

## 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 Jan 31, 2023

### 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 1,455 Units ('DestiMetrics Census'\*) and 45.1% of 3,229 total units in the North Lake Tahoe destination ('Destination Census'\*\*)

**MARKET OVERVIEW:** As January wraps up and the 2022/23 holiday season is complete, we move into the second half of the winter season. Snowfall has been widespread and abundant across the mountain west, motivating skiers and snowboarders to take advantage of the fantastic conditions. As the snow fell, bookings rose, with booking pace outperforming both last year and January 2020, up +13.3 and +4.9 percent, respectively and recording the second consecutive month of positive pace versus both last year and 3 years ago. Those strong bookings boosted January occupancy to 65.5 percent, up +10.1 percent versus last year, and +4.9 percent v3YA though the suppression of bookings last January due to the Omicron surge gets some of the credit for the year-over-year gain... While booking pace and occupancy were favorable in January, economic indicators were a mixed bag. On the positive side, the Dow Jones Industrial Average (DJIA) gained +2.83 percent, or +938.8 points, to close the month at 34,086.04 points and continues to sit at a better-than-expected position as volatility eases, helping stabilize consumers' savings. While financial market improvement is positive, labor market performance is not so cut-and-dry. US job growth showed a significant gain in January with 517,000 positions added, dramatically exceeding expectations, and reducing the unemployment rate to 3.4 percent, the lowest rate since 1969. The Leisure and Hospitality sector added 128,000 new jobs during the month, reducing the total employment deficit to 495,000 jobs below to February 2020. While job growth is generally considered positive, the Federal Reserve Bank uses hiring as an indicator of the efficacy of interest rate policy. January's strong report is likely to signal that consumerism remains too heated and continuing an aggressive approach to interest rates for a longer period of time may be in order, making credit purchases—including travel—more painful for consumers. Separately, the Consumer Confidence Index (CCI) declined in January following a large increase in December. The CCI decreased -1.7 percent to 107.1 points (1985=100). Ataman Ozyildirim, Senior Director of Economics at The Conference Board said, "...Consumers' assessment of present economic and labor market conditions improved at the start of 2023. However, the Expectations Index retreated in January reflecting their concerns about the economy over the next six months". So, while economic conditions weren't the most favorable for consumers trying to participate in travel last month, strong snowfall across the mountain west motivated bookings for mountain travel at a stronger pace than any January in recent years. Locally, North Lake Tahoe occupancy was down -2.7 percent in January versus 2022, accompanied by a rate that was up +5.8% compared to last year's. North Lake Tahoe occupancy for the past six months (August - January) is up +15.2 percent compared to the same period last year, accompanied with a rate that is up +2.3 percent compared to last year. Bookings taken in January for arrival in January were down -17.1 percent compared to bookings taken in January 2022 (not shown).

		2022/23	2021/22	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates during last month (January, 2023) were down (-2.7%) compared to the same period last year (January, 2022), while Average Daily Rate was up (5.8%).	Occupancy (January) :	56.4%	58.0%	-2.7%
	ADR (January) :	\$394	\$372	5.8%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (February, 2023) are down (-3.2%) compared to the same period last year, while Average Daily Rate is up (13.4%).	Occupancy (December) :	57.9%	59.8%	-3.2%
	ADR (December) :	\$470	\$414	13.4%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (August - January) are up (15.2%) compared to the same period last year, while Average Daily Rate is also up (2.3%).	Occ - 6 Month Historic	49.0%	42.5%	15.2%
	ADR - 6 Month Historic	\$393	\$384	2.3%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (February - July) are down (-13.6%) compared to the same period last year, while Average Daily Rate is up (2.6%).	Occ % - 6 Month Future	30.6%	35.4%	-13.6%
	ADR - 6 Month Future	\$413	\$403	2.6%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2023 vs. Previous Year</b>				
Rooms Booked during last month (January, 2023) compared to Rooms Booked during the same period last year (January, 2022) for all arrival dates are down by "(-18.3%)."	Booking Pace (January):	8.0%	9.8%	-18.3%

**LOOKING FORWARD:** Destination mountain resorts are certainly well-positioned heading into the second half of the winter season. With abundant snowfall across the west, the region is not only generating local business but anecdotally seeing an influx of riders and skiers from both the northeast and overseas as Mother Nature plays favorites with the west this year. Despite challenging economic conditions including an increase in consumer prices in January, resorts are seeing room rates for the balance of the season that are sustained about 10 percent higher than last year and 35 percent higher than pre-inflation, putting solid revenue on-the-books for the next several months. But beneath the veneer of strong occupancy lies contradictory demand data. Actual nights booked are well behind both last year and pre-pandemic levels, a statistic that's hidden in positive occupancy numbers that are being driven by fewer lodging units available to rent. This puts both RevPAR and revenue for the balance of the season on the back foot. While the latter is very strong versus 2019/20, it's up only slightly versus last year, and absolute revenue is down about 8 percent. The next few months will then be a question of how room rates behave and whether they can be sustained long enough to offset lower demand until the volume returns, or if they'll soften to the point where RevPAR actually turns negative for the season. Much of that is up to financial markets and consumers' reaction to what the economy holds in store—still widely predicted to be sustained inflation through 2023 and a mild recession late this year. Fortunately, the industry has snow and dedicated consumers on its side, the latter strongly influenced by the depth and quality of the former. And so, the snow dance continues with the expectation that current conditions will prevail, the season will extend, and conditions will mean that room rates—for the time being at least—will allow for flat-to-positive performance through April. Locally, North Lake Tahoe on-the-books occupancy for February 2023 is down -3.2 percent compared to 2022, accompanied with an increase in rate of +13.4 percent. Occupancy on-the-books for the upcoming six months (February - July) is down -13.6 percent compared to the same period last year, with an increase in rate of +2.6 percent. North Lake Tahoe bookings taken in January for arrival January - June are down -18.3 percent compared to the same period last year.

