.28%)	11,940 (6.56%)	00:01:47
4. /weather-report	7,921 (3.79%)	6,648 (3.65%)	00:01:50
5. /lake-tahoe-activities/winter	5,536 (2.65%)	4,660 (2.56%)	00:01:07
6. /lake-tahoe-activities	3,785 (1.81%)	3,443 (1.89%)	00:01:09
7. /lodging	2,721 (1.30%)	2,219 (1.22%)	00:01:40
8. /top-5-new-years-activities-north-lake-tahoe	2,507 (1.20%)	2,310 (1.27%)	00:02:30
9. /lake-tahoe-activities/downhill-skiing-and-snowboarding	2,218 (1.06%)	1,999 (1.10%)	00:01:42
10. /events	2,135 (1.02%)	1,885 (1.03%)	00:01:07







Channel Performance

- Organic Search brought in the most users to the website with over 71K (+82.8% MoM) followed by Direct with 10K (+39.1% MoM).
- The top three channels with the most user engagement were Email (3:17), Referral (2:24) and Direct (1:19).

Default Channel Grouping	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↑	Bounce Rate ↓	Pages / Session ↑	Avg. Session Duration ↓
	108,810 <small>% of Total: 100.00% (108,810)</small>	107,139 <small>% of Total: 100.13% (106,997)</small>	137,029 <small>% of Total: 100.00% (137,029)</small>	76.74% <small>Avg for View: 76.74% (0.00%)</small>	1.53 <small>Avg for View: 1.53 (0.00%)</small>	00:01:11 <small>Avg for View: 00:01:11 (0.00%)</small>
1. Organic Search	71,322 (64.79%)	69,860 (65.21%)	89,864 (65.58%)	77.36%	1.45	00:01:14
2. Direct	10,232 (9.29%)	10,073 (9.40%)	12,784 (9.33%)	75.76%	1.61	00:01:19
3. Paid Search	9,672 (8.79%)	9,012 (8.41%)	13,867 (10.12%)	79.59%	1.42	00:00:48
4. Display	4,499 (4.09%)	4,459 (4.16%)	4,676 (3.41%)	94.27%	1.08	00:00:10
5. Social	4,266 (3.88%)	4,174 (3.90%)	4,728 (3.45%)	87.58%	1.22	00:00:14
6. Email	3,978 (3.61%)	3,981 (3.72%)	4,085 (2.98%)	30.26%	3.56	00:03:17
7. (Other)	3,523 (3.20%)	3,313 (3.09%)	3,982 (2.91%)	92.92%	1.13	00:00:14
8. Referral	2,598 (2.36%)	2,267 (2.12%)	3,043 (2.22%)	46.76%	2.77	00:02:24



SEO Traffic Performance

Source / Medium	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	82.45%  68,863 vs 37,743	82.57%  67,453 vs 36,947	90.40%  86,724 vs 45,548	6.20%  77.36% vs 72.84%	9.49%  1.45 vs 1.61	3.69%  00:01:15 vs 00:01:17
1. google / organic						
Dec 1, 2022 - Dec 31, 2022	68,863 (100.00%)	67,453 (100.00%)	86,724 (100.00%)	77.36%	1.45	00:01:15
Nov 1, 2022 - Nov 30, 2022	37,743 (100.00%)	36,947 (100.00%)	45,548 (100.00%)	72.84%	1.61	00:01:17
% Change	82.45%	82.57%	90.40%	6.20%	-9.49%	-3.69%



- The number of users and new users increased this month compared to November up 82.5% and 82.6%. This growth came primarily due to increased ranking and searches for North Lake Tahoe (+82.6%) and Road Conditions (+37.5%).

SEO Maintenance

- [December Updates](#)
- [Completed](#)
 - Fixed broken links (34 total)
- [Pages in Progress](#)
 - Optimize webcams page
 - Optimize dog-friendly pages
 - Optimize weather page
 - Optimize meetings pages
 - Create about us page
 - Optimize lodging pages
 - Create plan section



Device

Device Category	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	108,810 <small>% of Total: 100.00% (108,810)</small>	107,139 <small>% of Total: 100.13% (106,997)</small>	137,029 <small>% of Total: 100.00% (137,029)</small>	76.74% <small>Avg for View: 76.74% (0.00%)</small>	1.53 <small>Avg for View: 1.53 (0.00%)</small>	00:01:11 <small>Avg for View: 00:01:11 (0.00%)</small>
1. mobile	73,757 (68.07%)	73,257 (68.38%)	94,119 (68.69%)	79.06%	1.41	00:01:03
2. desktop	29,506 (27.23%)	28,949 (27.02%)	35,147 (25.65%)	68.71%	1.88	00:01:36
3. tablet	5,091 (4.70%)	4,933 (4.60%)	7,763 (5.67%)	84.88%	1.35	00:00:52



- Most users visited the site from mobile with 68.1% of total users. This is an increase of 18.6% compared to November. Desktop also increased by 21.2% compared to last month.
- Desktop visitors were the most engaged with 1:36 average time on page and 1.88 pages per session.

Blogs

DISCOVER NORTH LAKE TAHOE'S WINTER WOW



Snow in North Lake Tahoe, CA

With grand snow-capped mountains and crystal blue water, there are few winter destinations as beautiful as North Lake Tahoe. There are so many ways to experience the magic here – especially lakeside. We've rounded up some of our local favorites to help you plan a wonderful winter getaway.



Photo Credit: Jeff Dow

A WONDERLAND SURROUNDS YOU

Enjoy North Lake Tahoe's natural beauty on any of the lake's [public beaches](#). That you open for public use from mid-June to mid-October. During our winter season, however, we also invite you to enjoy the lake's beauty from a different perspective. We've rounded up some of our favorite lakeside restaurants, such as [The Cabin](#) and [Kings Beach](#).

MORE BLOG ENTRIES

Experience North Lake Tahoe's Natural Beauty

Beaches

[Take a walk on the beach in North Lake Tahoe](#)

[Enjoy a day on the beach in North Lake Tahoe](#)

[Experience the beauty of North Lake Tahoe](#)

[A Guide to the Best of North Lake Tahoe](#)

[North Lake Tahoe: A Guide to the Best of North Lake Tahoe](#)

[North Lake Tahoe: A Guide to the Best of North Lake Tahoe](#)

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- Blog updated: 12/28
- Pageviews: 54
- Time on Page: 3:46



eNewsletters

Two newsletters were sent the month of December. The first newsletter highlighted local shopping, kid-friendly activities, the mindful travel tenet and lodging deals.

The second was a general Happy Holidays message.



TIS' THE SEASON TO SHOP FOR NORTH LAKE TAHOE TREASURES

Spread some Tahoe Love this year by shopping and supporting North Lake Tahoe Businesses! You'll be reducing your carbon footprint by getting your shopping done in one of our [walkable shopping districts](#). Stroll the streets and experience our rich community full of talented local artisans.

You can also use your [North Lake Tahoe Gift Card](#) at participating businesses throughout the region. Find unique pieces you'll keepake forever - from handmade crafts and apparel to jewelry and art, you'll find it all here.

Winning subject line:
"Discover a Winter that Wows"

Sent: 12/9

Open Rate: 27.5%
(Industry Avg: 16%)

CTR: 0.7%
(Industry Avg: 1.6%)



HAPPY HOLIDAYS

As this year comes to an end, we reflect on the big and small moments. We're grateful to all who chose to come together and make lasting memories in the majestic place we call home. We are optimistic and excited about what the future holds and remain committed to being a positive force for regional environmental stewardship.

