



north lake tahoe
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Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe



Destination: North Lake Tahoe

Period: Bookings as of July 31, 2013

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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 1,737 Units ('DestiMetrics Census'*)

		2013/14	2012/13	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (July) changed by (7.6%)	Occupancy (July) :	69.5%	64.6%	7.6%
North Lake Tahoe Average Daily Rate for last month (July) changed by (10.1%)	ADR (July) :	\$250	\$227	10.1%
North Lake Tahoe RevPAR for last month (July) changed by (18.4%)	RevPAR (July) :	\$174	\$147	18.4%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (August) changed by (9.1%)	Occupancy (August)	56.1%	51.4%	9.1%
North Lake Tahoe Average Daily Rate for next month (August) changed by (4.5%)	ADR (August) :	\$239	\$228	4.5%
North Lake Tahoe RevPAR for next month (August) changed by (14.0%)	RevPAR (August) :	\$134	\$117	14.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (2.0%)	Occupancy	47.2%	46.3%	2.0%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (8.5%)	ADR	\$227	\$209	8.5%
North Lake Tahoe RevPAR for the prior 6 months changed by (10.6%)	RevPAR	\$107	\$97	10.6%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (31.5%)	Occupancy	24.5%	18.6%	31.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (11.1%)	ADR	\$231	\$208	11.1%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (46.1%)	RevPAR	\$57	\$39	46.1%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2013 vs. Previous Year				
Rooms Booked during last month (July, 2013) compared to Rooms Booked during the same period last year (July, 2012) for all arrival dates has changed by (71.1%)	Booking Pace (July)	9.0%	5.3%	71.1%

* **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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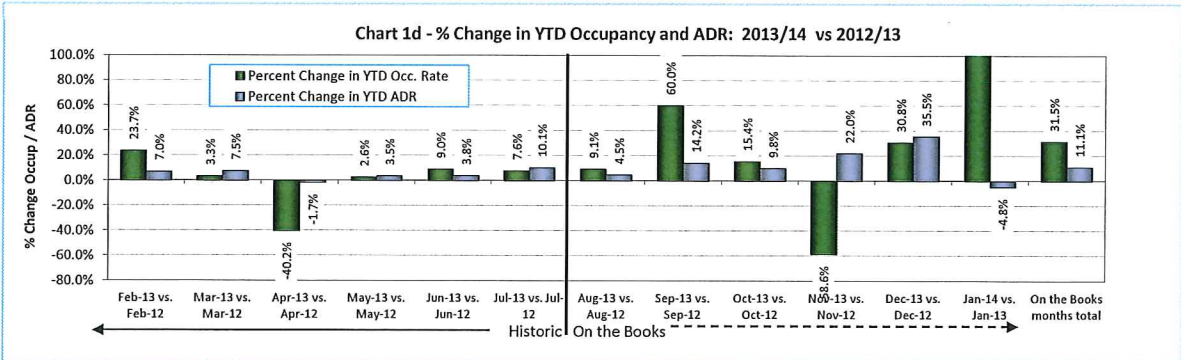
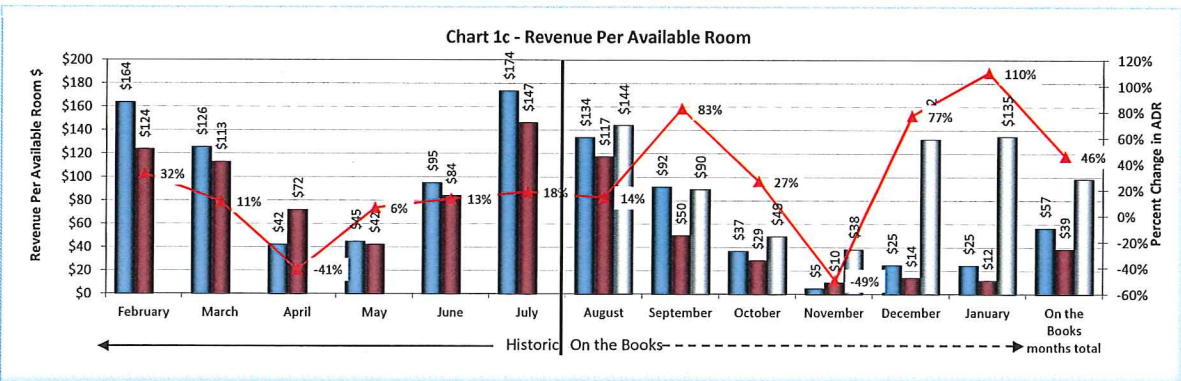
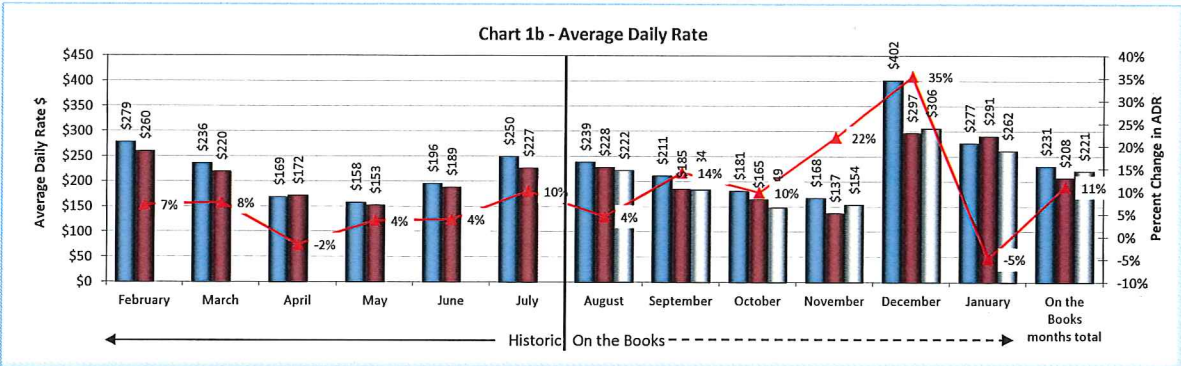
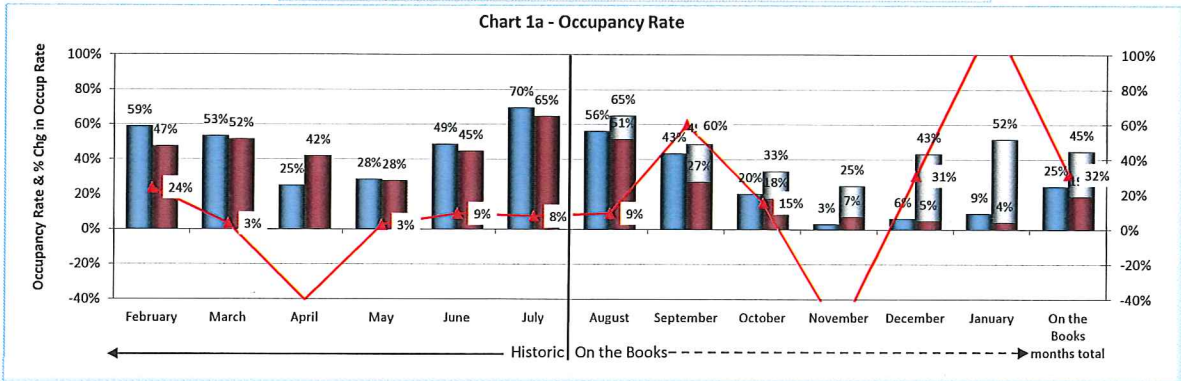
RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2013/14 YTD (as of July 31, 2013) vs. 2012/13 YTD (as of July 31, 2012) 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 July 31, 2013 (2013/14 season)
■ Data as of July 31, 2012 (2012/13 season) — Percent Change



