

March Departmental Reports



north lake tahoe

March 2023

Meetings & Conventions Report

TURNED DEFINITE

1. California Association of Marriage and Family Therapists - April 2023 Board Retreat - 4/21/23-4/22/23, 13 rooms, 14 people
2. CrossFit LLC - HQ Executive Offsite - 6/19/23-6/21/23, 42 rooms and 16 people

NEW MEETINGS & RFPs DISTRIBUTED

3. HPN - 90903 - April Company Offsite - 4/17/23-4/19/23, 26 rooms, 13 people
4. HPN - 92324 - 2023 West Region Commercial and Operations Meeting - 9/11/23-9/14/23, 135 rooms and 45 people
5. HPN - 92325 - Executive Retreat 2023 - 10/3/23-10/5/23, 50 rooms and 25 people
6. HPN - 91677 - MO Branch Incentive - 10/5/23-10/8/23, 105 rooms and 70 people
7. HPN - 92336 - Tempe Incentive 2023 - 2/15/24-2/18/24, 171 rooms and 57 people
8. HPN - 91820 - Incentive 2024 - 2/22/24-2/25/24, 75 rooms and 24 people
9. HPN - 91701- CLE Credits 2024 Search - 7/30/24-8/2/24, 120 rooms and 40 people

NEW INQUIRIES

1. Enterprise Holdings - 2024 Enterprise Holdings Inc. Incentive Trip - 10/31/24-11/6/24, 645 rooms and 380 people
2. Northwest Public Power Association - NWPPA: Annual Membership Meeting 2024 - 5/10/24-5/15/24, 975 rooms and 350 people
3. Tire Industry Association - Board of Directors Mid Year Meeting 2024 - 6/17/24-6/22/24, 100 rooms and 55 people
4. Association of Black Psychologists, Inc. - 2024 Association of Black Psychologists - Multi - 7/16/24-7/21/24, 685 rooms and 300 people
5. California Association of School Psychologists - Prepare Training - 7/10/23-7/13/23, 160 rooms and 100 people
6. Texas Mortgage Bankers Association - 2024 Summer Board Meeting - 7/26/24-7/30/24, 102 rooms and 60 people
7. Florida Defense Lawyers Association - FDLA Winter Meeting 2024 - 1/13/24-1/16/24, 140 rooms and 20 people
8. California Association of School Psychologists - Spring Institute - 3/12/24-3/15/24, 200 rooms and 250 people
9. California Crime and Intelligence Analysts Association - CCIAA - 9/8/24-9/12/24, 600 rooms and 200 people
10. SOLV Energy - BD Base Camp Event 2 - 7/24/23-7/26/23, 120 rooms and 50 people
11. PNC Banking - PNC EnForm! Tech Conference 2024 - 9/15/24-9/18/24, 332 rooms and 110 people
12. Podium Education - Team Retreat - Sept 2022 - 9/19/23-9/21/23, 240 rooms and 80 people

CONFERENCE SALES PROJECTS

- Key Projects:
 - Planning attendance at Connect Spring Marketplace April 11-13
 - Planning attendance at CalSAE Elevate April 17-19
 - Planning attendance at All Things Meetings Bay Area April 24
 - Planning attendance at Visit California MCC Roadshow in Denver April 26 and Seattle April 27

SITE VISITS & SALES CALLS

- California Police Activities League 3/22-3/24, sites at Everline Resort & Spa, Village at Palisades, Ritz-Carlton Lake Tahoe and Hyatt Regency Lake Tahoe
- Little Caesars 3/26-3/27 at Hyatt Regency Lake Tahoe and Everline Resort & Spa

Chicago Rep Efforts

- Destination Reps Blackhawk client event
- Launch Special Promotion with American Bar Association



north lake tahoe

March 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- Key Meetings:
 - Attended Visit California Outlook Forum on March 7th and met with their international rep firms from Canada, Mexico, UK, Australia, China, S. Korea, and India
 - Hosted Australia "Fire & Ice" FAM, sponsored by Hawaiian Airlines. Product managers from SkiMax, Sno'n'Ski, Travelplan and Ski Travel Co. attended along with a rep from Hawaiian Airlines and Gate 7. The group skied Palisades, Northstar and Diamond Peak and overnights were at Everline Resort & Spa and East West.
 - Attended brand reveal for Everline Resort & Spa on March 8th
 - Attended sales mission to Canada with Travel Nevada. Consumer adventure show in Calgary, client meetings/trainings in Edmonton and Toronto.
 - Attended SkiTops March 19-23 and met with (13) domestic ski operators to include ski.com, Snow Tours, Skigroup.net, Alpine Adventures, Getskitickets.com, Outside Life, Tours de sport, SkiSync, Hopper, The Lodging Company, Booking.com and Snow Sport Vacations. SkiTops is b2b meetings, training of (50) agents through their university program and networking events. Contacts and notes have been shared with NLT partners for their follow up.
 - Attended Mountain Travel Symposium March 26-31 in Banff. MTS is the largest annual mountain travel conference that hosts over 1,000 representatives from 35+ countries. Staff held (30) appointments with international buyers from Canada, Mexico, UK, Australia and New Zealand. Contacts and notes have been shared with the NLT partners for their follow up.
- Key Projects:
 - Filmed announcement of North Lake Tahoe to host Mountain Travel Symposium April 14-19, 2024. Film was shown at MTS 2023 in Banff in conjunction with a presentation by NLT staff and Marelna Freitas of Palisades Tahoe
 - Planning attendance at California Cup April 17-21

March 2023 Monthly Report



north lake tahoe





Paid Media

March Executive Summary – Consumer Campaign

- March was an interesting month, due to the split in seasons – full spring promotion began later in the month (3/30), but initial spring creative in Paid Search and Social tactics started 3/15.
- Performance Max continued to be a leader in metrics, specifically with total clicks (15,091 total) and TOS conversions (3,122 total).
- For social performance, Facebook led the way in impressions, clicks and overall CTR. Both Facebook (1.52%) and Instagram (1%) were above the industry average of 0.9% in CTR.
 - Social Video performance was also surprising, leading to an incredibly high CTR for Facebook (3.42%). We'll keep this in mind for other seasons on this platform.



