

NV Dream Tags 2021 Recap



COMMUNITY
FOUNDATION
of Western Nevada



go**HUNT**



You Win. Nevada Wins!



Table of Contents

1. Tickets: Annual Sales by Species
2. Tickets: Monthly Sales by Species
3. RES: Annual Sales by Month
4. Total Sales by category, YoY
5. Tickets: Maximum Purchase Quantities by Species
6. Tickets: Number of Single Ticket Purchases by Species
7. Tickets: Purchase behavior
8. Tickets: Customers/Units by State

2021 Dream Tags



Tickets: Annual Sales by Species

* Note: Gross rev includes fees for 2017, 2018, 2019, 2020, and 2021.

Species	2013	2014	2015	2016	2017	2018	2019	2020	2021	2021 YoY Change (#)	2021 YoY Change (%)
California BHS	12,337	13,326	9,942	8,431	10,463	12,540	14,056	17,746	20,039	2,293	12.92%
Elk	15,136	14,653	11,729	9,642	12,105	16,144	16,780	23,262	28,940	5,678	24.41%
Mule Deer	12,128	11,736	9,085	8,152	10,649	14,330	15,478	21,138	22,079	941	4.45%
Desert BHS	18,308	18,567	14,781	12,224	15,384	18,069	20,394	24,371	27,751	3,380	13.87%
Pronghorn	3,634	3,601	3,154	2,892	3,866	4,528	4,799	7,289	7,981	692	9.49%
Bear	0	0	0	0	0	1,726	1,699	1,959	1,712	-247	-12.61%
Total Units	61,543	61,883	48,691	41,341	52,467	67,337	73,206	95,765	108,502	12,737	13.30%
Gross Rev	\$307,715.00	\$309,415.00	\$243,455.00	\$206,705.00	\$288,568.50	\$387,187.75	\$421,061.00	\$550,648.75	\$623,886.50	\$73,237.75	13.30%

2021 Dream Tags



Tickets: Monthly Sales by Species

Species	Pre-March	March 2021	April 2021	May 2021	June 2021	Total
California BHS	468	1,927	4,895	6,438	6,311	20,039
Elk	689	2,617	7,083	9,549	9,002	28,940
Mule Deer	378	1,934	5,634	7,424	6,709	22,079
Desert BHS	819	2,609	7,227	8,815	8,281	27,751
Pronghorn	135	761	2,127	2,595	2,363	7,981
Bear	21	200	377	520	594	1,712
Total	2,510	10,048	27,343	35,341	33,260	108,502
Gross Rev	\$14,432.50	\$57,776.00	\$157,222.25	\$203,210.75	\$191,245.00	\$623,886.50

2021 Dream Tags



RES: Annual Sales by Month

Month	2020	2021	2021 YoY Change #	2021 YoY Change %
Pre-March	95	52	-43	-45.26%
March	330	236	-94	-28.48%
April	698	551	-147	-21.06%
May	662	707	45	6.80%
June	624	703	79	12.66%
Total Units	2,409	2,249	-160	-6.64%
Gross Rev	\$13,851.75	\$12,931.75	-\$920.00	-6.64%

2021 Dream Tags



Total Sales by category, YoY

Category	2020	2021	2021 YoY Change #	2021 YoY Change %
Tickets - Units Sold	95,765	108,502	12,737	13.30%
Tickets - Gross Rev	\$550,648.75	\$623,886.50	\$73,237.75	13.30%
RES - Units Sold	2,409	2,249	-160	-6.64%
RES - Gross Rev	\$26,499.00	\$24,739.00	-\$1,760.00	-6.64%
Total - Units Sold	98,174	110,751	12,577	12.81%
Total - Gross Rev	\$577,147.75	\$648,625.50	\$71,477.75	12.38%

Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	400	400
Elk	250	1,720
Mule Deer	200	300
Desert BHS	200	400
Pronghorn	100	100
Bear	50	50

2021 Dream Tags



Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	103	83
Elk	172	138
Mule Deer	137	104
Desert BHS	74	61
Pronghorn	136	111
Bear	58	44

2021 Dream Tags



Tickets: Purchase behavior

Per Order

	Per Order 2020	Per Order 2021	2021 YoY Change (#)	2021 YoY Change (%)
Average tickets purchased	13.61	14.06	0.45	3.28%
Max tickets purchased	1,247	850	-397	-31.84%

Per Customer

	Per Customer 2020	Per Customer 2021	2021 YoY Change (#)	2021 YoY Change (%)
Average tickets purchased	16.2	16.90	0.70	4.31%
Max tickets purchased	1,247	1,780	533	42.74%

2021 Dream Tags



Tickets: Customers by State

	NV	CA	UT	TX	OR	ID	AZ	CO	WA	MT	Other States	Canada	Other Countries	Total
Clients	2,012	1,219	354	309	256	227	213	185	198	124	1,355	37	0	6,489
% of clients	31.01%	18.79%	5.46%	4.76%	3.95%	3.50%	3.28%	2.85%	3.05%	1.91%	20.88%	0.57%	0.00%	100.00%

Tickets: Units by State

	NV	CA	OR	TX	UT	WA	AZ	ID	CO	MT	Other States	Canada	Other Countries	Total
Tickets	30,359	21,655	6,213	5,474	4,948	4,355	3,246	4,356	3,232	1,713	22,301	650	0	108,502
% of tickets	27.98%	19.96%	5.73%	5.05%	4.56%	4.01%	2.99%	4.01%	2.98%	1.58%	20.55%	0.60%	0.00%	100.00%