

# February Departmental Reports



## north lake tahoe

February 2023  
Meetings & Conventions Report

### **TURNED DEFINITE**

1. National Interstate Insurance Company - TowCap Advisory Board Meeting - 4/3/23-4/5/23, 125 rooms and 60 people
2. HPN - 89441 - Top Agent Trip June 2023 - 6/18/23-6/22/23, 100 rooms and 25 people
3. Nevada Society of Dermatology and Dermatologic Surgery - NSDDS Annual Meeting 2023 - 9/7/23-9/10/23 - 95 rooms and 125 people
4. The Realty Alliance - Fall 2023 General Membership Meeting - 10/2/23-10/6/23, 248 rooms and 100 people
5. Farm Credit Services of America - FCSA - Farm Credit Services (KP) All Leaders 2024 - 9/29/24-10/2/24

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

6. Related California - Team Offsite - 4/19/23-4/20/23, 120 rooms and 60 people
7. HPN - 90937 - Executive Committee Meeting June 2023 - 6/5/23-6/7/23, 80 rooms and 50 people
8. CrossFit LLC - CrossFit HQ Executive Offsite - 6/19/23-6/21/23, 42 rooms and 16 people
9. Association of California School Administrators - ACSA 2023 Board Retreat - 7/15/23-7/18/23
10. California Probation, Parole & Correctional Association - CPPCA 90th Annual Training Conference & Vendors Show - 8/28/23-8/31/23, 478 rooms and 350 people
11. American Society of Irrigation Consultants - 2024 National Conference - 4/5/24-4/10/24, 385 rooms and 150 people
12. HPN - 90421 - Mid-Year Sales Incentive - 5/2/24-5/4/24, 45 rooms and 30 people
13. National Association of Disability Examiners - NADE Annual Training Conference 2024 - 8/3/24-8/7/24, 266 rooms and 125 people
14. HPN - 91249 - 2024 WEE - 9/11/24-9/15/24, 790 rooms and 300 people
15. National Association of Lease and Title Analysts - 2025 Board Meeting - 6/12/25-6/13/25, 40 rooms and 20 people
16. National Association of Lease and Title Analysts - 2025 Annual Conference - 9/15/25-9/19/25, 585 rooms and 300 people

### **NEW INQUIRIES**

1. Merck Sharp & Dohme Corp. - 2023 South Tahoe ECM - 5/3/23-5/4/23, 52 rooms and 26 people
2. Conference Event Management - FL June 2023 Incentive - 6/14/23-6/20/23, 109 rooms and 40 people
3. Novartis - NOV20480 GTx One Team Offsite - 10/9/23-10/12/23, 140 rooms, 45 people
4. Orkin Pest Control - Orkin Southwest Division Recognition Trip - 6/1/23-6/3/23, 48 rooms and 32 people

5. State Farm Insurance - SF-Western Exec Team Mtg-12320 - 8/29/23-8/30/23, 26 rooms and 26 people
6. NCM Associates - NCM Associates 2052 - Truckee - September - 9/14/24-9/18/24, 91 rooms and 25 people
7. NCM Associates - NCM02813 20C7 - LAKE TAHOE - July 2023 - 7/12/23-7/15/23, 58 rooms and 20 people
8. International Planned Music Association - IPMS Annual Convention - 9/25/23-9/28/23, 142 rooms and 65 people
9. Berkshire Hathaway Energy - BHE LDP 2023 RFP - 9/11/23-9/14/23, 171 rooms and 85 people
10. Dr. Fabrizio Mancini D.C., P.C - Mentorship Live- West Coast - 9/4/24-9/7/24, 155 rooms and 10 people
11. Milliman - Board Meeting 2023 - 9/10/23-9/12/23, 117 rooms and 75 people
12. Conference Event Management - 24 CEMITE Co Incentive - 5/1/24-5/9/24, 284 rooms and 107 people
13. State Compensation Insurance Fund - SCIF - 2023 BAC (Broker Advisory Council) - 8/22/23-8/24/23, 75 rooms and 25 people

#### **CONFERENCE SALES PROJECTS**

- Key Projects:
  - Conference newsletter sent to 7,649 meeting planners, currently at a 30% open rate, highlights included: North Tahoe Event Center, RMC DMC, Winter Group Activities

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

- Hosted Bi-Annual North Lake Tahoe Sales Committee Meeting on February 14th to overview the events and leads distributed YTD
- Attended Reno Sparks Convention and Visitors Authority Quarterly DOS Meeting on February 16th

#### **Chicago Rep Efforts**

- Planning Destination Reps Blackhawk client event for March
- Special Promotion with American Bar Association
- Attended PCMA – GMC Annual Awards Event and Education



## north lake tahoe

February 2023

Leisure Tourism Development Report

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

- Key Meetings:
  - Launched NLT's rep firm in Canada, Canuckiwi Ltd. Feb 1 with press release to travel trade and media
  - Hosted NLT's Bi-Annual Sales Committee Meeting for February 14
  - Attended Reno Sparks Convention and Visitor Bureau DOS Meeting February 16
  - Webinar with Booking.com rep Maurice LeDoux on Feb 15 and provided introductions to properties he wasn't already working with
  - Webinar with Expedia on Feb 28 with Mike Moore and Jonathan Vega
  - Meeting with Alterra/Palisades and Scout Ski (Australia), Blue Papaya (Brazil) Feb 2
  - Attended Reno Tahoe Territory Meeting on February 8th
  - Attended MTS 2024 Partner Meeting on February 13th
  - Co-Host on Reno Tahoe webinar through RSCVA mailpound distribution network on Feb 15
  
- Key Projects:
  - Sent Spring trade newsletter to 3,010 travel agents and trade product managers at 26% open rate
  - Planning Australia FAM for March 5-9
  - Scheduling domestic ski tour operator appointments for SkiTops March 19-23
  - Scheduling appointments for Mountain Travel Symposium March 26-31

# February 2023 Monthly Report



north lake tahoe



A scenic view of a lake with a person in a canoe, overlaid with a semi-transparent white box containing the text "Paid Media". The background shows a person in a canoe on a clear blue lake, with large rocks in the foreground and evergreen trees on the right side. The text "Paid Media" is centered in a bold, dark blue font within a white rectangular overlay.

# Paid Media

# Consumer Paid Media



## February Executive Summary – Consumer Campaign

- February spend was \$4,700 more than in January, closer to December's spend levels. Spend focused on local and flight market to LA as winter creative continued. This increase in spend mainly stems from the start of the Nevada Travel advertising.
  - TOS conversions nearly doubled, primarily under the Performance Max Display category. CTR rose slightly by 2% since January. Cost per click also rose slightly by 3 cents. Both indicate a healthy response to January optimizations without a dip in performance.
  - While Millennial Megan ranked first in January's conversions, Sustainability audiences earned the highest number of TOS conversions, followed by the High Value audience and then Millennial Megan within the LA market. While the Jones Family saw the second highest overall CTR, the actual page conversions were the lowest of the LA audiences.
- Performance Max earned 93% of all Consumer TOS conversions, (15% higher than January). Facebook earned 2%, Paid Search 4% and Display 1% of total TOS conversions.
- Paid Search CTRs soared upwards in February, more than doubling the past month's rates. This likely corresponds with the seasonality and weather affecting organic content and interest in North Lake Tahoe snow. The search optimizations allow the destination to leverage that interest and convert through to site traffic.





## All Campaigns Overview

Start Date  
2/1/2023

End Date  
2/28/2023

4,258,524  
IMPRESSIONS

\$0.52  
COST PER CLICK

35,373  
CLICKS

8,425  
TOS  
CONVERSIONS

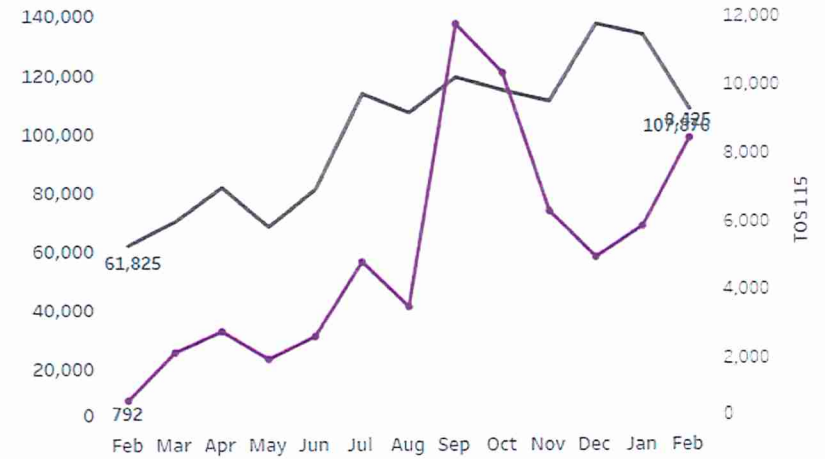
\$2.18  
COST PER TOS  
CONVERSION

- February earned 2,800 more TOS conversions than January and about 3,200 more clicks.
- Cost per click dropped by \$0.16 and CTR boosted by 14% since January. This continues January's trend of dropping CPC and reversed the January drop in CTR.
- The National Search campaign earned roughly 31K fewer impressions than January and 412 fewer clicks as a result. TOS conversions also fell but at a much smaller ratio to clicks: 143 drop in conversions for a total of 961. National Search is one of the most cost-effective platforms running at \$1.06 cost per 115 conversion.

