

**north lake tahoe**

Chamber | CVB | Resort Association

August 2014

Marketing Standing  
Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

**Destination: North Lake Tahoe**

**Period: Bookings as of July 31, 2014**

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,547 Units (DestiMetrics Census<sup>SM</sup>)

		2014/15	2013/14	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 (4.6%)	Occupancy (July) :	72.8%	69.5%	4.6%
North Lake Tahoe Average Daily Rate for last month (July) changed by (6.2%)	ADR (July) :	\$265	\$250	6.2%
North Lake Tahoe RevPAR for last month (July) changed by (11.1%)	RevPAR (July) :	\$193	\$174	11.1%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (August) changed by (10.2%)	Occupancy (August)	61.9%	56.1%	10.2%
North Lake Tahoe Average Daily Rate for next month (August) changed by (9.0%)	ADR (August) :	\$260	\$239	9.0%
North Lake Tahoe RevPAR for next month (August) changed by (20.1%)	RevPAR (August) :	\$161	\$134	20.1%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (2.7%)	Occupancy	48.5%	47.2%	2.7%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (3.6%)	ADR	\$235	\$227	3.6%
North Lake Tahoe RevPAR for the prior 6 months changed by (6.4%)	RevPAR	\$114	\$107	6.4%
<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 (-9.1%)	Occupancy	22.3%	24.5%	-9.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (1.5%)	ADR	\$234	\$231	1.5%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-7.7%)	RevPAR	\$52	\$57	-7.7%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jul. 31, 2014 vs. Previous Year</b>				
Rooms Booked during last month (July, 2014) compared to Rooms Booked during the same period last year (July, 2013) for arrival July to December has changed by (-39.5%)	Booking Pace (July)	5.4%	9.0%	-39.5%

\* **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

2014/15 YTD (as of July 31, 2014) vs. 2013/14 YTD (as of July 31, 2013) vs. 2013/14 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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Historic Actual (2013 season)
  Data as of July 31, 2014 (2014 season)
  Data as of July 31, 2013 (2013 season)
  Percent Change

Chart 1a - Occupancy Rate

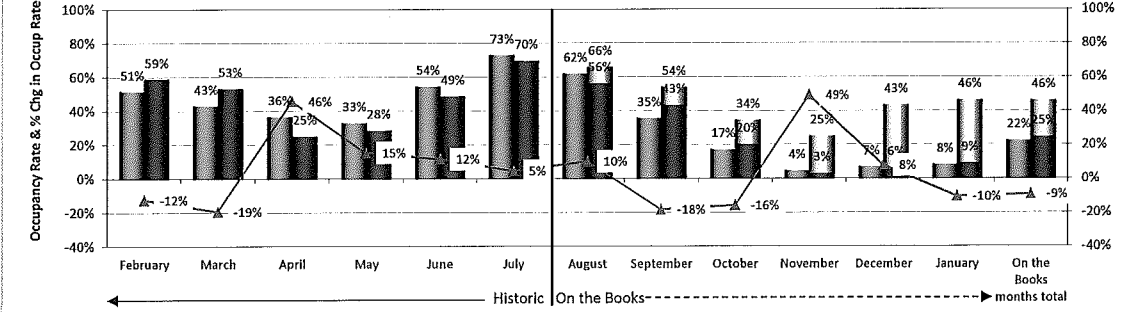


Chart 1b - Average Daily Rate

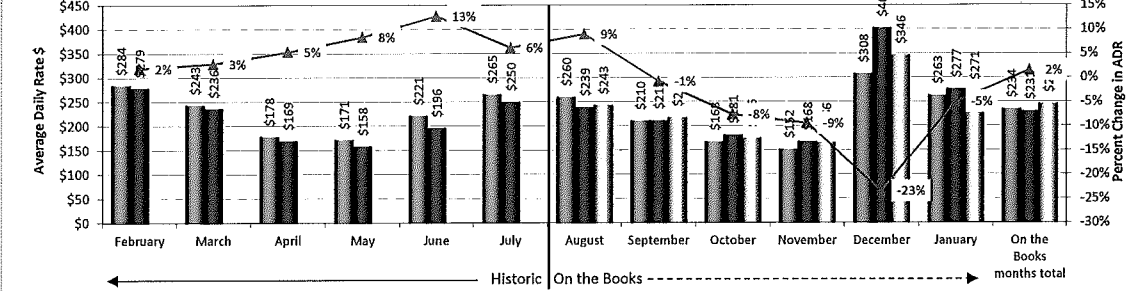


Chart 1c - Revenue Per Available Room

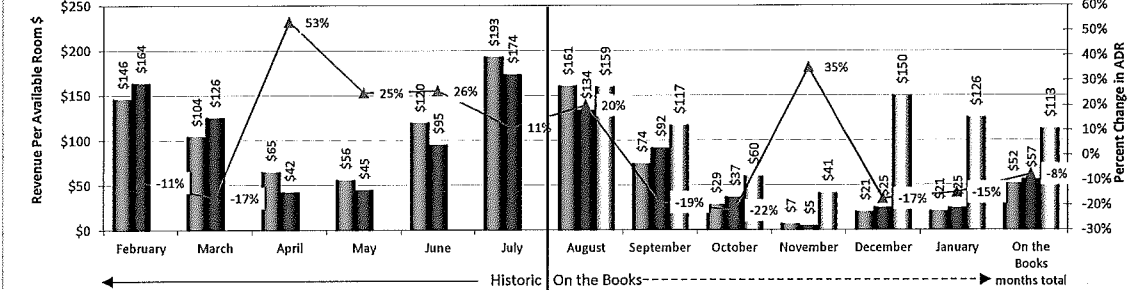
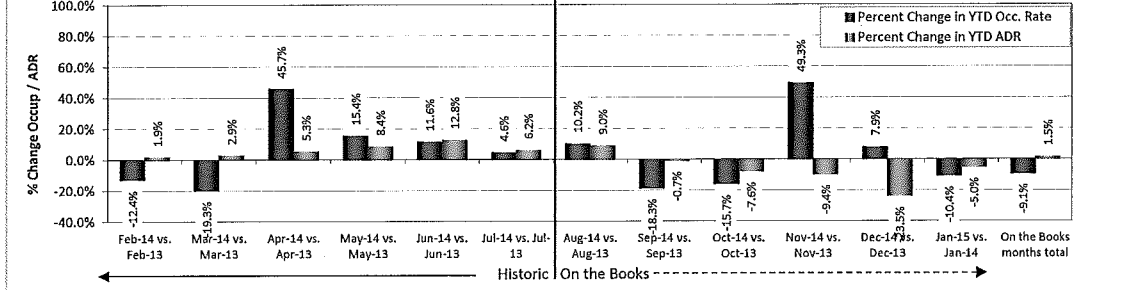


Chart 1d - % Change in YTD Occupancy and ADR: 2014/15 vs 2013/14





## RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

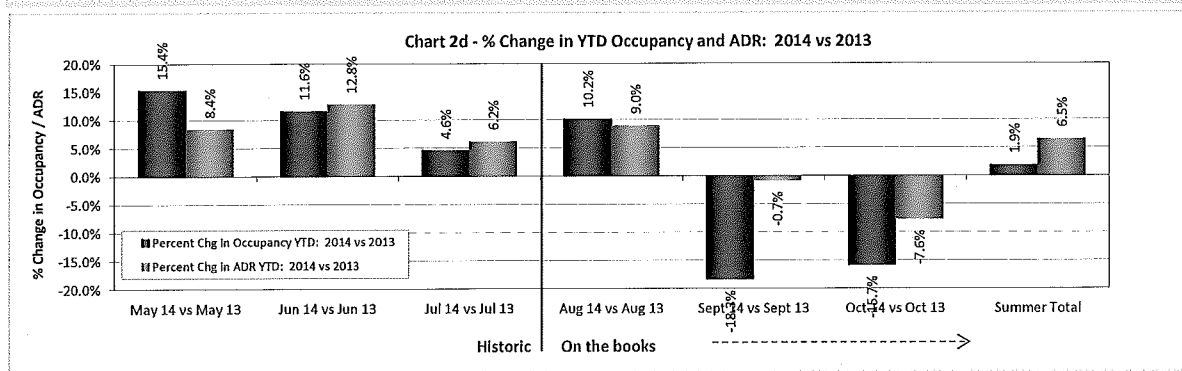
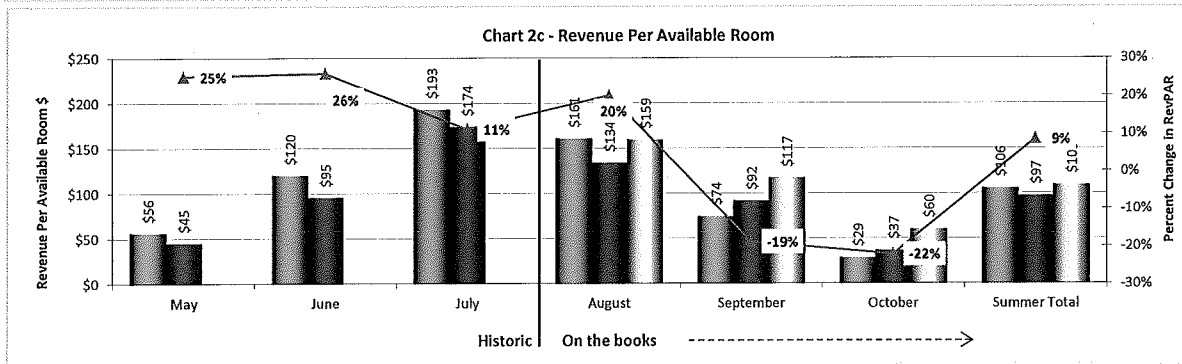
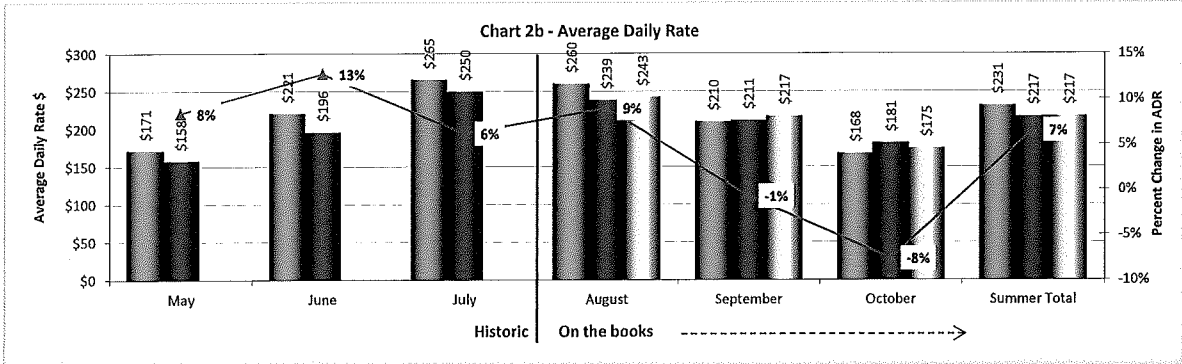
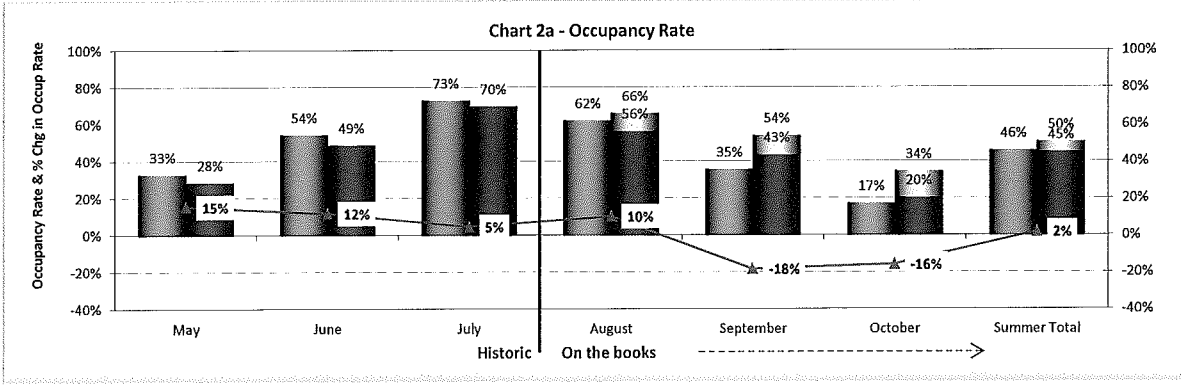
2014 YTD (as of July 31, 2014) vs. 2013 YTD (as of July 31, 2013) vs. 2013 Historical

