



January Departmental Reports



north lake tahoe

January 2023

Meetings & Conventions Report

TURNED DEFINITE

1. VetVacation CE - August 2023 - 8/26/23-8/30/23, 120 rooms and 50 people
2. Society of Gynecologic Oncology - Winter Meeting 2024 - 1/23/24-1/28/24, 687 rooms and 300 people

NEW MEETINGS & RFPs DISTRIBUTED

3. California Association of Marriage and Family Therapists - April 2023 Board Retreat - 4/21/23-4/21/23, 13 rooms and 14 people
4. HPN - 90398 - West Coast Leadership Meeting 2023 - 7/10/23-7/14/23, 78 rooms and 25 people
5. HPN - 90360 - Bachata Fest - 8/25/23-8/28/23, 190 rooms and 600 people
6. HPN - 90339 - SXL - 2023 - 9/13/23-9/16/23, 27 rooms and 12 people
7. HPN - 90324 - HRE - 2023 - 9/13/23-9/16/23, 27 rooms and 12 people
8. California Police Activities League - CalPAL - Annual Training Conference - Fall 2023 - 10/14/23-10/17/23, 215 rooms and 100 people
9. HPN - 89526 - RLC 1/24 - West - 1/11/24-1/15/24, 289 rooms and 172 people
10. American Bar Association - 2024 AH Mid-Winter GC Meeting - 1/31/24-2/4/24, 67 rooms and 25 people
11. HPN - 90302 - Awards Trip 2024 - 6/20/24-6/23/24, 240 rooms and 150 people
12. HPN - 89787 - 2025 National Convention - 7/9/25-7/13/25, 360 rooms and 180 people
13. Western Plant Health Association - 2027 WPH Annual Meeting - 10/1/27-10/6/27, 755 rooms and 220 people

NEW INQUIRIES

1. New Jersey Association of School Business Officials - ASBO 2024 Affiliate Executive Director Group - 6/18/24-6/21/24, 138 rooms and 55 people
2. Josh Brown Company, Inc. - 2024 President's Club for a JBC Insurance Client - 9/15/24-9/21/24, 314 rooms and 130 people
3. Hunter/FX Industries - Siteone 2024 - 1/7/24-1/10/24, 120 rooms and 40 people
4. ADP Inc. - ADP08811 FY25 SuperStarts SBS - 11/11/24-11/17/24, 855 rooms and 480 people
5. ADP Inc. - ADP08812 FY25 SuperStarts - Digital Sales - 11/11/24-11/17/24, 1005 rooms and 567 people
6. ADP Inc. - ADP08813 FY'25 SuperStarts - MAS/CAN/GES - 11/10/24-11/17/24, 741 rooms and 398 people
7. ADP Inc. - ADP08814 FY'25 SuperStarts - CoSo/RS/HRO - 11/11/24-11/17/24, 564 rooms and 295 people
8. Matthews Real Estate Investment Services - Matthews Client Appreciation - August - 8/9/23-8/12/23, 76 rooms and 25 people

9. Phillips 66 - National Customer Trip - Fall 2023 - 10/5/23-10/10/23, 252 rooms and 85 people
10. United Healthcare Services, Inc. - OAS Practice Olympics Meeting - 10/3/23-10/4/23, 40 rooms and 20 people
11. Teichert Construction - 2023 Teichert Off Site - 10/4/23-10/8/23, 70 rooms and 20 people
12. Phillips 66 - 2023 Destination Excellence - 9/13/23-9/16/23, 167 rooms and 75 people
13. Covetrus - 2023 Incentive - 5/1/23-5/7/23 - 201 rooms and 100 people
14. Colorectal Cancer Alliance - AllyCamp 2023 - 9/5/23-9/9/23, 185 rooms and 90 people
15. Shoppa's Material Handling - Shoppa 2023 - 6/22/23-6/25/23, 56 people and 28 rooms
16. Association of California School Administrators - ACSA Board Retreat - 7/16/23-7/19/23, 86 rooms and 42 people
17. Coalition for Compassionate Care of California - Annual Summit - 5/1/24-5/3/24, 306 rooms and 325 people
18. Valero Wholesale Group - KN Revision 1 Valero Wholesale Group - 10/16/23-10/18/23, 715 rooms and 350 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Revise NLT Conference Planner for 23'
 - Meeting page of GoTahoeNorth.com/meetings updated
 - Writing Spring conference newsletter

SITE VISITS & SALES CALLS

- Site for (5) members of Farm Credit Services of America for January 3 and 4

Chicago Rep Efforts

- Worked on updating lists and started 2023 client calls



north lake tahoe

January 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Mexico Sales Mission with Visit California Jan 24-27
 - Treasure Mexico Travel
 - Mega Travel
 - Viajes de Gala
 - Creative Travel
 - NUBA
 - Viajes El Corte Ingles
 - Dream Destinations Mexico
 - Operadora Concierge
 - Pe-Tra
 - United Airlines
 - Hoteles Y Mas
 - Aeromexico
 - Viajes Palacio
 - Mexjal
 - Visatur
 - Nao Travel Collection
 - Imacop Tour Corporations
 - Viajar LH
 - Volaris
 - Price Travel
 - Iconn Services
 - Mundo Cruceros y Viajes
 - Despegar
 - Ferrara Viajes
 - Webinar with AM/FM Luxury Travel from Luxury Forum Jan 4
 - Call with Canuckiwi Ltd to review representation in the Canada market
 - Gate 7 - Australia - Capacity is still, without a doubt the biggest challenge the Australian market is facing, but the good news is all the planes are still running full. Gate 7 rep Penny Brand held meetings with:
 - Stuba - Ben Allen and Rebecca Day
 - Helloworld - Supplier Function by Andrew Burnes and Dinzie Burnes. Josh Hewitt and Patricia Katsos product development
 - Sports Link Travel - Natalie Mersin
 - Luxury Escapes - Laura Hughes
 - Frequent Travel - Raelene D'Apolito

- Travel Managers - Vicki Odea, Debbie Tripp, Kylie Wilson, Adela Backhouse, Kerrin Poupos, Sandra Reuker
 - Home and Afar Travel - training with 3 agents
 - RACQ Travel - Kerri Lingard and team of 4 agents
 - MTA - Mobile Travel Agents
 - Visit USA
 - Qantas - Fiona Russell - return of SYD - SFO, possible NorCal co-op
 - The Travel Junction - Nicolas Hawksley - discuss NLT spring co-op
 - FCBT - Carmen Nunn and Steve Kaleta
 - eRoam
 - Drive Now - Shelley Richardson
 - Livn - Aleta Hunt
 - Blue Powder
 - Sno'n'ski
 - Skimax
 - Mogul Ski
 - Snow Life Tours
- Key Projects:
 - Planning Bi-Annual Sales Committee Meeting for February 14
 - Planning Australia FAM March 5-9
 - Planning Spring trade newsletter

January 2023 Monthly Report



north lake tahoe

An aerial photograph of a person kayaking on a clear, turquoise lake. The water is so clear that the rocky bottom and some submerged vegetation are visible. The kayaker is in the upper left quadrant of the frame. The right side of the image shows the edge of a forest with green trees. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the text "Paid Media".

Paid Media

Consumer Paid Media



January Executive Summary – Consumer Campaign

- January's spend was \$3,000 less than December. Spend focused on a local audience as well as the LA flight market. Even with a 26% drop in spend, TOS conversions only dropped 5% indicating that the creative remained effective. CTR also fell only by 0.17% points and cost per click rose slightly by \$0.23.
- Similar to November's performance, social audience Millennial Megan led with the highest number of social TOS conversions (202) and Book Now Conversions (623). Sustainability audiences followed with 123 TOS conversions and 393 Book Nows. Audiences High Value, then the Jones Family/Boomer Ben ranked respectively for TOS conversions.
- Performance (Google) Max earned 78% of all Consumer TOS conversions. Facebook earned 10%, paid search earned 5% and display earned 4% of total TOS conversions. There were 3,798 display TOS conversions from Performance Max, 152 conversions from the retargeting campaign and 105 from previous Expedia and rich media campaigns.
- Overall, North Lake Tahoe saved \$0.50 per TOS conversion compared to December. These savings come from more effective optimizing of platforms such as Google Max and Facebook. Even with a slight dip in budget, the Consumer campaign spent less per conversion and less per click than December.



All Campaigns Overview

Start Date
1/1/2023

End Date
1/31/2023

3,600,246
IMPRESSIONS

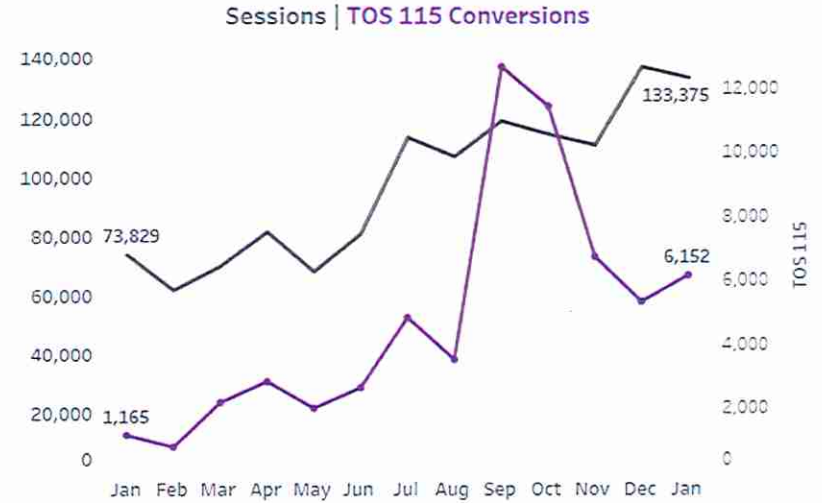
\$0.46
COST PER CLICK

28,977
CLICKS

6,152
TOS
CONVERSIONS

\$2.18
COST PER TOS
CONVERSION

- January earned 278 fewer TOS conversions than December and about 3,200 more clicks.
- Cost per click dropped by \$0.23 and CTR fell slightly by 0.17% since December.
- The National campaign (search) earned roughly 100K more impressions than December and almost 100 more clicks. However, it did earn 42 fewer TOS conversions than last month.



Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
Consumer	2,884,960	22,074	0.77%	\$0.39	\$8,589.53	4,869	\$1.76
Meetings	332,841	2,655	0.80%	\$0.99	\$2,629.64	179	\$14.69
National	382,445	4,248	1.11%	\$0.52	\$2,191.24	1,104	\$1.98
Total	3,600,246	28,977	0.80%	\$0.46	\$13,410.41	6,152	\$2.18

Overview by Medium

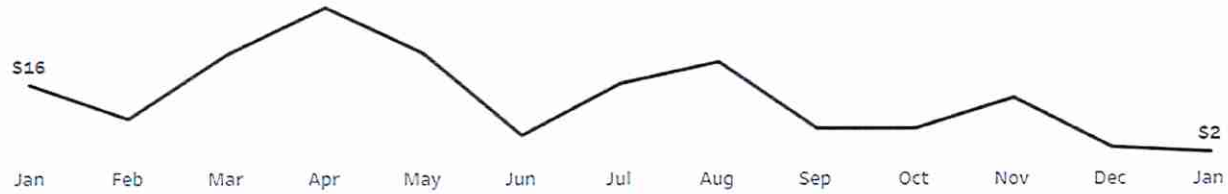
Start Date
1/1/2023

End Date
1/31/2023

Cost per Conversion Trending

2,884,960
IMPRESSIONS

22,074
CLICKS



\$0.39
COST PER CLICK

4,869
TOS CONVERSIONS

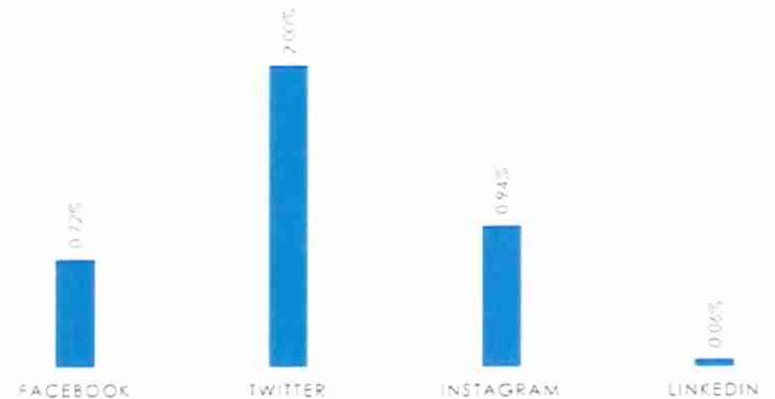
\$1.76
COST PER TOS CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	1,545,356	\$1,575.51	10,891	\$0.14	0.70%	3,798	\$0.41
	TripAdvisor	432,867	\$1,731.47	239	\$7.24	0.06%	19	\$91.13
	Programmatic Display	352,824	\$2,116.94	392	\$5.40	0.11%	193	\$10.97
	Outside Magazine	36,917	\$85.00	546	\$0.16	1.48%	0	N/A
	Expedia	269	\$9.68	0	N/A	0.00%	55	\$0.18
	TravelZoo	19	\$0.00	0	N/A	0.00%	0	N/A
	Rich Media	0	\$0.00	0	N/A	0.00%	50	N/A
	Native	0	\$0.00	0	N/A	0.00%	29	N/A
Paid Search	Google Search	17,267	\$517.56	844	\$0.61	4.89%	245	\$2.11
Paid Social	Facebook	475,695	\$2,479.00	9,017	\$0.27	1.90%	480	\$5.16
	Outside Magazine	22,869	\$65.00	144	\$0.45	0.63%	0	N/A
	Instagram	877	\$9.37	1	\$9.37	0.11%	0	N/A
Grand Total		2,884,960	\$8,589.53	22,074	\$0.39	0.77%	4,869	\$1.76

Industry Benchmarks



AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Paid search CTR (4.89% fly markets & local) fell below the industry average of 8.54%. December's National CTR rounded out to 1.07%.

- Facebook's 1.90% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 0.13% CTR did not meet the industry standard of 0.94%. Instagram spent \$8 in January.

Consumer Paid Media Recommendations

- Strategically start spring media once the weather and snow conditions begin to change.
- In preparation for next fiscal year, audience profile data will be pulled to inform 2023-2024 audiences. We recommend waiting to rename/adjust audiences until the next fiscal year.
- All audiences responded well to video with good CTRs for the channels and a 1.78% video completion rate overall. 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.
- For optimization purposes, reporting will compare Facebook carousels that don't run video creative in the ad slides. This process will help to inform creative builds in future seasons.



MCC Paid Media



January Executive Summary – MCC Campaign

- January's spend was roughly \$700 more than December, a normal fluctuation through channel optimizations.
- The campaign earned 3,110 total clicks, 53% higher than last month's 2,034 clicks. January earned 179 TOS 115 conversions, 51 more than last month. (Note: some platforms don't track TOS conversions to the site.)
- Social continued to earn some of the highest CTRs. Facebook averaged the highest CTRs across both static and video ads. For a second month, the Meetings Today Social Retargeting Video outperformed all other video CTRs at an impressive 3.33%. The closest performing platform in video was Facebook's 30s "MCC" creative at 0.53%. Video completion rates maintained at a 34% completion rate. Video CTR averaged 0.61% (+0.20% from December), cost \$2.02 less per conversion and earned 39 more conversions than in December. Overall, video results remain close yet slightly over last month's data. Facebook retargeting videos pulled all the additional conversions.
- 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.



Overview by Medium

Start Date
1/1/2023

End Date
1/31/2023

360,006
IMPRESSIONS

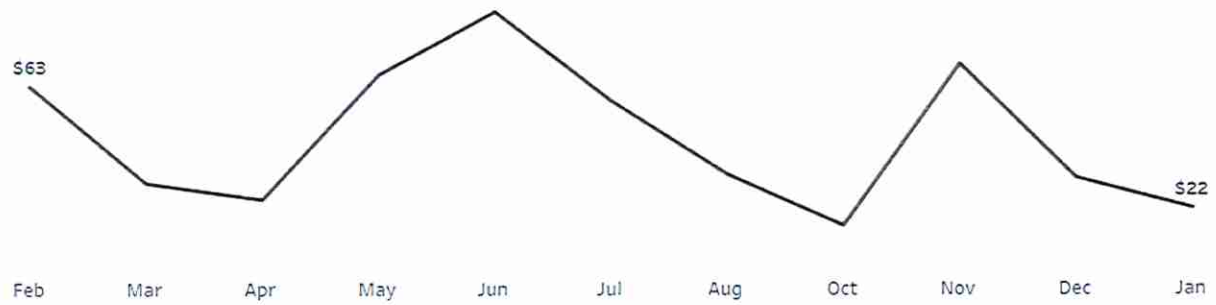
3,110
CLICKS

\$1.24
COST PER CLICK

179
TOS CONVERSIONS

\$21.55
COST PER TOS
CONVERSION

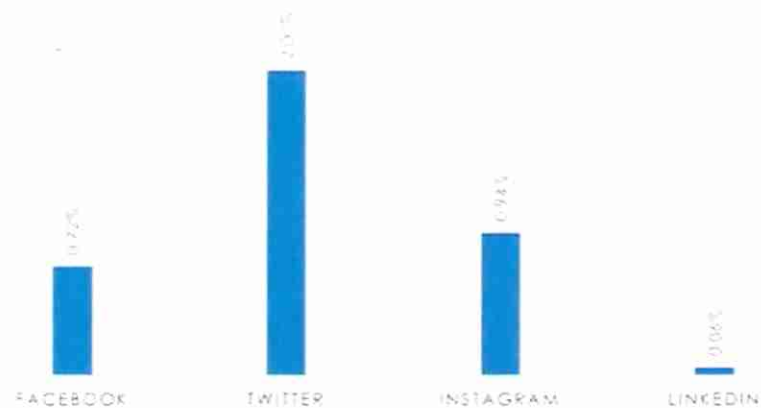
Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	106,598	\$647.98	127	\$5.10	0.12%	20	\$32.40
Paid Social	Facebook	71,470	\$534.02	1,611	\$0.33	2.25%	27	\$19.78
	LinkedIn	58,531	\$665.81	576	\$1.16	0.98%	0	N/A
	Facebook - Meetings Today	18,155	\$666.67	155	\$4.30	0.85%	0	N/A
	Instagram	15	\$0.10	0	N/A	0.00%	0	N/A
Video	LinkedIn	39,678	\$386.92	111	\$3.49	0.28%	0	N/A
	Facebook	34,601	\$447.31	178	\$2.51	0.51%	132	\$3.39
	YouTube	21,903	\$175.24	52	\$3.37	0.24%	0	N/A
	Facebook - Meetings Today	9,010	\$333.33	300	\$1.11	3.33%	0	N/A
	Instagram	45	\$0.08	0	N/A	0.00%	0	N/A
Grand Total		360,006	\$3,857.46	3,110	\$1.24	0.86%	179	\$21.55

Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL




- Facebook performed well above the industry standard (0.71%) at 2.25%.
- LinkedIn also over performed the industry standard (0.06%) and delivered a CTR of 0.98%.