### Campaign Overview

Campaign	Impressions	Clicks	CTR	CPC	Spend	TOS 115	Cost Per TOS 115
Consumer	3,728,718	29,604	0.79%	\$0.45	\$13,309.91	7,418	\$1.79
Meetings	205,588	2,388	1.16%	\$1.70	\$4,064.19	31	\$131.10
National	324,218	3,381	1.04%	\$0.30	\$1,015.78	976	\$1.04
<b>Total</b>	<b>4,258,524</b>	<b>35,373</b>	<b>0.83%</b>	<b>\$0.52</b>	<b>\$18,389.89</b>	<b>8,425</b>	<b>\$2.18</b>

Sessions | TOS 115 Conversions



# Overview by Medium

Start Date  
2/1/2023

End Date  
2/28/2023

Cost per Conversion Trending

3,728,718  
IMPRESSIONS

29,604  
CLICKS



\$0.45  
COST PER CLICK

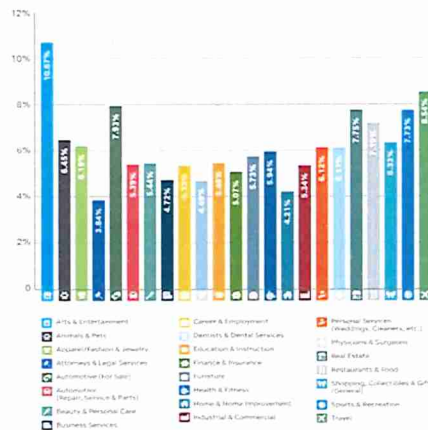
7,418  
TOS CONVERSIONS

\$1.79  
COST PER TOS  
CONVERSION

Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	2,483,056	\$2,939.87	19,903	\$0.15	0.80%	6,896	\$0.43
	TripAdvisor	385,655	\$1,542.62	244	\$6.32	0.06%	14	\$110.19
	Programmatic Display	301,932	\$1,811.59	282	\$6.42	0.09%	109	\$16.62
	Outside Magazine	36,917	\$85.00	546	\$0.16	1.48%	0	N/A
Paid Search	Google Search	20,994	\$749.39	1,158	\$0.65	5.52%	303	\$2.47
Paid Social	Facebook	358,486	\$1,971.61	6,846	\$0.29	1.91%	93	\$21.20
	Outside Magazine	96,734	\$65.00	561	\$0.12	0.58%	0	N/A
	Instagram Stories	5,493	\$42.73	59	\$0.72	1.07%	0	N/A
	Instagram	1,037	\$19.61	5	\$3.92	0.48%	2	\$9.80
Print	CVG	28,264	\$2,082.50	0	N/A	0.00%	0	N/A
	Nevada Travel	10,150	\$2,000.00	0	N/A	0.00%	0	N/A
<b>Grand Total</b>		<b>3,728,718</b>	<b>\$13,309.91</b>	<b>29,604</b>	<b>\$0.45</b>	<b>0.79%</b>	<b>7,418</b>	<b>\$1.79</b>

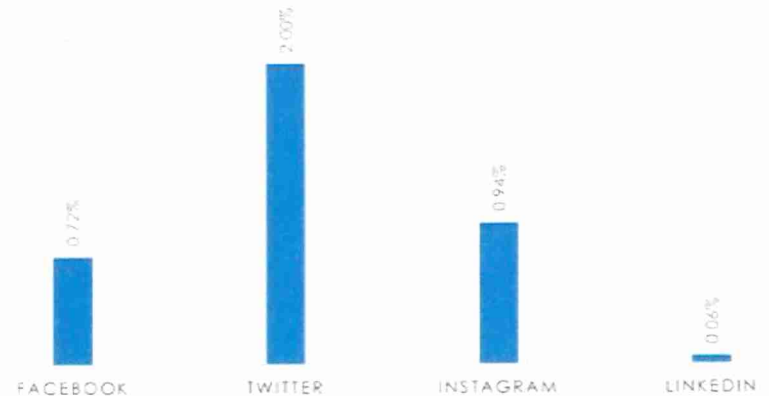
# Industry Benchmarks

Average click-through rate for search advertising



Business Category	Avg. Click-Through Rate
Arts & Entertainment	10.67%
Animals & Pets	6.45%
Apparel / Fashion & Jewelry	6.19%
Attorneys & Legal Services	3.84%
Automotive -- For Sale	7.93%
Automotive -- Repair, Service & Parts	5.39%
Beauty & Personal Care	6.44%
Business Services	4.72%
Career & Employment	5.33%
Dentists & Dental Services	4.89%
Education & Instruction	5.44%
Finance & Insurance	5.97%
Furniture	5.73%
Health & Fitness	5.94%
Home & Home Improvement	4.21%
Industrial & Commercial	5.34%
Personal Services (Weddings, Cleaners, etc.)	6.12%
Physicians & Surgeons	6.11%
Real Estate	7.75%
Restaurants & Food	7.19%
Shopping, Collectibles & Gifts (General)	6.33%
Sports & Recreation	7.73%
Travel	0.89%

## AVERAGE CTR BY SOCIAL MEDIA CHANNEL



LOCALIQ

- Paid Search CTR, 13.54% for fly markets & local, was above the industry average of 8.54%.
- February's National CTR rounded out to 1.04%, below the industry standard.

- Facebook's 1.89% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 0.60% CTR did not meet the industry standard of 0.94%, but rose since January's 0.13% CTR.

## Consumer Paid Media Recommendations

- Media impressions will be paused for the initial Spring campaign start, now estimated for 3/15. The delayed start is due to incredible amounts of snow in the region.
- A Winter report will be generated to cover the entire Winter season before April.
- Compare Winter 2023 audience performance to Spring 2022 to understand Jones Family performance in late Winter season. Will continue to optimize for this audience while considering the time of year impacts on families with children (school, etc.).
- Optimize within Google to boost CTR of National Search campaign.
- Spring Native options are under RFP and will be presented for consideration by early April.



# MCC Paid Media



## February Executive Summary – MCC Campaign

- February's spend was roughly \$250 more than January, a normal fluctuation caused by channel optimizations. Both January and February ran email campaigns.
  - The MCC campaign earned 2,388 total clicks, 23% less than last month's 3,110 clicks. February earned 31 TOS115 conversions, 148 fewer than last month. This drop primarily happened on Facebook Video – it could have been weather-related with the large number of storms affecting interest. New creative may be needed if video performance doesn't show positive trends by mid-March.
  - Facebook earned some of the highest CTRs, followed by Meetings Today's social video retargeting. The highest number of clicks by platform ranked: Facebook static, LinkedIn static, Meetings Today Facebook video and static.
  - For a second month, the Meetings Today Social Retargeting Video outperformed all other video CTRs at an impressive 2.25%. The closest performing platform in video was Facebook's 30s MCC creative at 0.58%.
- Video completion rates slightly maintained at a 38% completion rate, slightly higher than last month's metrics. Other than the large drop in TOS conversions, video results remain close yet slightly over last month's data.



## Overview by Medium

Start Date  
2/1/2023

End Date  
2/28/2023

Cost per Conversion Trending

205,588  
IMPRESSIONS

2,388  
CLICKS

\$1.72  
COST PER CLICK

31  
TOS CONVERSIONS

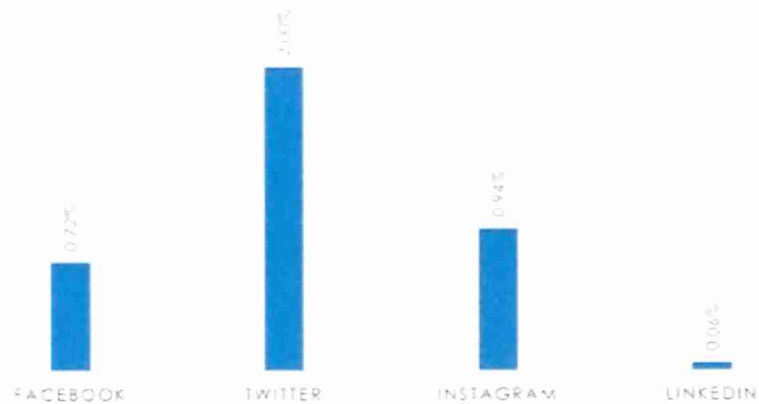
\$132.61  
COST PER TOS  
CONVERSION



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	17,160	\$102.26	40	\$2.56	0.23%	3	\$34.09
	Email	6,396	\$1,200.00	62	\$19.35	0.97%	0	N/A
Paid Social	Facebook	52,643	\$472.40	1,333	\$0.35	2.53%	15	\$31.49
	Facebook - Meetings Today	21,800	\$666.67	161	\$4.14	0.74%	0	N/A
	LinkedIn	21,205	\$409.26	309	\$1.32	1.46%	0	N/A
	Instagram	30	\$0.38	0	N/A	0.00%	0	N/A
Video	LinkedIn	29,910	\$353.74	93	\$3.80	0.31%	0	N/A
	Facebook	27,153	\$397.78	155	\$2.57	0.57%	11	\$36.16
	YouTube	20,268	\$175.16	32	\$5.47	0.16%	2	\$87.58
	Facebook - Meetings Today	9,003	\$333.33	203	\$1.64	2.25%	0	N/A
	Instagram	20	\$0.03	0	N/A	0.00%	0	N/A
<b>Grand Total</b>		<b>205,588</b>	<b>\$4,111.00</b>	<b>2,388</b>	<b>\$1.72</b>	<b>1.16%</b>	<b>31</b>	<b>\$132.61</b>

# Industry Benchmarks

AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Facebook static performed well above the industry standard (0.71%) at a 2.53% CTR.
- LinkedIn static also over performed the industry standard (0.06%) and delivered a CTR of 1.46%.



