

## DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by Inntopia. Presented as a community service by the North Lake Tahoe DestiMetrics subscribing organization



# north lake tahoe

Destination: North Lake Tahoe

Period: Bookings as of Nov 30, 2022

### Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1,504 Units ("DestiMetrics Census") and 46.6% of 3,229 total units in the North Lake Tahoe destination ("Destination Census")

**MARKET OVERVIEW:** With the close of November, the first month of our 2022/23 winter season is in the bank. Early snowfall across the Mountain West has piqued consumers' interest and generated moderately strong net new bookings, though they slightly underperform those made last year at this time when historically high booking levels were recorded for November and December, finishing down -3.3 percent. Economic forces have kept the pace of recovery from sustaining during 2022, especially when comparing to those record-setting bookings of 2021. Economic indicators for the month are mixed with the Dow Jones Industrial Average (DJIA) up in November on mostly positive inflation and Federal Reserve policy news, gaining +5.7 percent or +1,856.8 points from last month to close at 34,589.8 points. The job market was also strong in November, with 263,000 new jobs created, exceeding analysts' expectations and defying the Fed's efforts to slow employment markets. The national unemployment rate remained unchanged at 3.7 percent. Contrary to the DJIA, the Consumer Confidence Index (CCI) recorded a decline of -2.0 percent bringing the index to 100.2 points (1985=100) in November. This is the second consecutive decline in CCI as consumers express both long- and short-term concerns about the economy. Lynn Franco, Senior Director of Economic Indicators at The Conference Board said, "Consumer confidence declined again in November, most likely prompted by the recent rise in gas prices... (meanwhile) consumers' expectations regarding the short-term outlook remained gloomy". As December comes into view there are both positives and negatives to consider moving forward. On the consumer side, booking pace shows a decline versus last year, and paired with slowing consumer confidence, the market appears to have a set up that fosters a further decline in booking activity. On the other hand, positive metrics like financial market strength, and unpredictable, yet strong, snowfall could be enough to provide financial grounding to those invested in or living off stock portfolios. And in the end, the historic record shows us that strong snowfall will consistently boost booking activity, so we'll continue to watch the skies as well as markets. Locally, North Lake Tahoe occupancy was up +25.7 percent in November versus 2021, accompanied by a rate that is even with last year's. North Lake Tahoe occupancy for the past six months (June - November) is up +14.6 percent compared to the same period last year, accompanied with a rate that is down -0.5 percent compared to last year. Bookings taken in November for arrival in November were up +111.7 percent compared to bookings taken in November 2021 (not shown).

		Year over Year		
		2022/23	2021/22	% Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates during last month (November, 2022) were up (25.7%) compared to the same period last year (November, 2021), while Average Daily Rate was also up (0.0%).	Occupancy (November) :	35.6%	28.3%	25.7%
	ADR (November) :	\$257	\$257	0.0%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (December, 2022) are down (-13.3%) compared to the same period last year, while Average Daily Rate is up (2.4%).	Occupancy (December) :	40.9%	47.2%	-13.3%
	ADR (December) :	\$499	\$487	2.4%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (June - November) are up (14.6%) compared to the same period last year, while Average Daily Rate is down (-0.5%).	Occ - 6 Month Historic	53.0%	46.3%	14.6%
	ADR - 6 Month Historic	\$435	\$437	-0.5%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (December - May) are down (-3.0%) compared to the same period last year, while Average Daily Rate is up (6.8%).	Occ % - 6 Month Future	25.7%	26.5%	-3.0%
	ADR - 6 Month Future	\$421	\$394	6.8%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Nov. 30, 2022 vs. Previous Year</b>				
Rooms Booked during last month (November, 2022) compared to Rooms Booked during the same period last year (November, 2021) for all arrival dates are up by +(13.5%).	Booking Pace (November):	6.7%	5.9%	13.5%

**LOOKING FORWARD:** With a declining booking pace and economic uncertainty, we move into the peak of the holidays and depths of the winter season with a bit more uncertainty than we'd like. Booking pace that has been a thorn in mountain communities' collective side since January 2022 remains fickle, responding to softening economic conditions and more limited spending options as interest rates continue upward. What appears clear at this point is that December will be down versus last year's record occupancy and RevPAR, though room rate for the month will finish up, helping offset booking declines. The balance of the season is too early to decide, but last year's soft booking pace that began in January will give 2022/23 an opportunity to make up for recently soft volume this year. The wildcards at-play are threefold: 1) consumers will have a lot to say in the coming weeks as higher interest rates and declining confidence likely slow spending, 2) the trifecta of a heavy flu season, RSV, and surging COVID-19 cases, while seemingly more 'acceptable' to the public, may hold back those on the fence, and 3) snow. The great differentiator is weather. As we point out above, the historic record is clear that good snow not only can but will offset even the softest economic conditions, and we're off to a good start. So, do a snow dance, watch consumer confidence for softness, and be nimble to keep the taps running. Locally, North Lake Tahoe on-the-books occupancy for December 2022 is down -13.3 percent compared to 2021, accompanied with an increase in rate of +2.4 percent. Occupancy on-the-books for the upcoming six months (December - May) is down -3.0 percent compared to the same period last year, with an increase in rate of +6.8 percent. North Lake Tahoe bookings taken in November for arrival November - April are up +13.5 percent compared to the same period last year.

<b>For more information:</b>			
North Lake Tahoe Contact Info:	Bart Peterson, Director of Sales	<a href="mailto:Bart@GoTahoe.com">Bart@GoTahoe.com</a>	<a href="http://www.GoTahoeNorth.com">www.GoTahoeNorth.com</a>
	Amber Burke, Director of Marketing	<a href="mailto:Amber@GoTahoeNorth.com">Amber@GoTahoeNorth.com</a>	
Inntopia Contact Information:		<a href="mailto:info@DestiMetrics.com">info@DestiMetrics.com</a>	<a href="http://www.DestiMetrics.com">www.DestiMetrics.com</a>

Monthly Report Nov 2022

**CONFERENCE REVENUE STATISTICS**

*North Shore Properties*

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

Prepared By: Anna Atwood, Office Manager

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Variance</u>
Total Revenue Booked as of 11/30/22:	\$1,430,692	\$1,759,314	-19%
Number of Room Nights:	6,451	8216	-21%
Number of Delegates:	3152	3884	-19%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>November-22</u>	<u>November-21</u>
<u>Number of Groups Booked:</u>	3	0
Revenue Booked:	\$165,987	\$0
Room Nights:	696	0
Number of Delegates:	295	0
	1 Corp., 1	
	Assoc., 1	
	Meeting	
Booked Group Types:	Planner	0
Lost Business, # of Groups:	13	7

<u>Arrived in the month</u>	<u>November-22</u>	<u>November-21</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

Monthly Detail/Activity	<u>October-22</u>	<u>October-21</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$241,848	\$121,383	99%
Room Nights:	1100	579	90%
Number of Delegates:	596	390	53%

	2 Mtg. Planner,	
	1 Assoc., 1 Non-	
Booked Group Types:	Profit	0
Lost Business, # of Groups:	13	10

<u>Arrived in the month</u>	<u>October-22</u>	<u>October-21</u>	
Number of Groups:	4	5	
Revenue Arrived:	\$253,042	\$352,682	-28%
Room Nights:	1071	1144	-6%
Number of Delegates:	431	1047	-59%
Arrived Group Types:	2 Corp, 2	2 Corp., 2	
	Assoc.	Assoc., 1 SMF	