RESERVATIONS ACTIVITY REPORT

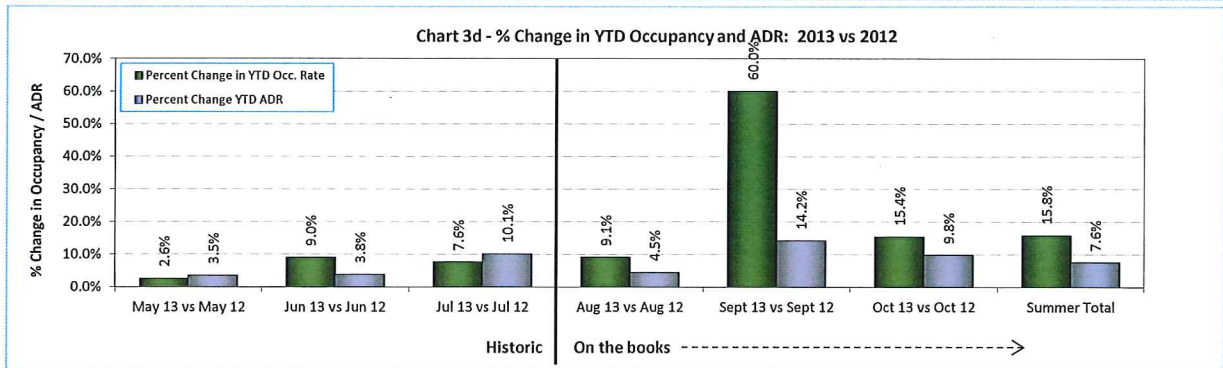
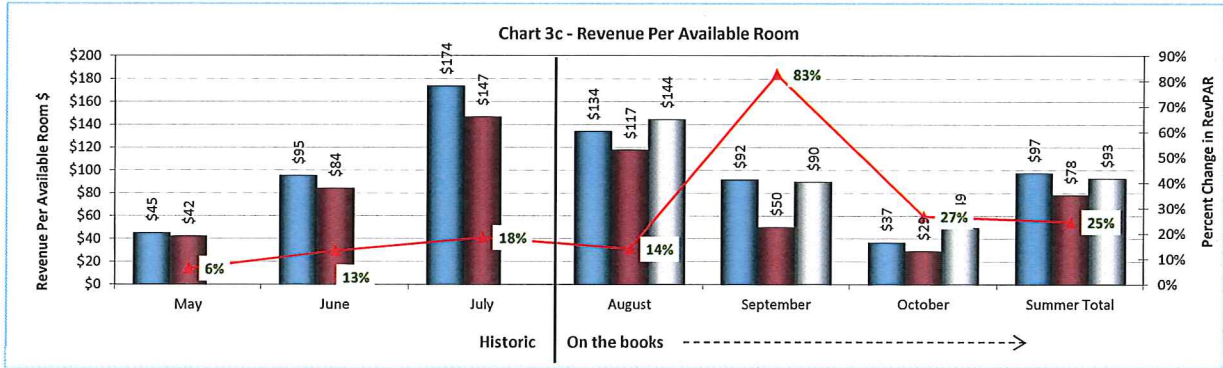
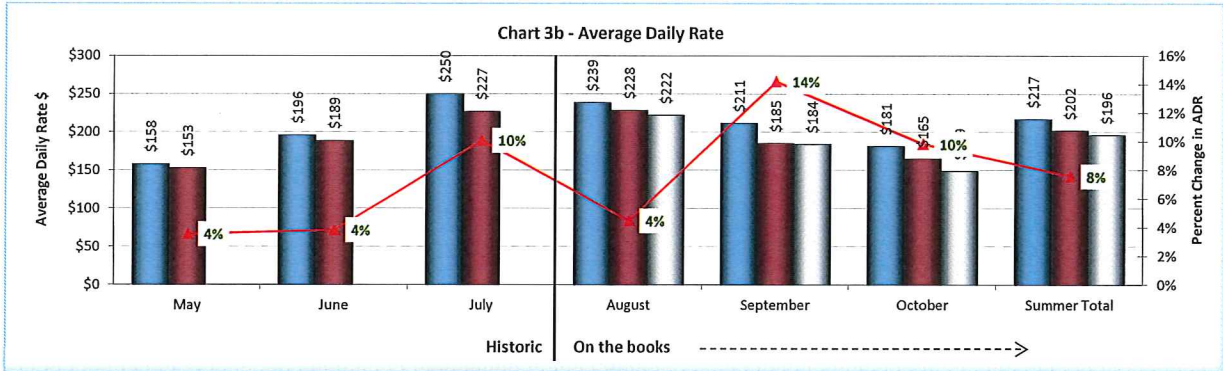
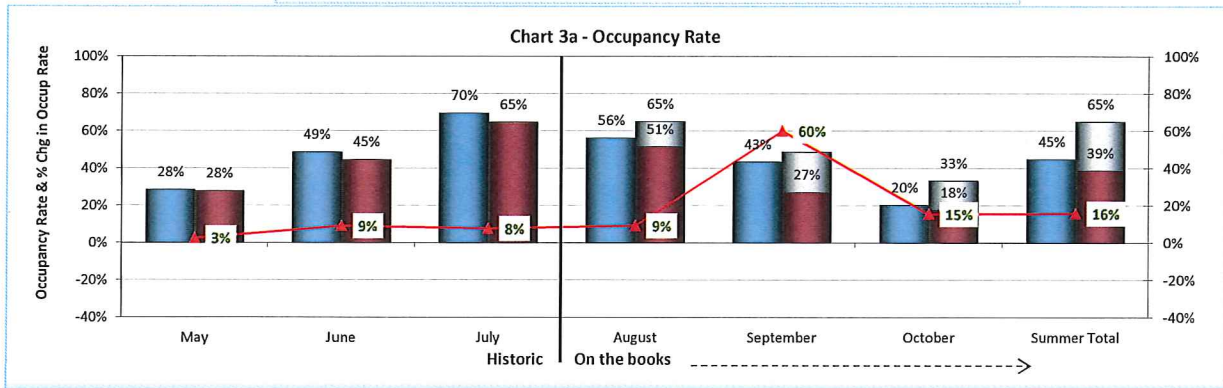
SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of July 31, 2013) vs. 2012 YTD (as of July 31, 2012) vs. 2012 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 season)
 Data as of July 31, 2013 (2013 season)
 Data as of July 31, 2012 (2012 season)
 Percent Change



RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

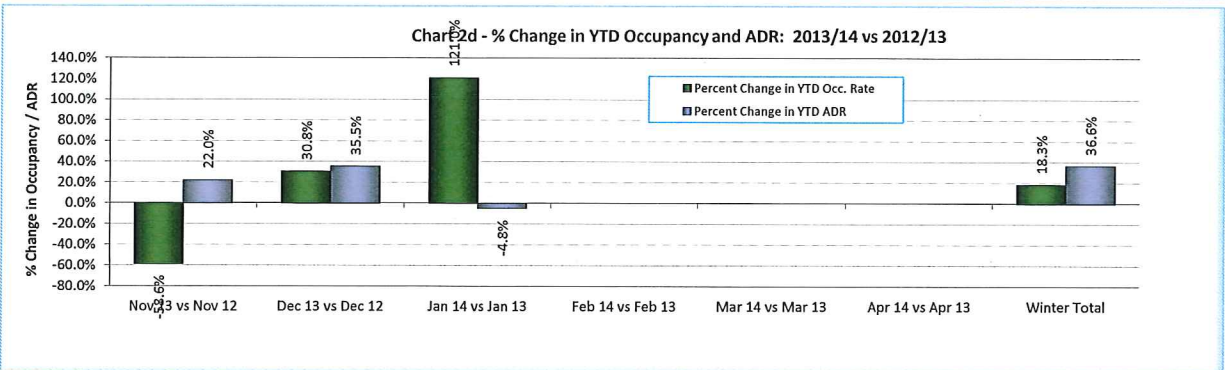
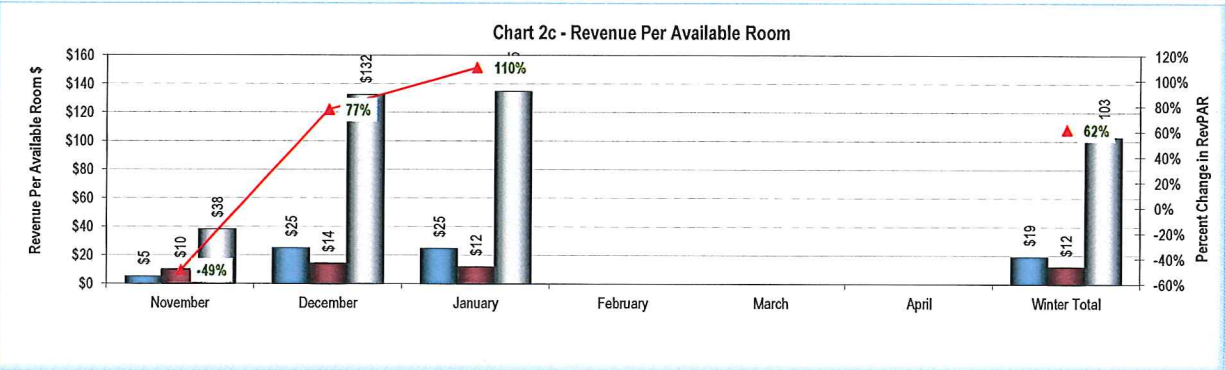
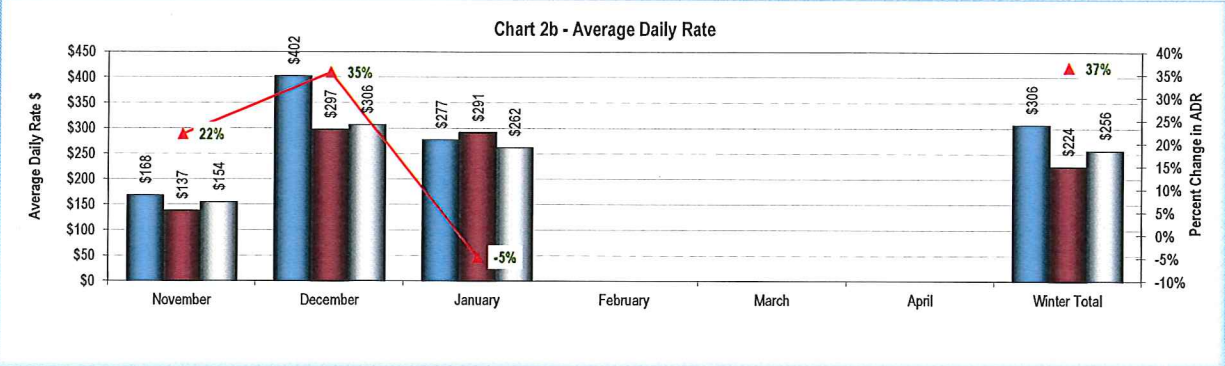
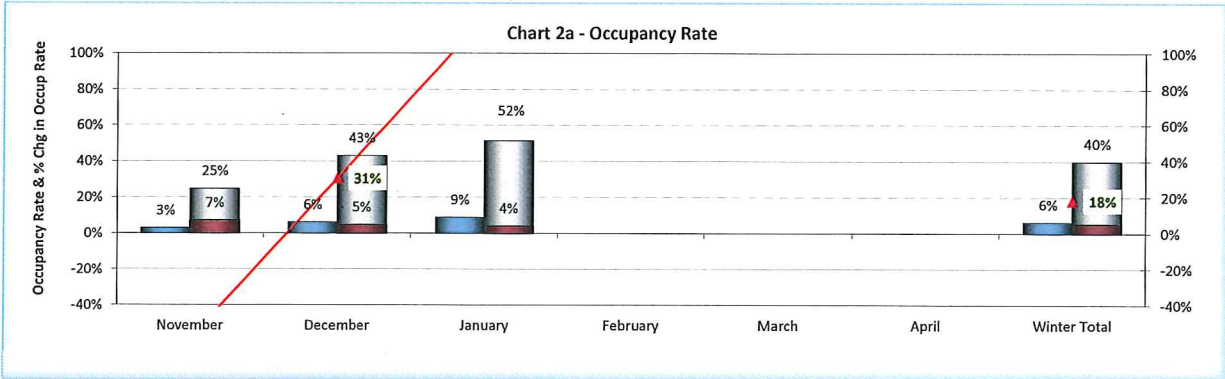
2013/14 YTD (as of July 31, 2013) vs. 2012/13 YTD (as of July 31, 2012) vs. 2012/13 Historical

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 July 31, 2013 (2013/14 season)