<b>For more information:</b>		
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**Monthly Report Jan 2023**

**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 1/31/23:	\$1,390,082	\$1,888,954	-26%
Number of Room Nights:	6,086	8853	-31%
Number of Delegates:	3017	4227	-29%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>January-23</u>	<u>January-22</u>
<u>Number of Groups Booked:</u>	2	5
Revenue Booked:	\$303,424	\$206,993
Room Nights:	807	730
Number of Delegates:	350	371

Booked Group Types:	1 Assoc. 1 Corp	Corp.
Lost Business, # of Groups:	7	11

<u>Arrived in the month</u>	<u>January-23</u>	<u>January-22</u>
Number of Groups:	2	0
Revenue Arrived:	\$203,442	\$0
Room Nights:	819	0
Number of Delegates:	510	0
Arrived Group Types:	1 Assoc 1 Corp	0

Monthly Detail/Activity	<u>December-22</u>	<u>December-21</u>
<u>Number of Groups Booked:</u>	1	1
Revenue Booked:	\$94,540	\$97,428
Room Nights:	295	417
Number of Delegates:	100	300
Booked Group Types:	1 Assoc.	Corp.
Lost Business, # of Groups:	4	22

<u>Arrived in the month</u>	<u>December-22</u>	<u>December-21</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$215,135
Room Nights:	0	1382
Number of Delegates:	0	300
Arrived Group Types:	0	Assoc.

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

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

<b>Monthly Detail/Activity</b>	<b><u>October-22</u></b>	<b><u>October-21</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>4</b>	
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- Profit	
Booked Group Types:	Profit	0
Lost Business, # of Groups:	13	10

<b><u>Arrived in the month</u></b>	<b><u>October-22</u></b>	<b><u>October-21</u></b>	
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 Assoc.	2 Corp., 2 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>	<b>4</b>	<b>0</b>	
Revenue Booked:	\$127,050	\$0	
Room Nights:	891	0	
Number of Delegates:	430	0	

	1 Corp., 1 Assoc., 1 CA Assoc., 1 Non- Profit	
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	
Arrived Group Types:	4 Corp, 1 Assoc., 2 Non- Profit	1 Govt, 1 SMF, 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>	<b>2</b>	<b>0</b>	
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:	<b>3</b>	<b>2</b>	
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>	<b>2</b>	<b>1</b>	
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:	<b>3</b>	<b>2</b>	
Revenue Arrived:	\$190,117	\$208,360	-9%
Room Nights:	630	795	-21%
Number of Delegates:	455	330	
	1 CA Assoc., 1		
	Mtg. Planner. 1		
Arrived Group Types:	Corp.	2 Assoc.	
	<b><u>Current Numbers</u></b>	<b><u>Goals</u></b>	
For 2023/24:	<b>\$711,896</b>	<b>\$2,000,000</b>	
For 2024/25:	<b>\$340,740</b>	<b>\$2,000,000</b>	

<b>NUMBER OF LEADS Generated as of 1/31/23:</b>	<b>67</b>
YTD 1/31/22:	58
YTD 1/31/21:	53

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

2021/2022	123
2020/2021	90



## 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

## 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.



## 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.



## 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.



## 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.



## 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.



## 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.



## 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.





## 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)





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.

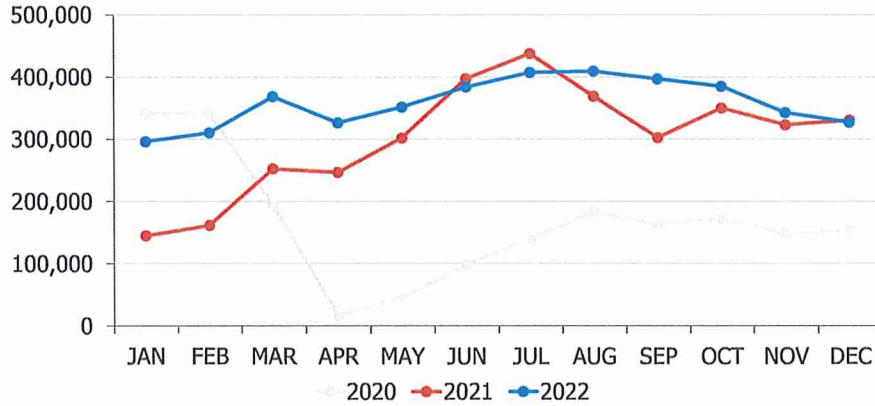
### JSX Public Charters

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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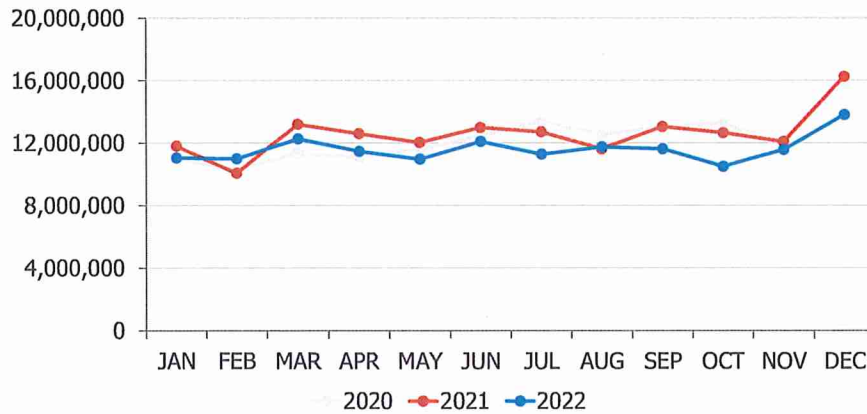


