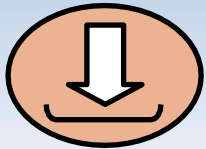


# Mobile Pass Performance

## Downloads

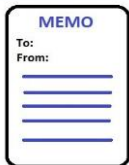


**2,205** downloads

**5,486** "in party"

**11,000** attendees estimated from approx. 50% Mobile Pass usage

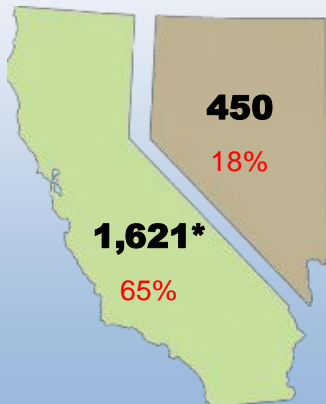
## Communications



**447** New emails from 'Opt-In' for airport communications

**31%** Increase to airport's email distro list

## Demographics

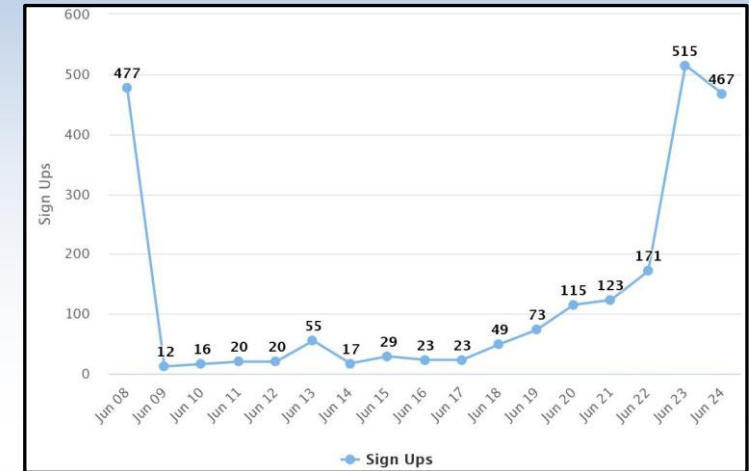


**51%** reported living within the TTAD

### Top Cities:

1. Truckee, CA 38%
2. Reno, NV 11%
3. Sparks, NV 3%
4. Incline Village, NV 3%
5. Alpine Meadows, CA 2%

## Signups by Day



## Prizes



**295** prizes redeemed

**143** users redeemed prizes

**6** Grand Prize Raffle winners

## Alternate Transportation\*



**45** TART

**54** TART Connect

**76** Bicycle

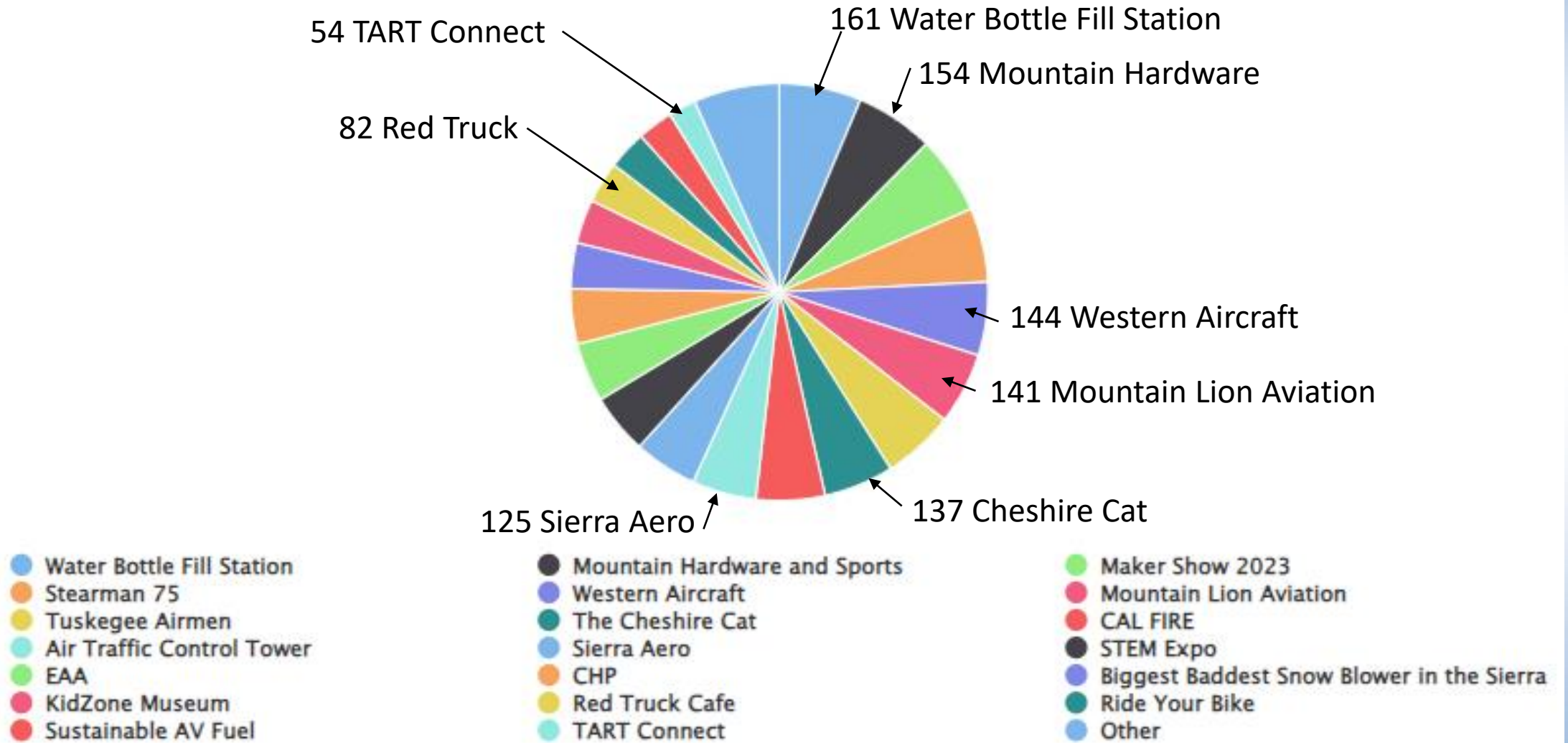
\*Counts taken from "check-in" stations

# Bikes



**Bike 'Check-ins' were 76; actual bikes parked was much higher**

# Mobile Pass Check-ins



"Fantastic event, family friendly! Bike corral is a great idea!"

"It was awesome and a great free Truckee event. I hope it continues every year. Many people commented on how wonderful it was."

"Absolutely fabulous day, interesting, fun, family oriented, well organized."

# 2023 AIRSHOW SURVEY RESULTS



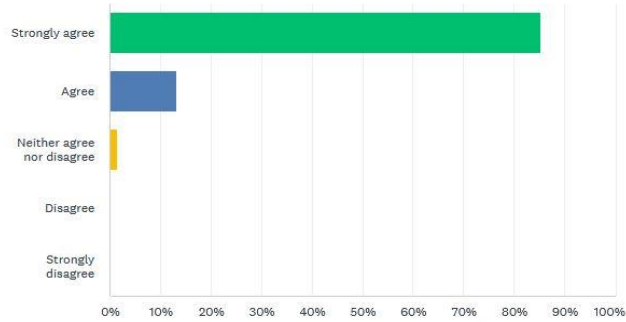
"Such a great family event with kids-thank you!!"

