



north lake tahoe

April 2014

Marketing Standing
Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of March 31, 2014

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,542 Units ('DestiMetrics Census'¹)

		2013/14	2012/13	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (March) changed by (-19.3%)	Occupancy (March) :	42.9%	53.2%	-19.3%
North Lake Tahoe Average Daily Rate for last month (March) changed by (2.9%)	ADR (March) :	\$243	\$236	2.9%
North Lake Tahoe RevPAR for last month (March) changed by (-17.0%)	RevPAR (March) :	\$104	\$126	-17.0%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (April) changed by (38.9%)	Occupancy (April)	26.3%	18.9%	38.9%
North Lake Tahoe Average Daily Rate for next month (April) changed by (-5.8%)	ADR (April) :	\$173	\$184	-5.8%
North Lake Tahoe RevPAR for next month (April) changed by (30.8%)	RevPAR (April) :	\$46	\$35	30.8%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-6.9%)	Occupancy	41.0%	44.0%	-6.9%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (6.9%)	ADR	\$259	\$243	6.9%
North Lake Tahoe RevPAR for the prior 6 months changed by (-0.5%)	RevPAR	\$106	\$107	-0.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (5.6%)	Occupancy	26.2%	24.9%	5.6%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (3.2%)	ADR	\$224	\$217	3.2%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (9.0%)	RevPAR	\$59	\$54	9.0%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Mar. 31, 2014 vs. Previous Year				
Rooms Booked during last month (March, 2014) compared to Rooms Booked during the same period last year (March, 2013) for arrival March to August has changed by (-13.9%)	Booking Pace (March)	5.3%	6.2%	-13.9%

* **DestiMetrics Census:** Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants.

As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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RESERVATIONS ACTIVITY REPORT

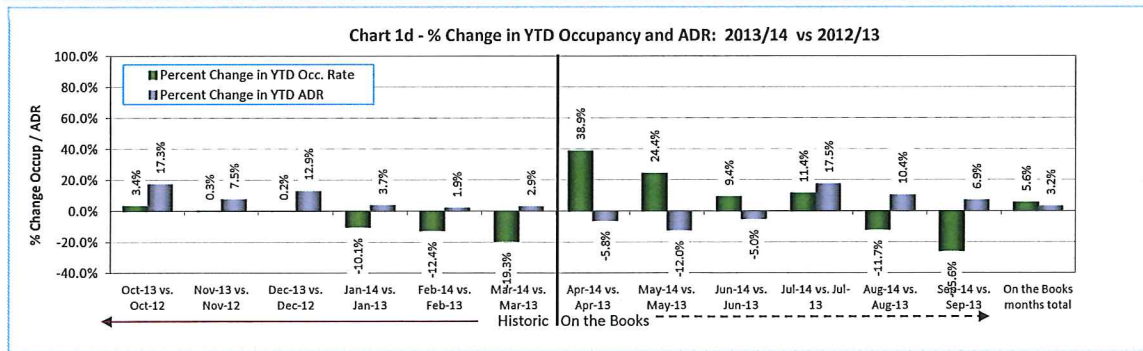
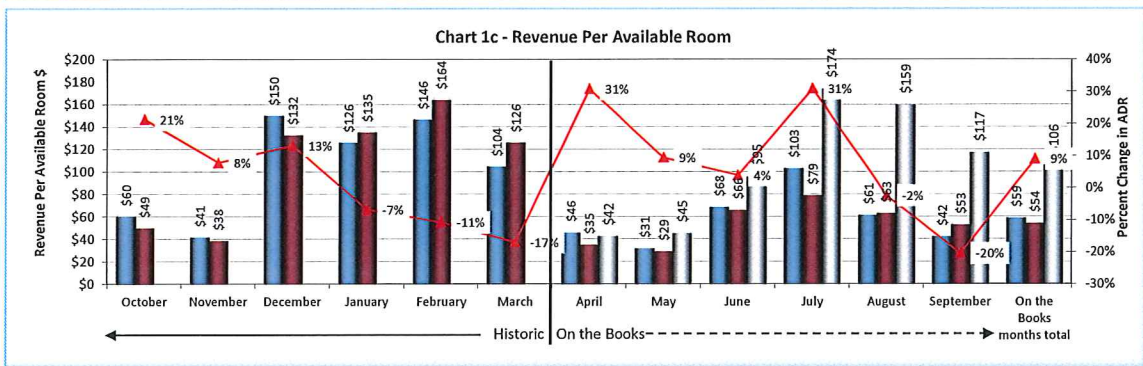
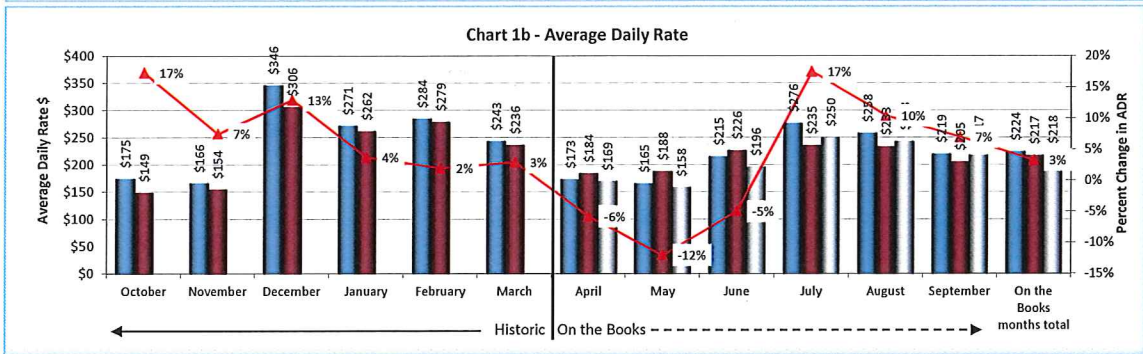
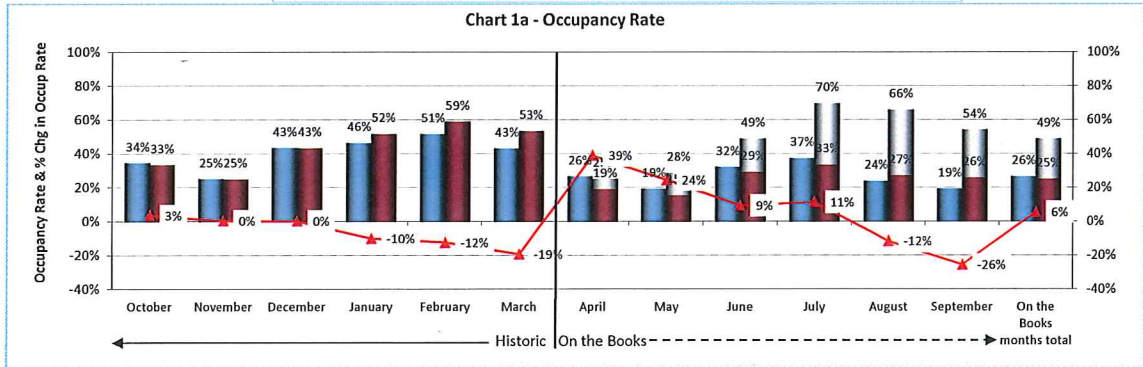
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2013/14 YTD (as of March 31, 2014) vs. 2012/13 YTD (as of March 31, 2013) vs. 2012/13 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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Historic Actual (2012/13 season)
 Data as of March 31, 2014 (2013/14 season)

Data as of March 31, 2013 (2012/13 season)
 Percent Change



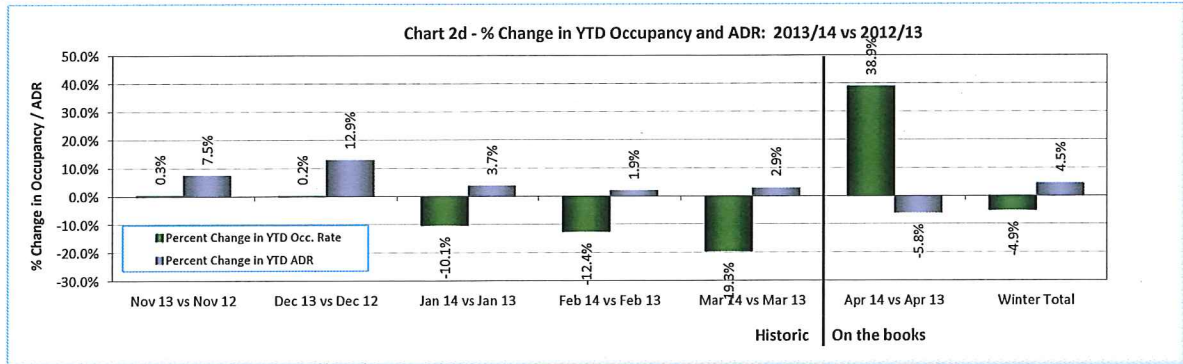
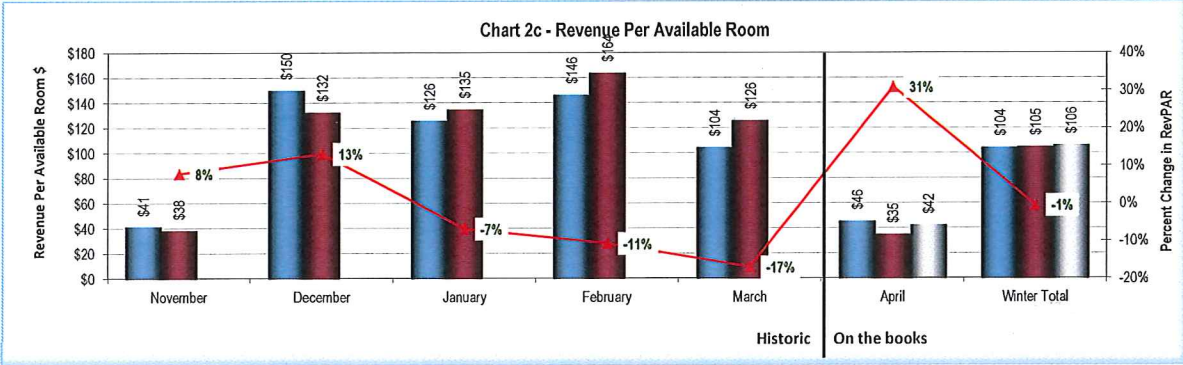
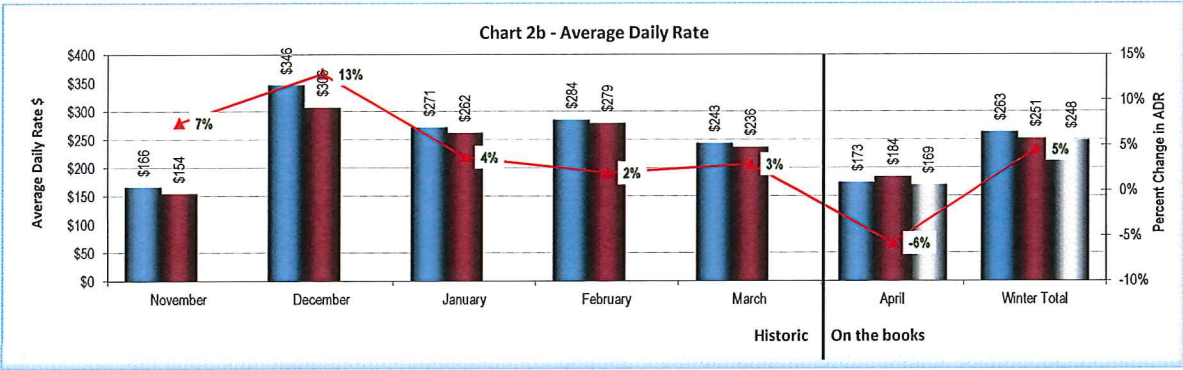
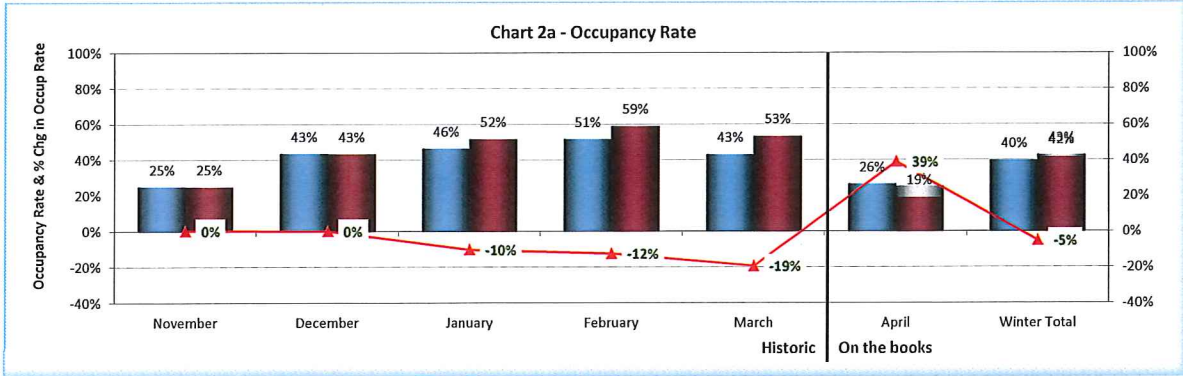
RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2013/14 YTD (as of March 31, 2014) vs. 2012/13 YTD (as of March 31, 2013) vs. 2012/13 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2012/13 season)
 Data as of March 31, 2014 (2013/14 season)
 Data as of March 31, 2013 (2012/13 season)
 ▲ Percent Change



