



# December Reports

## 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 Dec 31, 2022

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

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1,455 Units ('DestiMetrics Census\*') and 45.1% of 3,229 total units in the North Lake Tahoe destination ('Destination Census\*\*')

**MARKET OVERVIEW:** As the holiday period comes to an end and December's final results are in the books, widespread good snowfall and an easing of economic pressures shine as motivators for an uptick in consumer booking pace. December had shown soft occupancy since it first appeared on the books in June, though the year over year underperformance shrank to being down just -5.0 percent from the -20.0 percent first noted. Strong short lead bookings for arrival in December reflected an improvement in economic perception, while snowfall motivated skiers and snowboarders to hit the slopes. Overall, many economic indicators show positive change since November, though the Dow Jones Industrial Average (DJIA) wasn't among them. The DJIA was down -4.2 percent or -1,442.52 points, to close at 33,147.25 points. This was the first month over month decrease since September and follows 2 months of strong gains made in October and November. While financial markets contracted, labor markets, inflation, and consumer confidence all showed an improvement from last month. Though analysts expected the job market to soften in December, the US economy added 223,000 jobs, outpacing estimates of 200,000, and helping bring unemployment to 3.5 percent. Inflation also improved in December, dropping from 7.1 percent in November to 6.5 percent in December, its lowest measure since October 2021. As the job market continues to show strength and inflation cools the Federal Reserve Bank is likely to impose smaller and less frequent interest rate hikes than those in 2022. Consumers are also feeling more positive about the direction of the economy. The Consumer Confidence Index (CCI) increased 6.8 percent in December to 108.3 points (1985=100), its highest level since April of 2021. Lynn Franco, Senior Director of Economic Indicators at The Conference Board said, "Consumer confidence bounced back in December...Vacation intentions improved but plans to purchase homes and big-ticket appliances cooled further." While the economic situation improved and extensive snowfall turned eyes to the slopes, short-lead bookings helped bolster December's performance, but ultimately fell short and the month ended with revenue down -3.0 percent versus last year. Locally, North Lake Tahoe occupancy was up +0.3 percent in December versus 2021, accompanied by a rate that was up +0.3% compared to last year's. North Lake Tahoe occupancy for the past six months (July - December) is up +13.5 percent compared to the same period last year, accompanied with a rate that is down -1.2 percent compared to last year. Bookings taken in December for arrival in December were up +120.5 percent compared to bookings taken in December 2021 (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 (December, 2022) were up (0.3%) compared to the same period last year (December, 2021), while Average Daily Rate was also up (0.3%).	Occupancy (December) :	52.7%	52.6%	0.3%
	ADR (December) :	\$490	\$489	0.3%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (January, 2023) are down (-0.1%) compared to the same period last year, while Average Daily Rate is up (7.6%).	Occupancy (January) :	49.0%	49.1%	-0.1%
	ADR (January) :	\$407	\$378	7.6%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (July - December) are up (13.5%) compared to the same period last year, while Average Daily Rate is down (-1.2%).	Occ - 6 Month Historic	51.5%	45.4%	13.5%
	ADR - 6 Month Historic	\$436	\$441	-1.2%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (January - June) are down (-5.4%) compared to the same period last year, while Average Daily Rate is up (5.5%).	Occ - 6 Month Future	28.1%	29.6%	-5.4%
	ADR - 6 Month Future	\$397	\$376	5.5%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2022 vs. Previous Year</b>				
Rooms Booked during last month (December, 2022) compared to Rooms Booked during the same period last year (December, 2021) for all arrival dates are up by (0.1%).	Booking Pace (December):	7.3%	7.3%	0.1%

**LOOKING FORWARD:** Mountain resorts are now entering the peak of the winter season and carrying with them the booking momentum that snow and happy consumers bring along. But it's not all rosy. Yes, booking in December were certainly strong, but they were very much focused on December and January arrivals, with February through April somewhat neglected and all underperforming last year's booking pace at this time. 2021/22 season remains a record-setter that's going to be hard to beat, and while consumers are enthused by lower prices and declining inflation rates, the reality of the checkbook is still that the bottom line is feeling pinched, and discretionary spending is not as automatic as it was last year. Occupancy on-the-books for February, March, and April is down an average of 5.95 percent compared to last year, and the battle will be uphill for a year-over-year win. And don't forget shifts in school breaks, which will have a significant impact on March arrivals. But then there's the snow. When we compare the months ahead to a non-pandemic-recovery-pent-up-demand winter (say, 2019/20, which was pacing as the prior record before the pandemic hit), occupancy is up 4.3 percent and all months of the season are gaining. Our point? Wins and losses come in different flavors. Speaking of which, room rate continues to drive strong RevPAR gains, and while the actual number of room nights being booked ("demand") is down sharply due to a combination of shorter stays and lower volume, the ADR offset is setting up a strong bottom line, even at this early date. Factors that will define the next few months are really limited – as in every non-pandemic year, to two things: snow and the economy. While neither is in our control, we know for a fact that snow can – and usually does – offset economic pressure and, if the past six weeks are any indication, we can expect booking pace for February through April arrivals to pick up. Locally, North Lake Tahoe on-the-books occupancy for January 2023 is down -0.1 percent compared to 2021, accompanied with an increase in rate of +7.6 percent. Occupancy on-the-books for the upcoming six months (January - June) is down -5.4 percent compared to the same period last year, with an increase in rate of +5.5 percent. North Lake Tahoe bookings taken in December for arrival December - May are up +0.1 percent compared to the same period last year.

		<b>For more information:</b>	
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Inntopia Contact Information:			

## Monthly Report Dec 2022

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

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

Prepared By: Anna Atwood, Office Manager

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/22:	\$1,332,044	\$1,759,314	-24%
Number of Room Nights:	5,861	8216	-29%
Number of Delegates:	2932	3884	-25%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

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

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

Monthly Detail/Activity	<u>October-22</u>	<u>October-21</u>	
<u>Number of Groups Booked:</u>	<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-		
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%
	2 Corp, 2 Assoc.	2 Corp., 2 Assoc., 1 SMF	

**Monthly Detail/Activity**

	<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-		
Booked Group Types:	Profit	0	
Lost Business, # of Groups:	13	10	

<b><u>Arrived in the month</u></b>	<b><u>September</u></b>	<b><u>September-22</u></b>	
Number of Groups:	7	4	
Revenue Arrived:	\$200,928	\$111,814	80%
Room Nights:	968	718	35%
Number of Delegates:	590	255	
	4 Corp, 1 Assoc., 2 Non-	1 Govt, 1 SMF, 1 Asspc., 1 MP	
Arrived Group Types:	Profit		

**Monthly Detail/Activity**

	<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 Corp.		
Booked Group Types:	Corp.	0	
Lost Business, # of Groups:	15	0	

<b><u>Arrived in the month</u></b>	<b><u>August-22</u></b>	<b><u>August-21</u></b>	
Number of Groups:	3	2	
Revenue Arrived:	\$116,069	\$208,360	-44%
Room Nights:	286	795	-64%
Number of Delegates:	166	330	
	1 Corp., 1 Mtg. Planner	2 Assoc.	
Arrived Group Types:			

Monthly Detail/Activity	<u>July-22</u>	<u>July-21</u>	
<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>\$396,385</b>	<b>\$2,000,000</b>	
For 2024/25:	<b>\$190,150</b>	<b>\$2,000,000</b>	

NUMBER OF LEADS Generated as of 12/31/22:	<b>55</b>
YTD 12/31/21:	50
YTD 12/31/20:	37

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

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



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December 2022

Meetings & Conventions Report

### **TURNED DEFINITE**

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

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

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

### **NEW INQUIRIES**

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

### **CONFERENCE SALES PROJECTS**

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

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

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

#### **Chicago Rep Efforts**

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



## north lake tahoe

December 2022

Leisure Tourism Development Report

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

- Key Meetings:
  - FAM for (2) Ski.com agents and (15) group leaders 12/7-12/11. Ski clubs:
    - High Life Ski Club
    - Little Rock Ski Club
    - ORE
    - Bad Dogs
    - Richmond Ski Club
    - Ski Bears of CT
    - Orlando & Florida Ski Council
    - SCWDC
    - Sterling Ski Club
    - South Jersey Ski Club
    - Clearwater Snow Sharks
    - Schuss Le Monde
    - Tech Center
    - Chicago Metropolitan Ski Council
  - Expedia Q4 Virtual Insights Summit
  - Webinar with Gendron Voyages from Canada 12/6
  - Webinar with Mogul from Australia 12/16
  
- Key Projects:
  - Planning Mexico Sales Mission with Visit California January 24-26
  - Sent holiday/year-end "Thank You" newsletter on 12/21 to 2,880 trade product managers and travel agents, which saw a 28% open rate