"A great event! Well organized! Never disappointed in all the years I've been attending. Thank you!"

"Overall, an amazing experience... some of the check-in points I couldn't find, but it was fun going around to find them. Great booths and vendors and the air show was amazing!!"

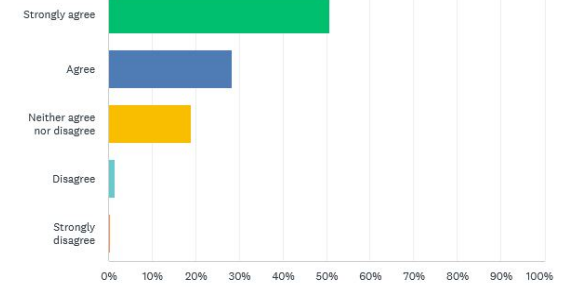
I place great value on the airshow experience.

Answered: 205 Skipped: 0



I valued the Science Technology Engineering Math (STEM) aspect of the airshow.

Answered: 201 Skipped: 4



## 2023 AIRSHOW & FAMILY FESTIVAL SURVEY RESULTS

205 - Survey Respondents

147 - Written Responses

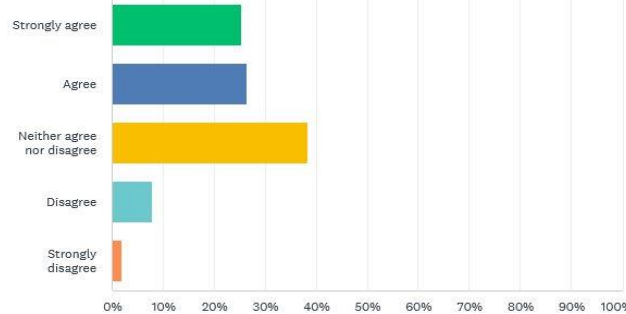
**AirShow and Family Festival survey and written responses regarding the event were overwhelmingly positive, with some common ancillary suggestions and comments including:**

- Provide additional seating scattered around the public areas
- More shaded seating is needed
- Additional food options would be appreciated, lines where long at the few vendors available
- Put more trash receptacles around the ramp
- Mobile Pass required too many key entries
- Had trouble accessing the app
- Speaker system was too loud, especially next to the VIP tent
- More water refill stations and free sunscreen would be great



I enjoyed the "Gamification" of the AirShow Mobile Pass.

Answered: 201 Skipped: 4



I would come to the airshow again.

Answered: 204 Skipped: 1