## MCC Paid Media Recommendations

- Continue to prioritize "Ropes" and "AudioVisual" creatives on Facebook. Consider a refresh on the "Retargeting," "Kayak" and "Nature" creatives. Platform results indicate creative fatigue.
- MaHK to optimize Facebook video to boost TOS conversion results. Will monitor through mid-March and indicate if a creative switch is necessary.
- Final report from email vendor pending. Will use results to inform 2023-24 planning.



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Plan your team meeting

An aerial photograph of a kayaker on a vibrant turquoise lake. The water is crystal clear, revealing large, light-colored rocks at the bottom. Lush green trees are visible along the shoreline on the right. A semi-transparent white rectangular overlay is centered on the image, containing the word "Website" in a bold, dark blue font.

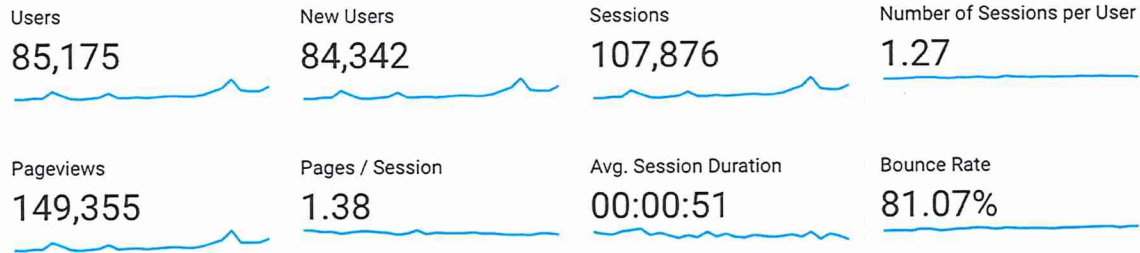
**Website**

## Executive Summary - Website

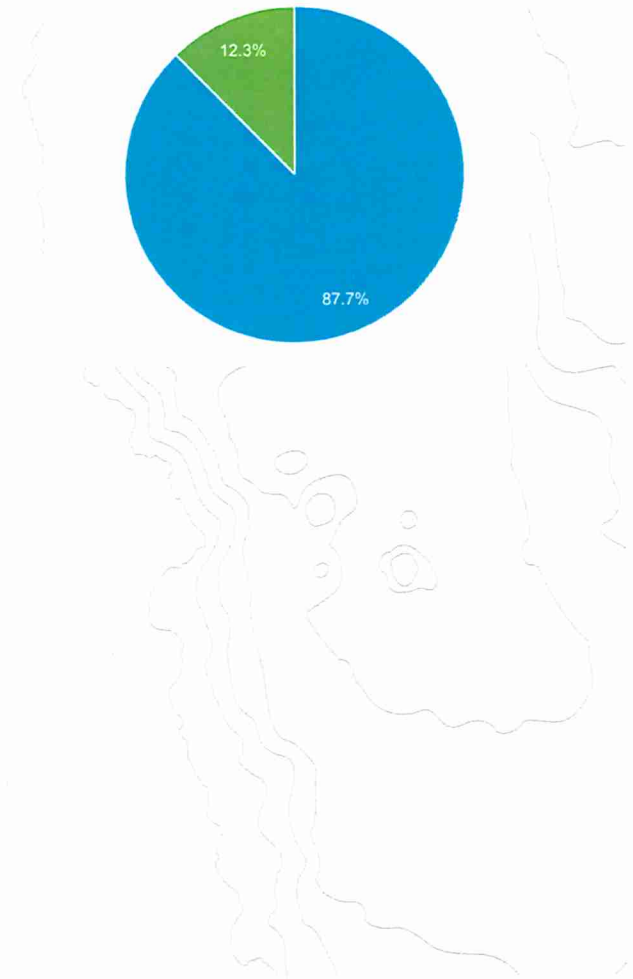
- Traffic for February 2023 decreased 19.7% MoM. This decrease in overall users can be attributed to a decrease in direct traffic (-5,293 users). There was a significant increase in Paid Search traffic (+45.1%, 16,051 visitors). Organic search brought 60.2% of traffic to the site. The fluctuations in traffic were most likely due to winter weather in the region.
- The average session duration was 0:51 (industry average is 1:00). New users decreased by 19.1% and sessions also decreased by 19.1% when comparing MoM. YoY, they increased respectively by 66.3% and 74.5%.
- California continued to be the top state driving traffic with 60.9% of total traffic in the month of February. When looking at the top California cities, San Jose drove the most users to the website (15.4%) followed by San Francisco (8.17%).
- 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 14.1% in traffic compared to last month.



# Visitors & Sessions



■ New Visitor ■ Returning Visitor



# Top Pages Visited

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	149,355 <small>% of Total: 100.00% (149,355)</small>	132,761 <small>% of Total: 100.00% (132,761)</small>	00:02:12 <small>Avg for View: 00:02:12 (0.00%)</small>
1. /road-conditions	36,479 (24.42%)	31,632 (23.83%)	00:04:51
2. /homepage	31,124 (20.84%)	27,757 (20.91%)	00:02:02
3. /webcams	9,931 (6.65%)	9,204 (6.93%)	00:01:40
4. /weather-report	6,675 (4.47%)	5,689 (4.29%)	00:01:45
5. /lake-tahoe-activities	3,159 (2.12%)	2,940 (2.21%)	00:01:12
6. /lake-tahoe-activities/winter	2,147 (1.44%)	1,888 (1.42%)	00:01:01
7. /lodging	2,012 (1.35%)	1,560 (1.18%)	00:01:32
8. /lake-tahoe-activities/downhill-skiing-and-snowboarding	1,759 (1.18%)	1,562 (1.18%)	00:01:52
9. /events	1,645 (1.10%)	1,430 (1.08%)	00:01:27
10. /listing/northstar-california-tubing-hill	1,569 (1.05%)	1,479 (1.11%)	00:04:52

## Channel Performance

- Organic Search brought in the most users to the website with over 51K (-22.9% MoM) followed by Paid Search with 16K (+45.1% MoM).
- The top three channels with the most user engagement were Referral (2:19), Email (1:14) and Direct (1:17).
- The top referral domain was Visitinglaketahoe.com with over 1.4K users and 2:54 average session duration.

Default Channel Grouping	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	85,175 <small>% of Total: 100.00% (85,175)</small>	84,422 <small>% of Total: 100.09% (84,342)</small>	107,876 <small>% of Total: 100.00% (107,876)</small>	81.07% <small>Avg for View: 81.07% (0.00%)</small>	1.38 <small>Avg for View: 1.38 (0.00%)</small>	00:00:51 <small>Avg for View: 00:00:51 (0.00%)</small>
1. Organic Search	51,947 (60.16%)	51,095 (60.52%)	62,253 (57.71%)	80.15%	1.36	00:00:53
2. Paid Search	16,051 (18.59%)	15,762 (18.67%)	24,686 (22.88%)	85.70%	1.27	00:00:37
3. Direct	6,310 (7.31%)	6,166 (7.30%)	7,901 (7.32%)	74.62%	1.62	00:01:17
4. Social	3,608 (4.18%)	3,509 (4.16%)	3,732 (3.46%)	88.91%	1.20	00:00:15
5. (Other)	2,768 (3.21%)	2,611 (3.09%)	3,085 (2.86%)	92.51%	1.25	00:00:25
6. Referral	2,574 (2.98%)	2,245 (2.66%)	2,950 (2.73%)	49.12%	2.66	00:02:19
7. Display	2,562 (2.97%)	2,519 (2.98%)	2,701 (2.50%)	94.82%	1.08	00:00:14
8. Email	524 (0.61%)	515 (0.61%)	568 (0.53%)	57.22%	1.95	00:01:14