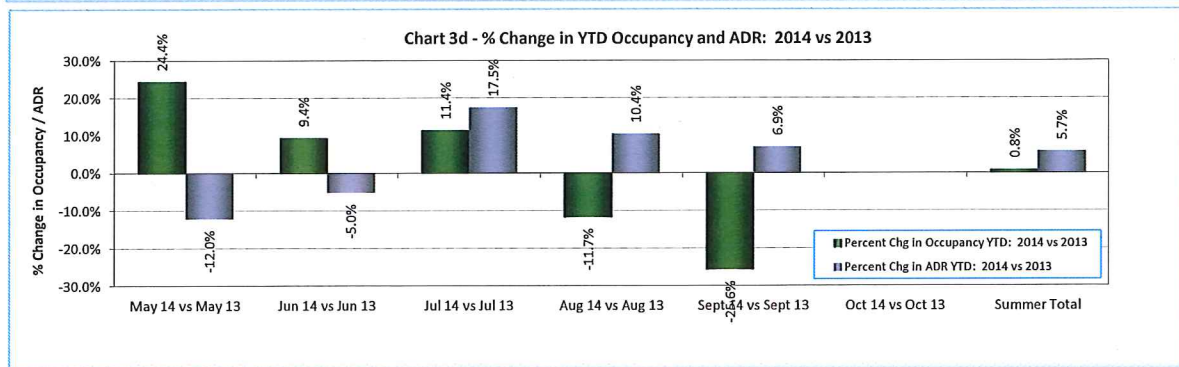
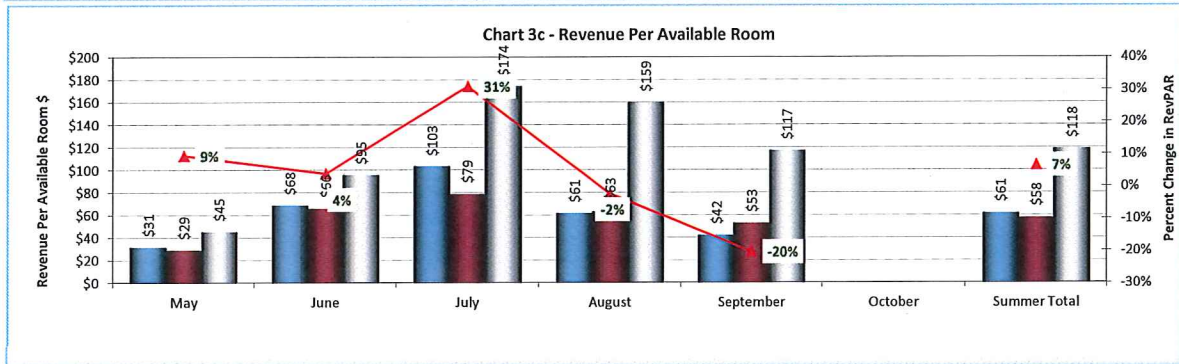
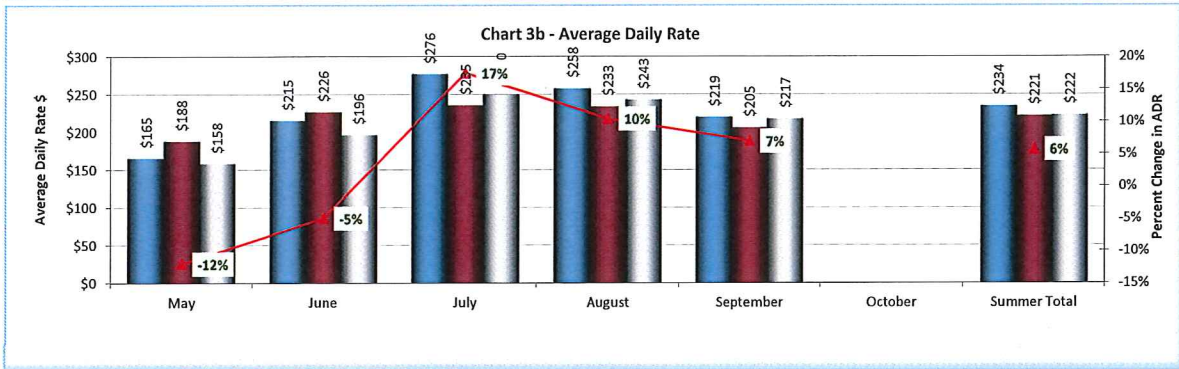
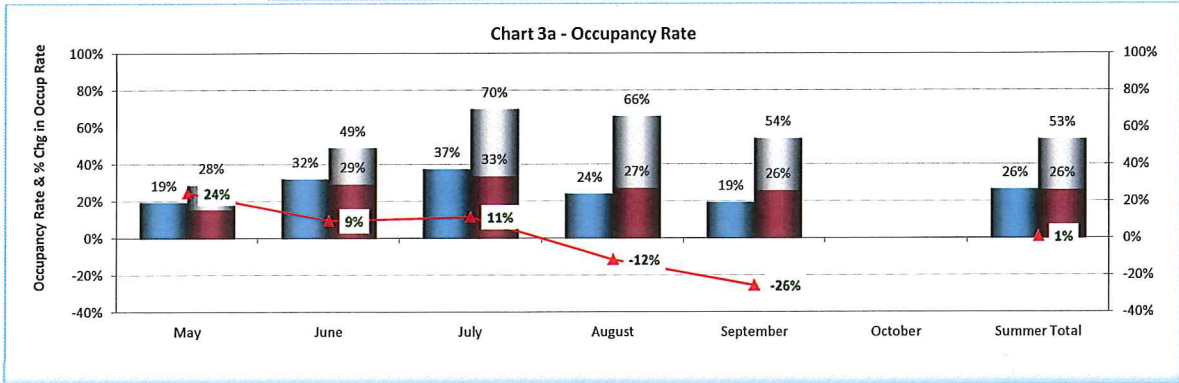
RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of March 31, 2014) vs. 2013 YTD (as of March 31, 2013) vs. 2013 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2013 season)
 Data as of March 31, 2014 (2014 season)
 Data as of March 31, 2013 (2013 season)
 Percent Change