<b>Monthly Detail/Activity</b>	<b><u>September-22</u></b>	<b><u>September-21</u></b>	
<b><u>Number of Groups Booked:</u></b>	4	0	
Revenue Booked:	\$127,050	\$0	
Room Nights:	891	0	
Number of Delegates:	430	0	
	1 Corp., 1		
	Assoc., 1 CA		
	Assoc., 1 Non-		
Booked Group Types:	Profit	0	
Lost Business, # of Groups:	13	10	
<b><u>Arrived in the month</u></b>	<b><u>September</u></b>	<b><u>September-22</u></b>	
Number of Groups:	7	4	
Revenue Arrived:	\$200,928	\$111,814	80%
Room Nights:	968	718	35%
Number of Delegates:	590	255	
	4 Corp, 1		
	Assoc., 2 Non-	1 Govt, 1 SMF,	
Arrived Group Types:	Profit	1 Asspc., 1 MP	
<b>Monthly Detail/Activity</b>	<b><u>August-22</u></b>	<b><u>August-21</u></b>	
<b><u>Number of Groups Booked:</u></b>	2	0	
Revenue Booked:	\$91,595	\$0	
Room Nights:	514	0	
Number of Delegates:	425	0	
	1 CA Assoc., 1		
Booked Group Types:	Corp.	0	
Lost Business, # of Groups:	15	0	
<b><u>Arrived in the month</u></b>	<b><u>August-22</u></b>	<b><u>August-21</u></b>	
Number of Groups:	3	2	
Revenue Arrived:	\$116,069	\$208,360	-44%
Room Nights:	286	795	-64%
Number of Delegates:	166	330	
	1 Corp., 1 Mtg.		
Arrived Group Types:	Planner	2 Assoc.	
<b>Monthly Detail/Activity</b>	<b><u>July-22</u></b>	<b><u>July-21</u></b>	
<b><u>Number of Groups Booked:</u></b>	2	1	
Revenue Booked:	\$145,856	\$45,903	218%
Room Nights:	465	100	365%
Number of Delegates:	544	50	
Booked Group Types:	2 CA Assoc.	1 Corp.	
Lost Business, # of Groups:	18	22	
<b><u>Arrived in the month</u></b>	<b><u>July-22</u></b>	<b><u>July-21</u></b>	
Number of Groups:	3	2	
Revenue Arrived:	\$190,117	\$208,360	-9%
Room Nights:	630	795	-21%
Number of Delegates:	455	330	

Arrived Group Types:	1 CA Assoc., 1 Mtg. Planner. 1 Corp.	2 Assoc.
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	<u>Current Numbers</u>	<u>Goals</u>
For 2023/24:	\$309,244	\$2,000,000
For 2024/25:	\$190,150	\$2,000,000

NUMBER OF LEADS Generated as of 11/30/22:	48
YTD 11/30/21:	42
YTD 11/30/20:	37

**Total Number of Leads Generated in Previous Years:**

2021/2022	123
2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205



# November 2022 Monthly Report



north lake tahoe

## November Executive Summary – Consumer Campaign

- The winter season campaign started November 15th. As a result, spend dropped in the last half of November for a total of \$4,200 less spend than ran in October (during the peak season of fall). TOS conversions dropped with spend to 5,400 overall.\*
- Phoenix's Millennial Megan led with the highest number of social Time on Site (TOS) conversions\*\* (222) outperforming even the High Value (154) and Sustainability audiences (191). The other markets' Millennial Megan audiences performed equal to the Boomer and Family audiences.
- Metrics showed strong increases compared to the month prior even with a 5% decrease in spend including Display, which accounted for 53% of total TOS conversions, outdoing both the fly markets and the South Lake Tahoe targeted search campaigns combined. Around 2,800 of Display TOS conversions stemmed from Google Max display ads, 205 conversions from programmatic display's Retargeting campaign and 174 from Rich Media. TOS 115 conversions fell 40% since October, but maintained a 288% increase since September.



*\*Several platforms running in November did not loop into a pixel to track time on site (TOS). These platforms include Travelzoo, Expedia and OTT.*

*\*\*TOS Conversion refers to visitors spending more than 1:15 on site, showing strong engagement.*

## November Executive Summary – MCC Campaign

- November marked the launch of additional Social Targeting ads, Conference Geofencing and a Meetings eBlast, with a \$6,400 higher spend than October. Meetings earned an additional 505 clicks than the month prior and dropped TOS 115 conversions by 40\*. Meetings creative switched out static for animated display banners towards the end of November to freshen up CTRs in December.
- Meetings Today Social Retargeting performed close to or above industry standard. Need to allow more time for impressions to spend before providing a full analysis.
- Video completion rates slightly decreased (-2%) to a 36% completion rate. Video CTR averaged slightly less than October at 0.41%, cost \$6 more per conversion and earned 21 fewer conversions than October. Overall, video results remain close yet slightly under last month's data. Removing the Meetings Today social retargeting dropped cost per conversion by 5 cents from October.
- Facebook maintains a high completion rate while also earning the highest CTR, especially on 15s videos. LinkedIn follows with high clicks as well.



*\*Several platforms running in November did not loop into a pixel to track time on site (TOS).*

*\*\*TOS Conversion refers to visitors spending more than 1:15 on site, showing strong engagement.*



## November Executive Summary - Website

- There were over 91K visitors to GoTahoeNorth.com. This was a 1.9% increase from October with the majority of traffic coming from organic search (40.8%), followed by paid search (24.4%).
- The average session duration was 0:57 (industry average is 1 minute). New users increased by 2.3% and sessions also slightly decreased by 3.3% when comparing MoM. YoY, they increased respectively by 78.5% and 84.6%.
- 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 by the Road Conditions page and Lake Tahoe Activities Fall page.





## November 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.



## November Executive Summary – PR Coverage

- Secured 14 clips with 799B estimated digital monthly visits and 1.4M estimated digital coverage views.
- Pitching efforts focused on ski and snowboard resorts in the U.S., ski season opening dates, après-ski in North Lake Tahoe, 10 best U.S. ski towns for non-skiers, best luxury hotels in Lake Tahoe, 2023 resolution and renewals, besides skiing – other winter activities, cozy winter lodging in North Lake Tahoe, get outdoors in these California destinations, 4 North Lake Tahoe ski resorts opening this weekend, 23 places to see in 2023, best underrated winter wonderland towns in the U.S., best skiing destinations, amazing cities/towns to visit in 2023, Time’s “Best Places” 2023 list, winter fishing destinations and best places to own an electric vehicle.
- Augustine also worked on talking points in response to a *Fodor’s* article and fielded setting up interviews to explain why we welcome visitors along with continuing to work on setting up FAM trips.



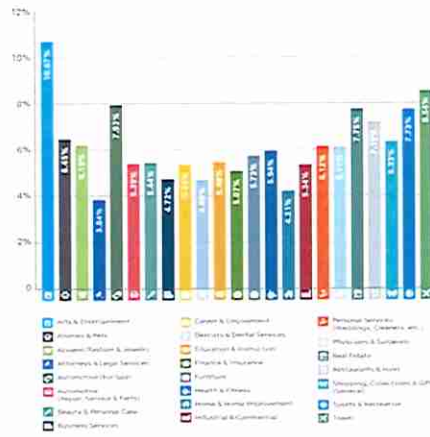
## November Executive Summary – Organic Social Media

- Social content focused on weather updates with an emphasis on snow in the region.
- There were 1.7M impressions and 11K post clicks.
- The social audience increased by 204 followers across all platforms.
- The average engagement rate was 4.7% (average 1%). This is a positive indicator that our social content is resonating well with our target audiences.