Wishing you and your family health, happiness, peace and prosperity this holiday season and in the coming New Year.

Winning subject line:
"Holiday Greetings and Warm Wishes"

Sent: 12/23

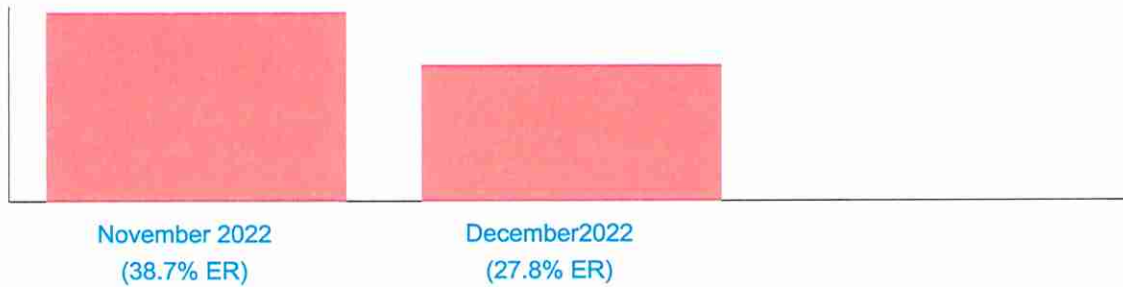
Open Rate: 29%
(Industry Avg: 16%)

CTR: 0.2%
(Industry Avg: 1.6%)

CrowdRiff Insights

Dec 01, 2022 → Dec 31, 2022 Monthly Engagement ...

For the selected date range your galleries had a **27.8% engagement rate**.
Your engagement rate is calculated from **614 interactions** and **2.2k views**.

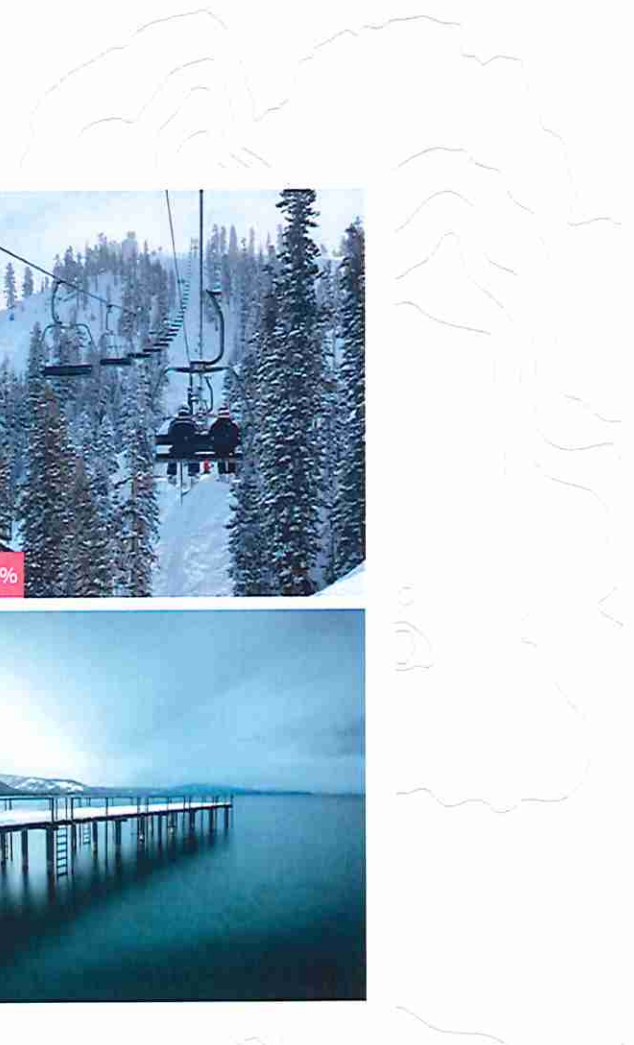
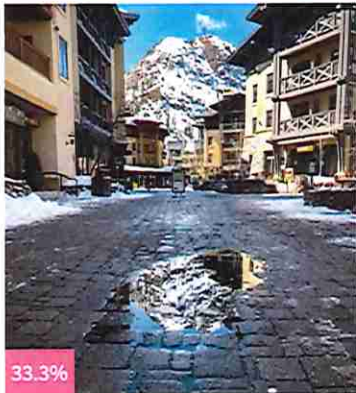
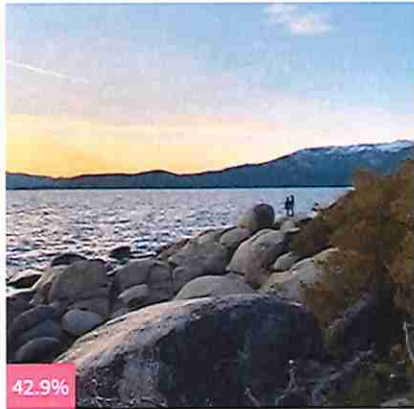


Top galleries

Home Page Test	28.1% Engagement rate	599 Interactions	2.1k Views
Wedding page	18.8% Engagement rate	15 Interactions	80 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views
NLT and Me	0% Engagement rate	0 Interactions	0 Views



CrowdRiff Insights



An aerial photograph of a lake with vibrant blue water. A person is seen kayaking on the water. The shoreline is rocky and lined with green trees. A semi-transparent white rectangular box is centered over the image, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Last Minute Getaways for the Holidays
 - Holiday Events You Don't Want to Miss
 - National Plan for a Vacation Day
 - Romantic Getaways for Valentine's Day 2023
 - North Lake Tahoe: Home Away From Home
 - Destinations for Solo Female Travelers
 - Get Fit Without a Gym Membership
 - Best Snowshoeing Destinations
 - Wellness Destinations for 2023
 - Weddings Month (February) Destinations
 - North Lake Tahoe Sober Offerings
 - Learn a New Hobby for Hobby Month (January) in North Lake Tahoe
 - Best Destinations for Skiing and Snowboarding in the U.S.
- Highlights: Inclusion in Visit California, *INSIDER*, MSN, *Travel + Leisure* and *Outside*.
- Media Conversations:
 - Top-tier outlets like *INSIDER*, *Condé Nast Traveler*, *SnowBrains*, *Outside*, *Thrillist*, *Los Angeles Times*, *Unofficial Networks* and more.



Outside

INSIDER

visit
California

TRAVEL+
LEISURE

Earned Media Results

- Secured Clips: 21
- Est. Digital Monthly Visits: 2.8B
- Est. Digital Coverage Views: 2.3M
- Coverage featured top ski resorts in North America, best things to do near Lake Tahoe in the winter, budget-friendly holiday destinations, romantic getaways for Valentine's Day 2023, best places to travel in 2023, North Lake Tahoe as a corporate retreat destination and more.



[23 of the Best Places You Should Travel to in the US in 2023](#)

INSIDER

In my years living in the San Francisco Bay Area, I made frequent trips to Lake Tahoe and am eyeing a visit to ride a new gondola or attend World Cup slalom events.



Lake Tahoe is a beautiful place to visit, not far from San Francisco. Kevin Thraush/Getty Images

In my years living in the San Francisco Bay Area, I made frequent trips with friends to Lake Tahoe. Next year, I'd love to get back there.

