

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 Aug 31, 2023

Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1,317 Units ('DestiMetrics Census'*) and 40.8% of 3,229 total units in the North Lake Tahoe destination ('Destination Census'**)

MARKET OVERVIEW: As August wraps up and the peak months of our Summer season conclude, only 2 months remain to drive revenue gains. Heading into August there was a potential to "make or break" revenue for the season, though ultimately it fell short as all performance metrics remained down versus last year. Occupancy was at 53.4 percent, down -2.2 percent from 2022, and Average Daily Rate (ADR) posted a decline of -0.4 percent, ending the month at \$417. The result is an August decline in RevPAR of -2.6 percent. While the losses noted do not preclude Summer season 2023 from netting a positive revenue gain, it's unlikely that the industry can make up ground in September and October. On the economic front, August had mixed results. Financial markets posted a decline since last month as the Dow Jones Industrial Average (DJIA) fell -2.4 percent or -837.62 points, closing the month at 34,721.91 points. This is the first time DJIA posted a month-over-month decline since May, and only the third time this year. In addition to financial markets, consumer sentiment and confidence also declined. The Consumer Confidence Index (CCI) experienced a decline of -6.9 percent, or -7.9 points, to close the month at 106.1 points (1985=100). Dana Peterson, Chief Economist at The Conference Board, said, "The pullback in consumer confidence was evident across all age groups—and most notable among consumers with household incomes of \$100,000 or more, as well as those earning less than \$50,000." While consumer confidence and financial markets saw losses in August, the US job market had favorable results. 187,000 new jobs were added while the National Unemployment Rate increased (+0.3 percentage points) to 3.8 percent. The leisure and hospitality sector experienced strong gains in new jobs with 40,000 new positions added, the second most of all economic sectors in the report. While the sector remains understaffed by roughly 290,000 positions compared to pre-pandemic, it has added a strong 205,000 positions this year. August's mixed economic situation drove consumer uncertainty that translated into a booking pace decline of -5.1 percent versus last year for arrivals in August through January. While August was unable to fill bookings and rates that would push the entire season into positive territory, September holds that possibility. Locally, North Lake Tahoe occupancy was down -11.4 percent in August versus 2022, accompanied by a rate that was up +8.8 percent compared to last year's. North Lake Tahoe occupancy for the past six months (March - August) was down -6.4 percent compared to the same period last year, accompanied by a rate that was up +1.1 percent compared to last year. Bookings taken in August for arrival in August were down -40.0 percent compared to bookings taken in August 2022 (not shown).

		2023/24	2022/23	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates during last month (August, 2023) were down (-11.4%) compared to the same period last year (August, 2022), while Average Daily Rate was up (8.8%).	Occupancy (August) :	51.6%	58.3%	-11.4%
	ADR (August) :	\$518	\$476	8.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates for next month (September, 2023) are down (-6.9%) compared to the same period last year, while Average Daily Rate is up (2.6%).	Occupancy (September) :	47.7%	51.2%	-6.9%
	ADR (September) :	\$355	\$346	2.6%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (March - August) are down (-6.4%) compared to the same period last year, while Average Daily Rate is up (1.1%).	Occ - 6 Month Historic	51.8%	55.4%	-6.4%
	ADR - 6 Month Historic	\$419	\$414	1.1%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the upcoming 6 months (September - February) are down (-5.7%) compared to the same period last year, while Average Daily Rate is up (2.1%).	Occ % - 6 Month Future	21.6%	23.0%	-5.7%
	ADR - 6 Month Future	\$359	\$352	2.1%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2023 vs. Previous Year				
Rooms Booked during last month (August, 2023) compared to Rooms Booked during the same period last year (August, 2022) for all arrival dates are down by "(-21.5%)."	Booking Pace (August):	4.8%	6.1%	-21.5%

LOOKING FORWARD: With August behind us, we move into the fall season, which has long since ceased to be 'shoulder' and is rather a time of year that can either put a bow on a successful summer or – as we see this year – hold the keys to a revenue win. September occupancy is on-track to be either flat or just slightly below last year, and with rates hovering just above September 2022, the potential is there for the month to push a stubborn RevPAR decline into positive territory, though it's unlikely if we're being candid. But while we ponder the possibility of avoiding the first seasonal revenue decline since the pandemic, there are others considering winter 23/24. With about 35% of anticipated bookings now in, occupancy and room rates are looking stronger for the early winter ahead than they have been since the end of the last winter season. Positive 'snow equity' from last year is helping, but so is a drop in the national inflation rate – at least a drop when compared to last year at this time. Consumers, though less confident over the last 30 days, are feeling better than they did earlier in 2023, and that positivity is working in favor of early season bookings. And, with the Farmer's Almanac (our preferred prognosticator) and the National Weather Service both forecasting the right conditions in (mostly) the right places for the season ahead, there's reason for optimism. But we temper that with ongoing economic uncertainty, high interest rates for travelers, inflation that will go up again in the coming months, and the potential for a mild, but possibly impactful, recession in the months ahead. Lastly, school breaks will be a factor, both for the holiday period and spring break, and we urge partners to pay close attention to the opportunities and threats that they'll bring to busy, and impactful, revenue-generating periods. Locally, North Lake Tahoe on-the-books occupancy for September 2023 is down -6.9 percent compared to 2022, accompanied by an increase in rate of +2.6 percent. Occupancy on-the-books for the upcoming six months (September - February) is down -5.7 percent compared to the same period last year, with an increase in rate of +2.1 percent. North Lake Tahoe bookings taken in August for arrival August - January are down -21.5 percent compared to the same period last year.

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August 2023

Meetings & Conventions Report

TURNED DEFINITE

1. Teichert Construction - 2023 Teichert Off Site - 10/4/23-10/7/23, 70 rooms and 20 people
2. HPN - 93150 - Fall 2024 Customer Meeting - 8/20/24-8/23/24, 182 rooms and 90 people

NEW MEETINGS & RFPs DISTRIBUTED

3. HPN - 94905 - Incentive - 12/9/23-12/11/23, 42 rooms and 28 people
4. HPN - 94968 - Winter Break 2024 - 1/21/24-1/28/24, 400 rooms and 125 people
5. HPN - 94891 - Passover 2024 - 4/1/24-4/10/24, 1,150 rooms and 150 people
6. HPN - 95087 - 2024 Strategic Summer Offsite - 7/8/24-7/9/24, 90 rooms and 45 people
7. HPN - 95138 - OLT July 2024 Rose - 7/15/24-7/17/24, 44 people and 22 rooms
8. HPN - 95121 - BTB Program_AUG 2024 - 8/10/24-8/17/24, 807 rooms and 150 people
9. HPN - 94462 - 2025 Sr. Leadership Retreat - 6/8/25-6/12/25

NEW INQUIRIES

1. Coastal Wealth - Annual - 2024 - 10/8/24-10/10/24, 90 rooms and 20 people
2. IMA Financial Group, Inc. - Annual Incentive Trip 2025 - 4/9/25-4/12/25, 168 rooms and 100 people
3. Dal-Tile LLC - 2025 Business Statements - 5/30/25-6/6/25, 684 rooms and 350 people
4. Fellowship of Companies for Christ International - 2024 Annual Conference - 9/19/24-9/26/24, 629 rooms and 300 people
5. Retailer Owned Food Distributors and Associates - ROFDA Spring 2024 Conference - 5/15/24-5/19/24, 590 rooms and 168 people
6. Daiichi Sankyo, Inc. - RFPDSI23_8890_HSC Launch Contest - 7/20/24-7/24/24, 201 rooms and 100 people
7. California Association of Health Facilities - CA. Assoc of Health Facilities / Summer Conference - 7/10/26-7/15/26, 703 rooms and 350 people
8. Macquarie Holdings (USA) Inc. - Macquarie Capital TMT Annual Ski Trip 2025 - 1/28/25-2/1/25
9. Kwikset - Sales Meeting - 9/25/23-9/27/23, 36 rooms and 12 people
10. Philips - RFPHI23 WZ IA Training-PHI12395 - 9/18/23-9/20/23, 57 rooms and 19 people
11. Carnegie Learning - CL-Winter Summit - 2/25/24-2/28/24, 56 rooms and 30 people
12. Teleflex - Anesthesia & Emergency Medicine MidYear Meeting - 7/13/24-7/19/24 - 870 rooms and 225 people

SITE VISITS & SALES CALLS

- Attended Connect Marketplace in Minneapolis August 22-24 where staff hosted breakfast for (75) planners sponsored by Visit California and (23) one-on-one appointment on the Corporate Track. [Trip report](#) and VCA breakfast [attendees](#) sent to NLT partners.