MCC Paid Media Recommendations

- Continue to prioritize "Ropes Course" and "Audio Visual" creatives on Facebook. Continue to optimize Meetings Today creative to drive CTRs.
- Pull a report of the social creative Meetings Today is boosting and use to guide March's creative switches.
- Continue providing video assets for Facebook and LinkedIn and YouTube.
- Request a final report from email vendor to determine overall campaign success. Include in March reporting.



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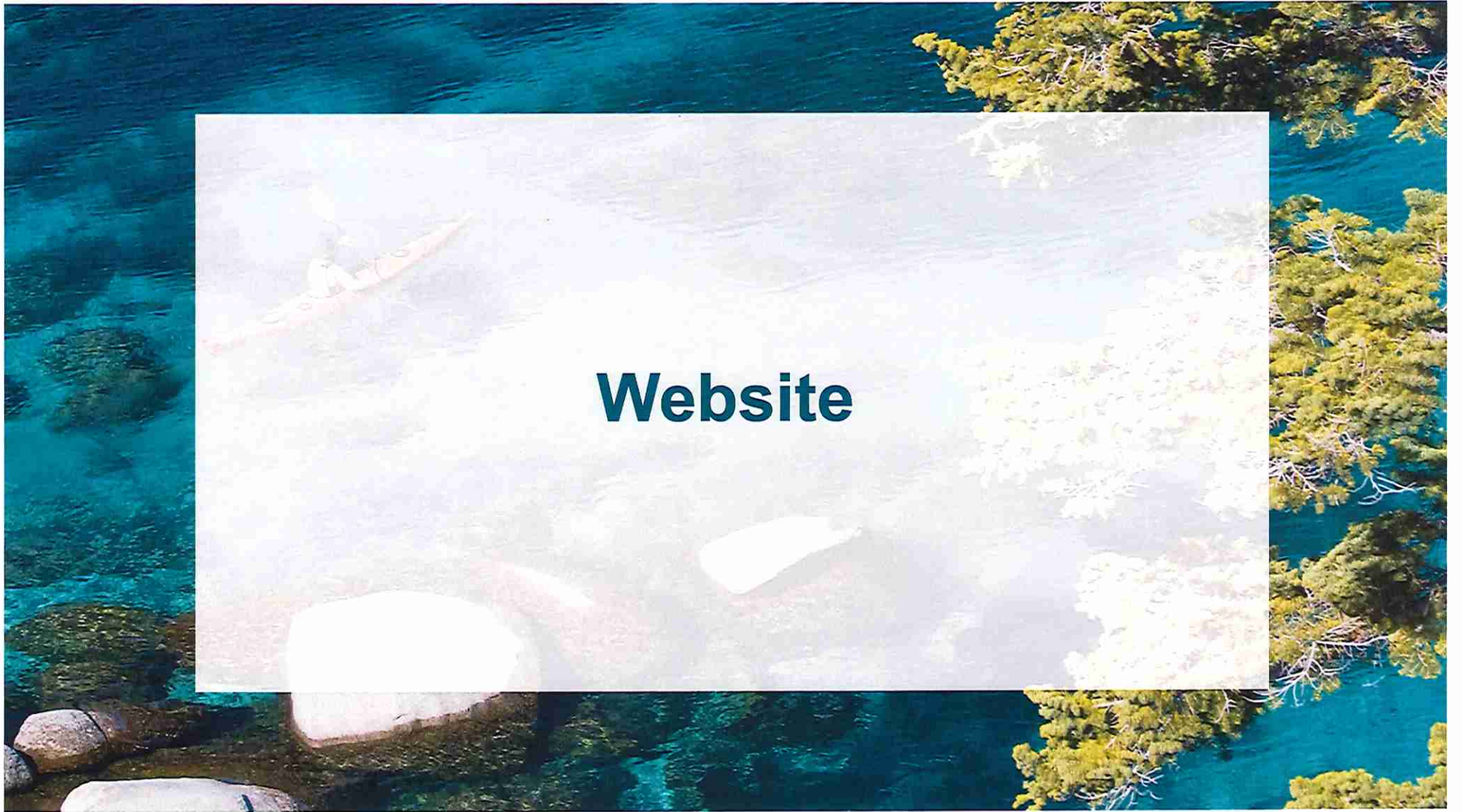
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Website

Executive Summary - Website

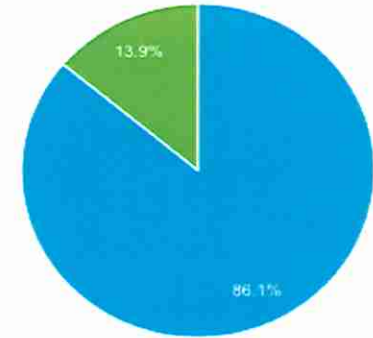
- After hitting a 2022 record number of users per month in December (108K users), we saw a slight decrease in January by 2.54% (106K+). This slight decrease in overall users can be attributed to a decrease in traffic that came from email. Visitors coming from email to GoTahoeNorth.com fell in January by 88% however we saw an increase in traffic across paid social (+22%), referral (+30%) and paid search (+14.42%). Organic search brought 63.32% of traffic to the site.
- The average session duration was 1:03 (industry average is 1:00). New users decreased by 4.97% and sessions also decreased by 2.67% when comparing MoM. YoY, they increased respectively by 9.75% and 12.65%.
- California continued to be the top state driving traffic with 58.82% of total traffic in the month of January. When looking at the top California cities, San Jose drove the most users to the website (16.76%) followed by Los Angeles (13.53%).
- The Road Conditions page continues to be the top driver of traffic followed by the Homepage and Webcams page. The Homepage saw an increase of 13.81% in traffic compared to last month.



Visitors & Sessions

Users 106,043	New Users 101,680	Sessions 133,375	Number of Sessions per User 1.26	Pageviews 191,680
Pages / Session 1.44	Avg. Session Duration 00:01:03	Bounce Rate 79.20%		

■ New Visitor ■ Returning Visitor



Top Pages Visited

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	191,680 <small>% of Total: 100.00% (191,680)</small>	166,132 <small>% of Total: 100.00% (166,132)</small>	00:02:23 <small>Avg for View: 00:02:23 (10.00%)</small>
1. /road-conditions	52,691 (27.49%)	43,023 (25.90%)	00:05:16
2. /homepage	27,287 (14.24%)	24,121 (14.52%)	00:01:42
3. /webcams	13,773 (7.19%)	12,587 (7.58%)	00:01:39
4. /weather-report	10,727 (5.60%)	8,619 (5.19%)	00:01:45
5. /lake-tahoe-activities/winter	3,730 (1.95%)	3,235 (1.95%)	00:00:47
6. /lake-tahoe-activities	3,026 (1.58%)	2,758 (1.66%)	00:01:02
7. /lodging	2,817 (1.47%)	2,249 (1.35%)	00:01:35
8. /lake-tahoe-activities/downhill-skiing-and-snowboarding	2,783 (1.45%)	2,451 (1.48%)	00:01:42
9. /lake-tahoe/getting-here	2,440 (1.27%)	2,293 (1.38%)	00:01:17
10. /listing/northstar-california-tubing-hill	1,833 (0.96%)	1,671 (1.01%)	00:04:28

Channel Performance

- Organic Search brought in the most users to the website with over 67K (-5.59% MoM) followed by Paid Search with 11K (+14.42% MoM).
- The top three channels with the most user engagement were Referral (2:29), Email (1:13) and Organic Search (1:11).
- The top referral domain was Visitinglaketahoe.com with over 2K users and 2:54 average session duration.



Default Channel Grouping	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	106,043 <small>% of Total: 100.00% (106,043)</small>	101,783 <small>% of Total: 100.10% (101,680)</small>	133,375 <small>% of Total: 100.00% (133,375)</small>	79.20% <small>Avg for View: 79.20% (0.00%)</small>	1.44 <small>Avg for View: 1.44 (0.00%)</small>	00:01:03 <small>Avg for View: 00:01:03 (0.00%)</small>
1. Organic Search	67,335 (63.32%)	64,329 (63.20%)	83,833 (62.86%)	77.67%	1.44	00:01:11
2. Paid Search	11,067 (10.41%)	10,471 (10.29%)	16,725 (12.54%)	83.99%	1.30	00:00:39
3. Direct	10,107 (9.50%)	9,994 (9.82%)	13,249 (9.93%)	78.90%	1.48	00:01:10
4. Social	5,215 (4.90%)	5,031 (4.94%)	5,615 (4.21%)	89.63%	1.18	00:00:14
5. (Other)	4,541 (4.27%)	4,238 (4.16%)	5,110 (3.83%)	92.99%	1.11	00:00:13
6. Display	4,220 (3.97%)	4,179 (4.11%)	4,361 (3.27%)	94.96%	1.07	00:00:08
7. Referral	3,379 (3.18%)	3,071 (3.02%)	3,930 (2.95%)	45.83%	2.83	00:02:29
8. Email	476 (0.45%)	470 (0.46%)	552 (0.41%)	53.44%	1.98	00:01:13

