

August 2011  
Standing Reports

**DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY**  
 Produced by MTRIP, LLC. Presented as a community service by the North Lake Tahoe MTRIP subscribing organization



Destination: North Lake Tahoe

Period: Bookings as of Jul 31, 2011

**Executive Summary - Year over Year Variance and Analysis**

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,727 Units

**MARKET OVERVIEW:** Though recent activity across financial markets is dominating the news, we'll resist the urge to dwell and instead focus on a relatively positive set of indicators during the month of July. Though the Dow Jones lost some value over the course of the month in the lead-up to the August 3rd debt ceiling deadline, Consumers reappeared in the marketplace, reflected in the first increase of Consumer Confidence since April. At the same time, employers added 115,000 jobs, helping to move the unemployment rate downward for the first time since March. The U.S. dollar continued to tumble against foreign currencies, driving an increase in international tourism to the United States that has been missing late. Despite this decline, inflation is still outpacing growth, giving rise to concern about the sustainability of very high travel prices. Overall, MTRIP mountain destinations have fared well in July, with Occupancy impressively overperforming last year, though rate remains hard to come by. An aggregate report of all MTRIP Destinations shows a strong 8.2 percent increase in Occupancy and a slight 0.7 percent increase in Rate in July versus July, 2010. MTRIP aggregate actual activity for the past six months (February - July) shows Occupancy up 5.0 percent versus the same time last year, with rate up modestly 1.4 percent. Locally, North Lake Tahoe Occupancy was up moderately 3.4 percent in July versus 2010, with a moderate increase in rate of 2.3 percent. North Lake six month (February - July) historic actual occupancy was also up moderately 3.5 percent for the period compared to 2010, while rate increased a slight 1.5 percent. Bookings taken in July for arrival in July were down dramatically -47.0 percent compared to last year (not shown).

		2011/12	2010/11	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates during last month (July, 2011) were up (3.4%) compared to the same period last year (July, 2010), while Average Daily Rate was also up (2.3%).	Occupancy (July) :	68.2%	65.9%	3.4%
	ADR (July) :	\$224	\$219	2.3%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (August, 2011) are up (6.3%) compared to the same period last year, while Average Daily Rate is also up (1.7%).	Occupancy (August) :	52.9%	49.7%	6.3%
	ADR (August) :	\$220	\$216	1.7%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (February - July) are up (3.5%) compared to the same period last year, while Average Daily Rate is also up (1.5%).	Occ - 6 Month Historic	46.8%	45.2%	3.5%
	ADR - 6 Month Historic	\$212	\$209	1.5%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (August - January) are up (2.8%) compared to the same period last year, while Average Daily Rate is also up (5.5%).	Occ % - 6 Month Future	17.2%	16.8%	2.8%
	ADR - 6 Month Future	\$212	\$201	5.5%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2011 vs. Previous Year</b>				
Rooms Booked during last month (July, 2011) compared to Rooms Booked during the same period last year (July, 2010) for all arrival dates are down by (-23.7%)	Booking Pace (August) :	7.0%	9.2%	-23.7%

**LOOKING FORWARD:** With financial markets in turmoil, the view ahead remains blurry at best. Though the government was able to resolve the debt ceiling crisis, the core deficit issues remain, prompting credit agencies and investors alike to take defensive positions. As markets decline and 401.k / IRA accounts become devalued, consumers may return to the behavior of 2008 - 2010, though as yet there is no sign of that based on July 31 data. While consumers remain pessimistic about the future, some of that pessimism declined in July and it's possible that either 'recession fatigue' or the more dramatic 2008 market declines will provide consumers with a "been there, done that" attitude that doesn't curtail spending. So, as of July 31st, just how are MTRIP mountain destinations performing? From an MTRIP Wide perspective, based on preliminary data, on-the-books occupancy at all destinations for the upcoming six months (August - January) is encouraging, with occupancy increases in 4 of the 6 months and an overall 4.7 percent increase in occupancy during the period. Rate during the same period is gaining better traction than in recent months, up over last year in 5 of the 6 months and up 4.0 percent overall for the period. Locally, North Lake Tahoe on-the-books Occupancy for August is up a moderate 6.3 percent while rate is up a modest 1.7 percent. Occupancy on-the-books for the upcoming six month (August - January) is up a moderate 2.8 percent compared to the same period last year, while rate is up a considerably by 5.5 percent. North Lake bookings taken in July for arrival July - December were down sharply -23.7 percent compared to the same period last year, with declines in 5 of the 6 months in scope.

**For more information:**

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## MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of July 31, 2011

### Executive Summary

Overview Based on data from 15 reporting MTRiP Destinations (see Destination Listing at bottom of page 6)

a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Historic Actual Occupancy for Last Month	71.2%	36.9%	48.9%	68.2%
% Change in Historic Actual Occupancy for Last Month	24.0%	1.2%	8.5%	3.4%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Historic Actual Average Daily Rate for Last Month	\$294	\$128	\$174	\$224
% Change in Historic Actual Average Daily Rate for Last Month	13.8%	-2.2%	0.6%	2.3%

c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Occupancy On-The_Books for Next Month	52.1%	24.0%	34.2%	52.9%
% Change in Occupancy On-The-Books for Next Month	23.5%	-2.8%	7.6%	6.3%

d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Average Daily Rate On-The_Books for Next Month	\$279	\$120	\$176	\$220
% Change in Average Daily Rate On-The-Books for Next Month	15.3%	1.0%	1.9%	1.7%

**DESCRIPTION:** The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRiP reporting destinations. ; In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

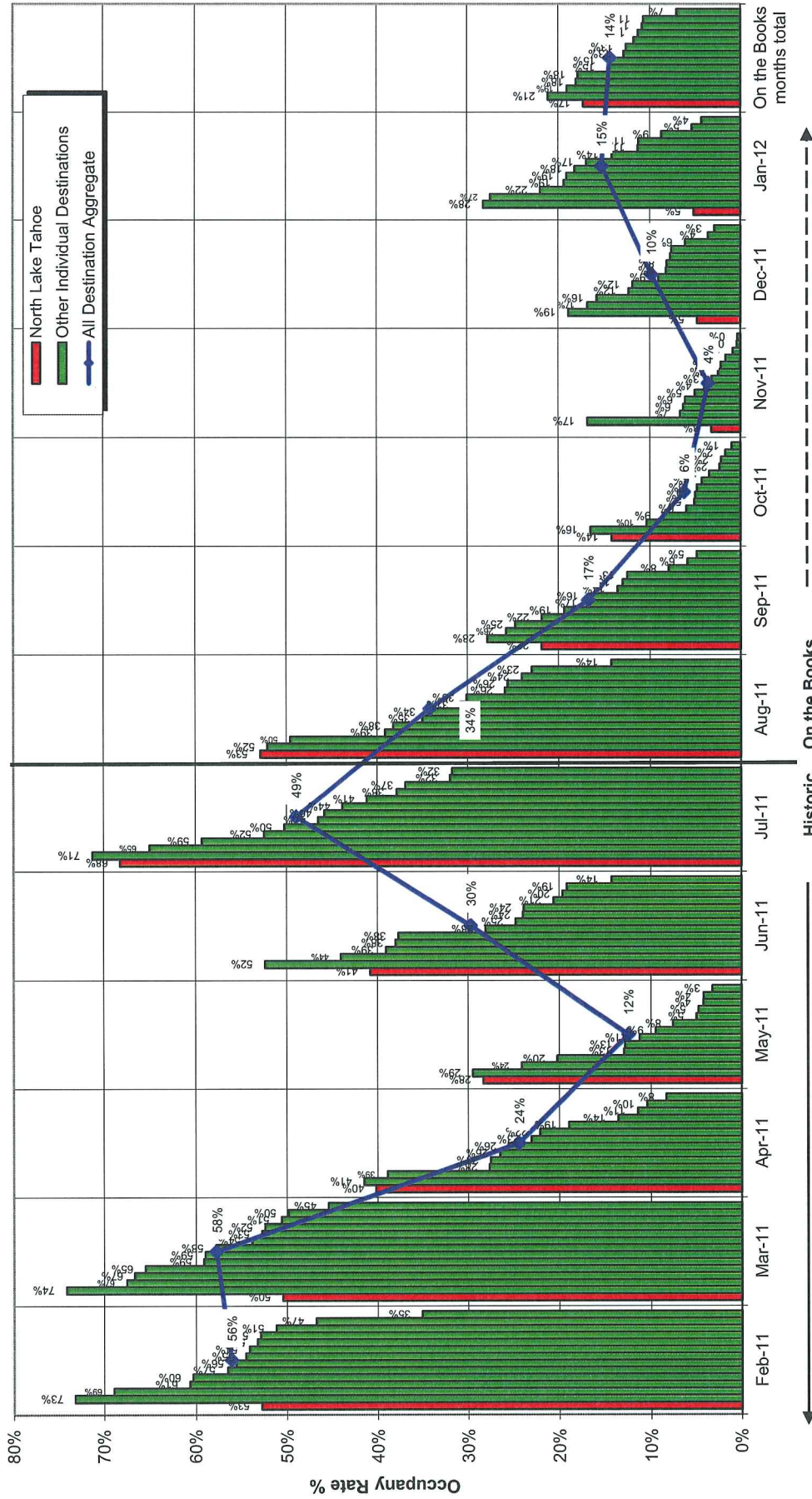
Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRiP at the address below

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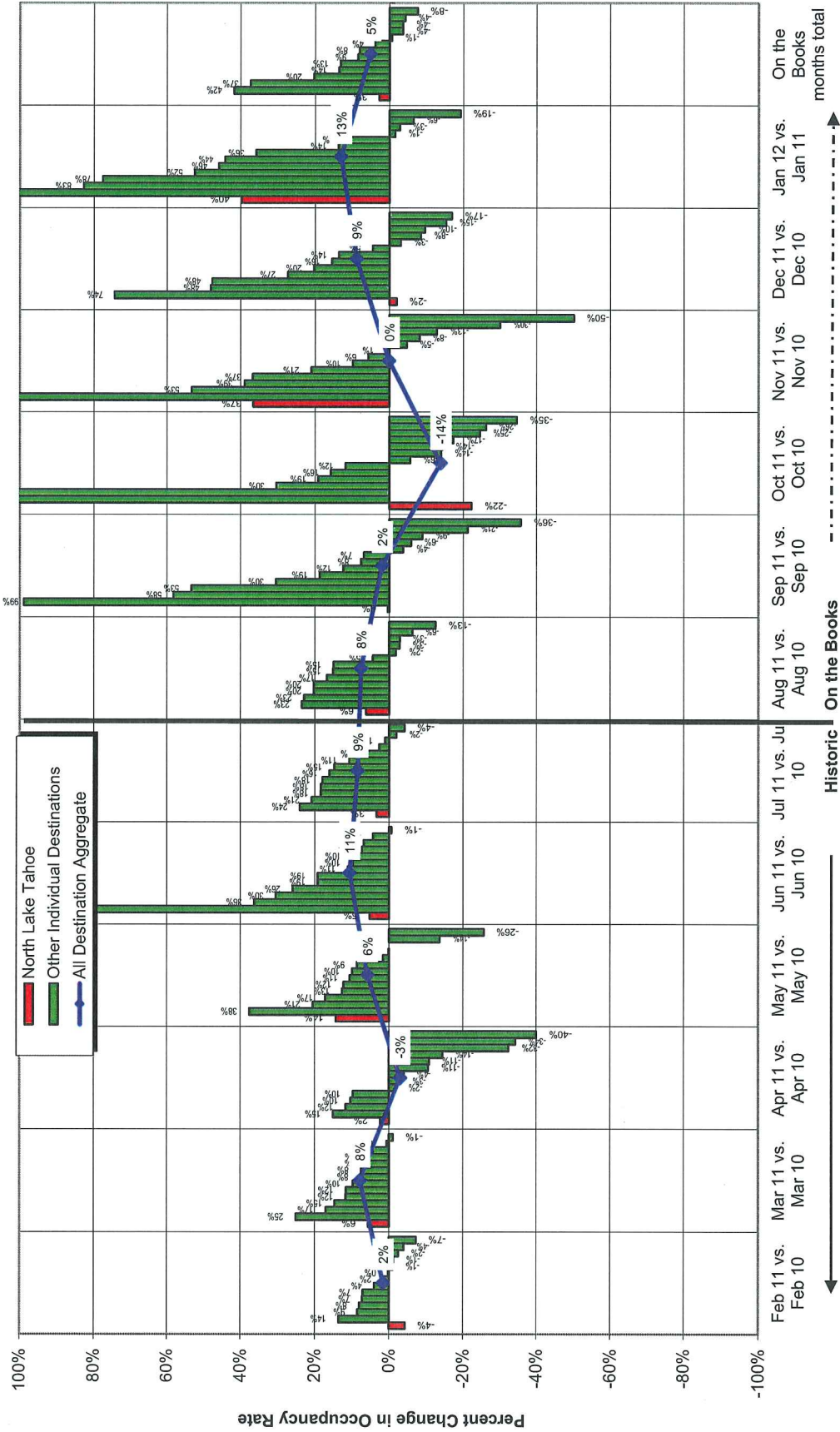
Occupancy Rate 2011/2012 Season as of Jul 31, 2011

Historic and Forecast Data

North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



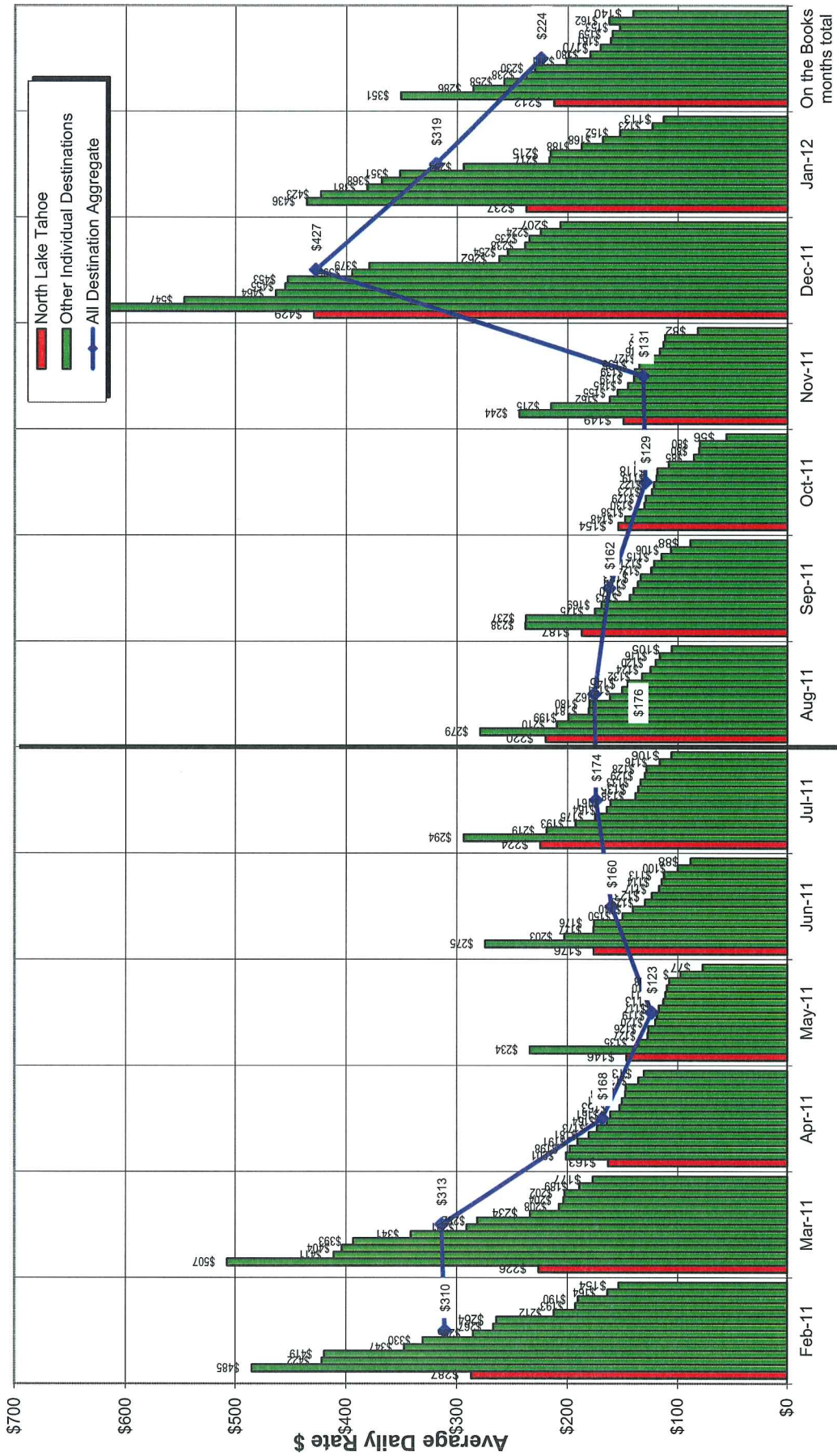
Percent Change in Occupancy Rate: 2011/2012 YTD vs 2010/2011 as of July 31, 2011  
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2011/2012 Season as of Jul 31, 2011