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



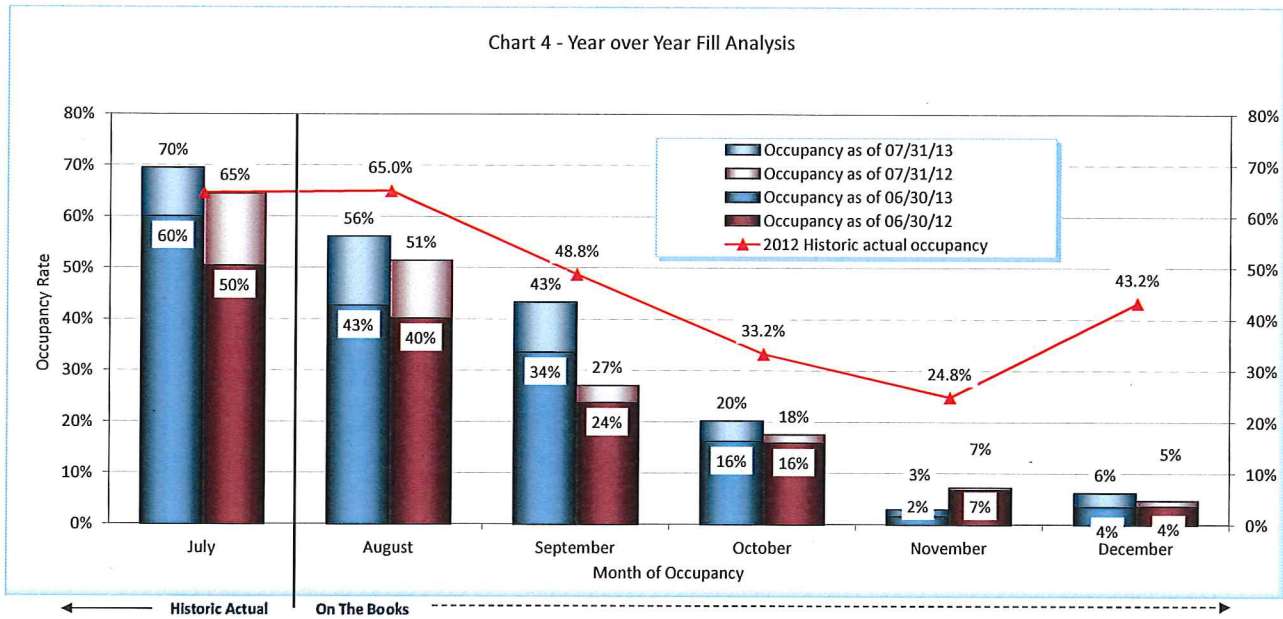


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2013/14 Occupancy Pace (as of July 31, 2013) vs. 2012/13 Pace (as of July 31, 2012) vs. same period 2012/13

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 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)		2012 Historic actual occupancy
	Occupancy as of 07/31/13	Occupancy as of 07/31/12	Absolute Change	Occupancy as of 06/30/13	Occupancy as of 06/30/12	Absolute Change	Incremental occupancy booked during Jul. 2013	Incremental occupancy booked during Jul. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	July	69.5%	64.6%	4.9%	60.1%	50.5%	9.6%	9.4%	14.1%	-4.7%	
August	56.1%	51.4%	4.7%	42.7%	40.2%	2.5%	13.5%	11.3%	2.2%	19.6%	65.0%
September	43.3%	27.1%	16.2%	33.6%	23.7%	9.8%	9.7%	3.3%	6.4%	192.2%	48.8%
October	20.2%	17.5%	2.7%	16.2%	15.9%	0.4%	4.0%	1.6%	2.3%	144.0%	33.2%
November	3.0%	7.2%	-4.2%	1.7%	6.8%	-5.1%	1.3%	0.5%	0.9%	175.2%	24.8%
December	6.2%	4.8%	1.5%	3.5%	3.7%	-0.1%	2.7%	1.1%	1.6%	146.7%	43.2%
Total	35.5%	28.7%	6.8%	26.5%	23.5%	3.0%	9.0%	5.3%	3.7%	71.1%	46.8%

***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 July 31, 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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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	Occup. Rate as of: July 31, 2013 (2013/14 season)	Occup. Rate as of: July 31, 2012 (2012/13 season)		
February		58.8%	47.5%	23.7%	11
March		53.2%	51.5%	3.3%	11
April		25.0%	41.9%	-40.2%	11
May		28.5%	27.7%	2.6%	11
June		48.6%	44.6%	9.0%	11
July	Historic Actual	69.5%	64.6%	7.6%	11
August	On the Books	56.1%	51.4%	9.1%	11
September		43.3%	27.1%	60.0%	11
October		20.2%	17.5%	15.4%	11
November		3.0%	7.2%	-58.6%	11
December		6.2%	4.8%	30.8%	11
January		9.0%	4.1%	121.0%	11
Grand total		36.4%	32.0%	13.7%	11
Historic months total		47.2%	46.3%	2.0%	11
On the Books months total		24.5%	18.6%	31.5%	11

AVERAGE DAILY RATE	<u>ADR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual ADR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	ADR as of: July 31, 2013 (2013/14 season)	ADR as of: July 31, 2012 (2012/13 season)		
February		\$279	\$260	7.0%	11
March		\$236	\$220	7.5%	11
April		\$169	\$172	-1.7%	11
May		\$158	\$153	3.5%	11
June		\$196	\$189	3.8%	11
July	Historic Actual	\$250	\$227	10.1%	11
August	On the Books	\$239	\$228	4.5%	11
September		\$211	\$185	14.2%	11
October		\$181	\$165	9.8%	11
November		\$168	\$137	22.0%	11
December		\$402	\$297	35.5%	11
January		\$277	\$291	-4.8%	11
Grand total		\$228	\$209	9.3%	11
Historic months total		\$227	\$209	8.5%	11
On the Books months total		\$231	\$208	11.1%	11

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	RevPAR as of: July 31, 2013 (2013/14 season)	RevPAR as of: July 31, 2012 (2012/13 season)		
February		\$164	\$124	32.4%	11
March		\$126	\$113	11.1%	11
April		\$42	\$72	-41.3%	11
May		\$45	\$42	6.2%	11
June		\$95	\$84	13.2%	11
July	Historic Actual	\$174	\$147	18.4%	11
August	On the Books	\$134	\$117	14.0%	11
September		\$92	\$50	82.7%	11
October		\$37	\$29	26.7%	11
November		\$5	\$10	-49.4%	11
December		\$25	\$14	77.2%	11
January		\$25	\$12	110.3%	11
Grand total		\$83	\$67	24.3%	11
Historic months total		\$107	\$97	10.6%	11
On the Books months total		\$57	\$39	46.1%	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of July 31, 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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OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 season)
		Occup. Rate as of: July 31, 2013 (2013 season)	Occup. Rate as of: July 31, 2012 (2012 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)					
May		28.5%	27.7%	2.6%	
June		48.6%	44.6%	9.0%	
July	Historic Actual	69.5%	64.6%	7.6%	
August	On the Books	56.1%	51.4%	9.1%	65.0%
September		43.3%	27.1%	60.0%	48.8%
October		20.2%	17.5%	15.4%	33.2%
Summer Total		44.9%	38.8%	15.8%	64.9%

AVERAGE DAILY RATE		<u>ADR: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 season)
		ADR as of: July 31, 2013 (2013 season)	ADR as of: July 31, 2012 (2012 season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)					
May		\$158	\$153	3.5%	
June		\$196	\$189	3.8%	
July	Historic Actual	\$250	\$227	10.1%	
August	On the Books	\$239	\$228	4.5%	\$222
September		\$211	\$185	14.2%	\$184
October		\$181	\$165	9.8%	\$149
Summer Total		\$217	\$202	7.6%	\$196

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 season)
		RevPAR as of: July 31, 2013 (2013 season)	RevPAR as of: July 31, 2012 (2012 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)					
May		\$45	\$42	6.2%	
June		\$95	\$84	13.2%	
July	Historic Actual	\$174	\$147	18.4%	
August	On the Books	\$134	\$117	14.0%	\$144
September		\$92	\$50	82.7%	\$90
October		\$37	\$29	26.7%	\$49
Summer Total		\$97	\$78	24.5%	\$93



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of July 31, 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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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: July 31, 2013 (2013/14 season)	Occup. Rate as of: July 31, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	3.0%	7.2%	-58.6%	24.8%
December	6.2%	4.8%	30.8%	43.2%
January	9.0%	4.1%	121.0%	51.5%
February				
March				
April				
Winter Total	6.3%	5.3%	18.3%	40.1%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: July 31, 2013 (2013/14 season)	ADR as of: July 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$168	\$137	22.0%	\$154
December	\$402	\$297	35.5%	\$306
January	\$277	\$291	-4.8%	\$262
February				
March				
April				
Winter Total	\$306	\$224	36.6%	\$256

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: July 31, 2013 (2013/14 season)	RevPAR as of: July 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$5	\$10	-49.4%	\$38
December	\$25	\$14	77.2%	\$132
January	\$25	\$12	110.3%	\$135
February				
March				
April				
Winter Total	\$19	\$12	61.6%	\$103

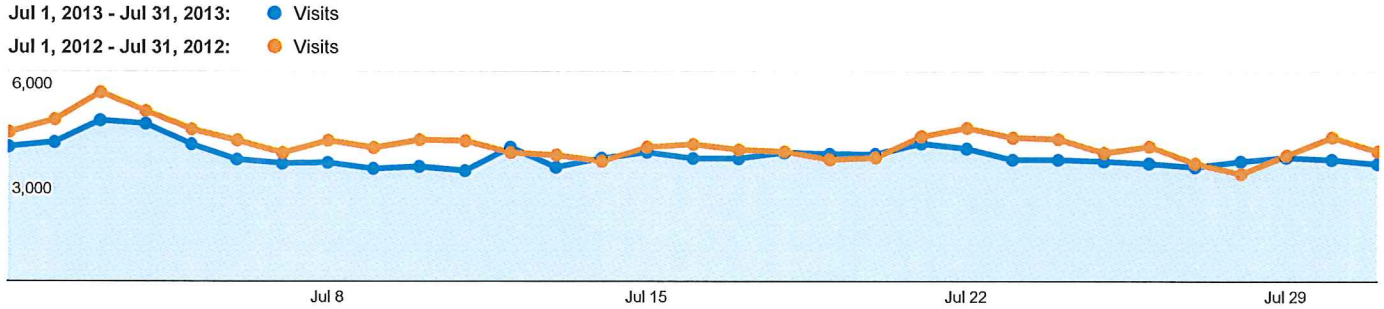
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Audience Overview