## Passengers



Total Passengers			
	Dec-22	Dec-21	Difference
ahal	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

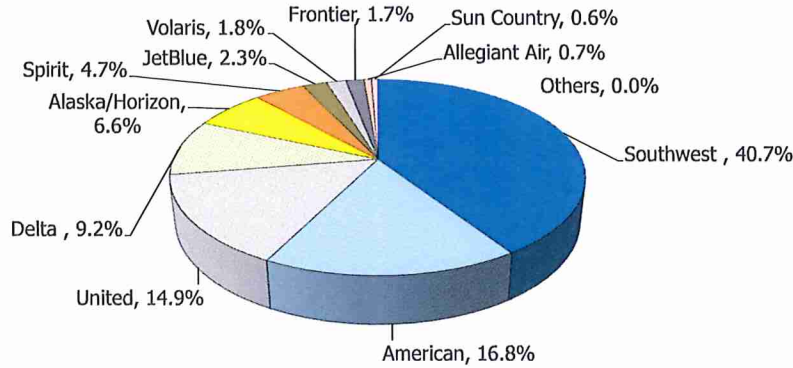


In December 2022, DHL cargo volume was up 11.4% when compared to December 2021. FedEx was down 14.7% and UPS was down 18.1% during the same period.

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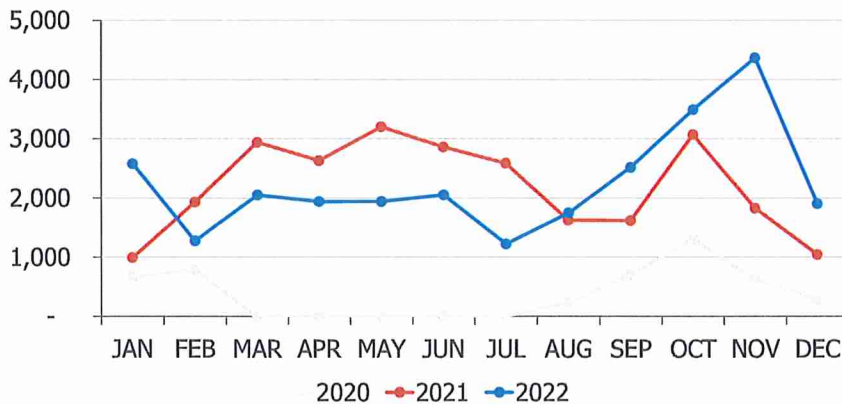


## AIRLINE MARKET SHARE (passengers)



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

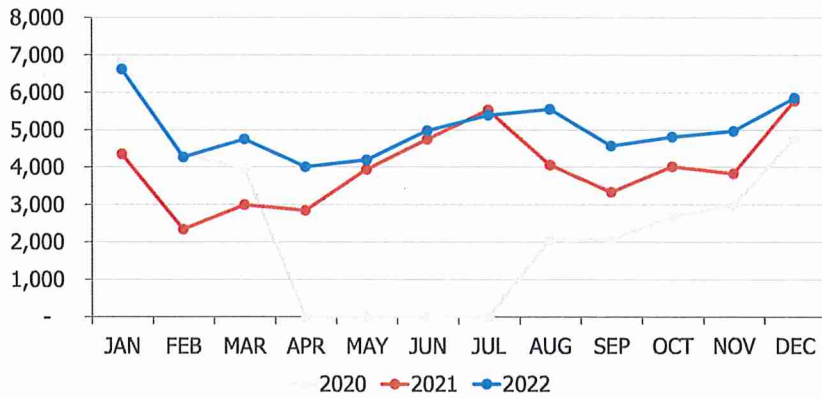


In December 2022, RNO served 1,901 passengers on charter flights, an increase of 81.9% when compared to December 2021.

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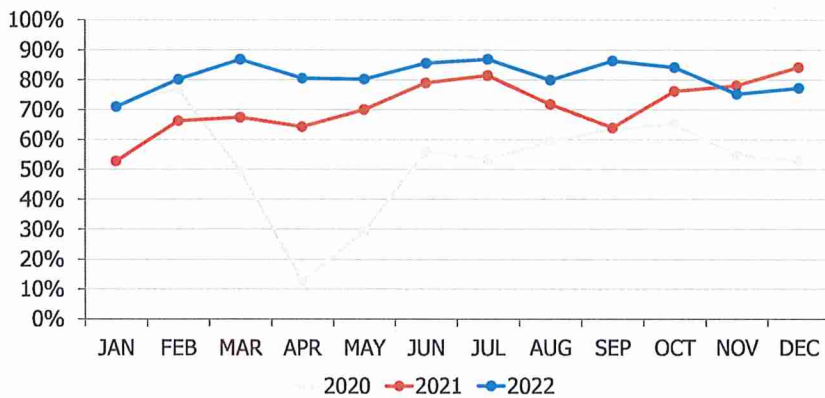


## TOTAL INTERNATIONAL PASSENGERS

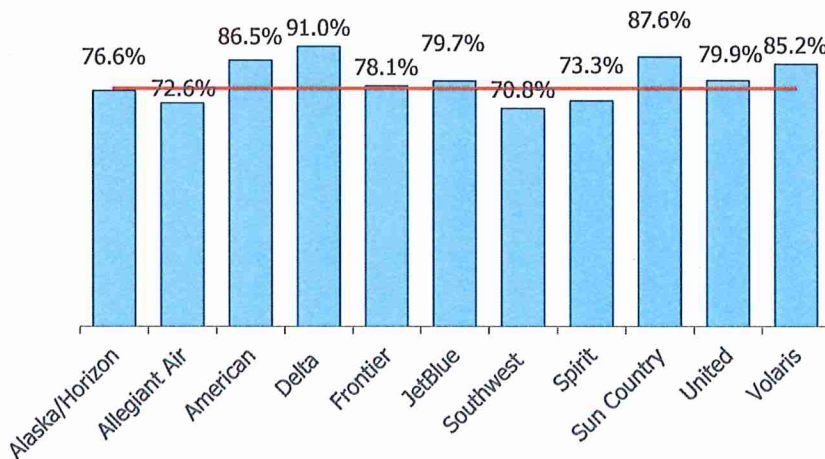


In December 2022, RNO served 5,861 international passengers, an increase of 1.3% when compared to December 2021.