Historic and Forecast Data

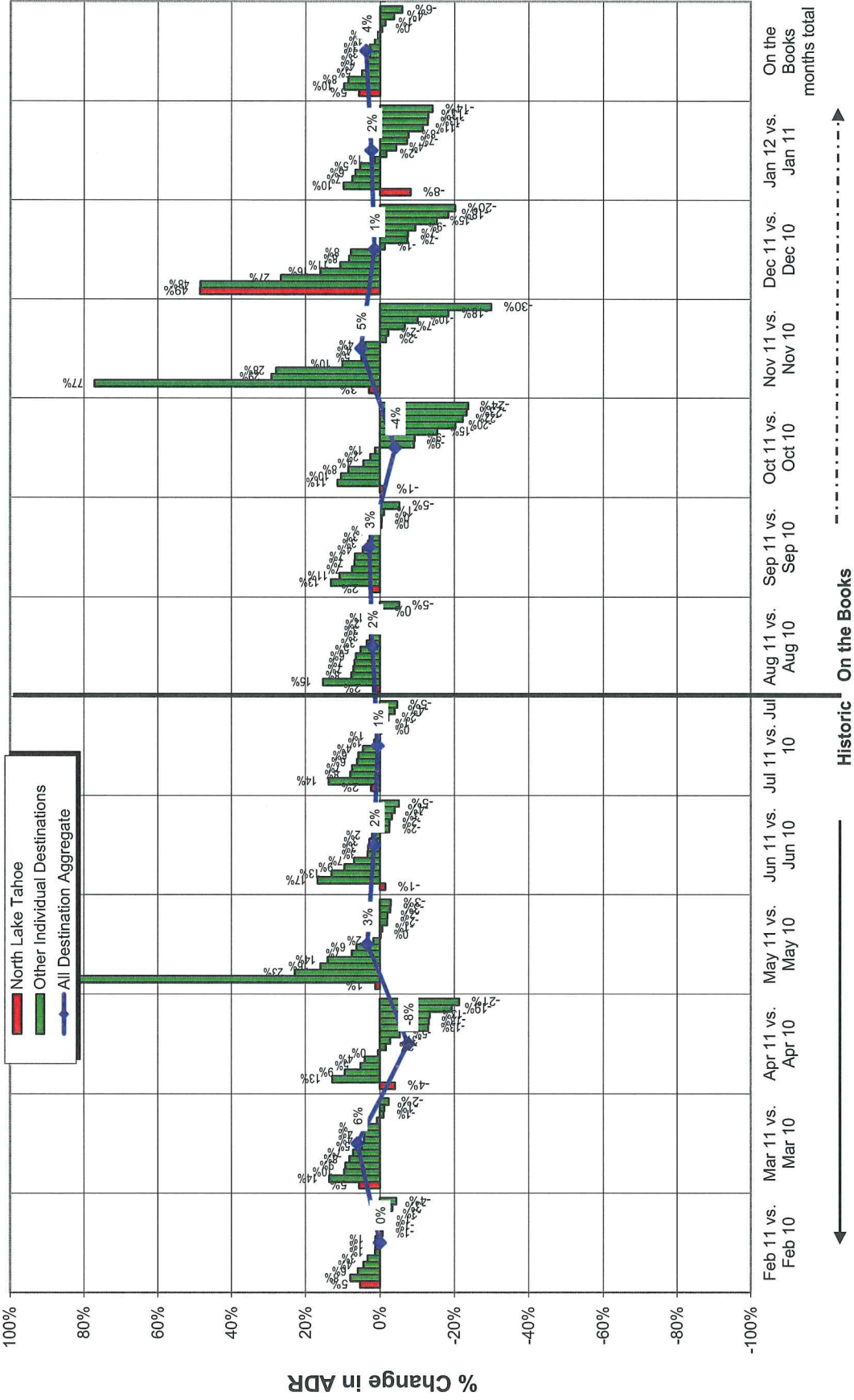
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Historic

On the Books

Percent Change in Average Daily Rate: 2010/2011 vs 2009/2010 as of July 31, 2011  
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average



**North Lake Tahoe Lodging Occupancy Report**  
**Multi-Destination Comparative Report**  
 As of July 31, 2011



Occupancy Rate as of July 31, 2011

Month of Occupancy	North Lake Tahoe	Next highest occupancy	Highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Lowest Occupancy	All Destination Aggregate
Feb-11	53%	73%	69%	61%	57%	56%	54%	54%	53%	53%	51%	51%	47%	35%	56%
Mar-11	50%	74%	67%	67%	59%	59%	58%	54%	53%	53%	51%	51%	50%	45%	58%
Apr-11	40%	41%	39%	28%	26%	23%	22%	22%	19%	19%	11%	11%	10%	8%	24%
May-11	28%	29%	24%	20%	13%	11%	9%	8%	5%	5%	4%	4%	4%	3%	12%
Jun-11	41%	52%	44%	39%	38%	28%	25%	24%	24%	24%	20%	20%	19%	14%	30%
Jul-11	68%	71%	65%	59%	52%	47%	46%	41%	41%	41%	37%	37%	32%	32%	49%
OTB	53%	52%	50%	39%	35%	34%	31%	30%	26%	26%	24%	24%	23%	14%	34%
Sep-11	22%	28%	26%	25%	19%	17%	16%	14%	13%	13%	8%	8%	6%	5%	17%
Oct-11	14%	16%	10%	9%	5%	5%	5%	4%	3%	3%	2%	2%	2%	1%	6%
Nov-11	3%	17%	7%	6%	5%	4%	3%	2%	2%	2%	1%	1%	0%	0%	4%
Dec-11	5%	19%	17%	16%	12%	9%	8%	8%	8%	8%	6%	6%	4%	3%	10%
Jan-12	5%	28%	27%	22%	19%	18%	17%	14%	11%	11%	9%	9%	5%	4%	15%
Grand total	32%	36%	34%	29%	27%	27%	25%	25%	22%	22%	21%	21%	20%	20%	27%
Historic months total	47%	52%	51%	40%	38%	38%	36%	36%	32%	32%	31%	31%	29%	29%	38%
On the Books months total	17%	21%	19%	18%	15%	15%	13%	13%	12%	12%	11%	11%	11%	7%	14%

% Change in Occupancy Rate as of July 31, 2011

Occ Months Compared	North Lake Tahoe	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Weakest pacing	All Destination Aggregate
Feb 11 vs. Feb 10	-4%	14%	9%	8%	7%	4%	2%	0%	-1%	-1%	-2%	-2%	-4%	-7%	2%
Mar 11 vs. Mar 10	6%	25%	17%	15%	12%	10%	8%	8%	6%	6%	4%	4%	1%	-1%	8%
Apr 11 vs. Apr 10	2%	15%	12%	10%	-2%	-3%	-4%	-11%	-11%	-11%	-32%	-32%	-34%	-40%	-3%
May 11 vs. May 10	14%	38%	21%	17%	13%	11%	9%	9%	2%	2%	0%	0%	-14%	-26%	6%
Jun 11 vs. Jun 10	5%	241%	36%	30%	26%	19%	10%	10%	10%	10%	7%	7%	4%	-1%	11%
Jul 11 vs. Jul 10	3%	24%	21%	18%	18%	16%	15%	11%	7%	7%	1%	1%	-2%	-4%	9%
OTB	6%	23%	23%	20%	17%	15%	15%	5%	-2%	-2%	-3%	-3%	-6%	-13%	8%
Sep 11 vs. Sep 10	0%	99%	58%	53%	19%	12%	8%	7%	-4%	-4%	-9%	-9%	-21%	-36%	2%
Oct 11 vs. Oct 10	-22%	410%	149%	30%	16%	12%	-6%	-14%	-14%	-17%	-25%	-25%	-26%	-35%	-14%
Nov 11 vs. Nov 10	37%	133%	53%	39%	21%	10%	6%	1%	-5%	-5%	-13%	-13%	-30%	-50%	0%
Dec 11 vs. Dec 10	-2%	74%	48%	48%	27%	16%	14%	5%	-3%	-3%	-10%	-10%	-15%	-17%	9%
Jan 12 vs. Jan 11	40%	103%	83%	78%	46%	44%	36%	14%	11%	11%	-3%	-3%	-6%	-19%	13%
Grand total	4%	12%	12%	12%	10%	7%	7%	4%	2%	2%	2%	2%	2%	-2%	5%
Historic months total	3%	15%	11%	11%	8%	7%	7%	6%	4%	4%	3%	3%	1%	0%	5%
On the Books months total	3%	42%	37%	20%	13%	9%	8%	4%	-1%	-1%	-4%	-4%	-4%	-8%	5%

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**North Lake Tahoe Lodging ADR Report  
Multi-Destination Comparative Report  
As of July 31, 2011**



Average Daily Rate as of July 31, 2011

Month of ADR	North Lake Tahoe													All Destination Aggregate	
	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Lowest ADR		
Feb-11	\$287	\$485	\$422	\$419	\$347	\$330	\$285	\$267	\$264	\$212	\$193	\$190	\$164	\$154	\$310
Mar-11	\$226	\$507	\$411	\$404	\$393	\$341	\$291	\$282	\$234	\$208	\$204	\$202	\$189	\$177	\$313
Apr-11	\$163	\$201	\$198	\$191	\$181	\$173	\$164	\$161	\$153	\$151	\$148	\$147	\$135	\$130	\$168
May-11	\$146	\$234	\$135	\$127	\$126	\$120	\$119	\$117	\$113	\$111	\$110	\$108	\$97	\$77	\$123
Jun-11	\$176	\$275	\$203	\$177	\$175	\$150	\$140	\$129	\$123	\$117	\$114	\$100	\$100	\$88	\$160
Jul-11	\$224	\$294	\$219	\$193	\$175	\$164	\$161	\$138	\$135	\$133	\$129	\$128	\$116	\$106	\$174
Aug-11	\$220	\$279	\$210	\$199	\$181	\$180	\$162	\$151	\$145	\$132	\$124	\$120	\$116	\$105	\$176
Sep-11	\$187	\$238	\$237	\$175	\$169	\$143	\$140	\$136	\$133	\$124	\$121	\$115	\$106	\$88	\$162
Oct-11	\$148	\$148	\$138	\$130	\$129	\$123	\$122	\$119	\$118	\$108	\$85	\$80	\$80	\$56	\$129
Nov-11	\$149	\$244	\$215	\$162	\$155	\$139	\$139	\$139	\$135	\$127	\$116	\$113	\$112	\$82	\$131
Dec-11	\$429	\$635	\$547	\$464	\$455	\$453	\$395	\$379	\$262	\$254	\$238	\$235	\$224	\$207	\$427
Jan-12	\$237	\$436	\$423	\$381	\$368	\$351	\$294	\$217	\$215	\$188	\$168	\$152	\$123	\$113	\$319
Grand total	\$212	\$330	\$320	\$282	\$245	\$238	\$222	\$219	\$178	\$176	\$173	\$173	\$162	\$140	\$234
Historic months total	\$212	\$337	\$322	\$290	\$253	\$248	\$233	\$220	\$185	\$179	\$179	\$169	\$169	\$146	\$237
On the Books months total	\$212	\$351	\$286	\$258	\$238	\$230	\$201	\$180	\$170	\$161	\$153	\$153	\$144	\$122	\$224

% Change in Average Daily Rate as of July 31, 2011: 2011/12 vs 2010/11

Month of ADR	North Lake Tahoe													All Destination Aggregate	
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Weakest pacing		
Feb 11 vs. Feb 10	5%	8%	6%	4%	3%	1%	1%	1%	-1%	-1%	-1%	-3%	-3%	-4%	0%
Mar 11 vs. Mar 10	5%	14%	10%	9%	8%	7%	5%	4%	4%	4%	4%	-1%	-1%	-2%	6%
Apr 11 vs. Apr 10	-4%	13%	9%	5%	4%	0%	-2%	-3%	-5%	-13%	-13%	-13%	-19%	-21%	-8%
May 11 vs. May 10	1%	27%	23%	16%	14%	7%	6%	2%	0%	-1%	-2%	-2%	-3%	-3%	3%
Jun 11 vs. Jun 10	-1%	17%	13%	9%	7%	3%	3%	3%	2%	-2%	-2%	-3%	-4%	-5%	2%
Jul 11 vs. Jul 10	2%	14%	8%	7%	6%	6%	4%	1%	1%	0%	-1%	-2%	-4%	-5%	1%
Aug 11 vs. Aug 10	2%	15%	8%	7%	7%	6%	5%	3%	3%	3%	2%	1%	0%	-5%	2%
Sep 11 vs. Sep 10	2%	13%	11%	7%	7%	7%	4%	3%	3%	1%	0%	0%	-1%	-5%	3%
Oct 11 vs. Oct 10	-1%	11%	10%	8%	4%	2%	1%	-9%	-9%	-15%	-20%	-22%	-23%	-24%	3%
Nov 11 vs. Nov 10	3%	77%	29%	28%	10%	5%	4%	4%	-2%	-2%	-7%	-10%	-18%	-30%	5%
Dec 11 vs. Dec 10	49%	48%	27%	16%	11%	8%	8%	-1%	-7%	-7%	-9%	-15%	-18%	-20%	1%
Jan 12 vs. Jan 11	-8%	10%	7%	6%	5%	1%	-2%	-4%	-7%	-8%	-11%	-13%	-13%	-14%	2%
Grand total	3%	6%	4%	3%	3%	2%	2%	1%	1%	0%	-1%	-1%	-1%	-1%	2%
Historic months total	2%	7%	6%	5%	4%	1%	1%	1%	1%	0%	0%	-1%	-2%	-6%	1%
On the Books months total	5%	10%	8%	5%	4%	3%	3%	3%	1%	1%	-1%	-1%	-4%	-6%	4%

**NOTES FOR ALL TABLES & CHARTS**

Resort names are hidden to preserve confidentiality.

Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

**RESORTS INCLUDED IN COMPARISONS:**

- Aspen
- Copper Mountain
- Beaver Creek
- Keystone
- Breckenridge
- North Lake Tahoe
- Park City
- Central Summit County, CO

- Snowmass
- Telluride
- Vail
- Winter Park



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jul 31, 2011

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,727 Units ("MTRiP Census"\*)

		2011/12	2010/11	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (July) changed by (3.4%)	Occupancy (July) :	<b>68.2%</b>	<b>65.9%</b>	<b>3.4%</b>
North Lake Tahoe Average Daily Rate for last month (July) changed by (2.3%)	ADR (July) :	<b>\$224</b>	<b>\$219</b>	<b>2.3%</b>
North Lake Tahoe RevPAR for last month (July) changed by (5.8%)	RevPAR (July) :	<b>\$153</b>	<b>\$145</b>	<b>5.8%</b>
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (August) changed by (6.3%)	Occupancy (August)	<b>52.9%</b>	<b>49.7%</b>	<b>6.3%</b>
North Lake Tahoe Average Daily Rate for next month (August) changed by (1.7%)	ADR (August) :	<b>\$220</b>	<b>\$216</b>	<b>1.7%</b>
North Lake Tahoe RevPAR for next month (August) changed by (8.1%)	RevPAR (August) :	<b>\$116</b>	<b>\$107</b>	<b>8.1%</b>
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (3.5%)	Occupancy	<b>46.8%</b>	<b>45.2%</b>	<b>3.5%</b>
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (1.5%)	ADR	<b>\$212</b>	<b>\$209</b>	<b>1.5%</b>
North Lake Tahoe RevPAR for the prior 6 months changed by (5.0%)	RevPAR	<b>\$99</b>	<b>\$94</b>	<b>5.0%</b>
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (2.8%)	Occupancy	<b>17.2%</b>	<b>16.8%</b>	<b>2.8%</b>
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (5.5%)	ADR	<b>\$212</b>	<b>\$201</b>	<b>5.5%</b>
North Lake Tahoe RevPAR for the upcoming 6 months changed by (8.4%)	RevPAR	<b>\$37</b>	<b>\$34</b>	<b>8.4%</b>
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2011 vs. Previous Year</b>				
Rooms Booked during last month (July, 2011) compared to Rooms Booked during the same period last year (July, 2010) for all arrival dates has changed by (-23.7%)	Booking Pace (July)	<b>7.0%</b>	<b>9.2%</b>	<b>-23.7%</b>