Consumer Paid Media



Initial spring launch: March 15th
Full spring launch: March 30th

Overview by Medium

Start Date
3/1/2023

End Date
3/31/2023

4,493,564
IMPRESSIONS

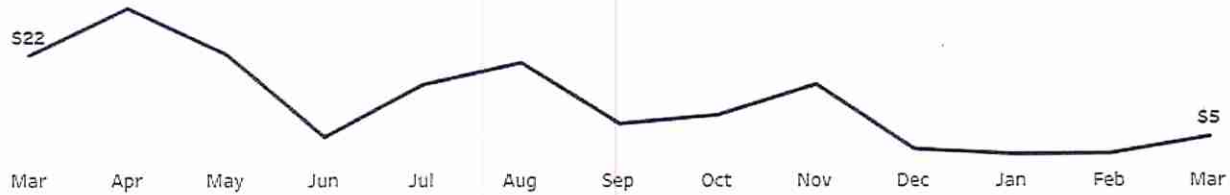
34,266
CLICKS

\$0.63
COST PER CLICK

4,038
TOS CONVERSIONS

\$5.31
COST PER TOS
CONVERSION

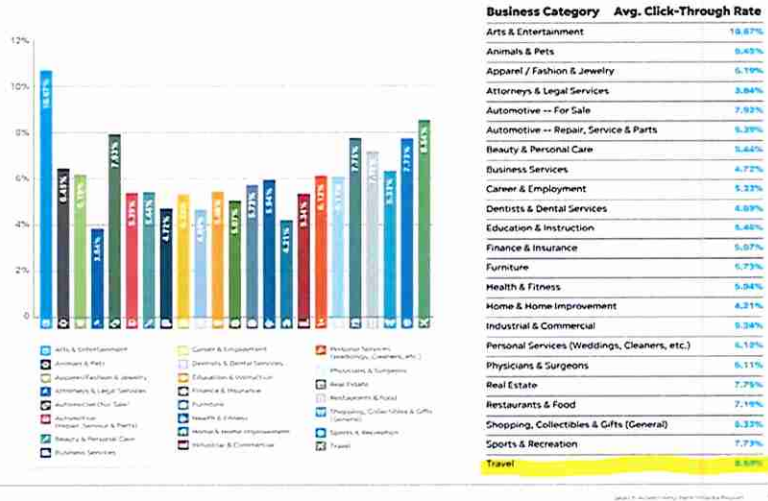
Cost per Conversion Trending



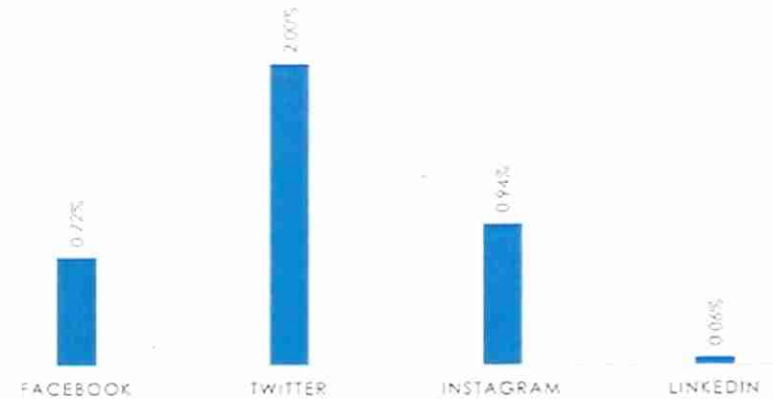
Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost Per TOS 115
Display	Performance Max	2,004,390	\$2,583.91	15,091	\$0.17	0.75%	3,122	\$0.83
	Programmatic Display	953,305	\$5,719.83	1,182	\$4.84	0.12%	178	\$32.13
	TripAdvisor	350,209	\$1,400.84	134	\$10.45	0.04%	16	\$87.55
Paid Search	Google Search	29,067	\$616.92	521	\$1.18	1.79%	136	\$4.54
Paid Social	Facebook	916,009	\$8,527.34	13,922	\$0.61	1.52%	482	\$17.69
	Instagram Stories	190,344	\$1,483.11	1,898	\$0.78	1.00%	0	N/A
	Instagram	5,514	\$114.01	15	\$7.60	0.27%	9	\$12.67
Video	Facebook	43,689	\$967.42	1,494	\$0.65	3.42%	85	\$11.38
	Instagram	1,030	\$8.81	6	\$1.47	0.58%	0	N/A
Grand Total		4,493,557	\$21,422.19	34,263	\$0.63	0.76%	4,028	\$5.32

Industry Benchmarks

Average click-through rate for search advertising



AVERAGE CTR BY SOCIAL MEDIA CHANNEL



- Paid Search CTR, 1.34% for fly markets & local, was below the industry average of 8.54%.

- Facebook's 1.52% CTR delivered at more than twice above the industry standard of 0.77%.
- Instagram's 1.00% CTR met the industry standard of 0.94%.

Consumer Paid Media Recommendations

- Allow TripAdvisor to optimize spending across the lifetime campaign rather than flight month-by-month. This allows the algorithms to adapt and serve based on demand, leading to higher quality conversions.
- Next winter, maintain similar spend levels and invest in a variety of channels. Continue to tap local favorite stations to push Sustainability messaging.
- Boomer and Jones Family audiences seemed the most responsive of the winter audiences. Retargeting and High Value audiences should also maintain high levels of investment in next year's winter campaign.
- When transitioning seasons, plan low-level, continuous messaging until full seasonal advertising is ready to launch so that NLT avoids dark periods. The transition from winter and spring especially is tricky due to fluctuating snow levels.



MCC Paid Media



March Executive Summary – MCC Campaign

- March's spend was \$2,000 less than February, yet ran 7,000 more impressions. Overall CTR ranked 0.17% lower than February but also decreased CPC by \$0.86. March earned 8x more TOS conversions than last month.
 - Meetings earned 2,118 total clicks, 11% less than last month's 2,388 clicks. March earned 39 TOS conversions, 8 more than last month. This increase primarily happened on Facebook Video.
 - Facebook again earned some of the highest CTRs, followed by Meetings Today's social video retargeting. The highest number of TOS conversions by platform ranked: Facebook Static, Facebook Video then YouTube.
 - Both general Facebook and Meetings Today Social Retargeting Video outperformed all other video CTRs at an impressive 2.53% and 2.25%. The closest performing platform following those was the Meetings email at a 0.97% CTR.
- Video completion rates slightly maintained at a 38% completion rate, the same as last month's rate. Total impressions served on video had dropped by 9K impressions however the number of views increased by 2,700 and video completion rates increased by 95% since last month.



Overview by Medium

Start Date
3/1/2023

End Date
3/31/2023

213,290
IMPRESSIONS

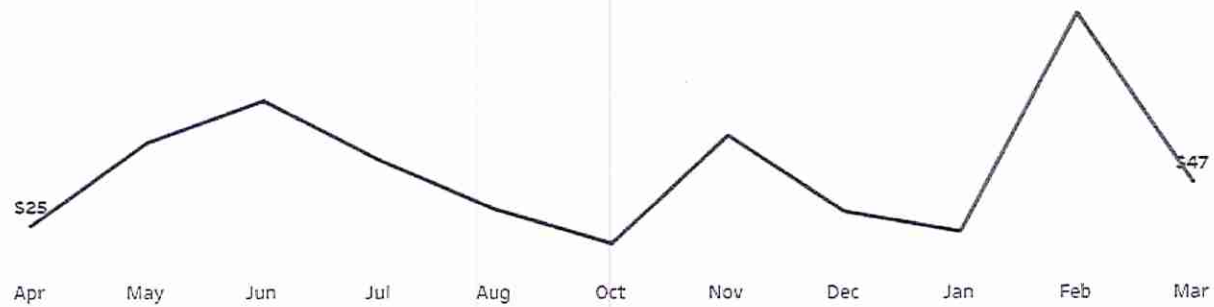
2,118
CLICKS

\$0.86
COST PER CLICK

39
TOS CONVERSIONS

\$46.62
COST PER TOS
CONVERSION

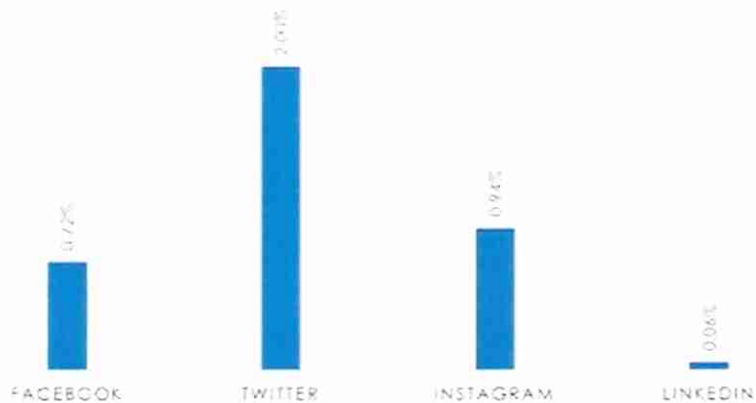
Cost per Conversion Trending



Channel	Platform	Impressions	Spend	Clicks	CPC	CTR	TOS 115	Cost per Conversion
Display	Programmatic Display	27,863	\$150.96	116	\$1.30	0.42%	2	\$75.48
Paid Social	LinkedIn	56,144	\$287.40	560	\$0.51	1.00%	0	N/A
	Facebook	52,010	\$468.41	1,223	\$0.38	2.35%	18	\$26.02
	Instagram	37	\$0.23	0	N/A	0.00%	0	N/A
Video	LinkedIn	30,480	\$354.43	74	\$4.79	0.24%	0	N/A
	Facebook	30,339	\$397.65	125	\$3.18	0.41%	19	\$20.93
	YouTube	16,344	\$158.75	20	\$7.94	0.12%	0	N/A
	Instagram	53	\$0.18	0	N/A	0.00%	0	N/A
Grand Total		213,290	\$1,818.02	2,118	\$0.86	0.99%	39	\$46.62