## 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.

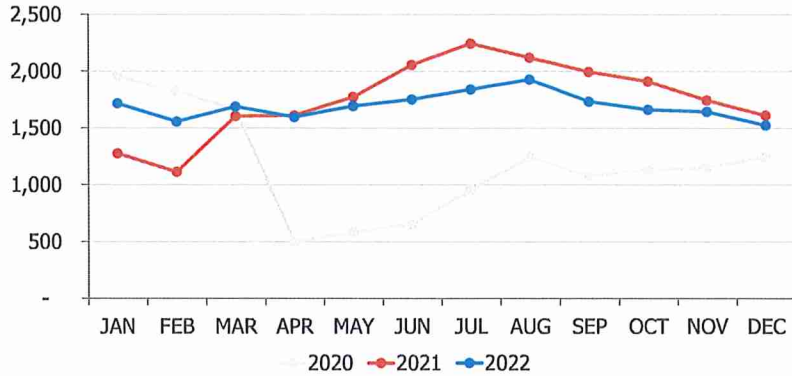


The red horizontal line on the left represents RNO's average enplaned load factor.

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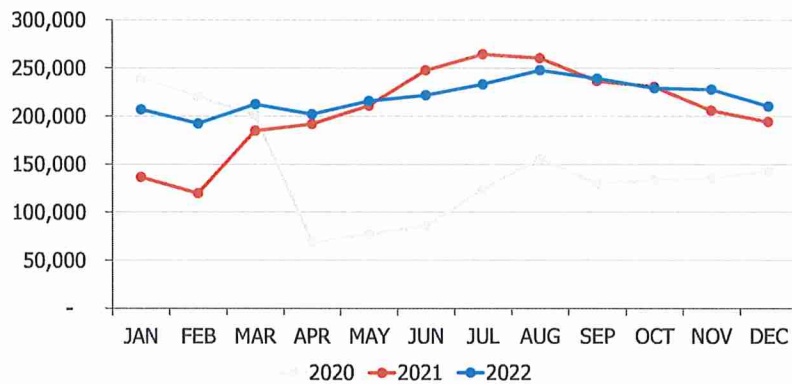


## DEPARTURES



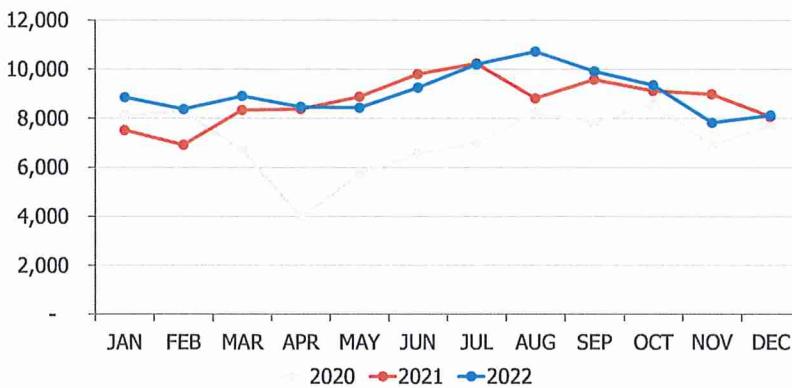
In December 2022, RNO handled 1,526 departures, a decrease of 5.5% when compared to December 2021.

## 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
<b>Austin</b>	American	28	Daily
<b>Burbank</b>	Southwest	24	Daily. No flight on Sat
<b>Dallas/Fort Worth</b>	American	90	Two to four flights daily
<b>Denver</b>	Southwest	60	Twice daily. Three flights on Sun
	United	112	Four daily
<b>Guadalajara</b>	Volaris	20	Five weekly. Mon - Fri
<b>Houston-Intercontinental</b>	United	25	Daily. No flight on 1, 7, 8,
<b>Las Vegas</b>	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
<b>Long Beach</b>	Southwest	52	Twice daily. Once on Sat
<b>Los Angeles</b>	Delta	84	Three daily
	JetBlue	28	Daily
	Southwest	48	Twice daily. Once on Sat, Sun
	United	28	Daily
<b>New York-JFK</b>	JetBlue	13	Daily. 16 - 28
<b>Oakland</b>	Southwest	48	Twice daily. Once on Sat, Sun
<b>Phoenix</b>	American	109	Four daily
	Southwest	73	Three daily. Twice on Sat, Sun
<b>Portland</b>	Alaska	28	Daily
<b>Salt Lake City</b>	Delta	84	Three daily
<b>San Diego</b>	Southwest	56	Twice daily
<b>San Francisco</b>	United	103	Three daily 1-9. Four daily 10-28
<b>San Jose</b>	Southwest	24	Daily. No flight on Sat
<b>Seattle</b>	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%
<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%	327,353		-1.0%
<b>4th QTR</b>	<b>476,562</b>	<b>1,004,826</b>	<b>110.8%</b>	<b>1,055,949</b>		<b>5.1%</b>
<b>TOTAL</b>	<b>2,006,420</b>	<b>3,623,458</b>	<b>80.6%</b>	<b>4,310,958</b>		<b>19.0%</b>