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

\*\* **Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

**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 MTRiP's other participants.

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

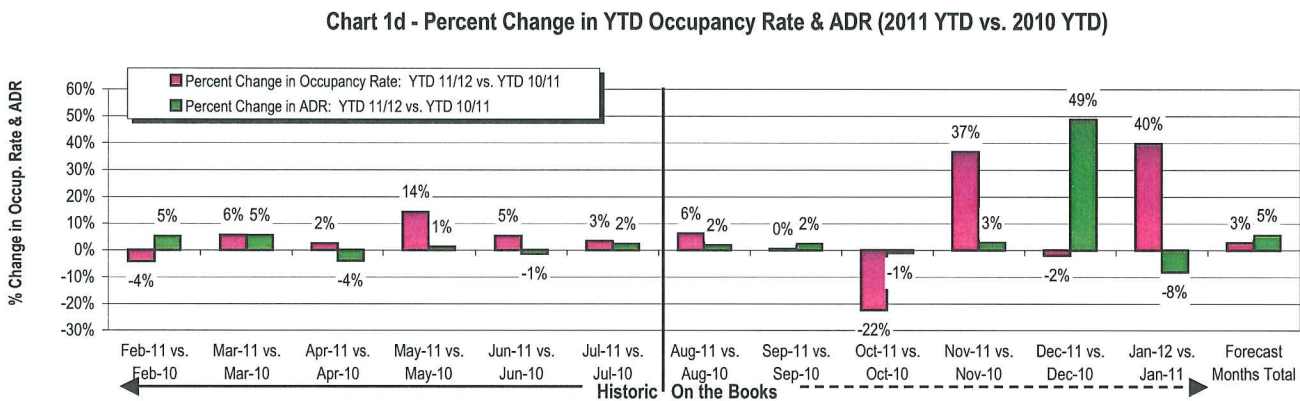
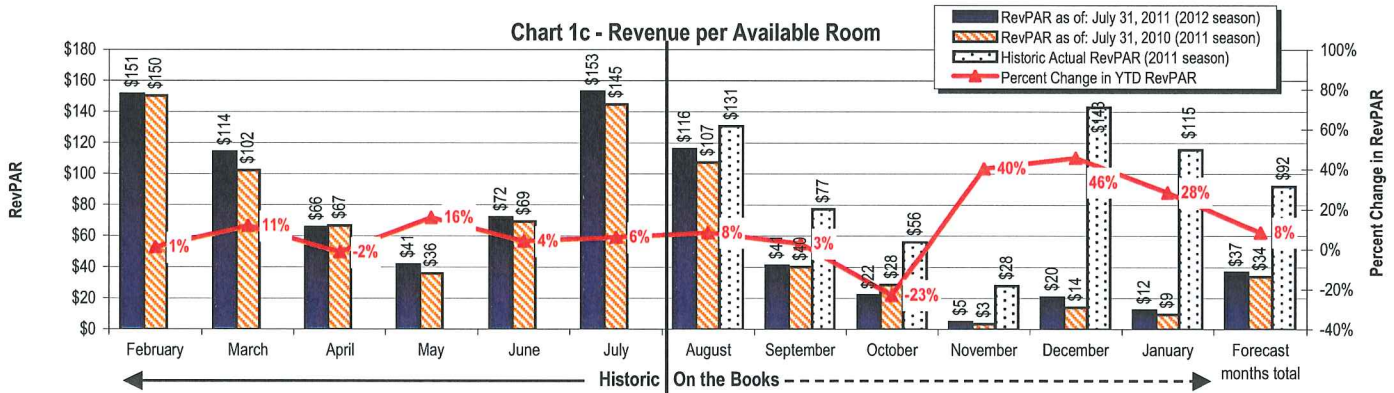
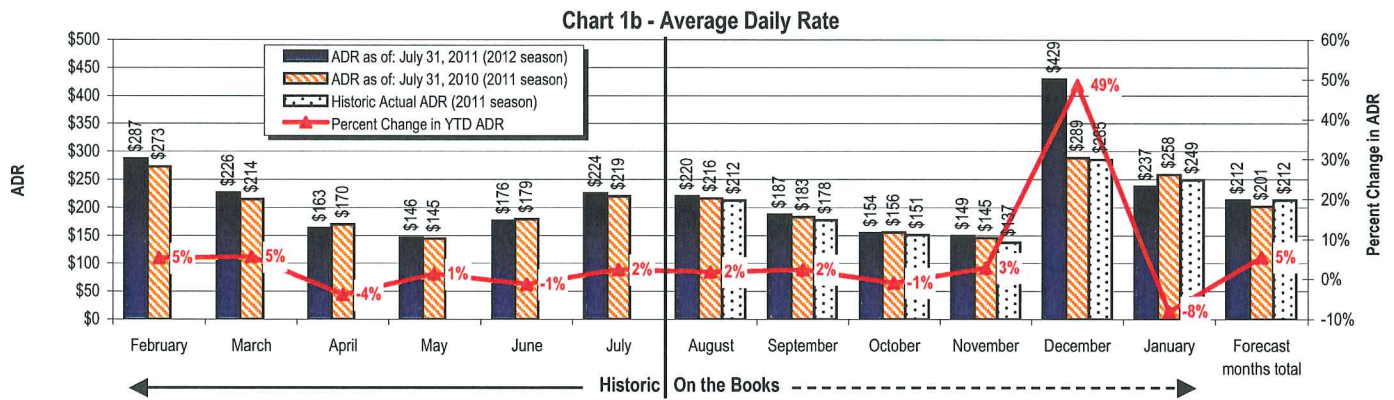
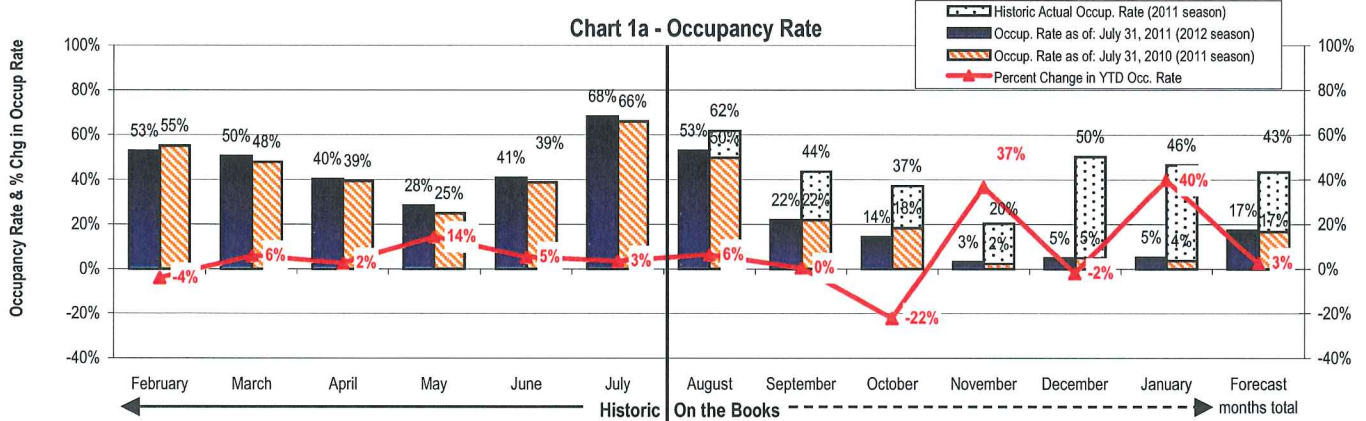
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

**2011/12 YTD (as of Jul 31, 2011) vs. 2010/11 YTD (as of Jul 31, 2010) vs. 2010/11 Historical**

**NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above**

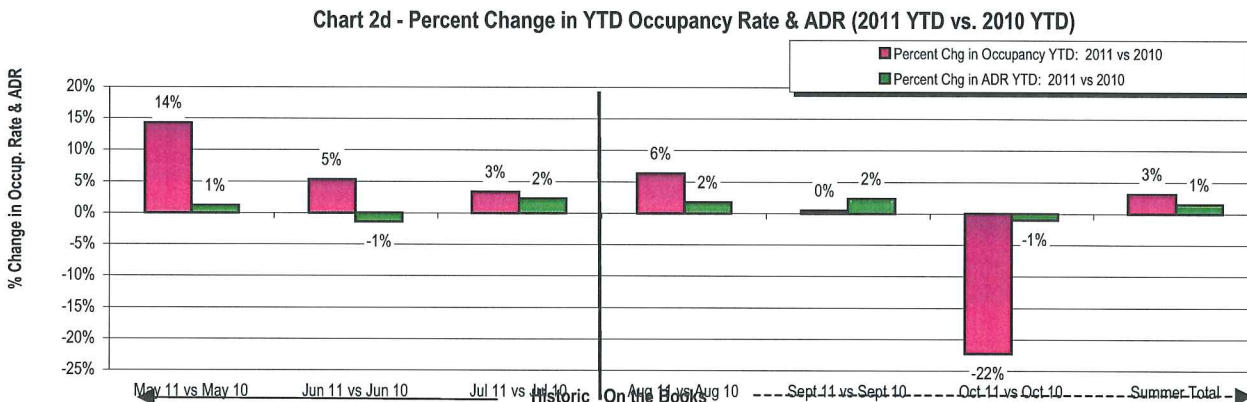
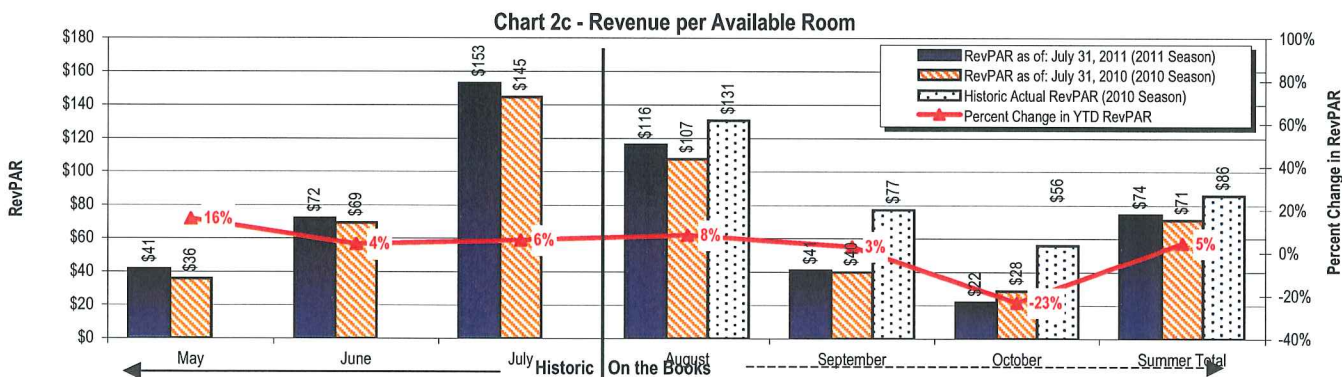
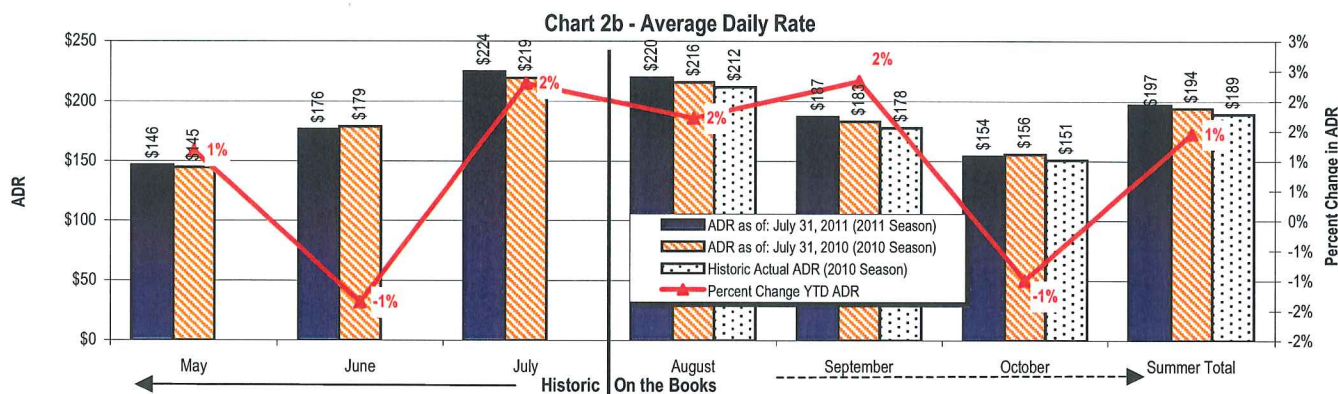
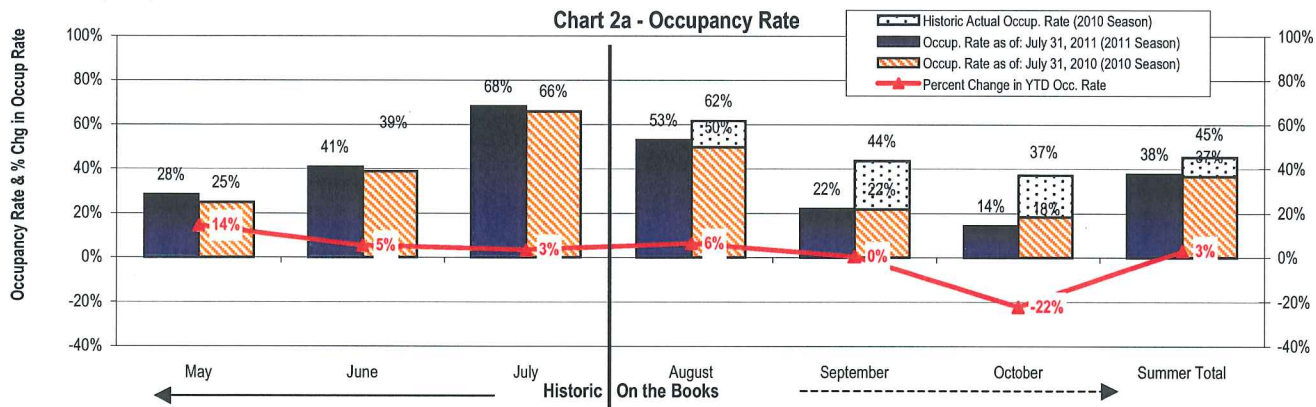


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

**2011/12 YTD (as of Jul 31, 2011) vs. 2010/11 YTD (as of Jul 31, 2010) vs. 2010/11 Historical**

**NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above**



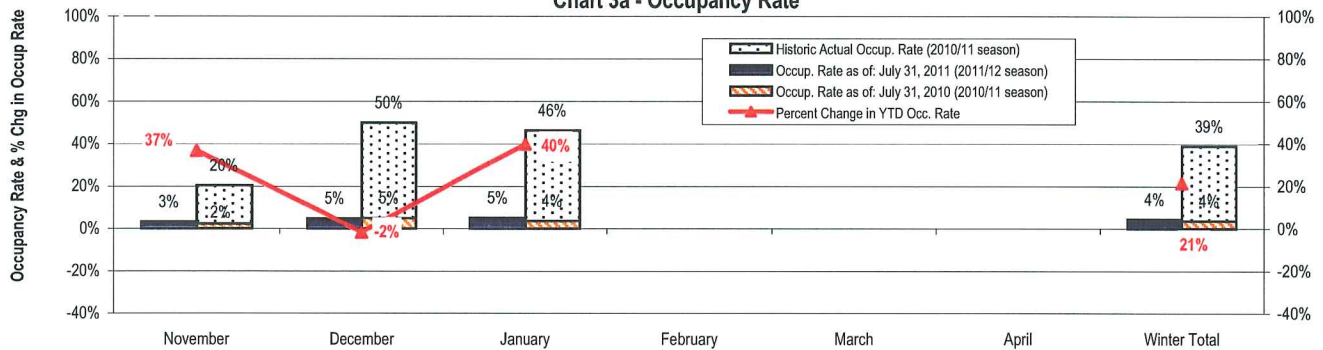
# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - WINTER SEASON SUMMARY GRAPHS

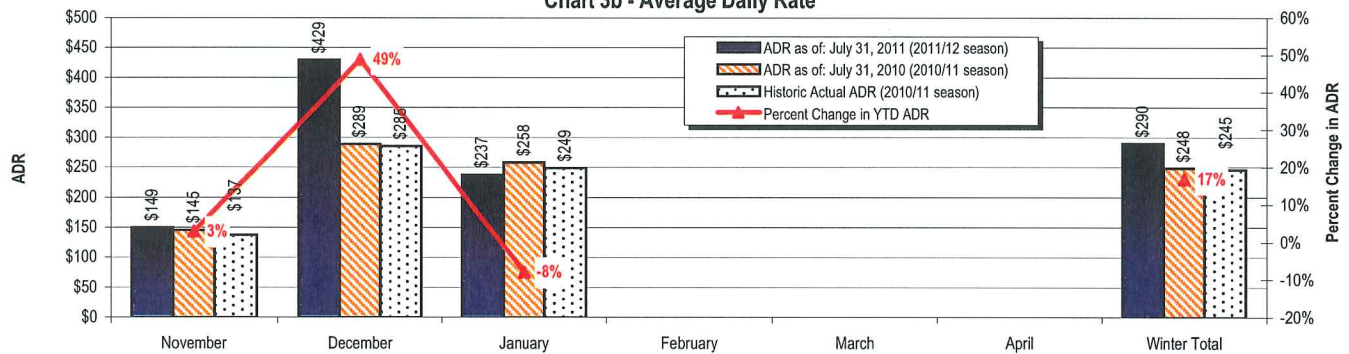
**2011/12 YTD (as of Jul 31, 2011) vs. 2010/11 YTD (as of Jul 31, 2010) vs. 2010/11 Historical**

**NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above**

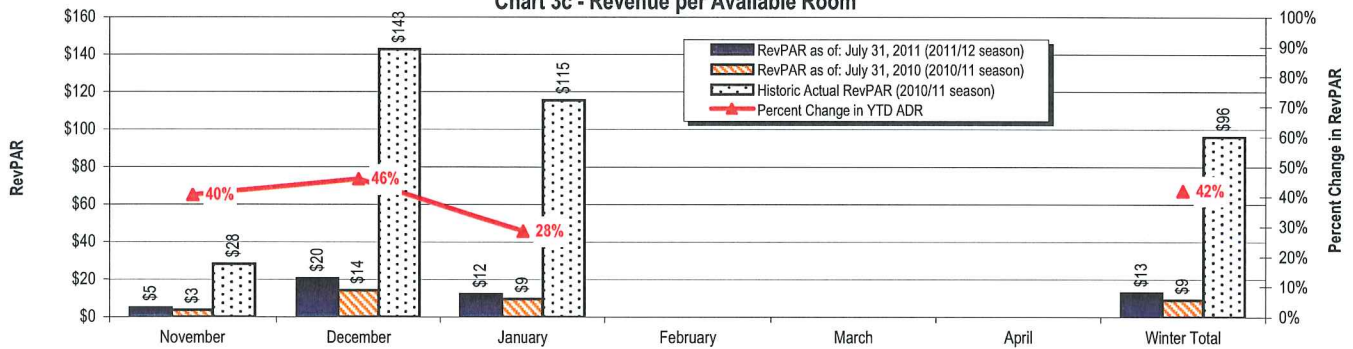
**Chart 3a - Occupancy Rate**



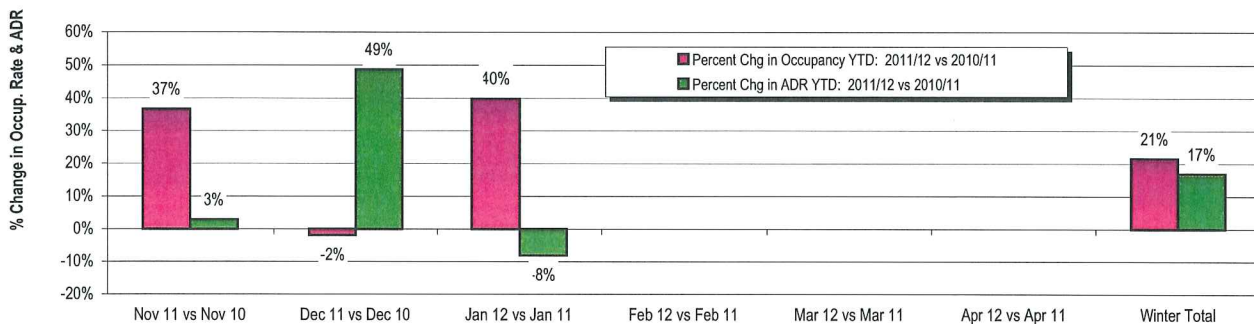
**Chart 3b - Average Daily Rate**



**Chart 3c - Revenue per Available Room**



**Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)**



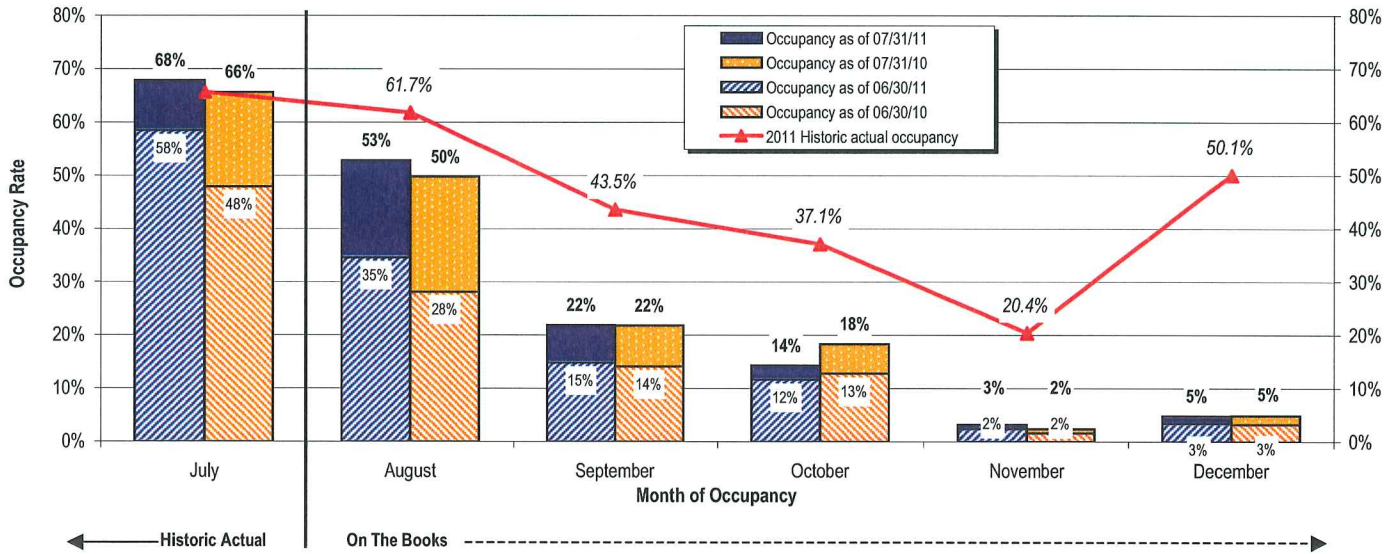
## RESERVATIONS ACTIVITY REPORT

### SECTION 4 - FILL ANALYSIS

#### 2011 Occupancy Pace as of Jul 31, 2011 and Jun. 30, 2011 versus same period 2010

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4\* & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JUL 31			OCCUPANCY AS OF JUN 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2011 Historic actual occupancy
	Occupancy as of 07/31/11	Occupancy as of 07/31/10	Absolute Change	Occupancy as of 06/30/11	Occupancy as of 06/30/10	Absolute Change	Incremental occupancy booked during Jul. 2011	Incremental occupancy booked during Jul. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	July	67.8%	65.6%	2.3%	58.4%	47.9%	10.6%	9.4%	17.7%	-8.3%	
August	52.9%	49.7%	3.1%	34.5%	28.1%	6.5%	18.3%	21.7%	-3.3%	-15.4%	61.7%
September	21.9%	21.8%	0.1%	14.8%	14.0%	0.7%	7.1%	7.7%	-0.6%	-7.9%	43.5%
October	14.2%	18.3%	-4.1%	11.6%	12.7%	-1.1%	2.6%	5.6%	-3.0%	-53.2%	37.1%
November	3.2%	2.3%	0.9%	2.4%	1.6%	0.8%	0.8%	0.7%	0.1%	11.1%	20.4%
December	4.8%	4.9%	-0.1%	3.4%	3.2%	0.2%	1.3%	1.6%	-0.3%	-16.5%	50.1%
<b>Total</b>	<b>27.9%</b>	<b>27.2%</b>	<b>0.8%</b>	<b>20.9%</b>	<b>18.0%</b>	<b>2.9%</b>	<b>7.0%</b>	<b>9.2%</b>	<b>-2.2%</b>	<b>-23.7%</b>	<b>46.5%</b>

\*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

2011/12 YTD (as of Jul 31, 2011) vs. 2010/11 YTD (as of Jul 31, 2010) vs. 2010/11 Historical

**NOTE:** This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2012 VS. YTD 2011			Historic Actual Occup. Rate (2011 season)	# of Properties in Sample
		Occup. Rate as of: July 31, 2011 (2012 season)	Occup. Rate as of: July 31, 2010 (2011 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2012 & 2011)						
February	↑ Historic Actual ↓	52.8%	55.1%	-4.2%		11
March		50.5%	47.7%	5.7%		11
April		40.2%	39.2%	2.4%		11
May		28.3%	24.8%	14.3%		11
June		40.8%	38.8%	5.3%		11
July		68.2%	65.9%	3.4%		11
August		On the Books	52.9%	49.7%	6.3%	61.7%
September		21.9%	21.8%	0.5%	43.5%	10
October		14.2%	18.3%	-22.3%	37.1%	10
November		3.2%	2.3%	36.6%	20.4%	10
December		4.8%	4.9%	-1.9%	50.1%	10
January		5.1%	3.7%	39.7%	46.4%	10
Grand total		32.0%	30.9%	3.7%	44.2%	11
Historic months total		46.8%	45.2%	3.5%	45.2%	11
Forecast months total		17.2%	16.8%	2.8%	43.3%	10

AVERAGE DAILY RATE		ADR: YTD 2012 VS. YTD 2011			Historic Actual ADR (2011 season)	# of Properties in Sample
		ADR as of: July 31, 2011 (2012 season)	ADR as of: July 31, 2010 (2011 season)	Percent Change in YTD ADR		
Month of Occupancy (2012 & 2011)						
February	↑ Historic Actual ↓	\$287	\$273	5.2%		11
March		\$226	\$214	5.5%		11
April		\$163	\$170	-4.0%		11
May		\$146	\$145	1.2%		11
June		\$176	\$179	-1.4%		11
July		\$224	\$219	2.3%		11
August		On the Books	\$220	\$216	1.7%	\$212
September		\$187	\$183	2.3%	\$178	10
October		\$154	\$156	-1.0%	\$151	10
November		\$149	\$145	2.8%	\$137	10
December		\$429	\$289	48.6%	\$285	10
January		\$237	\$258	-8.1%	\$249	10
Grand total		\$212	\$207	2.6%	\$210	11
Historic months total		\$212	\$209	1.5%	\$209	11
Forecast months total		\$212	\$201	5.5%	\$212	10

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2012 VS. YTD 2011			Historic Actual RevPAR (2011 season)	# of Properties in Sample
		RevPAR as of: July 31, 2011 (2012 season)	RevPAR as of: July 31, 2010 (2011 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2012 & 2011)						
February	↑ Historic Actual ↓	\$151	\$150	0.8%		11
March		\$114	\$102	11.5%		11
April		\$66	\$67	-1.7%		11
May		\$41	\$36	15.6%		11
June		\$72	\$69	3.8%		11
July		\$153	\$145	5.8%		11
August		On the Books	\$116	\$107	8.1%	\$131
September		\$41	\$40	2.8%	\$77	10
October		\$22	\$28	-23.1%	\$56	10
November		\$5	\$3	40.4%	\$28	10
December		\$20	\$14	45.8%	\$143	10
January		\$12	\$9	28.5%	\$115	10
Grand total		\$68	\$64	6.3%	\$93	11
Historic months total		\$99	\$94	5.0%	\$94	11
Forecast months total		\$37	\$34	8.4%	\$92	10

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Jul 31, 2011**

**NOTE:** This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2010 Season)
		Occup. Rate as of: July 31, 2011 (2011 Season)	Occup. Rate as of: July 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)					
May		28.3%	24.8%	14.3%	
June		40.8%	38.8%	5.3%	
July	Historic Actual	68.2%	65.9%	3.4%	
August	On the Books	52.9%	49.7%	6.3%	61.7%
September		21.9%	21.8%	0.5%	43.5%
October		14.2%	18.3%	-22.3%	37.1%
Summer Total		37.8%	36.6%	3.1%	45.3%

AVERAGE DAILY RATE		<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
		ADR as of: July 31, 2011 (2011 Season)	ADR as of: July 31, 2010 (2010 Season)	Percent Change YTD ADR	
Month of Occupancy (2011 & 2010)					
May		\$146	\$145	1.2%	
June		\$176	\$179	-1.4%	
July	Historic Actual	\$224	\$219	2.3%	
August	On the Books	\$220	\$216	1.7%	\$212
September		\$187	\$183	2.3%	\$178
October		\$154	\$156	-1.0%	\$151
Summer Total		\$197	\$194	1.5%	\$189

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
		RevPAR as of: July 31, 2011 (2011 Season)	RevPAR as of: July 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)					
May		\$41	\$36	15.6%	
June		\$72	\$69	3.8%	
July	Historic Actual	\$153	\$145	5.8%	
August	On the Books	\$116	\$107	8.1%	\$131
September		\$41	\$40	2.8%	\$77
October		\$22	\$28	-23.1%	\$56
Summer Total		\$74	\$71	4.6%	\$86



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Jul 31, 2011**

**NOTE:** This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

<b>OCCUPANCY RATE</b>		<b><u>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</u></b>			<b>Historic Actual Occup. Rate (2010/11 season)</b>
<b>Month of Occupancy (2011/12 &amp; 2010/11)</b>		<b>Occup. Rate as of: July 31, 2011 (2011/12 season)</b>	<b>Occup. Rate as of: July 31, 2010 (2010/11 season)</b>	<b>Percent Change in YTD Occ. Rate</b>	
November	On the Books	3.2%	2.3%	36.6%	20.4%
December		4.8%	4.9%	-1.9%	50.1%
January		5.1%	3.7%	39.7%	46.4%
February					
March					
April					
<b>Winter Total</b>		4.4%	3.6%	21.5%	39.1%

<b>AVERAGE DAILY RATE</b>		<b><u>ADR: YTD 2011/12 VS. YTD 2010/11</u></b>			<b>Historic Actual ADR (2010/11 season)</b>
<b>Month of Occupancy (2011/12 &amp; 2010/11)</b>		<b>ADR as of: July 31, 2011 (2011/12 season)</b>	<b>ADR as of: July 31, 2010 (2010/11 season)</b>	<b>Percent Change in YTD ADR</b>	
November	On the Books	\$149	\$145	2.8%	\$137
December		\$429	\$289	48.6%	\$285
January		\$237	\$258	-8.1%	\$249
February					
March					
April					
<b>Winter Total</b>		\$290	\$248	16.8%	\$245

<b>REVENUE PER AVAILABLE ROOM</b>		<b><u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u></b>			<b>Historic Actual RevPAR (2010/11 season)</b>
<b>Month of Occupancy (2011/12 &amp; 2010/11)</b>		<b>RevPAR as of: July 31, 2011 (2011/12 season)</b>	<b>RevPAR as of: July 31, 2010 (2010/11 season)</b>	<b>Percent Change in YTD ADR</b>	
November	On the Books	\$5	\$3	40.4%	\$28
December		\$20	\$14	45.8%	\$143
January		\$12	\$9	28.5%	\$115
February					
March					
April					
<b>Winter Total</b>		\$13	\$9	41.9%	\$96



# Reno-Tahoe International Airport

## July 2011 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



And  
up we  
go.

August 24, 2011



**U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2011**  
**All RNO Carriers Systemwide – year over year comparison**

<b>Average Load Factor:</b>	<b>87.7%, up 0.7 pts.</b>
<b>Number of Flights *:</b>	<b>Down (0.4%)</b>
<b>Capacity of Seats *:</b>	<b>Up 1.0%</b>
<b>Crude Oil **:</b>	<b>\$97.3 per barrel July 2011 (Avg.) vs. \$76.3 per barrel July 2010 (Avg.)</b>

**RNO OVERVIEW FOR JULY 2011 – year over year comparison**

<b>Total Passengers:</b>	<b>Down (0.9%)</b>
<b>Avg. Enplaned Load Factor:</b>	<b>81.1% up 0.5 pts.</b>
<b>Passenger Flights:</b>	<b>Down (0.9%)</b>
<b>Total Seats:</b>	<b>Up 1.8%</b>
<b>Total Cargo:</b>	<b>Down (2.0%)</b>

*Source: RNO Monthly Flight Activity Reports; \*APGDat; \*\* U.S. Energy Information Administration*

**HIGHLIGHTS**

**July 2011  
vs.  
July 2010**

**Total Passengers  
down (0.9%)**

**Enplaned Passengers  
down (2.1%)**

**Deplaned Passengers  
up 0.4%**

**Average Load Factor  
81.1%, up 0.5 points**

**Total Cargo  
down (2.0%)**

**JULY 2011 SUMMARY**

Reno-Tahoe International Airport served 364,849 passengers in July 2011, a decrease of (0.9%) versus the same period last year. This is the fourth month in a row that RNO total passengers experienced a single digit decline, the smallest year-over-year decline reported in the past 17 months.

In terms of total cargo, Reno-Tahoe International Airport handled 8,932,737 pounds in July 2011, a decrease of (2.0%) versus last year. This is the first time in the past 18 months that year-over-year cargo volumes have decreased at RNO.

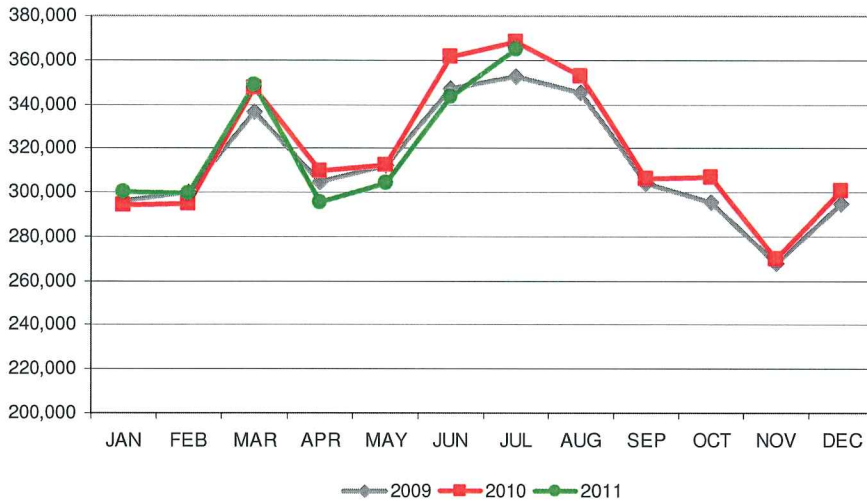
RNO is served by seven major airlines providing 71 nonstop departures each day to 17 destinations. In July 2011, RNO reported a (0.9%) decrease in the number of flights versus last year. The addition of non-stop flights to Houston and Minneapolis on Continental Airlines and Delta Air Lines respectively, was offset by the elimination of Alaska Airlines' non-stop flights to Los Angeles.