Location

By State

Region	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	102,035 <small>% of Total: 58.82% (156,042)</small>	97,687 <small>% of Total: 56.97% (171,632)</small>	128,545 <small>% of Total: 68.28% (189,375)</small>	79.30% <small>Avg for View: 77.22% (9.32%)</small>	1.43 <small>Avg for View: 1.44 (+0.22%) (0.38%)</small>	00:01:03 <small>Avg for View: 00:01:02 (0.38%)</small>
1. California	59,211 (58.02%)	55,728 (57.05%)	76,184 (59.27%)	80.80%	1.39	00:01:04
2. Washington	7,332 (6.91%)	6,155 (6.30%)	8,097 (6.30%)	79.29%	1.39	00:01:02
3. Nevada	5,635 (5.31%)	4,842 (4.96%)	6,974 (5.40%)	77.36%	1.43	00:01:09
4. Oregon	4,656 (4.39%)	3,870 (3.96%)	5,015 (3.90%)	78.31%	1.43	00:01:08
5. Texas	3,140 (2.99%)	2,971 (3.04%)	3,609 (2.81%)	72.98%	1.68	00:01:13
6. Arizona	1,963 (1.89%)	1,781 (1.82%)	2,434 (1.89%)	82.58%	1.32	00:00:47
7. Virginia	1,785 (1.68%)	1,709 (1.75%)	1,867 (1.45%)	83.40%	1.35	00:00:41
8. Florida	1,526 (1.44%)	1,444 (1.48%)	1,681 (1.31%)	74.72%	1.58	00:00:56
9. New York	1,491 (1.41%)	1,421 (1.45%)	1,635 (1.27%)	74.37%	1.62	00:00:59
10. Ohio	1,485 (1.40%)	1,434 (1.47%)	1,561 (1.21%)	84.05%	1.37	00:00:41

By City

City	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	59,211 <small>% of Total: 58.82% (156,042)</small>	55,728 <small>% of Total: 54.81% (101,632)</small>	76,184 <small>% of Total: 57.12% (133,375)</small>	80.80% <small>Avg for View: 79.20% (2.02%)</small>	1.39 <small>Avg for View: 1.44 (+0.44%) (1.48%)</small>	00:01:04 <small>Avg for View: 00:01:02 (1.48%)</small>
1. San Jose	10,543 (16.76%)	9,429 (16.92%)	12,567 (16.50%)	79.18%	1.38	00:01:08
2. Los Angeles	8,511 (13.53%)	7,799 (13.99%)	11,642 (15.28%)	86.07%	1.24	00:00:39
3. San Francisco	5,415 (8.61%)	4,947 (8.89%)	6,659 (8.74%)	81.75%	1.35	00:01:08
4. Sacramento	3,720 (5.92%)	3,251 (5.83%)	4,379 (5.75%)	81.59%	1.35	00:01:03
5. (not set)	2,972 (4.72%)	2,541 (4.56%)	3,330 (4.37%)	80.06%	1.37	00:01:05
6. Truckee	1,214 (1.92%)	1,031 (1.85%)	1,557 (2.04%)	76.81%	1.49	00:01:43
7. San Diego	814 (1.29%)	732 (1.31%)	1,008 (1.32%)	80.16%	1.44	00:00:57
8. Oakland	802 (1.28%)	745 (1.34%)	984 (1.29%)	78.76%	1.37	00:01:05
9. South Lake Tahoe	652 (1.04%)	578 (1.04%)	747 (0.98%)	81.39%	1.38	00:00:48
10. Fremont	507 (0.81%)	462 (0.83%)	618 (0.81%)	78.80%	1.45	00:01:18



- California continued to be the top state driving the most traffic with 58.82% of total users.
- Texas visitors were the most engaged with 1:13 average time on site and Texas also had a 16.69% increase in traffic to the site compared to December.
- When looking at the top California cities, San Jose drove the most users to the website (16.76%) followed by Los Angeles (13.53%). Truckee visitors were the most engaged with 1:43 average session duration.

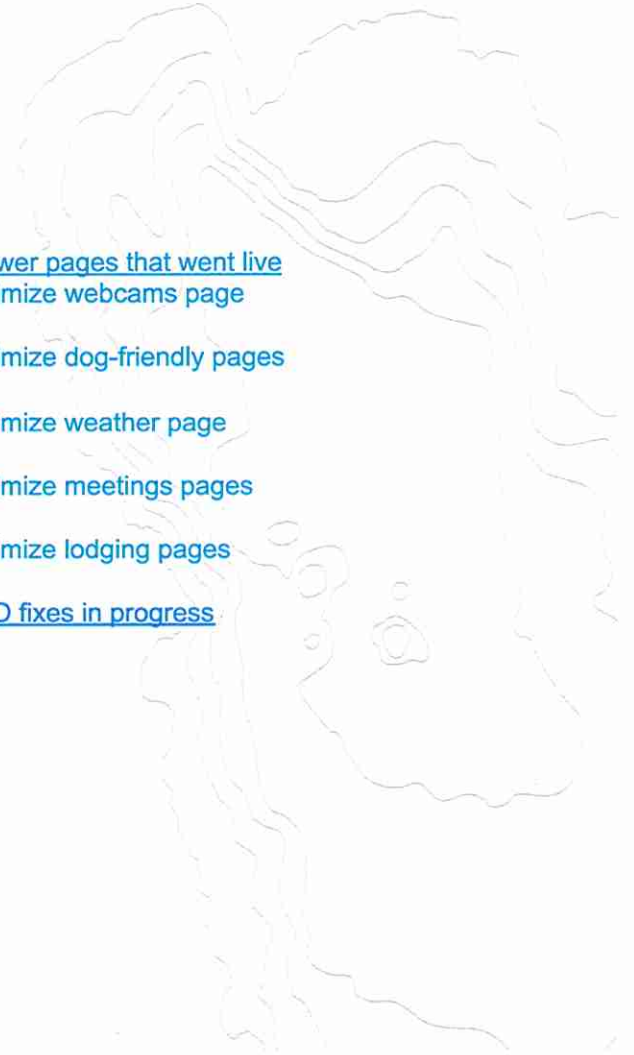
SEO Maintenance

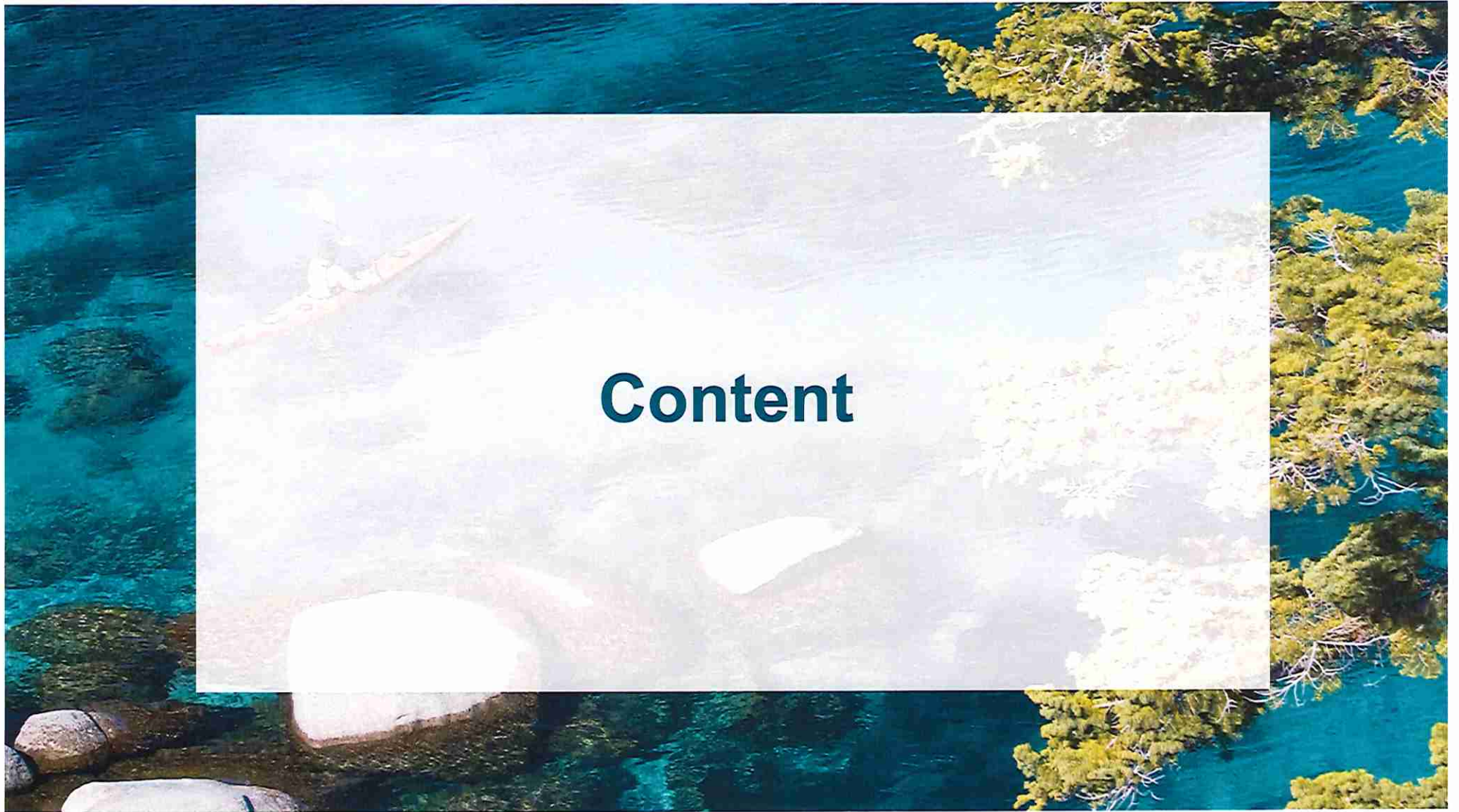
- [January Updates](#)
- [Completed](#)
 - Set Up WordPress (WP) Rocket plugin
 - Reduced Mobile Speed Index by 67% from 13.9s to 2.9s
 - Reduced Total Blocking Time by 93% from 3,640ms to 120ms
 - Reduced Desktop fully loaded time by 80% from 13.9s to 2.3s
 - Reduced Homepage size by 50% from 3.05mb to 1.46mb
 - Identified 6 closed/changed listings
 - Updated WP to 6.1.1. and all plugins
 - Updated Events Structure
 - Removed Venues from site
 - Removed Organizers from site
 - Fixed 185 broken links

[Optimizing newer pages that went live](#)

- [Optimize webcams page](#)
- [Optimize dog-friendly pages](#)
- [Optimize weather page](#)
- [Optimize meetings pages](#)
- [Optimize lodging pages](#)

Additional [SEO fixes in progress](#)





Content

January Executive Summary - Content

- A blog for non-alcoholic offerings was posted this month.
- One enewsletter was deployed yielding a high open rate of 28% (industry average is 16%).
- CrowdRiff metrics were flat with last month, with snow imagery performing best.