# Location

## By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	82,916 <small>% of Total: 97.35% (85,175)</small>	82,020 <small>% of Total: 97.25% (84,342)</small>	105,081 <small>% of Total: 97.41% (107,876)</small>	81.23% <small>Avg for View: 81.07% (-0.19%)</small>	1.38 <small>Avg for View: 1.38 (-0.35%)</small>	00:00:51 <small>Avg for View: 00:00:51 (-0.28%)</small>
1. California	52,486 (60.94%)	51,086 (62.28%)	68,262 (64.96%)	83.06%	1.33	00:00:48
2. Washington	5,546 (6.44%)	4,914 (5.99%)	5,892 (5.61%)	80.84%	1.35	00:00:46
3. Nevada	5,034 (5.95%)	4,535 (5.53%)	5,849 (5.57%)	78.80%	1.43	00:00:55
4. Oregon	3,685 (4.28%)	3,260 (3.97%)	3,853 (3.67%)	80.17%	1.36	00:00:51
5. Texas	2,119 (2.46%)	2,020 (2.46%)	2,524 (2.40%)	72.94%	1.68	00:01:32
6. Arizona	1,192 (1.38%)	1,109 (1.35%)	1,311 (1.25%)	82.23%	1.36	00:00:52
7. Idaho	1,081 (1.26%)	928 (1.13%)	1,126 (1.07%)	79.84%	1.38	00:01:02
8. Florida	1,005 (1.17%)	943 (1.15%)	1,095 (1.04%)	71.60%	1.69	00:01:00
9. New York	1,003 (1.16%)	964 (1.18%)	1,093 (1.04%)	76.21%	1.56	00:00:51
10. Colorado	880 (1.02%)	832 (1.01%)	955 (0.91%)	75.92%	1.48	00:00:49

## By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	82,916 <small>% of Total: 97.35% (85,175)</small>	82,020 <small>% of Total: 97.25% (84,342)</small>	105,081 <small>% of Total: 97.41% (107,876)</small>	81.23% <small>Avg for View: 81.07% (-0.19%)</small>	1.38 <small>Avg for View: 1.38 (-0.35%)</small>	00:00:51 <small>Avg for View: 00:00:51 (-0.28%)</small>
1. San Jose	8,533 (9.51%)	7,867 (9.59%)	9,849 (9.37%)	81.06%	1.32	00:00:51
2. (not set)	5,391 (6.01%)	4,937 (6.02%)	5,879 (5.59%)	82.26%	1.32	00:00:45
3. San Francisco	4,540 (5.06%)	4,224 (5.15%)	5,553 (5.28%)	84.10%	1.27	00:00:42
4. Los Angeles	4,479 (4.99%)	4,143 (5.05%)	5,537 (5.27%)	85.41%	1.26	00:00:37
5. Sacramento	3,615 (4.03%)	3,277 (4.00%)	4,314 (4.11%)	81.99%	1.30	00:00:50
6. San Diego	1,421 (1.58%)	1,323 (1.61%)	1,843 (1.75%)	85.35%	1.30	00:00:35
7. Reno	1,416 (1.58%)	1,301 (1.59%)	1,799 (1.71%)	78.71%	1.47	00:01:05
8. Seattle	1,007 (1.12%)	920 (1.12%)	1,066 (1.01%)	81.52%	1.42	00:00:51
9. Truckee	881 (0.98%)	785 (0.96%)	1,005 (0.96%)	77.71%	1.48	00:00:50
10. South Lake Tahoe	816 (0.91%)	728 (0.89%)	905 (0.86%)	81.33%	1.35	00:00:49



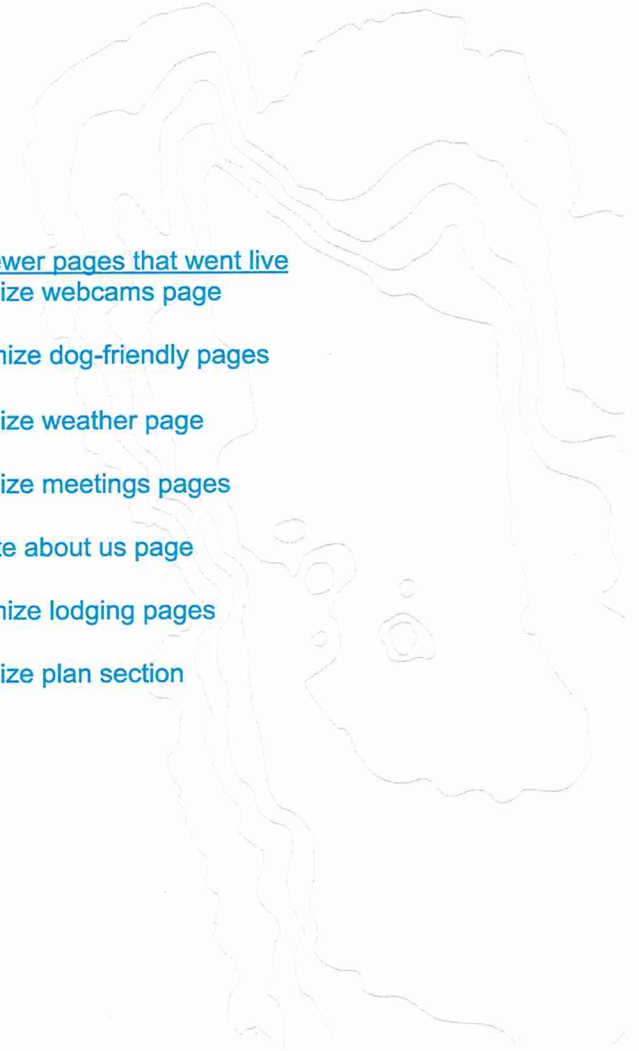
- California continued to be the top state driving the most traffic with 60.9% of total users.
- Texas visitors were the most engaged with 1:32 average time on site.
- When looking at the top California cities, San Jose drove the most users to the website (9.5%) followed by San Francisco (5.1%). Reno visitors were the most engaged with 1:05 average session duration.

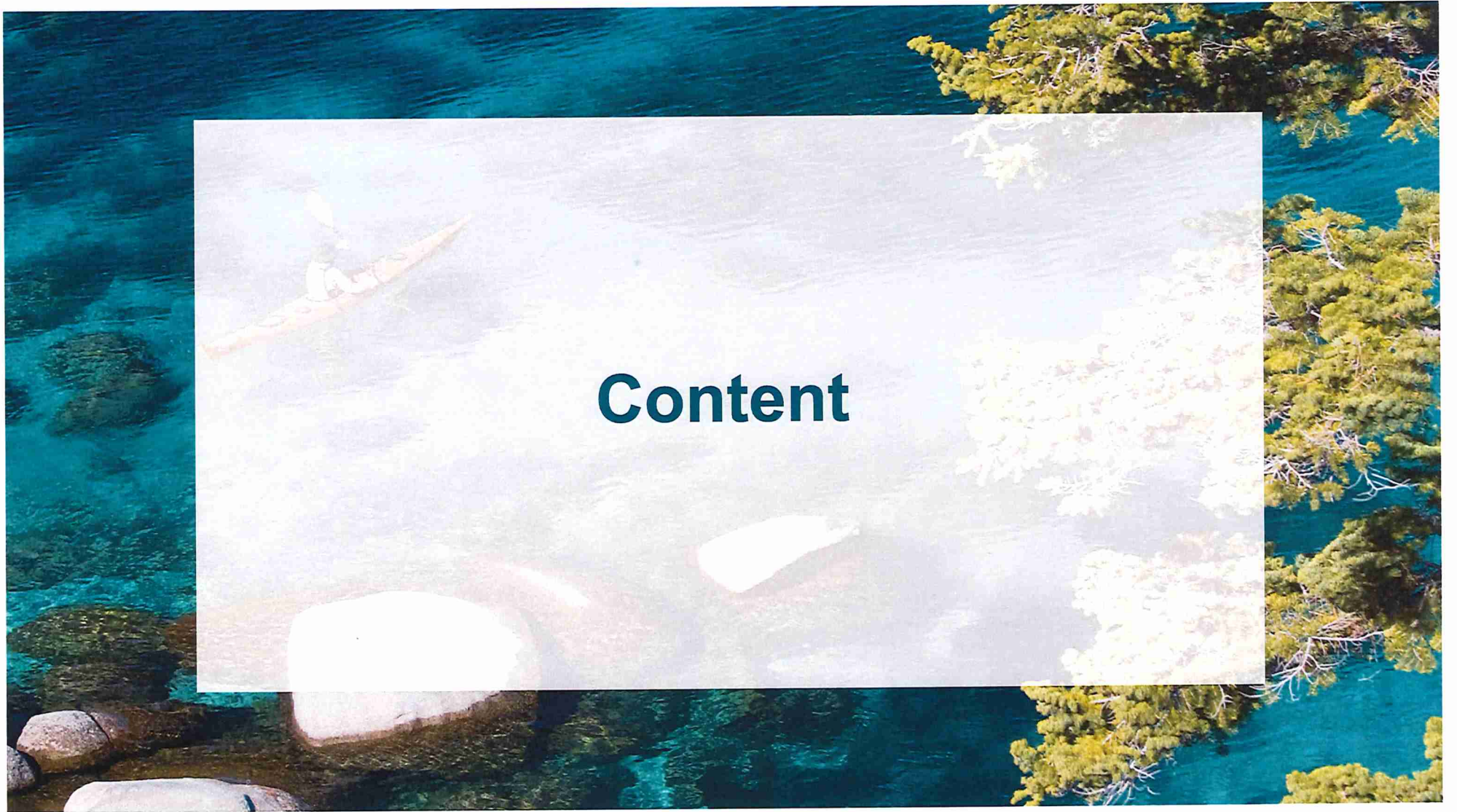
# SEO Maintenance

- [February Updates](#)
- [Completed](#)
  - Updated SEO for Dog-Friendly Restaurants page (i.e. title, description, etc..)
  - Updated SEO for Dog-Friendly Activity page
  - Updated SEO for Weather page
  - Updated SEO for Group Dining page
  - Updated SEO for Unique Venues page
  - 53 broken links fixed
  - Optimized overly large images slowing down homepage
  - Identified closed business listings
  - Identified pages to remove

## [Optimizing newer pages that went live](#)

- Optimize webcams page
- Optimize dog-friendly pages
- Optimize weather page
- Optimize meetings pages
- Create about us page
- Optimize lodging pages
- Optimize plan section





# Content



## February Executive Summary - Content

- A blog for activities/offers for Boomer audiences was posted this month.
- One newsletter was deployed yielding a high open rate of 27.8% (industry average is 16%).
- CrowdRiff metrics decreased this month, but snow imagery continued to perform best.