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

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Historic Actual (2013 season)     
  Data as of July 31, 2014 (2014 season)

Data as of July 31, 2013 (2013 season)     
  Percent Change

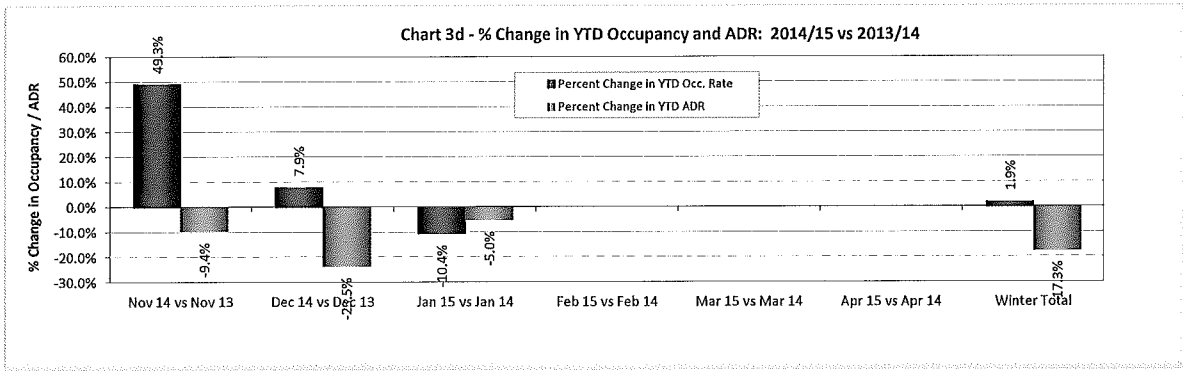
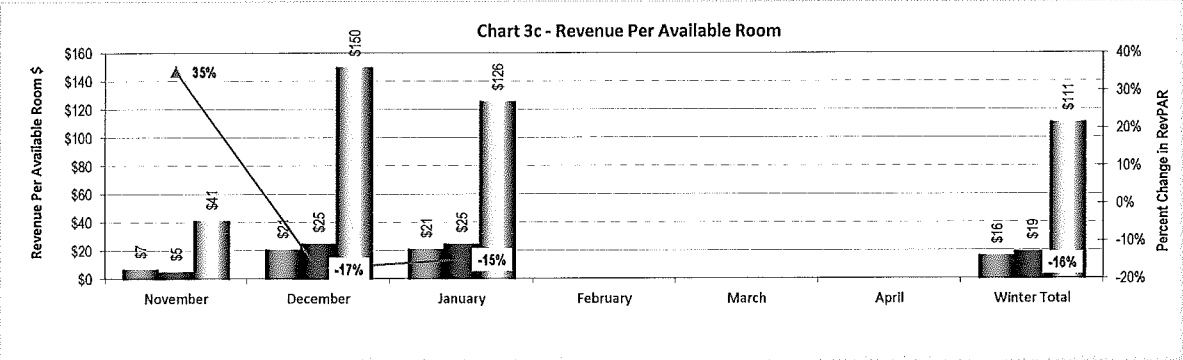
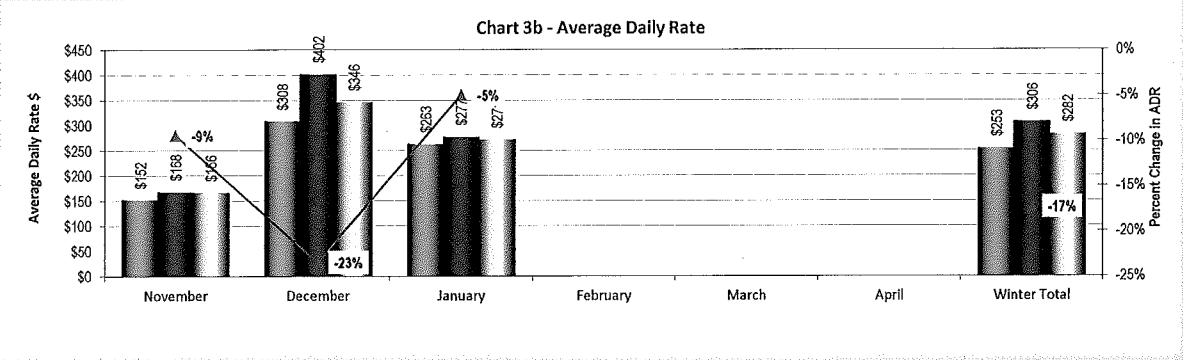
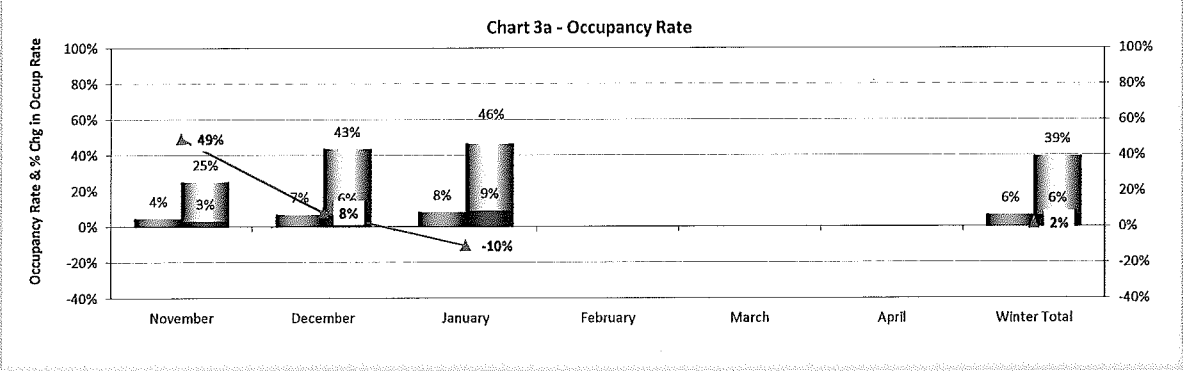




**RESERVATIONS ACTIVITY REPORT**  
**SECTION 3 - WINTER SEASON SUMMARY GRAPHS**

2014/15 YTD (as of July 31, 2014) vs. 2013/14 YTD (as of July 31, 2013) vs. 2013/14 Historical  
 NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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Historic Actual (2013/14 season)       Data as of July 31, 2014 (2014/15 season)  
 Data as of July 31, 2013 (2013/14 season)       Percent Change