Since hosting the 1960 Winter Olympics, Lake Tahoe's [Palisades Tahoe](#) — formerly Squaw Valley Alpine Meadows — has been considered a year-round destination and it's one of my favorites. This winter, it will unveil its new [Base to Base Gondola](#), which will connect Palisades Tahoe's two valleys and make it one of the largest ski resorts in North America.

In addition, Palisades Tahoe will host the [World Cup](#) for the Men's Slalom and Giant Slalom events in February, which is significant in my opinion, as it's one of just four US stops on the international circuit this season.

Coverage Highlights

[The Top 10 Ski Resorts in North America According to Forbes](#)

UNOFFICIAL  NETWORKS

The Top Ten Ski Resorts In North America 'According to Forbes:

- #10 Mammoth Mountain - California
- #9 Big Sky Resort - Montana
- #8 Beaver Creek - Colorado
- #7 Palisades Tahoe - California
- #6 Breckenridge - Colorado
- #5 Park City - Utah
- #4 Aspen Snowmass - Colorado
- #3 Lake Louise - Canada
- #2 Whistler Blackcomb - Canada
- #1 Vail - Colorado



[The 7 Best Lake Tahoe Ski Resorts](#)

Condé Nast Traveler

The 7 Best Lake Tahoe Ski Resorts

From big and legendary to small and epic, Lake Tahoe is home to a dizzying number of worthy ski resorts—but their common religion is perfect.

#7 BEST SKI RESORTS
BY STATE | 2022

The sheer abundance and concentration of Lake Tahoe ski resorts that surround the largest alpine lake in North America—some 13 in a 60-mile radius—can make deciding where, exactly, to ski here a daunting task. Asking around about whether to aim for the chill-but-robust ski resorts of North Lake Tahoe or lively South Lake with its off-mountain revelry—a select few of which sit along the tippy top of the Sierra Crest ridgeline, known for getting clobbered on powder days—will set you to spinning with highly strong recommendations from fans on either side. This is the beauty and the bane of Lake Tahoe: so many ski resorts, so little time.

[The 7 Best Lake Tahoe Ski Resorts](#)



The sheer abundance and concentration of Lake Tahoe ski resorts that surround the largest alpine lake in North America—some 13 in a 60-mile radius—can make deciding where, exactly, to ski here a daunting task. Asking around about whether to aim for the chill-but-robust ski resorts of North Lake Tahoe or lively South Lake with its off-mountain revelry—a select few of which sit along the tippy top of the Sierra Crest ridgeline, known for getting clobbered on powder days—will set you to spinning with highly strong recommendations from fans on either side. This is the beauty and the bane of Lake Tahoe: so many ski resorts, so little time.

We cut to the chase for you. Below, we've rounded up the seven very best Lake Tahoe ski resorts, from North to South—plus where to [apre, eat, and stay](#) in Lake Tahoe to round out a bomber ski vacation. (For more ski trip inspiration, check out our [2022 Readers' Choice Awards for the best ski resorts in North America.](#))

[7 Best Things To Do in Lake Tahoe in The Winter](#)



TRAVEL AWAITS

Palisades Tahoe

Ski Olympic terrain at [Palisades Tahoe](#) (formerly Squaw Valley) in North Lake Tahoe. The site of the 1960 Winter Olympics, the mountain has a variety of terrain from beginner to expert. It also has an [aerial tram](#) ride if you just want to soak in the views of the Lake Tahoe area. The 10-minute ride will take you up to 8,200 feet for about \$50. At the top, be sure to check out the [Olympic Museum](#) for memorabilia and stories from the Olympics. You can get in free with your tram ticket. Palisades bought nearby Alpine Meadows resort back in 2011, meaning you can use the same pass to ski both areas, and buying online is your cheapest option.

[Paddle Boarding Near Me: Finding Your Next Great Adventure](#)



Lake Tahoe, California

One whole day of paddling is not enough to explore this beautiful California lake

Lake Tahoe is the [biggest alpine lake in the US](#), measuring 22 miles long. Luckily, there are several launch points for paddlers. This includes Lakeview Common, Camp Richardson, and Kiva Beach.

There are also rental stores such as Kayak Tahoe, Action Water Sports, South Tahoe SUP, and Tahoe City Kayak, so you can start paddling away and not spend hours on Google searching for "paddle boards near me."

Coverage Highlights

[The Best Places to See Snow Near San Francisco](#)



North Lake Tahoe

Okay, this may be a bit obvious since [Lake Tahoe](#) is pretty much every San Franciscan's number-one ski and snowboarding destination, thanks to its stunning beauty and the fact that it averages around 18 feet of snow each winter. It's only 200 miles away (which, to be fair, can take anywhere from 3.5 to 10 hours in the car depending on weather conditions and what time you leave) and has some of the best snow you'll find spread across 15 ski resorts and nearly 550 miles of slopes. It's also full of sledding hills, cross-country skiing, ice skating rinks, and basically everything you need for a magical winter experience, in case you're not much of a skier or snowboarder.

North Lake, which is made up of a bunch of small towns including Truckee, Tahoe City, Carnelian Bay, and Incline Village, is super family-friendly and has much more of a mountain town vibe going on. There are bars and restaurants, but for the most part, you'll be cozy in your cabin in front of the fire by 9 pm, which is ideal for those who want to wake up early and hit the hill. There are lots of resorts accessible to those staying in North Lake, including [Sugar Bowl](#), [Mt. Rose](#), [Diamond Peak](#), [Boreal](#), and [Homewood](#), but the two biggest are [Palisades](#) (formerly Squaw Valley and Alpine Meadows) and [Northstar](#).



[8 Wonderland Vacations at Luxury Hotels That Make The Holidays More Magical](#)



No winter wonderland vacation roundup would be complete without mentioning Lake Tahoe. Here you'll find the [Ritz-Carlton Lake Tahoe](#), a premier world-class resort that offers skiing and other winter activities that the whole family will enjoy. This property is the first and only AAA Five Diamond mountain resort in California. It offers a ski-in, ski-out location on Northstar, plus comfortable guestrooms and suites that feature in-room gas fireplaces and floor-to-ceiling windows. Plus, you can relax in style each evening at the fire pit, while learning the "Art of the S'more".

[Romantic Getaways for Valentine's Day 2023](#)



Perfect for the outdoorsy couple, visit [North Lake Tahoe](#), which straddles California and Nevada. Hit the slopes at [Palisades Tahoe](#) or [Northstar California Resort](#) for excellent skiing conditions. [Northstar Village Ice Skating Rink](#) is perfect for couples who prefer skates to skis.

[The Top Five North American Ski Resort Expansions of the 2022-23 Season](#)

UNOFFICIAL NETWORKS

This is the only expansion on this list that won't add new trails, but it's clearly the most significant connection to two ski resorts in the United States since the Park City-Canyons gondola.

Before this lift, you could only get from Alpine to Palisades or the other way around by hitting the road by car/shuttle or heading into the backcountry. The [Base to Base Gondola](#) doesn't add new terrain to their trail network, but connecting two of the most popular ski resorts in Lake Tahoe seems like an expansion to me, as it's finally feasible to get KT-22 and Alpine Bowl laps within a short timeframe.

The sixteen-minute ride from base to base features four terminals and ninety-six cabins, which can fit eight people into each one. The length of the gondola ride from base to base is 2.4 miles long, with it being a one-mile trip to get from the Palisades Village to KT-22 stations, and 1.4 miles from KT-22 to the Alpine Meadows base area terminal. The new lift will officially make Palisades Tahoe the largest ski resort in the Golden State.