### **VISA VUE DATA**

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



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

# December 2022 Monthly Report



north lake tahoe



## December Executive Summary – Consumer Campaign

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



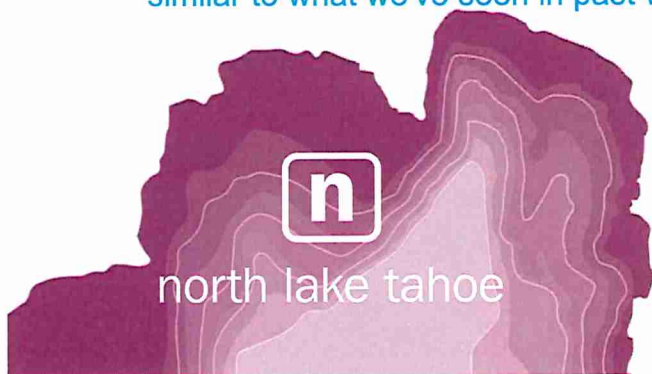
## December Executive Summary – MCC Campaign

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



## December Executive Summary - Website

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



## December Executive Summary - Content

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



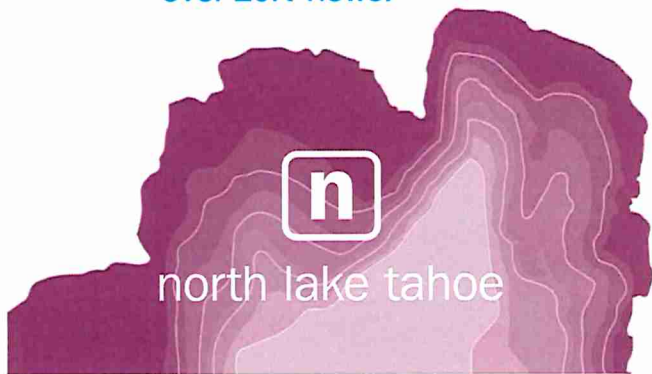
## December Executive Summary – PR Coverage

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



## December Executive Summary – Organic Social Media

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





## Consumer Paid Media Recommendations

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



## MCC Paid Media Recommendations

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



## Upcoming PR Initiatives

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



## Industry Insights

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

*Skift – January 2023*



## Industry Insights

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

*Skift– December 2023*





**THANK YOU**

# 2022-23 WINTER CAMPAIGN RECAP



north lake tahoe



An aerial photograph of a kayaker in a red kayak on a clear, turquoise lake. The kayaker is wearing a yellow life vest and is positioned on the left side of the frame. The water is exceptionally clear, revealing large, smooth, light-colored rocks at the bottom. On the right side, the dense green foliage of pine trees hangs over the water's edge. The overall scene is bright and scenic, with a soft, semi-transparent white overlay in the center where the text is placed.

# **AGENDA**

**CAMPAIGN STRATEGIES**

**MEDIA STRATEGIES**

**TACTICS**

**CREATIVE EXAMPLES**





## CAMPAIGN STRATEGIES

### Tier 1:

- Increase length of stay
- Increase mid-week visitation

### Tier 2:

- Focus on lakeside activities to disperse travel throughout the region.
- Increase awareness of seasonal activities, events and experiences
- Continue to grow destination awareness, brand loyalty and conversation
- Increase in-market spending and support of local businesses
- Engage with locals and visitors, promoting positive sentiment and community support
- Support Traveler Responsibility Pledge and sustainability efforts
- Attract and motivate audiences by evoking emotion and creating a deeper connection through positioning, visuals and copy

# MEDIA STRATEGIES

- Use lower budgets to target main California fly market (Los Angeles)
- Target national high-value audiences
  - Fly market / 3-year visitor
  - 4+ day stay, mid-week, higher HHI and higher spending
- Maintain sustainability messaging



north lake tahoe

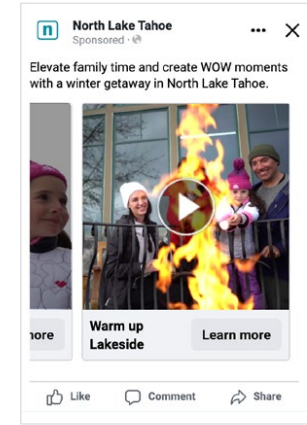
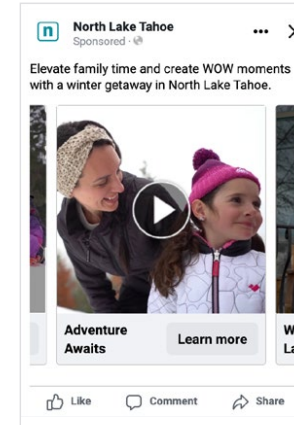
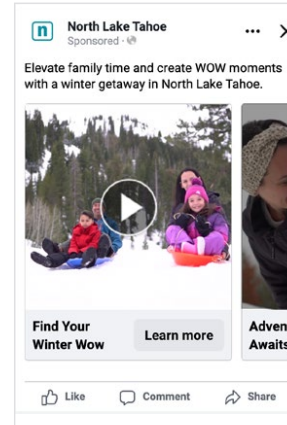
# CAMPAIGN RECAP

- The 22/23 winter season campaign started November 15.
- All tactics are exceeding benchmarks with paid search, Facebook and Google Max display leading the charge.



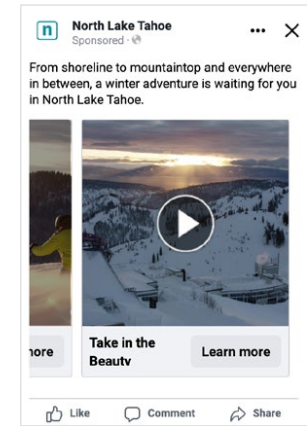
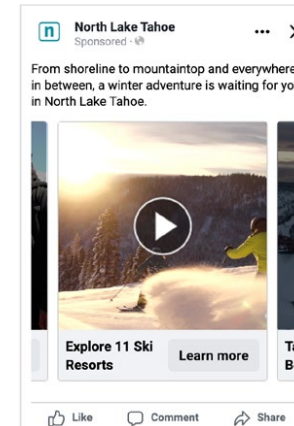
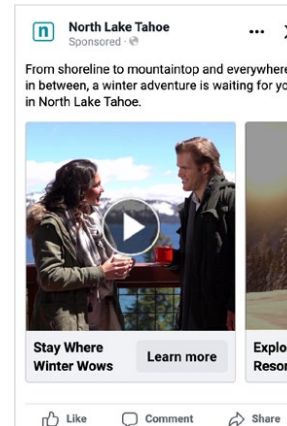
WINTER 2022 / 23 SOCIAL MEDIA ADS

## FAMILY CAROUSEL | VIDEO



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## MILLENNIAL CAROUSEL | VIDEO



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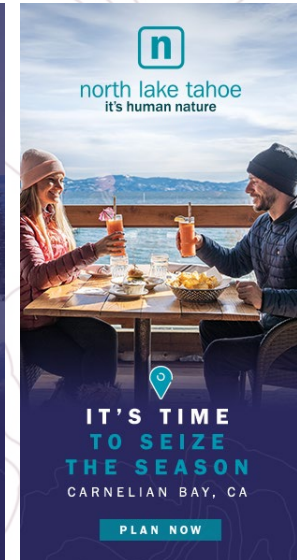
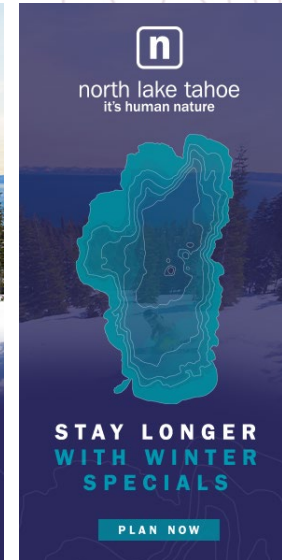
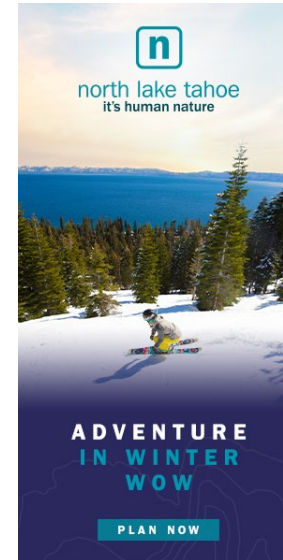
north lake tahoe