Blogs



Dining Entertainment Things To Do Towns

EXPERIENCE NORTH LAKE TAHOE'S NONALCOHOLIC OPTIONS

January 2023 It's that time of year when the holidays and refreshing for a new year are uppermost on people's minds. There may not be a better – or more beautiful – place to be than in North Lake Tahoe. The area's unique communities, the gorgeous granite peaks of the Sierra Nevada, the variety of activities and adventures available and...

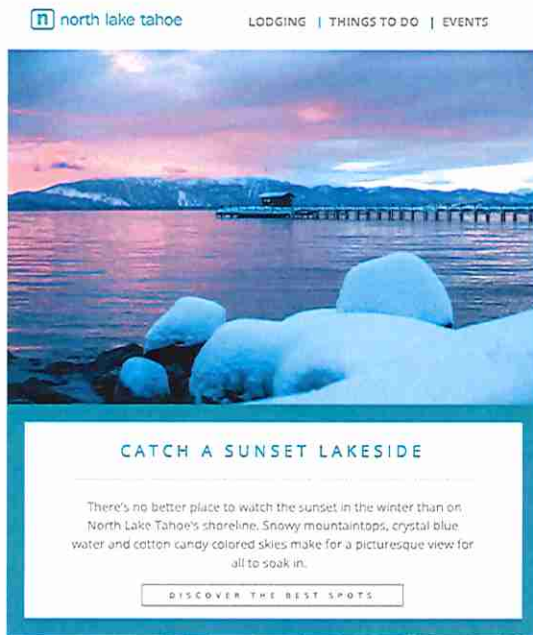
[READ MORE >](#)

- Blog posted: 1/3
- Pageviews: 107
- Time on Page: 2:20
(1:00 industry average)



eNewsletter

One enewsletter was sent in the month of January. It featured a series of blogs: best locations to watch a sunset, nonalcoholic offerings in Tahoe and budget-friendly activities. It also highlighted the Go To Towns itineraries and Mindful Travel tenet.



Winning subject line:

“Your Winter Forecast: Catching a Sunset in North Lake Tahoe ”

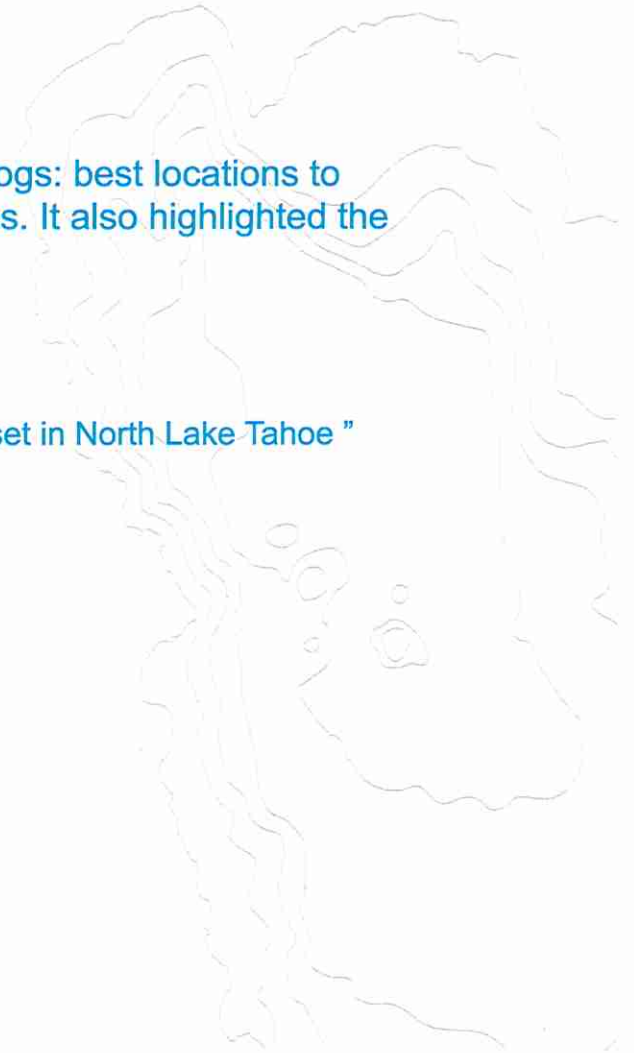
Sent: 1/26

Open Rate: 28%

(Industry Avg: 16%)

CTR: 0.8%

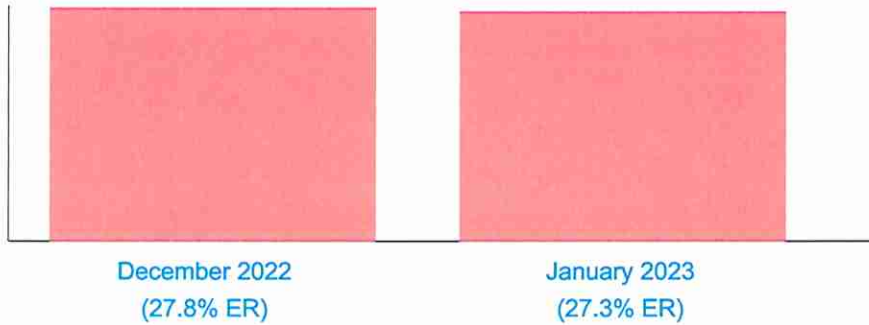
(Industry Avg: 1.6%)



CrowdRiff Insights

Jan 01, 2023 → Jan 31, 2023 Monthly Engagement ...

For the selected date range your galleries had a **27.3% engagement rate**.
Your engagement rate is calculated from **577 interactions** and **2.1k views**.



Top galleries

Wedding page	37.7% Engagement rate	49 Interactions	130 Views
Home Page Test	27.2% Engagement rate	1.1k Interactions	4.2k Views
NLT and Me	0% Engagement rate	0 Interactions	0 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views

An aerial photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. The shoreline is lined with dense green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Public Relations" in a bold, dark blue font.

Public Relations

January Executive Summary – PR Coverage

- Secured 16 clips with 1.9B estimated digital monthly visits and 1.7M estimated digital coverage views.
- Pitching efforts focused on winter and spring activities, sustainable travel, events and more.
- Augustine helped with hosting Kathleen Wong at *USA Today*, while continuing to work on itineraries for Michelle Baran with *AFAR* and Dominique Chouvet with *Roadtrippin*.
- Augustine also vetted and conducted outreach for reporters for IMM. Augustine will be conducting follow-ups in February.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Most Beautiful Sunsets in America
 - Ski World Cup
 - Family-Friendly Destinations for Spring Break
 - Best Honeymoon Destinations for 2023
 - How North Lake Tahoe is Leading Sustainable Travel
 - Best Fishing Spots for Spring
 - Snow Adventures in California, Even if You Don't Ski
 - Adventure Trips
 - Seasonal Travel
 - Where to Go in February
 - Accessible Hikes
 - Snowfest
- Highlights: Inclusion in *Thrillist*, *Forbes*, *MSN*, *Outside*, *TravelPulse* and *Travel + Leisure*.



Upcoming PR Initiatives

- Continue working on upcoming FAM tours for international reporter Dominique Chouvet with Roadtrippin, Michelle Baran with *AFAR*, as well as following up with IMM journalists we met.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on spring festivals at ski resorts, Earth Day, U.S. Snowshoe Day, romantic getaways, weekend getaways from the bay, WinterWonderGrass, the Polar Bear Swim, where to get the best views of the lake, Backcountry Ski Day, Nature Day, multi-generational travel, Global Meetings Industry Day and Kings Beach After Dark: Movie Nights.
- We are currently working on spring and fall FAM trips with several top-tier reporters from The Points Guy, *Forbes* and *TheTravel.com*.



An aerial photograph of a person in a red kayak on a clear, turquoise lake. The water is so clear that the rocky bottom and submerged logs are visible. The shoreline is lined with large, smooth rocks and dense evergreen trees. The scene is bright and scenic, suggesting a peaceful outdoor activity.