Industry Benchmarks

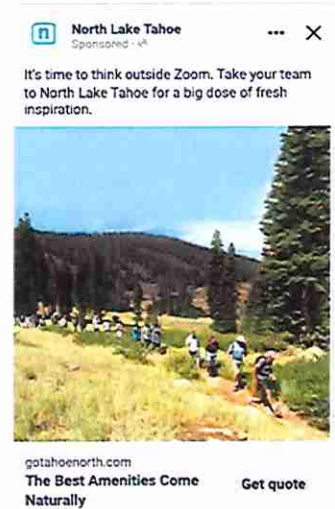
AVERAGE CTR BY SOCIAL MEDIA CHANNEL

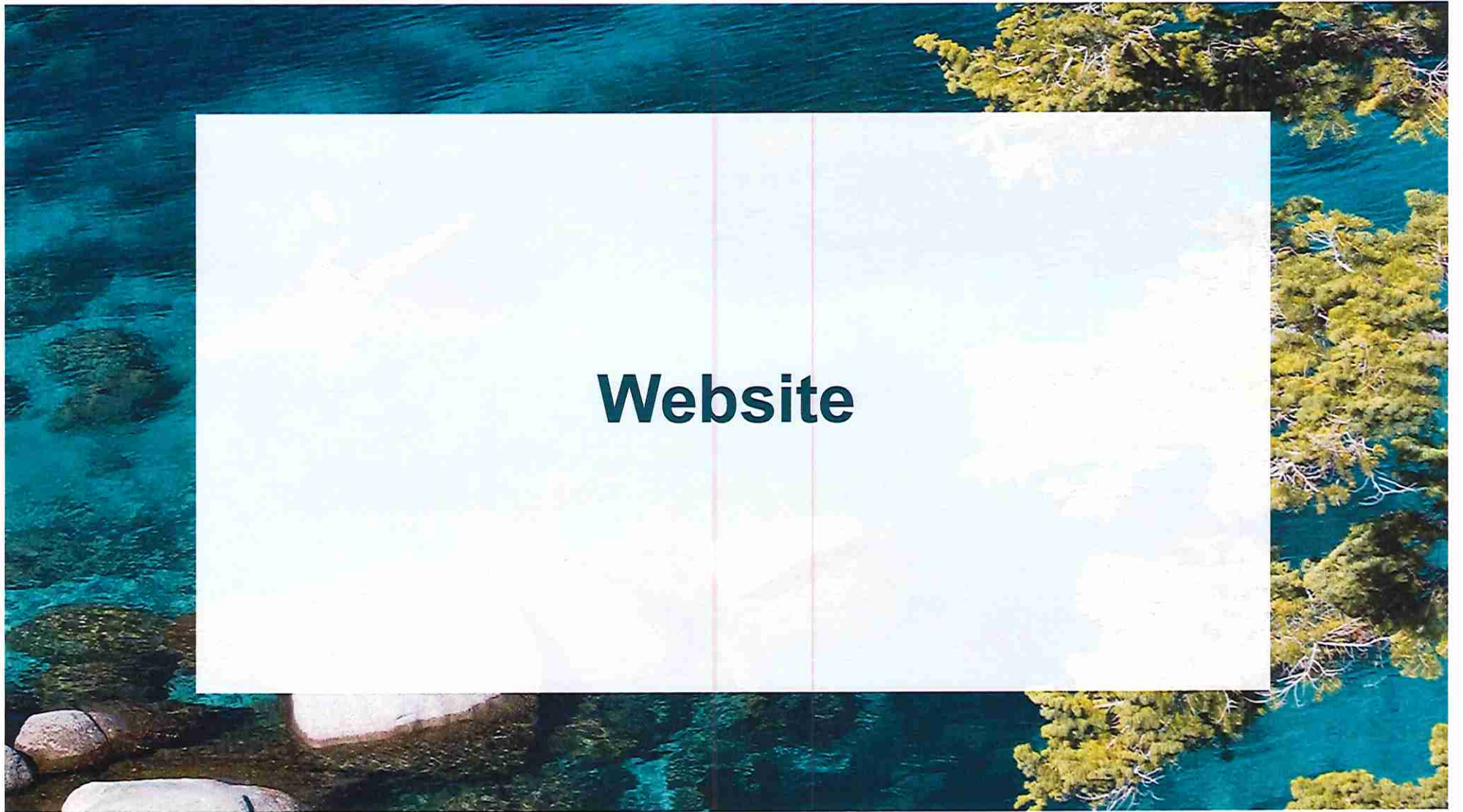


- Facebook Static performed well above the industry standard (0.71%) at a 2.35% CTR. (0.41% CTR for Facebook Video)
- LinkedIn Static also over performed the industry standard (0.06%) and delivered a CTR of 1.00% and a 0.24% CTR for LinkedIn Video.

MCC Paid Media Recommendations

- Continue to prioritize "Ropes" and "AudioVisual" creatives (especially video) on Facebook. After another month of data, we do recommend a refresh on the "Retargeting," "Kayak" and "Nature" creatives. Platform results continue to indicate creative fatigue.
 - In February's report, we recommended that new creative may be needed if video performance doesn't show positive trends by mid-March. The trends have reversed with a 46% increase from February. We will continue to monitor and advise on creative needs.
 - Optimize display creative spend for a more even distribution. Ensure that full ad spend is hit, and that March underspend is reallocated into upcoming months.





Website

Executive Summary - Website

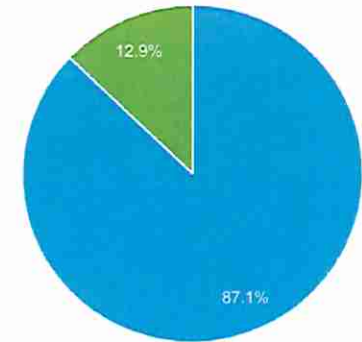
- March 2023 saw the highest traffic for the website ever so far with over 125K users, which represents a 14% increase compared to our previous highest month (December 2022). Organic Search brought in the most traffic with 55% of the total audience, followed by Paid Search with 16%.
- The average session duration was 0:53 (industry average is 1:00). The lower timeframe could be due to the large influx of visitors to the site. The number of new users increased by 45% MoM and represented 87% of the total traffic.
- California continued to be the top state with 45% of total traffic in the month of March. When looking at the top California cities, San Jose drove the most users to the website (15%) followed by Los Angeles (9%). Los Angeles was a paid media target audience for the winter season.
- The Road Conditions page continues to be the top driver of traffic followed by the Planners and Guides page. Other real-time pages like weather and webcams were high on the list this month.