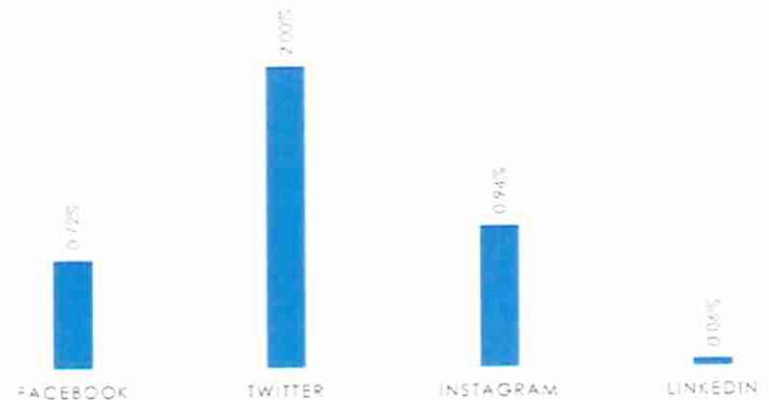
# Industry Benchmarks

Average click-through rate for search advertising



Business Category	Avg. Click-Through Rate
Arts & Entertainment	10.67%
Animals & Pets	6.45%
Apparel / Fashion & Jewelry	6.19%
Attorneys & Legal Services	3.84%
Automotive -- For Sale	7.93%
Automotive -- Repair, Service & Parts	5.39%
Beauty & Personal Care	5.44%
Business Services	4.72%
Career & Employment	5.32%
Dentists & Dental Services	4.95%
Education & Instruction	5.46%
Finance & Insurance	5.07%
Furniture	6.72%
Health & Fitness	5.94%
Home & Home Improvement	4.21%
Industrial & Commercial	5.34%
Personal Services (Weddings, Cleaners, etc.)	6.12%
Physicians & Surgeons	6.11%
Real Estate	7.74%
Restaurants & Food	7.19%
Shopping, Collectibles & Gifts (General)	6.31%
Sports & Recreation	7.72%
Travel	8.94%

## AVERAGE CTR BY SOCIAL MEDIA CHANNEL



LOCALIQ

- Paid search CTR (3.3% fly markets & local; 13% National) shot past the industry average of 4.68%. This in large part is due to Google Performance Max and the aggressive South Lake campaign.

- Facebook's 1.49% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 0.42% CTR did not meet the industry standard of 0.94%. Instagram Stories CTR reached 0.89%.



## Consumer Paid Media Recommendations

- Explore the high concentration of TOS conversions in the Phoenix market with the Millennial Megan audiences. Track conversion platforms and engagements to inform optimizations to Millennial Megan audiences in other DMAs for the spring campaign.
- Compare the effectiveness of static and display animation to inform creative efforts in spring.
- Local radio reporting will be captured in December.
- The Phoenix market earned exceptional video CTRs of anywhere between 1.5%-2.8%. Compare creative performance against travel data to inform Spring market selection.
- Examine the full Travelzoo, Rich Media, OTT and Expedia reports as a whole once released.



## MCC Paid Media Recommendations

- Compare eblast subject line performances from the last year to inform creative efforts on upcoming eblasts.
  - Analyze Meetings Today social retargeting after a 3 month spend (January).
    - Compare against internal paid social KPIs and the MT social ad types (video, image, carousel).
- Additional insight comparing static vs. animated creative performance coming in the 2023 Spring proposal.



## Upcoming PR Initiatives

- Working on upcoming FAM tours for Kathleen Wong with USA Today, Jean Chen Smith with Travel + Leisure, 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 holiday events, snowshoeing, get fit without a gym membership, wellness destinations, dry January, National Plan For Vacation Day, Learn to Ski and Snowboard Month, among others.
- Continue to vet media and influencers and coordinate FAM tours for fall and spring trips.



## Facebook Overview

Data	October	November	MoM
Audience	131,258	131,435	+0.1
Impressions	1,397,849	1,397,639	-0.7%
Engagement	71,784	64,362	-10%

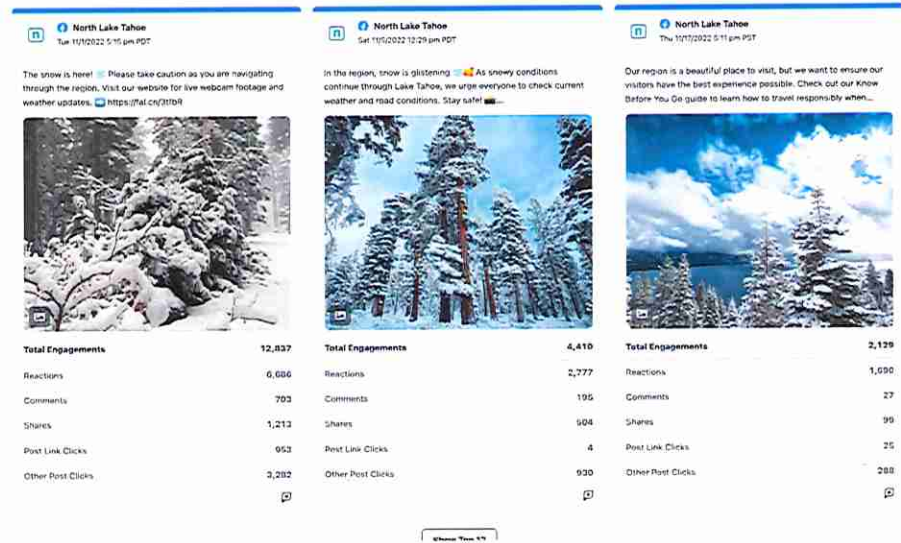
- Facebook content promoted fall activities and snow. There were 1.3M impressions and 11K post clicks. The average engagement rate was 4.6% (average 0.9%).
- The audience continued to grow, gaining 256 followers in November.
- The most engaged audience was women ages 35-44. The highest reached locations 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 12K engagements and an engagement rate of 6.1%.
- Snow and weather updates continued to resonate well with the Tahoe North Facebook audience.



## Instagram Overview

Data	October	November	MoM
Audience	83,580	83,621	+0.2%
Impressions	318,754	336,821	+5.7%
Engagement	14,588	17,619	+20.8%

- Instagram content promoted fall activities and snow in the region.
- The page saw increases across the board with audience growth, impressions and engagements.
- 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 and dining.
- Instagram content generated an overall engagement rate of 5.2% 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	Total Engagements	Likes	Comments	Saves
<p><b>tahoenorth</b> Tue 11/1/2022 4:36 pm PDT</p> <p>The snow is here! ❄️ Please take caution as you are navigating through the region.</p>	Tue 11/1/2022 4:36 pm PDT	9,467	7,161	74	2,094
<p><b>tahoenorth</b> Sat 11/5/2022 12:19 pm PDT</p> <p>In the region, snow is glistening ❄️ As snow continues to fall, be sure to check weather and road conditions.</p>	Sat 11/5/2022 12:19 pm PDT	1,756	1,723	7	26
<p><b>tahoenorth</b> Sat 11/19/2022 11:55 am PST</p> <p>One of the best places for beer and bites in North Lake Tahoe. 📍 @alibialeworks</p>	Sat 11/19/2022 11:55 am PST	1,482	1,271	11	147

## Custom Content

- Augustine continued to create custom video content in collaboration with content creators promoting local businesses and weather in the region
- The top video this month highlighted snowfall in the region. This video generated over 86.4K views and 7.2K engagements.





## Twitter Overview




Data	October	November	MoM
Audience	23,752	23,550	-0.9%
Impressions	3,173	15,464	+407.3%
Engagement	63	267	+337.7%

- Content continued to highlight safety updates and local events in the region.
- Twitter content generated increases in impressions and engagement due to snow.



# Twitter Top Posts

- Top Twitter post featured weather updates in the region.
- Other top posts featured regional events and sustainable messaging.
- Augustine will continue to promote relevant content on Twitter.

Twitter Post	Total Engagements
<p><b>@TahoeNorth</b> Wed 11/2/2022 12:23 am UTC</p> <p>The snow is here! ❄️ Please take caution as you are navigating through the region. Visit our website for live webcam footage and weather updates. 📺 <a href="https://t.co/2SL60TY1...">https://t.co/2SL60TY1...</a></p> 	<p><b>177</b></p> <ul style="list-style-type: none"> <li>Likes: 11</li> <li>@Replies: 0</li> <li>Retweets: 0</li> <li>Post Link Clicks: 17</li> <li>Other Post Clicks: 149</li> <li>Other Engagements: 0</li> </ul>
<p><b>@TahoeNorth</b> Fri 11/18/2022 1:16 am UTC</p> <p>Planning a trip to North Lake Tahoe? Use our Know Before You Go guide for tips on how to travel responsibly and get the most out of your trip. 📺 <a href="https://t.co/7B6UY9hRkD">https://t.co/7B6UY9hRkD</a> #TahoeSpan...</p> 	<p><b>20</b></p> <ul style="list-style-type: none"> <li>Likes: 7</li> <li>@Replies: 1</li> <li>Retweets: 5</li> <li>Post Link Clicks: 9</li> <li>Other Post Clicks: 6</li> <li>Other Engagements: 1</li> </ul>
<p><b>@TahoeNorth</b> Thu 11/2/2022 12:10 am UTC</p> <p>Happening this weekend! One of Lake Tahoe's most indulgent events... The Tahoe Chocolate &amp; Wine Festival. It will be held at the Lone Eagle Grille located at Hyatt Regency Lake Tahoe Resort, S...</p> 	<p><b>22</b></p> <ul style="list-style-type: none"> <li>Likes: 4</li> <li>@Replies: 0</li> <li>Retweets: 0</li> <li>Post Link Clicks: 7</li> <li>Other Post Clicks: 11</li> <li>Other Engagements: 0</li> </ul>



## Creative Projects

- Spring Campaign – developing plan to present in early 2023.
- Feature blogs in December for winter activities (a revise of last year's content) and sober offerings in time for wellness promotion in January.
- 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.