Social Media

January Executive Summary – Organic Social Media

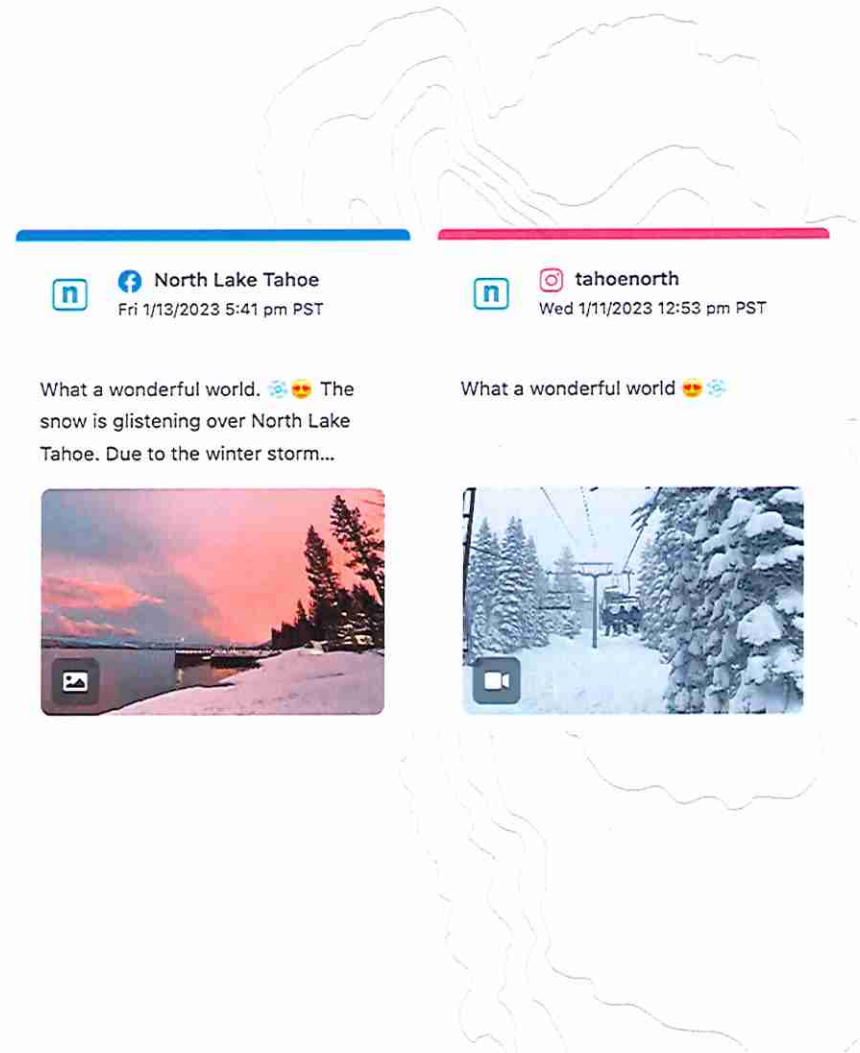
- Social content focused on weather and safety updates with an emphasis on snow in the region.
- There were 1.9M impressions and 14K post clicks.
- The social audience increased by 347 followers across platforms.
- Social pages overall saw an engagement rate of 4.6% across.
- Custom content for National Plan For Vacation Day generated over 20K impressions.



Cross Platform Overview

Data	December	January	MoM
Audience	239,348	239,742	+0.2%
Impressions	1,455,513	1,958,803	+34%
Engagement	76,427	90,690	+18.7%

- Content across all social platforms promoted winter activities and snow updates in the region. The average engagement rate was 4.6% (average 0.9%) and the pages generated 14K post clicks.
- The pages saw the largest increases in impressions and audience growth during the middle of the month due to heavy snowfall.
- The audience continued to grow, gaining 347 followers in January.



CA Now Story and Content Creation

- California Now story content this month generated 758 views, had an interaction rate of 67%, a CTR of 5.4% and a completion rate of 50%.
- Custom content for social media featured Plan For Vacation Day showcasing itinerary locations from the Go To Towns campaign. This content generated over 20K impressions.
- Augustine will continue to create additional itinerary footage to showcase a day in the life of a North Lake Tahoe visitor.



An aerial photograph of a lake with vibrant blue water. A person is visible in a canoe on the water. The foreground shows large, light-colored rocks and green trees along the shoreline. 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 – reevaluating flighting dates for launch.
- Feature blogs in February for activities/offers for Boomer audiences visiting North Lake Tahoe, kayaking and e-biking.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy newsletters to consumer, leisure and MCC audiences.



An aerial photograph of a person in a red kayak on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. Lush green trees are visible along the right and bottom edges 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.

Industry Insights

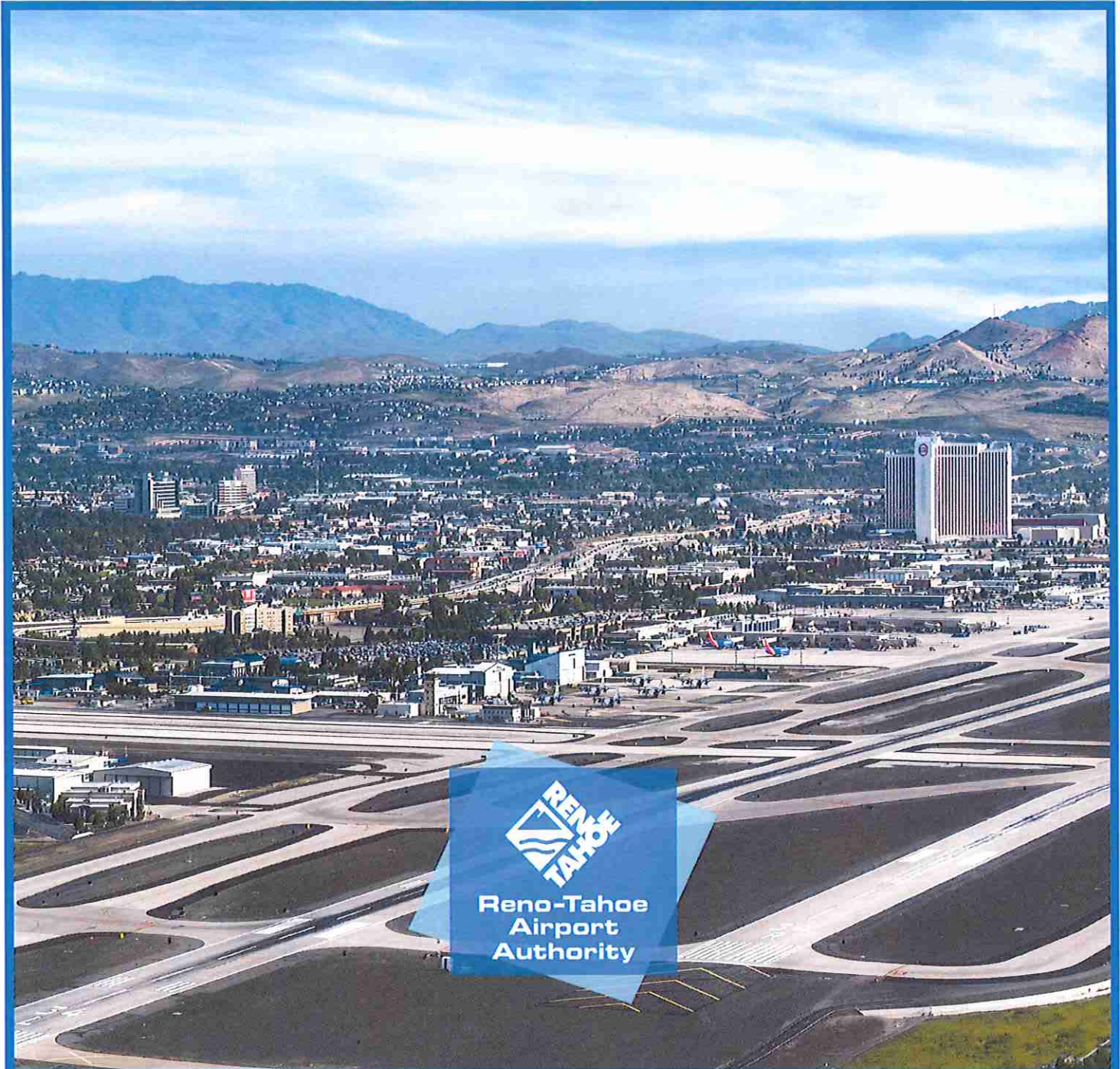
Industry Insights

- **Americans' level of excitement to travel is at a 3-year high. 84% of American travelers currently have trip plans.** 30% say that the present is a good time to spend on leisure travel, the **highest this has been since last summer.** Quality time with loved ones, creating memories, and experiencing new places are top travel motivators. (Destination Analyst, February 2023)
- **The U.S. hotel sector will this year finally surpass 2019 levels on a few performance metrics, according to research commissioned by the country's largest hotel lobby. U.S. hotels will see gains in occupancy, inflation-adjusted revenue figures, and staffing levels in 2023,** according to a report published on Monday by the American Hotel & Lodging Association (AHLA) and based on forecasts by the consultancy Oxford Economics with data from CoStar's STR. **2023 nominal room revenue is projected to be \$197.48 billion, versus \$170.35 billion in 2019.** But these numbers are not adjusted for inflation, and real revenue recovery will likely take several more years. **Average hotel occupancy is expected to reach 63.8 percent in 2023 — just shy of 2019's 65.9 percent.** (Travel Pulse, January 2023)





THANK YOU



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

December 2022



U.S. Domestic Industry Overview - December 2022

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Down 0.4% vs. Dec 2021, down 14.9% vs. Dec 2019
Capacity of Seats *:	Up 6.9% vs. Dec 2021, down 3.7% vs. Dec 2019
Crude Oil Average:	\$76.44 per barrel in Dec 2022 \$71.71 per barrel in Dec 2021

RNO Overview - December 2022

RNO Overview for December 2022 vs. December 2021

Total Passengers:	Down 1.0%
Avg. Enplaned Load Factor:	77.3%, down 7.0 pts.
Departures:	Down 5.5%
Departing Seats:	Up 8.2%
Cargo Volume:	Down 15.1%

RNO Overview for December 2022 vs. December 2019

Total Passengers:	Down 14.3%
Avg. Enplaned Load Factor:	Down 2.7 pts.
Departures:	Down 23.2%
Departing Seats:	Down 10.2%

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

December 2022 SUMMARY

Reno-Tahoe International Airport (RNO) served 327,353 passengers in December 2022, a decrease of 1.0% versus December 2021. In December 2022, RNO was served by 11 airlines to 20 non-stop destinations. The total seat capacity increased 8.2% and flights decreased 5.5% when compared to December 2021.