CONFERENCE SALES PROJECTS

- Key Projects:
 - Sent late summer newsletter to 8,000+ planners, 35% open rate
 - Planning attendance at HPN Annual Conference September 7-10
 - Planning attendance at Destination California September 28-30

Chicago Rep Efforts

- M&IW Summit & Tradeshow
- M&IW CVB Workshop
- Data Base Update
- PCMA panel preparation for DEI Sept Event



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August 2023

Leisure Tourism Development Report

KEY MEETINGS & PROJECT WORK

- o Attended SkiTops mixer on August 2nd
- o Attended Reno Tahoe Territory meeting on August 9th
- o Webinar for Gendron Voyages - Canada on August 14
- o Webinar for SkiCan - Canada on August 14
- o Webinar with Travelweek Canada on August 29
- o Ski.com marketing campaign review and webinar for Sept 21
- o Virtual call with RSCVA DMO Alliance
- o Planning sponsorship of RSCVA FAM with Volaris on Sept 7
- o Developing [itinerary](#) for Alberta Motor Association FAM Setp 18-22
- o Planning attendance at Travel Nevada Mexico Sales Mission Sept 24-29
- o Partner support for Expedia Fall Campaign Sept 1 - Oct 1
- o Planning campaign with Merit Travel in Canada in collaboration with Travel Nevada and RSCVA, webinar scheduled for Sept 21

VISA VUE DATA

- Domestic Visitor Data - January - July 2023
 - o 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 -2% YoY \$67.1M
 - Sacramento -4% YoY \$24.2M
 - Reno 0% YoY \$16.7M
 - San Jose/Sunnyvale/Santa Clara 0% \$16.4M
 - LA/Long Beach/Anaheim -4% YoY \$10.3M
 - San Diego 0% YoY \$5.4M
 - Santa Rosa +2% YoY \$5.3M
 - Santa Cruz +5% YoY \$3.4M
 - New York -4% YoY \$3M
 - Phoenix-Mesa-Chandler -5% \$3.1M
 - Seattle-Tacoma-Bellevue -3% \$2.1M
 - o Total spend: \$355 M (all) and \$220.2 M (non-resident)
 - o Total domestic visitor spend by market segment YOY % change:
 - Restaurants -0.8% \$83.9M
 - Food & Grocery +19.8% \$43.7M
 - Retail +10.5% \$33.4M
 - Entertainment +6.4%, \$14.2M

- Hotels & Lodging -15.2% \$15.7M
- International Visitor Data - January - July 2023
 - Total spend: \$3.2M
 - Estimated visitors: 15K
 - Top countries by spend and YoY % Change
 - Canada \$532k, +23%
 - Australia \$327k, +84%
 - UK \$307k, -11%
 - China Mainland \$231k, +40%
 - Mexico \$203k, +25%
 - France \$126k, +6%
 - Germany \$122k -5%
 - New Zealand \$115k, +163%
 - Peru \$92k, +81%
 - Switzerland \$89k, +43%
 - Total international visitor spend by market segment YOY % change:
 - Restaurants & Dining +30%, \$988k
 - Retail +17.2%, \$557k
 - Hotels & Lodging +15.3%, \$495k
 - Food & Grocery +17, \$553k
 - Entertainment +11.2%, \$364k

August 2023 Monthly Report



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Executive Summary – Consumer Campaign

- Summer seasonal spends continued until the end of August. Fall funds launched display banner ads on 8/10 and Facebook/Instagram ads on 8/24.
 - Total spend increased with the addition of the fall ad budget. CTR dipped from 1.43% in July to 1.00% in August, most likely due to the influx in impressions. TOS conversions saw a similar dip. Continuing to monitor and optimize as fall campaigns launched across the board on 9/1.
- Facebook impressions almost tripled with the fall budget. Total clicks jumped by +228% with a 0.3% lower CTR than July. Every ad outperformed the 0.77% CTR benchmark. Optimizations were implemented across select audiences to boost results further.
- Display's summer retargeting banners earned the most TOS conversions. Fall retargeting earned fewer with the mid-August start. From fall, the Boomer audience earned the most TOS conversions.
- Performance Max earned 75% of all Consumer TOS conversions (July Performance Max: 85%). Facebook earned 8%, paid search had 12% and display garnered 5% of total TOS conversions.



Executive Summary

- August ran roughly \$400 more in budget than July and earned 2 more TOS conversions. Cost per click increased by \$0.20. Meetings earned 2,678 total clicks, 5% fewer than last month's 2,833 clicks.
- YouTube video earned 12% more views than last month and watched-to-completion climbed 45% since July. However, TOS conversions dropped from 11 to 4 month-to-month. This indicates increased viewership and engagement with the ads, but a drop in actual website browsing.
- Facebook conversions spread out across the creative and "Hiking" was the best-performing ad. Of the social video, the 0:30 video earned 100% of social conversions.
- Geofencing around the Connect tradeshow ran more than 5,900 impressions and earned a 0.18% CTR in August. Display tend to average 0.09 - 0.10% CTRs so the banner ads are performing well above benchmarks. The 90-day retargeting campaign will run through November.



Executive Summary

- In August, the website had over 67K visitors, which is a 26.70% decrease from July. The top channels that had the largest increase in users for August were Display (+135.81%) and Organic Social (+51.06%). The reason for the overall decrease was likely due to lower summer paid media campaign budgets in comparison to July.
- The average session duration was 0:54 (industry average of 1:00) which is a 9.86% decrease MoM. Pages that users spent the most time on included summer live music events like the Concerts at Commons Beach page with 5:43 and the Music on the Beach at Kings Beach with 4:17.
- The Homepage followed by the fall page were the top drivers of traffic for the month. Fall page traffic was driven by the Display tactic (70.42%), one of the fall campaign tactics that launched early.
- During August, mobile speed fell to 71 due to the large image files for mobile according to Google's measuring tools. Desktop's overall performance increased from 94 to 96.



Executive Summary

- One blog was posted this month on fine dining and luxury culinary experiences.
- One monthly enewsletter was sent in August featuring the fine dining blog, activities to do before summer's end, Spotify playlists, a tease out to the fall season and the travel responsible tip of being fire safe.
- Additionally, a sustainability-focused eblast was sent in preparation of Labor Day weekend festivities, a usually popular time to visit Lake Tahoe. The eblast featured tips for staying safe during the long holiday weekend.