## Industry Insights

- **Americans Looking to Travel this Holiday Season—Still Open to Ideas:** The holiday travel season is upon us and well over half (55.1%) of Americans plan to take at least one leisure trip between now and January 7th, and 29% plan to take two or more such trips in this timeframe. Although 47.4% of these holiday travelers plan to stay in the home of a friend or relative on these trips, 58.4% will also in paid lodging (23% at a 3 or 4-star full-service hotel, 15.3% at a budget hotel, 11.4% at a 5-star hotel and 8.9% in peer-to-peer lodging). On average, the duration of these holiday trips will be 5.3 days.
- **American's top holiday season travel priorities include spending time with family (81.4%), relaxation (69.7%) and of course enjoying family traditions (67.7%).** In addition, nearly a quarter will prioritize meeting new people (24.8%) and/or traveling outside the United States (23.9%). While 48.4% say these holiday trips are being taken to celebrate a specific holiday, 42.3% say at least one of their trips will be purely for vacation or a weekend getaway.
- In terms of the types of destinations Americans plan to visit, small towns (32.7%) and cities (32.5%) will be most common followed by beach destinations (23.1%), state/regional parks (15.0%) and theme parks (14.5%). And in good news for destination marketers, over half (52.4%) of holiday travelers say the destinations they plan to visit this holiday season have not yet been firmly decided.

*Destination Analyst – December 2022*





## Industry Insights

- Fewer Americans now say that **inflation in consumer prices has led them to cancel an upcoming trip. Now, only 28.7% say they have, which is down nearly 8 points from June.** Similarly, the proportion of Americans who say they will take fewer road trips this winter if gasoline prices don't come down has dropped to a low of 52.4% (which is down 16 points from its peak in June). Additionally, when we look at what has deterred Americans from traveling more than they would have otherwise preferred in the last 6 months, fewer are now citing the expense of gas (41.1%; down 6 points from July), airfare being too expensive has also declined (26.3%; down nearly 5 points since October) as has concerns over the possibility of flight cancellations (9.7%; down 6 points from August).
- Despite these improvements, **nearly 60% of Americans still expect the U.S. to enter an economic recession sometime in the next 6 months and therefore 64.7% of all travelers say they are being careful with their money now.** In this vein, nearly three-quarters (74.4%) of Americans agree that travel deals and discounts are more important to them now compared to 6 months ago. Our latest survey also found that nearly 31% of Americans have used credit card points/rewards for travel-related purchases in the past 12 months alone, with the most common purchases being airline tickets and hotel stays (52.7% and 50.8%, respectively). Far fewer of these credit card point redeemers have used their rewards for upgrades to their hotel room (13.3%) or airline seat (11.7%).

*Destination Analyst – December 2022*







# **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.

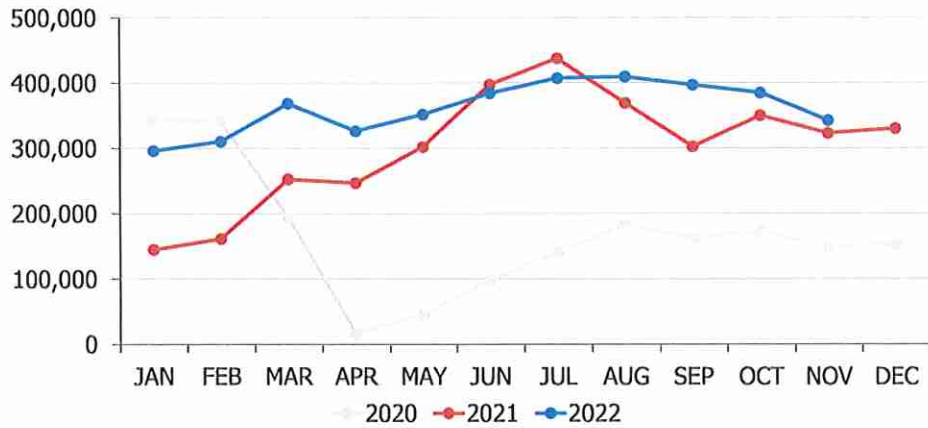
### JSX Public Charters

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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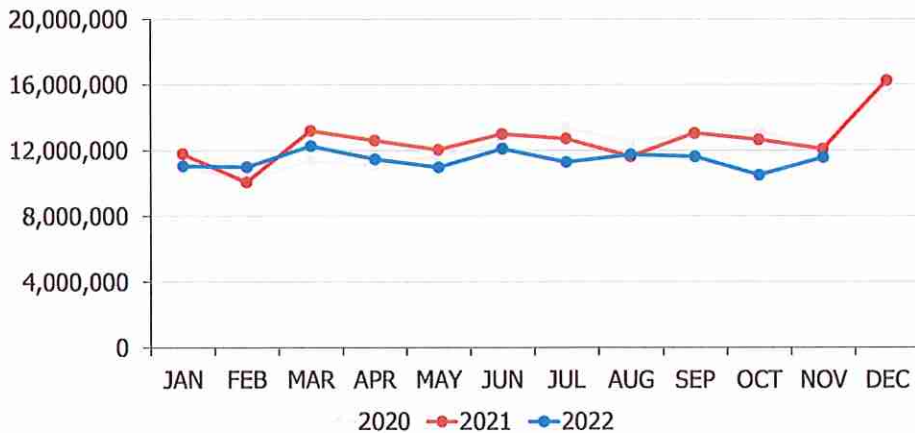


## Passengers



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



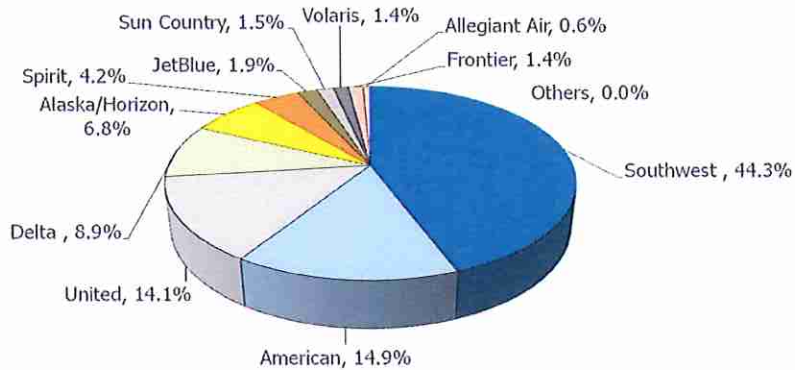
In November 2022, DHL cargo volume was up 20.7% when compared to November 2021. FedEx was down 1.9% and UPS was down 8.4% during the same period.