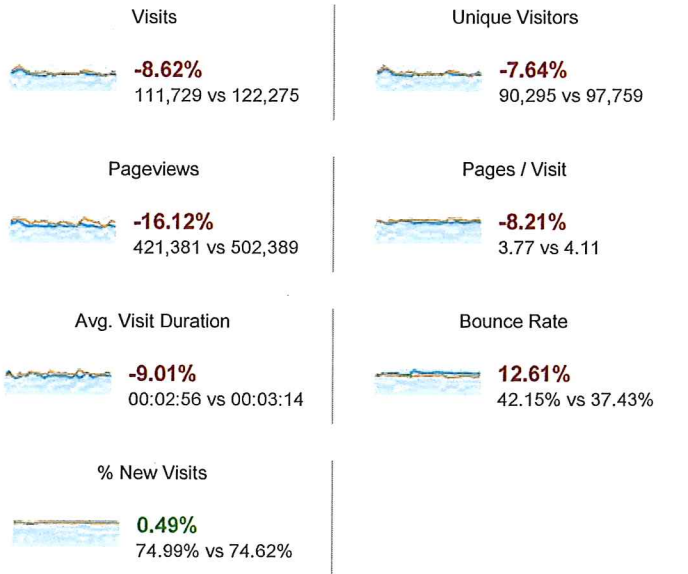
Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

change in % of visits: +0.00%

Overview

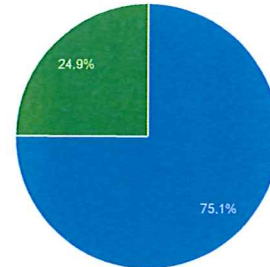


90,295 people visited this site

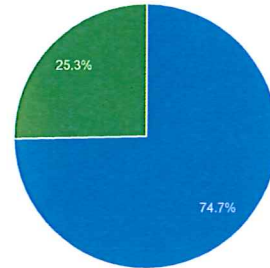


■ New Visitor ■ Returning Visitor

Jul 1, 2013 - Jul 31, 2013



Jul 1, 2012 - Jul 31, 2012



Language

	Visits	% Visits
1. en-us		
Jul 1, 2013 - Jul 31, 2013	105,596	94.51%
Jul 1, 2012 - Jul 31, 2012	110,661	90.50%
% Change	-4.58%	4.43%
2. en		
Jul 1, 2013 - Jul 31, 2013	2,219	1.99%
Jul 1, 2012 - Jul 31, 2012	7,485	6.12%
% Change	-70.35%	-67.56%
3. en-gb		
Jul 1, 2013 - Jul 31, 2013	655	0.59%
Jul 1, 2012 - Jul 31, 2012	716	0.59%

% Change	-8.52%	0.12%
4. de-de		
Jul 1, 2013 - Jul 31, 2013	399	0.36%
Jul 1, 2012 - Jul 31, 2012	378	0.31%
% Change	5.56%	15.52%
5. es-es		
Jul 1, 2013 - Jul 31, 2013	351	0.31%
Jul 1, 2012 - Jul 31, 2012	309	0.25%
% Change	13.59%	24.31%
6. pt-br		
Jul 1, 2013 - Jul 31, 2013	269	0.24%
Jul 1, 2012 - Jul 31, 2012	252	0.21%
% Change	6.75%	16.82%
7. es		
Jul 1, 2013 - Jul 31, 2013	215	0.19%
Jul 1, 2012 - Jul 31, 2012	290	0.24%
% Change	-25.86%	-18.86%
8. fr		
Jul 1, 2013 - Jul 31, 2013	181	0.16%
Jul 1, 2012 - Jul 31, 2012	250	0.20%
% Change	-27.60%	-20.77%
9. fr-fr		
Jul 1, 2013 - Jul 31, 2013	169	0.15%
Jul 1, 2012 - Jul 31, 2012	127	0.10%
% Change	33.07%	45.63%
10. zh-cn		
Jul 1, 2013 - Jul 31, 2013	162	0.14%
Jul 1, 2012 - Jul 31, 2012	141	0.12%
% Change	14.89%	25.74%

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www.GoTahoeNorth.com

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

Location

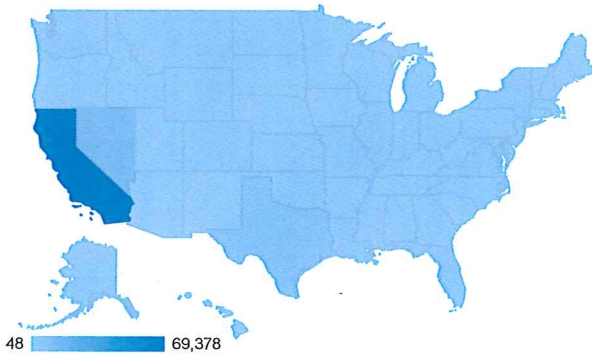
ALL » COUNTRY / TERRITORY: United States

change in % of visits: +0.54%

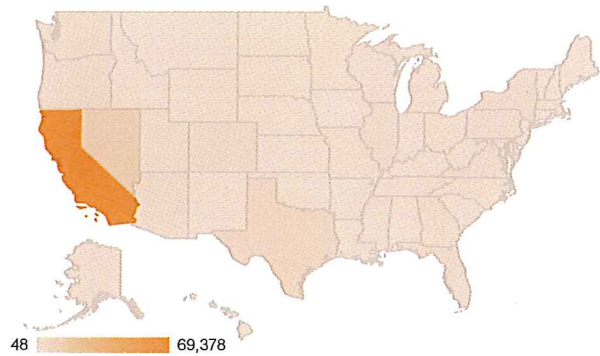
Map Overlay

Site Usage

Jul 1, 2013 - Jul 31, 2013



Jul 1, 2012 - Jul 31, 2012



Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	8.11% 106,346 vs 115,729	8.59% 3.77 vs 4.13	9.64% 00:02:57 vs 00:03:16	0.59% 74.59% vs 74.14%	13.29% 42.25% vs 37.29%
1. California					
Jul 1, 2013 - Jul 31, 2013	67,530	3.55	00:02:52	72.95%	44.41%
Jul 1, 2012 - Jul 31, 2012	69,378	3.89	00:03:07	72.17%	39.16%
% Change	-2.66%	-8.82%	-8.40%	1.09%	13.42%
2. Nevada					
Jul 1, 2013 - Jul 31, 2013	10,590	3.49	00:02:52	67.42%	41.94%
Jul 1, 2012 - Jul 31, 2012	10,780	3.74	00:03:23	64.12%	39.93%
% Change	-1.76%	-6.67%	-15.07%	5.15%	5.03%
3. Texas					
Jul 1, 2013 - Jul 31, 2013	3,654	4.68	00:03:13	80.35%	34.15%
Jul 1, 2012 - Jul 31, 2012	4,606	4.96	00:04:09	78.96%	30.05%
% Change	-20.67%	-5.58%	-22.61%	1.76%	13.67%
4. New York					
Jul 1, 2013 - Jul 31, 2013	1,675	3.44	00:02:19	85.19%	47.70%
Jul 1, 2012 - Jul 31, 2012	2,260	4.17	00:03:16	82.04%	35.62%
% Change	-25.88%	-17.52%	-28.97%	3.85%	33.92%
5. Florida					
Jul 1, 2013 - Jul 31, 2013	1,611	3.87	00:02:42	83.49%	43.02%
Jul 1, 2012 - Jul 31, 2012	1,806	4.69	00:03:30	83.22%	34.94%
% Change	-10.80%	-17.39%	-22.77%	0.32%	23.12%

6. Illinois						
Jul 1, 2013 - Jul 31, 2013	1,552	4.47	00:03:05	79.51%	35.70%	
Jul 1, 2012 - Jul 31, 2012	1,954	4.72	00:03:51	80.40%	31.47%	
% Change	-20.57%	-5.24%	-19.63%	-1.11%	13.41%	
7. Washington						
Jul 1, 2013 - Jul 31, 2013	1,527	4.53	00:03:21	81.20%	33.92%	
Jul 1, 2012 - Jul 31, 2012	1,661	4.78	00:03:39	81.22%	30.58%	
% Change	-8.07%	-5.24%	-8.46%	-0.01%	10.92%	
8. Arizona						
Jul 1, 2013 - Jul 31, 2013	1,302	4.37	00:03:08	79.03%	36.25%	
Jul 1, 2012 - Jul 31, 2012	1,506	4.86	00:03:34	79.68%	31.21%	
% Change	-13.55%	-10.19%	-12.02%	-0.81%	16.16%	
9. Colorado						
Jul 1, 2013 - Jul 31, 2013	1,223	4.51	00:03:33	75.47%	36.71%	
Jul 1, 2012 - Jul 31, 2012	1,256	4.83	00:03:47	76.99%	29.62%	
% Change	-2.63%	-6.63%	-6.10%	-1.97%	23.96%	
10. Oregon						
Jul 1, 2013 - Jul 31, 2013	1,172	4.75	00:03:59	79.18%	32.34%	
Jul 1, 2012 - Jul 31, 2012	1,427	4.69	00:03:40	76.80%	32.87%	
% Change	-17.87%	1.27%	8.52%	3.09%	-1.61%	

