

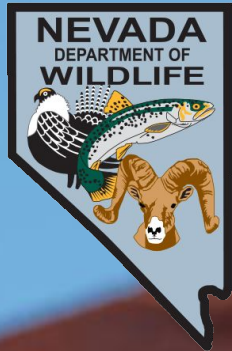
# NV Dream Tags 2020 Recap



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*of Western Nevada*



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# 2020 Dream Tags



## Tickets: Annual Sales by Species

\* Note: Gross rev includes fees for 2017, 2018, 2019 and 2020.

Species	2013	2014	2015	2016	2017	2018	2019	2020	2020 YoY Change (#)	2020 YoY Change (%)
California BHS	12,337	13,326	9,942	8,431	10,463	12,540	14,056	17,746	3,690	26.25%
Elk	15,136	14,653	11,729	9,642	12,105	16,144	16,780	23,262	6,482	38.63%
Mule Deer	12,128	11,736	9,085	8,152	10,649	14,330	15,478	21,138	5,660	36.57%
Desert BHS	18,308	18,567	14,781	12,224	15,384	18,069	20,394	24,371	3,977	19.50%
Pronghorn	3,634	3,601	3,154	2,892	3,866	4,528	4,799	7,289	2,490	51.89%
Bear	0	0	0	0	0	1,726	1,699	1,959	260	15.30%
<b>Total Units</b>	61,543	61,883	48,691	41,341	52,467	67,337	73,206	95,765	22,559	30.82%
<b>Gross Rev</b>	\$307,715.00	\$309,415.00	\$243,455.00	\$206,705.00	\$288,568.50	\$387,187.75	\$421,061.00	\$550,648.75	\$129,587.75	30.78%

# 2020 Dream Tags



## Tickets: Monthly Sales by Species

Species	Pre-March	March 2020	April 2020	May 2020	June 2020	Total
California BHS	335	1,348	3,578	5,588	6,897	17,746
Elk	330	1,497	4,826	7,728	8,881	23,262
Mule Deer	209	1,219	3,780	8,209	7,721	21,138
Desert BHS	476	1,781	5,196	7,382	9,536	24,371
Pronghorn	124	460	1,364	2,683	2,658	7,289
Bear	9	668	233	547	502	1,959
<b>Total</b>	<b>1,483</b>	<b>6,973</b>	<b>18,977</b>	<b>32,137</b>	<b>36,195</b>	<b>95,765</b>
<b>Gross Rev</b>	<b>\$8,527.25</b>	<b>\$40,094.75</b>	<b>\$109,117.75</b>	<b>\$184,787.75</b>	<b>\$208,121.25</b>	<b>\$550,648.75</b>

# 2020 Dream Tags

## RES: Annual Sales by Month

Month	2019	2020	2020 YoY Change #	2020 YoY Change %
Pre-March	148	95	-53	-35.81%
March	470	330	-140	-29.79%
April	1,540	698	-842	-54.68%
May	978	662	-316	-32.31%
June	1,442	624	-818	-56.73%
<b>Total Units</b>	4,578	2,409	-2,169	-47.38%
<b>Gross Rev</b>	\$50,468.00	\$13,851.75	\$12,471.75	-47.38%

# 2020 Dream Tags

## Total Sales by category, YoY

Category	2019	2020	2019 YoY Change #	2019 YoY Change %
Tickets - Units Sold	73,206	95,765	22,559	30.82%
Tickets - Gross Rev	\$421,061.00	\$550,648.75	\$129,587.75	30.78%
RES - Units Sold	4,578	2,409	-2,169	-47.38%
RES - Gross Rev	\$50,468.00	\$26,499.00	-\$23,969.00	-47.49%
Total - Units Sold	77,806	98,174	20,368	26.18%
Total - Gross Rev	\$471,529.00	\$577,147.75	\$105,618.75	22.40%

## Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	200	300
Elk	200	200
Mule Deer	1,247	1,247
Desert BHS	200	450
Pronghorn	150	150
Bear	555	555

## Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	1,745	1,377
Elk	2,149	1,686
Mule Deer	2,012	1,606
Desert BHS	1,900	1,517
Pronghorn	1,441	1,155
Bear	440	374



# 2020 Dream Tags

## Tickets: Purchase behavior

### Per Order

	Per Order 2019	Per Order 2020	2020 YoY Change (#)	2020 YoY Change (%)
Average tickets purchased	13.95	13.61	-0.34	-2.44%
Max tickets purchased	701	1,247	546	77.89%

### Per Customer

	Per Customer 2019	Per Customer 2020	2020 YoY Change (#)	2020 YoY Change (%)
Average tickets purchased	16.9	16.2	-0.7	-4.14%
Max tickets purchased	1,411	1,247	-164	-11.62%

# 2020 Dream Tags

## Tickets: Customers by State

	NV	CA	UT	TX	OR	ID	AZ	CO	WA	MT	Other States	Canada	Other Countries	Total
<b>Clients</b>	2,080	1,029	295	247	213	201	193	182	152	111	1,153	38	1	5,895
<b>% of clients</b>	35.28%	17.46%	5.00%	4.19%	3.61%	3.41%	3.27%	3.09%	2.58%	1.88%	19.56%	0.64%	0.02%	100.00%

## Tickets: Units by State

	NV	CA	OR	TX	UT	WA	AZ	ID	CO	MT	Other States	Canada	Other Countries	Total
<b>Tickets</b>	32,283	18,237	4,680	4,573	4,371	3,375	2,969	2,722	2,210	1,282	18,315	742	6	95,765
<b>% of tickets</b>	33.71%	19.04%	4.89%	4.78%	4.56%	3.52%	3.10%	2.84%	2.31%	1.34%	19.12%	0.77%	0.01%	100.00%