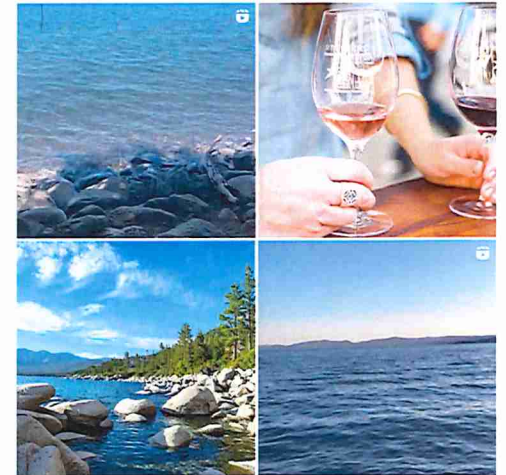
Executive Summary

- In August, 34 clips were secured with 975.7M estimated digital monthly visits and 951K estimated digital coverage views.
- There were five television broadcast clips in August with an estimated reach of 107K.
- Pitching efforts focused on fall foliage, mountain biking, fall fishing, National Golf Month, what's new for the 23/24 ski season, eco-tourism/sustainability, and fall festivals/events.
- Augustine booked fall FAM trips, including Katrina Lobley with *The Australian* (Sept. 8-14) and Dalton Johnson with *Men's Journal* (Sept. 25-27).
- Augustine partnered with Reno-Tahoe Territory on FAM trips for influencers, Aaron Sagers (Sept. 12-13) and Alicia Chew (Sept. 18).



August Executive Summary – Organic Social Media

- Social media content focused on local establishments in the region, including commerce and lodging, as well as seasonally relevant themes like lakeside views and summer activities.
- Although August performance showed a slight dip from July's numbers across key social KPIs, that same August performance also continued a major performance spike in July and August from the first half of CY2023.
 - *For example, while impressions were down about 9% in August compared to July, they were also up a whopping 130% from June. A similar pattern exists for engagement, too, which was down 36% from July but up about 3% from June.*
- NLT's social media channels amassed an engagement rate of 2.4%, nearly tripling the latest 2023 industry benchmark of 0.9%.
- CA Now Story content generated over 122K Google Impressions, buoyed by the "Best Things to do Before Summer Ends" story.

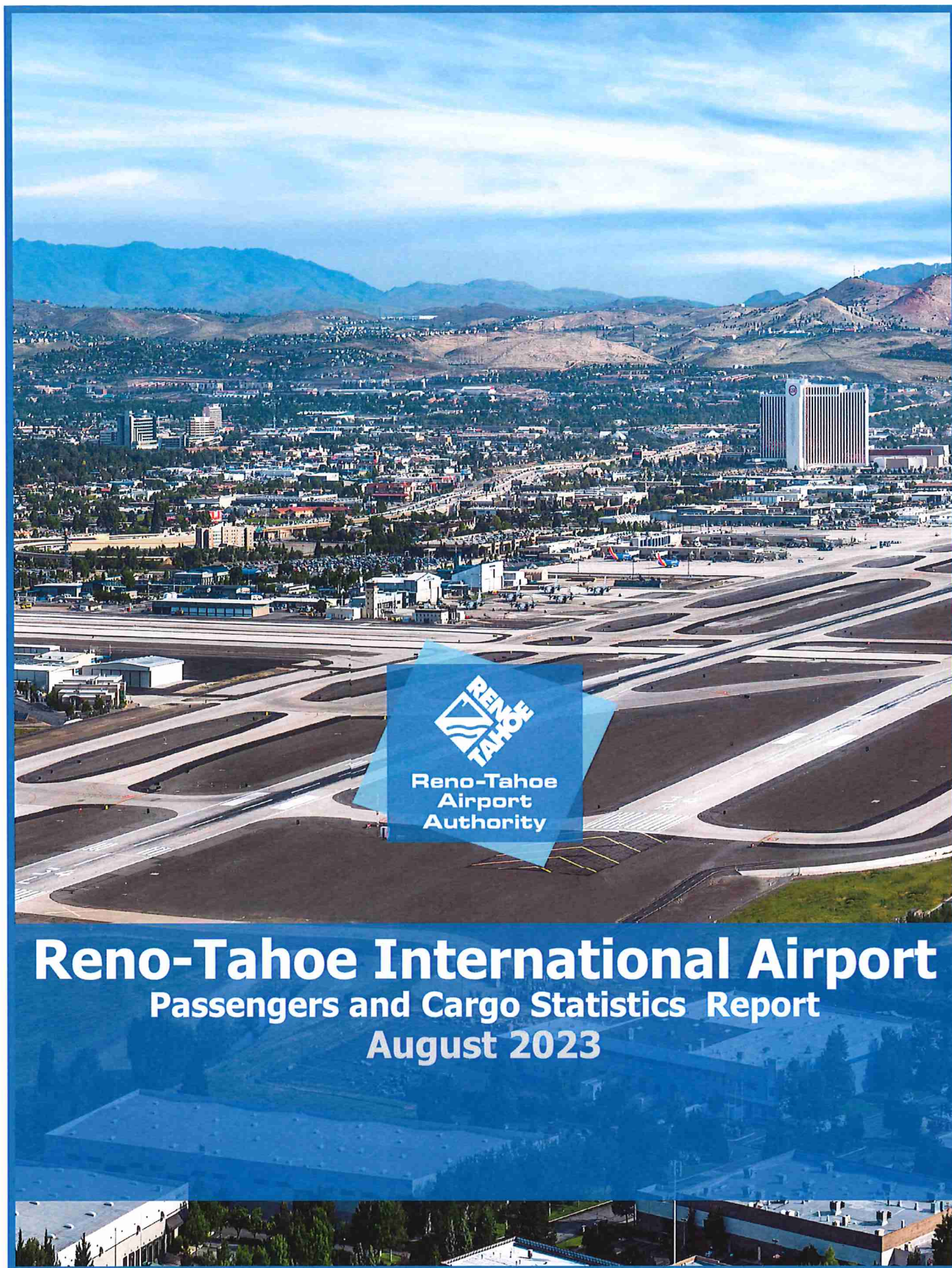


Industry Insights

- According to IMG, the planned duration of most customers' fall trips is nine days—one day more than the average indicated among Fall 2022 travelers.
- And, not only are they lengthening their stays, they're also significantly increasing the amount of money they're spending on their trips. Among its members, IMG noted an astonishing 47-percent increase in the average insured trip cost for Fall 2023 travelers, as compared to 2022.
- The majority (88 percent) of hybrid workers surveyed reported that they “worked from anywhere” in 2022. Almost three in five (57 percent) of respondents reported that they were able to extend their vacations last year by working from abroad. Over two-thirds (67 percent) of the workers surveyed believe they can effectively perform their jobs from abroad. 71 percent of respondents said they would only consider a job that offers the flexibility to work remotely, at least part of the time.
- Over three-quarters (76 percent) of study participants said that “work-life balance” was the top benefit of being able to work from anywhere. The ability to spend more time with friends and family abroad (52 percent), save money by traveling during off-peak times (47 percent), and enjoy longer holidays (30 percent) were some other key advantages cited by respondents.



Travel Pulse, "Fall Travel: Shifting Trends in Vacation Destinations, Spending, Trip Length"
Travel Pulse, "The 'Workcation' Trend: World's Best Cities for Laptop Luggers"



Reno-Tahoe International Airport

Passengers and Cargo Statistics Report

August 2023

U.S. DOMESTIC INDUSTRY & RNO OVERVIEW AUGUST 2023

Systemwide RNO Airlines Domestic Flights – year over year comparison

Number of Flights:	Up 4.1% vs. Aug 2022, down 11.3% vs. Aug 2019
Capacity of Seats:	Up 8.6% vs. Aug 2022, up 0.8% vs. Aug 2019
Crude Oil Average:	\$81.39 per barrel in Aug 2023 \$93.67 per barrel in Aug 2022

RNO Overview for August 2023 vs. August 2022

Total Passengers:	Up 7.0%
Avg. Enplaned Load Factor:	78.5%, down 1.5 pts.
Departures:	Up 2.0%
Departing Seats:	Up 10.2%
Cargo Volume:	Down 15.9%

RNO Overview for August 2023 vs. August 2019

Total Passengers:	Up 1.6%
Avg. Enplaned Load Factor:	Down 1.4 pts.
Departures:	Down 9.5%
Departing Seats:	Up 3.3%

*Source: Airline Activity and Performance Reports; Cirium Flight Schedules via Diio mi, U.S. Energy Information Administration
Note: U.S. Domestic capacity includes airlines that serve RNO.*

AUGUST 2023 SUMMARY

Reno-Tahoe International Airport (RNO) served 438,621 passengers in August 2023, an increase of 7.0% versus the same period last year.