Total seat capacity was up 1.8% in July 2011 versus the same period last year. Delta Air Lines upgauged aircraft for certain flights to Salt Lake City.

Average enplaned load factor for scheduled airlines was 81.1%, 0.5 load factor points higher than the prior year.



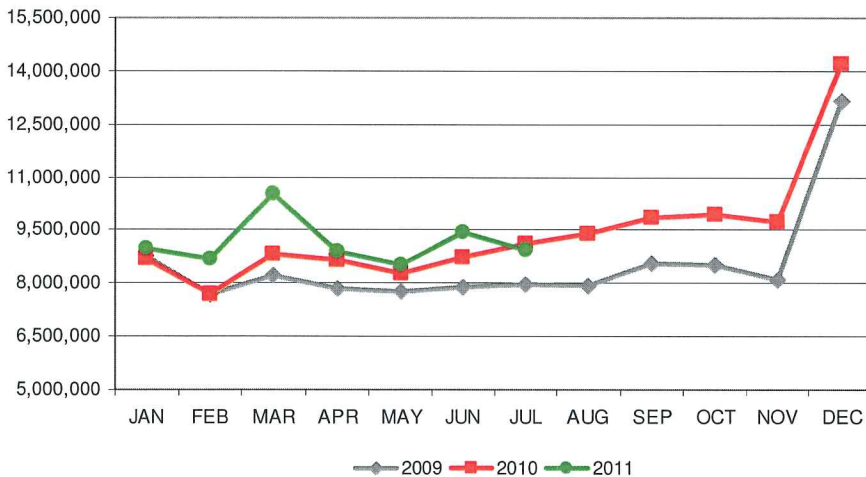
**Total Passengers**



**TOTAL PASSENGERS**

In July 2011, the passenger traffic decreased (0.9%) versus July 2010. Year-over-year passenger count for Delta Air Lines was up 37.0%, United/Continental improved 10.8% and US Airways passenger count increased 8.5%. Alaska Airlines' passenger traffic declined (42.8%) as a result of ending their flights from Reno to Los Angeles, Southwest Airlines decreased (3.5%) and American Airlines reported (0.8%) less passengers in July 2011 versus the same period last year.

**Total Cargo**

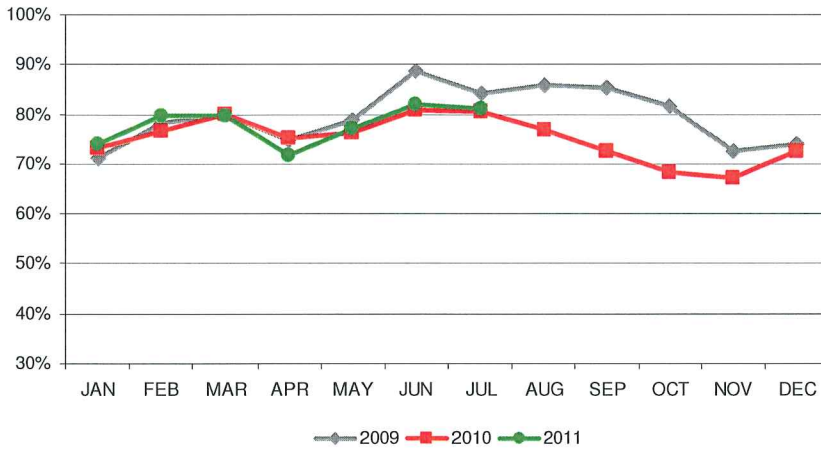


**TOTAL CARGO**

In July 2011, Reno-Tahoe International Airport handled 8,932,737 pounds of cargo, a decrease of (2.0%) versus July 2010. Year-over-year cargo volumes for Ameriflight and FedEx increased 15.6% and 1.3% respectively. UPS cargo volumes decreased (10.1%) for the same period.

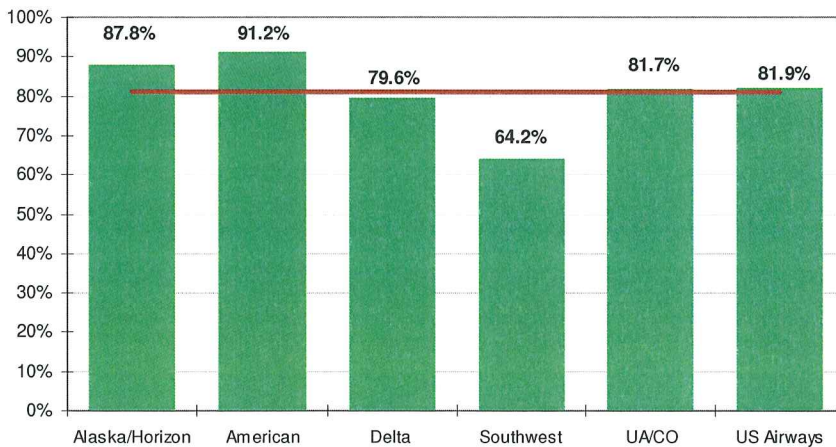


**Average Enplaned Load Factors**



Load Factors July 2011			
Airline	RNO	Network	Difference
Alaska	87.8%	87.8%	0.0
American	91.2%	87.0%	4.3
Delta	79.6%	87.6%	(8.0)
Southwest	64.2%	85.1%	(20.9)
United/Continental	81.7%	87.2%	(5.4)
US Airways	81.9%	88.3%	(6.4)

**Enplaned Load Factors by Airlines**

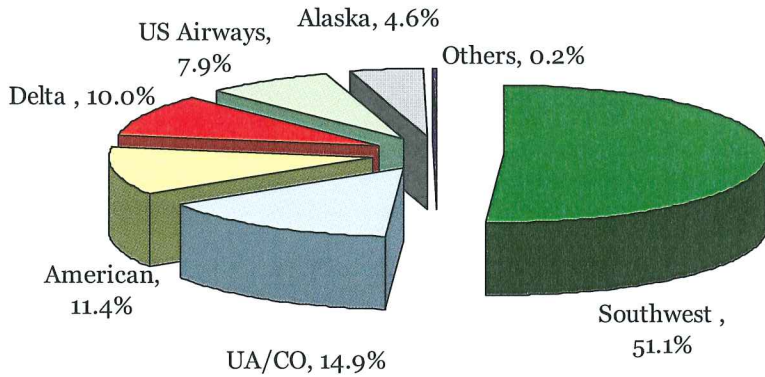


**AIRLINE LOAD FACTORS**

In July 2011, the average enplaned load factor at RNO was 81.1%, an increase of 0.5 load factor points versus last year. United/Continental experienced the highest year-over-year load factor point difference of 6.6, while Delta Air Lines had the lowest load factor point difference of (6.8).



**Air Carrier Market Share**

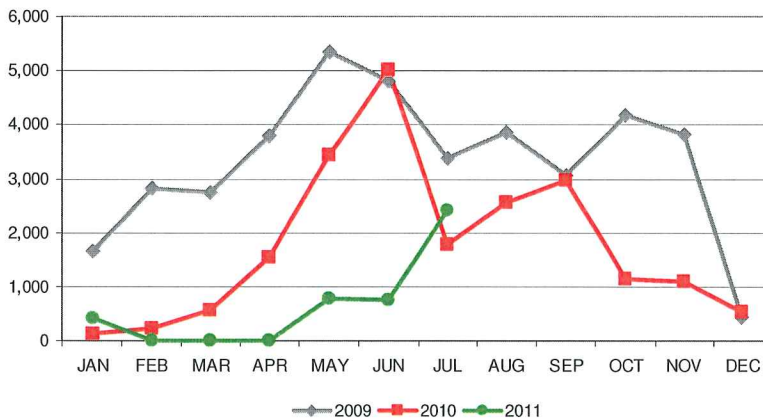


**AIRLINE MARKET SHARE**

In July 2011, Southwest Airlines carried 186,369 passengers with a passenger market share of 51.1%. The next highest market share was United/Continental at 14.9% followed by American Airlines with 11.4%, Delta Air Lines with 10.0%, US Airways at 7.9% and Alaska Airlines carried 4.6% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share			
	Jul-11	Jul-10	YOY Change
Alaska	4.6%	7.9%	(3.3)
American	11.4%	11.4%	0.0
Delta	10.0%	7.2%	2.7
Southwest	51.1%	52.5%	(1.4)
United/Continental	14.9%	13.4%	1.6
US Airways	7.9%	7.2%	0.7
Others	0.2%	0.5%	(0.3)

**Total Domestic Charter Passengers**

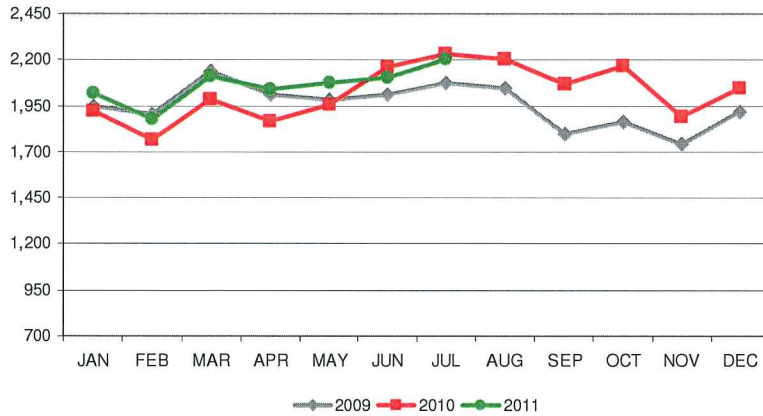


**DOMESTIC CHARTER PASSENGERS**

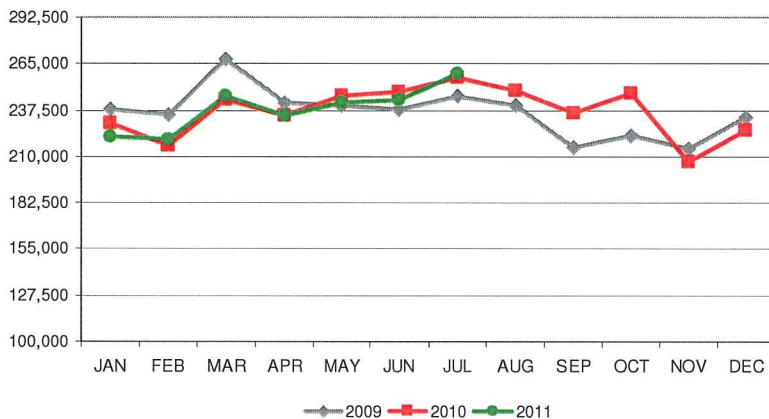
In July 2011, Reno-Tahoe International Airport served 2,410 domestic charter passengers, an increase of 36.5% versus the same period last year.



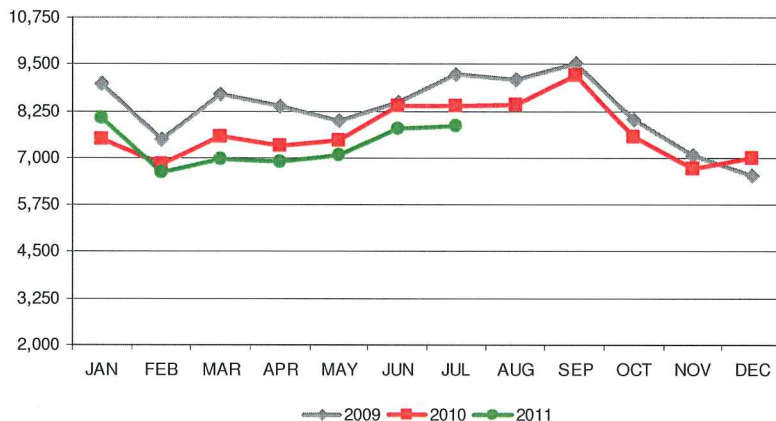
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes Since July 2010**

**Alaska Airlines**

Eliminated service to Los Angeles in April 2011

**Continental Airlines**

Started non-stop daily flight to Houston in February 2011

**Delta Air Lines**

Started non-stop daily flight to Minneapolis in July 2011

**Southwest Airlines**

- Added a daily flight to Denver in March 2011
- Added 5 weekly flights to Seattle in June 2011

**US Airways**

Added a daily flight to Phoenix in October 2010

**TOTAL OPERATIONS**

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In July 2011, total operations were down (6.0%) versus the same period last year.



# Reno-Tahoe International Airport

Total Passengers July-11					
	Passengers		YOY % Change	Passengers	
	2009	2010		2011	YOY % Change
JAN	295,827	293,756	-0.7%	300,125	2.2%
FEB	300,028	294,662	-1.8%	299,090	1.5%
MAR	336,652	346,846	3.0%	348,583	0.5%
<b>1st Quarter</b>	<b>932,507</b>	<b>935,264</b>	<b>0.3%</b>	<b>947,798</b>	<b>1.3%</b>
APR	304,829	309,533	1.5%	295,537	-4.5%
MAY	312,441	312,378	0.0%	304,220	-2.6%
JUN	347,038	361,406	4.1%	343,054	-5.1%
<b>2nd Quarter</b>	<b>964,308</b>	<b>983,317</b>	<b>2.0%</b>	<b>942,811</b>	<b>-4.1%</b>
JUL	352,504	367,997	4.4%	364,849	-0.9%
AUG	344,815	352,764	2.3%		
SEP	304,249	306,045	0.6%		
<b>3rd Quarter</b>	<b>1,001,568</b>	<b>1,026,806</b>	<b>2.5%</b>		
OCT	295,080	306,953	4.0%		
NOV	268,087	269,678	0.6%		
DEC	294,385	300,467	2.1%		
<b>4th Quarter</b>	<b>857,552</b>	<b>877,098</b>	<b>2.3%</b>		
<b>TOTAL</b>	<b>3,755,935</b>	<b>3,822,485</b>	<b>1.8%</b>		
YTD		2,286,578		2,255,458	-1.4%

Total Scheduled Enplaned Passengers July-11				
	2009	2010	2011	YOY % Change
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683	151,672	-1.9%
JUN	172,383	173,887	169,309	-2.6%
JUL	172,545	184,017	179,717	-2.3%
AUG	170,315	174,797		
SEP	152,717	154,522		
OCT	147,848	154,380		
NOV	131,568	134,723		
DEC	142,084	145,532		
<b>TOTAL</b>	<b>1,860,815</b>	<b>1,901,031</b>		
YTD		1,137,077	1,126,653	-0.9%

Total Cargo July-11					
	Cargo in Pounds		YOY % Change	2011	
	2009	2010		Pounds	Metric Tons
JAN	8,777,047	8,695,804	-0.9%	8,959,543	4,063
FEB	7,675,284	7,679,924	0.1%	8,674,321	3,934
MAR	8,237,243	8,814,895	7.0%	10,513,446	4,768
<b>1st Quarter</b>	<b>24,689,574</b>	<b>25,190,623</b>	<b>2.0%</b>	<b>28,147,310</b>	<b>12,765</b>
APR	7,841,936	8,633,892	10.1%	8,870,669	4,023
MAY	7,754,278	8,273,448	6.7%	8,510,228	3,860
JUN	7,870,143	8,737,038	11.0%	9,437,259	4,280
<b>2nd Quarter</b>	<b>23,466,357</b>	<b>25,644,378</b>	<b>9.3%</b>	<b>26,818,156</b>	<b>12,162</b>
JUL	7,967,294	9,113,694	14.4%	8,932,737	4,051
AUG	7,929,474	9,388,206	18.4%		
SEP	8,553,601	9,871,400	15.4%		
<b>3rd Quarter</b>	<b>24,450,369</b>	<b>28,373,300</b>	<b>16.0%</b>		
OCT	8,509,360	9,915,411	16.5%		
NOV	8,093,678	9,706,711	19.9%		
DEC	13,149,429	14,186,519	7.9%		
<b>4th Quarter</b>	<b>29,752,467</b>	<b>33,808,641</b>	<b>13.6%</b>		
<b>TOTAL</b>	<b>102,358,767</b>	<b>113,016,942</b>	<b>10.4%</b>		
YTD		59,948,695		63,898,203	24,928

Total Deplaned Passengers July-11				
	2009	2010	2011	YOY % Change
JAN	146,014	144,826	148,053	2.2%
FEB	149,134	148,506	149,837	0.9%
MAR	166,155	172,823	172,554	-0.2%
APR	152,144	152,986	146,617	-4.2%
MAY	156,476	155,702	152,207	-2.2%
JUN	172,499	184,651	173,343	-6.1%
JUL	178,092	183,031	183,814	0.4%
AUG	172,640	176,391		
SEP	149,944	150,035		
OCT	144,653	151,999		
NOV	134,078	134,409		
DEC	152,183	154,682		
<b>TOTAL</b>	<b>2,210,622</b>	<b>1,910,041</b>		
YTD		1,142,525	1,126,425	-1.4%