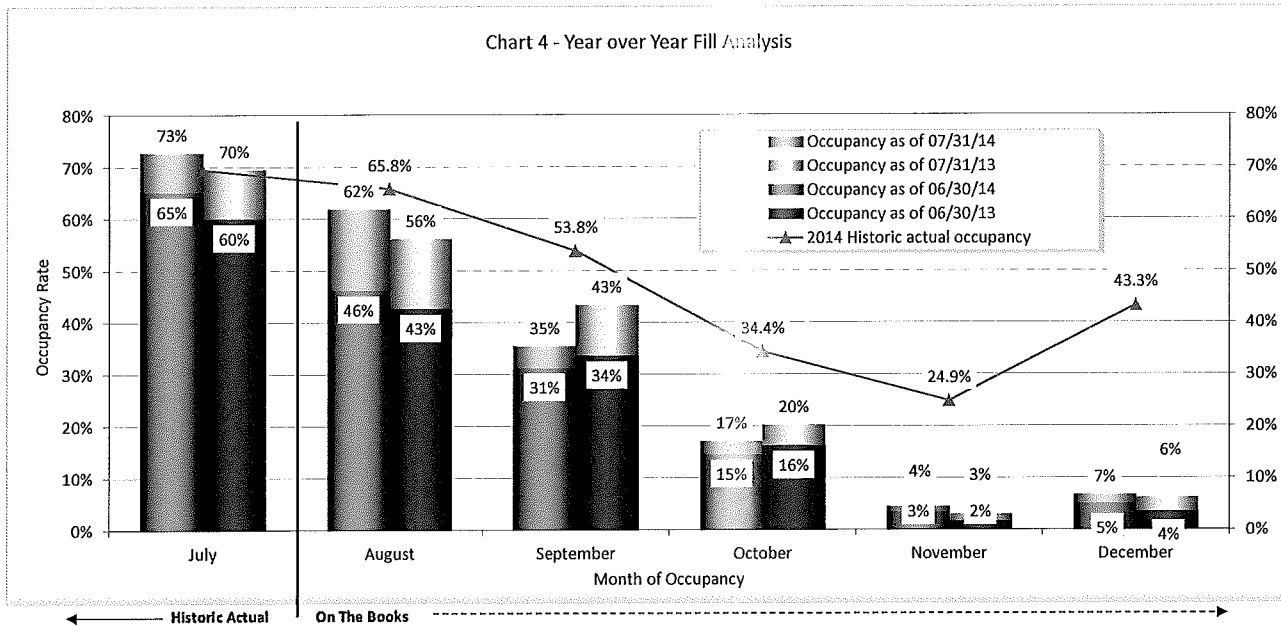


**RESERVATIONS ACTIVITY REPORT  
SECTION 4 - FILL ANALYSIS**

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

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

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF 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)		2014 Historic actual occupancy
	Occupancy as of 07/31/14	Occupancy as of 07/31/13	Absolute Change	Occupancy as of 06/30/14	Occupancy as of 06/30/13	Absolute Change	Incremental occupancy booked during Jul. 2014	Incremental occupancy booked during Jul. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	July	72.8%	69.5%	3.2%	65.2%	60.1%	5.1%	7.6%	9.4%	-1.9%	
August	61.9%	56.1%	5.7%	46.3%	42.7%	3.6%	15.6%	13.5%	2.1%	15.8%	65.8%
September	35.4%	43.3%	-7.9%	31.3%	33.6%	-2.3%	4.2%	9.7%	-5.6%	-57.3%	53.8%
October	17.0%	20.2%	-3.2%	14.5%	16.2%	-1.7%	2.5%	4.0%	-1.5%	-37.1%	34.4%
November	4.5%	3.0%	1.5%	3.4%	1.7%	1.8%	1.0%	1.3%	-0.3%	-22.1%	24.9%
December	6.7%	6.2%	0.5%	5.1%	3.5%	1.6%	1.6%	2.7%	-1.1%	-39.7%	43.3%
<b>Total</b>	<b>33.2%</b>	<b>35.5%</b>	<b>-2.3%</b>	<b>27.8%</b>	<b>26.5%</b>	<b>1.3%</b>	<b>5.4%</b>	<b>9.0%</b>	<b>-3.5%</b>	<b>-39.5%</b>	<b>50.3%</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.

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**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5a - SUPPORTING DATA TABLES**  
 Bookings as of July 31, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)	# of Properties in Sample	
	Month of Occupancy (2014 & 2013)	Occup. Rate as of: July 31, 2014 (2014 season)	Occup. Rate as of: July 31, 2013 (2013 season)			Percent Change in YTD Occ. Rate
February	↑ Historic Actual	51.5%	58.8%	-12.4%		11
March		42.9%	53.2%	-19.3%		11
April		36.5%	25.0%	45.7%		11
May		32.8%	28.5%	15.4%		11
June		54.3%	48.6%	11.6%		11
July		72.8%	69.5%	4.6%		11
August		↓ On the Books	61.9%	56.1%		10.2%
September		35.4%	43.3%	-18.3%	53.8%	11
October		17.0%	20.2%	-15.7%	34.4%	11
November		4.5%	3.0%	49.3%	24.9%	11
December		6.7%	6.2%	7.9%	43.3%	11
January		8.0%	9.0%	-10.4%	46.3%	11
Grand total		35.2%	36.4%	-3.3%	46.6%	11
Historic months total		48.5%	47.2%	2.7%	47.2%	11
On the Books months total		22.3%	24.5%	-9.1%	45.9%	11

AVERAGE DAILY RATE	<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)	# of Properties in Sample	
	Month of Occupancy (2014 & 2013)	ADR as of: July 31, 2014 (2014 season)	ADR as of: July 31, 2013 (2013 season)			Percent Change in YTD ADR
February	↑ Historic Actual	\$284	\$279	1.9%		11
March		\$243	\$236	2.9%		11
April		\$178	\$169	5.3%		11
May		\$171	\$158	8.4%		11
June		\$221	\$196	12.8%		11
July		\$265	\$250	6.2%		11
August		↓ On the Books	\$260	\$239		9.0%
September		\$210	\$211	-0.7%	\$217	11
October		\$168	\$181	-7.6%	\$175	11
November		\$152	\$168	-9.4%	\$166	11
December		\$308	\$402	-23.5%	\$346	11
January		\$263	\$277	-5.0%	\$271	11
Grand total		\$235	\$228	2.9%	\$235	11
Historic months total		\$235	\$227	3.6%	\$227	11
On the Books months total		\$234	\$231	1.5%	\$245	11

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)	# of Properties in Sample	
	Month of Occupancy (2014 & 2013)	RevPAR as of: July 31, 2014 (2014 season)	RevPAR as of: July 31, 2013 (2013 season)			Percent Change in YTD RevPAR
February	↑ Historic Actual	\$146	\$164	-10.7%		11
March		\$104	\$126	-17.0%		11
April		\$65	\$42	53.5%		11
May		\$56	\$45	25.1%		11
June		\$120	\$95	25.9%		11
July		\$193	\$174	11.1%		11
August		↓ On the Books	\$161	\$134		20.1%
September		\$74	\$92	-18.9%	\$117	11
October		\$29	\$37	-22.1%	\$60	11
November		\$7	\$5	35.2%	\$41	11
December		\$21	\$25	-17.4%	\$150	11
January		\$21	\$25	-14.9%	\$126	11
Grand total		\$83	\$83	-0.4%	\$110	11
Historic months total		\$114	\$107	6.4%	\$107	11
On the Books months total		\$52	\$57	-7.7%	\$113	11

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**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of July 31, 2014**

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
		Occup. Rate as of: July 31, 2014 (2014 season)	Occup. Rate as of: July 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)					
May		32.8%	28.5%	15.4%	65.8%
June		54.3%	48.6%	11.6%	
July	<b>Historic Actual</b>	72.8%	69.5%	4.6%	
August	<b>On the Books</b>	61.9%	56.1%	10.2%	
September		35.4%	43.3%	-18.3%	
October		17.0%	20.2%	-15.7%	
Summer Total		45.7%	44.9%	1.9%	

AVERAGE DAILY RATE		<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
		ADR as of: July 31, 2014 (2014 season)	ADR as of: July 31, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)					
May		\$171	\$158	8.4%	\$243
June		\$221	\$196	12.8%	
July	<b>Historic Actual</b>	\$265	\$250	6.2%	
August	<b>On the Books</b>	\$260	\$239	9.0%	
September		\$210	\$211	-0.7%	
October		\$168	\$181	-7.6%	
Summer Total		\$231	\$217	6.5%	

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
		RevPAR as of: July 31, 2014 (2014 season)	RevPAR as of: July 31, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)					
May		\$56	\$45	25.1%	\$159
June		\$120	\$95	25.9%	
July	<b>Historic Actual</b>	\$193	\$174	11.1%	
August	<b>On the Books</b>	\$161	\$134	20.1%	
September		\$74	\$92	-18.9%	
October		\$29	\$37	-22.1%	
Summer Total		\$106	\$97	8.5%	





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of July 31, 2014**

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: July 31, 2014 (2014/15 season)	Occup. Rate as of: July 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	4.5%	3.0%	49.3%	24.9%
December	6.7%	6.2%	7.9%	43.3%
January	8.0%	9.0%	-10.4%	46.3%
February				
March				
April				
Winter Total	6.4%	6.3%	1.9%	39.2%

AVERAGE DAILY RATE	<u>ADR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual ADR (2013/14 season)
	ADR as of: July 31, 2014 (2014/15 season)	ADR as of: July 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$152	\$168	-9.4%	\$166
December	\$308	\$402	-23.5%	\$346
January	\$263	\$277	-5.0%	\$271
February				
March				
April				
Winter Total	\$253	\$306	-17.3%	\$282

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: July 31, 2014 (2014/15 season)	RevPAR as of: July 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$7	\$5	35.2%	\$41
December	\$21	\$25	-17.4%	\$150
January	\$21	\$25	-14.9%	\$126
February				
March				
April				
Winter Total	\$16	\$19	-15.8%	\$111

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## PROPERTY REFERRAL REPORT - JULY (TOTAL LISTING)

Hyatt Regency Lake Tahoe Resort, Spa and Casino	1194
Cedar Glen Lodge	962
The Ritz-Carlton, Lake Tahoe Cool Deals	795
VACA North Tahoe	766
Sunnyside Restaurant & Lodge	725
The Village at Squaw Valley Cool Deals	678
Brockway Springs Resort	471
Northstar Resort	445
Tahoe Moon Properties	420
Mourelatos Lakeshore Resort	415
Cottage Inn at Lake Tahoe	377
The Ritz-Carlton, Lake Tahoe	344
Tahoe Getaways Vacation Rentals	341
PlumpJack Squaw Valley Inn Cool Deals	329
Vacasa Rentals	325
Waters of Tahoe Properties	309
Tahoe Biltmore Lodge & Casino	307
Sierra Vacation Rentals/Sales Cool Deals	290
Tahoma Meadows Bed & Breakfast Cottages	289
Resort at Squaw Creek Cool Deals	287
Shore House at Lake Tahoe	280
West Shore Cafe & Inn	268
Franciscan Lakeside Lodge	263
Aviva Inn	260
Ferrari's Crown Resort	255
Parkside Inn at Incline	253
Granlibakken Conference Center & Resort	252
Tahoe Luxury Properties	252
Hauserman Rental Group	245
Stay In Lake Tahoe	233
Incline Vacation Rentals	228
Agate Bay Realty Vacation Rentals	227
Resort at Squaw Creek	226
Granlibakken Conference Center & Resort Cool Deals	216
Stevenson's Holliday Inn	212
Meeks Bay Resort & Marina	209
The Village at Squaw Valley	203
Painted Rock Lodge	201
Tahoe Signature Properties	200
PlumpJack Squaw Valley Inn	195
The Border House	195
River Ranch Lodge and Restaurant	188
Sierra Vacation Rentals/Sales	181
First Accommodations, Inc.	180
Holiday House	180

Red Wood Lakeside Lodge	178
Tahoe Rentals.com ~ Wells and Bennett Realtors	178
Chaney House	166
Goldfish Properties	166
Lake Tahoe Accommodations.	166
Tahoe Montana Inn	162
Tahoe Thrina Lodge	161
Incline Tahoe Realty	158
American Best Value Inn Tahoe City	157
Tahoe City Inn	154
Vacation Station, Inc.	153
Shooting Star Bed & Breakfast	149
Tahoe Vista Lodge and Cabins	148
Olympic Village Inn	145
Tahoe Mountain Club	137
West Lake Properties at Tahoe	134
Northstar Condominiums	131
Tahoe Mountain Resorts Lodging	130
LakeFrontHouse.com	127
Kingswood Village Vacation Rentals	125
Rockwood Lodge	124
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	122
Rustic Cottages	122
Tahoma Lodge	120
Stanford Alpine Chalet	118
Christy Lodge	115
Constellation Residences at Northstar	112
7-Pines Motel	110
Firelite Lodge	107
Tahoe Woodside Vacation Rentals	107
North Tahoe Rental Company	106
Lake Tahoe Deluxe Vacation Rentals	104
The Lodge at Obexers	103
Mother Natures Inn	100
PepperTree Inn	97
Squaw Valley Lodge	91
Tahoe Luxury Properties Cool Deals	90
Tahoe Mountain Resorts Lodging Cool Deals	81
Vacation Tahoe by O'Neal Brokers	75
Lake Tahoe Accommodations	74
Tahoe Sands Resort	74
Cal Neva Resort Casino Hotel	72
The Lodge at Sugar Bowl	71
Club Tahoe Resort	70
Tahoe Getaways Vacation Rentals Cool Deals	68
Tahoe Exclusive Vacation Rentals	66
Tahoe Tavern Properties	65