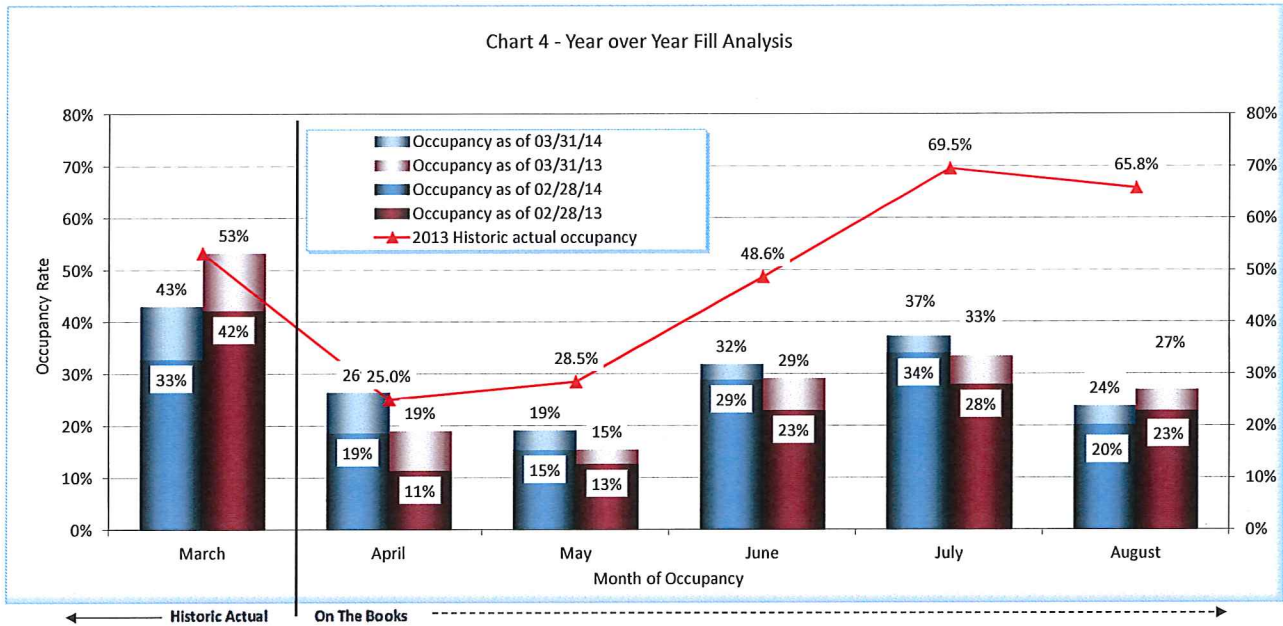


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of March 31, 2014) vs. 2013 Occupancy Pace (as of March 31, 2013) vs. same period 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF MAR 31			OCCUPANCY AS OF FEB 28			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2013 Historic actual occupancy
	Occupancy as of 03/31/14	Occupancy as of 03/31/13	Absolute Change	Occupancy as of 02/28/14	Occupancy as of 02/28/13	Absolute Change	Incremental occupancy booked during Mar. 2014	Incremental occupancy booked during Mar. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	March	42.9%	53.2%	-10.3%	32.8%	42.2%	-9.4%	10.1%	11.1%	-0.9%	
April	26.3%	18.9%	7.4%	18.6%	11.3%	7.3%	7.8%	7.6%	0.1%	1.6%	25.0%
May	19.0%	15.3%	3.7%	15.3%	12.6%	2.7%	3.8%	2.7%	1.1%	39.0%	28.5%
June	31.8%	29.1%	2.7%	28.8%	22.9%	5.9%	3.0%	6.1%	-3.2%	-51.6%	48.6%
July	37.2%	33.4%	3.8%	33.9%	27.9%	6.1%	3.3%	5.5%	-2.2%	-40.8%	69.5%
August	23.7%	26.9%	-3.1%	20.2%	22.9%	-2.7%	3.6%	4.0%	-0.4%	-10.4%	65.8%
Total	30.3%	29.5%	0.8%	25.0%	23.3%	1.6%	5.3%	6.2%	-0.9%	-13.9%	48.6%

***Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.



RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
 Bookings as of March 31, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	Occup. Rate as of: March 31, 2014 (2013/14 season)	Occup. Rate as of: March 31, 2013 (2012/13 season)		
October	34.4%	33.2%	3.4%		11
November	24.9%	24.8%	0.3%		11
December	43.3%	43.2%	0.2%		11
January	46.3%	51.5%	-10.1%		11
February	51.5%	58.8%	-12.4%		11
March	42.9%	53.2%	-19.3%		11
April	26.3%	18.9%	38.9%	25.0%	11
May	19.0%	15.3%	24.4%	28.5%	11
June	31.8%	29.1%	9.4%	48.6%	11
July	37.2%	33.4%	11.4%	69.5%	11
August	23.7%	26.9%	-11.7%	65.8%	11
September	19.0%	25.6%	-25.6%	53.8%	11
Grand total	33.5%	34.4%	-2.4%	46.3%	11
Historic months total	41.0%	44.0%	-6.9%	44.0%	11
On the Books months total	26.2%	24.9%	5.6%	48.6%	11

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	ADR as of: March 31, 2014 (2013/14 season)	ADR as of: March 31, 2013 (2012/13 season)		
October	\$175	\$149	17.3%		11
November	\$166	\$154	7.5%		11
December	\$346	\$306	12.9%		11
January	\$271	\$262	3.7%		11
February	\$284	\$279	1.9%		11
March	\$243	\$236	2.9%		11
April	\$173	\$184	-5.8%	\$169	11
May	\$165	\$188	-12.0%	\$158	11
June	\$215	\$226	-5.0%	\$196	11
July	\$276	\$235	17.5%	\$250	11
August	\$258	\$233	10.4%	\$243	11
September	\$219	\$205	6.9%	\$217	11
Grand total	\$245	\$233	5.2%	\$230	11
Historic months total	\$259	\$243	6.9%	\$243	11
On the Books months total	\$224	\$217	3.2%	\$218	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	RevPAR as of: March 31, 2014 (2013/14 season)	RevPAR as of: March 31, 2013 (2012/13 season)		
October	\$60	\$49	21.3%		11
November	\$41	\$38	7.8%		11
December	\$150	\$132	13.1%		11
January	\$126	\$135	-6.8%		11
February	\$146	\$164	-10.7%		11
March	\$104	\$126	-17.0%		11
April	\$46	\$35	30.8%	\$42	11
May	\$31	\$29	9.4%	\$45	11
June	\$68	\$66	3.9%	\$95	11
July	\$103	\$79	30.9%	\$174	11
August	\$61	\$63	-2.5%	\$159	11
September	\$42	\$53	-20.4%	\$117	11
Grand total	\$82	\$80	2.7%	\$106	11
Historic months total	\$106	\$107	-0.5%	\$107	11
On the Books months total	\$59	\$54	9.0%	\$106	11

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RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING WINTER DATA TABLES
Winter Bookings as of March 31, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: March 31, 2014 (2013/14 season)	Occup. Rate as of: March 31, 2013 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	24.9%	24.8%	0.3%	
December	43.3%	43.2%	0.2%	
January	46.3%	51.5%	-10.1%	
February	51.5%	58.8%	-12.4%	
March	Historic Actual 42.9%	53.2%	-19.3%	
April	On the books 26.3%	18.9%	38.9%	25.0%
Winter Total	39.7%	41.7%	-4.9%	42.7%

AVERAGE DAILY RATE	<u>ADR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual ADR (2012/13 season)
	ADR as of: March 31, 2014 (2013/14 season)	ADR as of: March 31, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$166	\$154	7.5%	
December	\$346	\$306	12.9%	
January	\$271	\$262	3.7%	
February	\$284	\$279	1.9%	
March	Historic Actual \$243	\$236	2.9%	
April	On the book \$173	\$184	-5.8%	\$169
Winter Total	\$263	\$251	4.5%	\$248

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: March 31, 2014 (2013/14 season)	RevPAR as of: March 31, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$41	\$38	7.8%	
December	\$150	\$132	13.1%	
January	\$126	\$135	-6.8%	
February	\$146	\$164	-10.7%	
March	Historic Actual \$104	\$126	-17.0%	
April	On the books \$46	\$35	30.8%	\$42
Winter Total	\$104	\$105	-0.6%	\$106



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of March 31, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	<i>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</i>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: March 31, 2014 (2014 season)	Occup. Rate as of: March 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)				
May	19.0%	15.3%	24.4%	28.5%
June	31.8%	29.1%	9.4%	48.6%
July	37.2%	33.4%	11.4%	69.5%
August	23.7%	26.9%	-11.7%	65.8%
September	19.0%	25.6%	-25.6%	53.8%
October				
Summer Total	26.2%	26.0%	0.8%	53.3%

AVERAGE DAILY RATE	<i>ADR: YTD 2014 VS. YTD 2013</i>			Historic Actual ADR (2013 season)
	ADR as of: March 31, 2014 (2014 season)	ADR as of: March 31, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)				
May	\$165	\$188	-12.0%	\$158
June	\$215	\$226	-5.0%	\$196
July	\$276	\$235	17.5%	\$250
August	\$258	\$233	10.4%	\$243
September	\$219	\$205	6.9%	\$217
October				
Summer Total	\$234	\$221	5.7%	\$222

REVENUE PER AVAILABLE ROOM	<i>REVPAR: YTD 2014 VS. YTD 2013</i>			Historic Actual RevPAR (2013 season)
	RevPAR as of: March 31, 2014 (2014 season)	RevPAR as of: March 31, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)				
May	\$31	\$29	9.4%	\$45
June	\$68	\$66	3.9%	\$95
July	\$103	\$79	30.9%	\$174
August	\$61	\$63	-2.5%	\$159
September	\$42	\$53	-20.4%	\$117
October				
Summer Total	\$61	\$58	6.5%	\$118

Location

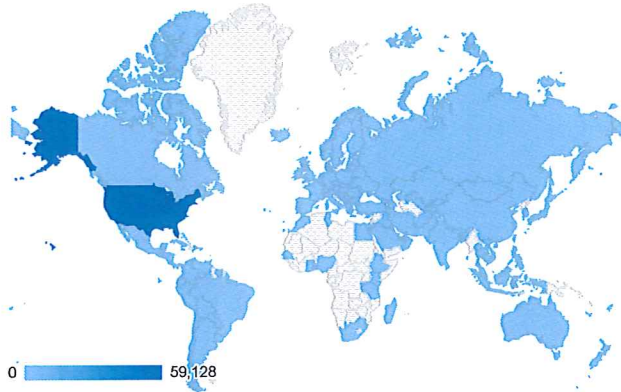
Mar 1, 2014 - Mar 31, 2014
Compare to: Mar 1, 2013 - Mar 31, 2013

All Sessi...
+0.00%

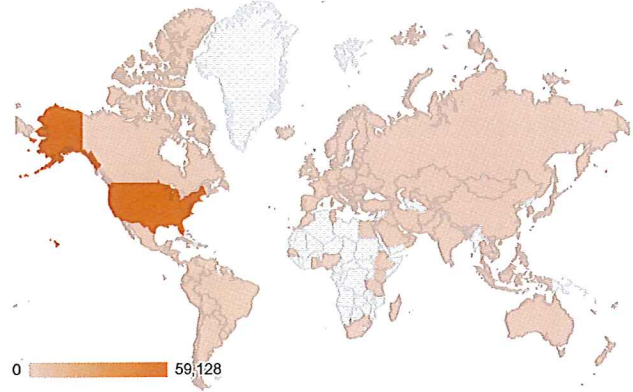
Map Overlay

Summary

Mar 1, 2014 - Mar 31, 2014



Mar 1, 2013 - Mar 31, 2013



Country / Territory	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	5.93% ▼ 61,241 vs 65,099	4.18% ▲ 80.25% vs 77.03%	1.99% ▼ 49,145 vs 50,144	7.95% ▼ 49.24% vs 45.61%	11.72% ▼ 3.12 vs 3.54	21.01% ▼ 00:02:12 vs 00:02:47	69.05% ▲ 10.24% vs 6.06%	59.03% ▲ 6,269 vs 3,942	59.03% ▲ \$6,269.00 vs \$3,942.00
1. United States									
Mar 1, 20... - Mar 31, 2014	55,520 (90.66%)	79.56%	44,173 (89.88%)	48.55%	3.16	00:02:14	10.67%	5,924 (94.50%)	\$5,924.00 (94.50%)
Mar 1, 20... - Mar 31, 2013	59,128 (90.83%)	76.32%	45,125 (89.99%)	45.46%	3.55	00:02:49	6.08%	3,593 (91.15%)	\$3,593.00 (91.15%)
% Change	-6.10%	4.25%	-2.11%	6.79%	-10.80%	-20.81%	75.59%	64.88%	64.88%
2. United Kingdom									
Mar 1, 20... - Mar 31, 2014	965 (1.58%)	78.34%	756 (1.54%)	46.74%	3.41	00:02:15	4.97%	48 (0.77%)	\$48.00 (0.77%)
Mar 1, 20... - Mar 31, 2013	996 (1.53%)	83.23%	829 (1.65%)	39.86%	3.66	00:02:19	5.22%	52 (1.32%)	\$52.00 (1.32%)
% Change	-3.11%	-5.88%	-8.81%	17.25%	-6.81%	-2.31%	-4.73%	-7.69%	-7.69%
3. Canada									
Mar 1, 20... - Mar 31, 2014	622 (1.02%)	91.16%	567 (1.15%)	52.25%	3.05	00:01:42	9.97%	62 (0.99%)	\$62.00 (0.99%)
Mar 1, 20... - Mar 31, 2013	646 (0.99%)	88.24%	570 (1.14%)	42.72%	3.39	00:02:03	6.35%	41 (1.04%)	\$41.00 (1.04%)
% Change	-3.72%	3.31%	-0.53%	22.30%	-9.85%	-17.38%	57.05%	51.22%	51.22%
4. Mexico									