# TACTICS

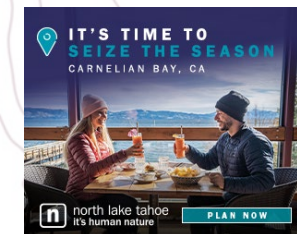
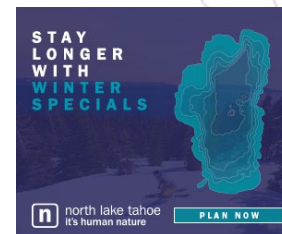
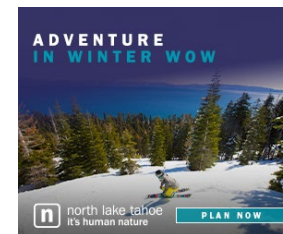
- Programmatic Display
  - Prospecting and Retargeting
  - High Value / National Audiences
- Native Direct: Outside Magazine
- Search Marketing
  - National
  - Google Max
- Facebook/Instagram
  - Prospecting and retargeting
  - High Value / National Audiences
  - Sustainability (In-Market Travelers 75%; Locals 25%)
- TripAdvisor
- Email



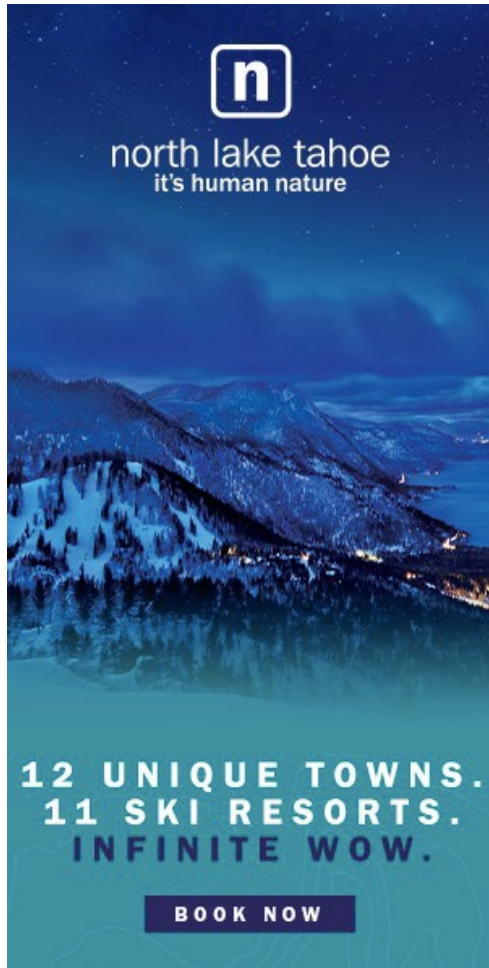
300x600



300x250



# CREATIVE - DISPLAY



**n**  
north lake tahoe  
it's human nature

**12 UNIQUE TOWNS.  
11 SKI RESORTS.  
INFINITE WOW.**

**BOOK NOW**



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**PLAN YOUR  
MIDWEEK  
GETAWAY**

**BOOK NOW**



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**STAY WHERE  
WINTER WOWS**

**BOOK NOW**



**IMMERSE  
YOURSELF IN  
WINTER WOW**

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it's human nature **PLAN NOW**



**TAKE IN  
WINTER'S  
BEAUTY**

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**STAY FOR ALL  
THE EXCITEMENT**  
CRYSTAL BAY, NV

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# CREATIVE - SOCIAL

## BOOMER CAROUSEL | IMAGES

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## RETARGETING CAROUSEL | IMAGES

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Reno-Tahoe  
Airport  
Authority

# Reno-Tahoe International Airport

## Passengers and Cargo Statistics Report

### November 2022





## U.S. Domestic Industry Overview - November 2022

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

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

## RNO Overview - November 2022

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

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

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

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

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

## November 2022 SUMMARY

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

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

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

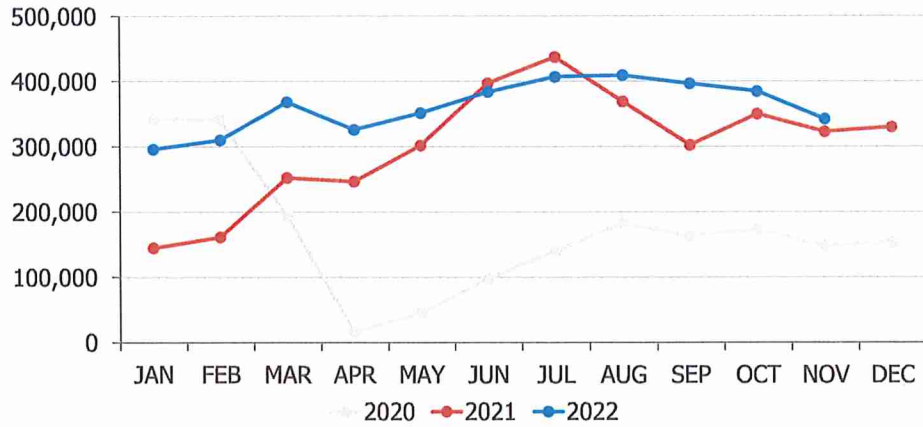
### JSX Public Charters

JSX offers non-stop flights from RNO to Las Vegas, Orange County and Burbank using a 30-seat Embraer 135/145 aircraft. JSX operates out of Stellar Aviation, a private Fixed Base Operator, located at 485 South Rock Blvd.

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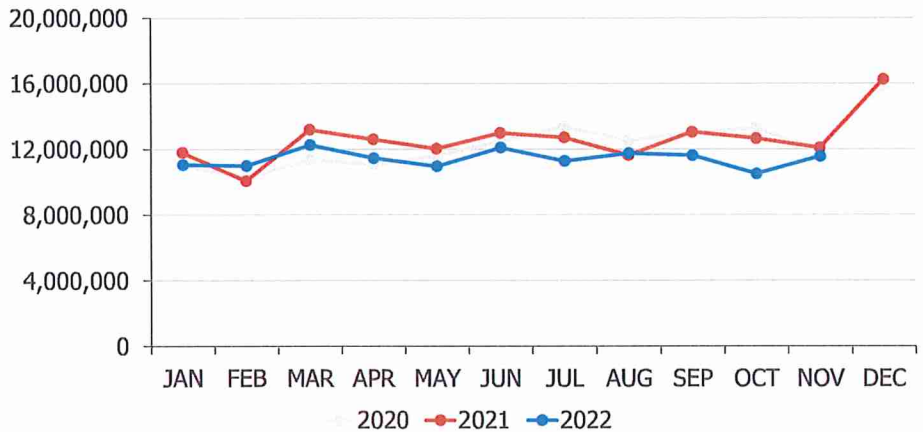


## Passengers



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

## Cargo

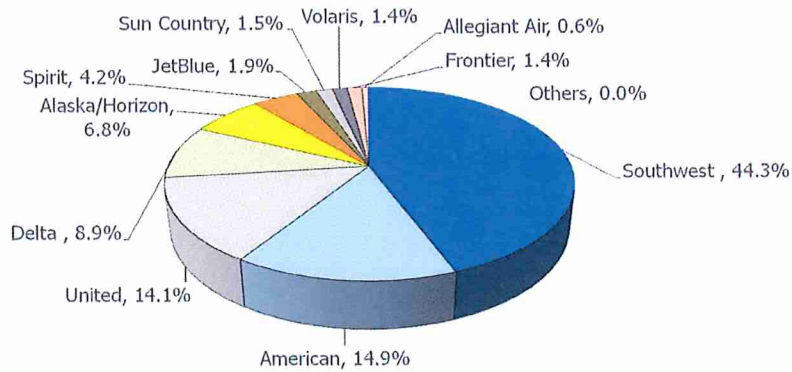


In November 2022, DHL cargo volume was up 20.7% when compared to November 2021. FedEx was down 1.9% and UPS was down 8.4% during the same period.