[New Gondola Spans California's Biggest Ski Area](#)

Los Angeles Times

Starting Saturday, a new gondola will begin carrying passengers on a 2.4-mile ride over what is now — at 6,000 acres — the largest ski area in California.

The gondola links two popular ski resorts in North Lake Tahoe, Alpine Meadows and Olympic Valley, in a 16-minute ride with views of the lake and the Sierra. [According to](#) Palisades Tahoe, the company that owns the resorts.

The company is set to unveil the new ride, which connects the bases of the resorts, with daylong festivities Saturday that include free tours of the resorts' skiing terrain and live music.

Coverage Highlights

[Enjoy More Than 40 Events at Northern California's Magical Snow Fest This Winter](#)



Enjoy More Than 40 Events at Northern California's Magical Snow Fest This Winter

Mark your calendar for March 2023. Friends— you won't want to miss SNOWFEST in the Tahoe area. This 10-day Lake Tahoe winter festival is packed with events for the whole family.

The North Lake Tahoe SNOWFEST celebrates 41 years in 2023. On March 2-12, you'll find tons of events happening in the North Lake Tahoe area.

[Where to Ski in 2023 in USA and Canada](#)



Panoramic views and a groundbreaking new gondola at Palisades Tahoe, California



[Your Ultimate Winter Play Guide: 13 Fun and Beautiful Winter Trips to Plan Now](#)



This season also marks the grand opening of the \$65 million, 2.2-mile Base to Base Gondola at California's Palisades Tahoe. It will connect the resort's Olympic Valley and Alpine Meadows areas. Close by, at Northstar, a high-speed six-pack will replace the Comstock quad, boosting capacity by 50 percent.

Want to try your hand at fat biking on snow? Lake Tahoe's Northstar resort is home to 20 miles of fat-biking and cross-country trails. Rent a rig from the Northstar Cross Country Center and set out solo, or with a guide, on one of eight beginner-friendly routes.

[How to Eat Like a Local in Lake Tahoe](#)



Fire Sign Café

Any day that begins at the [Fire Sign Café](#) is sure to be a good day. This cozy diner on the West Shore of Lake Tahoe is known for having the [best eggs benedict](#), but every dish on the menu is thoughtfully crafted with homemade ingredients including chorizo, pesto and fresh-squeezed orange juice. A breakfast staple for more than 40 years, Fire Sign is popular with both locals and tourists, and while the wait for a table can be long, it's well worth it.

[9 Ways to Make a California Snow Trip Even Better](#)



1. Sightsee by Snowshoe

Snowshoeing differs from skiing in one major way: It's all grip and no glide. That means you have time to take in your surroundings—by day or night. Gaze up at the towering trees in Yosemite's [Tuolumne Grove of Giant Sequoias](#). Sign up for one of [Tahoe Adventure Company's](#) full-moon treks through a snow-kissed alpine forest, or see the Mammoth Lakes Basin lit up by moonlight on an after-hours trek with [Tamarack Cross Country Ski Center](#).

9. Eat Like a Local at California Ski Resorts

Heading to one of California's popular mountains? Take advice from locals and eat where the resort regulars eat—stop at these great spots for lunch, dinner, and après-ski treats.

- Get the cookie pass for discounts on gooey chocolate-chip treats at [Wildflour Baking Company](#) at [Palisades Tahoe](#).
- Whoosh down [Northstar's](#) East Ridge Trail at 2 p.m. to clink glasses at [Test](#), a ski-up bar that doles out free sparkling wine or cider.
- Grab free s'mores and discounted cocktails at [West Shore Café's](#) outdoor fire pits at [Homewood](#).

Coverage Highlights

[10 Cities With The Most Beautiful Winters in the U.S.](#)



5/10

Lake Tahoe, Nevada

The glittering Lake Tahoe is a major destination for snow sports, winter activities, and more. It's bigger than the state of Rhode Island that surrounds it, making it a major tourist hub for winter and summer activities. Try a hand at cross-country skiing or snowshoeing, take a sleigh ride, or go tubing and ice skating for some winter fun. For a more relaxing experience, enjoy panoramic views of the lake from a scenic gondola. The annual North Lake Tahoe Snowfest is a must-visit, too - one of the country's largest winter festivals. Many cabins that travelers can book in winter in Lake Tahoe are also located close to ski resorts, making them ideal for winter travelers.

[Top 10 Family-Friendly Resorts in America This Christmas](#)



#9 - Diamond Peak - Nevada

A ski resort that doubles up to offer views of Lake Tahoe? On this front, Diamond Peak is a rarity. The resort is also suited very well to beginners looking to spend a good amount of time on the slopes, so many families will find this check several boxes.

[24 Corporate Retreat Destinations for Your Next Team Building Event](#)



LAKE TAHOE, CALIFORNIA

Lake Tahoe, California is a stunning destination that offers a range of corporate retreat options. Nestled in the Sierra Nevada mountain range, Lake Tahoe is a popular choice for companies looking to host team-building activities and retreats. Some top destinations for corporate retreats in Lake Tahoe include the luxurious Pitz-Carron Lake Tahoe and the picturesque Square Valley Alpine Meadows. Both of these destinations offer a range of amenities and activities, including team-building exercises, guided hikes, and yoga classes. Additionally, Lake Tahoe is home to a number of spas and wellness centers, making it the perfect place to relax and recharge. The region's breathtaking natural beauty, year-round outdoor recreational opportunities, and access to world-class skiing make it a great choice for a corporate retreat.

[19 Fun Things to Do This Week \(12.26.22\)](#)



Headed to the mountains? Don't forget to pack your neon and retro ski gear for Palisades Tahoe's Retro Après Ski Party: Thursday, 3pm to 6pm. // Plaza Bar in the Olympic House, Palisades Tahoe (North Lake Tahoe); details at palisadestahoe.com

[Ring in The New Year At These 10 Charming US Destinations](#)



4/10

Lake Tahoe, California

There's a heavenly kind of New Year's Eve people experience in Lake Tahoe. It's one of the best places for the celebratory to be want to escape from the drams of their urban homes. Most resorts near the Lake ensure their guest set the party mood early by offering activities like chugging, and skiing, snowshoeing. Later, travelers experience a fascinating midnight countdown before making a toast with their loved ones.

- **Accommodation:** [Semiwide Restaurant and Lodge](#)
- **Address:** [1350 W Lake Blvd, Tahoe City, CA 96146, USA](#)
- **Amenities:** Free parking, Banquet room, Babysitting, Breakfast buffet, Golf course, Gift shop, Convenience, Parking



Upcoming PR Initiatives

- Continue working on upcoming FAM tours for Kathleen Wong with *USA Today*, Jean Chen Smith with *Travel + Leisure*, Dominique Chouvet with Roadtrippin, influencers The National Park Travelers and several Canadian reporters for spring.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on thought leadership, fly fishing this spring in North Lake Tahoe, ways to enjoy the snow even when you don't ski, ski week, Palisades Tahoe World Cup, spring break destinations, North Lake Tahoe as a business travel destination and more.
- Continue to vet media and influencers and coordinate FAM tours for fall and spring trips.



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 "Social Media" in a bold, dark blue font.

Social Media

Facebook Overview

Data	November	December	MoM
Audience	131,435	131,495	+0.1%
Impressions	1,397,639	1,169,545	-15%
Engagement	64,362	65,119	+1.2%




- Facebook content promoted winter activities and the holidays. There were 1.1M impressions and 12.2K post clicks. The average engagement rate was 5.6% (average 0.9%).
- The audience continued to grow, gaining 132 followers in December.
- 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 snow updates in the region.
- The post with the highest engagements featured a weather update generating 3.4K engagements and an engagement rate of 5.4%.
- Snow and weather updates continued to resonate well with the Tahoe North Facebook audience.