Rows 1 - 10 of 52

http://www.GoTahoeNorth.com - http://www.gotahoenorth.com
www.GoTahoeNorth.com

Location

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

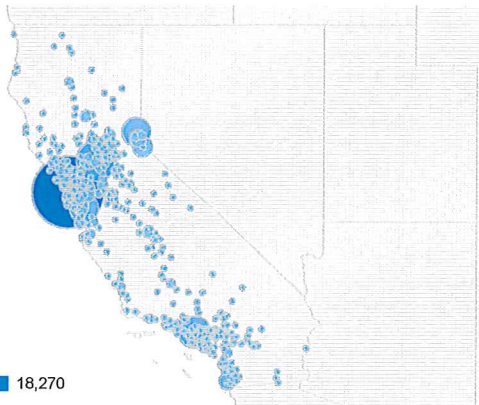
ALL » COUNTRY / TERRITORY: United States » REGION: California

change in % of visits: +3.70%

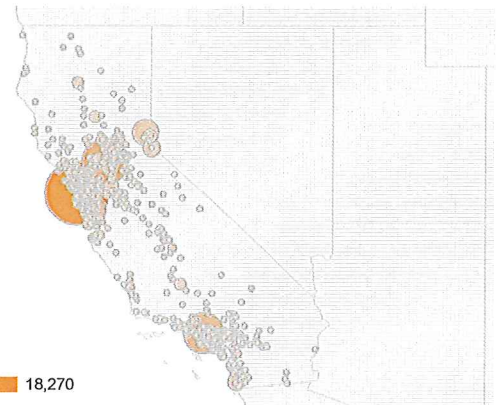
Map Overlay

Site Usage

Jul 1, 2013 - Jul 31, 2013



Jul 1, 2012 - Jul 31, 2012



City	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	2.66% 67,530 vs 69,378	8.82% 3.55 vs 3.89	8.40% 00:02:52 vs 00:03:07	1.09% 72.95% vs 72.17%	13.42% 44.41% vs 39.16%
1. San Francisco					
Jul 1, 2013 - Jul 31, 2013	18,270	2.83	00:02:11	73.17%	52.07%
Jul 1, 2012 - Jul 31, 2012	14,107	3.30	00:02:39	72.35%	44.69%
% Change	29.51%	-14.49%	-17.85%	1.13%	16.51%
2. Sacramento					
Jul 1, 2013 - Jul 31, 2013	6,000	3.40	00:02:54	68.55%	43.70%
Jul 1, 2012 - Jul 31, 2012	6,984	3.61	00:03:16	65.22%	39.66%
% Change	-14.09%	-6.05%	-11.37%	5.10%	10.18%
3. Los Angeles					
Jul 1, 2013 - Jul 31, 2013	3,585	3.83	00:03:09	77.43%	43.26%
Jul 1, 2012 - Jul 31, 2012	5,440	3.37	00:02:38	74.87%	44.41%
% Change	-34.10%	13.67%	19.41%	3.42%	-2.59%
4. Truckee					
Jul 1, 2013 - Jul 31, 2013	3,124	2.97	00:02:31	60.18%	46.35%
Jul 1, 2012 - Jul 31, 2012	2,391	3.17	00:02:27	59.85%	45.88%
% Change	30.66%	-6.19%	2.71%	0.55%	1.03%
5. San Jose					
Jul 1, 2013 - Jul 31, 2013	2,678	3.89	00:03:25	73.26%	42.01%
Jul 1, 2012 - Jul 31, 2012	2,453	4.17	00:03:42	76.15%	36.81%
% Change	9.17%	-6.81%	-7.45%	-3.79%	14.12%

6. South Lake Tahoe						
Jul 1, 2013 - Jul 31, 2013	1,261	2.85	00:02:14	66.38%	48.53%	
Jul 1, 2012 - Jul 31, 2012	1,049	2.98	00:02:11	70.16%	45.76%	
% Change	20.21%	-4.47%	2.01%	-5.40%	6.06%	
7. Tahoe City						
Jul 1, 2013 - Jul 31, 2013	1,009	3.55	00:03:36	45.49%	42.42%	
Jul 1, 2012 - Jul 31, 2012	94	3.53	00:02:28	47.87%	36.17%	
% Change	973.40%	0.49%	46.02%	-4.98%	17.27%	
8. San Diego						
Jul 1, 2013 - Jul 31, 2013	955	3.99	00:02:57	75.39%	43.14%	
Jul 1, 2012 - Jul 31, 2012	955	4.27	00:03:35	74.24%	37.49%	
% Change	0.00%	-6.69%	-17.78%	1.55%	15.08%	
9. Roseville						
Jul 1, 2013 - Jul 31, 2013	899	4.02	00:03:32	77.64%	39.82%	
Jul 1, 2012 - Jul 31, 2012	889	4.16	00:02:51	72.78%	35.88%	
% Change	1.12%	-3.25%	23.73%	6.68%	10.98%	
10. Oakland						
Jul 1, 2013 - Jul 31, 2013	876	3.79	00:02:55	75.00%	43.72%	
Jul 1, 2012 - Jul 31, 2012	934	4.72	00:03:28	76.77%	31.37%	
% Change	-6.21%	-19.58%	-15.55%	-2.30%	39.37%	

Rows 1 - 10 of 633

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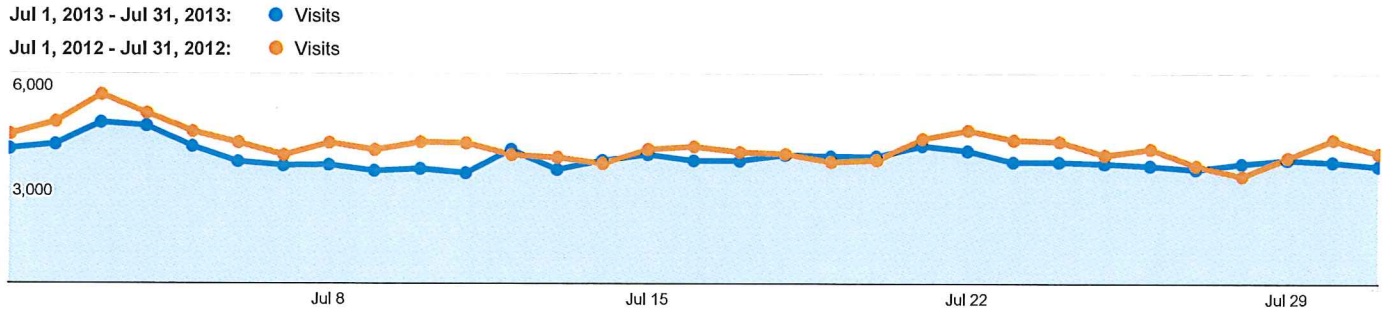
http://www.GoTahoeNorth.com - http://www.gotahoenorth.com
www.GoTahoeNorth.com

Traffic Sources Overview

Jul 1, 2013 - Jul 31, 2013
Compare to: Jul 1, 2012 - Jul 31, 2012

change in % of visits: +0.00%

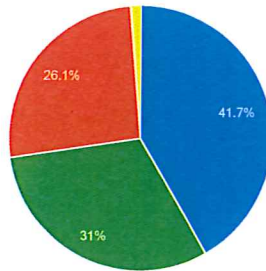
Overview



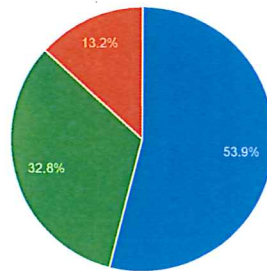
111,729 people visited this site

Search Traffic Referral Traffic Direct Traffic Campaigns

Jul 1, 2013 - Jul 31, 2013



Jul 1, 2012 - Jul 31, 2012



Keyword	Visits	% Visits
1. (not provided)		
Jul 1, 2013 - Jul 31, 2013	17,697	38.01%
Jul 1, 2012 - Jul 31, 2012	9,664	14.66%
% Change	83.12%	159.27%
2. north lake tahoe		
Jul 1, 2013 - Jul 31, 2013	897	1.93%
Jul 1, 2012 - Jul 31, 2012	1,750	2.65%
% Change	-48.74%	-27.43%
3. kings beach lake tahoe		
Jul 1, 2013 - Jul 31, 2013	633	1.36%
Jul 1, 2012 - Jul 31, 2012	1,004	1.50%

Jul 1, 2012 - Jul 31, 2012	1,001	1.92%
% Change	-36.76%	-10.47%
4. kings beach tahoe		
Jul 1, 2013 - Jul 31, 2013	448	0.96%
Jul 1, 2012 - Jul 31, 2012	881	1.34%
% Change	-49.15%	-28.00%
5. incline village		
Jul 1, 2013 - Jul 31, 2013	385	0.83%
Jul 1, 2012 - Jul 31, 2012	1,522	2.31%
% Change	-74.70%	-64.19%
6. kings beach		
Jul 1, 2013 - Jul 31, 2013	318	0.68%
Jul 1, 2012 - Jul 31, 2012	628	0.95%
% Change	-49.36%	-28.31%
7. north lake tahoe hotels		
Jul 1, 2013 - Jul 31, 2013	317	0.68%
Jul 1, 2012 - Jul 31, 2012	912	1.38%
% Change	-65.24%	-50.79%
8. lake tahoe		
Jul 1, 2013 - Jul 31, 2013	262	0.56%
Jul 1, 2012 - Jul 31, 2012	1,727	2.62%
% Change	-84.83%	-78.52%
9. tahoe city		
Jul 1, 2013 - Jul 31, 2013	217	0.47%
Jul 1, 2012 - Jul 31, 2012	406	0.62%
% Change	-46.55%	-24.33%
10. incline village lake tahoe		
Jul 1, 2013 - Jul 31, 2013	196	0.42%
Jul 1, 2012 - Jul 31, 2012	298	0.45%
% Change	-34.23%	-6.88%

[view full report](#)

PROPERTY REFERRALS - (Alpha Listing)	REFERRALS
7-Pines Motel	64
Agate Bay Realty Vacation Rentals	95
Agate Bay Realty Vacation Rentals Cool Deals	99
Alpine Rental Group	30
Americas Best Value Inn Tahoe City	105
Aviva Inn	63
Brockway Springs Resort	219
Cal Neva Resort Casino Hotel	148
Cal Neva Resort Casino Hotel Cool Deals	314
Cedar Glen Lodge	481
Chalet de Huttlinger	27
Chaney House	74
Chinquapin / Packard Realty	8
Club Tahoe Resort	35
Constellation Residences at Northstar	66
Cottage Inn at Lake Tahoe	190
Ferrari's Crown Resort	167
Firelite Lodge	57
Firelite Lodge Cool Deals	133
First Accommodations, Inc.	109
Franciscan Lakeside Lodge	149
Goldfish Properties	87
Granlibakken Conference Center & Resort	144
Granlibakken Conference Center & Resort Cool Deals	15
Hauserman Rental Group	106
Holiday House	113
Hyatt Regency Lake Tahoe Resort, Spa and Casino	518
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	21
Ice Lakes Lodge at Royal Gorge XC Ski Resort	26
Incline at Tahoe Realty	74
Incline Vacation Rentals	110
Kingswood Village Vacation Rentals	51
Lake Tahoe Accommodations	30
Lake Tahoe Accommodations.	80
Lake Tahoe Deluxe Vacation Rentals	63
LakeFrontHouse.com	61
Martis Valley Associates Property Rentals	5
Meeks Bay Resort & Marina	110
Mother Natures Inn	68
Mourelatos Lakeshore Resort	222
North Tahoe Rental Company	67
Northstar Condominiums	72
Northstar Mountain Home Vacation Rentals	38
Northstar Resort	219
Northstar Resort Cool Deals	456