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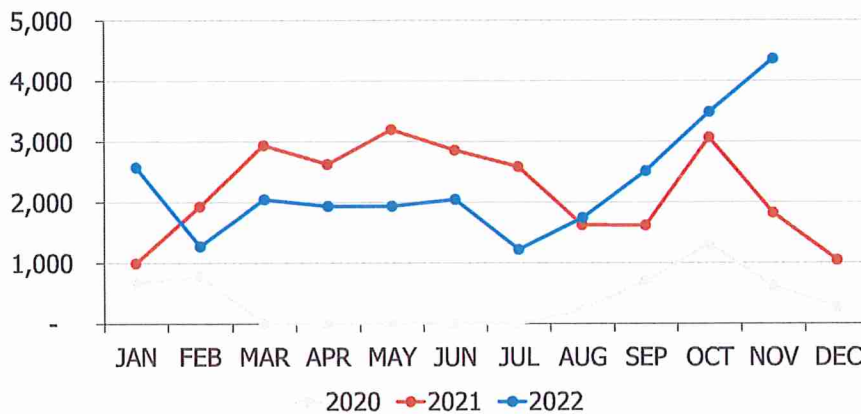


## AIRLINE MARKET SHARE (passengers)



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

## TOTAL CHARTER PASSENGERS

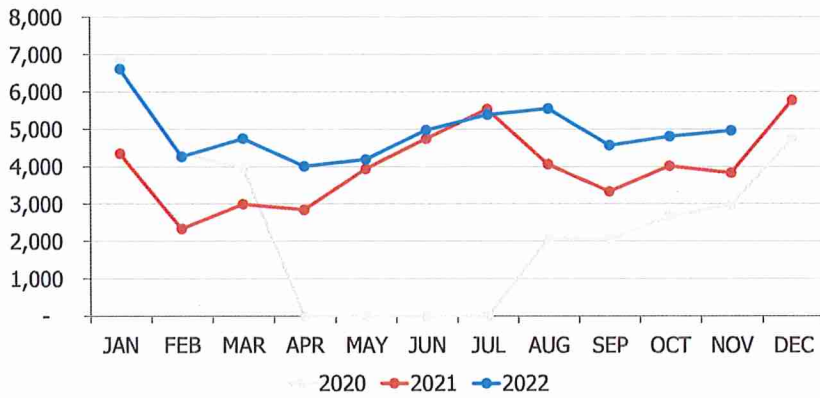


In November 2022, RNO served 4,366 passengers on charter flights, an increase of 139.2% when compared to November 2021.

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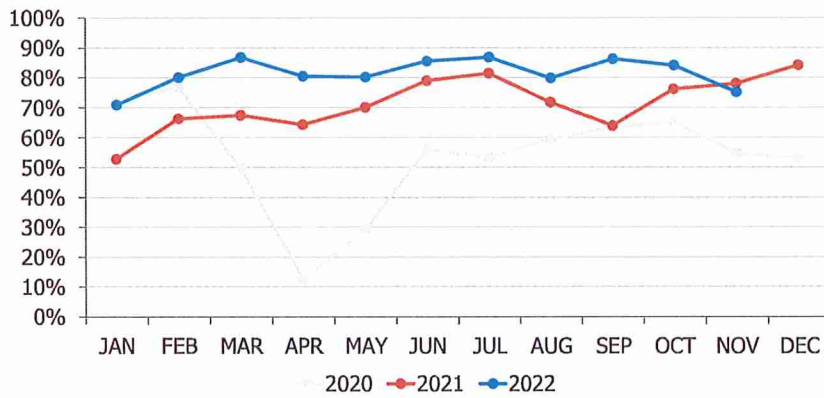


## TOTAL INTERNATIONAL PASSENGERS

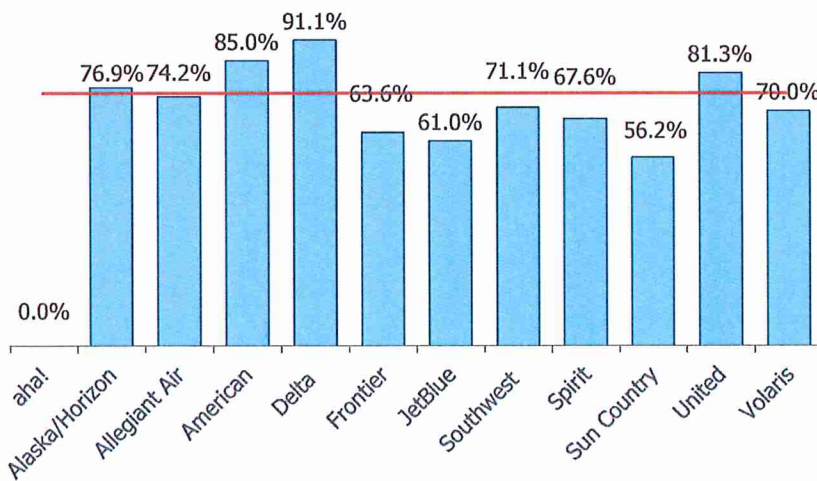


In November 2022, RNO served 4,968 international passengers, an increase of 29.5% when compared to November 2021.

## AVERAGE ENPLANED LOAD FACTOR



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

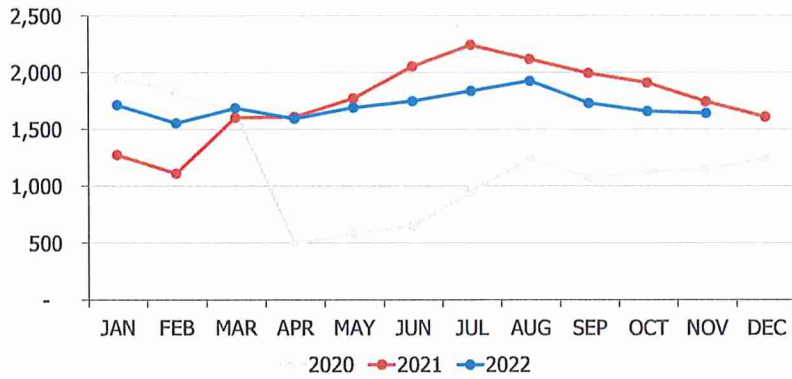


The red horizontal line on the left represents RNO's average enplaned load factor.

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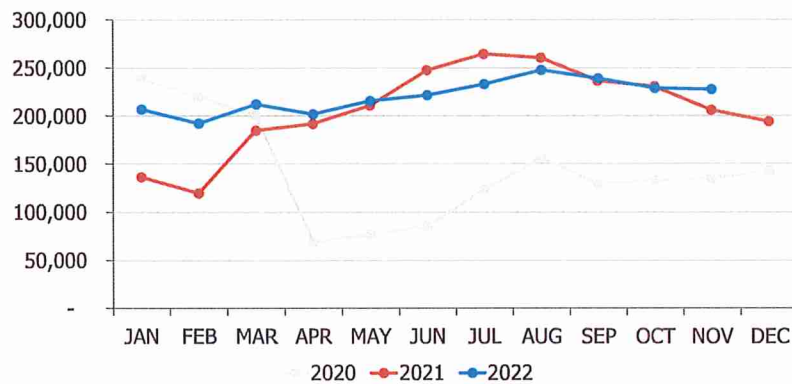


## DEPARTURES



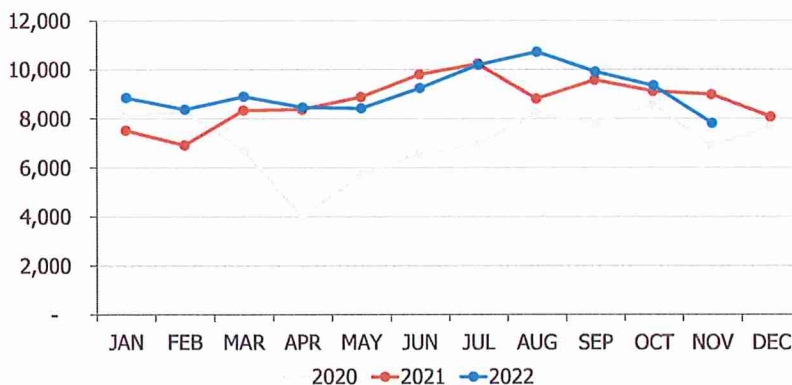
In November 2022, RNO handled 1,646 departures, a decrease of 5.8% when compared to November 2021.

## DEPARTING SEATS



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

## TOTAL OPERATIONS



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

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## January 2023 RNO Flight Schedule

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

Multiple airlines in a market

12.29.2022

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Total Passengers Nov-22						
	Passengers		% Diff.	Passengers		YOY % Diff.
	2020	2021		2022		
JAN	342,796	145,421	-57.6%	296,641	104.0%	
FEB	341,935	162,071	-52.6%	310,738	91.7%	
MAR	194,796	252,828	29.8%	368,946	45.9%	
<b>1st QTR</b>	<b>879,527</b>	<b>560,320</b>	<b>-36.3%</b>	<b>976,325</b>	<b>74.2%</b>	
APR	17,265	247,220	1331.9%	326,787	32.2%	
MAY	46,015	302,403	557.2%	352,255	16.5%	
JUN	98,619	397,906	303.5%	384,429	-3.4%	
<b>2nd QTR</b>	<b>161,899</b>	<b>947,529</b>	<b>485.3%</b>	<b>1,063,471</b>	<b>12.2%</b>	
JUL	140,986	438,168	210.8%	407,867	-6.9%	
AUG	183,343	369,686	101.6%	409,942	10.9%	
SEP	164,103	302,929	84.6%	397,404	31.2%	
<b>3rd QTR</b>	<b>488,432</b>	<b>1,110,783</b>	<b>127.4%</b>	<b>1,215,213</b>	<b>9.4%</b>	
OCT	173,682	350,631	101.9%	385,466	9.9%	
NOV	148,777	323,508	117.4%	343,130	6.1%	
DEC	154,103	330,687	114.6%			
<b>4th QTR</b>	<b>476,562</b>	<b>1,004,826</b>	<b>110.8%</b>			
<b>TOTAL</b>	<b>2,006,420</b>	<b>3,623,458</b>	<b>80.6%</b>			
<b>YTD</b>		<b>3,292,771</b>		<b>3,983,605</b>	<b>21.0%</b>	