# Blogs



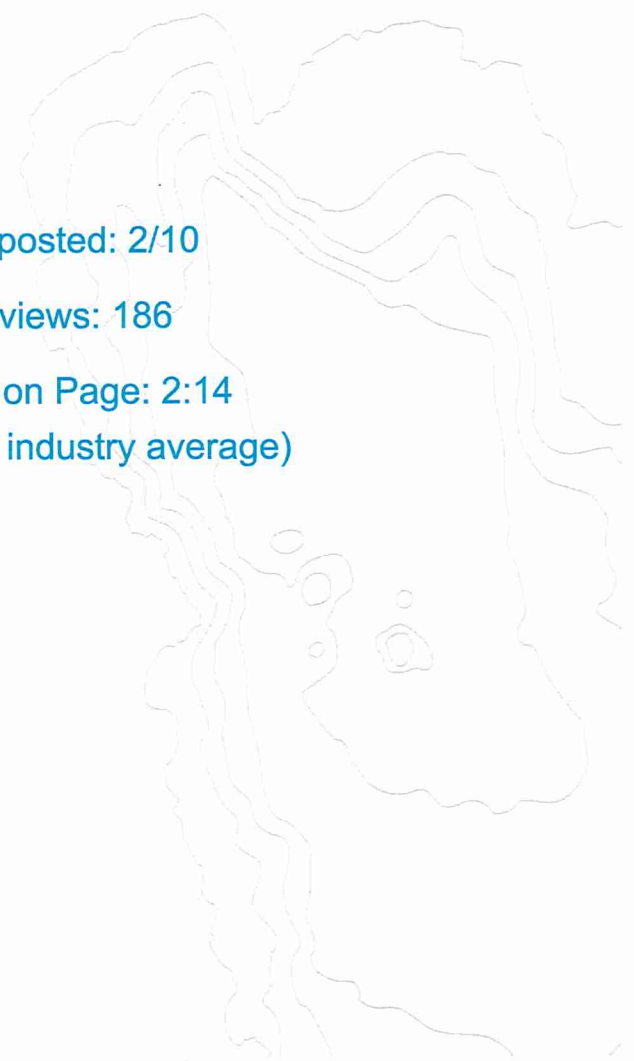
[Arts & Culture](#) [Dining](#) [Entertainment](#) [Fall](#) [Family](#) [Hiking](#) [Lake Activities](#) [Lodging](#) [Outdoors](#) [Secret Season](#)  
[Ski & Snowboard](#) [Spring](#) [Summer](#) [Things To Do](#) [Towns](#) [Trip Idea](#) [Trips](#) [Wellness](#) [Winter](#)

## TAKE TIME TO ENJOY THE GEMS OF LAKE TAHOE

Updated February 2023 The best things in life are meant to be savored, and Lake Tahoe is the perfect place to do that. When retirement or hard-earned vacation time grants you the extra time to do it, then that's a perfect time to come enjoy the gems of Lake Tahoe. Linger as you like near crystal blue waters and snow-capped...

[READ MORE >](#)

- **Blog posted: 2/10**
- **Pageviews: 186**
- **Time on Page: 2:14**  
**(1:00 industry average)**



# eNewsletter

One enewsletter was sent in the month of February. It featured the Couple's Guide to Connecting in North Lake Tahoe blog, as well as highlighted spas and mid-week stays.



Winning subject line:  
"Celebrate Your Love in North Lake Tahoe"

Sent: 2/17

Open Rate: 27.8%  
(Industry Avg: 16%)

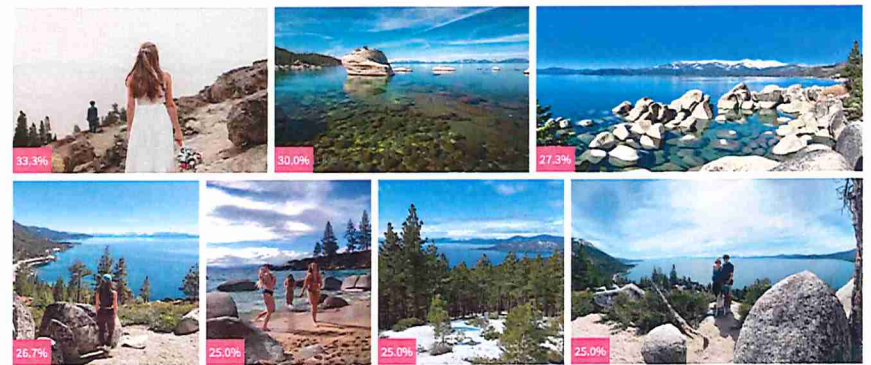
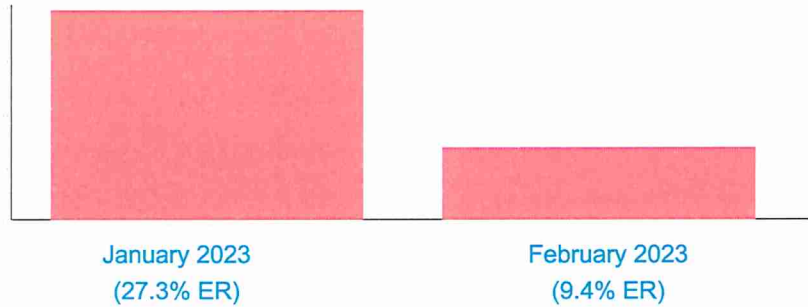
CTR: 0.8%  
(Industry Avg: 1.6%)



# CrowdRiff Insights

Feb 01, 2023 → Feb 28, 2023 Monthly Engagement ...

For the selected date range your galleries had a **9.4% engagement rate**.  
 Your engagement rate is calculated from **19 interactions** and **202 views**.



## Top galleries

Gallery Name	Engagement Rate	Interactions	Views
Home Page Test	9.8% Engagement rate	19 Interactions	194 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	0 Views
Wedding page	0% Engagement rate	0 Interactions	8 Views
NLT and Me	0% Engagement rate	0 Interactions	0 Views

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

# Public Relations

## February Executive Summary – PR Coverage

- Secured 35 clips with 5.9B estimated digital monthly visits and 4.8M estimated digital coverage views.
- Pitching efforts focused on weekend getaways from the Bay Area, destinations to enjoy winter spots, romantic California getaways, best spring/summer fishing locations, where to get unbelievable views of Lake Tahoe, multi-generational travel, meetings destinations, pet-friendly destinations, how to be a good eco-tourist, upcoming events and more.
- Augustine helped with hosting Dominique Chouvet with *Roadtrippin*, while continuing to work on itineraries and FAM bookings for Michelle Baran with *AFAR*, Karon Warren with *10Best and Best Life*, Scott Laird with *Fodor's Travel and Travel + Leisure* among others.
- Augustine conducted follow ups with connections made at IMM.



## Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
  - Weekend Getaways from the Bay Area
  - Best Destinations to Celebrate U.S. Snowshoe Day
  - Romantic California Getaways
  - Best Spring/Summer Fishing Locations
  - Best Hotels with Pools in the U.S.
  - Where to Get Unbelievable Views of Lake Tahoe
  - Spring Break Travel Ideas
  - Multi-Generational Travel Destinations
  - Things to Do in California
  - Small Eco-Friendly Things to Do as a Tourist
  - Meetings Destinations
  - Pet-Friendly Spots for National Pet Day
  - Earth Day in North Lake Tahoe
  - Thought Leadership: Giving Small Businesses Help in Your DMO
  - Best Holiday Destinations This Summer
  - Female Solo Nature Travel
  - US Spas/Wellness Retreats for Solo Travelers
  - Family-Friendly Vacation Spots
  - Kids Summer Camps in North Lake Tahoe
  - Upcoming Events (WinterWonderGrass, SnowFest, etc.)
- Highlights: Inclusion in *Good Housekeeping*, *The New York Times*, *MSN*, *USA Today*, *TravelPulse*, *Unofficial Networks* and more.



## Upcoming PR Initiatives

- Continue working on upcoming FAM tours for Michelle Baran with *AFAR*, Karon Warren with *10Best and Best Life*, Scott Laird with *Fodor's Travel and Travel + Leisure* as well as coordinate FAM trips with connections from IMM and pitching efforts (both domestic and international).
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on best California sunsets, family-friendly destinations, human-powered sports in North Lake Tahoe, thought leadership, sustainability, upcoming events and more.
- Augustine will attend the Travel Nevada LA Media Mission on March 21 in Los Angeles.





The image features a vibrant, high-angle photograph of a lake. The water is a deep, clear blue-green, revealing large, smooth, light-colored rocks at the bottom. In the upper left, a person in a yellow kayak is visible on the water. The right side of the image is framed by the dense, green foliage of evergreen trees. A large, semi-transparent white rectangular box is centered over the middle of the image, containing the text "Social Media" in a bold, dark blue font.