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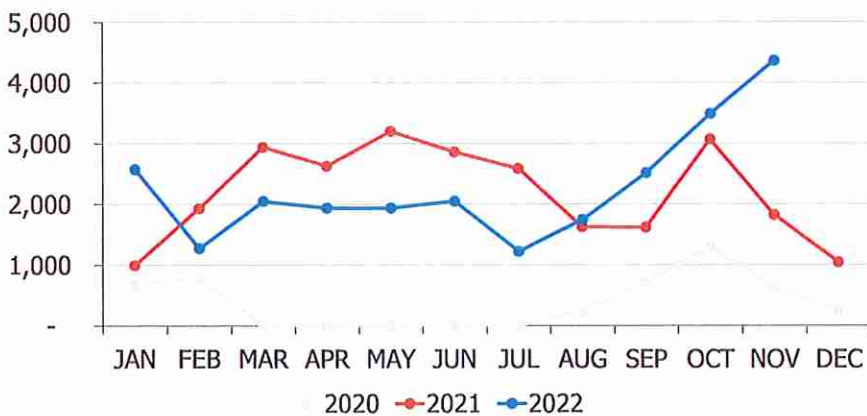


## AIRLINE MARKET SHARE (passengers)



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

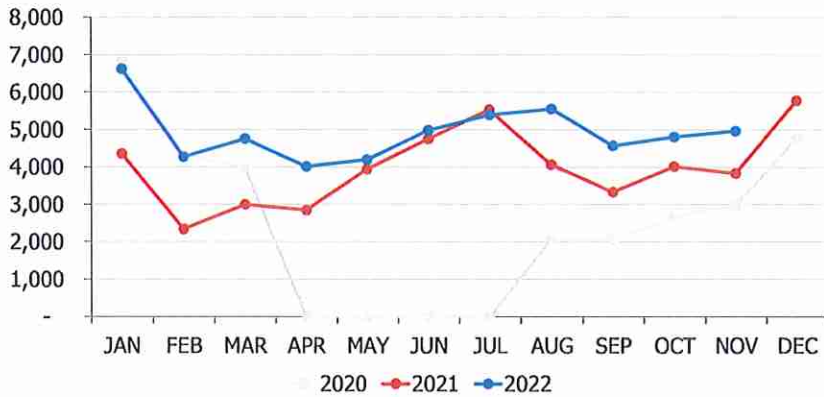


In November 2022, RNO served 4,366 passengers on charter flights, an increase of 139.2% when compared to November 2021.

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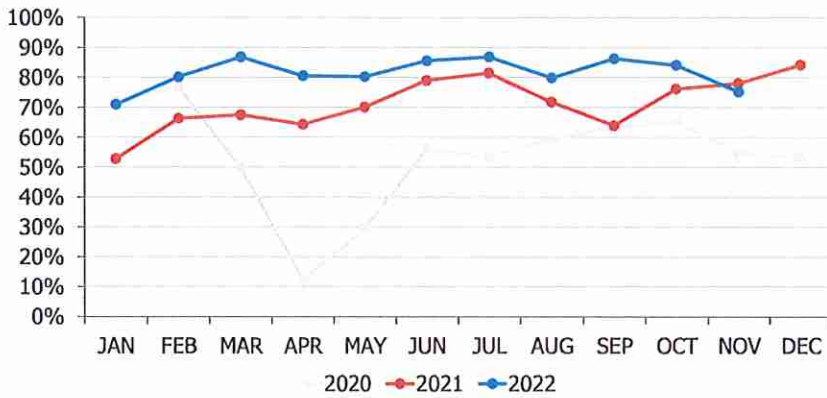


## TOTAL INTERNATIONAL PASSENGERS

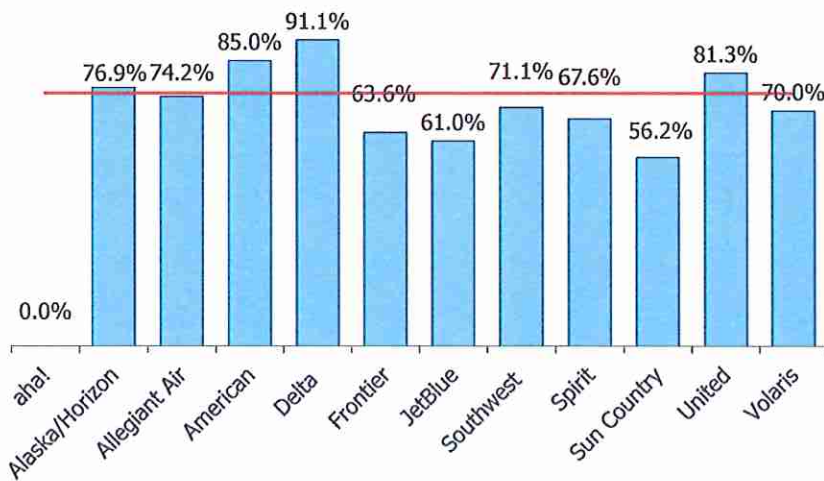


In November 2022, RNO served 4,968 international passengers, an increase of 29.5% when compared to November 2021.

## 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.

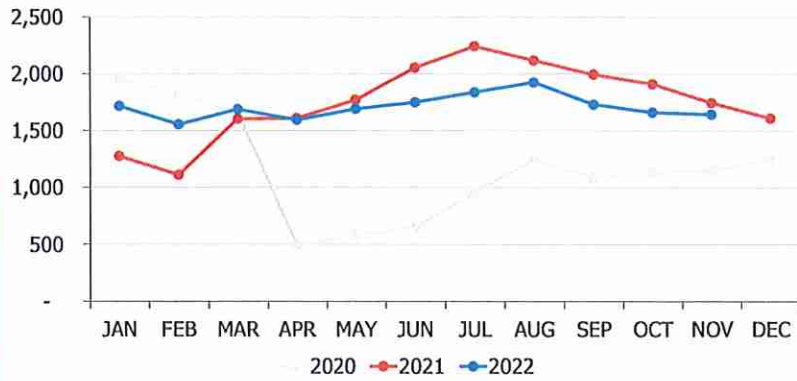


The red horizontal line on the left represents RNO's average enplaned load factor.

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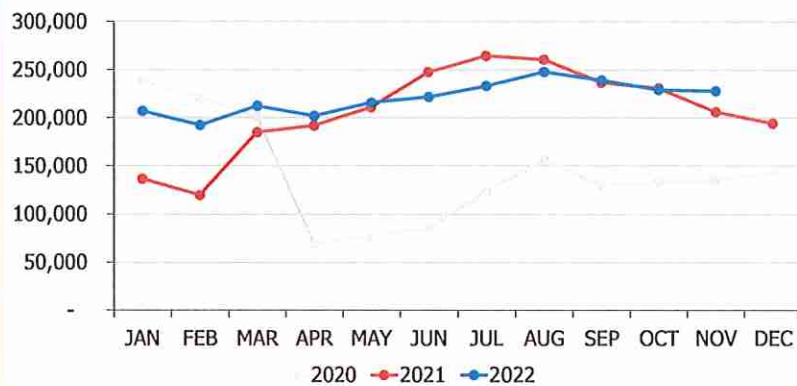


## DEPARTURES



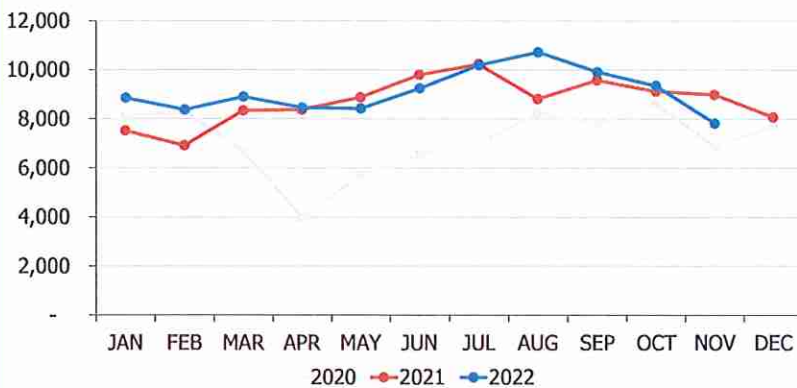
In November 2022, RNO handled 1,646 departures, a decrease of 5.8% when compared to November 2021.