Post	Date	Engagement Rate (per Impression)	Impressions	Engagements
 <p>Wishing everyone a happy New Year's Eve. Please be safe and take precautions due to weather and roa...</p>	Sat 12/31/2022 2:59 pm PST	5.4%	63,206	3,404
	Mon 12/12/2022 12:15 pm PST	5.2%	22,732	1,176
	Mon 12/12/2022 12:15 pm PST	5.2%	22,732	1,176

Instagram Overview

Data	November	December	MoM
Audience	83,621	83,602	-0.1%
Impressions	336,821	353,127	+4.8%
Engagement	17,619	31,051	+76%

- Instagram content promoted holiday activities and snow in the region.
- The page saw increases with impressions and engagements due to video content and Instagram story content.
- The most reached audience was women aged 25-44. The highest reached locations included Reno, San Francisco and Sparks.



Instagram Top Posts

- Top posts included snow updates.
- Instagram content generated an overall engagement rate of 4% across all posts (benchmark 0.98%).
- North Lake Tahoe's Instagram audience continued to engage daily with story and mention tags showcasing activities.



Post Date	Engagement Rate (per Impression)	Impressions	Engagements
Sat 12/31/2022 3:03 pm PST	10.7%	17,916	1,914
Thu 12/1/2022 5:33 pm PST	10.1%	32,204	3,255
Fri 12/9/2022 5:23 pm PST	9.5%	16,586	1,579

tahoenorth
Sat 12/31/2022 3:03 pm PST

Wishing everyone a happy New Year's Eve. Please be safe and take precautions due to weather and roa...



Engagement Rate (per Impression) 10.7%

Impressions 17,916

Engagements 1,914

tahoenorth
Thu 12/1/2022 5:33 pm PST

Tis the season 🥰



Engagement Rate (per Impression) 10.1%

Impressions 32,204

Engagements 3,255

tahoenorth
Fri 12/9/2022 5:23 pm PST

More snow is on the horizon. A Winter Storm Watch is in effect until Monday for the Lake Tahoe Area. Heavy sno...



Engagement Rate (per Impression) 9.5%


Impressions 16,586

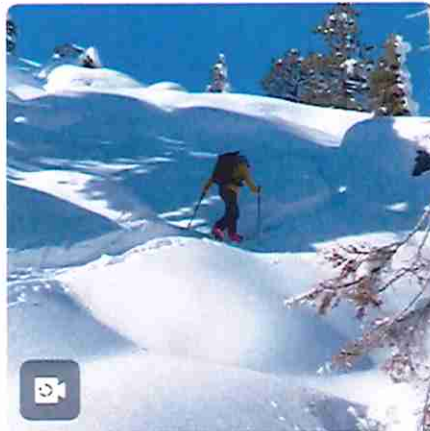
Engagements 1,579


Alpen Glow Takeover

- Augustine collaborated with @alpenglowexpeditions to showcase a ski adventure. The story content generated over 20K views.



T  tahoenorth
Thu 12/22/2022 5:06 pm PST



T  tahoenorth
Thu 12/22/2022 4:46 pm PST



Twitter Overview

Data	November	December	MoM
Audience	23,550	23,609	+0.3%
Impressions	15,464	4,093	-73%
Engagement	267	93	-64.6%

- Content continued to highlight safety updates and local events in the region.
- Twitter content generated an increase in audience growth due to snow.



Twitter Top Post

- The top Twitter post featured weather updates in the region.
- Augustine will continue to promote relevant content on Twitter including weather updates and holidays.



@TahoeNorth

Sun 12/25/2022 8:40 pm UTC

It's the most wonderful time of the year. Happy Holidays from North Lake Tahoe. May your days be merry and bright, and all your wishes come true! 🎄🍷🍷🍷 justinmajeczky...



Total Engagements	75
Likes	44
@Replies	0
Retweets	3
Post Link Clicks	1
Other Post Clicks	27

CA Now Story

- Augustine continued to create California Now stories via CrowdRiff.
- Overall, story content this month generated 1,151 views, an interaction rate of 66% a CTR of 6% and a completion rate of 45%.
- Augustine will continue to build monthly stories with seasonal and evergreen content.



An aerial photograph of a person in a kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and submerged rocks are visible. The shoreline is lined with large, smooth boulders and dense evergreen trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Other Creative Projects" in a bold, dark blue font.

Other Creative Projects

Creative Projects

- Spring Campaign – presented plan in early January, creative in progress.
- Feature blogs in January for the WinterWonderGrass event and also activities/offers for older visitors to North Lake Tahoe.
- 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, light-colored rocks and patches of green algae. The kayaker is positioned in the upper left quadrant of the frame. A semi-transparent white rectangular box is centered over the image, containing the text "Industry Insights" in a bold, dark blue font. The right side of the image shows the edge of a forest with green trees. The overall scene is serene and natural.

Industry Insights

Industry Insights

- **Millennials now surpass Boomers as the largest sector of the U.S. population**, giving rise to a new class of “anywhere travelers.” **This group has a strong passion for experiences that taking them to less obvious destinations.** These habits, in their own way a new form of balancing overtourism, will put new destinations in focus. At a mid-stage in their careers, millennials are approaching peak purchasing power. Boston Consulting Group estimates **that this generational cohort will increase their per capita spending by 10 percent over the next five years.** Gen Z per capita spending will rise by more than 70 percent over the same time frame while gen x and boomer spending will shrink.
- Remote work introduced unprecedented flexibility and made the digital nomad dream seem within reach. Stir well and you get the “anywhere traveler,” a mid-career aspiring jetsetter with the wealth and time to travel nearly anywhere but discriminating enough to not visit just anywhere. **This group has a strong passion for experiences that takes them off the traditional travel pathways to less obvious destinations.**
- **Digital nomads will remain a niche market but create an aspirational halo** around the idea of living and working in places not yet discovered – and therefore not yet instagramed – by mass tourism.