Load Factors July-11				
	Enplaned PAX	Jul-11	Jul-10	Diff.
Alaska/Horizon	8,274	87.8%	77.6%	10.2
American	20,231	91.2%	86.5%	4.8
Delta	17,736	79.6%	86.4%	-6.8
Southwest	92,935	64.2%	70.9%	-6.7
United/Continental	27,239	81.7%	75.1%	6.6
US Airways	14,281	81.9%	86.7%	-4.8

Source: RNO Monthly Flight Activity Reports



# Search Engine Marketing Report

for



north lake tahoe

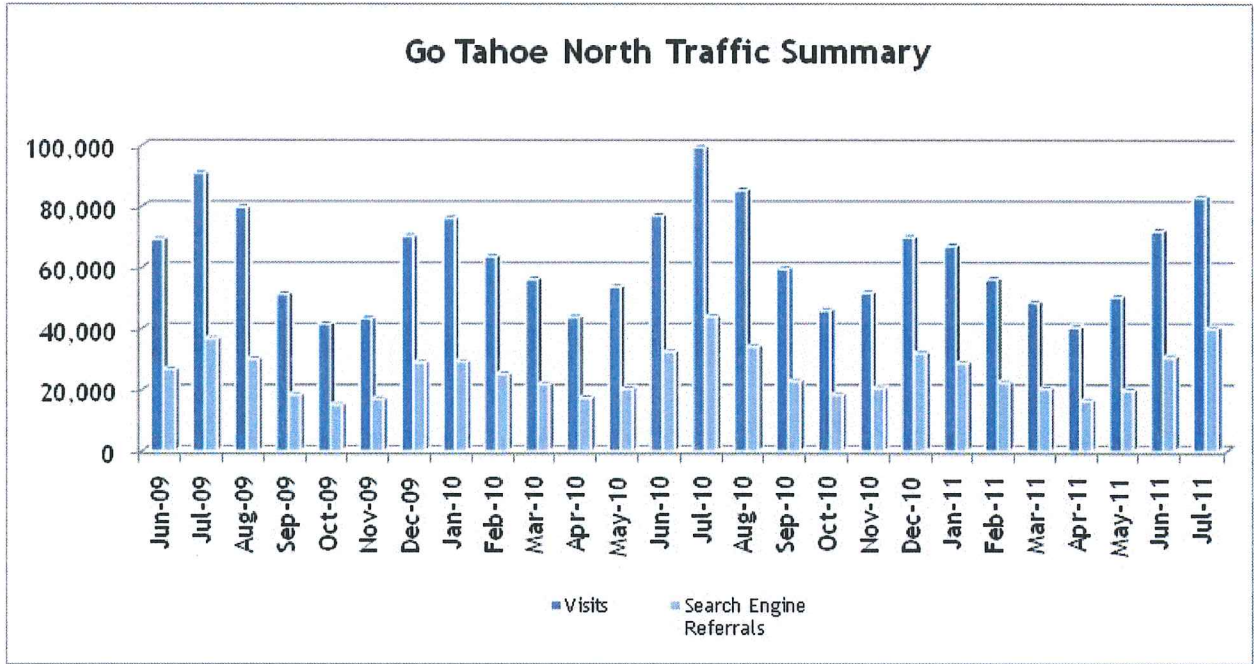
August 12, 2011

Presented by  
smith + jones

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# Program Progress

- Organic Search Engine referrals make up 48.34% of total visits in July.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%

# Position Progress Summary

August 2, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	27
Total 1st Page Positions	54
Total 2nd Page Positions	10
Google #1 Positions	14
Google 1st Page Positions	30
Google 2nd Page Positions	7

Compared with

July 1, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	26
Total 1st Page Positions	53
Total 2nd Page Positions	15
Google #1 Positions	14
Google 1st Page Positions	29
Google 2nd Page Positions	7

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

**Recent Increases in Search Visibilities**

- 1 New First Page Position on Google for:
    - Lake Tahoe weddings
  - 2 New #1 Positions on Bing for:
    - incline village lake tahoe
    - incline village tahoe
- New First Page Position on Bing for:
    - Lake Tahoe entertainment

L-26

## Site Optimization

- smith + jones developed page specific meta-tags and implemented on the Website for the following pages:
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/plumpjack-squaw-valley-inn.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/cal-neva-resort-casino-hotel.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/northstar-mountain-home-vacation-rentals.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/the-village-at-squaw-valley-usa.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/olympic-village-inn.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/hyatt-regency-lake-tahoe-resort,-spa-and-casino.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/tahoe-biltmore-lodge-and-casino.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/northstar-resort.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/resort-at-squaw-creek.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/sunnyside-steakhouse-and-lodge.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/granlibakken-conference-center-and-resort.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/the-ritz-carlton,-lake-tahoe.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/tahoe-mountain-resorts-lodging.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/squaw-valley-lodge.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/northstar-condominiums.html>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts/river-ranch-lodge-and-restaurant.html>

- We are considering option to develop and tune content for the following aspects of the website:
  - smith + jones researched highly searched phrases that GoTahoeNorth should add content focused on to the Website. Monthly search frequencies are listed with each key phrase.
    - 9900 Lake Tahoe restaurants
    - 6600 Things to Do in Lake Tahoe
    - 5400 Lake Tahoe shows
    - 720 Lake Tahoe beach weddings
    - 880 Lake Tahoe tourism
  - We are considering static content be created for the following pages. 100 - 200 words near the top of the page, which would help these listing pages index better.
    - <http://www.gotahoenorth.com/looding/looding-by-type/bed-and-breakfasts>
    - <http://www.gotahoenorth.com/looding/looding-by-type/vacation-rentals>
    - <http://www.gotahoenorth.com/looding/looding-by-type/hotels>
    - <http://www.gotahoenorth.com/looding/looding-by-type/inns>
    - <http://www.gotahoenorth.com/looding/looding-by-type/resorts>
    - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
    - <http://www.gotahoenorth.com/outdoors/golf/course-map>
    - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
    - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
    - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
    - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
    - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
    - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
    - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>

- <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
  - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
  - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>
  - <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
  - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
  - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
  - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
  - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
  - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- smith + jones is considering the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
    - [http://www.gotahoenorth.com/weddings/wedding-services/beauty-services\\_spas](http://www.gotahoenorth.com/weddings/wedding-services/beauty-services_spas)
    - [http://www.gotahoenorth.com/weddings/wedding-services/chapels\\_churches-and-ministers](http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers)
    - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
    - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
    - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
    - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
    - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
    - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>
  - Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories.

- 40 submissions were made to Social Media Web sites in the month of July. Details can be found in the attached spreadsheet.
- smith + jones posted the following forum posts linking to GoTahoeNorth in July:
  - <http://answers.yahoo.com/question/index?qid=20110728212833AAoFuL>
  - <http://answers.yahoo.com/question/index?qid=20110729090533AAAtD3N>
  - <http://answers.yahoo.com/question/index?qid=20110729181939AAX5euA>

# Organic Search Position Summary Historical Data

Keyword	Aug-11		Jul-11		Jun-11		May-11		Apr-11		Mar-11		Feb-11		Jan-11		May '07 Baseline		
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Google	Bing
Incline Village	1	3	1	5	1	5	1	4	1	6	1	5	1	5	1	4	1	1	12
incline village lake tahoe	1	1	1	2	1	1	1	3	1	2	1	2	1	2	1	2	1		
incline village tahoe	1	1	1	2	1	2	1	2	1	3	1	3	1	3	1	3	1		
Incline Village vacation	5		5		5		13		8		9		8		5		4	15	
kings beach	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
kings beach lake tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Lake Tahoe Deals	3	2	3	2	2	2	3	1	4	1	4	1	4	2	5	2			
Lake Tahoe	13		17		12		12		15	11	14	14	11	11	13	17	18	9	
Lake Tahoe activities	5	7	4	7	4	11	7	11	8	13	10	13	10	12	8	12	7	15	10
lake tahoe activities in summer	1	14	1	17		18	13	19	10		12		10		3	1	3		
Lake Tahoe Chamber of Commerce	7		8		9		8		8		7		7		7		7	7	
Lake Tahoe entertainment	12	7	14	11	16	9	13	12	19	11	12	11	15	9	10	13	4		
lake tahoe events	4	6	4	5	3	5	3	4	5	5	4	5	4	4	6	5	1		
Lake Tahoe fishing	4	14	5	15	6	15	6	20	7	16					6	12	7		
Lake Tahoe golf courses	8		7		9		9	11	10	10					10	13	10	16	18
Lake Tahoe hotels	16		17		18		14		15		17		16		19		20	14	12
Lake Tahoe lodging	7	3	7	4	7	2	5	2	6	2	8	2	7	2	8	2	5	2	15
Lake Tahoe resorts	4	1	3	1	3	1	3	1	5	1	5	1	5	1	5	1	1	3	
Lake Tahoe ski				15					18				20			18	10	12	
Lake Tahoe ski resorts				10		16		16	19	14								19	
Lake Tahoe skiing	18		19	16	19	19	18	18										19	
Lake Tahoe summer	1		1	13	1	14		10	20						1	1	1	3	2
lake tahoe summer activities	1		1	16	1	18	20	16			20		13		1	1	1		
Lake Tahoe vacation rentals	20																	9	
Lake Tahoe vacations	6	8	6	2	6	6	4	16	8		6	11	7	8	7	8	4	2	5
Lake Tahoe weddings	10		12		10		11		12		11		13		12				
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4
north lake tahoe camping	4	5	10	5	11	8	11	13		19					1	1	1		
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
north lake tahoe rentals	5	5	6	5	6	7	8	4	2	7	3	9	2	7	6	11	1		
north lake tahoe restaurants	2	1	3	1	4	2	4	2	2	2	1	2	1	2	1	2	1		
north shore lake tahoe	2	1	2	1	2	2	2	2	2	1	2	1	2	2	2	2	2		
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Northstar																			
Northstar at Tahoe																			14
ski Tahoe	13	7	13	6	13	8	12	6	14	11	12	11	15	12	13	11	8		
ski vacations																			
Squaw Valley	19	15	16	13	14		16		17	16	19	14		13		16			
Tahoe City	3	2	3	1	2	2	3	2	3	2	2	2	2	2	3	2	7	3	7
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	1
Truckee California					18		18				20		19		19				9



Search Positions By Engine																			
#1 Positions	14	13	14	12	13	10	11	10	11	11	12	11	12	9	15	13	18	2	1
1st Page Positions	30	24	29	24	28	23	24	21	26	20	23	19	24	21	30	23	31	11	7
2nd Page Positions	7	3	7	8	7	8	12	11	8	8	9	6	8	4	5	9	2	6	6

Total Search Positions									
#1 Positions	27	26	23	21	22	23	21	28	3
1st Page Positions	54	53	51	45	46	42	45	53	18
2nd Page Positions	10	15	15	23	16	15	12	14	12

\*\*1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20\*\*

## Buzz on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of mentions of GoTahoeNorth and listed them below. Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web.

<http://yubanet.com/regional/Adaptive-Athletes-Train-for-South-Pole-via-Tahoe-Paddle-Event.php>

Adaptive Athletes Train for South Pole via Tahoe Paddle Event

<http://community.cookinglight.com/showthread.php?t=138867#post1622814>

"North Lake Tahoe's tourism site, <http://www.gotahoenorth.com/>, looks like it lists a variety of activities."

<http://twitter.com/#!/TMRritzcarlton/status/96284482012852224>

Adaptive Athletes To Train at Tahoe. Johnny Davis & Grant Korgan paddle tahoe in prep. for The Push: <http://t.co/K1fY8Nv> via @TahoeNorth

<http://twitter.com/#!/skilaketahoe/status/96632269661417472>

We call it pre-ski season training ;- ) RT @tahoenorth: 36 hours of kayaking, orienteering, trekking and biking at #Tahoe <http://j.mp/nyVhTT>

[http://twitter.com/#!/Ashley\\_Farrell/status/96677338946871296](http://twitter.com/#!/Ashley_Farrell/status/96677338946871296)

Chillin in @TahoeNorth I love everything about lake tahoe california. It is the best place on earth :)

[http://twitter.com/#!/Laker\\_EczemaDad/status/97769607435268096](http://twitter.com/#!/Laker_EczemaDad/status/97769607435268096)

"@MarieGabbert148: When you need a flash light u use your phone. #teamfollowback" Just went through a blkout @TahoeNorth. Only light we had.

<http://twitter.com/#!/SquawValleyLdge/status/98069940258615296>

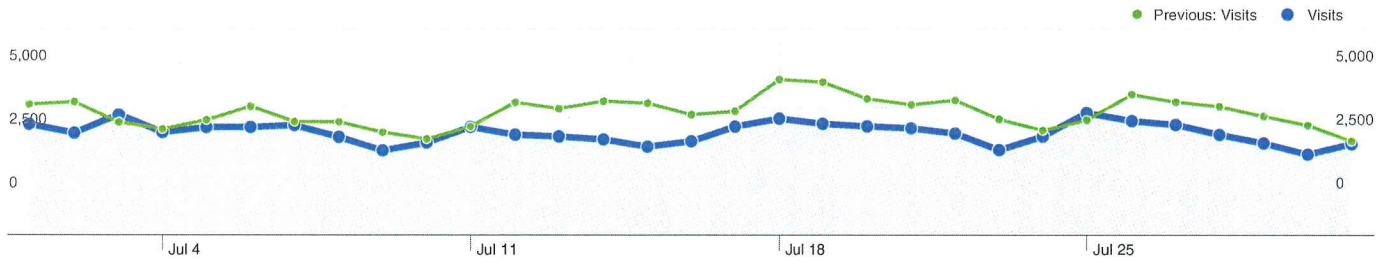
RT @TahoeNorth: If you're planning to hike at Tahoe check these 10 tips for safe hiking: <http://goo.gl/Ggjz7>

<http://twitter.com/#!/Kevin1MacMillan/status/98080941129478145>

Great #laketahoe tips! RT: @TahoeNorth If you're planning to hike at Tahoe check these 10 tips for safe hiking: <http://t.co/3jZhjtq>

<http://twitter.com/#!/DavidECreech/status/98085133122416640>

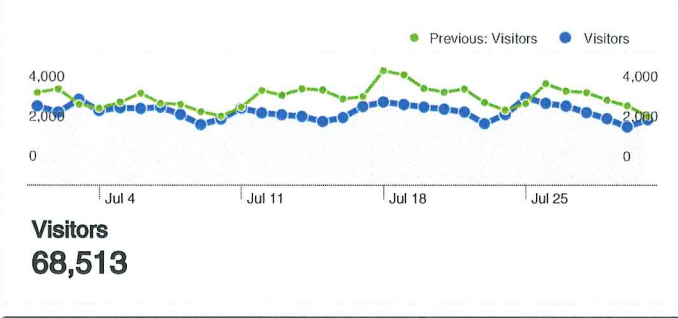
Must hike Tahoe more often... RT @TahoeNorth: If you're planning to hike at Tahoe check these 10 tips for safe hiking: <http://bit.ly/ra82a6>



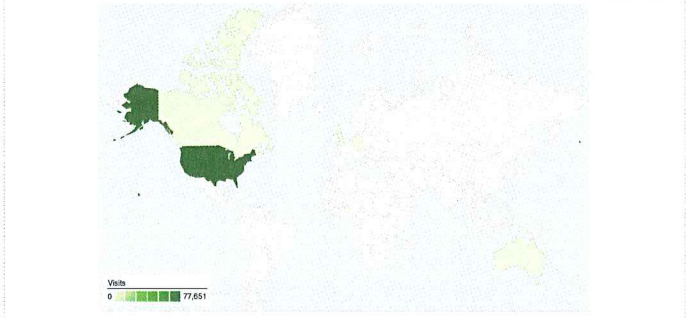
**Site Usage**

<p><b>82,931 Visits</b>                  Previous: 99,350 (-16.53%)</p>	<p><b>31.50% Bounce Rate</b>                  Previous: 29.74% (5.90%)</p>
<p><b>435,866 Pageviews</b>                  Previous: 549,556 (-20.69%)</p>	<p><b>00:04:09 Avg. Time on Site</b>                  Previous: 00:04:36 (-9.69%)</p>
<p><b>5.26 Pages/Visit</b>                  Previous: 5.53 (-4.99%)</p>	<p><b>76.45% % New Visits</b>                  Previous: 77.75% (-1.67%)</p>