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

Multiple airlines in a market

12.29.2022

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Total Passengers					
Nov-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%	385,466	9.9%
NOV	148,777	323,508	117.4%	343,130	6.1%
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>		<b>3,292,771</b>		<b>3,983,605</b>	<b>21.0%</b>

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		
<b>TOTAL</b>	<b>1,002,627</b>	<b>1,812,757</b>		
<b>YTD</b>		<b>1,648,196</b>	<b>1,992,630</b>	<b>20.9%</b>

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		
<b>TOTAL</b>	<b>1,003,793</b>	<b>1,810,701</b>		
<b>YTD</b>		<b>1,644,575</b>	<b>1,990,975</b>	<b>21.1%</b>

Total Cargo Volume in Pounds						
Nov-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%	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%			
<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>		<b>134,901,741</b>		<b>125,588,981</b>	<b>56,956</b>	<b>-6.9%</b>

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Nov-22	Nov-21	Diff.
ahal	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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north lake tahoe

Chamber | CVB | Resort Association

## North Lake Tahoe Visitor Information Center Visitor Report: Nov 2022

### VISITORS SERVED:

#### Oct 2022

Total TC & KB Walk-ins 3,511  
Total Phone Calls: 159  
Total 3,670

#### Nov 2021

Total TC & KB Walk-ins 2,287  
Total Phone Calls: 161  
2,448

#### Nov 2022

Total TC&KB Walk-ins: 2,484  
Total Phone Calls: 168  
2,632

### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>  <b>304</b>	<b>Lodging</b>  <b>9</b>	<b>Historic / Museum</b>  <b>87</b>	<b>Events</b>  <b>3</b>
<b>Tours</b>  <b>8</b>	<b>Surrounding Towns (SLT / Truckee)</b>  <b>39</b>	<b>Retail</b>  <b>81</b>	<b>Transportation</b>  <b>14</b>
<b>Services –Weather, bathroom, events etc</b>  <b>571</b>	<b>Activities Mountain / Trails</b>  <b>269</b>	<b>Activities / Lake</b>  <b>235</b>	<b>Maps / Directions</b>  <b>562</b>

**TOTAL 2,182 = 73 referrals per day**

### November Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 53% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 154/day YTD
- Visitor Center visitors up 36% YTD
- YTD Revenue is down 5% over last year
- Added Romi as a monthly artist
- Most incoming calls and emails were asking questions on the road conditions and sledding areas
- Toured Tahoe Environmental Center for partnership ideas
- Donated to NTBA's Passport to Dining
- Advertised Thanksgiving events and dinner at River Ranch, Garwoods
- Conference room used by local business FREE of charge

**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

November 30, 2022

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12/27/22

Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet Prev Year Comparison**  
As of November 30, 2022

	Nov 30, 22	Nov 30, 21	\$ Change	% Change
<b>ASSETS</b>				
Current Assets				
Checking/Savings				
1000-00 · Cash	84,464.93	325,104.47	-240,639.54	-74.0%
<b>Total Checking/Savings</b>	<b>84,464.93</b>	<b>325,104.47</b>	<b>-240,639.54</b>	<b>-74.0%</b>
Accounts Receivable				
1200-00 · Accounts Receivable	86,894.34	666.00	86,228.34	12,947.2%
<b>Total Accounts Receivable</b>	<b>86,894.34</b>	<b>666.00</b>	<b>86,228.34</b>	<b>12,947.2%</b>
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>100.00</b>	<b>100.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Total Current Assets</b>	<b>171,459.27</b>	<b>325,870.47</b>	<b>-154,411.20</b>	<b>-47.4%</b>
Other Assets				
1400-00 · Prepaid Expenses	59,506.94	97,235.07	-37,728.13	-38.8%
<b>Total Other Assets</b>	<b>59,506.94</b>	<b>97,235.07</b>	<b>-37,728.13</b>	<b>-38.8%</b>
<b>TOTAL ASSETS</b>	<b>230,966.21</b>	<b>423,105.54</b>	<b>-192,139.33</b>	<b>-45.4%</b>
<b>LIABILITIES &amp; EQUITY</b>				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	154,707.83	106,900.53	47,807.30	44.7%
<b>Total Accounts Payable</b>	<b>154,707.83</b>	<b>106,900.53</b>	<b>47,807.30</b>	<b>44.7%</b>
<b>Total Current Liabilities</b>	<b>154,707.83</b>	<b>106,900.53</b>	<b>47,807.30</b>	<b>44.7%</b>
<b>Total Liabilities</b>	<b>154,707.83</b>	<b>106,900.53</b>	<b>47,807.30</b>	<b>44.7%</b>
Equity				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	-10,505.94	123,536.28	-134,042.22	-108.5%
<b>Total Equity</b>	<b>76,258.38</b>	<b>316,205.01</b>	<b>-239,946.63</b>	<b>-75.9%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>230,966.21</b>	<b>423,105.54</b>	<b>-192,139.33</b>	<b>-45.4%</b>



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12/27/22

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of November 30, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Augustine Ideas*	0.00	0.00	0.00	0.00	999.00	999.00
Beach Retreat & Lodge	0.00	0.00	0.00	0.00	0.00	0.00
IVGID*	0.00	0.00	0.00	0.00	0.00	0.00
NLTRA*	50,495.00	32,848.00	0.00	0.00	0.00	83,343.00
Northstar California	0.00	0.00	0.00	0.00	0.00	0.00
Sierra Ski Marketing Council	0.00	0.00	0.00	0.00	0.00	0.00
The Resort at Squaw Creek	0.00	0.00	0.00	0.00	0.00	0.00
The Resort of Squaw Creek	0.00	0.00	0.00	0.00	1,276.17	1,276.17
The Village of Palisades	0.00	0.00	0.00	0.00	1,276.17	1,276.17
<b>TOTAL</b>	<u>50,495.00</u>	<u>32,848.00</u>	<u>0.00</u>	<u>0.00</u>	<u>3,551.34</u>	<u>86,894.34</u>

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12/27/22

**North Lake Tahoe Marketing Cooperative**  
**A/P Aging Summary**  
As of November 30, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
CrowdRiff	19,845.00	0.00	0.00	0.00	0.00	19,845.00
Gate 7 Ply Ltd*	17,445.96	0.00	0.00	0.00	0.00	17,445.96
HelmsBriscoe Performance Group, Inc.	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Jeff Dow Photography	0.00	1,222.56	0.00	0.00	0.00	1,222.56
MAHK Advertising	75,783.11	0.00	0.00	0.00	0.00	75,783.11
Regional Air Service Corporation	12,500.00	0.00	12,500.00	0.00	0.00	25,000.00
Ryan Salm Photography	8,131.20	0.00	0.00	0.00	0.00	8,131.20
UC Davis Tahoe Environmental Research Cen	0.00	280.00	0.00	0.00	0.00	280.00
<b>TOTAL</b>	<b><u>133,705.27</u></b>	<b><u>8,502.56</u></b>	<b><u>12,500.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>154,707.83</u></b>