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%
<b>TOTAL</b>	<b>1,002,627</b>	<b>1,812,757</b>	<b>2,155,310</b>	<b>18.9%</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	164,673	-0.9%
<b>TOTAL</b>	<b>1,003,793</b>	<b>1,810,701</b>	<b>2,155,648</b>	<b>19.1%</b>

Total Cargo Volume in Pounds Dec-22						
	2020		% 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%	13,806,179	6,261	-15.1%
<b>4th QTR</b>	<b>41,104,720</b>	<b>41,010,797</b>	<b>-0.2%</b>	<b>35,878,163</b>	<b>16,271</b>	<b>-12.5%</b>
<b>TOTAL</b>	<b>147,893,687</b>	<b>151,162,508</b>	<b>2.2%</b>	<b>139,395,160</b>	<b>63,218</b>	<b>-7.8%</b>

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Dec-22	Dec-21	Diff.
aha!	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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north lake tahoe

Chamber | CVB | Resort Association

# North Lake Tahoe Visitor Information Center Visitor Report: Jan 2023

### VISITORS SERVED:

#### Dec 2022

Total TC & KB Walk-ins 1,626  
Total Phone Calls: 173  
**Total 1,799**

#### Jan 2022

Total TC & KB Walk-ins 1,152  
Total Phone Calls: 108  
**1,260**

#### Jan 2023

Total TC&KB Walk-ins: 1,166  
Total Phone Calls: 142  
**1,308**

### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>  <b>150</b>	<b>Lodging</b>  <b>16</b>	<b>Historic / Museum</b>  <b>27</b>	<b>Events</b>  <b>6</b>
<b>Tours</b>  <b>2</b>	<b>Surrounding Towns (SLT / Truckee)</b>  <b>31</b>	<b>Retail</b>  <b>24</b>	<b>Transportation</b>  <b>45</b>
<b>Services –Weather, bathroom, events etc</b>  <b>268</b>	<b>Activities Mountain / Trails</b>  <b>148</b>	<b>Activities / Lake</b>  <b>78</b>	<b>Maps / Directions</b>  <b>229</b>

**TOTAL 1,024 = 35 referrals per day (closed 2 days)**

### December Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 51% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 122/day YTD
- Visitor Center visitors up 35% YTD
- This year we have included counting the additional correspondence work that we do for the Tahoe Fund’s Plates for Powder program which has brought our emails up to 116% over last year.
- We provided services on calls to our center that include road conditions, snow conditions, sledding and tubing and snowshoeing suggestions
- Most incoming calls and emails were asking questions on the road conditions and sledding areas
- Held Opening Reception and Mixer for Truckee Tahoe leadership Class
- Acquired more PPE masks available for local businesses
- Helped design replacement event tent and Kings Beach Visitor Information tent

**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

January 31, 2023

11:18 AM  
02/16/23  
Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet Prev Year Comparison**  
As of January 31, 2023

	Jan 31, 23	Jan 31, 22	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 - Cash	97,480.33	339,786.45	-242,306.12	-71.3%
<b>Total Checking/Savings</b>	<b>97,480.33</b>	<b>339,786.45</b>	<b>-242,306.12</b>	<b>-71.3%</b>
Accounts Receivable				
1200-00 - Accounts Receivable	440,031.34	262,564.01	177,467.33	67.6%
<b>Total Accounts Receivable</b>	<b>440,031.34</b>	<b>262,564.01</b>	<b>177,467.33</b>	<b>67.6%</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>537,611.67</b>	<b>602,450.46</b>	<b>-64,838.79</b>	<b>-10.8%</b>
Other Assets				
1400-00 - Prepaid Expenses	48,288.85	71,555.41	-23,266.56	-32.5%
<b>Total Other Assets</b>	<b>48,288.85</b>	<b>71,555.41</b>	<b>-23,266.56</b>	<b>-32.5%</b>
<b>TOTAL ASSETS</b>	<b><u>585,900.52</u></b>	<b><u>674,005.87</u></b>	<b><u>-88,105.35</u></b>	<b><u>-13.1%</u></b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities				
Accounts Payable				
2000-00 - Accounts Payable	84,892.71	85,765.79	-873.08	-1.0%
<b>Total Accounts Payable</b>	<b>84,892.71</b>	<b>85,765.79</b>	<b>-873.08</b>	<b>-1.0%</b>
<b>Total Current Liabilities</b>	<b>84,892.71</b>	<b>85,765.79</b>	<b>-873.08</b>	<b>-1.0%</b>
<b>Total Liabilities</b>	<b>84,892.71</b>	<b>85,765.79</b>	<b>-873.08</b>	<b>-1.0%</b>
Equity				
32000 - Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	414,243.49	395,571.35	18,672.14	4.7%
<b>Total Equity</b>	<b>501,007.81</b>	<b>588,240.08</b>	<b>-87,232.27</b>	<b>-14.8%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>585,900.52</u></b>	<b><u>674,005.87</u></b>	<b><u>-88,105.35</u></b>	<b><u>-13.1%</u></b>

3:04 PM  
02/03/23

**North Lake Tahoe Marketing Cooperative**  
**A/R Aging Summary**  
As of January 31, 2023

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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*	436,480.00	0.00	0.00	0.00	0.00	436,480.00
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>	<b><u>436,480.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>3,551.34</u></b>	<b><u>440,031.34</u></b>

11:41 AM  
02/16/23

North Lake Tahoe Marketing Cooperative  
**A/P Aging Summary**  
As of January 31, 2023

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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>
ConferenceDirect	7,000.00	0.00	0.00	0.00	0.00	7,000.00
Gate 7 Pty Ltd*	8,700.00	500.00	0.00	0.00	0.00	9,200.00
MAHK Advertising	68,158.71	0.00	0.00	0.00	0.00	68,158.71
Sierra Web Design, Inc.	0.00	0.00	0.00	0.00	534.00	534.00
<b>TOTAL</b>	<b><u>83,858.71</u></b>	<b><u>500.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>534.00</u></b>	<b><u>84,892.71</u></b>