Tamarack Lodge	65
Northstar Mountain Home Vacation Rentals	63
Fox Den Cottages	60
Tahoe Biltmore Lodge & Casino Cool Deals	47
Tahoe Edgelake Beach Club	47
Vacasa Rentals Cool Deals	46
Tahoe Exclusive Properties - Carr Long Real Estate	43
Alpine Rental Group	42
Chalet de Huttlinger	42
RedAwning.com Vacation Rentals	35
Chinquapin / Packard Realty	31
Red Wolf Lodge at Squaw Valley	30
Tahoe North Shore Lodge	30
Pullen Realty Group	21
Sierra Mountain Properties	21
Ice Lakes Lodge at Royal Gorge XC Ski Resort	20
Agate Bay Realty Vacation Rentals Cool Deals	18
Martis Valley Associates Property Rentals	15
Rainbow Lodge	13
Rustic Cottage Inn	9
Hauserman Rental Group Cool Deals	5
Schulze, Lola - Tahoe Luxury Properties	4
Book Tahoe Rentals	2
Tahoe North Visitor's & Convention Bureau	2
Tahoe Real Estate Group	1
<b>TOTALS</b>	<b>21972</b>

## PROPERTY REFERRAL REPORT - JULY (ALPHA LISTING)

7-Pines Motel	110
Agate Bay Realty Vacation Rentals	227
Agate Bay Realty Vacation Rentals Cool Deals	18
Alpine Rental Group	42
Americas Best Value Inn Tahoe City	157
Aviva Inn	260
Book Tahoe Rentals	2
Brockway Springs Resort	471
Cal Neva Resort Casino Hotel	72
Cedar Glen Lodge	962
Chalet de Huttlinger	42
Chaney House	166
Chinquapin / Packard Realty	31
Christy Lodge	115
Club Tahoe Resort	70
Constellation Residences at Northstar	112
Cottage Inn at Lake Tahoe	377
Ferrari's Crown Resort	255
Firelite Lodge	107
First Accommodations, Inc.	180
Fox Den Cottages	60
Franciscan Lakeside Lodge	263
Goldfish Properties	166
Granlibakken Conference Center & Resort	252
Granlibakken Conference Center & Resort Cool Deals	216
Hauserman Rental Group	245
Hauserman Rental Group Cool Deals	5
Holiday House	180
Hyatt Regency Lake Tahoe Resort, Spa and Casino	1194
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	122
Ice Lakes Lodge at Royal Gorge XC Ski Resort	20
Incline at Tahoe Realty	158
Incline Vacation Rentals	228
Kingswood Village Vacation Rentals	125
Lake Tahoe Accommodations	74
Lake Tahoe Accommodations.	166
Lake Tahoe Deluxe Vacation Rentals	104
LakeFrontHouse.com	127
Martis Valley Associates Property Rentals	15
Meeks Bay Resort & Marina	209
Mother Natures Inn	100
Mourelatos Lakeshore Resort	415
North Tahoe Rental Company	106
Northstar Condominiums	131
Northstar Mountain Home Vacation Rentals	63

Northstar Resort	445
Olympic Village Inn	145
Painted Rock Lodge	201
Parkside Inn at Incline	253
PepperTree Inn	97
PlumpJack Squaw Valley Inn	195
PlumpJack Squaw Valley Inn Cool Deals	329
Pullen Realty Group	21
Rainbow Lodge	13
Red Wolf Lakeside Lodge	178
Red Wolf Lodge at Squaw Valley	30
RedAwning.com Vacation Rentals	35
Resort at Squaw Creek	226
Resort at Squaw Creek Cool Deals	287
River Ranch Lodge and Restaurant	188
Rockwood Lodge	124
Rustic Cottage Inn	9
Rustic Cottages	122
Schulze, Lola - Tahoe Luxury Properties	4
Shooting Star Bed & Breakfast	149
Shore House at Lake Tahoe	280
Sierra Mountain Properties	21
Sierra Vacation Rentals/Sales	181
Sierra Vacation Rentals/Sales Cool Deals	290
Squaw Valley Lodge	91
Stanford Alpine Chalet	118
Stay In Lake Tahoe	233
Stevenson's Holliday Inn	212
Sunnyside Restaurant & Lodge	725
Tahoe Biltmore Lodge & Casino	307
Tahoe Biltmore Lodge & Casino Cool Deals	47
Tahoe City Inn	154
Tahoe Edgelake Beach Club	47
Tahoe Exclusive Properties - Carr Long Real Estate	43
Tahoe Exclusive Vacation Rentals	66
Tahoe Getaways Vacation Rentals	341
Tahoe Getaways Vacation Rentals Cool Deals	68
Tahoe Luxury Properties	252
Tahoe Luxury Properties Cool Deals	90
Tahoe Marina Lodge	161
Tahoe Moon Properties	420
Tahoe Mountain Club	137
Tahoe Mountain Resorts Lodging	130
Tahoe Mountain Resorts Lodging Cool Deals	81
Tahoe North Shore Lodge	30
Tahoe North Visitor's & Convention Bureau	2
Tahoe Real Estate Group	1

Tahoe Sands Resort	74
Tahoe Signature Properties	200
Tahoe Tavern Properties	65
Tahoe Vista Lodge and Cabins	148
Tahoe Vistana Inn	162
Tahoe Woodside Vacation Rentals	107
TahoeRentals.com ~ Wells and Bennett Realtors	178
Tahoma Lodge	120
Tahoma Meadows Bed & Breakfast Cottages	289
Tamarack Lodge	65
The Border House	195
The Lodge at Obexers	103
The Lodge at Sugar Bowl	71
The Ritz-Carlton, Lake Tahoe	344
The Ritz-Carlton, Lake Tahoe Cool Deals	795
The Village at Squaw Valley	203
The Village at Squaw Valley Cool Deals	678
VACA North Tahoe	766
Vacasa Rentals	325
Vacasa Rentals Cool Deals	46
Vacation Station, Inc.	153
Vacation Tahoe by O'Neal Brokers	75
Waters of Tahoe Properties	309
West Lake Properties at Tahoe	134
West Shore Cafe & Inn	268
<b>TOTALS</b>	<b>21972</b>

# Audience Overview

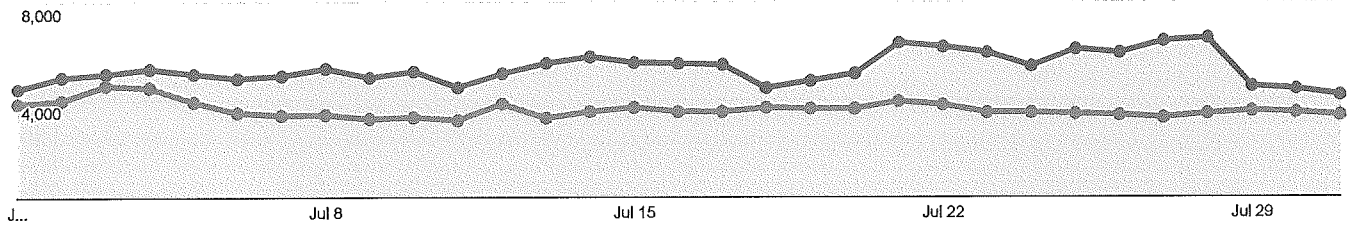
Jul 1, 2014 - Jul 31, 2014  
Compare to: Jul 1, 2013 - Jul 31, 2013

All Sessions  
+0.00%

+ Add Segment

Overview

Jul 1, 2014 - Jul 31, 2014: ● Sessions  
Jul 1, 2013 - Jul 31, 2013: ● Sessions



Sessions  
**46.53%**  
163,713 vs 111,729

Users  
**48.93%**  
134,476 vs 90,295

Pageviews  
**17.01%**  
493,045 vs 421,381

Pages / Session  
**-20.15%**  
3.01 vs 3.77

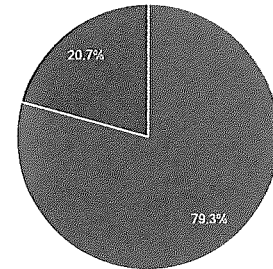
Avg. Session Duration  
**-20.73%**  
00:02:20 vs 00:02:56

Bounce Rate  
**28.08%**  
53.99% vs 42.15%

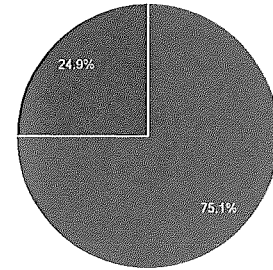
% New Sessions  
**5.67%**  
79.24% vs 74.99%

■ New Visitor ■ Returning Visitor

Jul 1, 2014 - Jul 31, 2014



Jul 1, 2013 - Jul 31, 2013



Language	Sessions	% Sessions
<b>1. en-us</b>		
Jul 1, 2014 - Jul 31, 2014	157,365	96.12%
Jul 1, 2013 - Jul 31, 2013	105,596	94.51%
<b>% Change</b>	<b>49.03%</b>	<b>1.71%</b>
<b>2. en-gb</b>		
Jul 1, 2014 - Jul 31, 2014	1,116	0.68%
Jul 1, 2013 - Jul 31, 2013	655	0.59%
<b>% Change</b>	<b>70.38%</b>	<b>16.28%</b>
<b>3. en</b>		
Jul 1, 2014 - Jul 31, 2014	930	0.57%
Jul 1, 2013 - Jul 31, 2013	2,219	1.99%
<b>% Change</b>	<b>-58.09%</b>	<b>-71.40%</b>