Olympic Village Inn	81
Painted Rock Lodge	89
Parkside Inn at Incline	125
PepperTree Inn	115
PlumpJack Squaw Valley Inn	110
Pullen Realty Group	19
Rainbow Lodge	5
Red Wolf Lakeside Lodge	69
Red Wolf Lodge at Squaw Valley	25
RedAwning.com Vacation Rentals	12
Resort at Squaw Creek	145
Resort at Squaw Creek Cool Deals	545
River Ranch Lodge and Restaurant	101
River Ranch Lodge and Restaurant Cool Deals	6
Rockwood Lodge	19
Rustic Cottage Inn	3
Rustic Cottages	88
Shooting Star Bed & Breakfast	77
Shore House at Lake Tahoe	139
Sierra Mountain Properties	8
Sierra Vacation Rentals/Sales	71
Sierra Vacation Rentals/Sales Cool Deals	61
Squaw Valley Lodge	53
Squaw Valley Lodge Cool Deals	11
Stanford Alpine Chalet	56
Stanford Alpine Chalet Cool Deals	22
Stay In Lake Tahoe	118
Stevenson's Holliday Inn	123
Sunnyside Restaurant & Lodge	318
Tahoe Biltmore Lodge & Casino	179
Tahoe Biltmore Lodge & Casino Cool Deals	53
Tahoe City Inn	89
Tahoe Edgelake Beach Club	36
Tahoe Exclusive Properties - Carr Long Real Estate	27
Tahoe Exclusive Vacation Rentals	31
Tahoe Getaways Vacation Rentals	179
Tahoe Luxury Properties	104
Tahoe Luxury Properties Cool Deals	151
Tahoe Marina Lodge	101
Tahoe Moon Properties	194
Tahoe Mountain Club	64
Tahoe Mountain Resorts Lodging	85
Tahoe Mountain Resorts Lodging Cool Deals	287
Tahoe North Shore Lodge	24
Tahoe Sands Resort	61
Tahoe Signature Properties	104
Tahoe Tavern Properties	22

Tahoe Vista Lodge and Cabins	78
Tahoe Vistana Inn	70
Tahoe Woodside Vacation Rentals	68
TahoeRentals.com ~ Wells and Bennett Realtors	92
Tahoma Lodge	58
Tahoma Meadows Bed & Breakfast Cottages	167
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	15
Tamarack Lodge	17
The Border House	79
The Lodge at Sugar Bowl	47
The Ritz-Carlton, Lake Tahoe	175
The Ritz-Carlton, Lake Tahoe Cool Deals	222
The Village at Squaw Valley	109
The Village at Squaw Valley Cool Deals	223
VACA North Tahoe	345
Vacasa Rentals	163
Vacation Station, Inc.	65
Vacation Tahoe by O'Neal Brokers	46
Waters of Tahoe Properties	146
Wells and Bennett Realtors	2
West Lake Properties at Tahoe	51
West Shore Cafe & Inn	137
TOTALS	12169

JULY PROPERTY REFERRALS - (Totals Listing)	REFERRALS
Resort at Squaw Creek Cool Deals	545
Hyatt Regency Lake Tahoe Resort, Spa and Casino	518
Cedar Glen Lodge	481
Northstar Resort Cool Deals	456
VACA North Tahoe	345
Sunnyside Restaurant & Lodge	318
Cal Neva Resort Casino Hotel Cool Deals	314
Tahoe Mountain Resorts Lodging Cool Deals	287
The Village at Squaw Valley Cool Deals	223
Mourelatos Lakeshore Resort	222
The Ritz-Carlton, Lake Tahoe Cool Deals	222
Brockway Springs Resort	219
Northstar Resort	219
Tahoe Moon Properties	194
Cottage Inn at Lake Tahoe	190
Tahoe Biltmore Lodge & Casino	179
Tahoe Getaways Vacation Rentals	179
The Ritz-Carlton, Lake Tahoe	175
Ferrari's Crown Resort	167
Tahoma Meadows Bed & Breakfast Cottages	167
Vacasa Rentals	163
Tahoe Luxury Properties Cool Deals	151
Franciscan Lakeside Lodge	149
Cal Neva Resort Casino Hotel	148
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Stevenson's Holliday Inn	123
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PepperTree Inn	115
Holiday House	113
Incline Vacation Rentals	110
Meeks Bay Resort & Marina	110
PlumpJack Squaw Valley Inn	110
First Accommodations, Inc.	109
The Village at Squaw Valley	109
Hauserman Rental Group	106
Americas Best Value Inn Tahoe City	105
Tahoe Luxury Properties	104
Tahoe Signature Properties	104
River Ranch Lodge and Restaurant	101

Tahoe Marina Lodge	101
Agate Bay Realty Vacation Rentals Cool Deals	99
Agate Bay Realty Vacation Rentals	95
TahoeRentals.com ~ Wells and Bennett Realtors	92
Painted Rock Lodge	89
Tahoe City Inn	89
Rustic Cottages	88
Goldfish Properties	87
Tahoe Mountain Resorts Lodging	85
Olympic Village Inn	81
Lake Tahoe Accommodations.	80
The Border House	79
Tahoe Vista Lodge and Cabins	78
Shooting Star Bed & Breakfast	77
Chaney House	74
Incline at Tahoe Realty	74
Northstar Condominiums	72
Sierra Vacation Rentals/Sales	71
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Red Wolf Lakeside Lodge	69
Mother Natures Inn	68
Tahoe Woodside Vacation Rentals	68
North Tahoe Rental Company	67
Constellation Residences at Northstar	66
Vacation Station, Inc.	65
7-Pines Motel	64
Tahoe Mountain Club	64
Aviva Inn	63
Lake Tahoe Deluxe Vacation Rentals	63
LakeFrontHouse.com	61
Sierra Vacation Rentals/Sales Cool Deals	61
Tahoe Sands Resort	61
Tahoma Lodge	58
Firelite Lodge	57
Stanford Alpine Chalet	56
Squaw Valley Lodge	53
Tahoe Biltmore Lodge & Casino Cool Deals	53
Kingswood Village Vacation Rentals	51
West Lake Properties at Tahoe	51
The Lodge at Sugar Bowl	47
Vacation Tahoe by O'Neal Brokers	46
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River Ranch Lodge and Restaurant Cool Deals	6
Martis Valley Associates Property Rentals	5
Rainbow Lodge	5
Rustic Cottage Inn	3
Wells and Bennett Realtors	2
TOTALS	12169

And
up we
go.



June 2013
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport

July 16, 2013





U.S. DOMESTIC INDUSTRY OVERVIEW FOR JUNE 2013
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	87.5%, Up 0.2 pts.
Number of Flights *:	Down 1.0%
Capacity of Seats *:	Up 1.0%
Crude Oil **:	\$95.77 per barrel in June 2013 vs. \$83.22 per barrel in June 2012

RNO OVERVIEW FOR JUNE 2013 – year over year comparison

Total Passengers:	Up 1.1%
Avg. Enplaned Load Factor:	85.1% Down (0.3) pts.
Passenger Flights:	Down (7.5%)
Total Seats:	Down (3.1%)
Total Cargo:	Down (3.2%)

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

HIGHLIGHTS

June 2013 vs. June 2012

Total Passengers
Up 1.1%

Enplaned Passengers
Up 0.5%

Deplaned Passengers
Up 1.4%

**Average Enplaned Load
Factor**
85.1%, Down (0.3) points

Total Cargo
Down (3.2%)

JUNE 2013 SUMMARY

Reno-Tahoe International Airport (RNO) served 328,755 passengers in June 2013, an increase of 1.1% versus the same period last year. The United States Bowling Congress (USBC) combined men's and women's tournaments helped to drive the increase in passenger traffic in June.

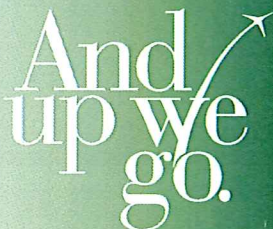
Year-to-date, RNO has served 1,733,280 passengers, an increase of 2.1% versus the same period last year. Including the adjustment for the extra day in February 2012, due to the leap year, year-over-year traffic at RNO has experienced six consecutive months of traffic increases, the first time since late 2010.

With respect to Air Cargo, RNO handled 9,001,339 pounds of cargo in June 2013, a decrease of 3.2% versus June 2012. Based on preliminary reports, overall retail sales in the U.S. remained relatively flat, increasing only 0.4% in June 2013 versus June 2012, only half the expected rate of growth. Despite the slight decline, the year-over-year cargo volume has been up for nine of the last twelve months.

For the first six months of 2013, RNO handled 55,401,512 pounds of cargo, an increase of 3.4% versus the same period in 2012.

In June 2013, RNO was served by seven major airlines providing 62 nonstop departures each day to 15 destinations. RNO reported a (3.1%) decrease in total seats versus June 2012, whereas, total flights were down (7.5%) for the same period. The U.S. airlines continue to adjust capacity by eliminating less profitable routes and downgauging aircraft size on certain routes, aligning it more closely with passenger demand to offset high operating costs, especially as the price of oil rises.

Allegiant Air, however, began twice weekly non-stop flights between Reno and Las Vegas on February 1, 2013. The flights are timed to meet the needs of both leisure



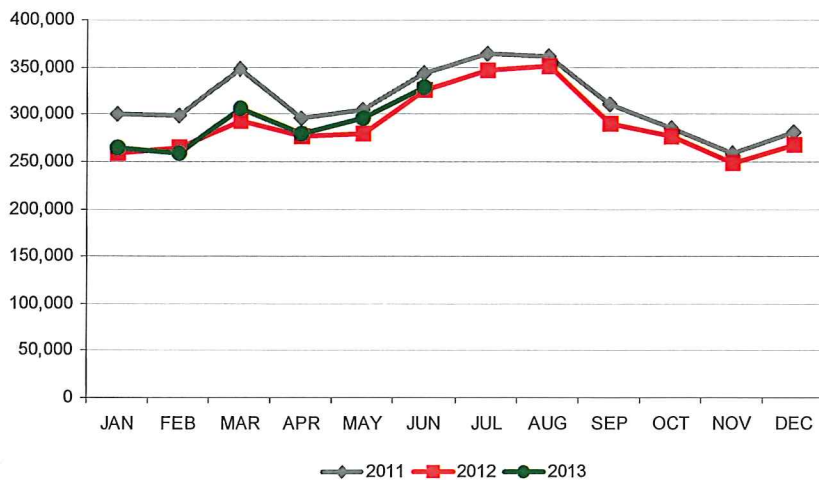


and business travelers alike. Five months into service at RNO, the route continues to report an average load factor of 90% or greater. Allegiant also added twice weekly flights to and from Bellingham, WA, which serves as an alternate airport for the Vancouver, British Columbia area. The service began June 6th and operates each Thursday and Sunday.