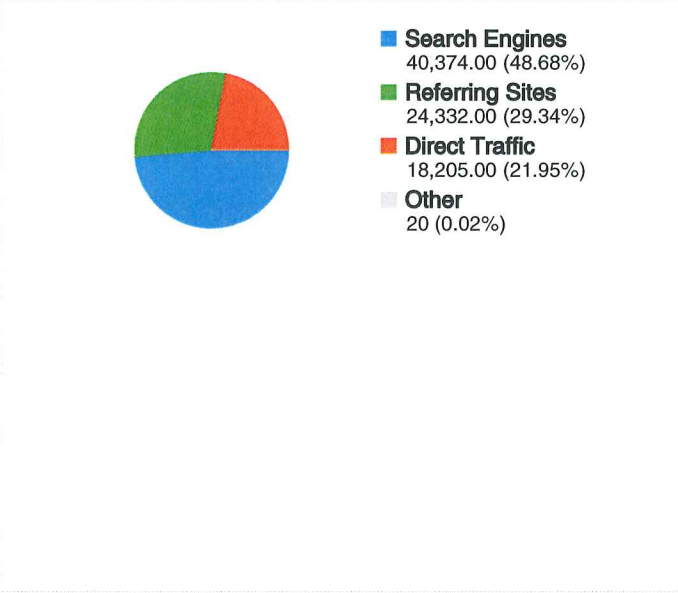
**Visitors Overview**



**Map Overlay**

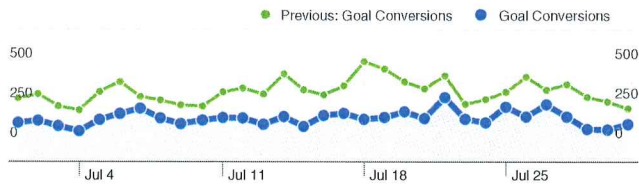


**Traffic Sources Overview**



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## Goals Overview



**Goal Conversions**  
**5,604**

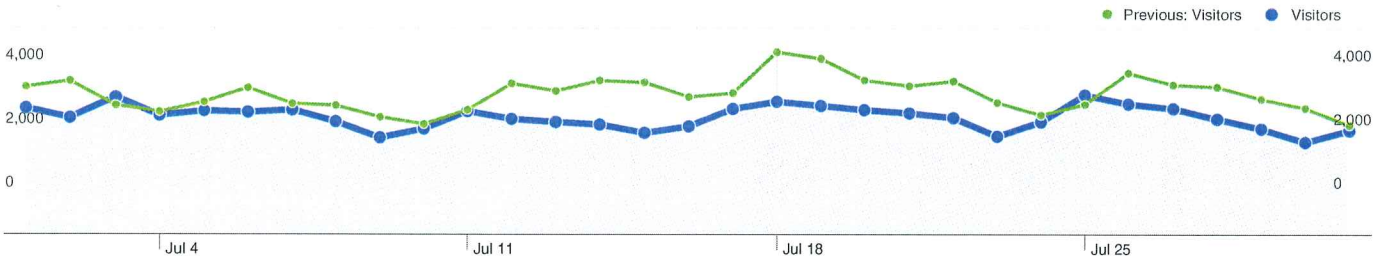
## Content Overview

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jul 1, 2011 - Jul 31, 2011	22,101	5.07%
Jul 1, 2010 - Jul 31, 2010	22,898	4.17%
% Change	-3.48%	21.70%
<b>/events</b>		
Jul 1, 2011 - Jul 31, 2011	9,597	2.20%
Jul 1, 2010 - Jul 31, 2010	25	> 0.00%
% Change	38,288.00%	48,301.01%
<b>/external//return (true)</b>		
Jul 1, 2011 - Jul 31, 2011	9,543	2.19%
Jul 1, 2010 - Jul 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/resorts-and-towns/kings-beach</b>		
Jul 1, 2011 - Jul 31, 2011	7,798	1.79%
Jul 1, 2010 - Jul 31, 2010	8,161	1.49%
% Change	-4.45%	20.48%
<b>/outdoors/beaches</b>		
Jul 1, 2011 - Jul 31, 2011	7,162	1.64%
Jul 1, 2010 - Jul 31, 2010	0	0.00%
% Change	100.00%	100.00%

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# Visitors Overview

Jul 1, 2011 - Jul 31, 2011  
 Comparing to: Jul 1, 2010 - Jul 31, 2010



## 68,513 people visited this site

**82,931** Visits

Previous: 99,350 (-16.53%)

**68,513** Absolute Unique Visitors

Previous: 82,643 (-17.10%)

**435,866** Pageviews

Previous: 549,556 (-20.69%)

**5.26** Average Pageviews

Previous: 5.53 (-4.99%)

**00:04:09** Time on Site

Previous: 00:04:36 (-9.69%)

**31.50%** Bounce Rate

Previous: 29.74% (5.90%)

**76.45%** New Visits

Previous: 77.75% (-1.67%)

## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jul 1, 2011 - Jul 31, 2011	38,362	46.26%	Jul 1, 2011 - Jul 31, 2011	82,931	100.00%
Jul 1, 2010 - Jul 31, 2010	54,775	55.13%	Jul 1, 2010 - Jul 31, 2010	18,864	18.99%
% Change	-29.96%	-16.10%	% Change	339.63%	426.66%
Safari			T1		
Jul 1, 2011 - Jul 31, 2011	18,368	22.15%	Jul 1, 2011 - Jul 31, 2011	0	0.00%
Jul 1, 2010 - Jul 31, 2010	17,344	17.46%	Jul 1, 2010 - Jul 31, 2010	10,471	10.54%
% Change	5.90%	26.87%	% Change	-100.00%	-100.00%

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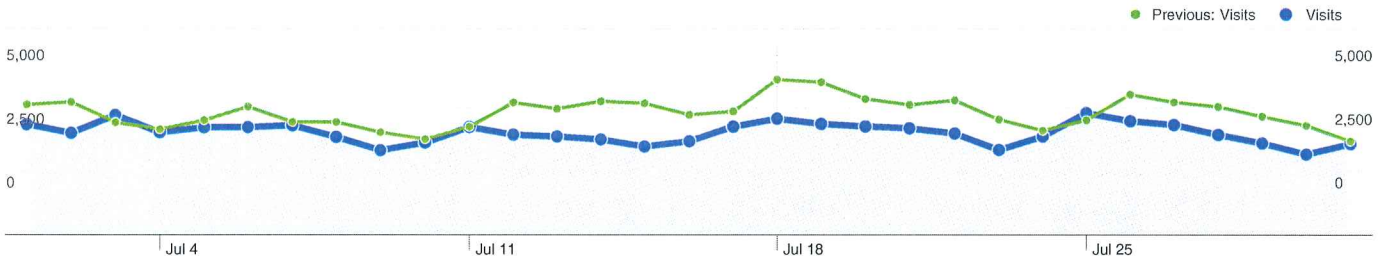
Firefox		
Jul 1, 2011 - Jul 31, 2011	15,726	18.96%
Jul 1, 2010 - Jul 31, 2010	20,689	20.82%
% Change	-23.99%	-8.94%
Chrome		
Jul 1, 2011 - Jul 31, 2011	8,676	10.46%
Jul 1, 2010 - Jul 31, 2010	5,285	5.32%
% Change	64.16%	96.66%
Android Browser		
Jul 1, 2011 - Jul 31, 2011	859	1.04%
Jul 1, 2010 - Jul 31, 2010	0	0.00%
% Change	100.00%	100.00%

Cable		
Jul 1, 2011 - Jul 31, 2011	0	0.00%
Jul 1, 2010 - Jul 31, 2010	40,866	41.13%
% Change	-100.00%	-100.00%
Dialup		
Jul 1, 2011 - Jul 31, 2011	0	0.00%
Jul 1, 2010 - Jul 31, 2010	1,184	1.19%
% Change	-100.00%	-100.00%
DSL		
Jul 1, 2011 - Jul 31, 2011	0	0.00%
Jul 1, 2010 - Jul 31, 2010	27,179	27.36%
% Change	-100.00%	-100.00%

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# Traffic Sources Overview

Jul 1, 2011 - Jul 31, 2011  
Comparing to: Jul 1, 2010 - Jul 31, 2010



## All traffic sources sent a total of 82,931 visits

**21.95% Direct Traffic**

Previous: 29.96% (-26.73%)

**29.34% Referring Sites**

Previous: 25.81% (13.67%)

**48.68% Search Engines**

Previous: 44.22% (10.10%)



- **Search Engines**  
40,374.00 (48.68%)
- **Referring Sites**  
24,332.00 (29.34%)
- **Direct Traffic**  
18,205.00 (21.95%)
- **Other**  
20 (0.02%)

## Top Traffic Sources

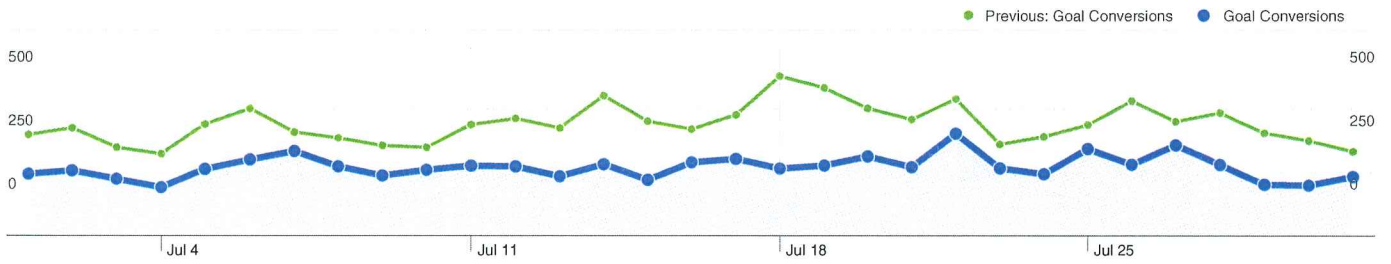
Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Jul 1, 2011 - Jul 31, 2011	32,765	39.51%	Jul 1, 2011 - Jul 31, 2011	2,162	5.35%
Jul 1, 2010 - Jul 31, 2010	36,160	36.40%	Jul 1, 2010 - Jul 31, 2010	2,097	4.77%
% Change	-9.39%	8.55%	% Change	3.10%	12.18%
(direct) ((none))			incline village		
Jul 1, 2011 - Jul 31, 2011	18,205	21.95%	Jul 1, 2011 - Jul 31, 2011	1,554	3.85%
Jul 1, 2010 - Jul 31, 2010	29,765	29.96%	Jul 1, 2010 - Jul 31, 2010	1,096	2.49%
% Change	-38.84%	-26.73%	% Change	41.79%	54.28%
visitinglaketahoe.com (referral)			kings beach tahoe		
Jul 1, 2011 - Jul 31, 2011	16,503	19.90%	Jul 1, 2011 - Jul 31, 2011	898	2.22%
Jul 1, 2010 - Jul 31, 2010	16,768	16.88%	Jul 1, 2010 - Jul 31, 2010	242	0.55%
% Change	-1.58%	17.91%	% Change	271.07%	303.77%
yahoo (organic)			kings beach		
Jul 1, 2011 - Jul 31, 2011	3,255	3.92%	Jul 1, 2011 - Jul 31, 2011	822	2.04%
Jul 1, 2010 - Jul 31, 2010	3,455	3.48%	Jul 1, 2010 - Jul 31, 2010	529	1.20%
% Change	-5.79%	12.86%	% Change	55.39%	69.08%
bing (organic)			kings beach lake tahoe		

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Jul 1, 2011 - Jul 31, 2011	2,650	3.20%	Jul 1, 2011 - Jul 31, 2011	705	1.75%
Jul 1, 2010 - Jul 31, 2010	2,624	2.64%	Jul 1, 2010 - Jul 31, 2010	1,351	3.08%
% Change	0.99%	20.99%	% Change	-47.82%	-43.22%

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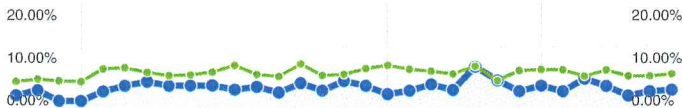
**Visitors completed 5,604 goal conversions**

**5,604 conversions, Goal 1: Cool Deals Page**

Previous: 9,099 (-38.41%)

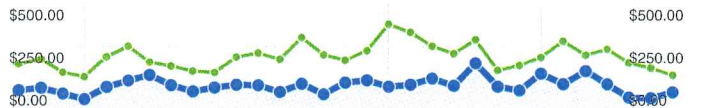
**Goal Performance**

**Goal Conversion Rate**



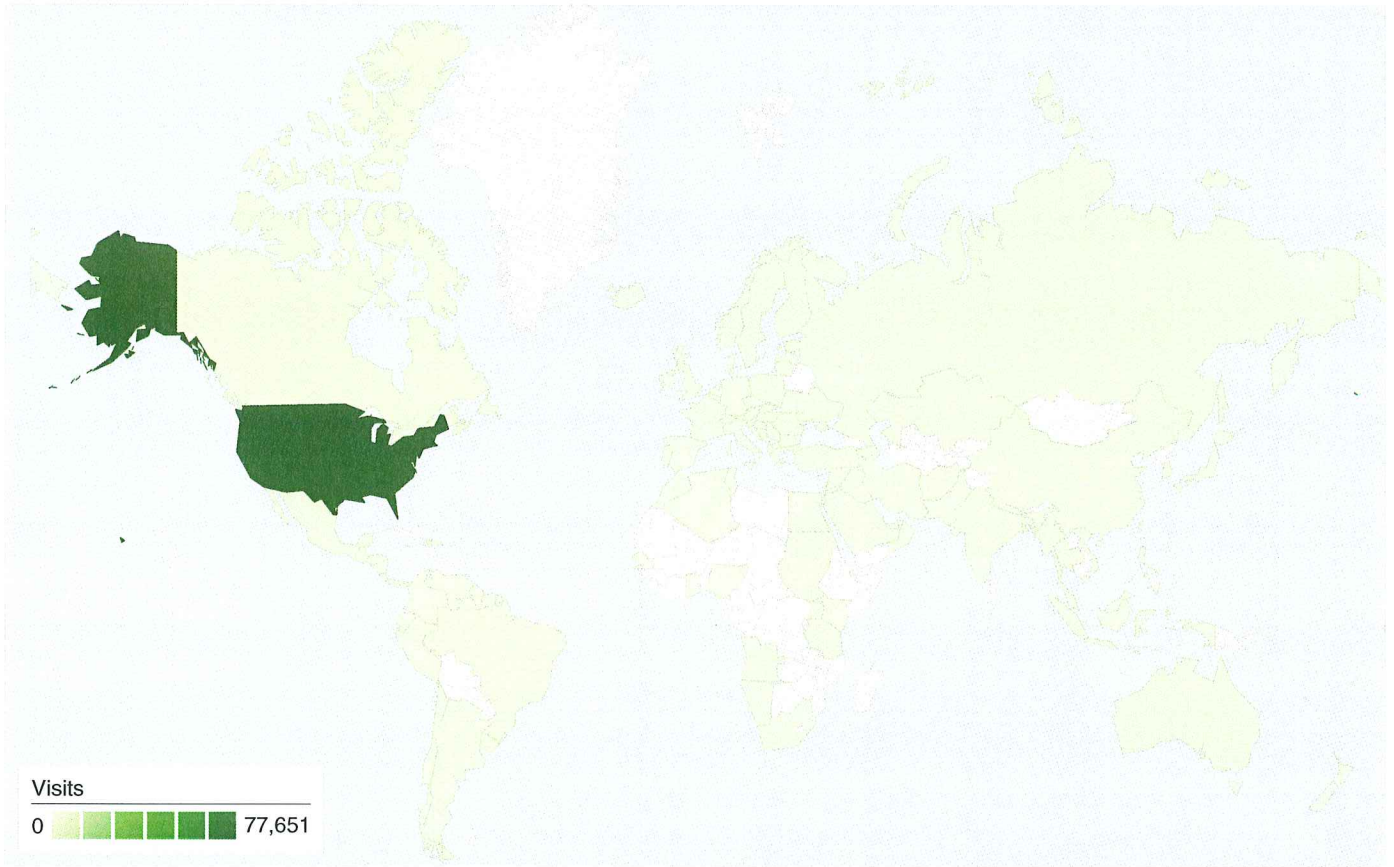
**Goal Conversion Rate**  
**6.76%**

**Total Goal Value**



**Total Goal Value**  
**\$5,604.00**

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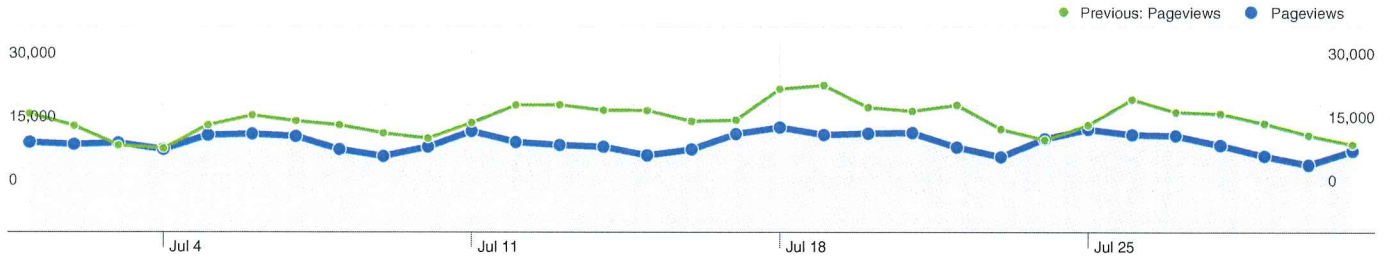
**82,931 visits came from 139 countries/territories**