11:39 AM

02/16/23

Accrual Basis

**North Lake Tahoe Marketing Cooperative  
Profit & Loss Prev Year Comparison  
January 2023**

	Jan 23	Jan 22	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	91,166.00	57,666.00	33,500.00	58.1%
4001-00 · NLTRA Funding	436,480.00	257,679.67	178,800.33	69.4%
4004-00 · IVCBVB Entertainment	500.00	2,000.00	-1,500.00	-75.0%
<b>Total Income</b>	<b>528,146.00</b>	<b>317,345.67</b>	<b>210,800.33</b>	<b>66.4%</b>
<b>Gross Profit</b>	<b>528,146.00</b>	<b>317,345.67</b>	<b>210,800.33</b>	<b>66.4%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5002-00 · Consumer Print	12,495.00	0.00	12,495.00	100.0%
5002-01 · Native Display	28,583.90	19,333.33	9,250.57	47.9%
5004-00 · Trip Advisor	6,036.66	0.00	6,036.66	100.0%
5005-00 · Paid Social	2,458.38	4,622.28	-2,163.90	-46.8%
5005-01 · Digital Display / Retargeting	3,373.18	3,513.91	-140.73	-4.0%
5007-00 · Creative Production				
5007-01 · Creative Production	21,423.59	0.00	21,423.59	100.0%
5007-02 · Website Production	2,730.00	0.00	2,730.00	100.0%
5007-03 · Photo/Video Creative	3,828.35	2,461.90	1,366.45	55.5%
5007-00 · Creative Production - Other	101.88	127.50	-25.62	-20.1%
<b>Total 5007-00 · Creative Production</b>	<b>28,083.82</b>	<b>2,589.40</b>	<b>25,494.42</b>	<b>984.6%</b>
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5010-02 · Website Strategy & Analysis	0.00	-2,500.00	2,500.00	100.0%
5018-00 · Media Commission	604.94	4,090.28	-3,485.34	-85.2%
5018-01 · Digital Ad Serving	51.09	64.82	-13.73	-21.2%
5020-00 · Search Engine Marketing	3,277.52	2,385.03	892.49	37.4%
5022-00 · Email	0.00	4,999.70	-4,999.70	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>93,464.49</b>	<b>46,098.75</b>	<b>47,365.74</b>	<b>102.8%</b>
<b>5110-00 · LEISURE SALES</b>				
5107-00 · Creative Production	360.00	0.00	360.00	100.0%
5145-00 · TIA Annual Dues	2,625.00	0.00	2,625.00	100.0%
5147-00 · AUS / Gate 7	8,700.00	0.00	8,700.00	100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>11,685.00</b>	<b>0.00</b>	<b>11,685.00</b>	<b>100.0%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	10,000.00	-4,000.00	-40.0%
5202-00 · PR Program/ Content Dev - Blogs	2,632.95	1,500.00	1,132.95	75.5%
5206-00 · Digital Buy/ Social Media Boost	900.00	800.00	100.00	12.5%
5207-00 · Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5209-00 · Domestic Travel Media FAMS	0.00	8,920.83	-8,920.83	-100.0%
5210-00 · Content Dev - Newsletters	1,700.00	0.00	1,700.00	100.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5212-00 · Social Giveaways & Contests	930.02	0.00	930.02	100.0%

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Accrual Basis

**North Lake Tahoe Marketing Cooperative  
Profit & Loss Prev Year Comparison  
January 2023**

	Jan 23	Jan 22	\$ Change	% Change
5216-00 · PR Content Development + Distri	1,020.00	0.00	1,020.00	100.0%
5221-00 · Photography & Video Asset Dev	1,211.20	0.00	1,211.20	100.0%
5222-00 · Media Tracking / Membership	883.02	883.02	0.00	0.0%
5280-00 · PR Meals / Entertainment	269.76	0.00	269.76	100.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>21,546.95</b>	<b>28,343.85</b>	<b>-6,796.90</b>	<b>-24.0%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6004-00 · Email	2,310.00	0.00	2,310.00	100.0%
6005-00 · Paid Media	3,373.31	1,894.16	1,479.15	78.1%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6018-00 · MCC Media Commission	7,397.21	314.41	7,082.80	2,252.7%
6018-01 · MCC Digital Ad Serving	6.93	14.08	-7.15	-50.8%
6019-00 · Conference Direct Partnership	7,000.00	1,750.00	5,250.00	300.0%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6153-00 · Chicago Sales Rep Support	41.67	125.00	-83.33	-66.7%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>20,712.45</b>	<b>5,392.85</b>	<b>15,319.60</b>	<b>284.1%</b>
<b>6100-00 · TRADE SHOWS</b>				
6116-00 · CalSAE Seasonal Spectacular	0.00	1,503.00	-1,503.00	-100.0%
6143-00 · Connect Marketplace	0.00	4,000.00	-4,000.00	-100.0%
6180-00 · Conference Direct CA	0.00	-1,166.67	1,166.67	100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>0.00</b>	<b>4,336.33</b>	<b>-4,336.33</b>	<b>-100.0%</b>
6106-00 · CalSAE Seasonal Spectacular	1,575.00	-1,503.00	3,078.00	204.8%
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	0.00	48.70	-48.70	-100.0%
5021-00 · RASC-Reno Air Service Corp	25,000.00	0.00	25,000.00	100.0%
5123-00 · HSVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7002-00 · CRM Subscription	833.33	-7,108.75	7,942.08	111.7%
7004-00 · Research	880.00	7,764.76	-6,884.76	-88.7%
7007-00 · Destimetrics / DMX	0.00	9,478.33	-9,478.33	-100.0%
7008-00 · Opportunistic Funds	0.00	1,500.00	-1,500.00	-100.0%
7010-00 · Photo Management & Storage	0.00	620.75	-620.75	-100.0%
<b>Total 7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>	<b>26,921.66</b>	<b>12,470.46</b>	<b>14,451.20</b>	<b>115.9%</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	534.00	-7,322.00	7,856.00	107.3%
8004-00 · Website Strategy & Maintenance	7,500.00	15,000.00	-7,500.00	-50.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	0.00	2,500.00	100.0%
<b>Total 8000-00 · WEBSITE CONTENT &amp; MAINTENAN...</b>	<b>14,784.00</b>	<b>11,928.00</b>	<b>2,856.00</b>	<b>23.9%</b>
<b>Total Expense</b>	<b>190,689.55</b>	<b>107,067.24</b>	<b>83,622.31</b>	<b>78.1%</b>
<b>Net Income</b>	<b>337,456.45</b>	<b>210,278.43</b>	<b>127,178.02</b>	<b>60.5%</b>