Mar 1, 20... - Mar 31, 20 14	482 (0.79%)	83.40%	402 (0.82%)	55.81%	2.73	00:01:55	7.26%	35 (0.56%)	\$35.00 (0.56%)
Mar 1, 20... - Mar 31, 20 13	351 (0.54%)	82.05%	288 (0.57%)	35.33%	4.09	00:03:37	11.97%	42 (1.07%)	\$42.00 (1.07%)
% Change	37.32%	1.65%	39.58%	57.98%	-33.21%	-46.90%	-39.32%	-16.67%	-16.67%
5. Germany									
Mar 1, 20... - Mar 31, 20 14	410 (0.67%)	90.24%	370 (0.75%)	65.61%	2.43	00:01:27	3.66%	15 (0.24%)	\$15.00 (0.24%)
Mar 1, 20... - Mar 31, 20 13	323 (0.50%)	89.16%	288 (0.57%)	45.20%	3.29	00:01:46	4.95%	16 (0.41%)	\$16.00 (0.41%)
% Change	26.93%	1.21%	28.47%	45.15%	-26.04%	-17.49%	-26.14%	-6.25%	-6.25%
6. Australia									
Mar 1, 20... - Mar 31, 20 14	390 (0.64%)	86.41%	337 (0.69%)	52.05%	2.94	00:02:23	6.15%	24 (0.38%)	\$24.00 (0.38%)
Mar 1, 20... - Mar 31, 20 13	419 (0.64%)	82.82%	347 (0.69%)	45.58%	3.38	00:02:42	5.97%	25 (0.63%)	\$25.00 (0.63%)
% Change	-6.92%	4.34%	-2.88%	14.19%	-13.04%	-11.87%	3.14%	-4.00%	-4.00%
7. Brazil									
Mar 1, 20... - Mar 31, 20 14	366 (0.60%)	88.80%	325 (0.66%)	68.31%	2.11	00:01:35	4.92%	18 (0.29%)	\$18.00 (0.29%)
Mar 1, 20... - Mar 31, 20 13	262 (0.40%)	74.43%	195 (0.39%)	45.04%	3.12	00:02:40	9.16%	24 (0.61%)	\$24.00 (0.61%)
% Change	39.69%	19.31%	66.67%	51.66%	-32.35%	-40.50%	-46.31%	-25.00%	-25.00%
8. France									
Mar 1, 20... - Mar 31, 20 14	171 (0.28%)	92.98%	159 (0.32%)	57.89%	2.73	00:01:54	2.92%	5 (0.08%)	\$5.00 (0.08%)
Mar 1, 20... - Mar 31, 20 13	191 (0.29%)	75.39%	144 (0.29%)	54.97%	3.33	00:02:07	3.66%	7 (0.18%)	\$7.00 (0.18%)
% Change	-10.47%	23.33%	10.42%	5.31%	-18.16%	-10.47%	-20.22%	-28.57%	-28.57%
9. India									
Mar 1, 20... - Mar 31, 20 14	145 (0.24%)	91.72%	133 (0.27%)	50.34%	2.35	00:02:19	9.66%	14 (0.22%)	\$14.00 (0.22%)
Mar 1, 20... - Mar 31, 20 13	131 (0.20%)	93.13%	122 (0.24%)	51.91%	3.02	00:02:20	7.63%	10 (0.25%)	\$10.00 (0.25%)
% Change	10.69%	-1.51%	9.02%	-3.01%	-22.01%	-1.25%	26.48%	40.00%	40.00%
10. Netherlands									
Mar 1, 20... - Mar 31, 20 14	140 (0.23%)	90.71%	127 (0.26%)	63.57%	2.15	00:00:51	2.86%	4 (0.06%)	\$4.00 (0.06%)
Mar 1, 20... - Mar 31, 20 13	92 (0.14%)	90.22%	83 (0.17%)	44.57%	3.64	00:01:53	4.35%	4 (0.10%)	\$4.00 (0.10%)
% Change	52.17%	0.55%	53.01%	42.65%	-40.96%	-55.33%	-34.29%	0.00%	0.00%

Mar 1, 2014 - Mar 31, 2014
Compare to: Mar 1, 2013 - Mar 31, 2013

Location

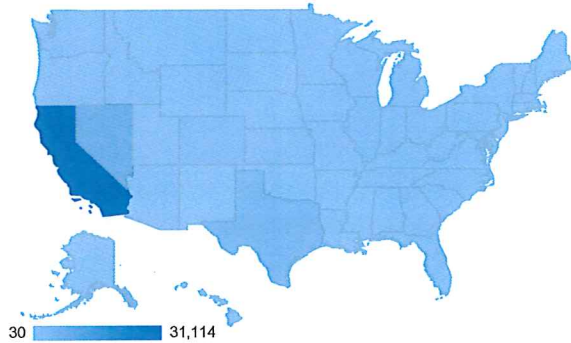
ALL » COUNTRY / TERRITORY: United States



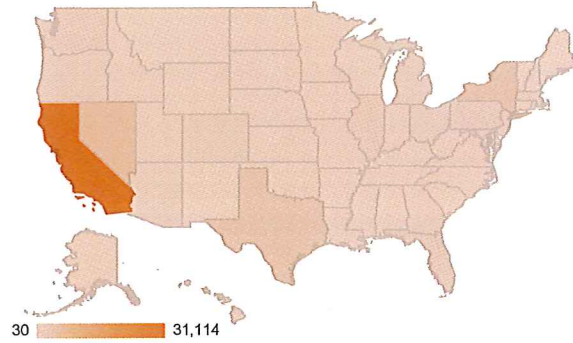
Map Overlay

Summary

Mar 1, 2014 - Mar 31, 2014



Mar 1, 2013 - Mar 31, 2013



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	6.10% ▼ 55,520 vs 59,128	4.25% ▲ 79.56% vs 76.32%	2.11% ▼ 44,173 vs 45,125	6.79% ▼ 48.55% vs 45.46%	10.80% ▼ 3.16 vs 3.55	20.81% ▼ 00:02:14 vs 00:02:49	75.59% ▲ 10.67% vs 6.08%	64.88% ▲ 5,924 vs 3,593	64.88% ▲ \$5,924.00 vs \$3,593.00
1. California									
Mar 1, 201... Mar 31, 2014	30,903 (55.66%)	78.09%	24,133 (54.63%)	52.33%	2.91	00:02:03	11.48%	3,549 (59.91%)	\$3,549.00 (59.91%)
Mar 1, 201... Mar 31, 2013	31,114 (52.62%)	74.98%	23,330 (51.70%)	48.20%	3.28	00:02:37	5.60%	1,742 (48.48%)	\$1,742.00 (48.48%)
% Change	-0.68%	4.15%	3.44%	8.58%	-11.31%	-21.48%	105.12%	103.73%	103.73%
2. Nevada									
Mar 1, 201... Mar 31, 2014	5,641 (10.16%)	72.35%	4,081 (9.24%)	48.38%	3.03	00:02:08	4.61%	260 (4.39%)	\$260.00 (4.39%)
Mar 1, 201... Mar 31, 2013	5,218 (8.82%)	60.77%	3,171 (7.03%)	43.41%	3.85	00:04:15	3.12%	163 (4.54%)	\$163.00 (4.54%)
% Change	8.11%	19.05%	28.70%	11.45%	-21.34%	-49.83%	47.55%	59.51%	59.51%
3. Texas									
Mar 1, 201... Mar 31, 2014	2,218 (3.99%)	82.55%	1,831 (4.15%)	38.86%	3.93	00:02:47	12.13%	269 (4.54%)	\$269.00 (4.54%)
Mar 1, 201... Mar 31, 2013	2,375 (4.02%)	81.35%	1,932 (4.28%)	36.34%	4.41	00:02:58	9.56%	227 (6.32%)	\$227.00 (6.32%)
% Change	-6.61%	1.48%	-5.23%	6.95%	-10.82%	-6.29%	26.89%	18.50%	18.50%
4. Colorado									
Mar 1, 201... Mar 31, 2014	1,161 (2.09%)	81.65%	948 (2.15%)	58.57%	2.66	00:01:44	33.68%	391 (6.60%)	\$391.00 (6.60%)
Mar 1, 201... Mar 31, 2013	804 (1.36%)	80.10%	644 (1.43%)	39.18%	4.15	00:03:26	7.59%	61 (1.70%)	\$61.00 (1.70%)
% Change	44.40%	1.94%	47.20%	49.49%	-35.97%	-49.64%	343.89%	540.98%	540.98%

5. Florida									
Mar 1, 201... Mar 31, 2014	1,108 (2.00%)	82.58%	915 (2.07%)	42.33%	3.52	00:02:18	9.30%	103 (1.74%)	\$103.00 (1.74%)
Mar 1, 201... Mar 31, 2013	1,222 (2.07%)	83.47%	1,020 (2.26%)	41.16%	3.87	00:02:40	7.94%	97 (2.70%)	\$97.00 (2.70%)
% Change	-9.33%	-1.06%	-10.29%	2.83%	-8.97%	-13.73%	17.11%	6.19%	6.19%
6. Washington									
Mar 1, 201... Mar 31, 2014	1,055 (1.90%)	85.40%	901 (2.04%)	41.04%	3.55	00:02:35	6.64%	70 (1.18%)	\$70.00 (1.18%)
Mar 1, 201... Mar 31, 2013	979 (1.66%)	82.74%	810 (1.80%)	40.04%	4.12	00:02:49	8.38%	82 (2.28%)	\$82.00 (2.28%)
% Change	7.76%	3.22%	11.23%	2.50%	-13.99%	-8.25%	-20.78%	-14.63%	-14.63%
7. Illinois									
Mar 1, 201... Mar 31, 2014	1,037 (1.87%)	87.37%	906 (2.05%)	40.69%	3.68	00:02:20	10.99%	114 (1.92%)	\$114.00 (1.92%)
Mar 1, 201... Mar 31, 2013	1,245 (2.11%)	79.36%	988 (2.19%)	42.09%	3.87	00:02:45	6.51%	81 (2.25%)	\$81.00 (2.25%)
% Change	-16.71%	10.09%	-8.30%	-3.31%	-5.04%	-15.14%	68.97%	40.74%	40.74%
8. Arizona									
Mar 1, 201... Mar 31, 2014	937 (1.69%)	82.60%	774 (1.75%)	45.14%	3.44	00:02:28	9.50%	89 (1.50%)	\$89.00 (1.50%)
Mar 1, 201... Mar 31, 2013	838 (1.42%)	83.41%	699 (1.55%)	45.23%	3.99	00:03:12	6.92%	58 (1.61%)	\$58.00 (1.61%)
% Change	11.81%	-0.97%	10.73%	-0.18%	-13.70%	-22.66%	37.24%	53.45%	53.45%
9. New York									
Mar 1, 201... Mar 31, 2014	904 (1.63%)	87.28%	789 (1.79%)	46.02%	3.35	00:02:11	8.41%	76 (1.28%)	\$76.00 (1.28%)
Mar 1, 201... Mar 31, 2013	3,072 (5.20%)	79.72%	2,449 (5.43%)	47.66%	2.92	00:02:27	5.31%	163 (4.54%)	\$163.00 (4.54%)
% Change	-70.57%	9.48%	-67.78%	-3.44%	14.69%	-10.92%	58.45%	-53.37%	-53.37%
10. Pennsylvania									
Mar 1, 201... Mar 31, 2014	637 (1.15%)	87.13%	555 (1.26%)	43.49%	3.63	00:02:12	7.22%	46 (0.78%)	\$46.00 (0.78%)
Mar 1, 201... Mar 31, 2013	627 (1.06%)	85.17%	534 (1.18%)	38.28%	3.94	00:02:55	8.13%	51 (1.42%)	\$51.00 (1.42%)
% Change	1.59%	2.30%	3.93%	13.60%	-7.94%	-24.79%	-11.22%	-9.80%	-9.80%