Total Enplaned Passengers Nov-22				
Month	2020	2021	2022	% Diff.
JAN	172,452	72,887	147,773	102.7%
FEB	170,067	80,263	155,233	93.4%
MAR	99,986	126,359	185,671	46.9%
APR	8,690	125,009	163,973	31.2%
MAY	22,807	149,486	174,487	16.7%
JUN	48,274	197,261	191,234	-3.1%
JUL	66,039	217,124	203,375	-6.3%
AUG	93,015	188,207	199,365	5.9%
SEP	82,844	152,267	206,819	35.8%
OCT	87,379	177,407	193,074	8.8%
NOV	74,910	161,926	171,626	6.0%
DEC	76,164	164,561		
<b>TOTAL</b>	<b>1,002,627</b>	<b>1,812,757</b>		
<b>YTD</b>		<b>1,648,196</b>	<b>1,992,630</b>	<b>20.9%</b>

Total Deplaned Passengers				
Month	2020	2021	2022	% Diff.
JAN	170,344	72,534	148,868	105.2%
FEB	171,868	81,808	155,505	90.1%
MAR	94,810	126,469	183,275	44.9%
APR	8,575	122,211	162,814	33.2%
MAY	23,208	152,917	177,768	16.3%
JUN	50,345	200,645	193,195	-3.7%
JUL	74,947	221,044	204,492	-7.5%
AUG	90,328	181,479	210,577	16.0%
SEP	81,259	150,662	210,585	26.5%
OCT	86,303	173,224	192,392	11.1%
NOV	73,867	161,582	171,504	6.1%
DEC	77,939	166,126		
<b>TOTAL</b>	<b>1,003,793</b>	<b>1,810,701</b>		
<b>YTD</b>		<b>1,644,575</b>	<b>1,990,975</b>	<b>21.1%</b>

Total Cargo Volume in Pounds Nov-22						
	Cargo in Pounds		% Diff.	2022		YOY % Diff.
	2020	2021		Pounds	Metric Tons	
JAN	11,008,444	11,805,228	7.2%	11,052,383	5,012	-6.4%
FEB	10,266,728	10,068,001	-1.9%	10,991,076	4,985	9.2%
MAR	11,356,256	13,204,912	16.3%	12,265,793	5,563	-7.1%
<b>1st QTR</b>	<b>32,631,428</b>	<b>35,078,141</b>	<b>7.5%</b>	<b>34,309,252</b>	<b>15,560</b>	<b>-2.2%</b>
APR	11,090,789	12,611,682	13.7%	11,470,613	5,202	-9.0%
MAY	11,613,489	12,048,247	3.7%	10,966,757	4,974	-9.0%
JUN	12,488,906	13,000,085	4.1%	12,105,721	5,490	-6.9%
<b>2nd QTR</b>	<b>35,193,184</b>	<b>37,660,014</b>	<b>7.0%</b>	<b>34,543,091</b>	<b>15,666</b>	<b>-8.3%</b>
JUL	13,387,102	12,722,035	-5.0%	11,289,066	5,120	-11.3%
AUG	12,563,172	11,636,003	-7.4%	11,751,228	5,329	1.0%
SEP	13,014,081	13,055,518	0.3%	11,624,360	5,272	-11.0%
<b>3rd QTR</b>	<b>38,964,355</b>	<b>37,413,556</b>	<b>-4.0%</b>	<b>34,664,654</b>	<b>15,721</b>	<b>-7.3%</b>
OCT	13,281,548	12,660,541	-4.7%	10,502,407	4,763	-17.0%
NOV	11,988,995	12,089,489	0.8%	11,569,577	5,247	-4.3%
DEC	15,834,177	16,260,767	2.7%			
<b>4th QTR</b>	<b>41,104,720</b>	<b>41,010,797</b>	<b>-0.2%</b>			
<b>TOTAL</b>	<b>147,893,687</b>	<b>151,162,508</b>	<b>2.2%</b>			
<b>YTD</b>		<b>134,901,741</b>		<b>125,588,981</b>	<b>56,956</b>	<b>-6.9%</b>

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

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north lake tahoe

Chamber | CVB | Resort Association

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

### VISITORS SERVED:

#### Nov 2022

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

#### Dec 2021

Total TC & KB Walk-ins 1,123  
Total Phone Calls: 174  
Total 1,297

#### Dec 2022

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

### REFERRALS GIVEN TO VISITORS:

<b>Restaurants</b>  <b>148</b>	<b>Lodging</b>  <b>28</b>	<b>Historic / Museum</b>  <b>46</b>	<b>Events</b>  <b>34</b>
<b>Tours</b>  <b>41</b>	<b>Surrounding Towns (SLT / Truckee)</b>  <b>51</b>	<b>Retail</b>  <b>86</b>	<b>Transportation</b>  <b>36</b>
<b>Services –Weather, bathroom, events etc</b>  <b>389</b>	<b>Activities Mountain / Trails</b>  <b>163</b>	<b>Activities / Lake</b>  <b>126</b>	<b>Maps / Directions</b>  <b>309</b>

**TOTAL 1,457 = 50 referrals per day (closed 2 days)**

### December Highlights

- Year to Date: Visitor Center, Kings Beach and Farmers market increased business and activity referrals 54% over 21/22
- Our department (The Visitor Center, KB and Event) referrals averaged 136/day YTD
- Visitor Center visitors up 37% 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 111% over last year.
- We provided services on calls to our center that include road conditions, snow conditions, sledding and tubing and snowshoeing suggestions
- Added Ernie Brassard as a monthly artist and had an artist reception for his exhibit
- Most incoming calls and emails were asking questions on the road conditions and sledding areas
- Advertised Soroptishop, NTHS Jazz band performance, Caliente & B of A & Garwoods Christmas and New year Menus, Scotty Lapp 2023 NYE party



**North Lake Tahoe Marketing Cooperative**

Preliminary

Financial Statements for the Period Ending

December 31, 2022

10:56 AM  
01/17/23  
Accrual Basis

**North Lake Tahoe Marketing Cooperative**  
**Balance Sheet Prev Year Comparison**  
As of December 31, 2022

	Dec 31, 22	Dec 31, 21	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
1000-00 · Cash	176,810.08	380,640.11	-203,830.03	-53.6%
<b>Total Checking/Savings</b>	<b>176,810.08</b>	<b>380,640.11</b>	<b>-203,830.03</b>	<b>-53.6%</b>
<b>Accounts Receivable</b>				
1200-00 · Accounts Receivable	3,551.34	2,552.34	999.00	39.1%
<b>Total Accounts Receivable</b>	<b>3,551.34</b>	<b>2,552.34</b>	<b>999.00</b>	<b>39.1%</b>
<b>Other Current Assets</b>				
1300 · Reimbursements Receivable	0.00	999.00	-999.00	-100.0%
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>100.00</b>	<b>1,099.00</b>	<b>-999.00</b>	<b>-90.9%</b>
<b>Total Current Assets</b>	<b>180,461.42</b>	<b>384,291.45</b>	<b>-203,830.03</b>	<b>-53.0%</b>
<b>Other Assets</b>				
1400-00 · Prepaid Expenses	54,788.52	88,072.86	-33,284.34	-37.8%
<b>Total Other Assets</b>	<b>54,788.52</b>	<b>88,072.86</b>	<b>-33,284.34</b>	<b>-37.8%</b>
<b>TOTAL ASSETS</b>	<b>235,249.94</b>	<b>472,364.31</b>	<b>-237,114.37</b>	<b>-50.2%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
2000-00 - Accounts Payable	71,164.58	94,402.66	-23,238.08	-24.6%
<b>Total Accounts Payable</b>	<b>71,164.58</b>	<b>94,402.66</b>	<b>-23,238.08</b>	<b>-24.6%</b>
<b>Total Current Liabilities</b>	<b>71,164.58</b>	<b>94,402.66</b>	<b>-23,238.08</b>	<b>-24.6%</b>
<b>Total Liabilities</b>	<b>71,164.58</b>	<b>94,402.66</b>	<b>-23,238.08</b>	<b>-24.6%</b>
<b>Equity</b>				
32000 · Unrestricted Net Assets	86,764.32	192,668.73	-105,904.41	-55.0%
Net Income	77,321.04	185,292.92	-107,971.88	-58.3%
<b>Total Equity</b>	<b>164,085.36</b>	<b>377,961.65</b>	<b>-213,876.29</b>	<b>-56.6%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>235,249.94</b>	<b>472,364.31</b>	<b>-237,114.37</b>	<b>-50.2%</b>