In August 2023, RNO was served by 11 airlines to 22 non-stop destinations. The total seat capacity increased 10.2% and flights increased 2.0% when compared to August 2022. All U.S. airlines have migrated to using larger aircraft domestically, resulting in higher average seats per flight.

RNO handled 9,888,463 pounds of air cargo in August 2023, a decrease of 15.9% when compared to August 2022.

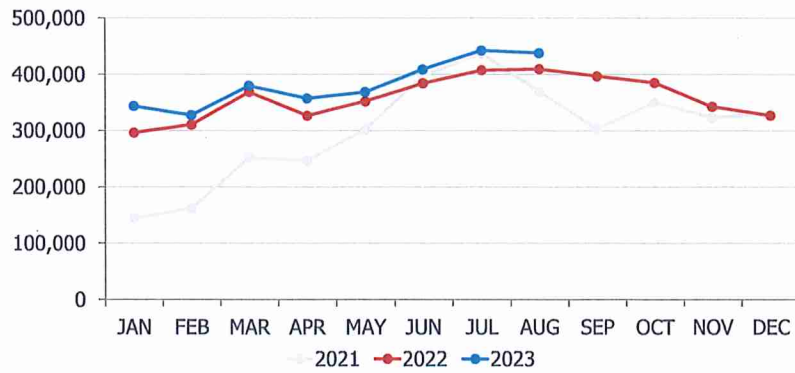
JSX Public Charters

JSX offers non-stop flights from RNO to 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			
	Aug-23	Aug-22	Difference
aha!	0	5,014	
Alaska/Horizon	40,643	35,193	15.5%
Allegiant Air	2,271	3,216	-29.4%
American	69,385	59,577	16.5%
Delta	37,935	33,559	13.0%
Frontier	0	3,759	
JetBlue	14,255	12,384	15.1%
Southwest	174,481	175,724	-0.7%
Spirit	17,041	12,125	
Sun Country	5,811	0	
United	70,783	62,084	14.0%
Volaris	6,016	5,561	8.2%

Cargo

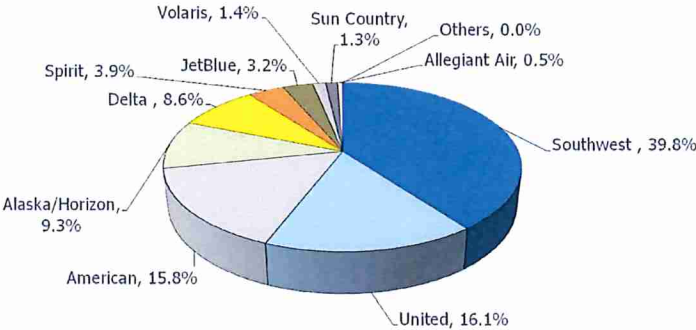


In August 2023, DHL cargo volume was down 22.3%, FedEx was down 12.9% and UPS was down 18.2% when compared to August 2022.

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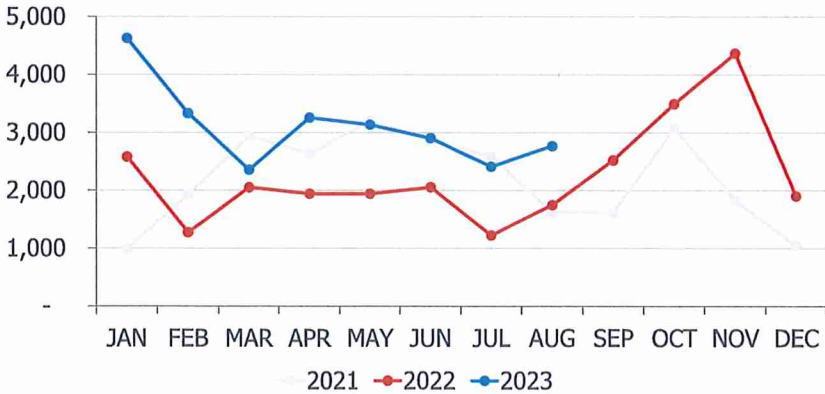


AIRLINE MARKET SHARE (passengers)



Airline Market Share			
	Aug-23	Aug-22	YOY Change
aha!	n/a	1.2%	n/a
Alaska/Horizon	9.3%	8.6%	0.7
Allegiant Air	0.5%	0.8%	(0.3)
American	15.8%	14.5%	1.3
Delta	8.6%	8.2%	0.5
Frontier	n/a	0.9%	n/a
JetBlue	3.2%	3.0%	0.2
Southwest	39.8%	42.9%	(3.1)
Spirit	3.9%	3.0%	0.9
Sun Country	1.3%	n/a	n/a
United	16.1%	15.1%	1.0
Volaris	1.4%	1.4%	0.0
Others	0.0%	0.4%	(0.4)

TOTAL CHARTER PASSENGERS

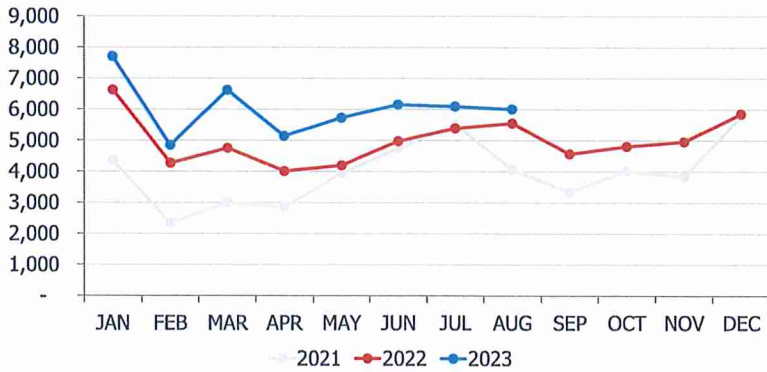


In August 2023, RNO served 2,766 passengers on charter flights, an increase of 58.4% when compared to August 2022.