Rows 1 - 10 of 52

Location

Mar 1, 2014 - Mar 31, 2014
Compare to: Mar 1, 2013 - Mar 31, 2013

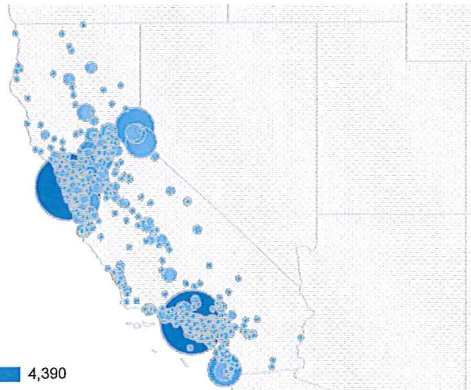
ALL » COUNTRY / TERRITORY: United States » REGION: California



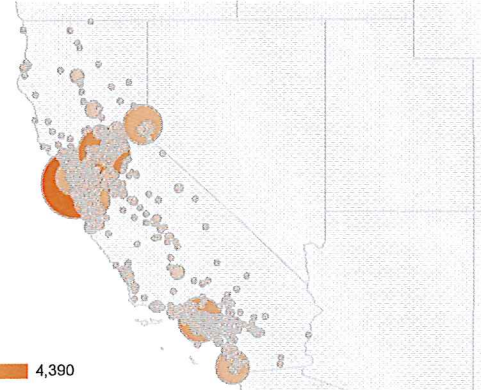
Map Overlay

Summary

Mar 1, 2014 - Mar 31, 2014



Mar 1, 2013 - Mar 31, 2013



City	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	0.68% ▼ 30,903 vs 31,114	4.15% ▲ 78.09% vs 74.98%	3.44% ▲ 24,133 vs 23,330	8.58% ▼ 52.33% vs 48.20%	11.31% ▼ 2.91 vs 3.28	21.48% ▼ 00:02:03 vs 00:02:37	105.12% ▲ 11.48% vs 5.60%	103.73% ▲ 3,549 vs 1,742	103.73% ▲ \$3,549.00 vs \$1,742.00
1. San Francisco									
Mar 1, 20... - Mar 31, 2014	3,878 (12.55%)	77.10%	2,990 (12.39%)	51.75%	2.80	00:02:03	6.45%	250 (7.04%)	\$250.00 (7.04%)
Mar 1, 20... - Mar 31, 2013	4,390 (14.11%)	76.22%	3,346 (14.34%)	48.18%	3.13	00:02:37	5.51%	242 (13.89%)	\$242.00 (13.89%)
% Change	-11.66%	1.16%	-10.64%	7.42%	-10.67%	-21.18%	16.94%	3.31%	3.31%
2. Los Angeles									
Mar 1, 20... - Mar 31, 2014	3,716 (12.02%)	81.54%	3,030 (12.56%)	61.71%	2.36	00:01:24	13.67%	508 (14.31%)	\$508.00 (14.31%)
Mar 1, 20... - Mar 31, 2013	1,731 (5.56%)	81.98%	1,419 (6.08%)	58.12%	2.85	00:01:57	5.95%	103 (5.91%)	\$103.00 (5.91%)
% Change	114.67%	-0.53%	113.53%	6.18%	-17.23%	-28.61%	129.75%	393.20%	393.20%
3. Truckee									
Mar 1, 20... - Mar 31, 2014	1,270 (4.11%)	61.50%	781 (3.24%)	51.65%	2.99	00:02:26	3.46%	44 (1.24%)	\$44.00 (1.24%)
Mar 1, 20... - Mar 31, 2013	1,316 (4.23%)	59.42%	782 (3.35%)	40.35%	3.53	00:03:32	1.37%	18 (1.03%)	\$18.00 (1.03%)
% Change	-3.50%	3.49%	-0.13%	28.02%	-15.47%	-31.19%	153.30%	144.44%	144.44%
4. Sacramento									

Mar 1, 20... - Mar 31, 20 14	1,107 (3.58%)	77.96%	863 (3.58%)	48.60%	3.04	00:02:04	4.70%	52 (1.47%)	\$52.00 (1.47%)
Mar 1, 20... - Mar 31, 20 13	2,481 (7.97%)	71.38%	1,771 (7.59%)	46.72%	3.13	00:02:29	3.02%	75 (4.31%)	\$75.00 (4.31%)
% Change	-55.38%	9.21%	-51.27%	4.03%	-2.95%	-16.90%	55.39%	-30.67%	-30.67%
5. San Diego									
Mar 1, 20... - Mar 31, 20 14	1,070 (3.46%)	77.94%	834 (3.46%)	52.24%	2.69	00:01:49	14.02%	150 (4.23%)	\$150.00 (4.23%)
Mar 1, 20... - Mar 31, 20 13	1,043 (3.35%)	76.70%	800 (3.43%)	44.77%	3.32	00:02:25	5.47%	57 (3.27%)	\$57.00 (3.27%)
% Change	2.59%	1.62%	4.25%	16.68%	-19.05%	-24.80%	156.52%	163.16%	163.16%
6. South Lake Tahoe									
Mar 1, 20... - Mar 31, 20 14	826 (2.67%)	60.65%	501 (2.08%)	53.15%	2.87	00:02:41	3.15%	26 (0.73%)	\$26.00 (0.73%)
Mar 1, 20... - Mar 31, 20 13	724 (2.33%)	61.46%	445 (1.91%)	50.14%	3.38	00:03:12	4.28%	31 (1.78%)	\$31.00 (1.78%)
% Change	14.09%	-1.32%	12.58%	6.00%	-15.14%	-16.32%	-26.49%	-16.13%	-16.13%
7. San Jose									
Mar 1, 20... - Mar 31, 20 14	801 (2.59%)	81.15%	650 (2.69%)	46.44%	3.25	00:02:09	8.36%	67 (1.89%)	\$67.00 (1.89%)
Mar 1, 20... - Mar 31, 20 13	1,151 (3.70%)	80.02%	921 (3.95%)	47.70%	3.53	00:02:33	7.65%	88 (5.05%)	\$88.00 (5.05%)
% Change	-30.41%	1.41%	-29.42%	-2.63%	-7.90%	-15.41%	9.40%	-23.86%	-23.86%
8. Auburn									
Mar 1, 20... - Mar 31, 20 14	435 (1.41%)	64.83%	282 (1.17%)	51.72%	2.95	00:02:08	3.45%	15 (0.42%)	\$15.00 (0.42%)
Mar 1, 20... - Mar 31, 20 13	288 (0.93%)	59.72%	172 (0.74%)	46.53%	2.75	00:04:34	1.04%	3 (0.17%)	\$3.00 (0.17%)
% Change	51.04%	8.55%	63.95%	11.17%	7.12%	-53.22%	231.03%	400.00%	400.00%
9. Oakland									
Mar 1, 20... - Mar 31, 20 14	402 (1.30%)	82.84%	333 (1.38%)	53.98%	3.06	00:01:59	9.70%	39 (1.10%)	\$39.00 (1.10%)
Mar 1, 20... - Mar 31, 20 13	468 (1.50%)	77.56%	363 (1.56%)	46.15%	3.30	00:02:17	7.91%	37 (2.12%)	\$37.00 (2.12%)
% Change	-14.10%	6.80%	-8.26%	16.96%	-7.24%	-13.36%	22.71%	5.41%	5.41%
10. Tahoe City									
Mar 1, 20... - Mar 31, 20 14	356 (1.15%)	33.71%	120 (0.50%)	36.24%	4.79	00:04:55	2.81%	10 (0.28%)	\$10.00 (0.28%)
Mar 1, 20... - Mar 31, 20 13	237 (0.76%)	54.85%	130 (0.56%)	51.05%	2.92	00:03:10	2.53%	6 (0.34%)	\$6.00 (0.34%)
% Change	50.21%	-38.55%	-7.69%	-29.03%	63.89%	55.26%	10.96%	66.67%	66.67%

All Traffic

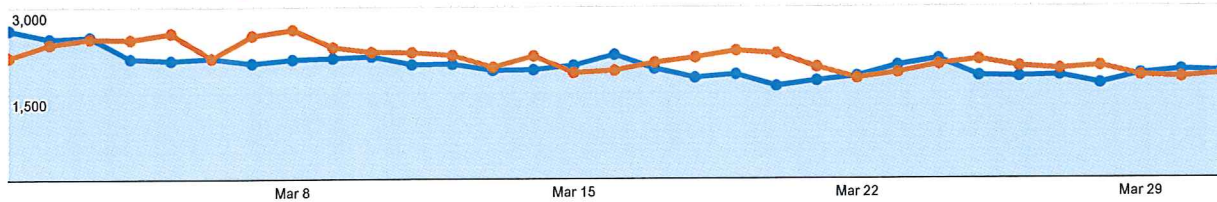
Mar 1, 2014 - Mar 31, 2014
Compare to: Mar 1, 2013 - Mar 31, 2013