# Social Media

## February Executive Summary – Organic Social Media

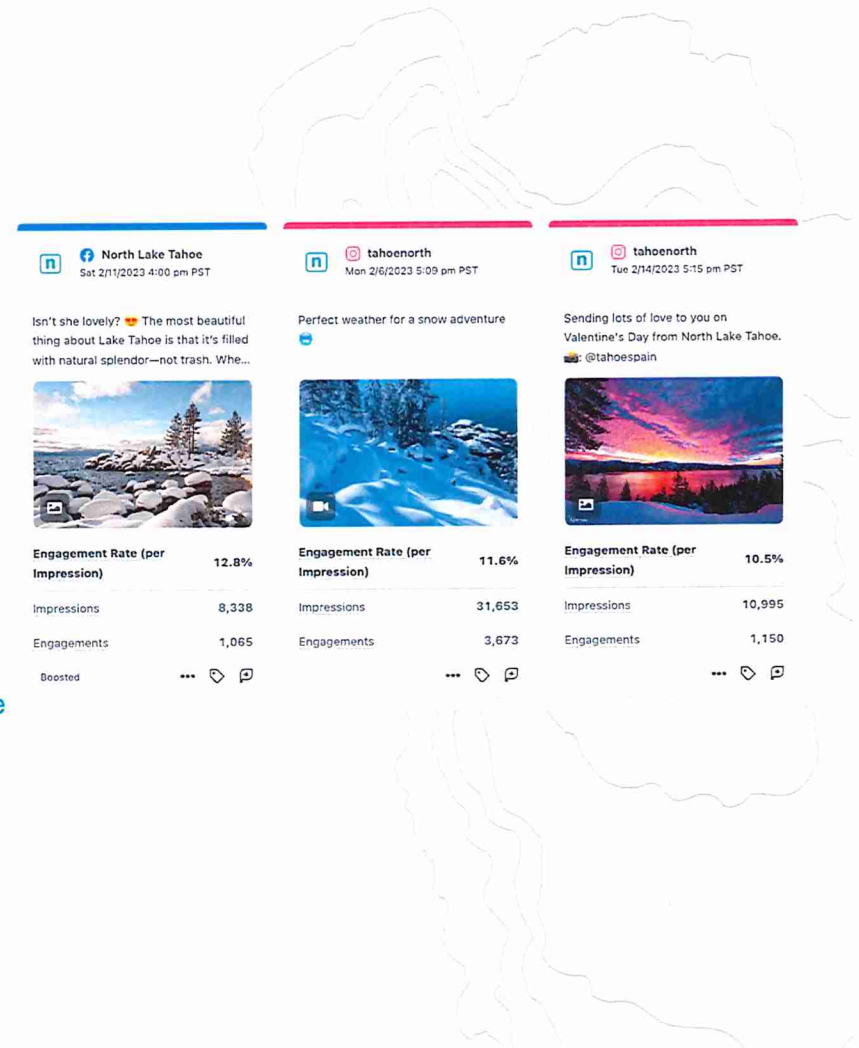
- Social content focused on weather and safety updates with an emphasis on snow in the region.
- There were 1.9M impressions and 10K post clicks.
- The social audience increased by 173 followers across platforms.
- Social pages overall saw an engagement rate of 5.1% (industry average engagement is 0.9%).
- Custom content promoting Bowl Incline generated over 20K impressions.



# Cross Platform Overview

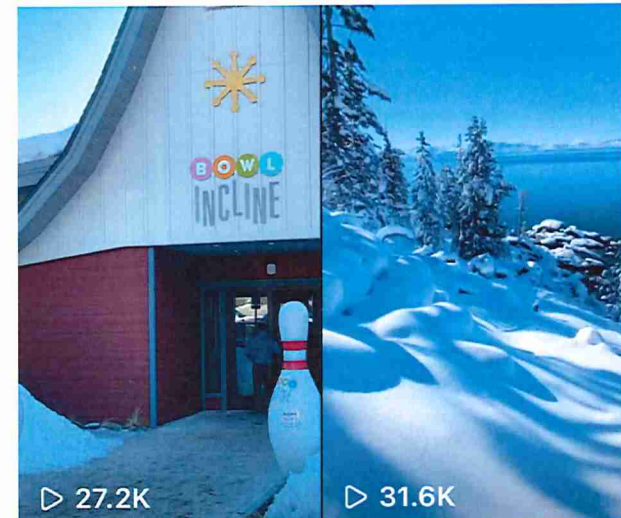
Data	January	February	MoM
Audience	239,742	239,862	+0.1%
Impressions	1,958,803	1,935,884	-1.2%
Engagement	90,690	99,453	+9.7%

- Content across all social platforms promoted winter activities and snow updates in the region. The average engagement rate was 5.1% (industry average 0.9%) and the pages generated 10K post clicks.
- The pages saw the largest increases in audience growth during the end of the month due to heavy snowfall.
- The audience continued to grow, gaining 173 followers in February.
- Scenic content continues to perform well across platforms,



## CA Now Story and Content Creation

- California Now story content this month generated 1,014 views, had an interaction rate of 65%, a CTR of 5.9% and a completion rate of 48.7%.
- Custom content for social media featured Bowl Incline and and snow.
- Augustine will continue to create additional itinerary footage to showcase a day in the life of a North Lake Tahoe visitor.



An aerial photograph of a lake with vibrant blue water. A person is kayaking on the water. The foreground shows large, light-colored rocks and the edge of a forest with green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Other Creative Projects" in a bold, dark blue font.

## Other Creative Projects

## Creative Projects

- Spring Campaign – launching 3/15.
- March to feature a spring blog revise.
- Continuing CA Now Stories for blogs and relevant Visit California topics with themes of accommodations.
- Continuing to deploy enewsletters to consumer, leisure and MCC audiences.



An aerial photograph of a lake with vibrant blue water. A person is kayaking on the water. The foreground shows large, light-colored rocks and the edge of a forest with green trees. A semi-transparent white rectangular box is overlaid on the center of the image, containing the text "Industry Insights" in a bold, dark blue font.

# Industry Insights

## Industry Insights

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







**THANK YOU**



Reno-Tahoe  
Airport  
Authority

# Reno-Tahoe International Airport

## Passengers and Cargo Statistics Report

### January 2023

# U.S. DOMESTIC INDUSTRY & RNO OVERVIEW JANUARY 2023

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

Number of Flights *:	Up 1.5% vs. Jan 2022, down 10.0% vs. Jan 2019
Capacity of Seats *:	Up 8.5% vs. Jan 2022, up 2.0% vs. Jan 2019
Crude Oil Average:	\$78.12 per barrel in January 2023 \$83.22 per barrel in January 2022

## RNO Overview for January 2023 vs. January 2022

Total Passengers:	Up 16.1%
Avg. Enplaned Load Factor:	74.1%, up 3.1 pts.
Departures:	Down 5.5%
Departing Seats:	Up 11.6%
Cargo Volume:	Down 11.6%

## RNO Overview for January 2023 vs. January 2019

Total Passengers:	Up 2.7%
Avg. Enplaned Load Factor:	Down 3.9 pts.
Departures:	Down 13.2%
Departing Seats:	Up 6.9%

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

## JANUARY 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 344,268 passengers in January 2023, an increase of 16.1% versus the same period last year.

In January 2023, RNO was served by 11 airlines to 20 non-stop destinations. The total seat capacity increased 11.6% and flights decreased 5.5% when compared to January 2022.

RNO handled 9,768,688 pounds of air cargo in January 2023, a decrease of 11.6% when compared to January 2022.

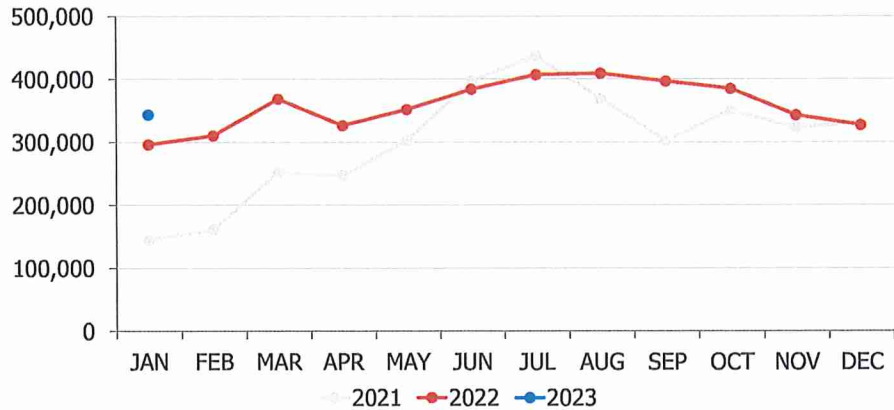
### JSX Public Charters

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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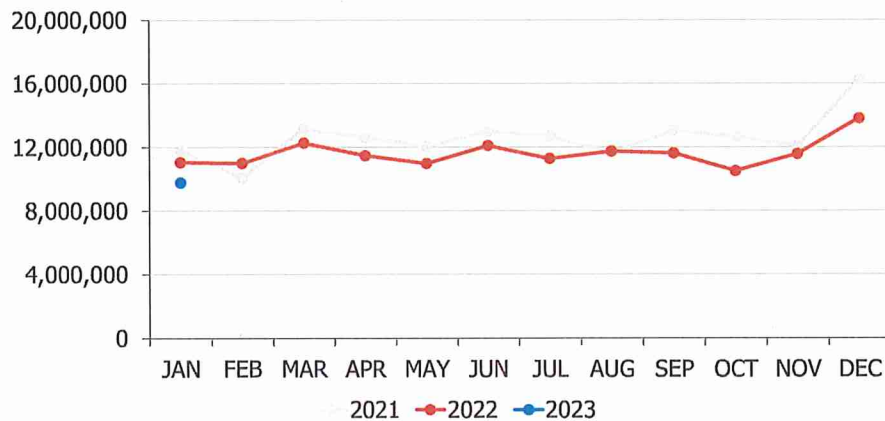