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4. es-es		
Jul 1, 2014 - Jul 31, 2014	415	0.25%
Jul 1, 2013 - Jul 31, 2013	351	0.31%
<b>% Change</b>	<b>18.23%</b>	<b>-19.31%</b>
5. pt-br		
Jul 1, 2014 - Jul 31, 2014	365	0.22%
Jul 1, 2013 - Jul 31, 2013	269	0.24%
<b>% Change</b>	<b>35.69%</b>	<b>-7.40%</b>
6. de-de		
Jul 1, 2014 - Jul 31, 2014	293	0.18%
Jul 1, 2013 - Jul 31, 2013	399	0.36%
<b>% Change</b>	<b>-26.57%</b>	<b>-49.88%</b>
7. fr-fr		
Jul 1, 2014 - Jul 31, 2014	260	0.16%
Jul 1, 2013 - Jul 31, 2013	169	0.15%
<b>% Change</b>	<b>53.85%</b>	<b>5.00%</b>
8. de		
Jul 1, 2014 - Jul 31, 2014	250	0.15%
Jul 1, 2013 - Jul 31, 2013	152	0.14%
<b>% Change</b>	<b>64.47%</b>	<b>12.25%</b>
9. es		
Jul 1, 2014 - Jul 31, 2014	248	0.15%
Jul 1, 2013 - Jul 31, 2013	215	0.19%
<b>% Change</b>	<b>15.35%</b>	<b>-21.28%</b>
10. zh-cn		
Jul 1, 2014 - Jul 31, 2014	232	0.14%
Jul 1, 2013 - Jul 31, 2013	162	0.14%
<b>% Change</b>	<b>43.21%</b>	<b>-2.26%</b>

Location

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

ALL » COUNTRY / TERRITORY: United States

All Sessions  
+0.12%

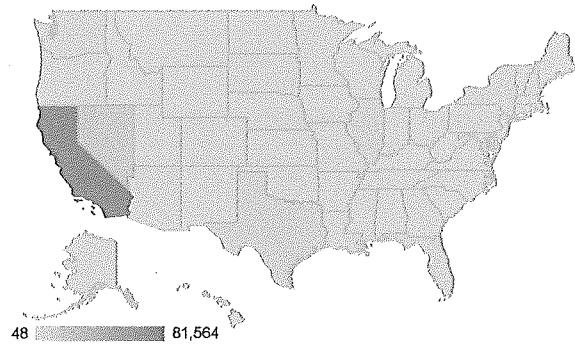
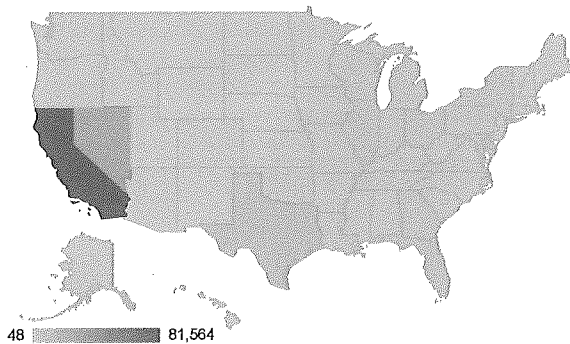
+ Add Segment

Map Overlay

Summary

Jul 1, 2014 - Jul 31, 2014

Jul 1, 2013 - Jul 31, 2013



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	46.71% <span>▲</span> 156,017 vs 106,346	5.73% <span>▲</span> 78.86% vs 74.59%	55.11% <span>▲</span> 123,030 vs 79,319	26.84% <span>▼</span> 53.59% vs 42.25%	19.64% <span>▼</span> 3.03 vs 3.77	21.88% <span>▼</span> 00:02:18 vs 00:02:57	37.52% <span>▼</span> 4.28% vs 6.85%	8.34% <span>▼</span> 6,674 vs 7,281	8.34% <span>▼</span> \$6,674.00 vs \$7,281.00
1. California									
Jul 1, 2014	81,564 (52.28%)	76.08%	62,053 (50.44%)	49.20%	3.21	00:02:34	4.29%	3,498 (52.41%)	\$3,498.00 (52.41%)
Jul 1, 2013	67,530 (63.50%)	72.95%	49,263 (62.11%)	44.41%	3.55	00:02:52	5.89%	3,975 (54.59%)	\$3,975.00 (54.59%)
% Change	20.78%	4.29%	25.96%	10.78%	-9.50%	-10.28%	-27.14%	-12.00%	-12.00%
2. Nevada									
Jul 1, 2014	25,552 (16.38%)	72.27%	18,466 (15.01%)	54.68%	2.69	00:02:08	2.41%	615 (9.21%)	\$615.00 (9.21%)
Jul 1, 2013	10,590 (9.96%)	67.42%	7,140 (9.00%)	41.94%	3.49	00:02:52	3.47%	368 (5.05%)	\$368.00 (5.05%)
% Change	141.28%	7.19%	158.63%	30.40%	-22.79%	-25.77%	-30.74%	67.12%	67.12%
3. Texas									
Jul 1, 2014	5,967 (3.82%)	84.83%	5,062 (4.11%)	54.95%	3.16	00:02:10	6.59%	393 (5.89%)	\$393.00 (5.89%)
Jul 1, 2013	3,654 (3.44%)	80.35%	2,936 (3.70%)	34.15%	4.68	00:03:13	12.15%	444 (6.10%)	\$444.00 (6.10%)
% Change	63.30%	5.58%	72.41%	60.89%	-32.58%	-32.77%	-45.80%	-11.49%	-11.49%
4. Florida									
Jul 1, 2014	2,961 (1.90%)	88.96%	2,634 (2.14%)	68.42%	2.65	00:01:41	5.07%	150 (2.25%)	\$150.00 (2.25%)
Jul 1, 2013	1,611 (1.51%)	83.49%	1,345 (1.70%)	43.02%	3.87	00:02:42	10.86%	175 (2.40%)	\$175.00 (2.40%)
% Change	83.80%	6.55%	95.84%	59.06%	-31.64%	-37.91%	-53.37%	-14.29%	-14.29%
5. New York									
Jul 1, 2014	2,768 (1.77%)	91.11%	2,522 (2.05%)	66.65%	2.52	00:01:27	4.44%	123 (1.84%)	\$123.00 (1.84%)

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Jul 1, 2013	1,675 (1.58%)	85.19%	1,427 (1.80%)	47.70%	3.44	00:02:19	9.55%	160 (2.20%)	\$160.00 (2.20%)
% Change	65.25%	6.95%	76.73%	39.73%	-26.83%	-37.57%	-53.48%	-23.12%	-23.12%
6. Illinois									
Jul 1, 2014	2,322 (1.49%)	86.39%	2,006 (1.63%)	59.39%	3.02	00:01:58	4.78%	111 (1.66%)	\$111.00 (1.66%)
Jul 1, 2013	1,552 (1.46%)	79.51%	1,234 (1.56%)	35.70%	4.47	00:03:05	10.18%	158 (2.17%)	\$158.00 (2.17%)
% Change	49.61%	8.65%	62.56%	66.37%	-32.40%	-36.14%	-53.04%	-29.75%	-29.75%
7. Washington									
Jul 1, 2014	2,126 (1.36%)	84.48%	1,796 (1.46%)	53.39%	3.24	00:02:16	6.02%	128 (1.92%)	\$128.00 (1.92%)
Jul 1, 2013	1,527 (1.44%)	81.20%	1,240 (1.56%)	33.92%	4.53	00:03:21	9.89%	151 (2.07%)	\$151.00 (2.07%)
% Change	39.23%	4.03%	44.84%	57.38%	-28.44%	-32.20%	-39.12%	-15.23%	-15.23%
8. Arizona									
Jul 1, 2014	2,062 (1.32%)	84.53%	1,743 (1.42%)	54.07%	3.23	00:02:35	6.74%	139 (2.08%)	\$139.00 (2.08%)
Jul 1, 2013	1,302 (1.22%)	79.03%	1,029 (1.30%)	36.25%	4.37	00:03:08	8.91%	116 (1.59%)	\$116.00 (1.59%)
% Change	58.37%	6.96%	69.39%	49.16%	-26.03%	-17.59%	-24.34%	19.83%	19.83%
9. Colorado									
Jul 1, 2014	1,827 (1.17%)	83.20%	1,520 (1.24%)	53.37%	3.22	00:02:45	5.31%	97 (1.45%)	\$97.00 (1.45%)
Jul 1, 2013	1,223 (1.15%)	75.47%	923 (1.16%)	36.71%	4.51	00:03:33	9.65%	118 (1.62%)	\$118.00 (1.62%)
% Change	49.39%	10.24%	64.68%	45.36%	-28.63%	-22.53%	-44.97%	-17.80%	-17.80%
10. Oregon									
Jul 1, 2014	1,751 (1.12%)	81.15%	1,421 (1.16%)	51.23%	3.33	00:02:31	6.51%	114 (1.71%)	\$114.00 (1.71%)
Jul 1, 2013	1,172 (1.10%)	79.18%	928 (1.17%)	32.34%	4.75	00:03:59	9.47%	111 (1.52%)	\$111.00 (1.52%)
% Change	49.40%	2.49%	53.12%	58.41%	-29.81%	-36.93%	-31.26%	2.70%	2.70%