Skift – January 2023



Industry Insights

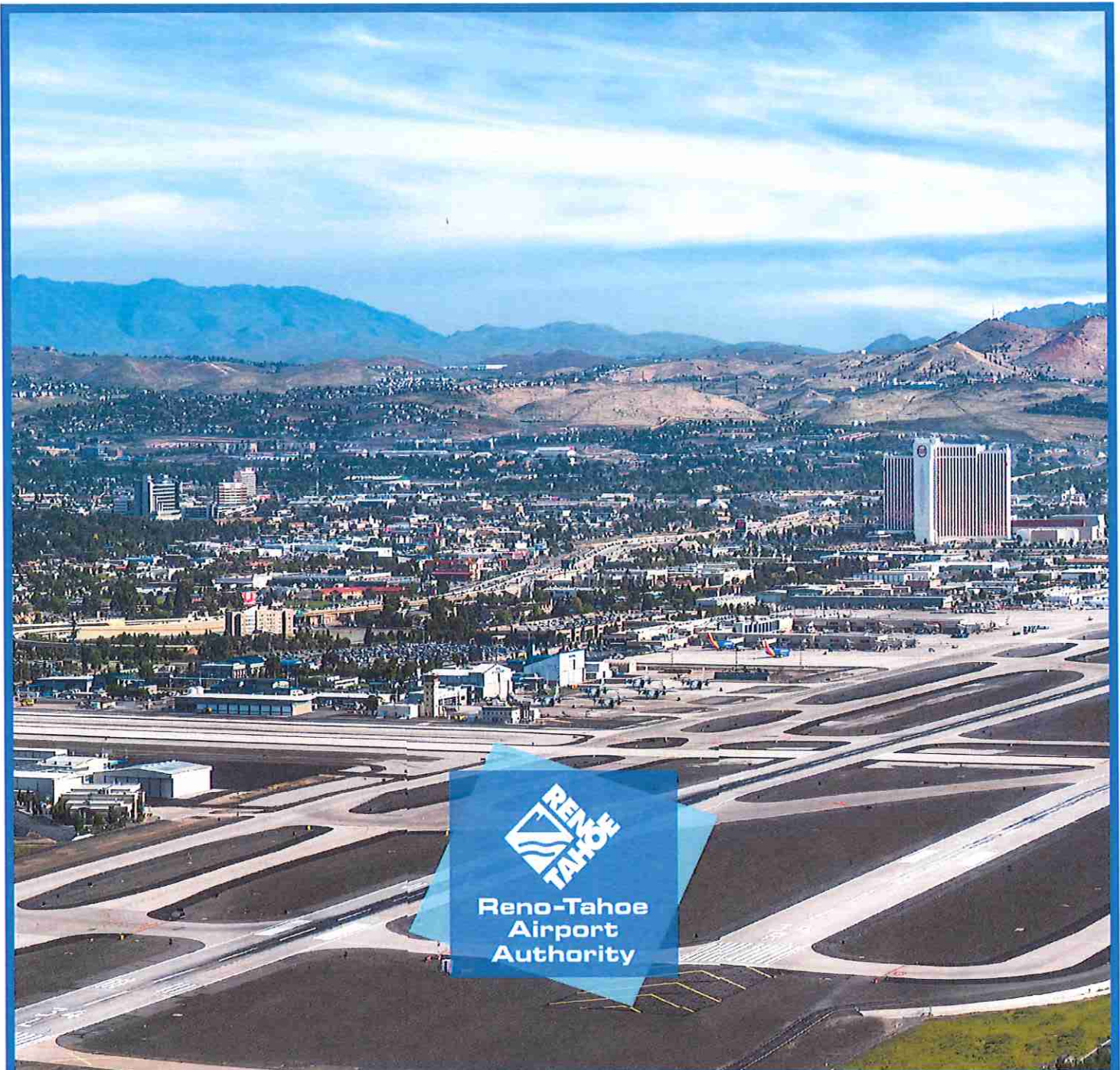
- **Sustainability in travel will no longer simply be judged on stated goals. Rhetoric turns to accountability as companies and destinations are forced to put goals into operations in 2023.**
Travel climate ambitions have reached a moment of maturity. Many companies made net zero pledges to coincide with this landmark event, while travel brands took the pulse of their customers over the year; unsurprisingly sustainability emerged as the priority.
- Blended travelers are here to stay clearly, based on observations from leading execs at some of the biggest travel companies. Airlines and hotel groups have now recognized their importance, particularly as travel restrictions during 2022 were lifted and new trends emerged.

Skift– December 2023





THANK YOU



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

November 2022



U.S. Domestic Industry Overview - November 2022

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Down 1.7% vs. Nov 2021, down 13.2% vs. Nov 2019
Capacity of Seats *:	Up 4.4% vs. Nov 2021, down 3.6% vs. Nov 2019
Crude Oil Average:	\$84.37 per barrel in Nov 2022 \$79.15 per barrel in Nov 2021

RNO Overview - November 2022

RNO Overview for November 2022 vs. November 2021

Total Passengers:	Up 6.1%
Avg. Enplaned Load Factor:	75.3%, down 2.9 pts.
Departures:	Down 5.8%
Departing Seats:	Up 10.5%
Cargo Volume:	Down 4.3%

RNO Overview for November 2022 vs. November 2019

Total Passengers:	Up 7.9%
Avg. Enplaned Load Factor:	Up 0.5 pts.
Departures:	Down 9.1%
Departing Seats:	Up 7.7%

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

November 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 343,130 passengers in November 2022, an increase of 6.1% versus November 2021.

In November 2022, RNO was served by 12 airlines to 20 non-stop destinations. The total seat capacity increased 10.5% and flights decreased 5.8% when compared to November 2021.

RNO handled 11,569,577 pounds of air cargo in November 2022, a decrease of 4.3% when compared to November 2021.

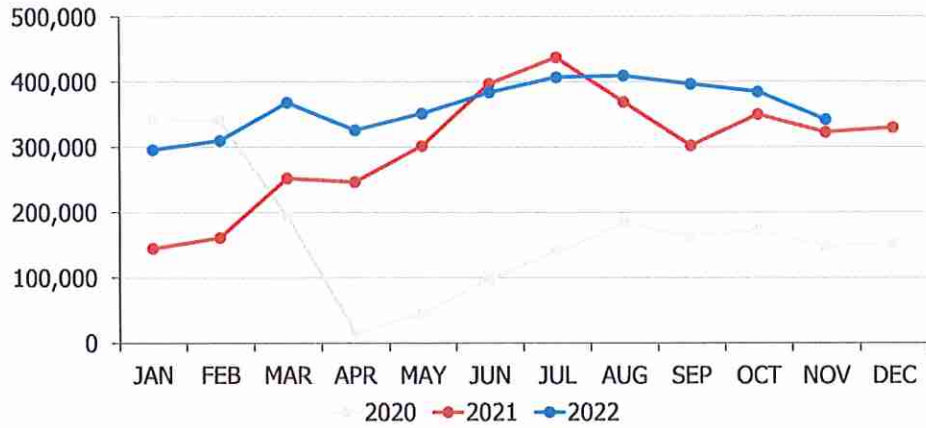
JSX Public Charters

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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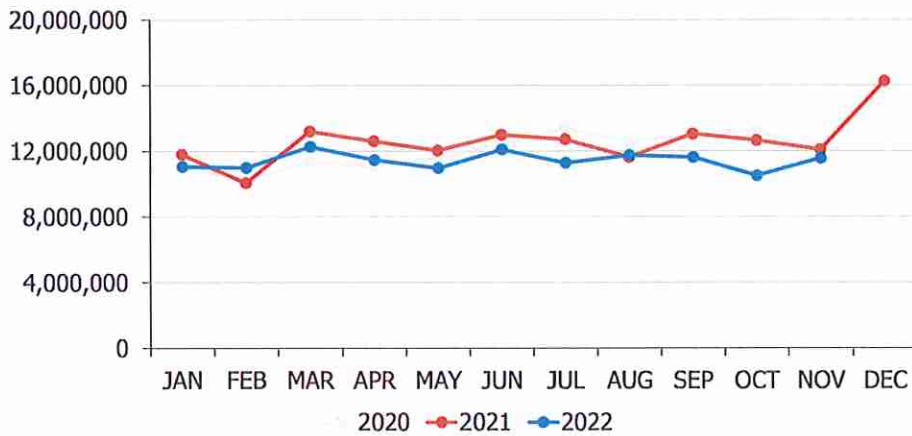


Passengers



Total Passengers			
	Nov-22	Nov-21	Difference
Alaska/Horizon	23,223	30,731	-24.4%
Allegiant Air	2,044	6,820	-70.0%
American	50,988	59,384	-14.1%
Delta	30,619	31,406	-2.5%
Frontier	4,751	5,256	-9.6%
JetBlue	6,556	7,235	-9.4%
Southwest	151,855	132,471	14.6%
Spirit	14,558	0	
Sun Country	5,318	0	
United	48,250	41,031	17.6%
Volaris	4,968	3,837	29.5%