Explorer

Summary

Mar 1, 2014 - Mar 31, 2014: Sessions
Mar 1, 2013 - Mar 31, 2013: Sessions



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	5.93% ▼ 61,241 vs 65,099	4.18% ▲ 80.25% vs 77.03%	1.99% ▼ 49,145 vs 50,144	7.95% ▼ 49.24% vs 45.61%	11.72% ▼ 3.12 vs 3.54	21.01% ▼ 00:02:12 vs 00:02:47	69.05% ▲ 10.24% vs 6.06%	59.03% ▲ 6,269 vs 3,942	59.03% ▲ \$6,269.00 vs \$3,942.00
1. google / organic									
Mar 1, 2014 - Mar 31, 2014	17,394 (28.40%)	73.67%	12,815 (26.08%)	52.62%	2.92	00:02:17	2.02%	351 (5.60%)	\$351.00 (5.60%)
Mar 1, 2013 - Mar 31, 2013	22,650 (34.79%)	71.00%	16,082 (32.07%)	47.86%	3.24	00:02:48	3.40%	771 (19.56%)	\$771.00 (19.56%)
% Change	-23.21%	3.76%	-20.31%	9.95%	-9.81%	-18.47%	-40.72%	-54.47%	-54.47%
2. visitinglaketahoe.com / referral									
Mar 1, 2014 - Mar 31, 2014	17,017 (27.79%)	86.94%	14,795 (30.10%)	32.53%	4.05	00:02:47	12.07%	2,054 (32.76%)	\$2,054.00 (32.76%)
Mar 1, 2013 - Mar 31, 2013	15,469 (23.76%)	84.85%	13,126 (26.18%)	29.34%	4.69	00:03:05	11.26%	1,742 (44.19%)	\$1,742.00 (44.19%)
% Change	10.01%	2.46%	12.72%	10.85%	-13.57%	-9.52%	7.18%	17.91%	17.91%
3. ReachLocal / CPC									
Mar 1, 2014 - Mar 31, 2014	12,300 (20.08%)	85.81%	10,555 (21.48%)	55.37%	2.59	00:01:20	5.90%	726 (11.58%)	\$726.00 (11.58%)
Mar 1, 2013 - Mar 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
4. (direct) / (none)									
Mar 1, 2014 - Mar 31, 2014	7,377 (12.05%)	76.40%	5,636 (11.47%)	64.66%	2.51	00:01:58	25.28%	1,865 (29.75%)	\$1,865.00 (29.75%)
Mar 1, 2013 - Mar 31, 2013	14,364 (22.06%)	80.05%	11,498 (22.93%)	54.16%	3.10	00:02:49	4.56%	655 (16.62%)	\$655.00 (16.62%)
% Change	-48.64%	-4.56%	-50.98%	19.38%	-19.00%	-30.14%	454.41%	184.73%	184.73%
5. bing / organic									
Mar 1, 2014 - Mar 31, 2014	1,134 (1.85%)	71.43%	810 (1.65%)	44.62%	3.42	00:02:46	2.82%	32 (0.51%)	\$32.00 (0.51%)
Mar 1, 2013 - Mar 31, 2013	1,149 (1.77%)	68.23%	784 (1.56%)	36.38%	4.27	00:03:49	2.79%	32 (0.81%)	\$32.00 (0.81%)
% Change	-1.31%	4.68%	3.32%	22.65%	-19.95%	-27.69%	1.32%	0.00%	0.00%
6. yahoo / organic									

	Mar 1, 2014 - Mar 31, 2... 14	1,035 (1.69%)	66.47%	688 (1.40%)	46.76%	2.99	00:02:34	2.32%	24 (0.38%)	\$24.00 (0.38%)
	Mar 1, 2013 - Mar 31, 2... 13	1,517 (2.33%)	70.60%	1,071 (2.14%)	41.60%	3.41	00:02:29	2.90%	44 (1.12%)	\$44.00 (1.12%)
	% Change	-31.77%	-5.84%	-35.76%	12.42%	-12.46%	3.29%	-20.05%	-45.45%	-45.45%
7.	r.search.yahoo.com / referral									
	Mar 1, 2014 - Mar 31, 2... 14	449 (0.73%)	77.51%	348 (0.71%)	40.31%	3.55	00:03:27	2.90%	13 (0.21%)	\$13.00 (0.21%)
	Mar 1, 2013 - Mar 31, 2... 13	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
8.	skilaketahoe.com / referral									
	Mar 1, 2014 - Mar 31, 2... 14	411 (0.67%)	78.59%	323 (0.66%)	46.96%	3.19	00:03:12	37.23%	153 (2.44%)	\$153.00 (2.44%)
	Mar 1, 2013 - Mar 31, 2... 13	554 (0.85%)	77.80%	431 (0.86%)	38.09%	4.10	00:04:14	33.21%	184 (4.67%)	\$184.00 (4.67%)
	% Change	-25.81%	1.02%	-25.06%	23.29%	-22.06%	-24.37%	12.08%	-16.85%	-16.85%
9.	servedby.flashtalking.com / referral									
	Mar 1, 2014 - Mar 31, 2... 14	304 (0.50%)	89.47%	272 (0.55%)	90.13%	1.24	00:00:37	99.67%	303 (4.83%)	\$303.00 (4.83%)
	Mar 1, 2013 - Mar 31, 2... 13	58 (0.09%)	63.79%	37 (0.07%)	81.03%	1.47	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	424.14%	40.26%	635.14%	11.23%	-15.38%	12.73%	∞%	∞%	∞%
10.	web.gotahoenorth.com / referral									
	Mar 1, 2014 - Mar 31, 2... 14	291 (0.48%)	49.14%	143 (0.29%)	26.12%	5.69	00:05:31	5.15%	15 (0.24%)	\$15.00 (0.24%)
	Mar 1, 2013 - Mar 31, 2... 13	538 (0.83%)	36.62%	197 (0.39%)	39.96%	4.55	00:05:12	4.65%	25 (0.63%)	\$25.00 (0.63%)
	% Change	-45.91%	34.20%	-27.41%	-34.65%	25.04%	6.00%	10.93%	-40.00%	-40.00%

Rows 1 - 10 of 1117

MARCH PROPERTY REFERRALS - ALPHA LISTING**REFERRALS**

7-Pines Motel	13
Agate Bay Realty Vacation Rentals	70
Agate Bay Realty Vacation Rentals Cool Deals	36
Alpine Rental Group	12
Americas Best Value Inn Tahoe City	48
Aviva Inn	95
Book Tahoe Rentals	1
Brockway Springs Resort	102
Brockway Springs Resort Cool Deals	109
Cal Neva Resort Casino Hotel	28
Cedar Glen Lodge	288
Cedar Glen Lodge Cool Deals	4
Chalet de Huttlinger	22
Chaney House	60
Chinquapin / Packard Realty	9
Christy Lodge	24
Club Tahoe Resort	21
Constellation Residences at Northstar	47
Cottage Inn at Lake Tahoe	109
Ferrari's Crown Resort	51
Firelite Lodge	25
Firelite Lodge Cool Deals	37
First Accommodations, Inc.	86
Fox Den Cottages	7
Franciscan Lakeside Lodge	75
Goldfish Properties	66
Granlibakken Conference Center & Resort	62
Granlibakken Conference Center & Resort Cool Deals	45
Hauserman Rental Group	87
Holiday House	47
Holiday House Cool Deals	66
Hyatt Regency Lake Tahoe Resort, Spa and Casino	389
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	194
Ice Lakes Lodge at Royal Gorge XC Ski Resort	5
Incline at Tahoe Realty	72
Incline at Tahoe Realty Cool Deals	94
Incline Vacation Rentals	70
Incline Vacation Rentals Cool Deals	32
Kingswood Village Vacation Rentals	27
Lake Tahoe Accommodations	20
Lake Tahoe Accommodations.	65
Lake Tahoe Accommodations. Cool Deals	51
Lake Tahoe Deluxe Vacation Rentals	42
LakeFrontHouse.com	48
Martis Valley Associates Property Rentals	7

Meeks Bay Resort & Marina	73
Mother Natures Inn	28
Mourelatos Lakeshore Resort	114
Mourelatos Lakeshore Resort Cool Deals	6
North Tahoe Rental Company	42
Northstar Condominiums	52
Northstar Mountain Home Vacation Rentals	37
Northstar Resort	188
Northstar Resort Cool Deals	83
Olympic Village Inn	44
Painted Rock Lodge	87
Parkside Inn at Incline	61
PepperTree Inn	28
PlumpJack Squaw Valley Inn	63
PlumpJack Squaw Valley Inn Cool Deals	50
Pullen Realty Group	19
Rainbow Lodge	10
Red Wolf Lakeside Lodge	48
Red Wolf Lodge at Squaw Valley	11
RedAwning.com Vacation Rentals	9
Resort at Squaw Creek	105
Resort at Squaw Creek Cool Deals	243
River Ranch Lodge and Restaurant	83
River Ranch Lodge and Restaurant Cool Deals	59
Rockwood Lodge	33
Rustic Cottage Inn	1
Rustic Cottages	47
Rustic Cottages Cool Deals	20
Shooting Star Bed & Breakfast	46
Shore House at Lake Tahoe	99
Shore House at Lake Tahoe Cool Deals	5
Sierra Mountain Properties	9
Sierra Vacation Rentals/Sales	62
Squaw Valley Lodge	59
Squaw Valley Lodge Cool Deals	58
Stanford Alpine Chalet	56
Stay In Lake Tahoe	93
Stevenson's Holliday Inn	28
Sunnyside Restaurant & Lodge	165
Tahoe Biltmore Lodge & Casino	96
Tahoe Biltmore Lodge & Casino Cool Deals	70
Tahoe City Inn	40
Tahoe Edgelake Beach Club	14
Tahoe Exclusive Properties - Carr Long Real Estate	36
Tahoe Exclusive Vacation Rentals	34
Tahoe Getaways Vacation Rentals	151
Tahoe Getaways Vacation Rentals Cool Deals	91

Tahoe Luxury Properties	102
Tahoe Luxury Properties Cool Deals	64
Tahoe Marina Lodge	43
Tahoe Moon Properties	144
Tahoe Mountain Club	45
Tahoe Mountain Resorts Lodging	85
Tahoe Mountain Resorts Lodging Cool Deals	59
Tahoe North Shore Lodge	6
Tahoe North Visitor's & Convention Bureau	1
Tahoe Real Estate Group	1
Tahoe Sands Resort	14
Tahoe Signature Properties	71
Tahoe Tavern Properties	17
Tahoe Vista Lodge and Cabins	34
Tahoe Vistana Inn	34
Tahoe Vistana Inn Cool Deals	11
Tahoe Woodside Vacation Rentals	34
TahoeRentals.com ~ Wells and Bennett Realtors	56
Tahoma Lodge	31
Tahoma Meadows Bed & Breakfast Cottages	102
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	57
Tamarack Lodge	6
The Border House	58
The Lodge at Obexers	24
The Lodge at Sugar Bowl	33
The Ritz-Carlton, Lake Tahoe	117
The Ritz-Carlton, Lake Tahoe Cool Deals	291
The Village at Squaw Valley	92
The Village at Squaw Valley Cool Deals	133
VACA North Tahoe	207
Vacasa Rentals	131
Vacasa Rentals Cool Deals	25
Vacation Station, Inc.	58
Vacation Tahoe by O'Neal Brokers	33
Waters of Tahoe Properties	98
West Lake Properties at Tahoe	36
West Shore Cafe & Inn	73

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MARCH PROPERTY REFERRALS - TOTALS LISTING**REFERRALS**

Hyatt Regency Lake Tahoe Resort, Spa and Casino	389
The Ritz-Carlton, Lake Tahoe Cool Deals	291
Cedar Glen Lodge	288
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River Ranch Lodge and Restaurant Cool Deals	59
Squaw Valley Lodge	59
Tahoe Mountain Resorts Lodging Cool Deals	59
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And
up we
go.