Visitors & Sessions

Users 125,522	New Users 122,859	Sessions 154,841	Number of Sessions per User 1.23
Pageviews 211,880	Pages / Session 1.37	Avg. Session Duration 00:00:53	Bounce Rate 81.45%

■ New Visitor ■ Returning Visitor



Top Pages Visited

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	211,880 <small>% of Total: 100.00% (211,880)</small>	186,885 <small>% of Total: 100.00% (186,885)</small>	00:02:22 <small>Avg for View: 00:02:22 (0.00%)</small>
1. /road-conditions	57,454 (27.12%)	47,945 (25.65%)	00:04:59
2. /lake-tahoe/planners-and-guides	25,071 (11.83%)	21,649 (11.58%)	00:03:37
3. /webcams	24,110 (11.38%)	22,159 (11.86%)	00:01:41
4. /weather-report	12,580 (5.94%)	11,093 (5.94%)	00:01:34
5. /homepage	11,878 (5.61%)	10,112 (5.41%)	00:01:16
6. /lake-tahoe-activities/spring	5,074 (2.39%)	4,816 (2.58%)	00:01:18
7. /events	2,304 (1.09%)	1,972 (1.06%)	00:01:31
8. /lodging	2,144 (1.01%)	1,741 (0.93%)	00:01:49
9. /lake-tahoe-activities	1,733 (0.82%)	1,589 (0.85%)	00:01:06
10. /lake-tahoe-activities/downhill-skiing-and-snowboarding	1,696 (0.80%)	1,481 (0.79%)	00:01:52

Channel Performance

- Organic Search brought in the most users to the website with over 69K (+34.5% MoM) followed by Paid Search with 20K (+27.0% MoM).
- The top three channels with the most user engagement were Email (2:18), Referral (2:05) and Direct (1:14).
- The top referral domain was Visitinglaketahoe.com with over 1.5K users and 2:22 average session duration.



Default Channel Grouping	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	125,522 <small>% of Total: 100.00% (125,522)</small>	122,969 <small>% of Total: 100.09% (122,859)</small>	154,841 <small>% of Total: 100.00% (154,841)</small>	81.45% <small>Avg for View: 81.45% (0.00%)</small>	1.37 <small>Avg for View: 1.37 (0.00%)</small>	00:00:53 <small>Avg for View: 00:00:53 (0.00%)</small>
1. Organic Search	69,843 (55.31%)	68,267 (55.52%)	87,236 (56.34%)	80.36%	1.35	00:00:58
2. Paid Search	20,382 (16.14%)	19,707 (16.03%)	26,577 (17.16%)	85.46%	1.25	00:00:41
3. Direct	9,759 (7.73%)	9,507 (7.73%)	12,827 (8.28%)	74.66%	1.57	00:01:14
4. (Other)	9,500 (7.52%)	9,163 (7.45%)	10,470 (6.76%)	92.73%	1.12	00:00:10
5. Display	5,686 (4.50%)	5,654 (4.60%)	5,894 (3.81%)	97.06%	1.05	00:00:05
6. Social	5,597 (4.43%)	5,493 (4.47%)	5,772 (3.73%)	88.83%	1.17	00:00:13
7. Referral	2,842 (2.25%)	2,548 (2.07%)	3,286 (2.12%)	55.05%	2.47	00:02:05
8. Email	2,658 (2.11%)	2,630 (2.14%)	2,779 (1.79%)	49.01%	2.78	00:02:18

Location

By State

Region	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	120,218 <small>% of Total: 95.77% (125,522)</small>	117,977 <small>% of Total: 96.03% (122,859)</small>	149,074 <small>% of Total: 96.28% (154,841)</small>	81.50% <small>Avg for View: 81.45% (0.07%)</small>	1.37 <small>Avg for View: 1.37 (-0.15%)</small>	00:00:53 <small>Avg for View: 00:00:53 (0.45%)</small>
1. California	56,808 (45.21%)	53,914 (45.70%)	70,450 (47.26%)	81.64%	1.34	00:00:56
2. Texas	11,075 (8.81%)	10,987 (9.31%)	13,899 (9.22%)	79.57%	1.52	00:00:57
3. Arizona	7,486 (5.96%)	7,287 (6.18%)	9,182 (6.16%)	82.93%	1.40	00:00:47
4. Washington	7,293 (5.80%)	6,365 (5.40%)	8,036 (5.39%)	81.73%	1.30	00:00:52
5. Nevada	5,766 (4.59%)	5,067 (4.25%)	6,936 (4.65%)	79.47%	1.42	00:01:06
6. Oregon	4,955 (3.94%)	4,263 (3.61%)	5,337 (3.58%)	81.73%	1.30	00:00:54
7. New York	2,864 (2.28%)	2,779 (2.36%)	3,042 (2.04%)	87.84%	1.25	00:00:30
8. Colorado	1,815 (1.44%)	1,680 (1.42%)	2,053 (1.38%)	83.49%	1.30	00:00:43
9. Florida	1,727 (1.37%)	1,645 (1.39%)	1,876 (1.26%)	79.26%	1.46	00:00:52
10. Idaho	1,565 (1.25%)	1,318 (1.12%)	1,640 (1.10%)	82.74%	1.30	00:01:02

By City

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	56,808 <small>% of Total: 45.26% (125,522)</small>	53,914 <small>% of Total: 43.88% (122,859)</small>	70,450 <small>% of Total: 45.56% (154,841)</small>	81.64% <small>Avg for View: 81.45% (0.23%)</small>	1.34 <small>Avg for View: 1.37 (-2.23%)</small>	00:00:56 <small>Avg for View: 00:00:53 (5.82%)</small>
1. San Jose	9,436 (15.58%)	8,501 (15.77%)	11,163 (15.85%)	80.16%	1.32	00:01:00
2. Los Angeles	5,986 (9.88%)	5,554 (10.30%)	7,136 (10.13%)	82.72%	1.31	00:00:46
3. San Francisco	4,776 (7.88%)	4,323 (8.02%)	5,800 (8.23%)	82.71%	1.28	00:00:51
4. Sacramento	4,150 (6.85%)	3,684 (6.83%)	5,222 (7.41%)	80.81%	1.34	00:01:13
5. (not set)	3,592 (5.93%)	3,240 (6.01%)	3,961 (5.62%)	85.71%	1.25	00:00:44
6. San Diego	1,323 (2.18%)	1,177 (2.18%)	1,524 (2.16%)	82.87%	1.35	00:00:58
7. Oakland	734 (1.21%)	688 (1.28%)	862 (1.22%)	81.44%	1.30	00:00:46
8. Truckee	643 (1.06%)	564 (1.05%)	777 (1.10%)	77.22%	1.52	00:01:17
9. South Lake Tahoe	632 (1.04%)	548 (1.02%)	722 (1.02%)	79.92%	1.35	00:00:53
10. Santa Rosa	494 (0.82%)	428 (0.79%)	553 (0.78%)	81.56%	1.34	00:00:53



- California continued to be the top state driving the most traffic with 45% of total users.
- Nevada visitors were the most engaged with 1:06 average time on site.
- Arizona had the highest increase in traffic (+528%) compared to February.
- When looking at the top California cities, San Jose drove the most users to the website (15.6%) followed by Los Angeles (9.9%). Truckee visitors were the most engaged with 1:17 average session duration.

SEO Maintenance

March

Completed

- Redesigned blog post layout for improved readability and engagement
- Updated blog archive main page
- Fixed 82 broken links
- Fixed 18 broken images
- Updated SEO for Boreal page
- Reduced blocking time of CrowdRiff, UserWay and TikTok Analytics
- Identified 1 closed listing
- Resolved false positive alt tag reporting issue

In Progress

- Optimize the following pages:
 - Webcams
 - Dog-friendly (all)
 - Weather
 - Meetings (all)
 - About Us
- Create new pages v. listings:
 - Lodging (all)
 - Dining (all)
- Optimize plan section
- Remove deals sub-pages
- Optimize blogs and posts

An aerial photograph of a lake with vibrant turquoise water, surrounded by lush green trees and rocky shores. A large, semi-transparent white rectangular box is centered over the image, containing the word "Content" in a bold, dark teal font.

Content

March Executive Summary - Content

- Two blogs were posted this month – one featuring kayaking and another featuring e-bikes.
- Two newsletters were deployed yielding a high open rate of 27.7% and 27.6% respectively (industry average is 16%).
- CrowdRiff site gallery engagement metrics decreased this month, but snow imagery continued to perform best.