10:54 AM  
01/17/23

North Lake Tahoe Marketing Cooperative  
**A/R Aging Summary**  
As of December 31, 2022

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

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01/17/23

North Lake Tahoe Marketing Cooperative  
**A/P Aging Summary**  
As of December 31, 2022

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	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Cvent, Inc.	336.99	0.00	0.00	0.00	0.00	336.99
Gate 7 Pty Ltd*	500.00	0.00	0.00	0.00	0.00	500.00
MAHK Advertising	68,509.86	0.00	0.00	0.00	0.00	68,509.86
NLTRA	1,068.73	0.00	0.00	0.00	0.00	1,068.73
Truckee-North Tahoe TMA	749.00	0.00	0.00	0.00	0.00	749.00
<b>TOTAL</b>	<b><u>71,164.58</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>71,164.58</u></b>

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

Accrual Basis

December 2022

	Dec 22	Dec 21	\$ Change	% Change
<b>Income</b>				
4000-00 · LTIVCBVB Funding	91,166.00	57,667.00	33,499.00	58.1%
4001-00 · NLTRA Funding	141,209.00	110,365.83	30,843.17	28.0%
4004-00 · IVCBVB Entertainment	500.00	0.00	500.00	100.0%
<b>Total Income</b>	<b>232,875.00</b>	<b>168,032.83</b>	<b>64,842.17</b>	<b>38.6%</b>
<b>Gross Profit</b>	<b>232,875.00</b>	<b>168,032.83</b>	<b>64,842.17</b>	<b>38.6%</b>
<b>Expense</b>				
<b>5000-00 · CONSUMER MARKETING</b>				
5004-00 · Trip Advisor	2,173.72	3,320.55	-1,146.83	-34.5%
5005-00 · Paid Social	2,051.14	3,809.39	-1,758.25	-46.2%
5005-01 · Digital Display / Retargeting	2,912.08	819.08	2,093.00	255.5%
5007-00 · Creative Production				
5007-01 · Creative Production	3,360.00	6,859.72	-3,499.72	-51.0%
5007-02 · Website Production	90.00	1,755.60	-1,665.60	-94.9%
5007-03 · Photo/Video Creative	3,828.35	4,201.90	-373.55	-8.9%
5007-00 · Creative Production - Other	4,601.88	127.50	4,474.38	3,509.3%
<b>Total 5007-00 · Creative Production</b>	<b>11,880.23</b>	<b>12,944.72</b>	<b>-1,064.49</b>	<b>-8.2%</b>
5010-00 · Account Strategy & Management	8,500.00	7,000.00	1,500.00	21.4%
5017-00 · Rich Media	47,500.00	0.00	47,500.00	100.0%
5018-00 · Media Commission	7,889.19	1,714.93	6,174.26	360.0%
5018-01 · Digital Ad Serving	38.40	0.00	38.40	100.0%
5020-00 · Search Engine Marketing	3,901.64	2,439.62	1,462.02	59.9%
5022-00 · Email	4,250.00	0.00	4,250.00	100.0%
5025-00 · Expedia	-7,415.41	0.00	-7,415.41	-100.0%
<b>Total 5000-00 · CONSUMER MARKETING</b>	<b>83,680.99</b>	<b>32,048.29</b>	<b>51,632.70</b>	<b>161.1%</b>
<b>5110-00 · LEISURE SALES</b>				
5111-00 · FAMs - Domestic	749.00	0.00	749.00	100.0%
5112-00 · Training / Sales Calls	0.00	649.00	-649.00	-100.0%
5143-00 · Mountain Travel Symposium	0.00	2,395.00	-2,395.00	-100.0%
5145-00 · TIA Annual Dues	218.75	0.00	218.75	100.0%
5147-00 · AUS / Gate 7	500.00	0.00	500.00	100.0%
<b>Total 5110-00 · LEISURE SALES</b>	<b>1,467.75</b>	<b>3,044.00</b>	<b>-1,576.25</b>	<b>-51.8%</b>
<b>5200-00 · PUBLIC RELATIONS</b>				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	5,000.00	1,000.00	20.0%
5202-00 · PR Program/ Content Dev - Blogs	1,072.95	150.00	922.95	615.3%
5204-00 · Media Mission(s)	4,492.85	2,145.77	2,347.08	109.4%
5206-00 · Digital Buy/ Social Media Boost	950.00	800.00	150.00	18.8%
5207-00 · Content Campaigns/Tools-My Emma	0.00	240.00	-240.00	-100.0%
5209-00 · Domestic Travel Media FAMs	3,457.56	0.00	3,457.56	100.0%
5210-00 · Content Dev - Newsletters	1,000.00	3,600.00	-2,600.00	-72.2%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
<b>Total 5200-00 · PUBLIC RELATIONS</b>	<b>22,973.36</b>	<b>17,935.77</b>	<b>5,037.59</b>	<b>28.1%</b>
<b>6000-00 · CONFERENCE SALES</b>				
6003-00 · Geo-Fence Targeting	475.73	0.00	475.73	100.0%
6005-00 · Paid Media	3,708.75	2,116.51	1,592.24	75.2%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%
6007-00 · Creative Production	1,260.00	2,602.93	-1,342.93	-51.6%
6018-00 · MCC Media Commission	664.83	357.19	307.64	86.1%
6018-01 · MCC Digital Ad Serving	8.06	0.00	8.06	100.0%
6128-00 · HelmsBriscoe Strategic Partner	583.33	583.33	0.00	0.0%
6152-00 · Client Events / Opportunities	336.99	0.00	336.99	100.0%
6153-00 · Chicago Sales Rep Support	2,225.00	83.33	2,141.67	2,570.1%
<b>Total 6000-00 · CONFERENCE SALES</b>	<b>9,262.69</b>	<b>6,455.16</b>	<b>2,807.53</b>	<b>43.5%</b>
<b>6100-00 · TRADE SHOWS</b>				
6116-00 · CalSAE Seasonal Spectacular	1,068.73	-2,045.81	3,114.54	152.2%
6143-00 · Connect Marketplace	0.00	3,500.00	-3,500.00	-100.0%
6155-00 · Connect Trade Shows	0.00	362.55	-362.55	-100.0%
6180-00 · Conference Direct CA	0.00	583.34	-583.34	-100.0%
<b>Total 6100-00 · TRADE SHOWS</b>	<b>1,068.73</b>	<b>2,400.08</b>	<b>-1,331.35</b>	<b>-55.5%</b>
<b>6106-00 · CalSAE Seasonal Spectacular</b>	<b>0.00</b>	<b>1,503.00</b>	<b>-1,503.00</b>	<b>-100.0%</b>
<b>7000-00 · COMMITTED &amp; ADMIN EXPENSES</b>				
5009-00 · Fulfillment / Mail	0.00	17.99	-17.99	-100.0%
5021-00 · RASC-Reno Air Service Corp	0.00	25,000.00	-25,000.00	-100.0%
5123-00 · H SVC - High Sierra Visitors	208.33	166.67	41.66	25.0%
7002-00 · CRM Subscription	1,250.00	833.33	416.67	50.0%
7003-00 · IVCBVB Entertainment Fund	0.00	91.39	-91.39	-100.0%
7004-00 · Research	880.00	1,904.76	-1,024.76	-53.8%
7007-00 · Destimetrics / DMX	8,440.75	0.00	8,440.75	100.0%
7008-00 · Opportunistic Funds	1,585.42	0.00	1,585.42	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>12,344.50</b>	<b>28,634.89</b>	<b>-16,290.39</b>	<b>-58.9%</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	0.00	5.00	-5.00	-100.0%
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	0.00	0.0%
8005-00 · Website SEO Strategy/Maint	2,500.00	2,500.00	0.00	0.0%

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

Accrual Basis

December 2022

	Dec 22	Dec 21	\$ Change	% Change
Total 8000-00 - WEBSITE CONTENT & MAINTENAN...	14,250.00	14,255.00	-5.00	0.0%
Total Expense	145,048.02	106,276.19	38,771.83	36.5%
Net Income	87,826.98	61,756.64	26,070.34	42.2%