**February 2014
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport**

April 3, 2014



**Reno-Tahoe
Airport Authority**



U.S. DOMESTIC INDUSTRY OVERVIEW FOR FEBRUARY 2014
All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor: 81.2%, Up 0.4 pts.
 Number of Flights *: Down (0.6%)
 Capacity of Seats *: Up 1.5%
 Crude Oil **: \$100.92 per barrel in FEB 2014
 vs. \$96.21 per barrel in FEB 2013

RNO OVERVIEW FOR FEBRUARY 2014 – year over year comparison

Total Passengers: Down (12.1%)
 Avg. Enplaned Load Factor: 81.7% Down (3.0 pts.)
 Scheduled Departures: Down (8.9%)
 Scheduled Departing Seats: Down (11.0%)
 Total Cargo: Up 9.9%

*Source: RNO Monthly Flight Activity Reports; *Dio Mi*

HIGHLIGHTS

February 2014 vs. February 2013

Total Passengers	Down (12.1%)
Enplaned Passengers	Down (12.0%)
Deplaned Passengers	Down (12.1%)
Average Enplaned Load Factor	81.7% Down 3.0 pts.
Total Cargo	Up 9.9%

Full Year 2014 vs. Full Year 2013

Total Passengers	Down (10.4%)
Enplaned Passengers	Down (10.5%)
Deplaned Passengers	Down (10.3%)
Average Enplaned Load Factor	79.0% Down 3.2 pts.
Total Cargo	Up 4.7%

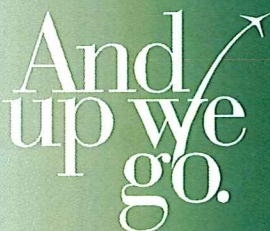
FEBRUARY 2014 SUMMARY

Reno-Tahoe International Airport (RNO) served 228,035 passengers in February 2014, a decrease of (12.1%) versus February 2013. The loss in traffic can be attributed to a lack of consistent snowfall during both January and much of February, resulting in softened snowsports traffic. In addition, the combined men's and women's bowling tournament, which is a smaller group this year, did not start until late February.

Southwest Airlines saw the largest decrease in total passengers, carrying 27,901 fewer passengers in February 2014 compared to the same month last year, representing a decrease of (20.4%). The loss of Oakland, Salt Lake City, seasonal service from Ontario, coupled with Portland and Chicago-Midway service reductions, decreased the scheduled monthly totals by 150 departures with 16,924 departing seats. Overall, Southwest's scheduled departures were down (22.8%) in February 2014 versus February 2013.

Alaska Airlines and Delta Air Lines both saw year-over-year February increases in the amount of 2,308 combined total passengers.

With respect to air cargo, RNO handled 9,486,697 pounds of cargo in February 2014, a significant increase of 9.9% over February 2013. These volumes represent the third highest February on record, behind the peak years of 2007 and 2008 before the global economy fell into recession. UPS posted an increase of 14.1% and FedEx experienced a rise in volumes of 9.8%, while Ameriflight (DHL) posted a slight decrease of (1.5%).



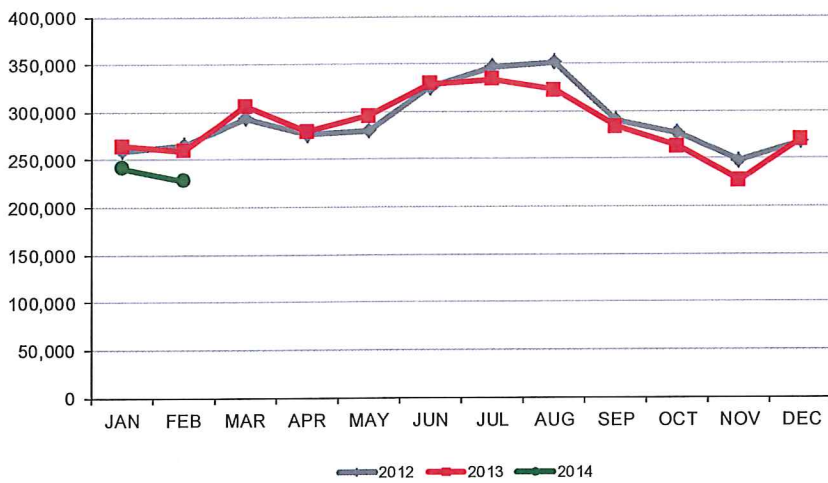


In February 2014, RNO was served by seven major airlines providing 51 peak daily departures to 14 non-stop destinations. For February, our partner airlines reported a (11.0%) decrease in scheduled passenger seats compared to February 2013.

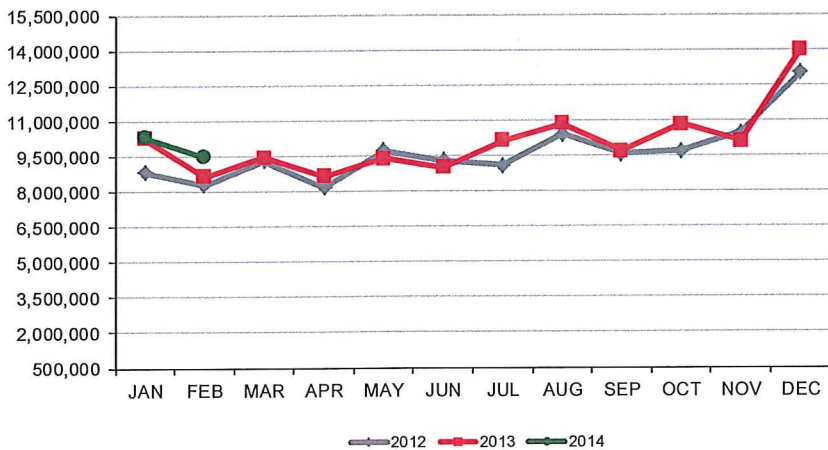
TOTAL PASSENGERS

In February 2014, total passenger traffic at RNO decreased (12.1%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased by 13.0% due to new non-stop flights to Portland, OR which began in November 2013. With respect to February load factors, no carriers reported year-over-year increases, however, several carriers continue to report very high load factors. United Airlines reported an average load factor of 90.5%. American continued to experience high load factors as well, recording an average 88.1% for the month. Alaska Airlines load factor for the month declined only slightly, (0.4pts), to 84.5% on increased capacity of 13.0%. US Airways reported an average monthly load factor of 81.4% while Allegiant posted 80.2%. Southwest Airlines traffic decreased (20.4%) with the loss of Oakland, Salt Lake City and Ontario service as well as reductions to Chicago-Midway and Portland service compared to last year.

Total Passengers



Total Cargo

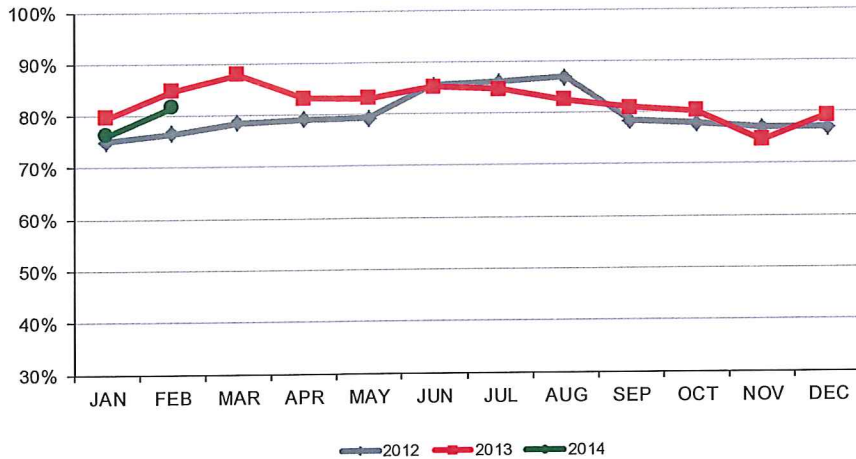


TOTAL CARGO

Total cargo volume at RNO increased 9.9% in February 2014 versus the same period last year. This was largely driven by a 14.1% year-over-year increase from UPS as well as a 9.8% increase by FedEx. Ameriflight (DHL) was down just slightly at (1.5%) over the same period. The monthly volume still represents the third highest February on record since 2008.



Average Enplaned Load Factors

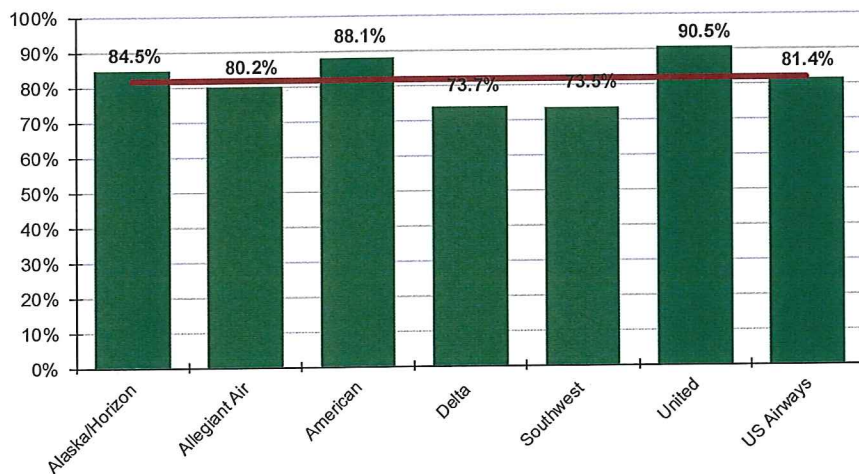


Load Factors February 2014			
Airline	RNO	Network	Difference
Alaska	84.5%	84.6%	(0.1)
Allegiant Air	80.2%	88.4%	(8.2)
American	88.1%	78.4%	9.7
Delta	73.7%	81.2%	(7.5)
Southwest	73.5%	78.1%	(4.6)
United	90.5%	79.2%	11.3
US Airways	81.4%	80.3%	1.1

Source: Airline Performance Reports

American and US Airways reported combined operations

Enplaned Load Factors by Airlines

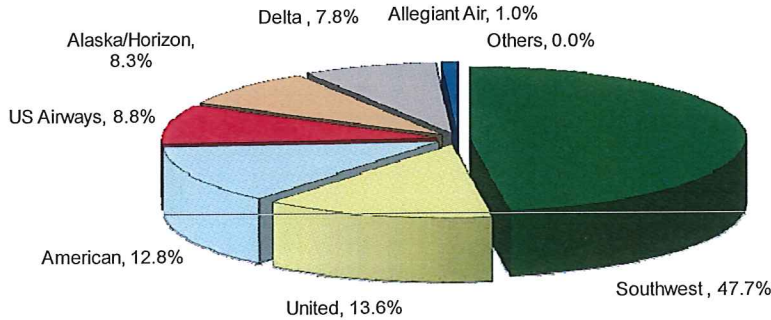


AIRLINE LOAD FACTORS

In February 2014, the average enplaned load factor at RNO was 81.7%, a decrease of (3.0) percentage points versus last year. All airlines showed a year-over-year decrease in average load factor. This, again, can be attributed to a lack of snow bringing Tahoe traffic and a late start to the combined bowling tournament.