## North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

Accrual Basis

November 2022

	Nov 22	Nov 21	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	50,495.00	65,225.98	-14,730.98	-22.6%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
<b>Total Income</b>	<b>142,161.00</b>	<b>122,891.98</b>	<b>19,269.02</b>	<b>15.7%</b>
<b>Gross Profit</b>	<b>142,161.00</b>	<b>122,891.98</b>	<b>19,269.02</b>	<b>15.7%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5004-00 · Trip Advisor	5,499.00	2,985.54	2,513.46	84.2%
5005-00 · Paid Social	13,745.83	3,425.98	10,319.85	301.2%
5005-01 · Digital Display / Retargeting	15,108.63	11,619.22	3,489.41	30.0%
5007-00 · Creative Production				
5007-01 · Creative Production	4,350.00	1,981.20	2,368.80	119.6%
5007-02 · Website Production	1,260.00	0.00	1,260.00	100.0%
5007-03 · Photo/Video Creative	4,638.98	2,480.65	2,158.33	87.0%
<b>Total 5007-00 · Creative Production</b>	<b>10,248.98</b>	<b>4,461.85</b>	<b>5,787.13</b>	<b>129.7%</b>
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5016 · Video Streaming	16,132.55	17,836.73	-1,503.18	-8.5%
5017-00 · Rich Media	0.00	600.00	-600.00	-100.0%
5018-00 · Media Commission	8,292.45	6,735.34	1,557.11	23.1%
5018-01 · Digital Ad Serving	417.12	102.54	314.58	306.8%
5020-00 · Search Engine Marketing	8,997.95	14,665.41	-5,667.46	-38.7%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>86,942.51</b>	<b>69,231.61</b>	<b>17,710.90</b>	<b>25.6%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	360.00	0.00	360.00	100.0%
5111-00 · FAMs - Domestic	280.00	0.00	280.00	100.0%
5112-00 · Training / Sales Calls	3,500.00	550.62	2,949.38	535.7%
5113-00 · Additional Opportunities	0.00	17.13	-17.13	-100.0%
5144-00 · IPW - POW WOW	0.00	4,333.67	-4,333.67	-100.0%
5145-00 · TIA Annual Dues	218.75	0.00	218.75	100.0%
5147-00 · AUS / Gate 7	17,445.96	0.00	17,445.96	100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>21,804.71</b>	<b>4,901.42</b>	<b>16,903.29</b>	<b>344.9%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	8,000.00	5,000.00	1,000.00	20.0%
5202-00 · PR Program/ Content Dev - Blogs	2,032.95	360.00	1,672.95	464.7%
5206-00 · Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 · Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5210-00 · Content Dev - Newsletters	900.00	1,110.00	-210.00	-18.9%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	620.02	0.00	620.02	100.0%
5221-00 · Photography & Video Asset Dev	5,620.10	0.00	5,620.10	100.0%
5222-00 · Media Tracking / Membership	1,766.00	1,766.00	0.00	0.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>23,889.07</b>	<b>15,276.00</b>	<b>8,613.07</b>	<b>56.4%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6004-00 · Email	600.00	0.00	600.00	100.0%
6005-00 · Paid Media	7,146.02	1,773.60	5,372.42	302.9%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	0.00	9,160.06	-9,160.06	-100.0%
6018-00 · MCC Media Commission	910.61	313.90	596.71	190.1%
6018-01 · MCC Digital Ad Serving	23.33	5.63	17.70	314.4%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 · Client Events / Opportunities	0.00	150.00	-150.00	-100.0%
6153-00 · Chicago Sales Rep Support	125.00	83.33	41.67	50.0%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>9,388.29</b>	<b>12,781.72</b>	<b>-3,393.43</b>	<b>-26.6%</b>
<b>6100-00 · TRADE SHOWS</b>				
6111-00 · Site Inspections	0.00	323.04	-323.04	-100.0%
6116-00 · CalSAE Seasonal Spectacular	0.00	1,889.34	-1,889.34	-100.0%
6154-00 · HelmsBriscoe ABC	0.00	227.39	-227.39	-100.0%
6155-00 · Connect Trade Shows	0.00	1,203.64	-1,203.64	-100.0%
6157-00 · HPN Partner Conference	2,975.00	0.00	2,975.00	100.0%
6180-00 · Conference Direct CA	0.00	583.33	-583.33	-100.0%
6182-00 · Destination Celebration	0.00	1,115.62	-1,115.62	-100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>2,975.00</b>	<b>5,342.36</b>	<b>-2,367.36</b>	<b>-44.3%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	0.00	1,310.91	-1,310.91	-100.0%
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7002-00 · CRM Subscription	1,250.00	833.34	416.66	50.0%
7003-00 · IVCBVB Entertainment Fund	0.00	211.23	-211.23	-100.0%
7004-00 · Research	880.00	5,104.76	-4,224.76	-82.8%
7008-00 · Opportunistic Funds	593.08	0.00	593.08	100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
8700-00 · Automobile Expense*	0.00	183.68	-183.68	-100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>2,931.41</b>	<b>8,431.34</b>	<b>-5,499.93</b>	<b>-65.2%</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>				
8002-00 · Content Manager Contractor	4,250.00	4,250.00	0.00	0.0%
8003-00 · Website Hosting Maintenance	0.00	65.00	-65.00	-100.0%

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Accrual Basis

### North Lake Tahoe Marketing Cooperative Profit & Loss Prev Year Comparison

November 2022

	Nov 22	Nov 21	\$ Change	% Change
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,250.00</b>	<b>14,315.00</b>	<b>-65.00</b>	<b>-0.5%</b>
<b>Total Expense</b>	<b>162,180.99</b>	<b>130,279.45</b>	<b>31,901.54</b>	<b>24.5%</b>
<b>Net Income</b>	<b>-20,019.99</b>	<b>-7,387.47</b>	<b>-12,632.52</b>	<b>-171.0%</b>



## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 - LTVCBVB Funding	91,166.00	91,166.00	455,830.00	455,830.00	1,094,000.00
4001-00 - NLTRA Funding	50,495.00	50,495.00	378,933.00	378,933.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	2,500.00	2,500.00	6,000.00
4005-00 - Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>142,161.00</b>	<b>142,161.00</b>	<b>837,263.00</b>	<b>837,263.00</b>	<b>2,540,000.00</b>
<b>Gross Profit</b>	<b>142,161.00</b>	<b>142,161.00</b>	<b>837,263.00</b>	<b>837,263.00</b>	<b>2,540,000.00</b>
<b>Expense</b>					
<b>5000-00 - CONSUMER MARKETING</b>					
5001-01 - Podcast	0.00	0.00	0.00	12,501.00	25,000.00
5002-00 - Consumer Print	0.00		0.00		10,125.00
5002-01 - Native Display	0.00	1,340.00	24,500.00	36,880.00	100,372.00
5004-00 - Trip Advisor	5,499.00	4,908.00	27,493.99	26,994.00	61,947.00
5005-00 - Paid Social	13,745.83	10,056.00	61,364.56	69,645.00	139,248.00
5005-01 - Digital Display / Retargeting	15,108.63	9,970.00	66,940.09	53,895.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	4,350.00	10,000.00	39,961.54	74,500.00	149,500.00
5007-02 - Website Production	1,260.00	2,500.00	12,120.00	13,500.00	34,000.00
5007-03 - Photo/Video Creative	4,638.98	2,775.00	18,447.98	13,245.00	32,670.00
5007-00 - Creative Production - Other	0.00	0.00	2,160.00	0.00	0.00
<b>Total 5007-00 - Creative Production</b>	<b>10,248.98</b>	<b>15,275.00</b>	<b>72,689.52</b>	<b>101,245.00</b>	<b>216,170.00</b>
5010-00 - Account Strategy & Management	8,500.00	8,500.00	42,500.00	42,500.00	102,000.00
5013-00 - Outdoor	0.00		0.00		100,000.00
5016 - Video Streaming	16,132.55	11,230.00	62,641.77	63,441.00	126,861.00
5017-00 - Rich Media	0.00	0.00	0.00	30,000.00	30,000.00
5018-00 - Media Commission	8,292.45	6,309.00	41,357.25	54,729.00	119,357.00
5018-01 - Digital Ad Serving	417.12	220.00	1,108.43	1,100.00	2,655.00
5020-00 - Search Engine Marketing	8,997.95	10,808.00	59,060.28	56,555.00	119,470.00
5022-00 - Email	0.00	0.00	4,999.70	5,000.00	20,000.00
5024-00 - Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 - Expedia	0.00	0.00	15,000.00	15,000.00	15,000.00
5029-00 - Television	0.00	0.00	0.00	0.00	17,000.00
5030-00 - TravelZoo	0.00	0.00	0.00	50,000.00	50,000.00
<b>Total 5000-00 - CONSUMER MARKETING</b>	<b>86,942.51</b>	<b>78,616.00</b>	<b>479,655.59</b>	<b>619,485.00</b>	<b>1,385,825.00</b>
<b>5110-00 - LEISURE SALES</b>					
5107-00 - Creative Production	360.00	0.00	720.00	1,000.00	2,000.00
5111-00 - FAMS - Domestic	280.00	0.00	2,937.04	3,000.00	6,000.00
5112-00 - Training / Sales Calls	3,500.00	0.00	6,424.22	5,000.00	10,000.00
5113-00 - Additional Opportunities	0.00	0.00	0.00	5,000.00	10,000.00
5115-00 - Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 - Domestic - Trade Shows	0.00	650.00	0.00	650.00	4,150.00
5131-00 - FAMS -Intl - Travel Trade	0.00	0.00	512.00	3,000.00	6,000.00
5133-00 - Ski-Tops	0.00	850.00	0.00	850.00	3,350.00
5134-00 - Intl Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 - Co-op Opportunities	0.00	5,000.00	0.00	10,000.00	20,000.00
5143-00 - Mountain Travel Symposium	0.00	2,500.00	2,450.00	2,500.00	5,000.00
5144-00 - IPW - POW WOW	0.00	0.00	0.00	0.00	13,000.00
5145-00 - TIA Annual Dues	218.75	0.00	1,093.75	0.00	2,700.00
5147-00 - AUS / Gate 7	17,445.96	0.00	17,445.96	35,000.00	35,000.00
5154-00 - Canada	0.00	0.00	0.00	30,000.00	30,000.00
5155-00 - California Star Program	0.00	0.00	0.00	0.00	3,000.00
5157-00 - International Efforts	0.00	0.00	0.00	10,000.00	20,000.00
<b>Total 5110-00 - LEISURE SALES</b>	<b>21,804.71</b>	<b>9,000.00</b>	<b>31,582.97</b>	<b>106,000.00</b>	<b>170,200.00</b>
<b>5200-00 - PUBLIC RELATIONS</b>					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5202-00 - PR Program/ Content Dev - Blogs	2,032.95	1,500.00	9,038.85	7,500.00	18,000.00