Blogs



NORTH LAKE TAHOE'S YEAR-ROUND KAYAKING ADVENTURES

Updated March 2023 North Lake Tahoe is a breathtaking destination for just about anyone, especially while out on the water. The area's surreal natural beauty is hard to find elsewhere. Still, it's one thing to see the stunning crystal-clear waters, picturesque coasts and surrounding mountains in pictures and videos and another to experience them in person. That's why kayaking is a...

[READ MORE >](#)



ENJOY THE BEAUTY OF LAKE TAHOE ON AN E-BIKE

There are few places as beautiful as Lake Tahoe, and perhaps no better way to take in its magnificence than on an electric bike. Electric bikes – commonly known as e-bikes – are similar to traditional bikes except they include a compact electric motor and a battery, which holds the power to drive the motor. You can pedal all the...

[READ MORE >](#)

- Blog revision posted: 3/1
 - Pageviews: 901
 - Time on Page: 2:09
(1:00 industry average)
-
- Blog posted: 3/10
 - Pageviews: 34
 - Time on Page: 2:03
(1:00 industry average)

eNewsletter

Two eNewsletters deployed in month of March. The first one focused on WinterWonderGrass, winter transit tips and highlighted our spring kayaking blog. The second was a dedicated WinterWonderGrass email that highlighted our blog, sustainable travel and the new Spotify channel.



Winning subject line:
“The Countdown to
WinterWonderGrass”

Sent: 3/13

Open Rate: 27.7%
(Industry Avg: 16%)

CTR: 0.8%
(Industry Avg: 1.6%)



Winning subject line:
“2 Days Left For
WinterWonderGrass”

Sent: 3/29

Open Rate: 27.6%
(Industry Avg: 16%)

CTR: 0.9%
(Industry Avg: 1.6%)

CrowdRiff Gallery Insights

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

For the selected date range your galleries had a **33% engagement rate**.
Your engagement rate is calculated from **482 interactions** and **1.5k views**.



Top galleries

Home Page Test	33.2% Engagement rate	460 Interactions	1.4k Views
Wedding page	31.4% Engagement rate	22 Interactions	70 Views
NLT and Me	0% Engagement rate	0 Interactions	0 Views
North Tahoe Eats	0% Engagement rate	0 Interactions	3 Views

An aerial photograph of a lake with clear, turquoise water. The water is surrounded by green trees and some rocks. A white rectangular box is overlaid on the center of the image, containing the text "Public Relations".

Public Relations

March Executive Summary – PR Coverage

- In March, 17 clips were secured with 998.1M estimated digital monthly visits, 2.26M estimated digital coverage views and 1 broadcast (radio) clip with 21,400 listeners.
- Pitching efforts focused on best sunsets and places to stay, family-friendly and solo/female travel, upcoming holiday travel, activities around human-powered sports and via ferrata, wellness destinations, wedding destinations, sustainable and eco-friendly travel, summer road trips, Tahoe Tessie, ski/snowboard for the 23/24 season, national pet day and what's new this spring.
- Augustine attended the Travel Nevada LA Media Mission in LA and vibrantly described the destination to journalists, making connections with the opportunity for the inclusion in future coverage.



Media Relations Updates

- Proactive Pitch Angles/Media Inquiries:
 - Best California Sunsets
 - Best Places to Stay in the U.S.
 - Family-friendly Vacation Destinations
 - Human-powered Sports
 - Solo/female Travel
 - Holidays Without Harm
 - North Lake Tahoe's Via Ferrata
 - Greener Getaway
 - California Wellness Destinations
 - Picturesque Wedding Venues
 - Sustainable Memorial Day Travel
 - Best Places to Renew Your Vows,
 - Destinations for Your Summer Road Trip
 - Tahoe Tessie
 - Ski/snowboard in NLT for the 23/24 season
 - Mountain Activities in Northern California
 - National Pet Day
 - What's New in NLT this Spring
 - Citizen Science Tahoe: How to be Eco-conscious in the Destination
- Highlights: Inclusion in *Fodors*, *AFAR*, TripAdvisor, MSN, *WorldAtlas*, Visit California, Trekaroo and OnlyInYourState



Upcoming PR Initiatives

- We hosted Michelle Baran with *AFAR*, who won our Visit California raffle prize. We have several upcoming FAMs coming up in May including Karon Warren with *10Best and Best Life* and Scott Laird with Fodor's *Travel and Travel + Leisure*. We have followed up with all of the journalists we met at the Travel Nevada LA Media Mission and hope to bring a few to visit North Lake Tahoe.
- Continue to partner with Visit California and Travel Nevada for relevant pitching opportunities and story ideas.
- Pitching efforts will focus on stargazing, golfing, team-building retreats, upcoming events, bike safety month and road trip adventures.
- Augustine will attend the Visit California LA Media Mission on May 4 in Los Angeles.



An aerial photograph of a lake with clear, turquoise water. The water is surrounded by lush green trees and some rocks in the foreground. A large, semi-transparent white rectangular box is centered over the image, containing the text "Social Media".

Social Media

February Executive Summary – Organic Social Media

- Social content focused on snow in the region.
- There were 3.4M impressions and 20K post clicks. The social audience increased by 370 followers across platforms.
- Social pages overall saw an engagement rate of 3.8% (industry average engagement is 0.9%).
- Custom video content generated over 58K impressions (+190% MoM).
- CA Now Story content generated over 466K Google Impressions.
 - The [Best Ski and Snowboard Locations in North Lake Tahoe, CA](#) story achieved the most impressions within 7 days (61K) across all CrowdRiff networks (not just destinations, but all of them). This story alone has received 266K impressions to date.



Cross-Platform Overview

Data	February	March	MoM
Audience	239,862	240,166	+0.1%
Impressions	1,935,884	3,491,851	+81%
Engagement	99,453	132,381	+33%

- Content across all social platforms promoted spring activities and snow updates in the region. The average engagement rate was 3.8% (industry average 0.9%) and the pages generated 20K post clicks (+93% MoM).
- The pages saw the largest increases in audience growth during the start of the month due to heavy snowfall and the end of the month with inspiring travel content. Efforts generated an increase of 370 fans.
- Augustine tested curating trending video content, which generated positive results including an increase in video views, impressions and engagements.

North Lake Tahoe

Thu 3/2/2023 11:11 am PST

Engagement Rate (per Impression)	14.3%
Impressions	5,492
Engagements	786

...

tahoenorth

Mon 3/27/2023 5:36 pm PDT

We've got a good feeling 😊

Engagement Rate (per Impression)	9.9%
Impressions	17,237
Engagements	1,703

...

CA Now Story and Content Creation

- California Now Story content this month generated 466,569 Google impressions (+542% MoM). The "Best Ski and Snowboard Locations" story generated over 266K Google impressions!
- Additionally, story content generated 4,715 views, and CTR of 6.79% (benchmark 5.5% across all Localhood stories)
- Custom content for social media featured video trends and snow. Augustine will continue to create monthly trends that align with platform themes and the brand on social.



An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green vegetation beneath the surface. The shoreline is lined with lush green trees, their branches extending over the water. In the bottom left corner, several large, smooth, grey rocks are visible. The overall scene is bright and scenic, with a clear blue sky visible in the background.

Other Creative Projects

Creative Projects

- Summer Campaign – launching 5/8
- April blog will revise Mother's Day content.
- 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.
- Go To Towns campaign launched and will be shared across earned and owned channels.
- Spotify channel launched and will continue to add playlists for upcoming music events in the region.