Rows 1 - 10 of 52

**Location**

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

**Jul 1, 2014 - Jul 31, 2014**  
Compare to: Jul 1, 2013 - Jul 31, 2013

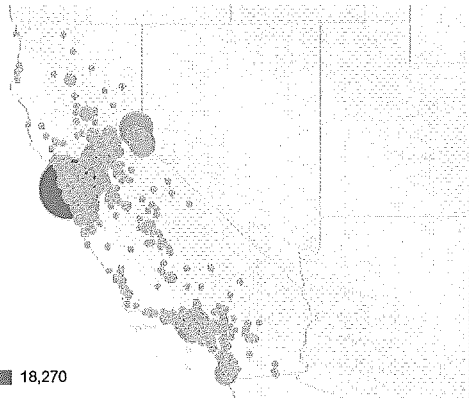
All Sessions  
-10.62%

+ Add Segment

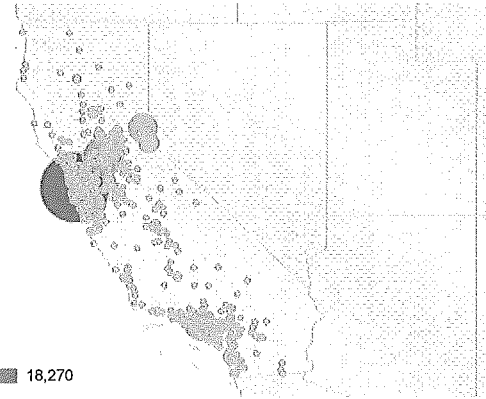
Map Overlay

Summary

Jul 1, 2014 - Jul 31, 2014



Jul 1, 2013 - Jul 31, 2013



City	Acquisition			Behavior			Conversions <span>Goal 1: Cool Deals Page</span>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	<b>20.78%</b> 81,564 vs 67,530	<b>4.29%</b> 76.08% vs 72.95%	<b>25.96%</b> 62,053 vs 49,263	<b>10.78%</b> 49.20% vs 44.41%	<b>9.50%</b> 3.21 vs 3.55	<b>10.28%</b> 00:02:34 vs 00:02:52	<b>27.14%</b> 4.29% vs 5.89%	<b>12.00%</b> 3,498 vs 3,975	<b>12.00%</b> \$3,498.00 vs \$3,975.00
1. San Francisco									
Jul 1, 2014	14,189 (17.40%)	74.52%	10,574 (17.04%)	54.71%	2.72	00:02:06	2.67%	379 (10.83%)	\$379.00 (10.83%)
Jul 1, 2013	18,270 (27.05%)	73.17%	13,368 (27.14%)	52.07%	2.83	00:02:11	3.05%	558 (14.04%)	\$558.00 (14.04%)
% Change	-22.34%	1.85%	-20.90%	5.06%	-3.57%	-3.36%	-12.54%	-32.08%	-32.08%
2. Truckee									
Jul 1, 2014	4,162 (5.10%)	64.99%	2,705 (4.36%)	54.64%	2.75	00:02:19	0.86%	36 (1.03%)	\$36.00 (1.03%)
Jul 1, 2013	3,124 (4.63%)	60.18%	1,880 (3.82%)	46.35%	2.97	00:02:31	1.44%	45 (1.13%)	\$45.00 (1.13%)
% Change	33.23%	8.00%	43.88%	17.88%	-7.47%	-7.89%	-39.95%	-20.00%	-20.00%
3. Los Angeles									
Jul 1, 2014	4,049 (4.96%)	80.32%	3,252 (5.24%)	49.15%	3.21	00:02:25	8.30%	336 (9.61%)	\$336.00 (9.61%)
Jul 1, 2013	3,585 (5.31%)	77.43%	2,776 (5.64%)	43.26%	3.83	00:03:09	8.26%	296 (7.45%)	\$296.00 (7.45%)
% Change	12.94%	3.72%	17.15%	13.60%	-16.17%	-23.38%	0.51%	13.51%	13.51%
4. Sacramento									
Jul 1, 2014	3,768 (4.62%)	77.20%	2,909 (4.69%)	47.85%	3.34	00:02:37	3.53%	133 (3.80%)	\$133.00 (3.80%)
Jul 1, 2013	6,000 (8.88%)	68.55%	4,113 (8.35%)	43.70%	3.40	00:02:54	3.73%	224 (5.64%)	\$224.00 (5.64%)
% Change	-37.20%	12.62%	-29.27%	9.50%	-1.61%	-9.76%	-5.45%	-40.62%	-40.62%
5. San Jose									

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	Jul 1, 2014	2,614 (3.20%)	78.08%	2,041 (3.29%)	47.09%	3.37	00:02:55	5.13%	134 (3.83%)	\$134.00 (3.83%)
	Jul 1, 2013	2,678 (3.97%)	73.26%	1,962 (3.98%)	42.01%	3.89	00:03:25	7.39%	198 (4.98%)	\$198.00 (4.98%)
	% Change	-2.39%	6.57%	4.03%	12.10%	-13.42%	-14.64%	-30.67%	-32.32%	-32.32%
6.	South Lake Tahoe									
	Jul 1, 2014	2,227 (2.73%)	75.35%	1,678 (2.70%)	58.02%	2.54	00:01:52	1.71%	38 (1.09%)	\$38.00 (1.09%)
	Jul 1, 2013	1,261 (1.87%)	66.38%	837 (1.70%)	48.53%	2.85	00:02:14	3.25%	41 (1.03%)	\$41.00 (1.03%)
	% Change	76.61%	13.52%	100.48%	19.54%	-10.78%	-16.15%	-47.52%	-7.32%	-7.32%
7.	San Diego									
	Jul 1, 2014	2,131 (2.61%)	76.54%	1,631 (2.63%)	50.45%	3.28	00:02:29	4.60%	98 (2.80%)	\$98.00 (2.80%)
	Jul 1, 2013	955 (1.41%)	75.39%	720 (1.46%)	43.14%	3.99	00:02:57	9.21%	88 (2.21%)	\$88.00 (2.21%)
	% Change	123.14%	1.52%	126.53%	16.93%	-17.60%	-15.84%	-50.09%	11.36%	11.36%
8.	Folsom									
	Jul 1, 2014	1,798 (2.20%)	73.30%	1,318 (2.12%)	49.72%	3.14	00:02:27	1.72%	31 (0.89%)	\$31.00 (0.89%)
	Jul 1, 2013	355 (0.53%)	74.65%	265 (0.54%)	41.13%	3.42	00:02:20	4.79%	17 (0.43%)	\$17.00 (0.43%)
	% Change	406.48%	-1.80%	397.36%	20.90%	-8.18%	4.52%	-64.00%	82.35%	82.35%
9.	Auburn									
	Jul 1, 2014	1,675 (2.05%)	72.00%	1,206 (1.94%)	54.39%	2.64	00:02:06	1.61%	27 (0.77%)	\$27.00 (0.77%)
	Jul 1, 2013	522 (0.77%)	64.18%	335 (0.68%)	42.34%	3.64	00:03:02	4.41%	23 (0.58%)	\$23.00 (0.58%)
	% Change	220.88%	12.19%	260.00%	28.46%	-27.33%	-30.83%	-63.42%	17.39%	17.39%
10.	Roseville									
	Jul 1, 2014	1,499 (1.84%)	77.72%	1,165 (1.88%)	46.30%	3.34	00:02:29	4.20%	63 (1.80%)	\$63.00 (1.80%)
	Jul 1, 2013	899 (1.33%)	77.64%	698 (1.42%)	39.82%	4.02	00:03:32	7.01%	63 (1.58%)	\$63.00 (1.58%)
	% Change	66.74%	0.10%	66.91%	16.26%	-17.02%	-29.75%	-40.03%	0.00%	0.00%

Rows 1 - 10 of 641

And  
up we  
go.



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

**August 5, 2014**







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

Average Load Factor: 87.3%, Up 0.3 pts.  
 Number of Flights \*: Down (1.6%)  
 Capacity of Seats \*: Up 1.6%  
 Crude Oil : \$105.78 per barrel in JUNE 2014  
 vs. \$95.77 per barrel in JUNE 2013

**RNO OVERVIEW FOR JUNE 2014 – year over year comparison**

Total Passengers: Down (3.7%)  
 Avg. Enplaned Load Factor: 88.9% Up 3.8 pts.  
 Scheduled Departures: Up 0.3%  
 Scheduled Departing Seats: Down (4.4%)  
 Total Cargo: Up 7.5%

*Source: RNO Monthly Flight Activity Reports; \*Diao Mi*

**HIGHLIGHTS**

**June 2014 vs. June 2013**

Total Passengers	Down (3.7%)
Enplaned Passengers	Down (2.5%)
Deplaned Passengers	Down (4.8%)
Average Enplaned Load Factor	88.9 % Up 3.8 pts.
Total Cargo	Up 7.5%

**Full Year 2014 vs. Full Year 2013**

Total Passengers	Down (6.9%)
Enplaned Passengers	Down (6.6%)
Deplaned Passengers	Down (7.1%)
Average Enplaned Load Factor	83.6% Down (0.3 pts)
Total Cargo	Up 7.2%

**JUNE 2014 SUMMARY**

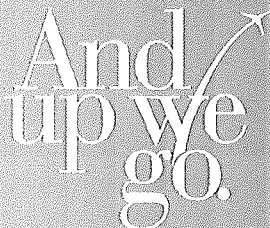
Reno-Tahoe International Airport (RNO) served 316,720 passengers in June 2014, a decrease of (3.7%) versus June 2013.

Southwest Airlines is the airline seeing the largest decrease in total passengers, carrying 25,713 fewer passengers in June 2014 compared to the same period last year, representing a decrease of (15.0%). The loss of Oakland, Portland and Seattle coupled with Phoenix frequency reductions, decreased the scheduled monthly totals by 124 departures with 17,572 departing seats. Overall, Southwest’s scheduled departures were down (16.5%) in June 2014 versus June 2013.

On the positive side, Alaska Airlines, American Airlines and US Airways saw year-over-year June increases in the amount of 6,979 combined total passengers.

With respect to air cargo, RNO handled 9,679,744 pounds of cargo in June 2014, a 7.5% increase over June 2013. Overall, cargo performance continues to improve, showing strong cargo demand for Reno-Tahoe International Airport. Most cargo carriers experienced a rise in volumes, with FedEx increasing 12.6% and Ameriflight 4.4% year -over-year. UPS decreased (1.6%) in June.

In June 2014, RNO was served by seven major airlines providing 61 peak daily departures to 14 non-stop destinations. For June, our partner airlines reported a (4.4%) decrease in scheduled passenger seats compared to June 2013.