Cargo

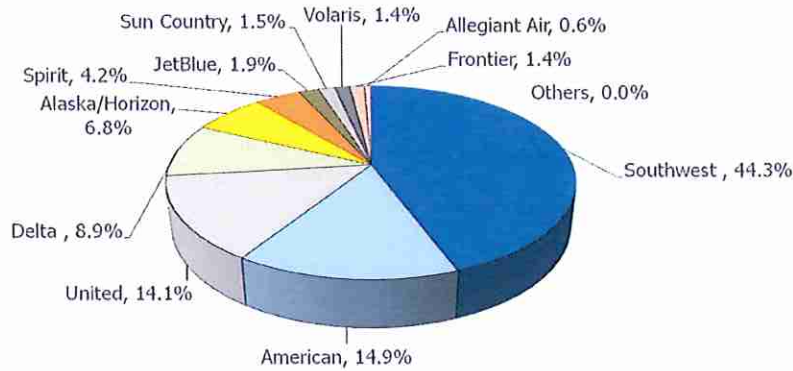


In November 2022, DHL cargo volume was up 20.7% when compared to November 2021. FedEx was down 1.9% and UPS was down 8.4% during the same period.

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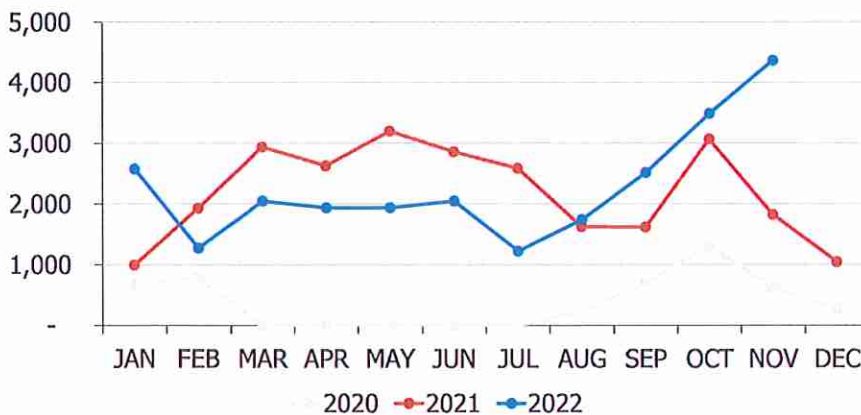


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Nov-22	Nov-21	YOY Change
aha!	n/a	1.2%	n/a
Alaska/Horizon	6.8%	9.5%	(2.7)
Allegiant Air	0.6%	2.1%	(1.5)
American	14.9%	18.4%	(3.5)
Delta	8.9%	9.7%	(0.8)
Frontier	1.4%	1.6%	(0.2)
JetBlue	1.9%	2.2%	(0.3)
Southwest	44.3%	40.9%	3.3
Spirit	4.2%	n/a	n/a
Sun Country	1.5%	n/a	n/a
United	14.1%	12.7%	1.4
Volaris	1.4%	1.2%	0.3
Others	0.0%	0.4%	(0.4)

TOTAL CHARTER PASSENGERS

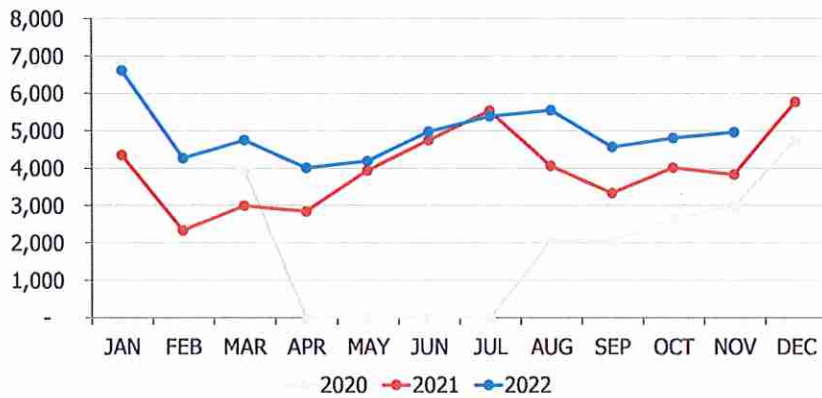


In November 2022, RNO served 4,366 passengers on charter flights, an increase of 139.2% when compared to November 2021.

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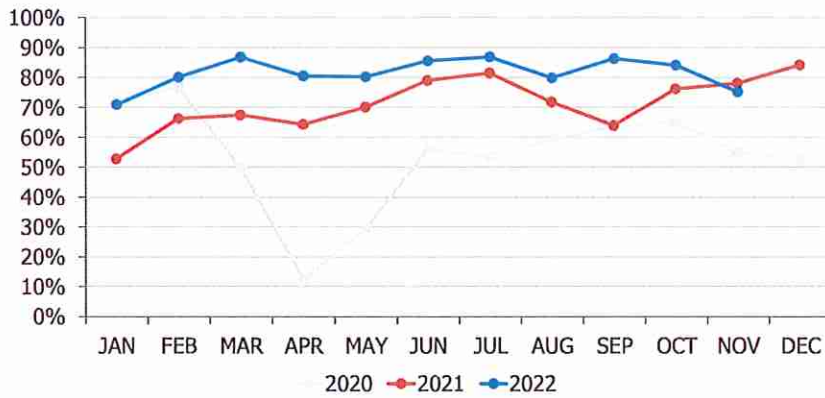


TOTAL INTERNATIONAL PASSENGERS

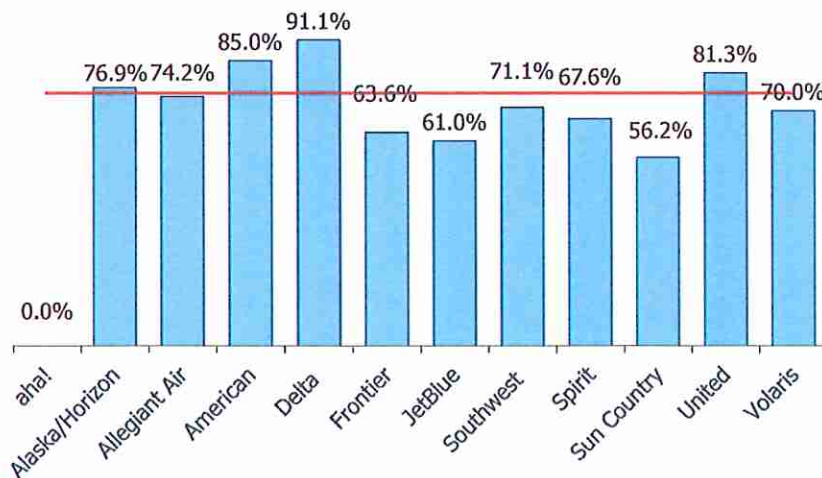


In November 2022, RNO served 4,968 international passengers, an increase of 29.5% when compared to November 2021.

AVERAGE ENPLANED LOAD FACTOR



In November 2022, RNO's average enplaned load factor was 75.3%, a decrease of 2.9 pts. versus November 2021.