Alaska Airlines began two non-stop daily flights between Reno and San Jose in June 2012, providing outstanding connections to the entire Alaska network each day. In addition, Alaska has announced that it will begin nonstop service between Portland, OR and Reno-Tahoe, effective November 8th. The daily flight will be operated utilizing a 76-seat Q400 aircraft.

In June 2013, the average enplaned load factor for scheduled airlines was 85.1%, down only slightly at (0.3) load factor points compared to June of the prior year. Carriers continue to utilize capacity discipline in order to sell as many of the available seats as possible, forcing load factors to continually increase.

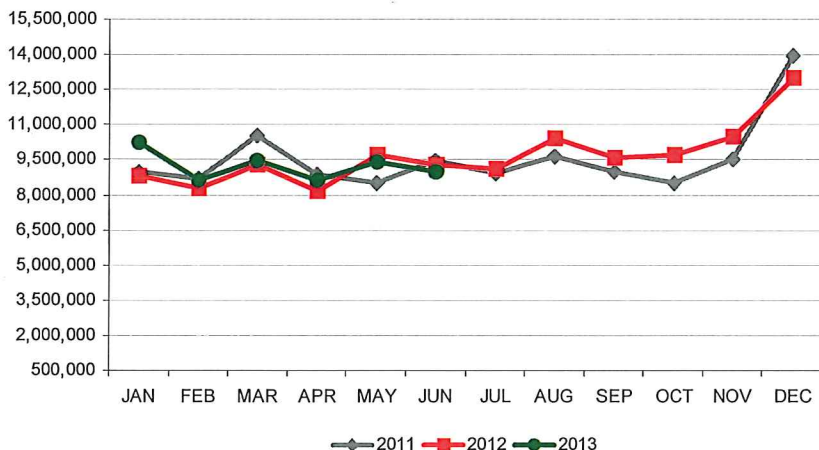
Total Passengers



TOTAL PASSENGERS

In June 2013, total passenger traffic at RNO increased 1.1% versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to both Las Vegas and Bellingham, WA. With increased service to Los Angeles, American Airlines' passenger traffic grew 5.4% for the same period. United reported an increase of 3.5% while Alaska Air edged up 1.1%. Both Southwest and US Airways traffic experienced slight softening, with decreases of (1.1%) and (1.4%), respectively. Delta Air Lines' year-over-year passenger traffic decreased by (8.4%), partially due to the elimination of non-stop flights to Minneapolis and reduced capacity to Salt Lake City.

Total Cargo

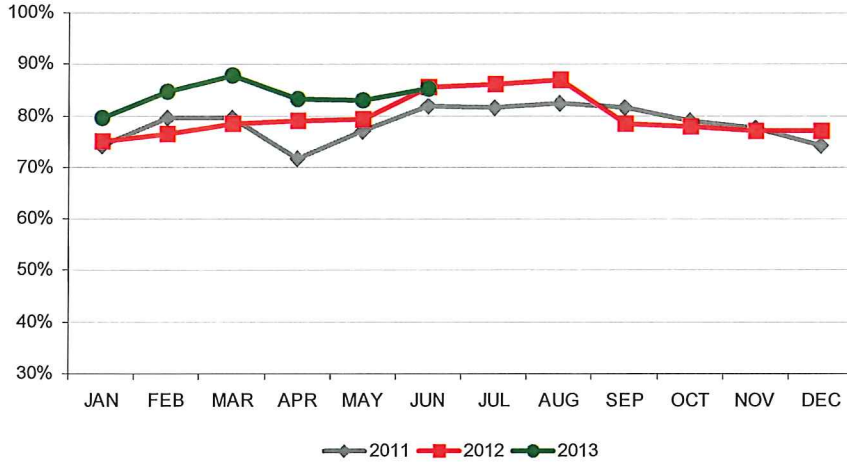


TOTAL CARGO

Total cargo volume at RNO decreased (3.2%) in June 2013 versus the same period last year. The year-over-year cargo volumes from FedEx remained relatively flat at 0.1%. Ameriflight and UPS decreased (8.6%) and (9.2%) respectively. However, air cargo has increased nine out of the last twelve months and remains at an increase of 3.4% for the year.

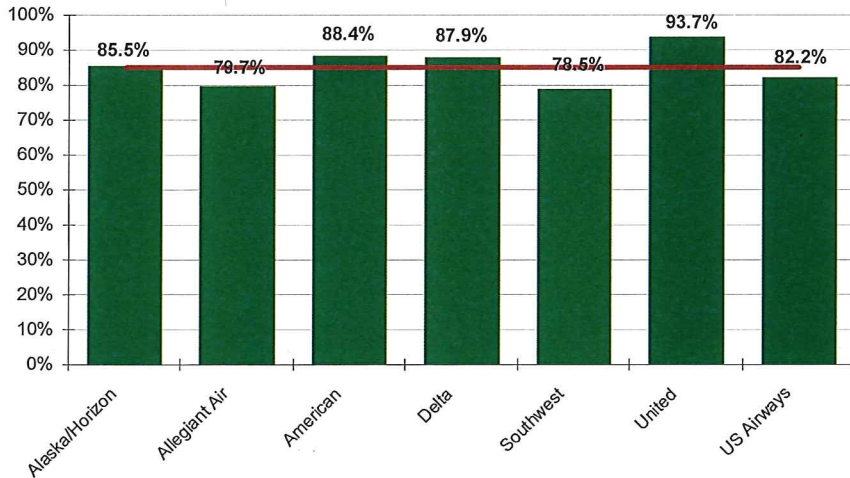


Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska	85.5%	87.1%	(1.6)
Allegiant Air	79.7%	90.6%	(10.9)
American	88.4%	86.9%	1.5
Delta	87.9%	87.5%	0.4
Southwest	78.5%	85.0%	(6.5)
United	93.7%	87.7%	6.0
US Airways	82.2%	87.8%	(5.6)

Enplaned Load Factors by Airlines

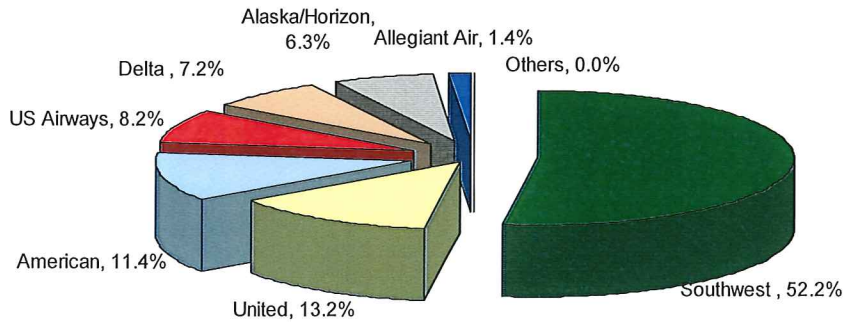


AIRLINE LOAD FACTORS

In June 2013, the average enplaned load factor at RNO was 85.1%, a slight decrease of (0.3) load factor points versus last year.



Air Carrier Market Share



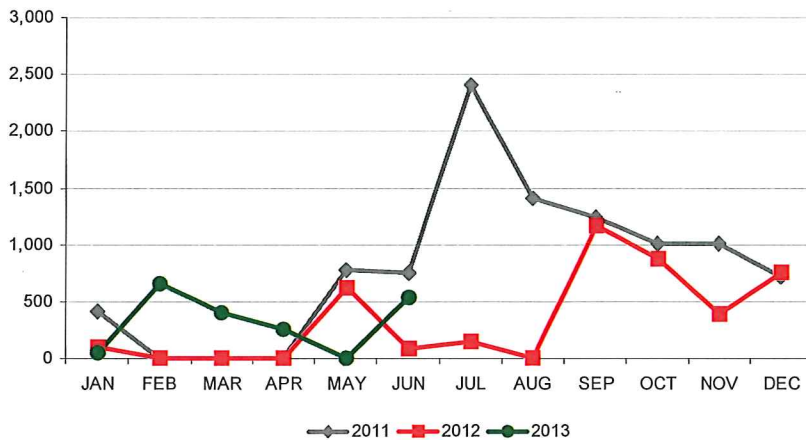
AIRLINE MARKET SHARE

In June 2013, Southwest Airlines carried a total of 171,520 passengers resulting in a market share of 52.2%. The next highest market share was United Airlines at 13.2% followed by American Airlines with 11.4%, US Airways with 8.2%, Delta Air Lines at 7.2%, Alaska Airlines carried 6.3% and Allegiant Air rounded out the carriers with 1.4% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Jun-13	Jun-12	YOY Change
Alaska/Horizon	6.3%	6.3%	(0.0)
Allegiant Air	1.4%	0.0%	1.4
American	11.4%	11.0%	0.5
Delta	7.2%	8.0%	(0.7)
Southwest	52.2%	53.3%	(1.2)
United	13.2%	12.9%	0.3
US Airways	8.2%	8.4%	(0.2)
Others	0.0%	0.0%	(0.0)