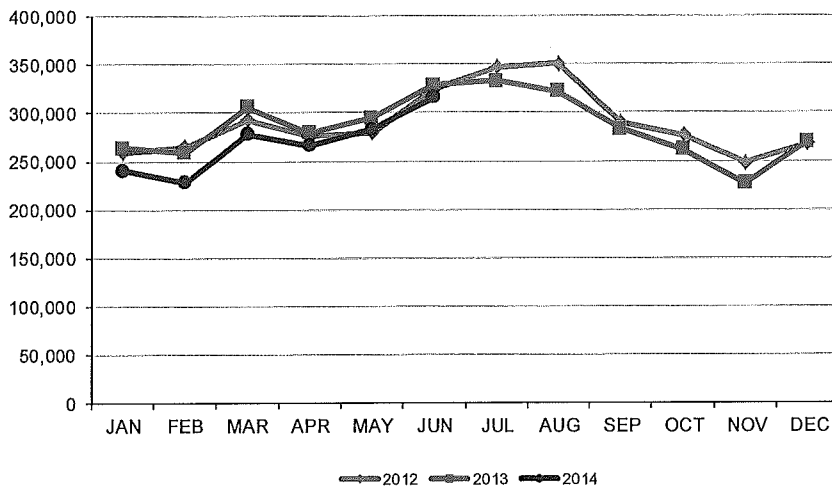




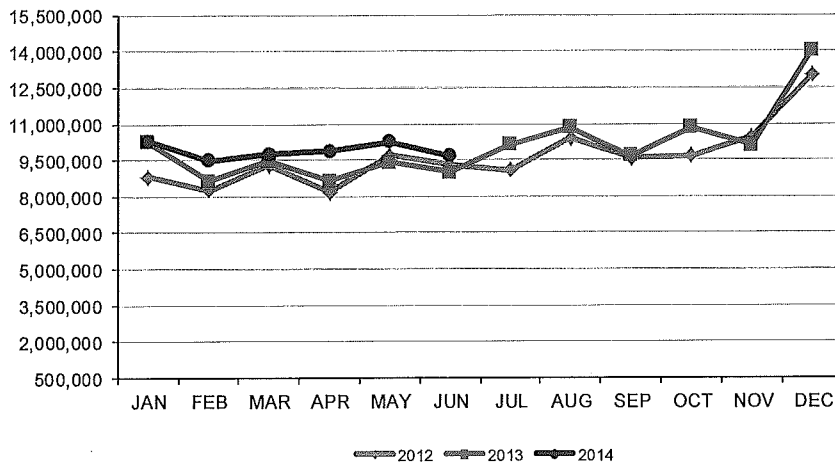
**TOTAL PASSENGERS**

In June 2014, total passenger traffic at RNO decreased (3.7%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased by 45% due to a new non-stop flight to Portland, OR which began in November 2013 and increased mid week service to San Jose, CA. Southwest cut service to Portland on June 7th. With respect to load factors, Allegiant Air, Delta Air Lines, Southwest, American Airlines and US Airways reported year-over-year increases. Allegiant Air reported a 92.2% average load factor, an 11.9 point increase from last year. Delta Air Lines reported 92% load factor, increasing 5.7 points. Alaska Airlines' load factor for the month has decreased (4.2pts) to 83% on increased capacity of 20%. U.S. Airways reported an average monthly load factor of 85.4% while United Airlines posted 92.2%. Although Southwest Airlines traffic decreased with the reductions of Portland, Seattle, two Oakland and one Phoenix frequency compared to last year, their load factor has increased to 81.2%.

**Total Passengers**



**Total Cargo**



**TOTAL CARGO**

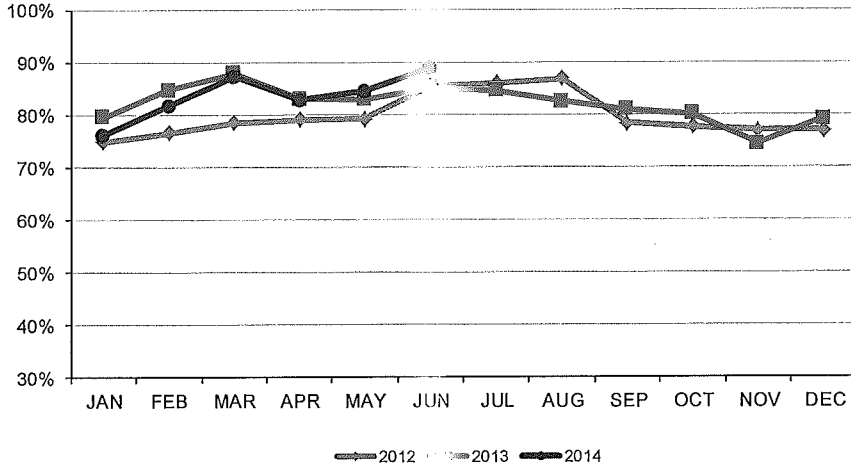
Total cargo volume at RNO increased 7.5% in June 2014 versus the same period last year. FedEx was the driver with an increase of 12.6% year-over-year. UPS has decreased by 1.6% while Ameriflight (DHL) increased by 4.4% over the same period. The monthly volume represents the highest June on record since 2008.





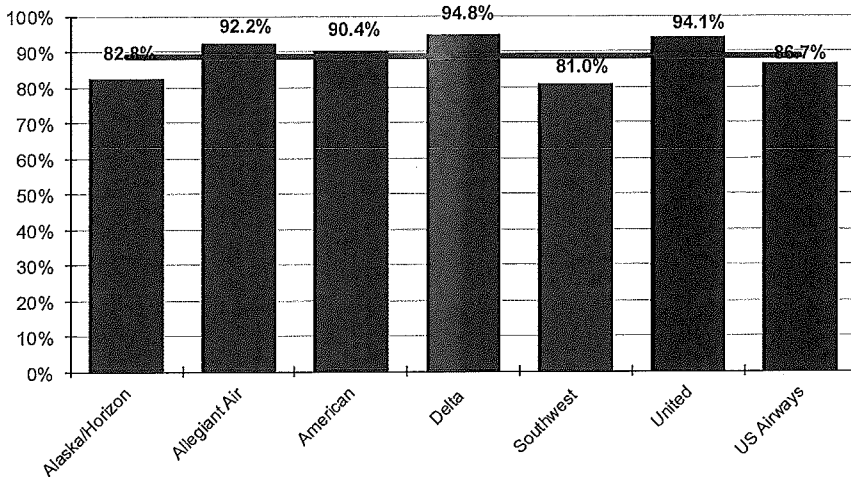
Reno-Tahoe  
International  
Airport

### Average Enplaned Load Factors



Load Factors June 2014			
Airline	RNO	Network	Difference
Alaska	82.8%	86.9%	(4.1)
Allegiant Air	92.2%	90.6%	1.6
American	90.4%	85.0%	5.4
Delta	94.8%	87.5%	7.3
Southwest	81.0%	86.1%	(5.1)
United	94.1%	87.1%	7.0
US Airways	86.7%	80.3%	6.4

### Enplaned Load Factors by Airlines



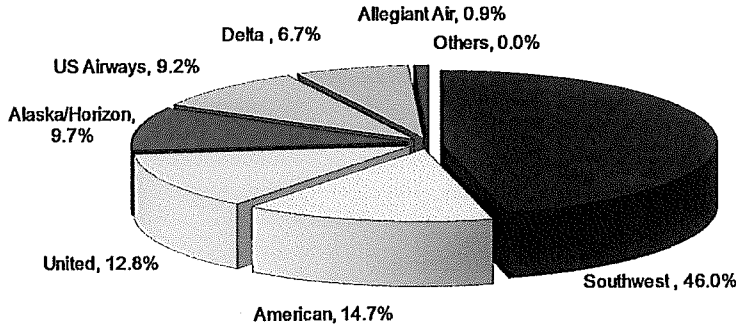
### AIRLINE LOAD FACTORS

In June 2014, the average enplaned load factor at RNO was 88.9%, a 3.7% increase versus last year. Many airlines showed improved year-over-year average load factor. Delta Air Lines reported RNO load factor was 7.3 points higher than their network average, United Airlines reported RNO as 7.0 points higher than the Network average and U.S. Airways reported RNO load factor was 6.4 points higher than their network average.



# Reno-Tahoe International Airport

## Air Carrier Market Share



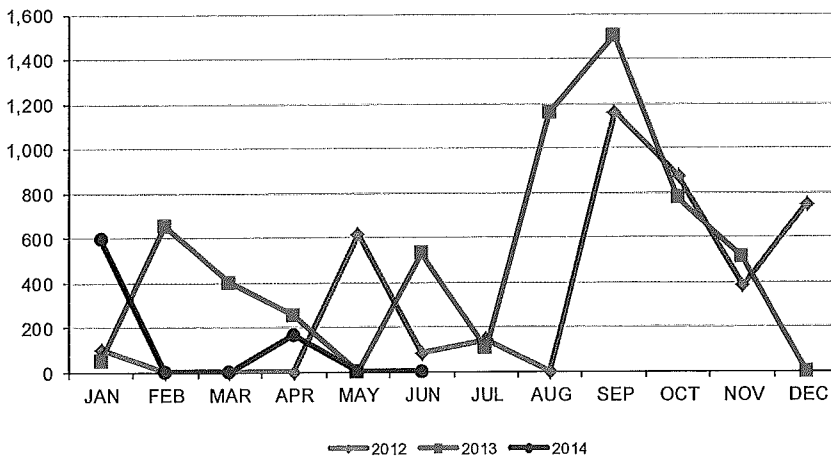
## AIRLINE MARKET SHARE

In June 2014, Southwest Airlines carried a total of 145,807 passengers resulting in a market share of 46.0%. The next highest market shares were: American Airlines with 14.7%, United Airlines with 12.8%, Alaska Airlines with 9.7%, US Airways with 9.2%, Delta Air Lines at 6.7%, and Allegiant Air rounded out the carriers with 0.9% of the total passengers at Reno-Tahoe International Airport.

## Air Carrier Market Share

	June-14	June-13	YOY Change
Alaska/Horizon	9.7%	6.3%	3.4
Allegiant Air	0.9%	1.4%	(0.5)
American	14.7%	11.4%	3.2
Delta	6.7%	7.2%	(0.5)
Southwest	46.0%	52.2%	(6.1)
United	12.8%	13.2%	(0.4)
US Airways	9.2%	8.2%	1.0
Others	0.0%	0.0%	0.0

## Total Charter Passengers

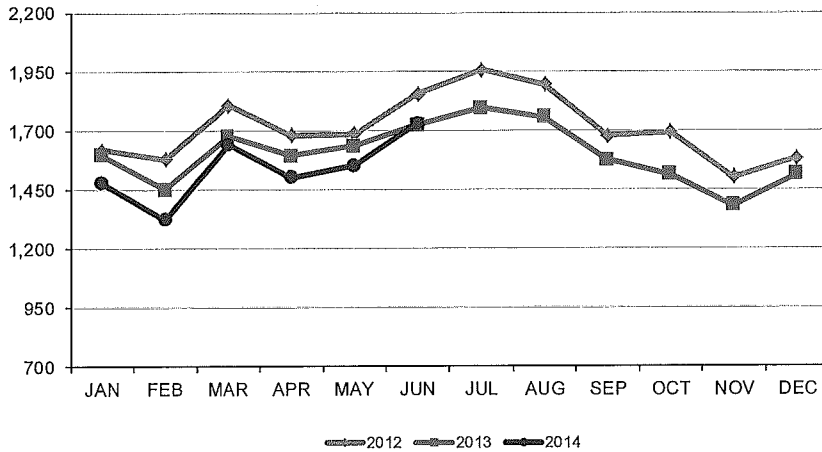


## CHARTER PASSENGERS

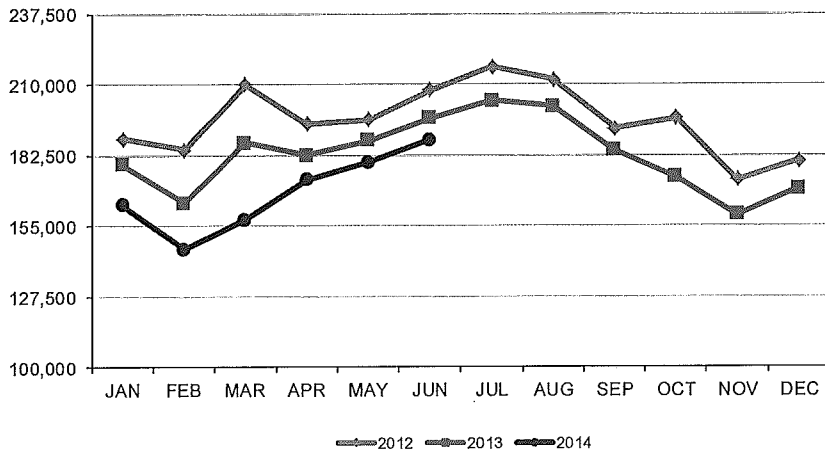
There were no charter passengers going through the Reno-Tahoe International Airport in June 2014.