## Passengers



Total Passengers			
	Jan-23	Jan-22	Difference
ahal	0	3,405	
Alaska/Horizon	21,109	24,894	-15.2%
Allegiant Air	1,630	4,350	-62.5%
American	53,945	46,811	15.2%
Delta	32,230	32,338	-0.3%
Frontier	3,511	7,053	-50.2%
JetBlue	6,869	8,535	-19.5%
Southwest	146,326	118,798	23.2%
Spirit	14,723	0	
Sun Country	3,356	0	
United	53,065	44,030	20.5%
Volaris	7,001	5,267	32.9%

## Cargo

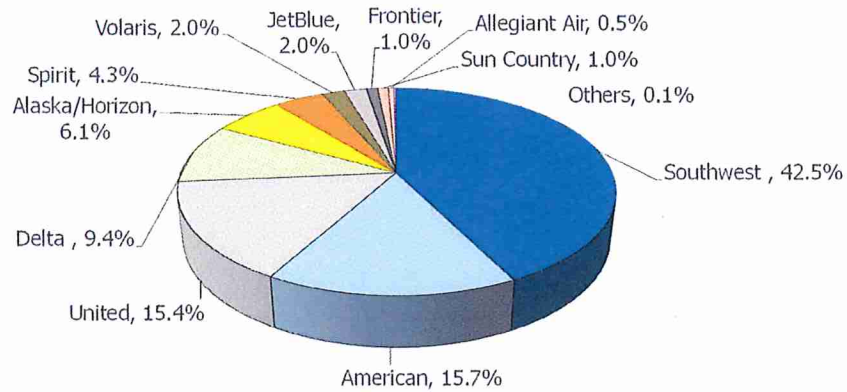


In January 2023, DHL cargo volume was up 0.5% when compared to January 2022. FedEx was down 8.4% and UPS was down 17.7% during the same period.

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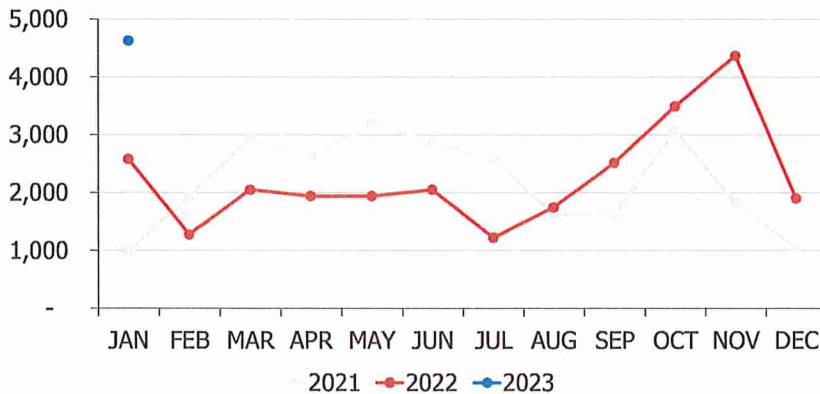


## AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Jan-23	Jan-22	YOY Change
aha!	n/a	1.1%	n/a
Alaska/Horizon	6.1%	8.4%	(2.3)
Allegiant Air	0.5%	1.5%	(1.0)
American	15.7%	15.8%	(0.1)
Delta	9.4%	10.9%	(1.5)
Frontier	1.0%	2.4%	(1.4)
JetBlue	2.0%	2.9%	(0.9)
Southwest	42.5%	40.0%	2.5
Spirit	4.3%	n/a	n/a
Sun Country	1.0%	n/a	n/a
United	15.4%	14.8%	0.6
Volaris	2.0%	1.8%	0.3
Others	0.1%	0.4%	(0.2)

## TOTAL CHARTER PASSENGERS

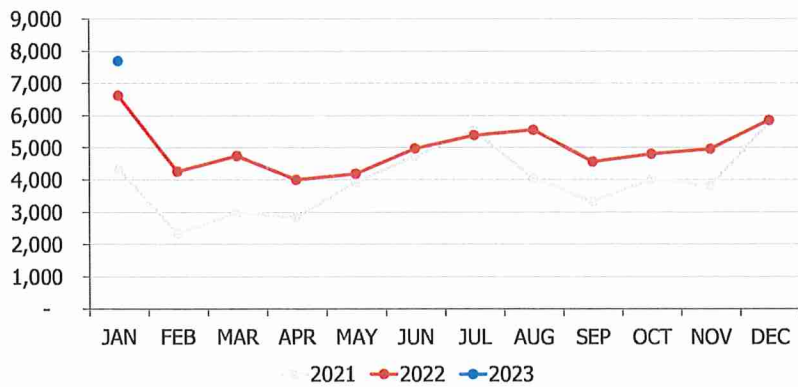


In January 2023, RNO served 4,626 passengers on charter flights, an increase of 79.4% when compared to January 2022.

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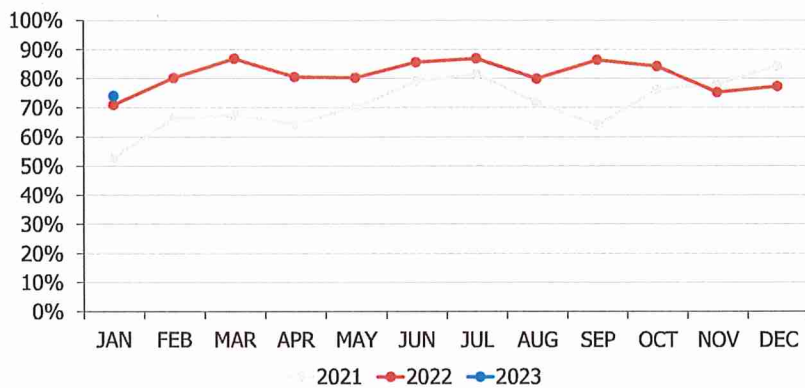


## TOTAL INTERNATIONAL PASSENGERS

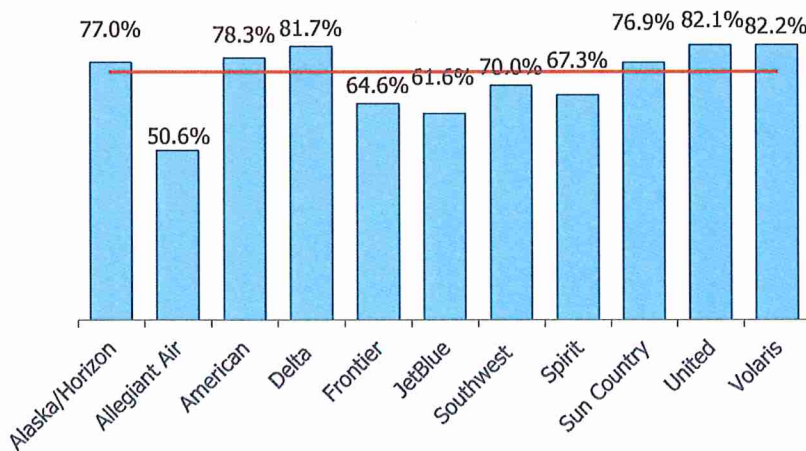


In January 2023, RNO served 7,709 international passengers, an increase of 16.3% when compared to January 2022.

## AVERAGE ENPLANED LOAD FACTOR



In January 2023, RNO's average enplaned load factor was 74.1%, an increase of 3.1 pts. versus January 2022.

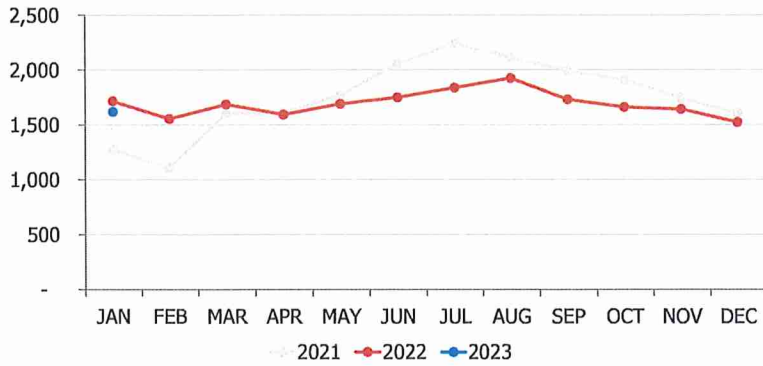


The red horizontal line on the left represents RNO's average enplaned load factor.