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01/17/23

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

Accrual Basis

December 2022

	Dec 22	Budget	Jul - Dec 22	YTD Budget	Annual Budget
<b>Income</b>					
4000-00 - LTIVCBVB Funding	91,166.00	91,166.00	546,996.00	546,996.00	1,094,000.00
4001-00 - NLTRA Funding	141,209.00	141,209.00	520,142.00	520,142.00	1,440,000.00
4004-00 - IVCBVB Entertainment	500.00	500.00	3,000.00	3,000.00	6,000.00
4005-00 - Prior Year Net Income	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>232,875.00</b>	<b>232,875.00</b>	<b>1,070,138.00</b>	<b>1,070,138.00</b>	<b>2,540,000.00</b>
<b>Gross Profit</b>	<b>232,875.00</b>	<b>232,875.00</b>	<b>1,070,138.00</b>	<b>1,070,138.00</b>	<b>2,540,000.00</b>
<b>Expense</b>					
<b>5000-00 - CONSUMER MARKETING</b>					
5001-01 - Podcast	0.00	0.00	0.00	12,501.00	25,000.00
5002-00 - Consumer Print	0.00	0.00	0.00	0.00	10,125.00
5002-01 - Native Display	0.00	0.00	4,500.00	36,880.00	100,372.00
5004-00 - Trip Advisor	2,173.72	1,916.00	28,667.71	28,667.71	61,947.00
5005-00 - Paid Social	2,051.14	2,200.00	63,415.70	71,845.00	139,248.00
5005-01 - Digital Display / Retargeting	2,912.08	2,600.00	69,852.17	56,495.00	110,620.00
5007-00 - Creative Production					
5007-01 - Creative Production	3,360.00	5,000.00	43,321.54	79,500.00	149,500.00
5007-02 - Website Production	90.00	2,500.00	12,210.00	16,000.00	34,000.00
5007-03 - Photo/Video Creative	3,828.55	2,775.00	22,276.33	16,020.00	32,670.00
5007-00 - Creative Production - Other	4,601.88	0.00	6,761.88	0.00	0.00
<b>Total 5007-00 - Creative Production</b>	<b>11,880.23</b>	<b>10,275.00</b>	<b>84,569.75</b>	<b>111,520.00</b>	<b>216,170.00</b>
5010-00 - Account Strategy & Management	8,500.00	8,500.00	51,000.00	51,000.00	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	63,441.77	126,881.00
5017-00 - Rich Media	47,500.00	0.00	47,500.00	30,000.00	30,000.00
5018-00 - Media Commission	7,889.19	2,068.00	49,246.44	56,797.00	119,357.00
5018-01 - Digital Ad Servng	38.40	220.00	1,146.83	1,320.00	2,655.00
5020-00 - Search Engine Marketing	3,901.64	3,976.00	62,961.92	60,531.00	119,470.00
5022-00 - Email	4,250.00	5,000.00	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	-7,415.41	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>83,680.89</b>	<b>36,755.00</b>	<b>563,336.58</b>	<b>656,240.00</b>	<b>1,365,825.00</b>
<b>5110-00 - LEISURE SALES</b>					
5107-00 - Creative Production	0.00	0.00	720.00	1,000.00	2,000.00
5111-00 - FAMS - Domestic	749.00	0.00	3,686.04	3,000.00	6,000.00
5112-00 - Training / Sales Calls	0.00	0.00	6,424.22	5,000.00	10,000.00
5113-00 - Additional Opportunities	0.00	0.00	0.00	5,000.00	10,000.00
5115-00 - Travel Agent Incentive Program	0.00	0.00	0.00	0.00	0.00
5120-00 - Domestic - Trade Shows	0.00	0.00	0.00	650.00	4,150.00
5131-00 - FAMS -Intl - Travel Trade	0.00	0.00	512.00	3,000.00	6,000.00
5133-00 - Ski-Tops	0.00	0.00	0.00	850.00	3,350.00
5134-00 - Intl Marketing - Additional Opp	0.00	0.00	0.00	0.00	0.00
5137-00 - Co-op Opportunities	0.00	0.00	0.00	10,000.00	20,000.00
5143-00 - Mountain Travel Symposium	0.00	0.00	2,450.00	2,500.00	5,000.00
5144-00 - IPW - POWWOW	0.00	0.00	0.00	0.00	13,000.00
5145-00 - TIA Annual Dues	218.75	0.00	1,312.50	0.00	2,700.00
5147-00 - AUS / Gate 7	500.00	0.00	17,945.96	35,000.00	35,000.00
5154-00 - Canada	0.00	0.00	0.00	30,000.00	30,000.00
5155-00 - California Star Program	0.00	0.00	0.00	0.00	3,000.00
5157-00 - International Efforts	0.00	0.00	0.00	10,000.00	20,000.00
<b>Total 5110-00 - LEISURE SALES</b>	<b>1,467.75</b>	<b>0.00</b>	<b>33,050.72</b>	<b>106,000.00</b>	<b>170,200.00</b>
<b>5200-00 - PUBLIC RELATIONS</b>					
5200-01 - Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	36,000.00	36,000.00	72,000.00
5202-00 - PR Program/ Content Dev - Blogs	1,072.95	1,500.00	10,111.80	9,000.00	19,000.00

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01/17/23

Accrual Basis

North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

December 2022

	Dec 22	Budget	Jul - Dec 22	YTD Budget	Annual Budget
5204-00 - Media Mission(s)	4,492.85	0.00	8,451.69	4,000.00	16,000.00
5206-00 - Digital Buy/ Social Media Boost	950.00	950.00	5,700.00	5,700.00	11,400.00
5207-00 - Content Campaigns/Tools-My Emma	0.00	265.00	795.00	1,590.00	3,180.00
5209-00 - International Travel Media FAMS	0.00	0.00	0.00	6,000.00	12,000.00
5209-00 - Domestic Travel Media FAMS	3,457.56	0.00	8,107.56	12,000.00	24,000.00
5210-00 - Content Dev - Newsletters	1,000.00	1,700.00	7,000.00	10,200.00	20,400.00
5211-00 - Social Media Strategy & Mgmt	6,000.00	6,000.00	36,000.00	36,000.00	72,000.00
5212-00 - Social Giveaways & Contests	0.00	0.00	620.02	1,500.00	3,000.00
5214-00 - Social Takeover	0.00	0.00	0.00	0.00	0.00
5216-00 - PR Content Development + Distri	0.00	1,200.00	1,200.00	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	0.00	4,000.00	9,253.70	24,000.00	48,000.00
5222-00 - Media Tracking / Membership	0.00	0.00	1,766.00	1,766.00	3,532.00
5280-00 - PR Meals / Entertainment	0.00	0.00	0.00	500.00	1,000.00
<b>Total 5200-00 - PUBLIC RELATIONS</b>	<b>22,973.36</b>	<b>21,615.00</b>	<b>125,005.77</b>	<b>169,656.00</b>	<b>328,312.00</b>
<b>6000-00 - CONFERENCE SALES</b>					
6003-00 - Geo-Fence Targeting	475.73	0.00	475.73	1,500.00	3,000.00
6004-00 - Email	0.00	0.00	960.00	1,200.00	4,800.00
6005-00 - Paid Media	3,708.75	3,292.00	19,509.99	15,744.00	41,500.00
6006-00 - CVENT	0.00	0.00	14,185.43	10,700.00	14,160.00
6007-00 - Creative Production	1,260.00	0.00	7,935.92	11,000.00	12,000.00
6014-00 - MCC Group Incentive Program	0.00	500.00	0.00	3,000.00	6,000.00
6015-00 - MCC National Memberships	0.00	0.00	399.00	1,000.00	1,000.00
6016-00 - MCC Search Engine Marketing	0.00	0.00	1,380.70	0.00	0.00
6016-00 - MCC Media Commission	664.83	511.00	3,631.89	3,781.59	7,852.43
6019-01 - MCC Digital Ad Servng	8.06	42.00	40.00	252.00	500.00
6019-00 - Conference Direct Partnership	0.00	583.00	0.01	3,498.00	6,998.00
6128-00 - HelmsBriscoe Strategic Partner	583.33	583.00	1,749.99	3,498.00	6,998.00
6152-00 - Client Events / Opportunities	336.99	0.00	1,145.05	5,000.00	10,000.00
6153-00 - Chicago Sales Rep Support	2,225.00	0.00	5,349.12	5,000.00	10,000.00
<b>Total 6000-00 - CONFERENCE SALES</b>	<b>9,262.69</b>	<b>5,511.00</b>	<b>56,762.83</b>	<b>65,173.59</b>	<b>124,814.43</b>
<b>6100-00 - TRADE SHOWS</b>					
6102-00 - Miscellaneous	0.00	0.00	23.57	0.00	0.00
6111-00 - Site Inspections	0.00	0.00	0.00	3,000.00	6,000.00
6116-00 - CalSAE Seasonal Spectacular	1,068.73	2,000.00	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	0.00	0.00	0.00	2,000.00
6171-00 - Outdoor Retailer	0.00	0.00	0.00	0.00	0.00
6181-00 - Conference Direct PNW	0.00	0.00	0.00	0.00	8,000.00
6182-00 - Destination Celebration	0.00	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>1,068.73</b>	<b>2,000.00</b>	<b>16,908.50</b>	<b>54,000.00</b>	<b>75,000.00</b>
<b>7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>					
7008-00 - Cooperative Programs	0.00	0.00	0.00	5,000.00	10,000.00
7009-00 - Fulfillment / Mail	0.00	200.00	553.97	1,200.00	2,400.00
7021-00 - RASC-Reno Air Service Corp	0.00	0.00	50,000.00	50,000.00	100,000.00
7123-00 - HSVC - High Sierra Visitors	208.33	166.67	1,166.62	1,000.02	2,000.04
7124-00 - Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 - CRM Subscription	1,250.00	833.33	5,000.00	4,999.98	11,499.96