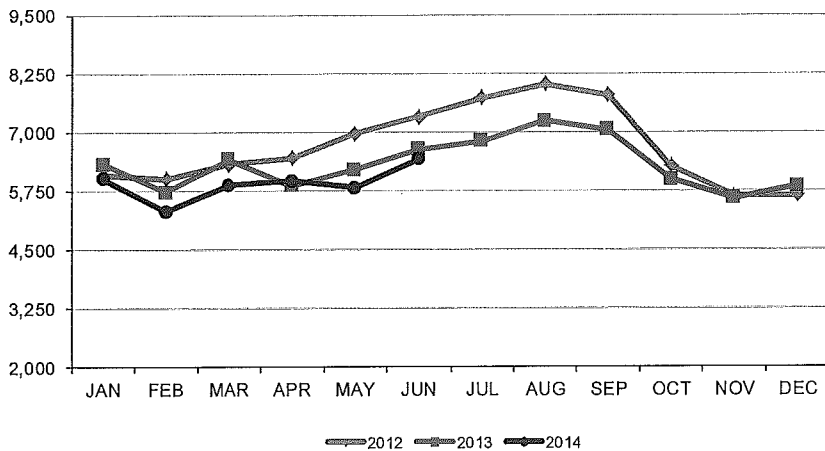
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



**Schedule Changes**

**Alaska Airlines**

- Restored some midweek service to San Jose, CA from one to two daily flights in June 2014, with 10 additional frequencies compared to May 2014.
- In addition, Alaska Airlines started service to Portland, OR with two flights per day starting on June 8.

**American Airlines**

- Effective June 12 it increased service to Los Angeles, CA from four to five daily flights.
- June 11 through August 18, it increased service to Dallas Fort Worth with a third daily departure and to Chicago O'Hare with a second daily departure.

**Delta Air Lines**

- Began Saturday only service to Minneapolis, MN on June 7.

**Southwest Airlines**

- Eliminated non-stop service to Portland, OR and Seattle, WA effective June 7.

**U.S. Airways**

- Will increase seasonal daily Phoenix service from four to six effective July 1, 2014.

**United Airlines**

- Daily Houston service has been reinstated effective June 5, 2014.

**TOTAL OPERATIONS**

A total of 6,420 operations occurred at RNO in June 2014, leading to a (3.2%) decrease compared to June 2013. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



# Reno-Tahoe International Airport

## Reno-Tahoe International Airport

Total Passengers					
June-14					
	Passengers		YOY %	Passengers	
	2012	2013	Change	2014	YOY % Change
JAN	259,012	264,265	2.0%	241,181	-8.7%
FEB	265,017	259,299	-2.2%	228,035	-12.1%
MAR	292,939	306,049	4.5%	278,172	-9.1%
1st Quarter	816,968	829,613	1.5%	747,388	-9.9%
APR	275,926	279,418	1.3%	266,800	-4.5%
MAY	279,857	295,494	5.6%	283,225	-4.2%
JUN	325,260	328,755	1.1%	316,720	-3.7%
2nd Quarter	881,043	903,667	2.6%	866,745	-4.1%
JUL	347,060	333,321	-4.0%		
AUG	350,934	322,083	-8.2%		
SEP	290,311	283,565	-2.3%		
3rd Quarter	988,305	938,969	-5.0%		
OCT	277,030	262,473	-5.3%		
NOV	248,067	227,213	-8.4%		
DEC	267,739	270,051	0.9%		
4th Quarter	792,836	759,737	-4.2%		
<b>TOTAL</b>	<b>3,479,152</b>	<b>3,431,986</b>	<b>-1.4%</b>		
<b>YTD Total</b>		<b>1,733,280</b>		<b>1,614,133</b>	<b>-6.9%</b>

Total Scheduled Enplaned Passengers			
June-14			
	2012	2013	2014
JAN	131,484	133,439	121,421
FEB	131,201	129,283	113,777
MAR	148,163	154,142	142,542
APR	138,938	140,054	132,183
MAY	138,309	146,562	140,297
JUN	161,607	162,489	158,827
JUL	172,563	165,218	
AUG	173,097	160,091	
SEP	149,113	144,896	
OCT	139,927	132,347	
NOV	123,267	113,903	
DEC	129,707	131,328	
<b>TOTAL</b>	<b>1,737,376</b>	<b>1,713,752</b>	
<b>YTD Total</b>		<b>865,969</b>	<b>809,047</b>

Total Deplaned Passengers			
June-14			
	2012	2013	2014
JAN	127,179	130,579	119,481
FEB	133,816	130,016	114,258
MAR	144,776	151,506	135,630
APR	136,988	139,265	134,617
MAY	141,282	148,932	142,928
JUN	163,571	165,931	157,893
JUL	174,432	168,053	
AUG	177,837	161,513	
SEP	140,626	137,942	
OCT	136,719	129,736	
NOV	124,676	113,051	
DEC	137,648	138,723	
<b>TOTAL</b>	<b>1,739,550</b>	<b>1,715,247</b>	
<b>YTD Total</b>		<b>866,229</b>	<b>804,807</b>

Total Cargo						
June-14						
	2012		YOY % Change	2014		YOY % Change
	Cargo in Pounds	2013		Pounds	Metric Tons	
JAN	8,813,491	10,269,546	16.5%	10,303,380	4,673	0.3%
FEB	8,274,037	8,635,807	4.4%	9,486,697	4,302	9.9%
MAR	9,304,722	9,457,376	1.6%	9,758,391	4,426	3.2%
1st Quarter	26,392,250	28,362,729	7.5%	29,548,468	13,401	4.2%
APR	8,175,766	8,639,232	5.7%	9,874,401	4,478	14.3%
MAY	9,706,074	9,398,212	-3.2%	10,269,963	4,658	9.3%
JUN	9,302,777	9,001,339	-3.2%	9,679,744	4,390	7.5%
2nd Quarter	27,184,617	27,038,783	-0.5%	29,824,108	13,526	10.3%
JUL	9,096,013	10,149,807	11.6%			
AUG	10,398,754	10,859,694	4.4%			
SEP	9,573,812	9,689,115	1.2%			
3rd Quarter	29,068,579	30,698,616	5.6%			
OCT	9,677,334	10,834,930	12.0%			
NOV	10,469,628	10,099,499	-3.5%			
DEC	13,007,942	13,998,438	7.6%			
4th Quarter	33,154,904	34,932,867	5.4%			
<b>TOTAL</b>	<b>115,800,350</b>	<b>121,032,995</b>	<b>4.5%</b>			
<b>YTD Total</b>		<b>55,401,512</b>		<b>59,372,576</b>	<b>26,926</b>	<b>7.2%</b>

Enplaned Passengers & Load Factor			
	Enplaned PAX	June-14	June-13
Alaska/Horizon	15,286	82.8%	85.5%
Allegiant Air	1,378	92.2%	79.7%
American	22,967	90.4%	88.4%
Delta	10,908	94.8%	87.9%
Southwest	72,728	81.0%	78.5%
United	20,717	94.1%	93.7%
US Airways	14,843	86.7%	82.2%

Source: RNO Monthly Flight Activity Reports

**Monthly Report July 2014**

**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 14/15**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 14/15</u>	<u>FY 13/14</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/14:	\$1,995,956	\$1,989,601	0%
Forecasted Commission for this Revenue:	\$138,837	\$148,232	-6%
Number of Room Nights:	11655	11361	3%
Number of Delegates:	6770	6439	5%
Annual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	89	96	-7%

<u>Monthly Detail/Activity</u>	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	<b>4</b>	<b>6</b>	
Revenue Booked:	\$156,104	\$45,413	244%
Projected Commission:	\$1,075	\$2,247	-52%
Room Nights:	636	369	72%
Number of Delegates:	390	328	19%
Booked Group Types:	2 Assoc., 2 Corp	4 Assn, 6 Smf, 1 Govt.	
Lost Business, # of Groups:	1	4	

<u>Arrived in the month</u>	<u>July-14</u>	<u>*Est.</u>	<u>July-13</u>	
Number of Groups:	<b>11</b>		<b>10</b>	
Revenue Arrived:	\$466,213		\$177,016	163%
Projected Commission:	\$21,369		\$5,685	276%
Room Nights:	2249		1256	79%
Number of Delegates:	967		1086	-11%
Arrived Group Types:	8 Smf, 2 Corp, 2		3 Assoc, 5 Smf, 1 Govt 1 Corp. (Goal)	
<b>For 2015/16:</b>	<b>\$1,691,725</b>		<b>\$1,500,000</b>	
<b>For 2016/17:</b>	<b>\$2,704,452</b>		<b>\$2,000,000</b>	

**NUMBER OF LEADS Generated as of 7/31/14: 16**

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

2013/14	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209

**Future Year I 2006/2007: 205**

**Monthly Report July 2014**

**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 14/15**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>14/15</u>	<u>13/14</u>	<u>Variance</u>
Total Revenue Booked as of 7/31/14:	\$749,339	\$462,174	62%
Forecasted Commission for this Revenue:	\$27,773	\$2,340	1087%
Number of Room Nights:	6376	4741	34%
Number of Delegates:	2995	1410	112%
Annual Commission Projection:	\$30,000	\$10,000	

<u>Monthly Detail/Activity</u>	<u>July-14</u>		<u>July-13</u>	
<u>Number of Groups Booked:</u>	<b>1</b>		<b>3</b>	
Revenue Booked:	\$10,800		\$490,297	-98%
Projected Commission:	\$0		\$24,010	
Room Nights:	55		1525	-96%
Number of Delegates:	40		3666	-99%
Booked Group Types:	1 Smf		1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>July-14</u>	<u>* Est.</u>	<u>July-13</u>
Number of Groups:	4		1
Revenue Arrived:	\$49,294		\$10,103
Projected Commission:	\$813		\$1,515
Room Nights:	311		60
Number of Delegates:	185		40
Arrived Group Types:	1 Corp, 1 Assoc, 3 Smf		1 Smf

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