Total Domestic Charter Passengers

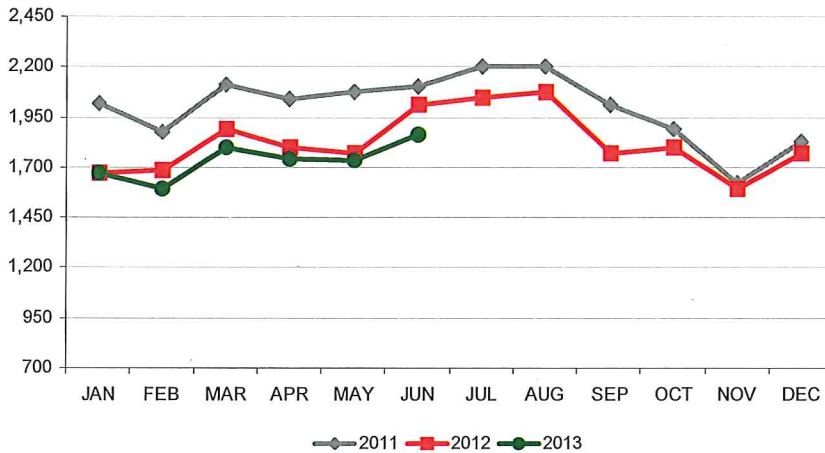


DOMESTIC CHARTER PASSENGERS

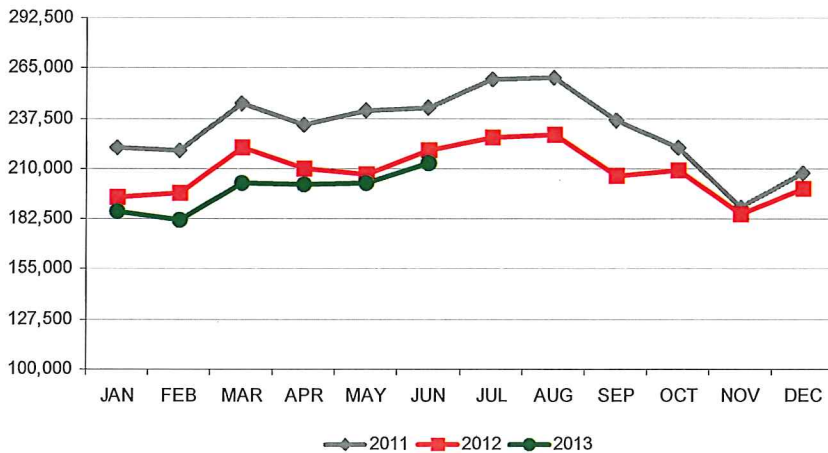
During the month of June 2013, 532 domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 82 charter passengers in June 2012.



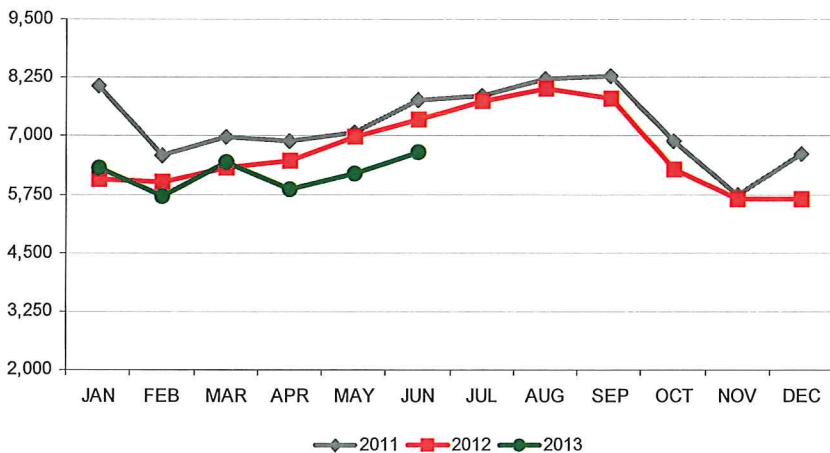
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

- Started twice daily non-stop service to San Jose in June 2012.

Allegiant Air

- Started twice weekly non-stop service to Las Vegas in February 2013.
- Began twice weekly flights to Bellingham effective June 6th, 2013.

American Airlines

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day in August 2012.
- Seasonally increased the number of daily flights to Dallas/Ft. Worth from two to three.

Southwest Airlines

- Eliminated non-stop service to Salt Lake City in January 2013.
- Operated non-stop daily flights to Ontario, CA for two months, starting January 2013.
- Eliminated non-stop service to Oakland in June 2013.

United Airlines

- Resumed its seasonal service to Houston, TX effective June 6th, which will continue through August 26th.
- Added a third daily flight to Denver, with a timeframe similar to that of Houston.
- Added one additional San Francisco frequency, also effective June 6th.

TOTAL OPERATIONS

A total of 6,633 operations occurred at RNO in June 2013, down (9.5%) versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers						
June-13						
	Passengers		YOY % Change	Passengers		YOY % Change
	2011	2012		2013		
JAN	300,125	259,012	-13.7%	264,265		2.0%
FEB	299,090	265,017	-11.4%	259,299		-2.2%
MAR	348,583	292,939	-16.0%	306,049		4.5%
1st Quarter	947,798	816,968	-13.8%	829,613		1.5%
APR	295,537	275,926	-6.6%	279,418		1.3%
MAY	304,220	279,857	-8.0%	295,494		5.6%
JUN	343,054	325,260	-5.2%	328,755		1.1%
2nd Quarter	942,811	881,043	-6.6%	903,667		2.6%
JUL	364,849	347,060	-4.9%			
AUG	361,348	350,934	-2.9%			
SEP	311,031	290,311	-6.7%			
3rd Quarter	1,037,228	988,305	-4.7%			
OCT	285,490	277,030	-3.0%			
NOV	259,425	248,067	-4.4%			
DEC	281,403	267,739	-4.9%			
4th Quarter	826,318	792,836	-4.1%			
TOTAL	3,754,155	3,479,152	-7.3%			
YTD Total		1,698,011		1,733,280		2.1%

Total Scheduled Enplaned Passengers				
June-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563		
AUG	178,906	173,097		
SEP	158,663	149,113		
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
TOTAL	1,873,627	1,737,376		
YTD Total		849,702	865,969	1.9%

Total Cargo						
June-13						
	2011	2012	YOY % Change	2013		YOY % Change
	Cargo in Pounds			Pounds	Metric Tons	
JAN	8,959,543	8,813,491	-1.6%	10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%	8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%	9,457,376	4,289	1.6%
1st Quarter	28,147,310	26,392,250	-6.2%	28,362,729	12,863	7.5%
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%	9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%	9,001,339	4,082	-3.2%
2nd Quarter	26,818,156	27,184,617	1.4%	27,038,783	12,262	-0.5%
JUL	8,932,737	9,096,013	1.8%			
AUG	9,646,833	10,398,754	7.8%			
SEP	8,958,988	9,573,812	6.9%			
3rd Quarter	27,538,558	29,068,579	5.6%			
OCT	8,527,399	9,677,334	13.5%			
NOV	9,494,432	10,469,628	10.3%			
DEC	13,928,256	13,007,942	-6.6%			
4th Quarter	31,950,087	33,154,904	3.8%			
TOTAL	114,454,111	115,800,350	1.2%			
YTD Total		53,576,867		55,401,512	25,125	3.4%

Total Deplaned Passengers				
June-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432		
AUG	181,611	177,837		
SEP	151,844	140,626		
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
TOTAL	1,875,588	1,739,550		
YTD Total		847,612	866,229	2.2%

Enplaned Passengers & Load Factor				
	Enplaned PAX	Jun-13	Jun-12	Diff.
Alaska/Horizon	10,200	85.5%	77.8%	7.6
Allegiant Air	2,248	79.7%	n/a	n/a
American	18,422	88.4%	92.7%	-4.2
Delta	12,084	87.9%	88.9%	-1.0
Southwest	84,718	78.5%	71.2%	7.3
United	21,895	93.7%	90.5%	3.2
US Airways	13,257	82.2%	91.3%	-9.2

Source: RNO Monthly Flight Activity Reports

Monthly Report July 2013
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/13:	\$1,966,190	\$1,108,245	77%
Forecasted Commission for this Revenue:	\$143,057	\$48,273	196%
Number of Room Nights:	11671	6820	71%
Number of Delegates:	6647	3085	115%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	96	69	39%

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	6	9	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
Booked Group Types:	4 Assoc., 6 Smf, 1 Govt.	5 Corp, 1 Assoc, 3 Smf	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>July-13</u>	* Est.	<u>July-12</u>	
Number of Groups:	12		2	
Revenue Arrived:	\$203,900		\$82,912	146%
Projected Commission:	\$6,063		\$0	
Room Nights:	1686		426	296%
Number of Delegates:	1190		192	520%
Arrived Group Types:	4 Assoc, 6 Smf, 1 Govt.		1 Corp, 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

For 2014/15:	\$1,486,282	(Goal) \$2,000,000
For 2015/16:	\$3,714,507	\$4,000,000

NUMBER OF LEADS Generated as o 7/30/13:

Total Number of Leads Generated in Previous Years:	17
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report July 2013

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/13:	\$468,203	\$200,611	133%
Forecasted Commission for this Revenue:	\$2,495	\$13,070	-81%
Number of Room Nights:	4817	2075	132%
Number of Delegates:	1465	1500	-2%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>*Est.</u>	<u>July-12</u>
Number of Groups:	5		1
Revenue Arrived:	\$55,323		\$10,103
Projected Commission:	\$968		\$1,515
Room Nights:	387		60
Number of Delegates:	240		40
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf		1 Smerf

NUMBER OF LEADS Generated as of 7/30/13: 17

Total Number of Leads Generated in Previous Years:

2012/13:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

NORTH SHORE 1 QUARTER - FY.2013/14							
Jul-13							
Groups Booked: 6							
Placer County:	5	Room Nights:	303	Delegates:	298	Revenue:	\$31,811
Washoe County:	1	Room Nights:	66	Delegates:	30	Revenue:	\$13,602
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 12							
Placer County:	7	Room Nights:	654	Delegates:	561	Revenue:	\$88,034
Washoe County:	4	Room Nights:	882	Delegates:	429	Revenue:	\$97,101
Nevada County:	1	Room Nights:	150	Delegates:	200	Revenue:	\$18,765
		* Estimated					
Aug-13							
Groups Booked: 0							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Sep-13							
Groups Booked: 0							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:	0	Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Quarter totals by county:							
Groups Booked: 6							
Placer County:	5	Room Nights:	303	Delegates:	298	Revenue:	\$31,811
Washoe County:	1	Room Nights:	66	Delegates:	30	Revenue:	\$13,602
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
TOTAL:	6		369	Delegates:	328		\$45,413
Groups Arrived: 12							
Placer County:	7	Room Nights:	654	Delegates:	561	Revenue:	\$88,034
Washoe County:	4	Room Nights:	882	Delegates:	429	Revenue:	\$97,101
Nevada County:	1	Room Nights:	150	Delegates:	200	Revenue:	\$18,765
TOTAL:	12		1686		1190		\$203,900