Air Carrier Market Share



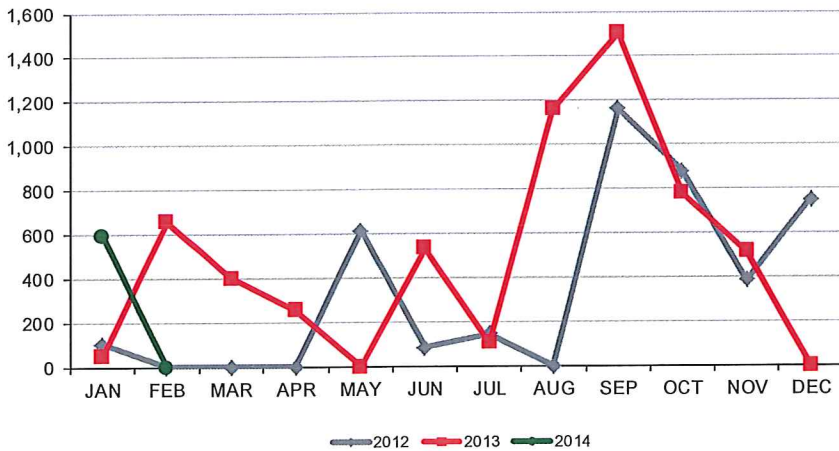
AIRLINE MARKET SHARE

In February 2014, Southwest Airlines carried a total of 108,742 passengers resulting in a market share of 47.7%. The next highest market shares were: United Airlines with 13.6%, American Airlines with 12.8%, US Airways with 8.8%, Alaska Airlines carried 8.3%, Delta Air Lines at 7.8%, and Allegiant Air rounded out the carriers with 1.0% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	February-14	February-13	YOY Change
Alaska/Horizon	8.3%	6.5%	1.8
Allegiant Air	1.0%	0.9%	0.1
American	12.8%	12.0%	0.8
Delta	7.8%	6.8%	1.0
Southwest	47.7%	52.7%	(5.0)
United	13.6%	12.4%	1.2
US Airways	8.8%	8.7%	0.1
Others	0.0%	0.0%	0.0

Total Charter Passengers

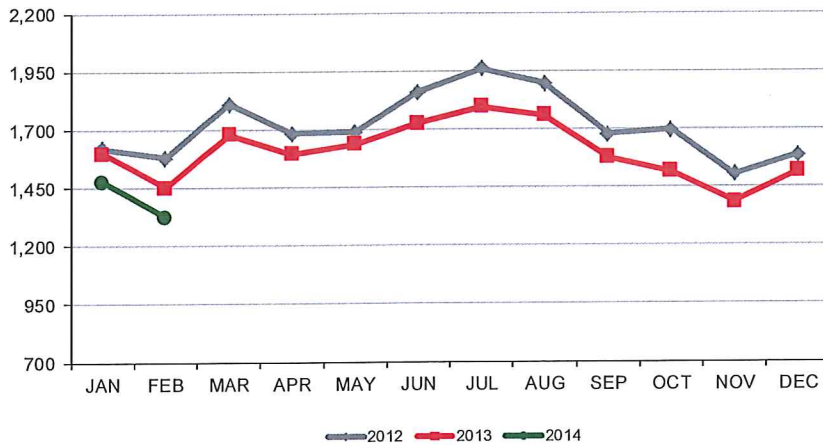


CHARTER PASSENGERS

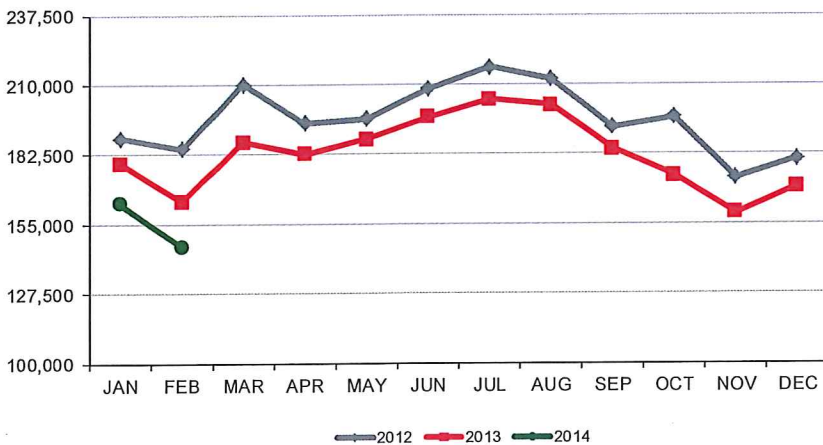
During the month of February 2014, no charter passengers moved through Reno-Tahoe International Airport. This compares to 656 charter passengers reported in February 2013.



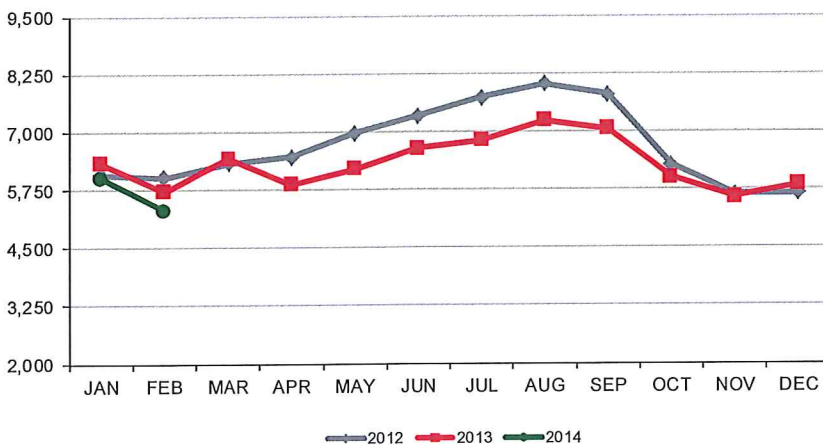
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Allegiant Air

- Operated twice weekly flights to Bellingham from June 6th, 2013 to January 19th, 2014

Alaska Airlines

- Temporarily reduced some midweek (Tuesday & Wednesday) service to San Jose from two to one daily flight in February 2013, which will return to full twice daily service in June 2014.
- In addition, it started service to Portland, OR November 8th of last year, which will increase to twice daily on June 8th.

Southwest Airlines

- Eliminated non-stop service to Salt Lake City in January 2013
- Eliminated non-stop service to Oakland in June 2013
- Transitioned Chicago-Midway service to seasonal, which returned to daily service March 8th, 2014
- Reduced non-stop service to Portland from two to one daily in November 2013
- Will eliminate service to Seattle and Portland in June 2014

TOTAL OPERATIONS

A total of 5,304 operations occurred at RNO in February 2014, leading to a decrease of (7.2%) versus February 2013. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers February-14					
	Passengers		YOY % Change	Passengers	
	2012	2013		2014	YOY % Change
JAN	259,012	264,265	2.0%	241,181	-8.7%
FEB	265,017	259,299	-2.2%	228,035	-12.1%
MAR	292,939	306,049	4.5%		
1st Quarter	816,968	829,613	1.5%		
APR	275,926	279,418	1.3%		
MAY	279,857	295,494	5.6%		
JUN	325,260	328,755	1.1%		
2nd Quarter	881,043	903,667	2.6%		
JUL	347,060	333,321	-4.0%		
AUG	350,934	322,083	-8.2%		
SEP	290,311	283,565	-2.3%		
3rd Quarter	988,305	938,969	-5.0%		
OCT	277,030	262,473	-5.3%		
NOV	248,067	227,213	-8.4%		
DEC	267,739	270,051	0.9%		
4th Quarter	792,836	759,737	-4.2%		
TOTAL	3,479,152	3,431,986	-1.4%		
YTD Total		523,564		469,216	-10.4%

Total Scheduled Enplaned Passengers February-14				
	2012	2013	2014	YOY % Change
JAN	131,484	133,439	121,421	-9.0%
FEB	131,201	129,283	113,777	-12.0%
MAR	148,163	154,142		
APR	138,938	140,054		
MAY	138,309	146,562		
JUN	161,607	162,489		
JUL	172,563	165,218		
AUG	173,097	160,091		
SEP	149,113	144,896		
OCT	139,927	132,347		
NOV	123,267	113,903		
DEC	129,707	131,328		
TOTAL	1,737,376	1,713,752		
YTD Total		262,722	235,198	-10.5%

Total Deplaned Passengers February-14				
	2012	2013	2014	YOY % Change
JAN	127,179	130,579	119,481	-8.5%
FEB	133,816	130,016	114,258	-12.1%
MAR	144,776	151,506		
APR	136,988	139,265		
MAY	141,282	148,932		
JUN	163,571	165,931		
JUL	174,432	168,053		
AUG	177,837	161,513		
SEP	140,626	137,942		
OCT	136,719	129,736		
NOV	124,676	113,051		
DEC	137,648	138,723		
TOTAL	1,739,550	1,715,247		
YTD Total		260,595	233,739	-10.3%

Total Cargo February-14					
	2012	2013	YOY % Change	2014	
	Cargo in Pounds			Pounds	Metric Tons
JAN	8,813,491	10,269,546	16.5%	10,303,380	4,673
FEB	8,274,037	8,635,807	4.4%	9,486,697	4,302
MAR	9,304,722	9,457,376	1.6%		
1st Quarter	26,392,250	28,362,729	7.5%		
APR	8,175,766	8,639,232	5.7%		
MAY	9,706,074	9,398,212	-3.2%		
JUN	9,302,777	9,001,339	-3.2%		
2nd Quarter	27,184,617	27,038,783	-0.5%		
JUL	9,096,013	10,149,807	11.6%		
AUG	10,398,754	10,859,694	4.4%		
SEP	9,573,812	9,689,115	1.2%		
3rd Quarter	29,068,579	30,698,616	5.6%		
OCT	9,677,334	10,834,930	12.0%		
NOV	10,469,628	10,099,499	-3.5%		
DEC	13,007,942	13,998,438	7.6%		
4th Quarter	33,154,904	34,932,867	5.4%		
TOTAL	115,800,350	121,032,995	4.5%		
YTD Total		18,905,353		19,790,077	8,975

Enplaned Passengers & Load Factor				
	Enplaned PAX	February-14	February-13	Diff.
Alaska/Horizon	9,510	84.5%	84.9%	-0.4
Allegiant Air	1,065	80.2%	89.8%	-9.6
American	15,052	88.1%	91.2%	-3.1
Delta	8,857	73.7%	76.9%	-3.2
Southwest	53,936	73.5%	75.1%	-1.6
United	15,476	90.5%	90.9%	-0.4
US Airways	9,881	81.4%	84.3%	-2.9

Source: RNO Monthly Flight Activity Reports