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North Lake Tahoe Marketing Cooperative  
Profit & Loss Budget Performance

December 2022

Accrual Basis

	Dec 22	Budget	Jul - Dec 22	YTD Budget	Annual Budget
7003-00 - IVCBVB Entertainment Fund	0.00	500.00	236.15	3,000.00	6,000.00
7004-00 - Research	880.00	3,820.00	10,970.15	53,880.00	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 - Destimetics / DMX	8,440.75	0.00	25,322.25	16,881.50	33,763.00
7008-00 - Opportunistic Funds	1,565.42	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	658.25	0.00	4,033.50	8,233.00
7012-00 - Sponsorships	0.00	0.00	0.00	0.00	25,000.00
7020-00 - Collateral Production / Printin	0.00	0.00	0.00	10,500.00	11,000.00
8600-00 - Staff Industry Travel	0.00	0.00	0.00	5,000.00	10,000.00
8700-00 - Automobile Expense*	0.00	400.00	401.52	2,400.00	4,600.00
<b>Total 7000-00 - COMMITTED &amp; ADMIN EXPENSES</b>	<b>12,344.50</b>	<b>6,578.25</b>	<b>110,809.16</b>	<b>173,995.00</b>	<b>389,720.00</b>
8000-00 - WEBSITE CONTENT & MAINTENANCE					
8002-00 - Content Manager Contractor	4,250.00	4,250.00	25,500.00	25,500.00	51,000.00
8003-00 - Website Hosting Maintenance	0.00	0.00	1,443.00	1,068.00	2,161.00
8004-00 - Website Strategy & Maintenance	7,500.00	7,500.00	45,000.00	45,000.00	90,000.00
8005-00 - Website SEO Strategy/Maint	2,500.00	2,500.00	15,000.00	15,000.00	30,000.00
<b>Total 8000-00 - WEBSITE CONTENT &amp; MAINTENANCE</b>	<b>14,250.00</b>	<b>14,250.00</b>	<b>86,943.00</b>	<b>86,568.00</b>	<b>173,161.00</b>
<b>Total Expense</b>	<b>145,048.02</b>	<b>86,709.25</b>	<b>992,816.96</b>	<b>1,311,632.59</b>	<b>2,627,032.43</b>
<b>Net Income</b>	<b>87,826.98</b>	<b>146,165.75</b>	<b>77,321.04</b>	<b>-241,494.59</b>	<b>-87,032.43</b>

KEY METRICS FOR Dec 2022 FINANCIAL STATEMENTS

Total District 5 Eastern Slope TOT Collections by Quarter 2013 - 2022 (as reported thru Dec 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2014 - 2015	4,560,065	2,415,022	3,428,514	1,742,210	\$ 12,145,811
2015 - 2016	4,729,061	3,755,563	5,332,084	2,201,370	\$ 16,018,078
2016 - 2017	5,335,081	3,217,765	5,991,509	3,175,348	\$ 17,719,703
2017 - 2018	6,083,237	3,298,036	5,504,277	3,020,130	\$ 17,905,680
2018 - 2019	7,078,827	4,106,174	7,023,486	3,629,322	\$ 21,837,809
2019 - 2020	7,276,168	4,177,014	6,020,533	1,227,562	\$ 18,701,277
2020 - 2021	7,612,455	3,517,962	6,406,055	5,274,142	\$ 22,810,614
2021 - 2022	8,244,463	5,699,960	9,628,318	12,602,065	\$ 36,174,806
2022 - 2023					\$ -

Total NLTTBID Revenues by Quarter 2021 - 2026 (as reported thru Sept 2022)					
Fiscal Year	Q1 (Jul - Sep)	Q2 (Oct - Dec)	Q3 (Jan - Mar)	Q4 (Apr - Jun)	Total
2021 - 2022	1,348,605	1,224,413	2,312,733	1,233,271	\$ 6,119,022
2022 - 2023	2,036,225				\$ 2,036,225
2023 - 2024					\$ -
2024 - 2025					\$ -
2025 - 2026					\$ -

Visitor Information Comparative Statistics For FYTD 2018/19 - 2021/22 (thru Dec 2022)					
Referrals -	2019-20	2020-21	2021-22	2022-23	YOY % Change
Tahoe City:					
Walk In	290168	17046	18066	24708	36.77%
Phone	1710	1630	1603	1227	-23.46%
Email	249	251	309	652	111.00%
Kings Beach (Walk In)	8322	5408	3998	4161	4.08%
NLT - Event Traffic	2916	749	1604	896	-44.14%
Total	303,365	25,084	25,580	31,644	23.71%

Sales Tax Revenue by Calendar Year Quarterly - North Lake Tahoe ( 6 mth lag)					
Quarter	2018	2019	2020	2021	YOY % Change
First (Jan - Mar)	\$ 762,370	\$ 875,360	\$ 767,831	\$ 661,434	-13.86%
Second (Apr - June)	\$ 627,831	\$ 674,366	\$ 417,576	\$ -	
Third (Jul - Sept)	\$ 1,018,271	\$ 1,058,279	\$ 922,133	\$ -	
Fourth (Oct - Dec)	\$ 671,770	\$ 770,185	\$ 616,050	\$ -	
Total	\$ 3,080,242	\$ 3,378,190	\$ 2,723,590	\$ 661,434	

Destimetrics Reservations Activity	2022/23	2021/22	YOY % Change
Occupancy	52.7%	52.6%	0.3%
ADR (Average Daily Rate)	\$ 490	\$ 489	0.3%
RevPAR (Rev per Available Room)	\$ 258	\$ 257	0.6%
Occupancy 1 Mth Forecast	49.0%	49.1%	-0.1%
ADR 1 Mth Forecast	\$ 407	\$ 378	7.7%
RevPAR 1 Mth Forecast	\$ 200	\$ 186	-3.8%
Occupancy (prior 6 months)	51.5%	45.4%	13.4%
ADR (prior 6 months)	\$ 436	\$ 441	-1.1%
RevPAR (prior 6 months)	\$ 224	\$ 200	15.2%
Occupancy (next 6 months)	28.1%	29.6%	-5.1%
ADR (next 6 months)	\$ 397	\$ 376	5.6%
RevPAR (next 6 months)	\$ 111	\$ 112	0.1%

Unemployment Rates - EDD	Nov
California (pop. 38,332,521)	4.1%
Placer County (367,309)	2.8%
Dollar Point (1,215)	0.0%
Kings Beach (3,893)	1.0%
Sunnyside/Tahoe City (1,557)	0.0%
Tahoe Vista (1,433)	0.0%

Total Chamber Membership	
June 2017	424
June 2018	378
June 2019	371
June 2020	362
June 2021	366

Conference Revenue Statistics Comparison FYTD 20/21 vs. FYTD 21/22 at 12/31/2022						
	2021-22	2021-22	2022-23	YOY %		
<b>FORWARD LOOKING</b>	<b>Actuals</b>	<b>Forecasted</b>	<b>Forecasted</b>	<b>Change</b>		
Total Revenue Booked	\$1,942,031	\$ 1,759,314	\$ 1,332,044	-24.29%		
Commission for this Revenue	\$ -		\$ -			
Number of Room Nights	9,088	8,216	5,861	-28.66%		
Number of Bookings	29	24	24	0.00%		
Conference Revenue And Percentage by County:						
	20-21	21-22				
Placer	100%		\$1,518,371	\$ 1,207,882	\$ 1,189,866	-1.49%
Washoe	0%		\$423,660	\$ 551,432	\$ 142,178	
South Lake	0%		\$0	\$ -		
Nevada County	0%	0%				
<b>Total Conference Revenue</b>	<b>100%</b>	<b>100%</b>	<b>\$1,942,031</b>	<b>\$ 1,759,314</b>	<b>\$ 1,332,044</b>	<b>-32.08%</b>
<b>CURRENT</b>						
NLT - Annual Revenue Goal			\$ 2,500,000	\$ 2,500,000	0.00%	