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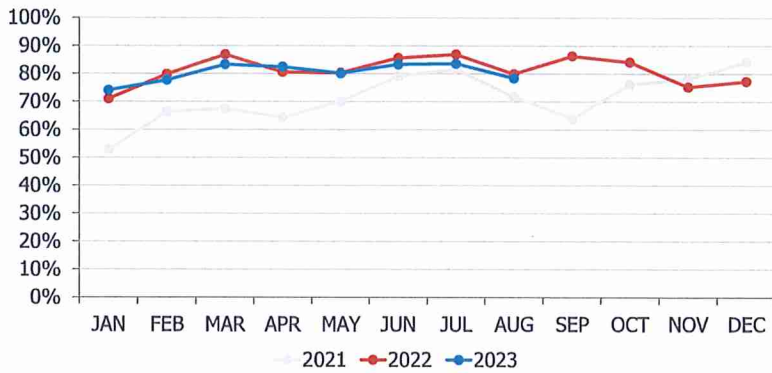


TOTAL INTERNATIONAL PASSENGERS



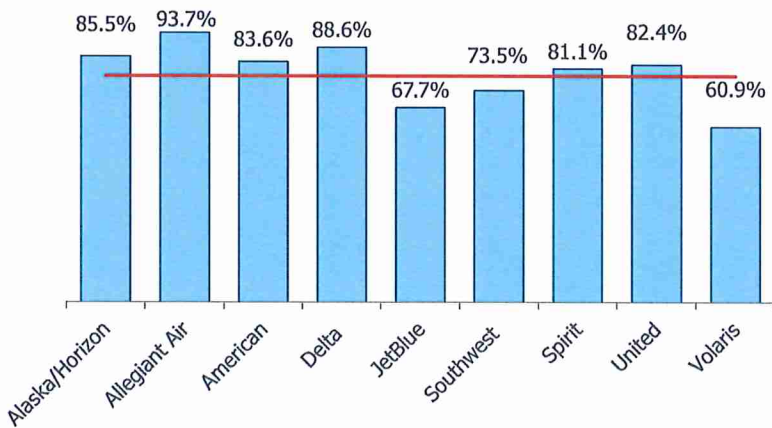
In August 2023, RNO served 6,016 international passengers, an increase of 8.2% when compared to August 2022.

AVERAGE ENPLANED LOAD FACTOR



In August 2023, RNO's average enplaned load factor was 78.5%, a decrease of 1.5 pts. versus August 2022.

Including charters, Sun Country's enplaned load factor was 70.6% in August 2023.

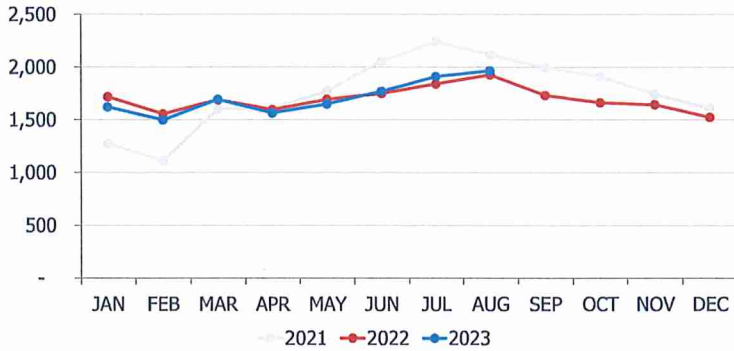


The red horizontal line on the left represents RNO's average enplaned load factor.

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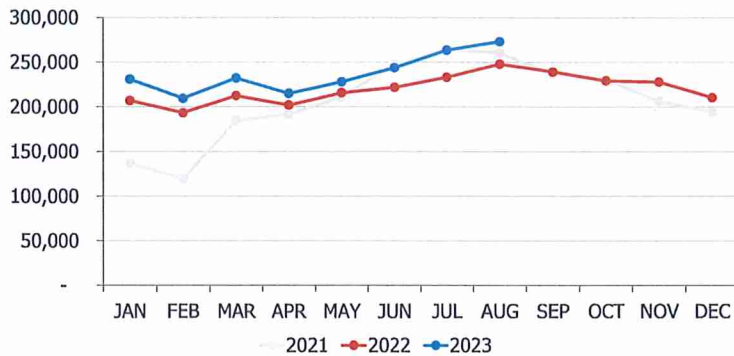


DEPARTURES



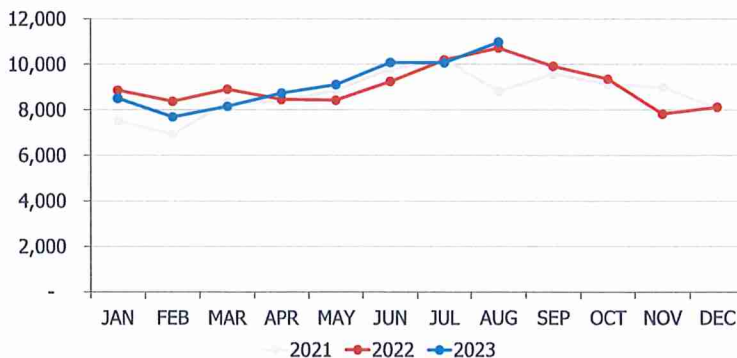
In August 2023, RNO handled 1,968 departures, an increase of 2.0% when compared to August 2022.

DEPARTING SEATS



In August 2023, RNO offered 273,330 departing seats, an increase of 10.2% when compared to August 2022.

TOTAL OPERATIONS



A total of 10,981 operations were handled at RNO in August 2023, an increase of 2.4% when compared to August 2022. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

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October 2023 RNO Flight Schedule

Destination	Airlines	Total Departures	Details
Austin	American	26	Daily. No flight on Sat
Burbank	Southwest	31	Daily
Chicago-Midway	Southwest	9	Sat and Sun only
Chicago-O'Hare	United	8	Sat and Sun only. No flight on 29
Dallas/Fort Worth	American	90	Three daily. Two on 30 and 31
Denver	Southwest	90	Three daily. Once on Sat. Four on Sun
	United	121	Four daily. Three daily on 29, 30 and 31
Guadalajara	Volaris	22	Five weekly flights, Mon - Fri
Las Vegas	Allegiant	9	Twice weekly. Thu and Sun
	Southwest	305	10 to 11 daily Mon-Fri, seven Sat, nine on Sun
	Spirit	90	Three daily. Twice on 3, 4 and 31
Long Beach	Southwest	58	Twice daily. One on Sat
Los Angeles	Delta	92	Three daily
	JetBlue	31	Daily
	Southwest	36	Daily. Two on Sun
	United	62	Two daily
Minneapolis/St. Paul	Delta	4	Sat only
	Sun Country	9	Twice weekly. Mon and Thu. Once on 29
Oakland	Southwest	53	Twice daily. Once on Sat and Sun
Phoenix	American	111	Four daily. Three on Tue, Wed and Sat
	Southwest	79	Three daily. Twice on Tue, Wed and Sat
Portland	Alaska	53	Twice Daily. Once on Tue and Sat
Salt Lake City	Delta	89	Three daily. Twice from 28 through 31
San Diego	Southwest	78	Three daily. Once on Sat. Two on Sun
San Francisco	United	124	Four daily
San Jose	Southwest	31	Daily
Seattle	Alaska	93	Three daily
	Multiple airlines		

9.28.2023

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Total Passengers Aug-23						
	Passengers		% Diff.	Passengers		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%	380,363		3.1%
1st QTR	560,320	976,325	74.2%	1,052,565		7.8%
APR	247,220	326,787	32.2%	357,924		9.5%
MAY	302,403	352,255	16.5%	368,930		4.7%
JUN	397,906	384,429	-3.4%	409,467		6.5%
2nd QTR	947,529	1,063,471	12.2%	1,136,321		6.9%
JUL	438,168	407,867	-6.9%	442,942		8.6%
AUG	369,686	409,942	10.9%	438,621		7.0%
SEP	302,929	397,404	31.2%			
3rd QTR	1,110,783	1,215,213	9.4%	881,563		-27.5%
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		2,857,605		3,070,449		7.4%

Total Enplaned Passengers Aug-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	193,748	4.4%
APR	125,009	163,973	177,665	8.4%
MAY	149,486	174,487	183,112	4.9%
JUN	197,261	191,234	203,452	6.4%
JUL	217,124	203,375	220,645	8.5%
AUG	188,207	199,365	214,616	7.6%
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		1,421,111	1,527,576	7.5%

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	186,615	1.8%
APR	122,211	162,814	180,259	10.7%
MAY	152,917	177,768	185,818	4.5%
JUN	200,645	193,195	206,015	6.6%
JUL	221,044	204,492	222,297	8.7%
AUG	181,479	210,577	224,005	6.4%
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		1,436,494	1,542,873	7.4%