In 2022, RNO served 4,310,958 passenger, an increase of 19.0% versus 2021, and a decrease of 3.1% when compared to 2019.

RNO handled 13,806,179 pounds of air cargo in December 2022, a decrease of 15.1% when compared to December 2021.

In 2022, RNO handled 139,395,160 pounds of air cargo, a decrease of 7.8% versus 2021, and a decrease of 5.1% when compared to 2019.

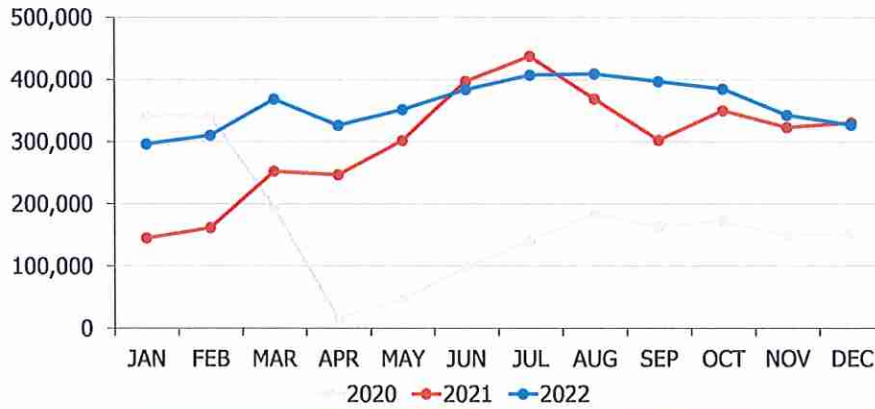
JSX Public Charters

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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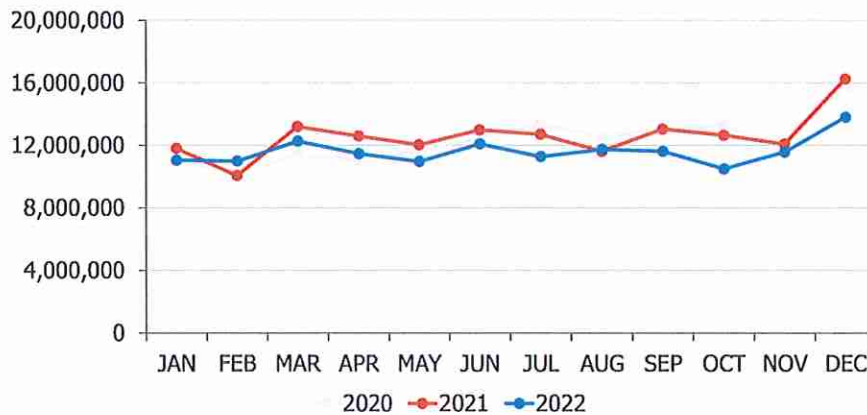


Passengers



Total Passengers			
	Dec-22	Dec-21	Difference
aha!	0	5,152	
Alaska/Horizon	21,500	23,266	-7.6%
Allegiant Air	2,216	5,707	-61.2%
American	55,042	55,299	-0.5%
Delta	30,268	38,923	-22.2%
Frontier	5,619	6,352	-11.5%
JetBlue	7,489	6,705	11.7%
Southwest	133,285	137,206	-2.9%
Spirit	15,262	0	
Sun Country	1,901	0	
United	48,910	45,249	8.1%
Volaris	5,861	5,783	1.3%

Cargo

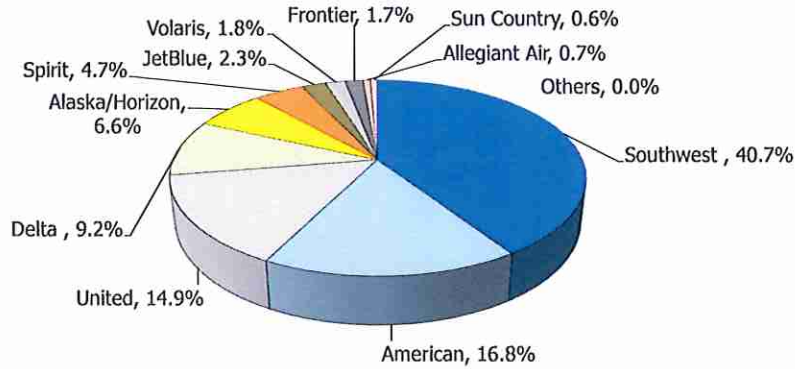


In December 2022, DHL cargo volume was up 11.4% when compared to December 2021. FedEx was down 14.7% and UPS was down 18.1% during the same period.

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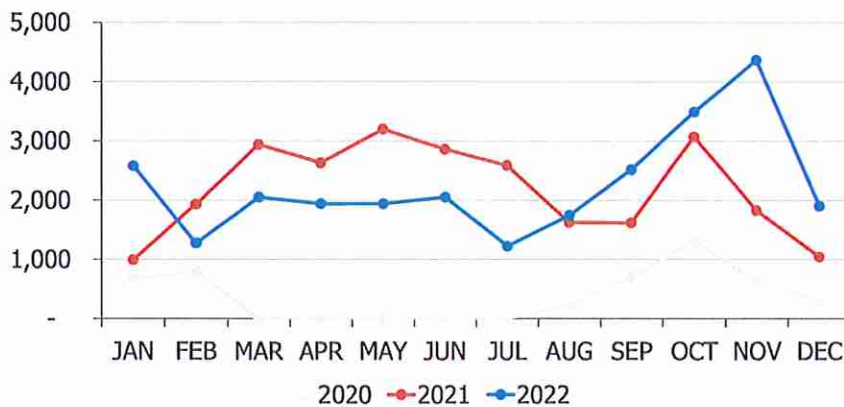


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Dec-22	Dec-21	YOY Change
aha!	n/a	1.6%	n/a
Alaska/Horizon	6.6%	7.0%	(0.5)
Allegiant Air	0.7%	1.7%	(1.0)
American	16.8%	16.7%	0.1
Delta	9.2%	11.8%	(2.5)
Frontier	1.7%	1.9%	(0.2)
JetBlue	2.3%	2.0%	0.3
Southwest	40.7%	41.5%	(0.8)
Spirit	4.7%	n/a	n/a
Sun Country	0.6%	n/a	n/a
United	14.9%	13.7%	1.3
Volaris	1.8%	1.7%	0.0
Others	0.0%	0.3%	(0.3)

TOTAL CHARTER PASSENGERS

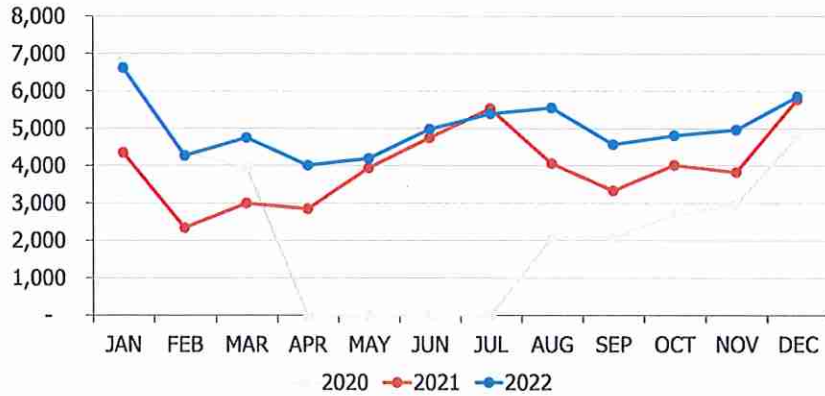


In December 2022, RNO served 1,901 passengers on charter flights, an increase of 81.9% when compared to December 2021.