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Accrual Basis

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

January 2023

	Jan 23	Budget	Jul '22 - Jan 23	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 - LTIVCBVB Funding	91,166.00	91,166.00	638,162.00	638,162.00	1,094,000.00
4001-00 - NLTRA Funding	436,480.00	436,480.00	956,622.00	956,622.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	3,500.00	3,500.00	6,000.00
4005-00 - Prior Year Net Income	0.00		0.00	0.00	0.00
<b>Total Income</b>	<b>528,146.00</b>	<b>528,146.00</b>	<b>1,598,284.00</b>	<b>1,598,284.00</b>	<b>2,540,000.00</b>
<b>Gross Profit</b>	<b>528,146.00</b>	<b>528,146.00</b>	<b>1,598,284.00</b>	<b>1,598,284.00</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	12,495.00	0.00	12,495.00	0.00	10,125.00
5002-01 - Native Display	29,593.90	13,890.00	33,083.90	50,770.00	100,372.00
5004-00 - Trip Advisor	6,036.66	2,395.00	35,704.37	31,305.00	61,947.00
5005-00 - Paid Social	2,458.38	2,555.00	65,874.08	74,400.00	139,248.00
5005-01 - Digital Display / Retargeting	3,373.18	3,100.00	73,225.35	59,595.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	21,423.59	15,000.00	64,745.13	94,500.00	149,500.00
5007-02 - Website Production	2,730.00	3,500.00	14,940.00	19,500.00	34,000.00
5007-03 - Photo/Video Creative	3,828.35	2,775.00	26,104.68	18,795.00	32,670.00
5007-00 - Creative Production - Other	101.88		6,663.76	0.00	0.00
<b>Total 5007-00 - Creative Production</b>	<b>28,083.82</b>	<b>21,275.00</b>	<b>112,653.57</b>	<b>132,795.00</b>	<b>216,170.00</b>
5010-00 - Account Strategy & Management	8,500.00	8,500.00	59,500.00	59,500.00	102,000.00
5013-00 - Outdoor	0.00	0.00	0.00	0.00	100,000.00
5016 - Video Streaming	0.00	0.00	62,841.77	63,441.00	126,881.00
5017-00 - Rich Media	0.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 - Media Commission	604.94	3,462.00	49,851.38	60,250.00	119,357.00
5018-01 - Digital Ad Serving	51.09	220.00	1,197.92	1,540.00	2,655.00
5020-00 - Search Engine Marketing	3,277.52	4,470.00	66,239.44	65,001.00	119,470.00
5022-00 - Email	0.00	0.00	29,249.70	10,000.00	20,000.00
5024-00 - Fusion 7	0.00	0.00	0.00	0.00	0.00
5025-00 - Expedia	0.00	0.00	7,584.59	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>93,464.49</b>	<b>59,867.00</b>	<b>656,801.07</b>	<b>716,107.00</b>	<b>1,365,825.00</b>
<b>5110-00 - LEISURE SALES</b>					
5107-00 - Creative Production	360.00	500.00	1,080.00	1,500.00	2,000.00
5111-00 - FAMS - Domestic	0.00	1,500.00	3,686.04	4,500.00	6,000.00
5112-00 - Training / Sales Calls	0.00	2,500.00	6,424.22	7,500.00	10,000.00
5113-00 - Additional Opportunities	0.00	2,500.00	0.00	7,500.00	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	3,000.00	0.00	3,650.00	4,150.00
5131-00 - FAMS - Intl - Travel Trade	0.00	1,500.00	512.00	4,500.00	6,000.00
5133-00 - Ski-Tops	0.00	1,500.00	0.00	2,350.00	3,350.00
5134-00 - In-B Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 - Co-op Opportunities	0.00	0.00	0.00	10,000.00	20,000.00
5143-00 - Mountain Travel Symposium	0.00	1,500.00	2,450.00	4,000.00	5,000.00
5144-00 - IPW - POW WOW	0.00	10,000.00	0.00	10,000.00	13,000.00
5145-00 - TIA Annual Dues	2,625.00	0.00	3,937.50	0.00	2,700.00
5147-00 - AUS / Gate 7	8,700.00	0.00	26,645.96	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	5,000.00	0.00	15,000.00	20,000.00
<b>Total 5110-00 - LEISURE SALES</b>	<b>11,685.00</b>	<b>29,500.00</b>	<b>44,735.72</b>	<b>135,500.00</b>	<b>170,200.00</b>
<b>5200-00 - PUBLIC RELATIONS</b>					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	42,000.00	42,000.00	72,000.00
5202-00 - PR Program/ Content Dev - Blogs	2,632.95	1,500.00	12,744.75	10,500.00	18,000.00