An aerial photograph of a vibrant turquoise lake. The water is crystal clear, revealing dark rocks and patches of green algae or seaweed beneath the surface. Lush green trees with dense foliage border the right and bottom edges of the frame. In the bottom left corner, several large, smooth, grey rocks are visible. A semi-transparent white rectangular box is centered over the lake, containing the text "Industry Insights" in a bold, dark blue font.

Industry Insights

Industry Insights

- Will Americans curb their travel spending enthusiasm in the coming months? **The percent of American travelers who report being better off financially today than they were a year ago is at 32%.** While this is up 6-points from the end of 2022, compared to how they felt at the same time last year, it is down 2 points. **Optimism about their future financial situation does remain solid at 47% and is up nearly 5 points compared to one year ago.**
- Nevertheless, Americans **express some financial fears that spill over into their anticipated travel behaviors.** After being around 27% for the first months of the year, the percent of Americans who say recent inflation in consumer prices has led them to cancel an upcoming trip ticked back up to 31%—the level it was throughout Summer and Fall 2022. Right now, 55% believe the U.S. will enter a recession within the next 6-months. **As a result, 60% report they are being careful with their money because of their recessionary concerns.** Both beliefs have increased over the last month. As to whether the present is a good time to spend on travel, 30% say it is, however this is down nearly 8-points from the same time last year.



Industry Insights

- Is engagement up on your organization's marketing channels? It wouldn't surprise us if so. With the summer season approaching, 80% of American travelers reported doing some travel dreaming or planning in the last week alone. **Over 35% of these travelers said they researched travel ideas online, which is up from 31% who reported such at the same time last year.** When recent trip-takers were asked how many hours they personally spent actively planning or researching their trip **AFTER** they arrived in their destination, the average was 2.5 hours. Note that Millennial and Gen Z travelers are above average at 3 hours, while Boomers are well below, spending just 1.4 hours planning once in-market. Across the U.S., Northeasterners say they spent 2.7 hours, while Southerners report a more relaxed 2.3 hours. Of those still doing trip planning post arrival, restaurant reservations top the list (35.2%), but lodging comes in second (26.4%), followed by attractions (20.0%). Interestingly, after hovering around the 11-week mark, this month the average trip planning window for a 1-week domestic vacation dropped to 10 weeks. **Top sources of travel inspiration continue to be websites found through searches, email campaigns, Facebook, Instagram, and other online article/blog content.**





THANK YOU



Reno-Tahoe
Airport
Authority

Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

February 2023



U.S. DOMESTIC INDUSTRY & RNO OVERVIEW FEBRUARY 2023

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights *:	Up 2.7% vs. Feb 2022, down 8.8% vs. Feb 2019
Capacity of Seats *:	Up 8.7% vs. Feb 2022, up 2.9% vs. Feb 2019
Crude Oil Average:	\$76.83 per barrel in February 2023 \$91.64 per barrel in February 2022

RNO Overview for February 2023 vs. February 2022

Total Passengers:	Up 5.5%
Avg. Enplaned Load Factor:	77.7%, down 2.1 pts.
Departures:	Down 3.7%
Departing Seats:	Up 8.3%
Cargo Volume:	Down 18.4%

RNO Overview for February 2023 vs. February 2019

Total Passengers:	Up 6.9%
Avg. Enplaned Load Factor:	Down 3.4 pts.
Departures:	Down 7.3%
Departing Seats:	Up 11.4%

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

FEBRUARY 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 327,934 passengers in February 2023, an increase of 5.5% versus the same period last year.

In February 2023, RNO was served by 11 airlines to 19 non-stop destinations. The total seat capacity increased 8.3% and flights decreased 3.7% when compared to February 2022.

RNO handled 8,963,956 pounds of air cargo in February 2023, a decrease of 18.4% when compared to February 2022.

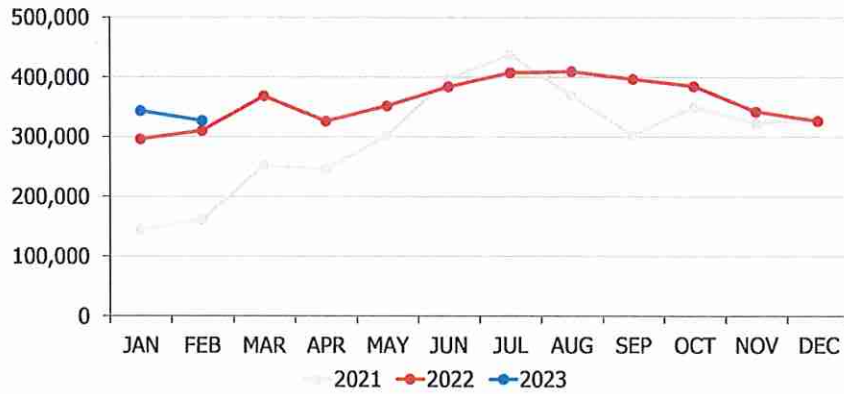
JSX Public Charters

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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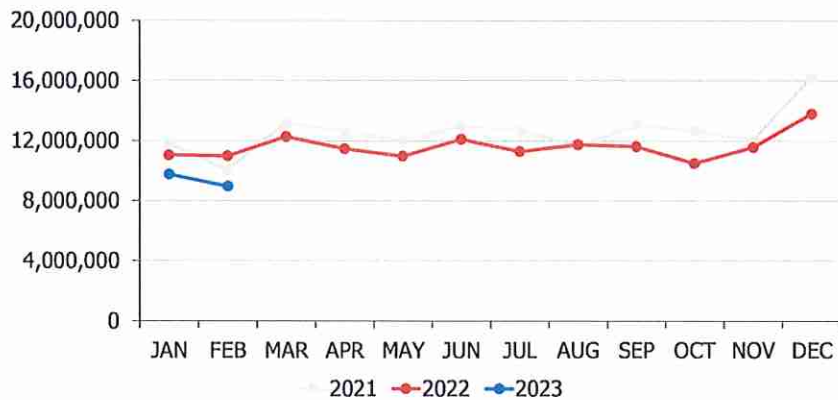


Passengers



Total Passengers			
	Feb-23	Feb-22	Difference
aha!	0	3,856	
Alaska/Horizon	15,197	26,808	-43.3%
Allegiant Air	1,668	4,000	-58.3%
American	52,404	47,805	9.6%
Delta	29,974	29,407	1.9%
Frontier	1,571	6,294	-75.0%
JetBlue	8,375	9,256	-9.5%
Southwest	143,561	129,967	10.5%
Spirit	14,765	0	
Sun Country	2,958	0	
United	52,603	47,793	10.1%
Volaris	4,858	4,277	13.6%

Cargo

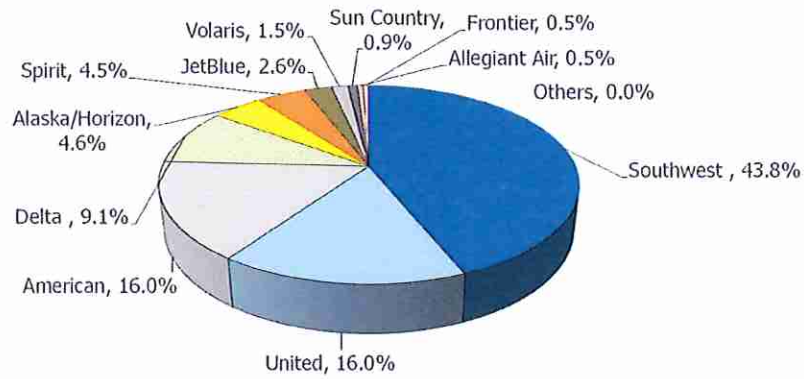


In February 2023, DHL cargo volume was up 12.0% when compared to February 2022. FedEx was down 20.3% and UPS was down 19.0% during the same period.