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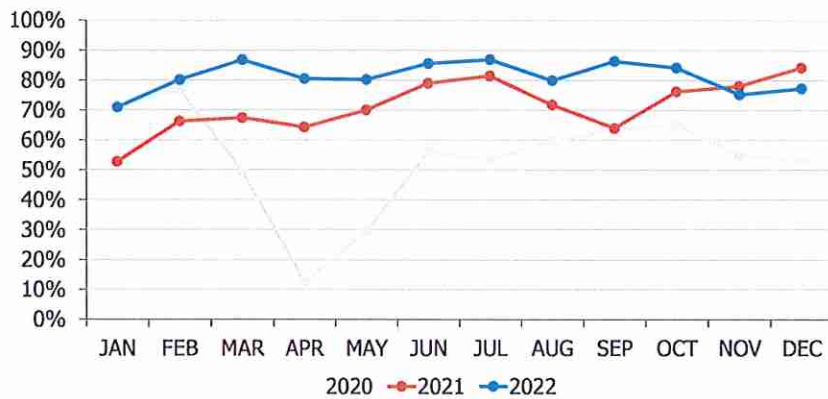


TOTAL INTERNATIONAL PASSENGERS

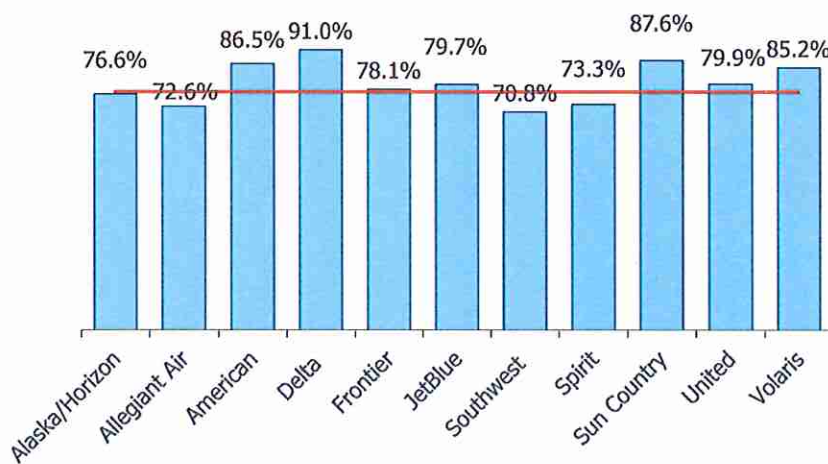


In December 2022, RNO served 5,861 international passengers, an increase of 1.3% when compared to December 2021.

AVERAGE ENPLANED LOAD FACTOR



In December 2022, RNO's average enplaned load factor was 77.3%, a decrease of 7.0 pts. versus December 2021.

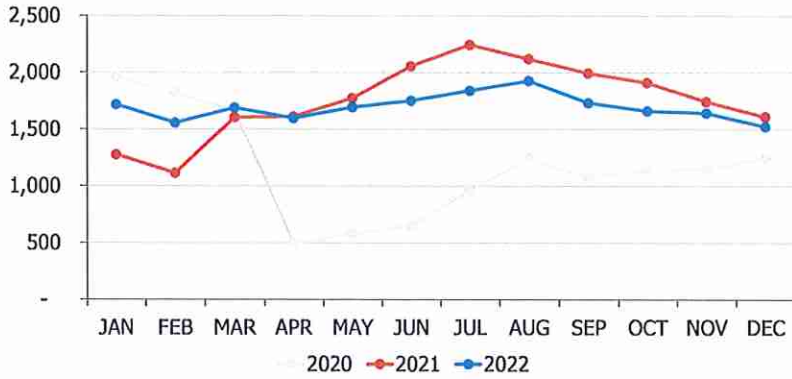


The red horizontal line on the left represents RNO's average enplaned load factor.

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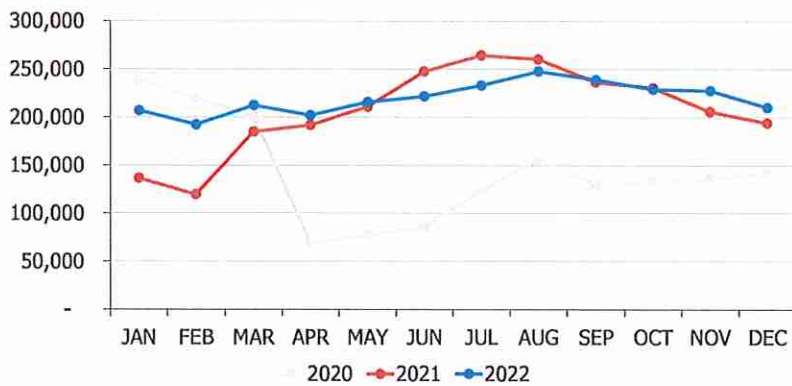


DEPARTURES



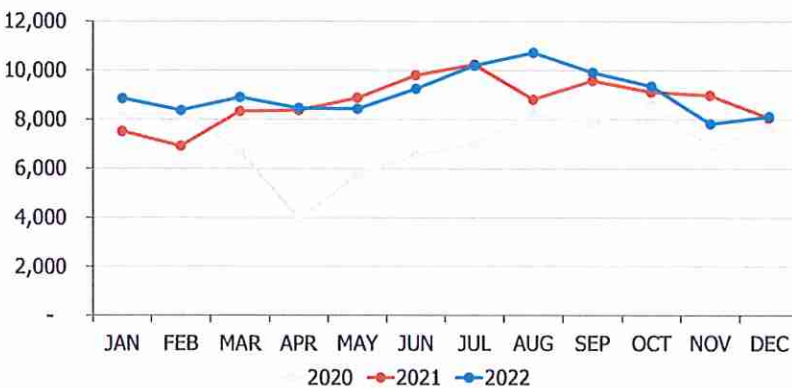
In December 2022, RNO handled 1,526 departures, a decrease of 5.5% when compared to December 2021.

DEPARTING SEATS



In December 2022, RNO offered 210,445 departing seats, an increase of 8.2% when compared to December 2021.

TOTAL OPERATIONS



A total of 8,120 operations were handled at RNO in December 2022, an increase of 0.6% when compared to December 2021. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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February 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	28	Daily
Burbank	Southwest	24	Daily. No flight on Sat
Dallas/Fort Worth	American	90	Two to four flights daily
Denver	Southwest	60	Twice daily. Three flights on Sun
	United	112	Four daily
Guadalajara	Volaris	20	Five weekly. Mon - Fri
Houston-Intercontinental	United	25	Daily. No flight on 1, 7, 8,
Las Vegas	Allegiant	8	Twice weekly Thu, Sun
	Frontier	6	Flights on 3, 4, 6, 10, 11, 13 before exiting
	Southwest	273	11 flights Mon-Fri. Six on Sat. Eight on Sun
	Spirit	56	Twice daily
Long Beach	Southwest	52	Twice daily. Once on Sat
Los Angeles	Delta	84	Three daily
	JetBlue	28	Daily
	Southwest	48	Twice daily. Once on Sat, Sun
	United	28	Daily
New York-JFK	JetBlue	13	Daily. 16 - 28
Oakland	Southwest	48	Twice daily. Once on Sat, Sun
Phoenix	American	109	Four daily
	Southwest	73	Three daily. Twice on Sat, Sun
Portland	Alaska	28	Daily
Salt Lake City	Delta	84	Three daily
San Diego	Southwest	56	Twice daily
San Francisco	United	103	Three daily 1-9. Four daily 10-28
San Jose	Southwest	24	Daily. No flight on Sat
Seattle	Alaska	62	Twice daily. Three daily 2, 3, 5, 9, 10, 12

Multiple airlines in a market

1.24.2023

Frontier operates its last flight at RNO on February 13.

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Total Passengers Dec-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
1st QTR	879,527	560,320	-36.3%	976,325	74.2%	
APR	17,265	247,220	1331.9%	326,787	32.2%	
MAY	46,015	302,403	557.2%	352,255	16.5%	
JUN	98,619	397,906	303.5%	384,429	-3.4%	
2nd QTR	161,899	947,529	485.3%	1,063,471	12.2%	
JUL	140,986	438,168	210.8%	407,867	-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%	327,353	-1.0%	
4th QTR	476,562	1,004,826	110.8%	1,055,949	5.1%	
TOTAL	2,006,420	3,623,458	80.6%	4,310,958	19.0%	

Total Enplaned Passengers Dec-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	162,680	-1.1%
TOTAL	1,002,627	1,812,757	2,155,310	18.9%

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	164,673	-0.9%
TOTAL	1,003,793	1,810,701	2,155,648	19.1%

Total Cargo Volume in Pounds Dec-22						
	2020	2021	% Diff.	2022		YOY % Diff.
	Cargo in Pounds			Pounds	Metric Tons	
JAN	11,008,444	11,805,228	7.2%	11,052,383	5,012	-6.4%
FEB	10,266,728	10,068,001	-1.9%	10,991,076	4,985	9.2%
MAR	11,356,256	13,204,912	16.3%	12,265,793	5,563	-7.1%
1st QTR	32,631,428	35,078,141	7.5%	34,309,252	15,560	-2.2%
APR	11,090,789	12,611,682	13.7%	11,470,613	5,202	-9.0%
MAY	11,613,489	12,048,247	3.7%	10,966,757	4,974	-9.0%
JUN	12,488,906	13,000,085	4.1%	12,105,721	5,490	-6.9%
2nd QTR	35,193,184	37,660,014	7.0%	34,543,091	15,666	-8.3%
JUL	13,387,102	12,722,035	-5.0%	11,289,066	5,120	-11.3%
AUG	12,563,172	11,636,003	-7.4%	11,751,228	5,329	1.0%
SEP	13,014,081	13,055,518	0.3%	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%	13,806,179	6,261	-15.1%
4th QTR	41,104,720	41,010,797	-0.2%	35,878,163	16,271	-12.5%
TOTAL	147,893,687	151,162,508	2.2%	139,395,160	63,218	-7.8%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Dec-22	Dec-21	Diff.
ahal	0	n/a	44.1%	n/a
Alaska/Horizon	10,358	76.6%	88.4%	-11.9
Allegiant Air	1,132	72.6%	81.1%	-8.5
American	27,985	86.5%	92.0%	-5.5
Delta	15,198	91.0%	84.9%	6.1
Frontier	2,851	78.1%	86.0%	-7.8
JetBlue	4,134	79.7%	64.8%	15.0
Southwest	65,547	70.8%	83.4%	-12.6
Spirit	7,871	73.3%	n/a	n/a
Sun Country	1,140	87.6%	n/a	n/a
United	23,108	79.9%	88.3%	-8.4
Volaris	3,356	85.2%	82.4%	2.8

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