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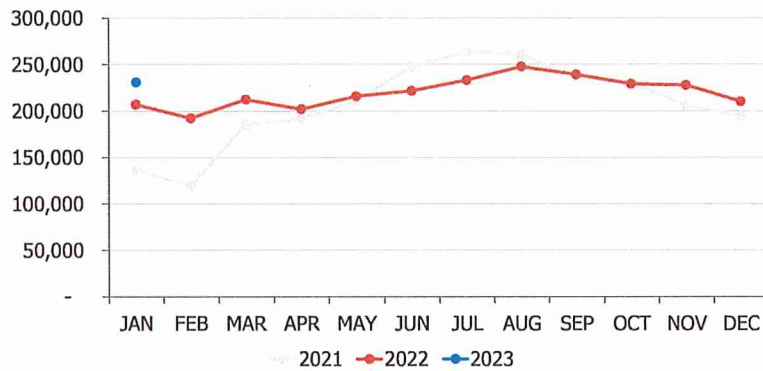


## DEPARTURES



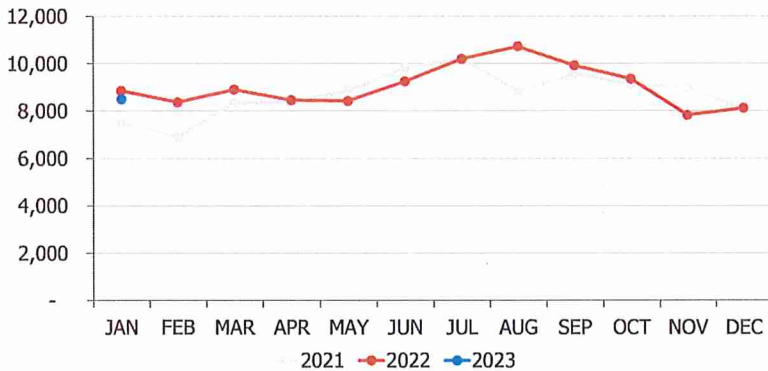
In January 2023, RNO handled 1,624 departures, a decrease of 5.5% when compared to January 2022.

## DEPARTING SEATS



In January 2023, RNO offered 231,258 departing seats, an increase of 11.6% when compared to January 2022.

## TOTAL OPERATIONS



A total of 8,503 operations were handled at RNO in January 2023, a decrease of 4.0% when compared to January 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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## March 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
<b>Austin</b>	American	31	Daily
<b>Burbank</b>	Southwest	27	Daily. No flight on Sat
<b>Chicago-O'Hare</b>	United	23	Daily from March 3-25
<b>Dallas/Fort Worth</b>	American	84	Three flights a day. Twice daily on Tue, Wed
<b>Denver</b>	Southwest	60	Twice daily. Once on Sat
	United	118	Four daily Mar 1-25. Three daily March 26-31
<b>Guadalajara</b>	Volaris	23	Daily Mon through Fri
<b>Houston-Intercontinental</b>	United	25	Daily March 1-25
<b>Las Vegas</b>	Allegiant	9	Twice weekly. Thu, Sun
	Southwest	290	10 to 11 flights Mon-Fri. Six to seven on Sat, Sun
	Spirit	62	Twice daily
<b>Long Beach</b>	Southwest	58	Twice daily. Once on Sat
<b>Los Angeles</b>	Delta	93	Three daily
	JetBlue	31	Daily
	Southwest	54	Twice daily. Once on Sat, Sun
	United	31	Daily
<b>New York-JFK</b>	JetBlue	25	Daily. March 1-25
<b>Oakland</b>	Southwest	54	Twice daily. Once on Sat
<b>Phoenix</b>	American	123	Four daily
	Southwest	68	Twice daily. Three daily 1, 2, 3, 6, 7, 8
<b>Portland</b>	Alaska	31	Daily
<b>Salt Lake City</b>	Delta	93	Three daily
<b>San Diego</b>	Southwest	62	Twice daily
<b>San Francisco</b>	United	108	Three to four daily 1-25. Twice daily March 26-31
<b>San Jose</b>	Southwest	27	Daily. No flight on Sat
<b>Seattle</b>	Alaska	76	Twice daily March 1-15. Three daily March 16-31

Multiple airlines in a market

2.23.2022

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Total Passengers Jan-23					
	Passengers		% Diff.	YOY %	
	2021	2022		2023	Diff.
JAN	145,421	296,641	104.0%	344,268	16.1%
FEB	162,071	310,738	91.7%		
MAR	252,828	368,946	45.9%		
<b>1st QTR</b>	<b>560,320</b>	<b>976,325</b>	<b>74.2%</b>		
APR	247,220	326,787	32.2%		
MAY	302,403	352,255	16.5%		
JUN	397,906	384,429	-3.4%		
<b>2nd QTR</b>	<b>947,529</b>	<b>1,063,471</b>	<b>12.2%</b>	<b>0</b>	
JUL	438,168	407,867	-6.9%		
AUG	369,686	409,942	10.9%		
SEP	302,929	397,404	31.2%		
<b>3rd QTR</b>	<b>1,110,783</b>	<b>1,215,213</b>	<b>9.4%</b>	<b>0</b>	
OCT	350,631	385,466	9.9%		
NOV	323,508	343,130	6.1%		
DEC	330,687	327,353	-1.0%		
<b>4th QTR</b>	<b>1,004,826</b>	<b>1,055,949</b>	<b>5.1%</b>	<b>0</b>	
<b>TOTAL</b>	<b>3,623,458</b>	<b>4,310,958</b>	<b>19.0%</b>		
<b>YTD</b>		296,641		344,268	16.1%

Total Enplaned Passengers Jan-23				
Month	2021	2022	2023	% Diff.
JAN	72,887	147,773	171,374	16.0%
FEB	80,263	155,233		
MAR	126,359	185,671		
APR	125,009	163,973		
MAY	149,486	174,487		
JUN	197,261	191,234		
JUL	217,124	203,375		
AUG	188,207	199,365		
SEP	152,267	206,819		
OCT	177,407	193,074		
NOV	161,926	171,626		
DEC	164,561	162,680		
<b>TOTAL</b>	<b>1,812,757</b>	<b>2,155,310</b>		
<b>YTD</b>		147,773	171,374	16.0%

Total Deplaned Passengers				
Month	2021	2022	2023	% Diff.
JAN	72,534	148,868	172,894	16.1%
FEB	81,808	155,505		
MAR	126,469	183,275		
APR	122,211	162,814		
MAY	152,917	177,768		
JUN	200,645	193,195		
JUL	221,044	204,492		
AUG	181,479	210,577		
SEP	150,662	190,585		
OCT	173,224	192,392		
NOV	161,582	171,504		
DEC	166,126	164,673		
<b>TOTAL</b>	<b>1,810,701</b>	<b>2,155,648</b>		
<b>YTD</b>		148,868	172,894	16.1%

Total Cargo Volume in Pounds Jan-23						
	Cargo in Pounds		% Diff.	2023		YOY % Diff.
	2021	2022		Pounds	Metric Tons	
JAN	11,805,228	11,052,383	-6.4%	9,768,668	4,430	-11.6%
FEB	10,068,001	10,991,076	9.2%			
MAR	13,204,912	12,265,793	-7.1%			
<b>1st QTR</b>	<b>35,078,141</b>	<b>34,309,252</b>	<b>-2.2%</b>			
APR	12,611,682	11,470,613	-9.0%			
MAY	12,048,247	10,966,757	-9.0%			
JUN	13,000,085	12,105,721	-6.9%			
<b>2nd QTR</b>	<b>37,660,014</b>	<b>34,543,091</b>	<b>-8.3%</b>			
JUL	12,722,035	11,289,066	-11.3%			
AUG	11,636,003	11,751,228	1.0%			
SEP	13,055,518	11,624,360	-11.0%			
<b>3rd QTR</b>	<b>37,413,556</b>	<b>34,664,654</b>	<b>-7.3%</b>			
OCT	12,660,541	10,502,407	-17.0%			
NOV	12,089,489	11,569,577	-4.3%			
DEC	16,260,767	13,806,179	-15.1%			
<b>4th QTR</b>	<b>41,010,797</b>	<b>35,878,163</b>	<b>-12.5%</b>			
<b>TOTAL</b>	<b>151,162,508</b>	<b>139,395,160</b>	<b>-7.8%</b>			
<b>YTD</b>		11,052,383		9,768,668	4,430	-11.6%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Jan-23	Jan-22	Diff.
ahal	0	n/a	34.4%	n/a
Alaska/Horizon	10,813	77.0%	60.8%	16.1
Allegiant Air	711	50.6%	54.4%	-3.8
American	26,711	78.3%	84.8%	-6.5
Delta	16,054	81.7%	76.6%	5.1
Frontier	1,693	64.6%	64.2%	0.4
JetBlue	3,494	61.6%	53.6%	8.0
Southwest	73,271	70.0%	69.9%	0.1
Spirit	7,223	67.3%	n/a	n/a
Sun Country	1,573	76.9%	n/a	n/a
United	26,594	82.1%	79.2%	3.0
Volaris	3,237	82.2%	75.2%	7.0

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