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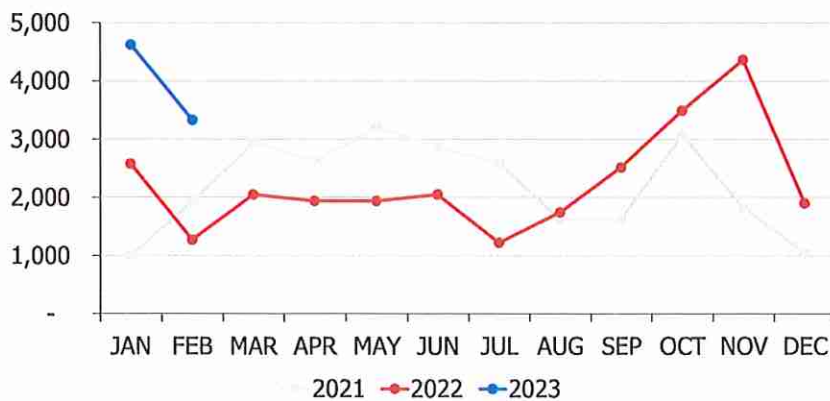


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Feb-23	Feb-22	YOY Change
aha!	n/a	1.2%	n/a
Alaska/Horizon	4.6%	8.6%	(4.0)
Allegiant Air	0.5%	1.3%	(0.8)
American	16.0%	15.4%	0.6
Delta	9.1%	9.5%	(0.3)
Frontier	0.5%	2.0%	(1.5)
JetBlue	2.6%	3.0%	(0.4)
Southwest	43.8%	41.8%	2.0
Spirit	4.5%	n/a	n/a
Sun Country	0.9%	n/a	n/a
United	16.0%	15.4%	0.7
Volaris	1.5%	1.4%	0.1
Others	0.0%	0.4%	(0.4)

TOTAL CHARTER PASSENGERS

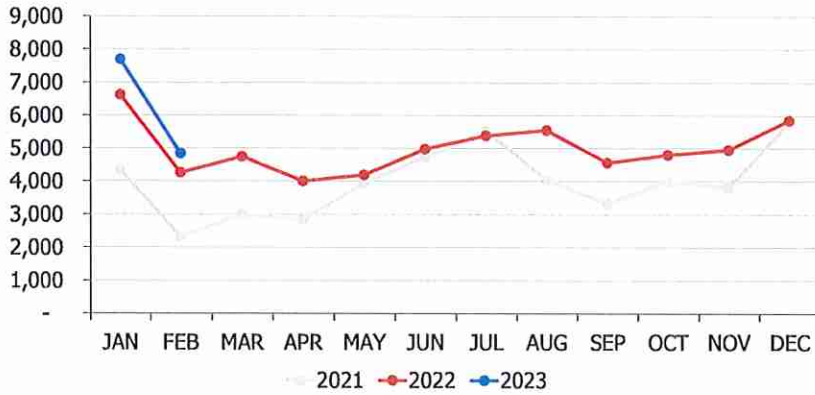


In February 2023, RNO served 3,332 passengers on charter flights, an increase of 161% when compared to February 2022.

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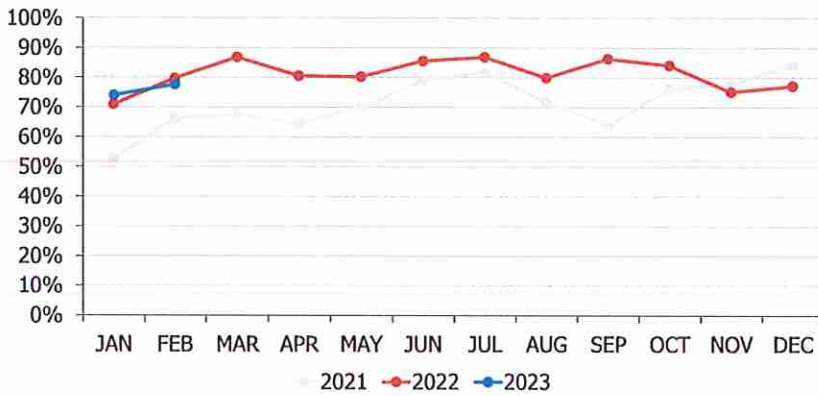


TOTAL INTERNATIONAL PASSENGERS

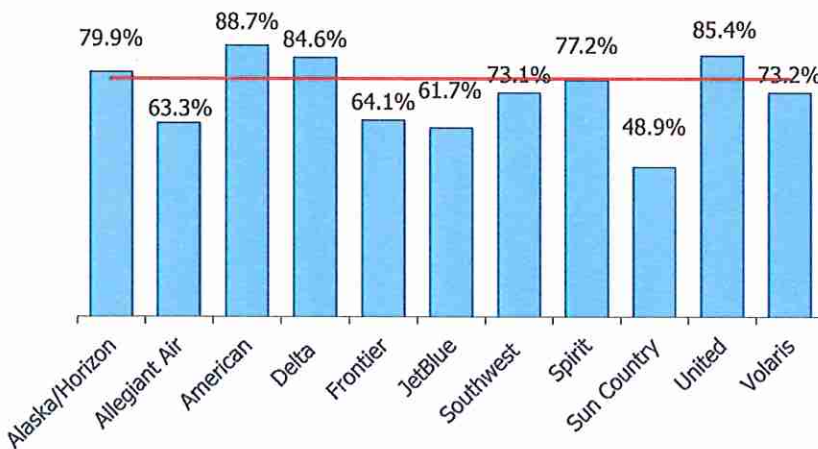


In February 2023, RNO served 4,858 international passengers, an increase of 13.6% when compared to February 2022.

AVERAGE ENPLANED LOAD FACTOR



In February 2023, RNO's average enplaned load factor was 77.7%, a decrease of 2.1 pts. versus February 2022.

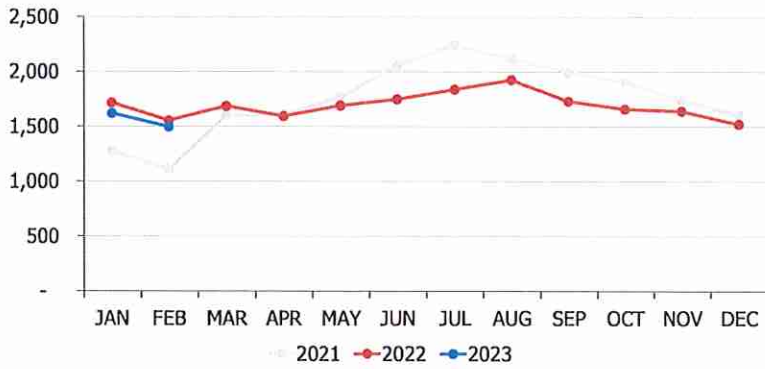


The red horizontal line on the left represents RNO's average enplaned load factor.

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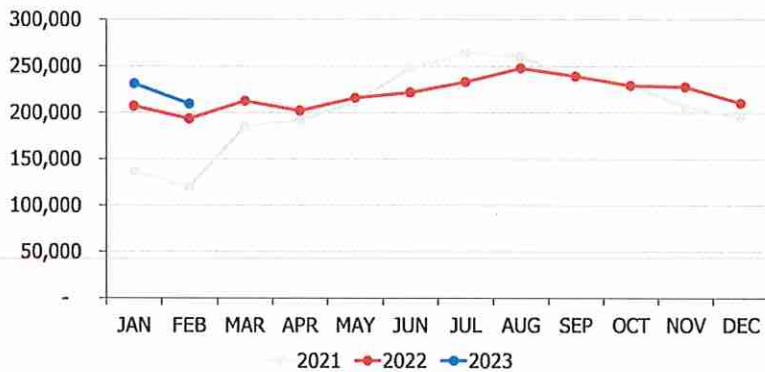


DEPARTURES



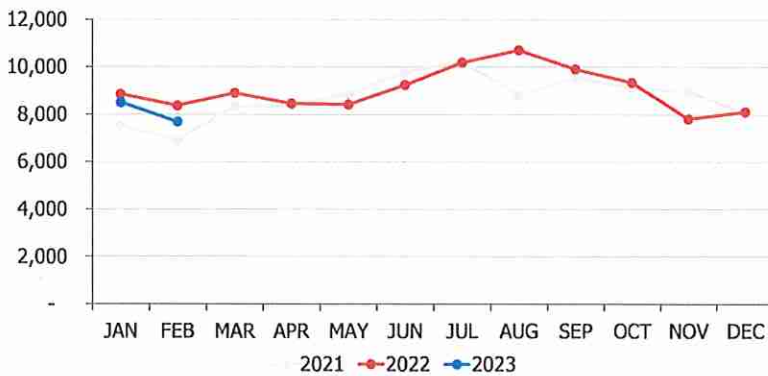
In February 2023, RNO handled 1,502 departures, a decrease of 3.7% when compared to February 2022.