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>82,931</b> Previous: 99,350 (-16.53%)	<b>5.26</b> Previous: 5.53 (-4.99%)	<b>00:04:09</b> Previous: 00:04:36 (-9.69%)	<b>76.49%</b> Previous: 77.84% (-1.74%)	<b>31.50%</b> Previous: 29.74% (5.90%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>United States</b>						
July 1, 2011 - July 31, 2011	<b>77,651</b>	5.30	00:04:12	75.86%	31.18%	
July 1, 2010 - July 31, 2010	<b>93,292</b>	5.59	00:04:39	77.41%	29.20%	
% Change	<b>-16.77%</b>	-5.31%	-9.64%	-2.00%	6.76%	
<b>United Kingdom</b>						
July 1, 2011 - July 31, 2011	<b>910</b>	5.05	00:03:18	85.38%	32.53%	
July 1, 2010 - July 31, 2010	<b>893</b>	5.54	00:04:30	85.22%	33.48%	
% Change	<b>1.90%</b>	-8.93%	-26.51%	0.20%	-2.85%	
<b>Canada</b>						
July 1, 2011 - July 31, 2011	<b>794</b>	5.24	00:03:21	89.42%	32.12%	

July 1, 2010 - July 31, 2010	<b>1,031</b>	5.14	00:03:29	88.55%	30.75%
% Change	<b>-22.99%</b>	2.02%	-3.65%	0.98%	4.45%
Australia					
July 1, 2011 - July 31, 2011	<b>378</b>	4.35	00:03:44	85.45%	36.51%
July 1, 2010 - July 31, 2010	<b>509</b>	4.73	00:03:57	76.23%	37.33%
% Change	<b>-25.74%</b>	-8.16%	-5.73%	12.10%	-2.20%
Germany					
July 1, 2011 - July 31, 2011	<b>346</b>	4.63	00:02:40	87.57%	36.71%
July 1, 2010 - July 31, 2010	<b>402</b>	3.57	00:02:49	75.62%	50.25%
% Change	<b>-13.93%</b>	29.61%	-5.57%	15.80%	-26.95%
Brazil					
July 1, 2011 - July 31, 2011	<b>311</b>	4.21	00:03:07	83.28%	42.12%
July 1, 2010 - July 31, 2010	<b>309</b>	4.68	00:05:08	83.82%	33.98%
% Change	0.65%	-10.06%	-39.31%	-0.64%	23.96%
Mexico					
July 1, 2011 - July 31, 2011	<b>270</b>	4.47	00:03:21	84.07%	32.96%
July 1, 2010 - July 31, 2010	<b>302</b>	4.01	00:03:52	85.76%	39.74%
% Change	<b>-10.60%</b>	11.48%	-13.62%	-1.97%	-17.04%
Switzerland					
July 1, 2011 - July 31, 2011	<b>147</b>	5.19	00:03:10	87.07%	27.21%
July 1, 2010 - July 31, 2010	<b>149</b>	5.33	00:04:20	82.55%	37.58%
% Change	<b>-1.34%</b>	-2.60%	-26.83%	5.48%	-27.60%
France					
July 1, 2011 - July 31, 2011	<b>146</b>	4.71	00:03:02	73.29%	41.10%
July 1, 2010 - July 31, 2010	<b>172</b>	5.07	00:03:53	84.88%	37.79%
% Change	<b>-15.12%</b>	-7.19%	-21.82%	-13.66%	8.75%
India					
July 1, 2011 - July 31, 2011	<b>120</b>	3.41	00:03:08	93.33%	44.17%
July 1, 2010 - July 31, 2010	<b>143</b>	3.09	00:02:29	93.01%	48.25%
% Change	<b>-16.08%</b>	10.27%	25.66%	0.35%	-8.47%

1 - 10 of 139

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**Pages on this site were viewed a total of 435,866 times**

**435,866 Pageviews**

Previous: 549,556 (-20.69%)

**330,047 Unique Views**

Previous: 413,420 (-20.17%)

**31.50% Bounce Rate**

Previous: 29.74% (5.90%)

**Top Content**

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jul 1, 2011 - Jul 31, 2011	22,101	5.07%
Jul 1, 2010 - Jul 31, 2010	22,898	4.17%
% Change	-3.48%	21.70%
<b>/events</b>		
Jul 1, 2011 - Jul 31, 2011	9,597	2.20%
Jul 1, 2010 - Jul 31, 2010	25	> 0.00%
% Change	38,288.00%	48,301.01%
<b>/external//return (true)</b>		
Jul 1, 2011 - Jul 31, 2011	9,543	2.19%
Jul 1, 2010 - Jul 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/resorts-and-towns/kings-beach</b>		
Jul 1, 2011 - Jul 31, 2011	7,798	1.79%
Jul 1, 2010 - Jul 31, 2010	8,161	1.49%
% Change	-4.45%	20.48%
<b>/outdoors/beaches</b>		

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Jul 1, 2011 - Jul 31, 2011	7,162	1.64%
Jul 1, 2010 - Jul 31, 2010	0	0.00%
% Change	100.00%	100.00%

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PROPERTY REFERRAL REPORT - JULY 2011 - ALPHA LISTING      CLICKS

Agate Bay Realty	418
Agate Bay Realty Cool Deals	347
Alpine Rental Group	44
Americas Best Value Inn Tahoe City	281
Book Tahoe Rentals	6
Brockway Springs Resort	698
Cal Neva Resort Casino Hotel	709
Cal Neva Resort Casino Hotel Cool Deals	550
Cedar Glen Lodge	636
Cedar Glen Lodge Cool Deals	79
Chaney House	102
Chinquapin / Packard Realty	33
Club Tahoe Resort	284
Coldwell Banker Rentals	448
Coldwell Banker Rentals Cool Deals	20
Cottage Inn at Lake Tahoe	332
Ferrari's Crown Resort	515
Ferrari's Crown Resort Cool Deals	20
Firelite Lodge	214
Franciscan Lakeside Lodge	574
Goldfish Properties	129
Granlibakken Conference Center & Resort	508
Granlibakken Conference Center & Resort Cool Deals	24
Hauserman Rental Group	279
Holiday House	461
Holiday House Cool Deals	270
Hyatt Regency Lake Tahoe Resort, Spa and Casino	995
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	554
Ice Lakes Lodge at Royal Gorge XC Ski Resort	68
Incline at Tahoe Realty	268
Incline Vacation Rentals	187
Kingswood Village Vacation Rentals	52
Lake of the Sky Motor Inn	187
Lake Tahoe Accommodations	59
Lake Tahoe Accommodations.	215
Lake Tahoe Accommodations. Cool Deals	157
Lake Tahoe Deluxe Vacation Rentals	184
LakeFrontHouse.com	130
Martis Valley Associates Property Rentals	4
Meeks Bay Resort & Marina	240
Mother Natures Inn	265
Mourelatos Lakeshore Resort	436
Mourelatos Lakeshore Resort Cool Deals	50
North Tahoe Rental Company	147
Northstar Condominiums	122
Northstar Mountain Home Vacation Rentals	46
Northstar Resort	504
Northstar Resort Cool Deals	798
Olympic Village Inn	154
Painted Rock Lodge	148

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Parkside Inn at Incline	336
PepperTree Inn	370
PlumpJack Squaw Valley Inn	161
Rainbow Lodge	172
Red Wolf Lakeside Lodge	256
Red Wolf Lodge at Squaw Valley	74
ReserveMyHome.com	76
Resort at Squaw Creek	314
Resort at Squaw Creek Cool Deals	214
River Ranch Lodge and Restaurant	585
Rustic Cottage Resort	16
Shooting Star Bed & Breakfast	140
Shore House at Lake Tahoe	515
Squaw Valley Lodge	80
Squaw Valley Lodge Cool Deals	148
Stanford Alpine Chalet	292
Stanford Alpine Chalet Cool Deals	12
Stevenson's Holliday Inn	285
Sunnyside Steakhouse & Lodge	379
Tahoe Biltmore Lodge & Casino	829
Tahoe Biltmore Lodge & Casino Cool Deals	75
Tahoe City Inn	247
Tahoe City Inn Cool Deals	312
Tahoe Edgelake Beach Club	78
Tahoe Getaways Vacation Rentals	413
Tahoe Luxury Properties	284
Tahoe Luxury Properties Cool Deals	16
Tahoe Marina Lodge	198
Tahoe Mountain Resorts Lodging	162
Tahoe Mountain Resorts Lodging Cool Deals	87
Tahoe Real Estate Group	10
Tahoe Sands Resort	212
Tahoe Tavern Properties	87
Tahoe Vistana Inn	223
Tahoe Woodside Vacation Rentals	117
Tahoma Lodge	355
Tahoma Meadows Bed & Breakfast	137
Tahoma Meadows Bed & Breakfast Cool Deals	115
Tamarack Lodge	92
The Border House	215
The Lodge at Sugar Bowl	70
The Ritz-Carlton Club, Lake Tahoe	4
The Ritz-Carlton, Lake Tahoe	394
The Village at Squaw Valley USA	277
The Village at Squaw Valley USA Cool Deals	668
Vacation Station, Inc.	257
Vacation Tahoe by O'Neal Brokers	123
Waters of Tahoe Properties	197
West Lake Properties	175
West Lake Properties Cool Deals	57
West Shore Cafe & Inn	283
<b>TOTAL</b>	<b>25145</b>

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**PROPERTY REFERRAL REPORT - JULY 2011 - CLICKS****CLICKS**

Hyatt Regency Lake Tahoe Resort, Spa and Casino	995
Tahoe Biltmore Lodge & Casino	829
Northstar Resort Cool Deals	798
Cal Neva Resort Casino Hotel	709
Brockway Springs Resort	698
The Village at Squaw Valley USA Cool Deals	668
Cedar Glen Lodge	636
River Ranch Lodge and Restaurant	585
Franciscan Lakeside Lodge	574
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	554
Cal Neva Resort Casino Hotel Cool Deals	550
Ferrari's Crown Resort	515
Shore House at Lake Tahoe	515
Granlibakken Conference Center & Resort	508
Northstar Resort	504
Holiday House	461
Coldwell Banker Rentals	448
Mourelatos Lakeshore Resort	436
Agate Bay Realty	418
Tahoe Getaways Vacation Rentals	413
The Ritz-Carlton, Lake Tahoe	394
Sunnyside Steakhouse & Lodge	379
PepperTree Inn	370
Tahoma Lodge	355
Agate Bay Realty Cool Deals	347
Parkside Inn at Incline	336
Cottage Inn at Lake Tahoe	332
Resort at Squaw Creek	314
Tahoe City Inn Cool Deals	312
Stanford Alpine Chalet	292
Stevenson's Holliday Inn	285
Club Tahoe Resort	284
Tahoe Luxury Properties	284
West Shore Cafe & Inn	283
Americas Best Value Inn Tahoe City	281
Hauserman Rental Group	279
The Village at Squaw Valley USA	277
Holiday House Cool Deals	270
Incline at Tahoe Realty	268
Mother Natures Inn	265
Vacation Station, Inc.	257
Red Wolf Lakeside Lodge	256
Tahoe City Inn	247
Meeks Bay Resort & Marina	240
Tahoe Vistana Inn	223
Lake Tahoe Accommodations.	215
The Border House	215
Firelite Lodge	214
Resort at Squaw Creek Cool Deals	214
Tahoe Sands Resort	212
Tahoe Marina Lodge	198

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Waters of Tahoe Properties	197
Incline Vacation Rentals	187
Lake of the Sky Motor Inn	187
Lake Tahoe Deluxe Vacation Rentals	184
West Lake Properties	175
Rainbow Lodge	172
Tahoe Mountain Resorts Lodging	162
PlumpJack Squaw Valley Inn	161
Lake Tahoe Accommodations. Cool Deals	157
Olympic Village Inn	154
Painted Rock Lodge	148
Squaw Valley Lodge Cool Deals	148
North Tahoe Rental Company	147
Shooting Star Bed & Breakfast	140
Tahoma Meadows Bed & Breakfast	137
LakeFrontHouse.com	130
Goldfish Properties	129
Vacation Tahoe by O'Neal Brokers	123
Northstar Condominiums	122
Tahoe Woodside Vacation Rentals	117
Tahoma Meadows Bed & Breakfast Cool Deals	115
Chaney House	102
Tamarack Lodge	92
Tahoe Mountain Resorts Lodging Cool Deals	87
Tahoe Tavern Properties	87
Squaw Valley Lodge	80
Cedar Glen Lodge Cool Deals	79
Tahoe Edgelake Beach Club	78
ReserveMyHome.com	76
Tahoe Biltmore Lodge & Casino Cool Deals	75
Red Wolf Lodge at Squaw Valley	74
The Lodge at Sugar Bowl	70
Ice Lakes Lodge at Royal Gorge XC Ski Resort	68
Lake Tahoe Accommodations	59
West Lake Properties Cool Deals	57
Kingswood Village Vacation Rentals	52
Mourelatos Lakeshore Resort Cool Deals	50
Northstar Mountain Home Vacation Rentals	46
Alpine Rental Group	44
Chinquapin / Packard Realty	33
Granlibakken Conference Center & Resort Cool Deals	24
Coldwell Banker Rentals Cool Deals	20
Ferrari's Crown Resort Cool Deals	20
Rustic Cottage Resort	16
Tahoe Luxury Properties Cool Deals	16
Stanford Alpine Chalet Cool Deals	12
Tahoe Real Estate Group	10
Book Tahoe Rentals	6
Martis Valley Associates Property Rentals	4
The Ritz-Carlton Club, Lake Tahoe	4
<b>TOTAL</b>	<b>25145</b>

<b>North Shore:</b>						
<b>Jul-11</b>						
<b>Groups Booked: 5</b>						
Placer County:	5	Room Nights:	2873	Delegates:	890	Revenue: \$737,507
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Groups Arrived: 2</b>						
Placer County:	2	Room Nights:	552	Delegates:	231	Revenue: \$64,087 Est.
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Aug-11</b>						
<b>Groups Booked:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Sep-11</b>						
<b>Groups Booked:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Quarter total by county:</b>						
<b>Groups Booked:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:

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## Monthly Report July 2011

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

#### Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Sales & Marketing Coordinator

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	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/11:	\$967,878	\$1,551,412	-38%
Forecasted Commission for this Revenue:	\$69,878	\$127,063	-45%
Number of Room Nights:	6970	9960	-30%
Number of Delegates:	3646	4908	-26%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	48	48	0%

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Monthly Detail/Activity	<u>July-11</u>		<u>June-10</u>	
<u>Number of Groups Booked:</u>	5		5	
Revenue Booked:	\$737,507		\$47,336	1458%
Projected Commission:	\$36,875		\$4,733	679%
Room Nights:	2873		484	494%
Number of Delegates:	890		373	139%
Booked Group Types:	1 Corp., 4 Assoc.		1 Corp.,3 Assoc	
Lost Business, # of Groups:	0		8	
 <u>Arrived in the month</u>	 <u>July-11</u>	 * Est	 <u>June-10</u>	
Number of Groups:	2		8	
Revenue Arrived:	\$64,087		\$579,888	-89%
Projected Commission:	\$4,527		\$44,258	-90%
Room Nights:	552		2813	-80%
Number of Delegates:	231		1479	-84%
Arrived Group Types:	1 Corp., 1 Assoc.		1 Corp.,6 Assoc.,1 Smerf	

**Future Year Bookings, booked in this fiscal year:**

<b>For 2012/13:</b>	<b>\$833,909</b>	<b>(Goal)</b>
<b>For 2014/15:</b>		<b>\$750,000</b>
		<b>\$250,000</b>

**NUMBER OF LEADS Generated as of 7/31/11: 9**

**Total Number of Leads Generated in Previous Years:**

2010/2011: 98  
2009/2010: 107  
2008/2009: 151  
2007/2008: 209  
2006/2007: 205  
2005/2006: 240  
2004/2005: 211  
2003/2004: 218  
2002/2003: 247  
2001/2002: 293  
2000/2001: 343  
1999/2000: 415  
1998/1999: 456  
1997/1998: 571  
1996/1997: 484

**Monthly Report July 2011**

**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 11/12**

Prepared By: Anna Atwood, Sales & Marketing Coordinator

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	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/11:	\$132,322	\$211,392	-37%
Forecasted Commission for this Revenue:	\$5,919	\$22,596	-74%
Number of Room Nights:	1725	2215	-22%
Number of Delegates:	1070	1222	-12%
Annual Revenue Goal:	\$	\$300,000	
Annual Commission Goal:	\$	\$15,000	
Number of Tentative Bookings:	33	52	-37%

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<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>June-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp. and 1 T
Lost Business, # of Groups:	0	8
<u>Arrived in the month</u>	<u>July-11</u>	<u>June-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf and 1 Non-Profit

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**Future Year Bookings, booked in this fiscal year:**

	(Goal)
For 2012/13:	\$
For 2014/15:	\$

**NUMBER OF LEADS Generated as of 7/31/11:** 3

**Total Number of Leads Generated in Previous Years:**

2010/2011: 98  
2009/2010: 107  
2008/2009: 151  
2007/2008: 209  
2006/2007: 205  
2005/2006: 240  
2004/2005: 211  
2003/2004: 218  
2002/2003: 247  
2001/2002: 293  
2000/2001: 343  
1999/2000: 415  
1998/1999: 456  
1997/1998: 571  
1996/1997: 484

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