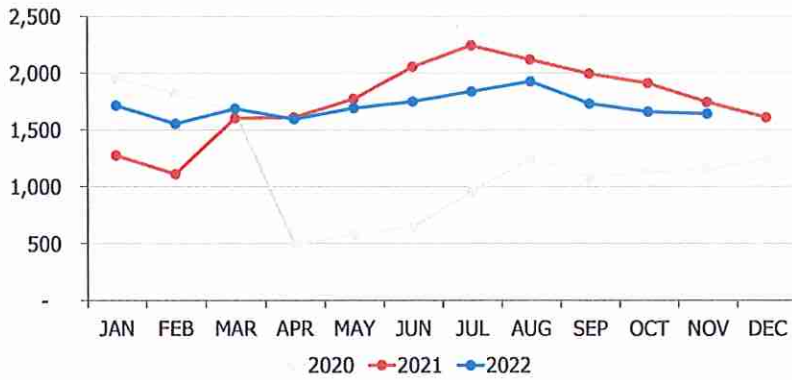


The red horizontal line on the left represents RNO's average enplaned load factor.

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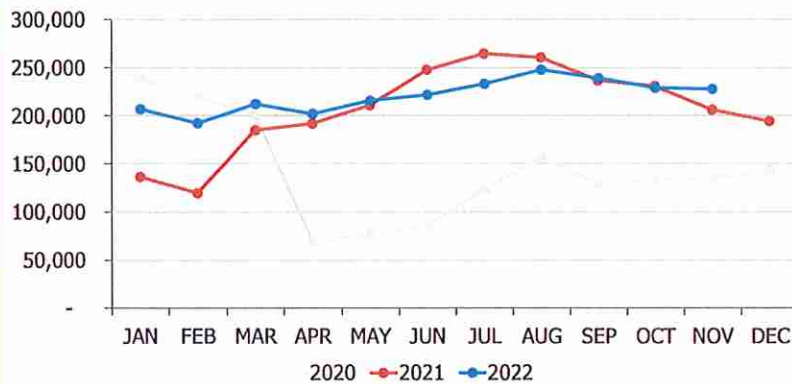


DEPARTURES



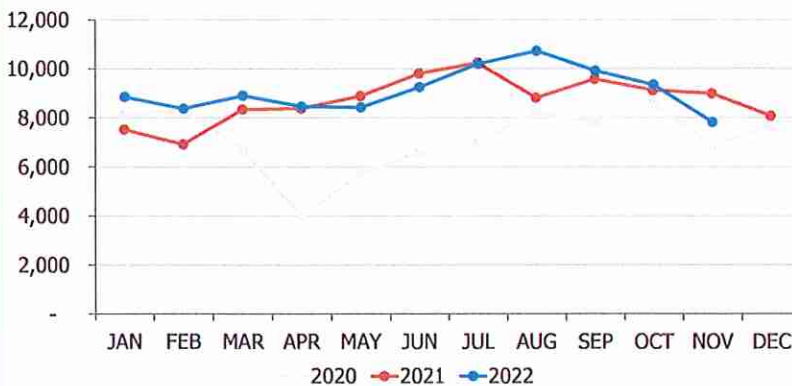
In November 2022, RNO handled 1,646 departures, a decrease of 5.8% when compared to November 2021.

DEPARTING SEATS



In November 2022, RNO offered 227,958 departing seats, an increase of 10.5% when compared to November 2021.

TOTAL OPERATIONS



A total of 7,818 operations were handled at RNO in November 2022, a decrease of 13.0% when compared to November 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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January 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	40	Twice daily 1-9, Daily 10-31
Burbank	Southwest	27	Daily. No flight on Sat
Dallas-Love	Southwest	1	Jan 2 only
Dallas/Fort Worth	American	91	Three daily
Denver	Southwest	69	Three daily 1-3 and Sun. Twice daily 4-31
	United	121	Three daily 1-3, Four daily 4-31
Guadalajara	Volaris	22	Five weekly. Mon - Fri
Houston-Intercontinental	United	24	Five weekly, Mon, Thu, Fri, Sat, Sun
Las Vegas	Allegiant	9	Twice weekly Thu, Sun
	Frontier	14	Three weekly Mon, Fri, Sat
	Southwest	285	10 flights Mon-Fri. Six on Sat. Eight on Sun
	Spirit	62	Twice daily
Long Beach	Southwest	58	Twice daily. Once on Sat
Los Angeles	Delta	92	Three daily
	JetBlue	31	Daily
	Southwest	54	Twice daily. Once on Sat, Sun
	United	31	Daily
New York-JFK	JetBlue	3	Daily Jan 1-3
Oakland	Southwest	54	Twice daily. Once on Sat, Sun
Orange County	Southwest	1	Jan 2 only
Phoenix	American	90	Three daily
	Southwest	62	Twice daily
Portland	Alaska	38	Daily. Twice a day on Jan 1-6, 8
Salt Lake City	Delta	91	Three daily
San Diego	Southwest	62	Twice daily. Once on Sat. Three times on Sun
San Francisco	United	91	Three daily
San Jose	Southwest	27	Daily. No flight on Sat
Seattle	Alaska	83	Two to three daily

Multiple airlines in a market

12.29.2022

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Total Passengers						
Nov-22						
	Passengers			YOY % Diff.	Passengers 2022	YOY % Diff.
	2020	2021	% Diff.			
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	-6.9%	
AUG	183,343	369,686	101.6%	409,942	10.9%	
SEP	164,103	302,929	84.6%	397,404	31.2%	
3rd QTR	488,432	1,110,783	127.4%	1,215,213	9.4%	
OCT	173,682	350,631	101.9%	385,466	9.9%	
NOV	148,777	323,508	117.4%	343,130	6.1%	
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		3,292,771		3,983,605	21.0%	

Total Enplaned Passengers					
Nov-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	193,074	8.8%	
NOV	74,910	161,926	171,626	6.0%	
DEC	76,164	164,561			
TOTAL	1,002,627	1,812,757			
YTD		1,648,196	1,992,630	20.9%	

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	190,585	26.5%	
OCT	86,303	173,224	192,392	11.1%	
NOV	73,867	161,582	171,504	6.1%	
DEC	77,939	166,126			
TOTAL	1,003,793	1,810,701			
YTD		1,644,575	1,990,975	21.1%	

Total Cargo Volume in Pounds						
Nov-22						
	Cargo in Pounds		% Diff.	2022		YOY % Diff.
	2020	2021		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%	11,624,360	5,272	-11.0%
3rd QTR	38,964,355	37,413,556	-4.0%	34,664,654	15,721	-7.3%
OCT	13,281,548	12,660,541	-4.7%	10,502,407	4,763	-17.0%
NOV	11,988,995	12,089,489	0.8%	11,569,577	5,247	-4.3%
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		134,901,741		125,588,981	56,956	-6.9%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Nov-22	Nov-21	Diff.
aha!	0	n/a	45.2%	n/a
Alaska/Horizon	11,683	76.9%	75.2%	1.7
Allegiant Air	1,042	74.2%	70.8%	3.4
American	25,754	85.0%	81.6%	3.4
Delta	15,357	91.1%	94.1%	-3.0
Frontier	2,289	63.6%	75.5%	-12.0
JetBlue	3,164	61.0%	47.3%	13.8
Southwest	76,087	71.1%	77.0%	-6.0
Spirit	7,264	67.6%	n/a	n/a
Sun Country	2,612	56.2%	n/a	n/a
United	23,616	81.3%	87.7%	-6.4
Volaris	2,758	70.0%	69.1%	0.9

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