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
5204-00 · Media Mission(s)	0.00	0.00	3,958.84	4,000.00	16,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	4,750.00	4,750.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	265.00	795.00	1,325.00	3,180.00
5208-00 · International Travel Media FAMS	0.00	3,000.00	0.00	6,000.00	12,000.00
5209-00 · Domestic Travel Media FAMS	0.00	6,000.00	4,650.00	12,000.00	24,000.00
5210-00 · Content Dev - Newsletters	900.00	1,700.00	6,000.00	8,500.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	30,000.00	30,000.00	72,000.00
5212-00 · Social Giveaways & Contests	620.02	750.00	620.02	1,500.00	3,000.00
5214-00 · Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 · PR Content Development + Distri	0.00	0.00	1,200.00	1,200.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	19,000.00	19,000.00
5221-00 · Photography & Video Asset Dev	5,620.10	4,000.00	9,253.70	20,000.00	48,000.00
5222-00 · Media Tracking / Membership	1,766.00	0.00	1,766.00	1,766.00	3,532.00
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	500.00	1,000.00
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>23,889.07</b>	<b>30,165.00</b>	<b>102,032.41</b>	<b>148,041.00</b>	<b>328,312.00</b>
<b>6000-00 · CONFERENCE SALES</b>					
6003-00 · Geo-Fence Targeting	0.00	0.00	0.00	1,500.00	3,000.00
6004-00 · Email	600.00	1,200.00	960.00	1,200.00	4,800.00
6005-00 · Paid Media	7,146.02	3,292.00	15,801.24	12,452.00	41,500.00
6006-00 · CVENT	0.00	0.00	14,185.43	10,700.00	14,160.00
6007-00 · Creative Production	0.00	0.00	6,675.92	11,000.00	12,000.00
6014-00 · MCC Group Incentive Program	0.00	500.00	0.00	2,500.00	6,000.00
6015-00 · MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 · MCC Search Engine Marketing	0.00	0.00	1,380.70	0.00	0.00
6018-00 · MCC Media Commission	910.61	668.59	2,967.05	3,270.59	7,862.43
6018-01 · MCC Digital Ad Serving	23.33	42.00	31.94	210.00	500.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.01	2,915.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.00	1,166.66	2,915.00	6,996.00
6152-00 · Client Events / Opportunities	0.00	0.00	808.05	5,000.00	10,000.00
6153-00 · Chicago Sales Rep Support	125.00	0.00	3,124.12	5,000.00	10,000.00
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>9,388.29</b>	<b>6,668.59</b>	<b>47,500.14</b>	<b>59,662.59</b>	<b>124,814.43</b>
<b>6100-00 · TRADE SHOWS</b>					
6102-00 · Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 · Site Inspections	0.00	0.00	0.00	3,000.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	2,000.00	0.00	2,000.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	0.00	0.00	6,500.00	5,000.00	5,000.00
6151-00 · Destination CA	0.00	0.00	0.00	5,000.00	5,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	6,500.00
6155-00 · Connect Trade Shows	0.00	0.00	4,416.40	10,000.00	10,000.00
6156-00 · Connect California	0.00	0.00	0.00	0.00	0.00
6156-02 · Connect Chicago	0.00	0.00	0.00	5,000.00	5,000.00
6156-05 · Connect Northwest	0.00	0.00	0.00	0.00	0.00
6157-00 · HPN Partner Conference	2,975.00	0.00	3,300.20	5,000.00	5,000.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	675.00	5,000.00	5,000.00
6160-01 · AllThingsMeetings East Bay	0.00	0.00	0.00	0.00	0.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	5,000.00	5,000.00
6166-00 · Sports Commission	0.00	0.00	0.00	0.00	0.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	0.00	0.00	2,000.00
6171-00 · Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 · Conference Direct PNW	0.00	0.00	0.00	0.00	8,000.00
6182-00 · Destination Celebration	0.00	1,000.00	925.00	2,000.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	5,000.00	5,000.00
<b>Total 6100-00 · TRADE SHOWS</b>	<b>2,975.00</b>	<b>3,000.00</b>	<b>15,840.17</b>	<b>52,000.00</b>	<b>75,000.00</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>					
5008-00 · Cooperative Programs	0.00	0.00	0.00	5,000.00	10,000.00
5009-00 · Fulfillment / Mail	0.00	200.00	553.97	1,000.00	2,400.00
5021-00 · RASC-Reno Air Service Corp	0.00	0.00	50,000.00	50,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	958.29	833.35	2,000.04
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	1,250.00	833.33	3,750.00	4,166.65	11,499.96

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Accrual Basis

## North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

November 2022

	Nov 22	Budget	Jul - Nov 22	YTD Budget	Annual Budget
7003-00 · IVCBVB Entertainment Fund	0.00	500.00	236.15	2,500.00	6,000.00
7004-00 · Research	880.00	3,820.00	10,090.15	50,160.00	76,900.00
7005-00 · Film Festival	0.00	0.00	15,000.00	15,000.00	15,000.00
7006-00 · Special Events	0.00	0.00	0.00	0.00	20,000.00
7007-00 · Destimetrics / DMX	0.00	0.00	16,881.50	16,881.50	33,763.00
7008-00 · Opportunistic Funds	593.08	0.00	593.08	0.00	50,000.00
7009-00 · Tahoe Cam Usage	0.00	0.00	0.00	0.00	2,124.00
7010-00 · Photo Management & Storage	0.00	658.25	0.00	3,375.25	8,233.00
7012-00 · Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	10,500.00	11,000.00
8500-00 · Staff Industry Travel	0.00	0.00	0.00	5,000.00	10,000.00
8700-00 · Automobile Expense*	0.00	400.00	401.52	2,000.00	4,800.00
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>2,931.41</b>	<b>6,578.25</b>	<b>98,464.66</b>	<b>167,416.75</b>	<b>389,720.00</b>
<b>8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	21,250.00	21,250.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	1,443.00	1,068.00	2,161.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	37,500.00	37,500.00	90,000.00
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	12,500.00	12,500.00	30,000.00
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,250.00</b>	<b>14,250.00</b>	<b>72,693.00</b>	<b>72,318.00</b>	<b>173,161.00</b>
<b>Total Expense</b>	<b>162,180.99</b>	<b>148,477.84</b>	<b>847,768.94</b>	<b>1,224,923.34</b>	<b>2,627,032.43</b>
<b>Net Income</b>	<b>-20,019.99</b>	<b>-6,316.84</b>	<b>-10,505.94</b>	<b>-387,660.34</b>	<b>-87,032.43</b>