

NV Dream Tags 2022 Recap



COMMUNITY
FOUNDATION
of Western Nevada



You Win. Nevada Wins!

GOHUNT



2022 Dream Tags

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2022 Dream Tags

Tickets: Annual Sales by Species

* Note: Gross rev includes fees for 2017 onward

Species	2014	2015	2016	2017	2018	2019	2020	2021	2022	2022 YoY Change (#)	2022 YoY Change (%)
California BHS	13,326	9,942	8,431	10,463	12,540	14,056	17,746	20,039	19,980	-59	-0.3%
Elk	14,653	11,729	9,642	12,105	16,144	16,780	23,262	28,940	26,180	-2,760	-9.5%
Mule Deer	11,736	9,085	8,152	10,649	14,330	15,478	21,138	22,079	18,668	-3,411	-15%
Desert BHS	18,567	14,781	12,224	15,384	18,069	20,394	24,371	27,751	26,376	-1,375	-5%
Antelope	3,601	3,154	2,892	3,866	4,528	4,799	7,289	7,981	7,417	-564	-7%
Bear	0	0	0	0	1,726	1,699	1,959	1,712	1,623	-89	-5%
Total Units	61,883	48,691	41,341	52,467	67,337	73,206	95,765	108,502	102,141	-6,361	-6%
Gross Rev	\$309,415.00	\$243,455.00	\$206,705.00	\$288,568.50	\$387,187.75	\$421,061.00	\$550,648.75	\$623,886.50	\$597,787.00	\$73,237.75	-4%

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Tickets: Monthly Sales by Species

Species	Pre-March	March 2022	April 2022	May 2022	June 2022	Total
California BHS	95	199	806	1425	1528	4053
Elk	100	253	1019	1931	2069	5372
Mule Deer	79	222	878	1682	1829	4690
Desert BHS	94	236	929	1644	1781	4684
Antelope	49	134	485	948	1065	2681
Bear	13	35	150	253	289	740
Total	430	1079	4267	7883	8561	22220
Gross Rev	\$7,245.00	\$35,069.25	\$115,661.25	\$193,654.25	\$225,279.25	\$576,909.00

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RES: Annual Sales by Month

Month	2021	2022	2022 YoY Change #	2022 YoY Change %
Pre-March	50	26	-24	-48%
March	188	82	-106	-56%
April	495	310	-185	-37%
May	596	543	-53	-8%
June	622	605	-17	-2.7%
Total Units	1951	1,566	-385	-19%
Gross Rev	\$24,706.00	\$20,878.00	-\$3,828.00	-15%

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Total Sales by category, YoY

Category	2021	2022	2022 YoY Change #	2022 YoY Change %
Tickets - Units Sold	108,502	100,244	-8,258	-7.6%
Tickets - Gross Rev	\$623,886.50	\$576,909.00	-\$46,977.50	-7.5%
RES - Units Sold	2,249	1897	-352	-15%
RES - Gross Rev	\$24,739.00	\$20,878.00	-\$3,861.00	-15%
Total - Units Sold	110,751	102,141	-8,610	-7.7%
Total - Gross Rev	\$648,625.50	\$597,787.00	-\$50,838.50	-7.8%

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Tickets: Maximum Purchase Quantities by Species

Species	Max Purchase Qty by Order	Max Purchase Qty by Customer
California BHS	999	999
Elk	435	1705
Mule Deer	150	300
Desert BHS	1000	2603
Antelope	90	90
Bear	50	60

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Tickets: Number of Single Ticket Purchases by Species

Species	Single Ticket by Order	Single Ticket by Customer
California BHS	1965	1451
Elk	2304	2138
Mule Deer	2196	1814
Desert BHS	2087	1938
Antelope	1564	1451
Bear	525	497

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Tickets: Purchase behavior

Per Order

	Per Order 2021	Per Order 2022	2022 YoY Change (#)	2022 YoY Change (%)
Average tickets purchased	14.06	24.39	10.33	73.47%
Max tickets purchased	850	1000	150	17.64%

Per Customer

	Per Customer 2021	Per Customer 2022	2022 YoY Change (#)	2022 YoY Change (%)
Average tickets purchased	16.90	27.18	10.28	60.82%
Max tickets purchased	1,780	2603	823	46.25%

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Tickets: Customers by State

	NV	CA	UT	TX	OR	ID	AZ	CO	WA	MT	Other States	Canada	Other Countries	Total
Clients	1961	1145	368	274	215	195	194	176	166	106	1197	36	1	10,556
% of clients	32%	19%	6%	4%	4%	3%	3%	3%	3%	2%	21%	-	-	100%

Tickets: Units by State

	NV	CA	OR	UT	TX	WA	ID	VA	AZ	CO	Other States	Canada	Other Countries	Total
Tickets	28,338	20,177	5,725	5,390	4,064	3,603	3,063	2,473	2,573	2,267	23,033	658	6	99,129
% of tickets	29%	20%	6%	5%	4%	4%	3%	3%	3%	2%	20%	1%	-	100.00 %