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Accrual Basis

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

January 2023

	Jan 23	Budget	Jul '22 - Jan 23	YTD Budget	Annual Budget
5204-00 - Media Mission(s)	0.00	6,000.00	6,451.69	12,000.00	16,000.00
5206-00 - Digital Buy/ Social Media Boost	900.00	950.00	6,600.00	6,650.00	11,400.00
5207-00 - Content Campaigns/Tools-My Emma	0.00	285.00	795.00	1,855.00	3,180.00
5208-00 - International Travel Media FAMS	0.00	0.00	0.00	6,000.00	12,000.00
5209-00 - Domestic Travel Media FAMS	0.00	0.00	8,107.56	12,000.00	24,000.00
5210-00 - Content Dev - Newsletters	1,700.00	1,700.00	8,700.00	11,900.00	20,400.00
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	42,000.00	42,000.00	72,000.00
5212-00 - Social Giveaways & Contests	930.02	0.00	1,550.04	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	1,020.00	0.00	2,220.00	2,400.00	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	1,211.20	4,000.00	10,464.90	28,000.00	48,000.00
5222-00 - Media Tracking / Membership	883.02	883.02	2,649.02	2,649.00	3,532.00
5280-00 - PR Meals / Entertainment	269.76	250.00	269.76	750.00	1,000.00
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>21,546.95</b>	<b>29,548.00</b>	<b>146,552.72</b>	<b>199,204.00</b>	<b>328,312.00</b>
6000-00 - CONFERENCE SALES					
6003-00 - Geo-Fence Targeting	0.00	0.00	475.73	1,500.00	3,000.00
6004-00 - Email	2,310.00	1,200.00	3,270.00	2,400.00	4,800.00
6005-00 - Paid Media	3,373.31	3,292.00	22,883.30	19,036.00	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	500.00	7,935.92	11,500.00	12,000.00
6014-00 - MCC Group Incentive Program	0.00	500.00	0.00	3,500.00	6,000.00
6016-00 - 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		
6018-00 - MCC Media Commission	7,397.21	667.42	11,029.10	4,449.01	7,862.43
6018-01 - MCC Digital Ad Serving	6.93	42.00	46.93	294.00	500.00
6019-00 - Conference Direct Partnership	7,000.00	583.00	7,000.01	4,081.00	6,996.00
6128-00 - HelmsBriscoe Strategic Partner	583.33	583.00	2,333.32	4,081.00	6,996.00
6152-00 - Client Events / Opportunities	0.00	2,500.00	1,145.05	7,500.00	10,000.00
6153-00 - Chicago Sales Rep Support	41.67	2,600.00	5,390.79	7,500.00	10,000.00
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>20,712.45</b>	<b>12,367.42</b>	<b>77,475.28</b>	<b>77,541.01</b>	<b>124,814.43</b>
6100-00 - TRADE SHOWS					
6102-00 - Miscellaneous	0.00		23.57		
6111-00 - Site Inspections	0.00	1,500.00	0.00	4,500.00	6,000.00
6116-00 - CalSAE Seasonal Spectacular	0.00	0.00	1,068.73	4,000.00	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	0.00	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	1,500.00	0.00	1,500.00	2,000.00
6171-00 - Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 - Conference Direct PHW	0.00	0.00	0.00	0.00	8,000.00
6182-00 - Destination Celebration	0.00	0.00	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>0.00</b>	<b>3,000.00</b>	<b>16,908.90</b>	<b>57,000.00</b>	<b>75,000.00</b>
6106-00 - CalSAE Seasonal Spectacular	1,575.00			1,575.00	
7000-00 - COMMITTED & ADMIN EXPENSES					
5008-00 - Cooperative Programs	0.00	2,500.00	0.00	7,500.00	10,000.00
5009-00 - Fulfillment / Mail	0.00	200.00	553.97	1,400.00	2,400.00
5021-00 - RASC-Reno Air Service Corp	25,000.00	25,000.00	75,000.00	75,000.00	100,000.00
5123-00 - HSVC - High Sierra Visitors	208.33	166.67	1,374.95	1,166.69	2,000.04
5124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00

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Accrual Basis

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

January 2023

	Jan 23	Budget	Jul '22 - Jan 23	YTD Budget	Annual Budget
7002-00 - CRM Subscription	833.33	2,333.33	5,833.33	7,333.31	11,499.96
7003-00 - IVCBVB Entertainment Fund	0.00	500.00	236.15	3,500.00	6,000.00
7004-00 - Research	880.00	3,820.00	11,850.15	57,800.00	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	8,440.75	25,322.25	25,322.25	33,763.00
7008-00 - Opportunistic Funds	0.00	0.00	2,158.50	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	656.25	0.00	4,691.75	8,233.00
7012-00 - Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 - Collateral Production / Printn	0.00	250.00	0.00	10,750.00	11,000.00
8600-00 - Staff Industry Travel	0.00	2,500.00	0.00	7,500.00	10,000.00
8700-00 - Automobile Expense*	0.00	400.00	401.52	2,800.00	4,800.00
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>26,921.66</b>	<b>46,769.00</b>	<b>137,730.82</b>	<b>220,764.00</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	29,750.00	29,750.00	51,000.00
8003-00 - Website Hosting Maintenance	534.00	534.00	2,511.00	1,602.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	52,500.00	52,500.00	90,000.00
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	17,500.00	17,500.00	30,000.00
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,784.00</b>	<b>14,784.00</b>	<b>102,261.00</b>	<b>101,352.00</b>	<b>173,161.00</b>
<b>Total Expense</b>	<b>190,689.55</b>	<b>195,635.42</b>	<b>1,184,040.51</b>	<b>1,507,468.01</b>	<b>2,627,032.43</b>
<b>Net Income</b>	<b>337,456.46</b>	<b>332,310.58</b>	<b>414,243.49</b>	<b>90,815.99</b>	<b>-87,032.43</b>