DEPARTING SEATS



In February 2023, RNO offered 209,626 departing seats, an increase of 8.3% when compared to February 2022.

TOTAL OPERATIONS



A total of 7,686 operations were handled at RNO in February 2023, a decrease of 8.2% when compared to February 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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April 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	30	Daily
Burbank	Southwest	22	Daily Mon - Fri and on 2, 9
Dallas/Fort Worth	American	89	Three daily
Denver	Southwest	72	Two to three times daily. Once on 1, 8
	United	90	Three daily
Guadalajara	Volaris	20	Daily Mon-Fri
Las Vegas	Allegiant	9	Twice weekly. Thu, Sun
	Southwest	284	10 to 11 flights Mon-Fri. Seven on Sat, Sun
	Spirit	60	Twice daily
Long Beach	Southwest	52	Twice daily. Once on Sat. One to two on Sun
Los Angeles	Delta	90	Three daily
	JetBlue	22	Five weekly. Mon, Thu-Sun
	Southwest	50	Twice daily. Once on Sat, Sun
	United	30	Daily
Oakland	Southwest	50	Twice daily. Once on Sat, Sun
Phoenix	American	120	Four daily
	Southwest	60	Twice daily
Portland	Alaska	30	Daily
Salt Lake City	Delta	90	Three daily
San Diego	Southwest	60	Twice daily
San Francisco	United	118	Four daily
San Jose	Southwest	25	Six weekly. No flights on Sat
Seattle	Alaska	86	Three daily

Multiple airlines

3.28.2023

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Total Passengers Feb-23					
	Passengers		% Diff.	YOY % Diff.	
	2021	2022		2023	
JAN	145,421	296,641	104.0%	344,268	16.1%
FEB	162,071	310,738	91.7%	327,934	5.5%
MAR	252,828	368,946	45.9%		
1st QTR	560,320	976,325	74.2%		
APR	247,220	326,787	32.2%		
MAY	302,403	352,255	16.5%		
JUN	397,906	384,429	-3.4%		
2nd QTR	947,529	1,063,471	12.2%	0	
JUL	438,168	407,867	-6.9%		
AUG	369,686	409,942	10.9%		
SEP	302,929	397,404	31.2%		
3rd QTR	1,110,783	1,215,213	9.4%	0	
OCT	350,631	385,466	9.9%		
NOV	323,508	343,130	6.1%		
DEC	330,687	327,353	-1.0%		
4th QTR	1,004,826	1,055,949	5.1%	0	
TOTAL	3,623,458	4,310,958	19.0%		
YTD		607,379		672,202	10.7%

Total Enplaned Passengers Feb-23				
Month	2021	2022	2023	% Diff.
JAN	72,887	147,773	171,374	16.0%
FEB	80,263	155,233	162,964	5.0%
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		
TOTAL	1,812,757	2,155,310		
YTD		303,006	334,338	10.3%

Total Deplaned Passengers				
Month	2021	2022	2023	% Diff.
JAN	72,534	148,868	172,894	16.1%
FEB	81,808	155,505	164,970	6.1%
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		
TOTAL	1,810,701	2,155,648		
YTD		304,373	337,864	11.0%

Total Cargo Volume in Pounds Feb-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%	8,963,956	4,065	-18.4%
MAR	13,204,912	12,265,793	-7.1%			
1st QTR	35,078,141	34,309,252	-2.2%			
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%			
2nd QTR	37,660,014	34,543,091	-8.3%			
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%			
3rd QTR	37,413,556	34,664,654	-7.3%			
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%			
4th QTR	41,010,797	35,878,163	-12.5%			
TOTAL	151,162,508	139,395,160	-7.8%			
YTD		22,043,459		18,732,624	8,496	-15.0%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Feb-23	Feb-22	Diff.
aha!	0	n/a	38.0%	n/a
Alaska/Horizon	7,526	79.9%	75.8%	4.2
Allegiant Air	809	63.3%	66.3%	-3.0
American	26,452	88.7%	89.5%	-0.8
Delta	15,082	84.6%	88.5%	-3.9
Frontier	789	64.1%	70.2%	-6.1
JetBlue	4,100	61.7%	65.0%	-3.3
Southwest	70,937	73.1%	78.0%	-4.9
Spirit	7,444	77.2%	n/a	n/a
Sun Country	1,455	48.9%	n/a	n/a
United	26,143	85.4%	90.1%	-4.8
Volaris	2,227	73.2%	65.2%	8.0

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Lodging Book Now Referrals - 3/1/23-3/31/23	Total Events	Unique Events
Natural Retreats – North Lake Tahoe	68	68
Granlibakken Tahoe	60	59
Granlibakken Tahoe Ski Area	44	42
Cedar Crest Cottages	39	39
Hyatt Regency Lake Tahoe Resort Spa & Casino	36	33
Northstar California Resort	25	23
Mourelatos Lakeshore Resort	21	21
Tahoe Vacation Rentals	21	20
Brockway Springs Resort	18	16
The Village at Palisades Tahoe	17	17
Northstar Lodge by Vacation Club Rentals	16	16
Resort at Squaw Creek	16	15
Frog Lake Backcountry Huts	15	15
Everline Resort & Spa	14	13
West Shore Cafe & Inn	14	13
East West Hospitality at Tahoe	13	10
Tahoe Rental Company	13	12
The Ritz-Carlton, Lake Tahoe	13	12
Sun Bear Realty & Vacation Rentals	10	7
Cedar Glen Lodge	9	9
Incline Vacation Rentals	9	9
PepperTree Inn	9	8
PlumpJack Inn	9	9
Sunnyside Restaurant & Lodge	9	9
Tahoe Real Estate Group	9	9
Tahoma Meadows Cottages	9	9
Lake Tahoe Accommodations	8	7
Franciscan Lakeside Lodge	7	6
Goldfish Properties	7	6
SellMyTimeShareNow.com	6	5
Tahoe Accommodations	5	5
Tahoe Luxury Properties	5	5
Tahoe Vistana Inn	5	5
Agate Bay Realty Vacation Rentals	4	4
Tahoe Donner Cross Country Ski Center	4	4
Tahoe Getaways Vacation Rentals	4	4
Constellation Residences at Northstar	3	2
Firelite Lodge	3	3
Red Wolf Lodge at Olympic Valley	3	3
Tahoe Signature Properties	3	3
Vacation Station, Inc.	3	3
West Lake Properties at Tahoe	3	3

Americas Best Value Inn Tahoe City	2	2
First Accommodations, Inc.	2	2
Sierra Mountain Properties	2	2
Tahoe Donner Golf Course	2	2
Tahoe Woodside Vacation Rentals	2	2
Gar Woods Grill & Pier	1	1
Hauserman Rental Group	1	1
Holiday House	1	1
Vacasa	1	1
TOTAL	623	595