Total Cargo Volume in Pounds Aug-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%	11,124,124	5,045	-9.3%
1st QTR	35,078,141	34,309,252	-2.2%	29,856,748	13,540	-13.0%
APR	12,611,682	11,470,613	-9.0%	8,704,717	3,948	-24.1%
MAY	12,048,247	10,966,757	-9.0%	9,094,192	4,124	-17.1%
JUN	13,000,085	12,105,721	-6.9%	9,694,997	4,397	-19.9%
2nd QTR	37,660,014	34,543,091	-8.3%	27,493,906	12,469	-20.4%
JUL	12,722,035	11,289,066	-11.3%	8,508,207	3,859	-24.6%
AUG	11,636,003	11,751,228	1.0%	9,888,463	4,485	-15.9%
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		91,892,637		75,747,324	34,353	-17.6%

Enplaned Passengers & Load Factor				
Airline	Enplaned PAX	Aug-23	Aug-22	Diff.
aha!	0	n/a	58.7%	n/a
Alaska/Horizon	19,954	85.5%	85.2%	0.2
Allegiant Air	1,169	93.7%	79.8%	13.8
American	33,703	83.6%	80.2%	3.4
Delta	19,108	88.6%	90.6%	-2.0
Frontier	0	n/a	82.2%	n/a
JetBlue	6,602	67.7%	68.9%	-1.3
Southwest	85,906	73.5%	81.3%	-7.7
Spirit	8,499	81.1%	73.0%	8.1
Sun Country	2,890	70.6%	n/a	n/a
United	34,278	82.4%	77.5%	5.0
Volaris	2,507	60.9%	52.1%	8.8

wemoveyou





north lake tahoe

Chamber | CVB | Resort Association

North Lake Tahoe Visitor Information Center Visitor Report: Aug 2023

VISITORS SERVED:

July 2023

Total TC & KB Walk-ins 8,804
Total Phone Calls: 557
Total 9,361

Aug 2022

Total TC & KB Walk-ins 7,582
Total Phone Calls: 272
Total 7,854

Aug 2023

Total TC&KB Walk-ins: 7,350
Total Phone Calls: 563
Total 7,913

REFERRALS GIVEN TO VISITORS:

Restaurants 648	Lodging 132	Historic / Museum 287	Events 412
Tours 142	Surrounding Towns (SLT / Truckee) 346	Retail 223	Transportation 248
Services –Weather, bathroom, Road conditions etc 1255	Activities Mountain / Trails 1128	Activities / Lake 1089	Maps / Directions 1369

TOTAL 7,282 = 234 referrals per day

August Highlights

- Year to Date: Visitor Center, Kings Beach, Events and Farmers market increased business and activity referrals .05% over 22/23. Our department (The Visitor Center, KB and Event) referrals averaged 244/day YTD
- VIC Sales August sales were the highest of any month since we opened in 5/2014, up 56% over Aug 2022. Added several Washoe Indian and other Native American books. Encouraged grilling with a special display of grilling books, Tahoe House sauces and marinades and “Lake Themed” pint classes
- Answered 105% more calls than YTD last year
- VIC staff have engaged with 139% more people at August events (906 people) at Concourse d’Elegance, Farmers Market, Lake Tahoe Summit, Tahoe Nalu and Big Blue
- We provided services on calls to our center that include road conditions, river and rafting conditions, lodging and hiking suggestions
- Hosted several organization mtgs in conference room
- Continued planning for VIC pivot to Discovery center including ordering exhibit items and discovery on KB site VIC
- Attending Farmers Market with Sustainability message a priority

North Lake Tahoe Marketing Cooperative

Preliminary

Financial Statements for the Period Ending

August 31, 2023

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09/20/23

Accrual Basis

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

	Aug 31, 23	Aug 31, 22	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
1000-00 · Cash...9347	357,520.63	327,270.38	30,250.25	9.2%
Total Checking/Savings	357,520.63	327,270.38	30,250.25	9.2%
Accounts Receivable				
1200-00 · Accounts Receivable	0.00	290,694.34	-290,694.34	-100.0%
Total Accounts Receivable	0.00	290,694.34	-290,694.34	-100.0%
Other Current Assets				
1350-00 · Security Deposits	100.00	100.00	0.00	0.0%
Total Other Current Assets	100.00	100.00	0.00	0.0%
Total Current Assets	357,620.63	618,064.72	-260,444.09	-42.1%
Other Assets				
1400-00 · Prepaid Expenses	29,473.20	23,927.81	5,545.39	23.2%
Total Other Assets	29,473.20	23,927.81	5,545.39	23.2%
TOTAL ASSETS	387,093.83	641,992.53	-254,898.70	-39.7%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000-00 · Accounts Payable	63,630.81	407,071.37	-343,440.56	-84.4%
Total Accounts Payable	63,630.81	407,071.37	-343,440.56	-84.4%
Total Current Liabilities	63,630.81	407,071.37	-343,440.56	-84.4%
Total Liabilities	63,630.81	407,071.37	-343,440.56	-84.4%
Equity				
32000 · Unrestricted Net Assets	196,855.75	86,764.32	110,091.43	126.9%
Net Income	126,607.27	148,156.84	-21,549.57	-14.6%
Total Equity	323,463.02	234,921.16	88,541.86	37.7%
TOTAL LIABILITIES & EQUITY	387,093.83	641,992.53	-254,898.70	-39.7%

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09/20/23

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

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Augustine Agency	0.00	7,000.00	0.00	0.00	0.00	7,000.00
First Tracks Productions	4,250.00	0.00	0.00	0.00	0.00	4,250.00
MAHK Advertising	27,358.31	0.00	0.00	0.00	0.00	27,358.31
NLTRA	22.50	0.00	0.00	0.00	0.00	22.50
Regional Air Service Corporation	25,000.00	0.00	0.00	0.00	0.00	25,000.00
TOTAL	<u>56,630.81</u>	<u>7,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>63,630.81</u>

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09/20/23

Accrual Basis

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

	Aug 23	Aug 22	\$ Change	% Change
Income				
4000-00 · LTIVCBVB Funding	79,166.00	91,166.00	-12,000.00	-13.2%
4001-00 · NLTRA Funding	81,085.00	81,085.00	0.00	0.0%
4004-00 · IVCBVB Entertainment	0.00	500.00	-500.00	-100.0%
Total Income	<u>160,251.00</u>	<u>172,751.00</u>	<u>-12,500.00</u>	<u>-7.2%</u>
Gross Profit	160,251.00	172,751.00	-12,500.00	-7.2%
Expense				
5000-00 · CONSUMER MARKETING				
5005-00 · Paid Social	5,363.30	11,702.05	-6,338.75	-54.2%
5005-01 · Digital Display / Retargeting	13,096.03	3,971.93	9,124.10	229.7%
5007-00 · Creative Production				
5007-01 · Creative Production	1,673.75	4,205.00	-2,531.25	-60.2%
5007-02 · Website Production	10,633.75	840.00	9,793.75	1,165.9%
5007-03 · Photo/Video Creative	5,903.75	9,316.50	-3,412.75	-36.6%
Total 5007-00 · Creative Production	<u>18,211.25</u>	<u>14,361.50</u>	<u>3,849.75</u>	<u>26.8%</u>
5010-00 · Account Strategy & Management	17,000.00	8,500.00	8,500.00	100.0%
5018-00 · Media Commission	2,679.72	5,089.61	-2,409.89	-47.4%
5018-01 · Digital Ad Serving	103.39	19.99	83.40	417.2%
5020-00 · Search Engine Marketing	3,768.39	5,742.26	-1,973.87	-34.4%
5025-00 · Expedia	0.00	15,000.00	-15,000.00	-100.0%
Total 5000-00 · CONSUMER MARKETING	<u>60,222.08</u>	<u>64,387.34</u>	<u>-4,165.26</u>	<u>-6.5%</u>
5110-00 · LEISURE SALES				
5145-00 · TIA Annual Dues	0.00	218.75	-218.75	-100.0%
Total 5110-00 · LEISURE SALES	<u>0.00</u>	<u>218.75</u>	<u>-218.75</u>	<u>-100.0%</u>
5200-00 · PUBLIC RELATIONS				
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	0.00	0.0%
5202-00 · PR Program/ Content Dev - Blogs	1,452.50	2,482.95	-1,030.45	-41.5%
5204-00 · Media Mission(s)	0.00	3,758.84	-3,758.84	-100.0%
5206-00 · Digital Buy/ Social Media Boost	950.00	0.00	950.00	100.0%
5208-01 · Int'l FAM Hard Cost	7,000.00	0.00	7,000.00	100.0%
5209-00 · Domestic Travel Media FAMS	1,689.90	960.00	729.90	76.0%
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	0.00	0.0%
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	0.00	0.0%
5221-00 · Photography & Video Asset Dev	941.20	1,411.80	-470.60	-33.3%
Total 5200-00 · PUBLIC RELATIONS	<u>25,733.60</u>	<u>22,313.59</u>	<u>3,420.01</u>	<u>15.3%</u>
6000-00 · CONFERENCE SALES				
6005-00 · Paid Media	2,094.22	2,784.19	-689.97	-24.8%
6006-00 · CVENT	0.00	711.87	-711.87	-100.0%

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09/20/23

Accrual Basis

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

	Aug 23	Aug 22	\$ Change	% Change
6016-00 · MCC Search Engine Marketing	0.00	22.78	-22.78	-100.0%
6018-00 · MCC Media Commission	251.51	13.23	238.28	1,801.1%
6018-01 · MCC Digital Ad Serving	1.75	2.35	-0.60	-25.5%
6152-00 · Client Events / Opportunities	1,000.00	0.00	1,000.00	100.0%
6153-00 · Chicago Sales Rep Support	0.00	125.00	-125.00	-100.0%
Total 6000-00 · CONFERENCE SALES	3,347.48	3,659.42	-311.94	-8.5%
6100-00 · TRADE SHOWS				
6102-00 · Miscellaneous	0.00	23.57	-23.57	-100.0%
6151-00 · Destination CA	4,000.00	0.00	4,000.00	100.0%
6155-00 · Connect Trade Shows	0.00	1,166.40	-1,166.40	-100.0%
6182-00 · Destination Celebration	0.00	925.00	-925.00	-100.0%
Total 6100-00 · TRADE SHOWS	4,000.00	2,114.97	1,885.03	89.1%
7000-00 · COMMITTED & ADMIN EXPENSES				
5009-00 · Fulfillment / Mail	0.00	317.99	-317.99	-100.0%
5021-00 · RASC-Reno Air Service Corp	16,666.68	25,000.00	-8,333.32	-33.3%
5123-00 · HSVC - High Sierra Visitors	0.00	166.63	-166.63	-100.0%
7003-00 · IVCBVB Entertainment Fund	0.00	45.00	-45.00	-100.0%
7004-00 · Research	2,114.75	1,751.39	363.36	20.8%
7007-00 · Destimetrics / DMX	0.00	8,440.75	-8,440.75	-100.0%
8700-00 · Automobile Expense*	22.50	0.00	22.50	100.0%
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,803.93	35,721.76	-16,917.83	-47.4%
8000-00 · WEBSITE CONTENT & MAINTENANCE				
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	4,060.00	2,500.00	1,560.00	62.4%
Total 8000-00 · WEBSITE CONTENT & MAINTENA...	15,810.00	14,255.00	1,555.00	10.9%
Total Expense	127,917.09	142,670.83	-14,753.74	-10.3%
Net Income	32,333.91	30,080.17	2,253.74	7.5%

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2023

	Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget
Income					
4000-00 · LTIVCBVB Funding	79,166.00	79,166.67	158,332.00	158,333.34	950,000.04
4001-00 · NLTRA Funding	81,085.00	81,085.00	195,477.00	195,477.00	1,440,000.00
Total Income	160,251.00	160,251.67	353,809.00	353,810.34	2,390,000.04
Gross Profit	160,251.00	160,251.67	353,809.00	353,810.34	2,390,000.04
Expense					
5000-00 · CONSUMER MARKETING					
5001-01 · Podcast	0.00	0.00	0.00	0.00	49,248.00
5002-00 · Consumer Print	0.00	0.00	0.00	0.00	19,425.00
5002-01 · Native Display	0.00	0.00	0.00	0.00	96,500.00
5004-00 · Trip Advisor	0.00	0.00	0.00	0.00	44,248.00
5005-00 · Paid Social	5,363.30	3,300.00	7,762.00	7,350.00	143,350.00
5005-01 · Digital Display / Retargeting	13,096.03	3,022.00	17,825.42	6,822.00	137,500.00
5007-00 · Creative Production					
5007-01 · Creative Production	1,673.75	5,900.00	1,673.75	5,900.00	205,000.00
5007-02 · Website Production	10,633.75	13,000.00	10,633.75	13,000.00	50,000.00
5007-03 · Photo/Video Creative	5,903.75	0.00	7,659.38	0.00	20,837.25
Total 5007-00 · Creative Production	18,211.25	18,900.00	19,966.88	18,900.00	275,837.25
5010-00 · Account Strategy & Management	17,000.00	8,500.00	17,000.00	17,000.00	102,000.00
5013-00 · Outdoor	0.00	0.00	0.00	0.00	110,000.00
5016 · Video Streaming	0.00	0.00	0.00	0.00	123,846.00
5017-00 · Rich Media	0.00	0.00	0.00	0.00	47,500.00
5018-00 · Media Commission	2,679.72	1,338.00	4,267.32	3,151.00	124,130.00
5018-01 · Digital Ad Serving	103.39	100.00	136.43	200.00	2,000.00
5020-00 · Search Engine Marketing	3,768.39	2,778.00	9,837.32	6,250.00	125,000.00
5022-00 · Email	0.00	0.00	0.00	0.00	25,260.00
5025-00 · Expedia	0.00	0.00	0.00	0.00	20,000.00
5029-00 · Television	0.00	0.00	0.00	0.00	8,850.00
Total 5000-00 · CONSUMER MARKETING	60,222.08	37,938.00	76,795.37	59,673.00	1,454,694.25
5110-00 · LEISURE SALES					
5107-00 · Creative Production	0.00	480.00	0.00	480.00	1,920.00
5111-00 · FAMS - Domestic	0.00	0.00	59.80	0.00	6,000.00
5112-00 · Training / Sales Calls	0.00	1,500.00	0.00	1,500.00	10,000.00
5113-00 · Additional Opportunities	0.00	2,500.00	0.00	2,500.00	10,000.00
5120-00 · Domestic - Trade Shows	0.00	0.00	0.00	0.00	3,000.00
5131-00 · FAMS -Intl - Travel Trade	0.00	0.00	484.04	0.00	6,000.00
5133-00 · Ski-Tops	0.00	0.00	0.00	0.00	3,000.00
5137-00 · Co-op Opportunities	0.00	0.00	0.00	0.00	20,000.00
5143-00 · Mountain Travel Symposium	0.00	0.00	0.00	0.00	60,000.00
5144-00 · IPW - POW WOW	0.00	0.00	0.00	0.00	10,000.00
5145-00 · TIA Annual Dues	0.00	225.00	0.00	450.00	2,700.00
5147-00 · AUS / Gate 7	0.00	0.00	9,175.00	9,000.00	36,000.00
5154-00 · Canada	0.00	2,600.00	7,800.00	5,200.00	31,200.00
5155-00 · California Star Program	0.00	0.00	3,600.00	0.00	0.00
5157-00 · International Efforts	0.00	1,000.00	0.00	1,000.00	12,500.00
Total 5110-00 · LEISURE SALES	0.00	8,305.00	21,118.84	20,130.00	212,320.00
5200-00 · PUBLIC RELATIONS					
5200-01 · Strategy, Reporting, Mgmt, Etc.	6,000.00	6,000.00	12,000.00	12,000.00	72,000.00
5202-00 · PR Program/ Content Dev - Blogs	1,452.50	1,800.00	1,452.50	3,600.00	21,600.00
5204-00 · Media Mission(s)	0.00	0.00	0.00	0.00	8,000.00
5206-00 · Digital Buy/ Social Media Boost	950.00	950.00	1,900.00	1,900.00	11,400.00
5207-00 · Content Campaigns/Tools-My Emma	0.00	0.00	300.00	0.00	0.00
5208-00 · International Travel Media FAMS	0.00	0.00	0.00	0.00	12,000.00
5208-01 · Int'l FAM Hard Cost	7,000.00	0.00	7,000.00	0.00	0.00
5209-00 · Domestic Travel Media FAMS	1,689.90	3,000.00	1,689.90	3,000.00	16,000.00

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2023

	Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget
5210-00 · Content Dev - Newsletters	1,700.00	1,700.00	1,700.00	3,400.00	20,400.00
5211-00 · Social Media Strategy & Mgmt	6,000.00	6,000.00	12,000.00	12,000.00	72,000.00
5212-00 · Social Giveaways & Contests	0.00	0.00	0.00	0.00	2,000.00
5216-00 · PR Content Development + Distri	0.00	0.00	0.00	0.00	4,800.00
5218-00 · Crisis Communication / Training	0.00	0.00	0.00	0.00	8,000.00
5221-00 · Photography & Video Asset Dev	941.20	2,250.00	941.20	2,250.00	42,000.00
5222-00 · Media Tracking / Membership	0.00	0.00	883.02	883.02	3,532.08
5280-00 · PR Meals / Entertainment	0.00	0.00	0.00	0.00	1,000.00
Total 5200-00 · PUBLIC RELATIONS	25,733.60	21,700.00	39,866.62	39,033.02	294,732.08
6000-00 · CONFERENCE SALES					
6003-00 · Geo-Fence Targeting	0.00	1,500.00	0.00	1,500.00	7,996.00
6004-00 · Email	0.00	480.00	0.00	480.00	6,720.00
6005-00 · Paid Media	2,094.22	2,290.00	3,951.66	4,580.00	36,500.00
6006-00 · CVENT	0.00	0.00	0.00	0.00	10,700.00
6007-00 · Creative Production	0.00	0.00	0.00	0.00	35,000.00
6018-00 · MCC Media Commission	251.51	498.14	475.07	801.29	7,864.23
6018-01 · MCC Digital Ad Serving	1.75	42.00	7.30	84.00	504.00
6019-00 · Conference Direct Partnership	0.00	583.00	0.00	1,166.00	6,996.00
6128-00 · HelmsBriscoe Strategic Partner	0.00	583.00	8,516.66	1,166.00	6,996.00
6152-00 · Client Events / Opportunities	1,000.00	0.00	1,000.00	0.00	10,000.00
6153-00 · Chicago Sales Rep Support	0.00	0.00	0.00	0.00	5,000.00
Total 6000-00 · CONFERENCE SALES	3,347.48	5,976.14	13,950.69	9,777.29	134,276.23
6100-00 · TRADE SHOWS					
6111-00 · Site Inspections	0.00	1,500.00	135.07	1,500.00	6,000.00
6116-00 · CalSAE Seasonal Spectacular	0.00	0.00	0.00	0.00	4,000.00
6127-00 · CalSAE Annual	0.00	0.00	0.00	0.00	1,500.00
6143-00 · Connect Marketplace	0.00	2,000.00	0.00	6,000.00	12,000.00
6151-00 · Destination CA	4,000.00	0.00	4,000.00	4,000.00	6,000.00
6154-00 · HelmsBriscoe ABC	0.00	0.00	0.00	0.00	7,000.00
6155-00 · Connect Trade Shows	0.00	0.00	722.80	0.00	10,000.00
6156-02 · Connect Chicago	0.00	0.00	0.00	0.00	5,000.00
6157-00 · HPN Partner Conference	0.00	0.00	3,195.00	1,000.00	9,500.00
6160-00 · AllThingsMeetings Silicon Valley	0.00	0.00	0.00	0.00	3,000.00
6165-00 · Bay Area Client Appreciation	0.00	0.00	0.00	0.00	5,000.00
6168-00 · Sacramento/Roseville TopGolf	0.00	0.00	2,282.52	0.00	2,000.00
6182-00 · Destination Celebration	0.00	0.00	0.00	0.00	2,000.00
6183-00 · Smart Meetings NorCal	0.00	0.00	0.00	0.00	7,000.00
Total 6100-00 · TRADE SHOWS	4,000.00	3,500.00	10,335.39	12,500.00	80,000.00
7000-00 · COMMITTED & ADMIN EXPENSES					
5009-00 · Fulfillment / Mail	0.00	150.00	419.99	300.00	1,800.00
5021-00 · RASC-Reno Air Service Corp	16,666.68	25,000.00	16,666.68	25,000.00	100,000.00
5123-00 · HSVC - High Sierra Visitors	0.00	0.00	2,916.70	0.00	2,500.00
5124-00 · Reno Tahoe Territory Membership	0.00	0.00	0.00	1,000.00	1,000.00
7002-00 · CRM Subscription	0.00	833.00	0.00	1,666.00	9,996.00
7004-00 · Research	2,114.75	2,850.00	4,341.75	13,700.00	42,200.00
7007-00 · Destimetrics / DMX	0.00	0.00	8,440.75	8,440.00	33,763.00
7009-00 · Tahoe Cam Usage	0.00	177.00	0.00	354.00	2,124.00
7010-00 · Photo Management & Storage	0.00	0.00	0.00	0.00	7,889.00
7020-00 · Collateral Production / Printin	0.00	0.00	0.00	0.00	10,000.00
8600-00 · Staff Industry Travel	0.00	0.00	0.00	1,250.00	5,000.00
8700-00 · Automobile Expense*	22.50	150.00	189.95	300.00	1,800.00
Total 7000-00 · COMMITTED & ADMIN EXPENSES	18,803.93	29,160.00	32,975.82	52,010.00	218,072.00
8000-00 · WEBSITE CONTENT & MAINTENANCE					
8002-00 · Content Manager Contractor	4,250.00	4,250.00	8,500.00	8,500.00	51,000.00
8003-00 · Website Hosting Maintenance	0.00	0.00	539.00	534.00	2,136.00
8004-00 · Website Strategy & Maintenance	7,500.00	7,500.00	15,000.00	15,000.00	90,000.00

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Accrual Basis

North Lake Tahoe Marketing Cooperative Profit & Loss Budget Performance

August 2023

	Aug 23	Budget	Jul - Aug 23	YTD Budget	Annual Budget
8005-00 - Website SEO Strategy/Maint	4,060.00	4,060.00	8,120.00	8,120.00	48,720.00
Total 8000-00 - WEBSITE CONTENT & MAINTENANCE	15,810.00	15,810.00	32,159.00	32,154.00	191,856.00
Total Expense	127,917.09	122,389.14	227,201.73	225,277.31	2,585,950.56
Net Income	32,333.91	37,862.53	126,607.27	128,533.03	-195,950.52
