



**north lake tahoe**  
Chamber | CVB | Resort Association

# Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jan 31, 2013

**CONFIDENTIAL: Reproduction or further distribution prohibited**

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,703 Units ('MTRIP Census'\*)

		2012/13	2011/12	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (January) changed by (31.8%)	Occupancy (January) :	51.5%	39.1%	31.8%
North Lake Tahoe Average Daily Rate for last month (January) changed by (15.2%)	ADR (January) :	\$262	\$227	15.2%
North Lake Tahoe RevPAR for last month (January) changed by (51.8%)	RevPAR (January) :	\$135	\$89	51.8%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (February) changed by (25.5%)	Occupancy (February)	49.8%	39.7%	25.5%
North Lake Tahoe Average Daily Rate for next month (February) changed by (1.5%)	ADR (February) :	\$280	\$276	1.5%
North Lake Tahoe RevPAR for next month (February) changed by (27.4%)	RevPAR (February) :	\$139	\$109	27.4%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (8.1%)	Occupancy	44.6%	41.2%	8.1%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (6.5%)	ADR	\$221	\$208	6.5%
North Lake Tahoe RevPAR for the prior 6 months changed by (15.1%)	RevPAR	\$99	\$86	15.1%
<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 (27.1%)	Occupancy	24.2%	19.0%	27.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (3.7%)	ADR	\$237	\$228	3.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (31.8%)	RevPAR	\$57	\$43	31.8%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2013 vs. Previous Year</b>				
Rooms Booked during last month (January, 2013) compared to Rooms Booked during the same period last year (January, 2012) for all arrival dates has changed by (79.0%)	Booking Pace (January)	9.1%	5.1%	79.0%

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

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

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

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

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

**Copyright 2006 - 2013 MTRIP, LLC. All Rights Reserved.** Information provided here is **CONFIDENTIAL INFORMATION** and is the exclusive property of MTRIP LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of MTRIP, LLC. Sample reports may be provided to interested persons, specifically for purposes of their evaluation of a potential subscription and are subject to Copyrights of this product. Data and Metrics represented on this report are representative of the Sample Properties only and may not be representative of the entire Community or Industry. Persons using this data for strategic purposes do so at their own risk and hold MTRIP harmless.



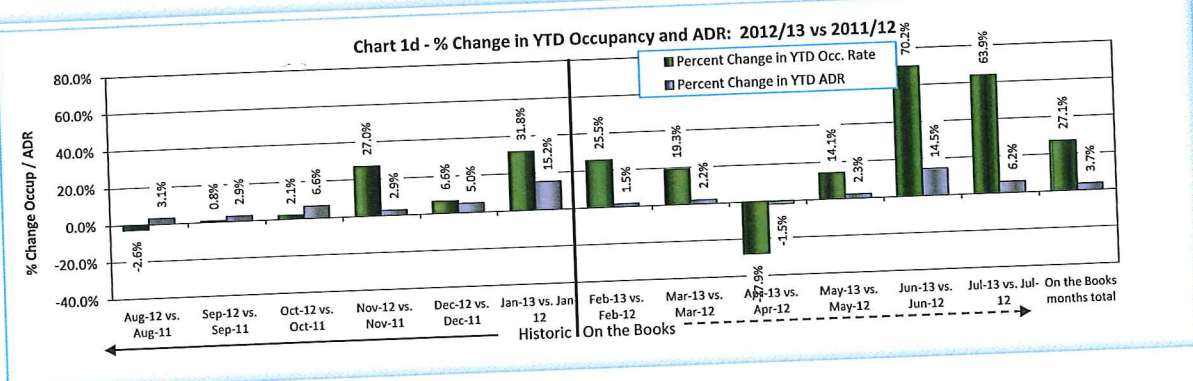
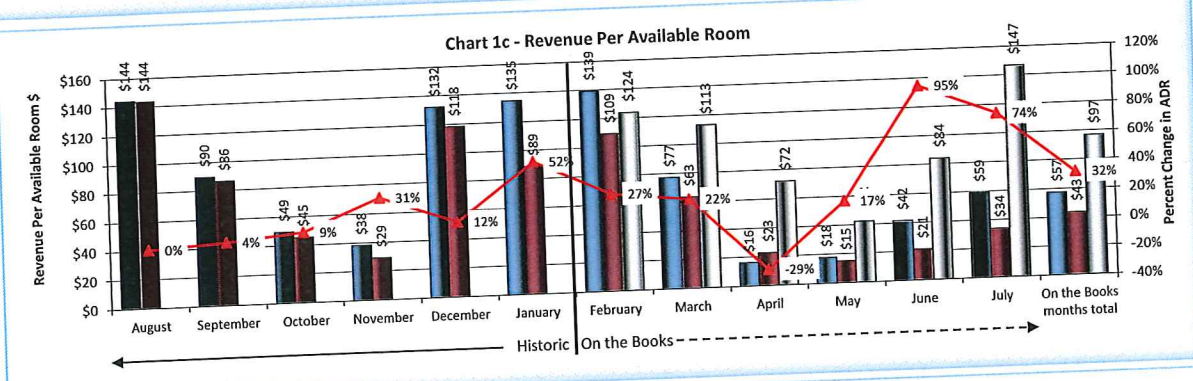
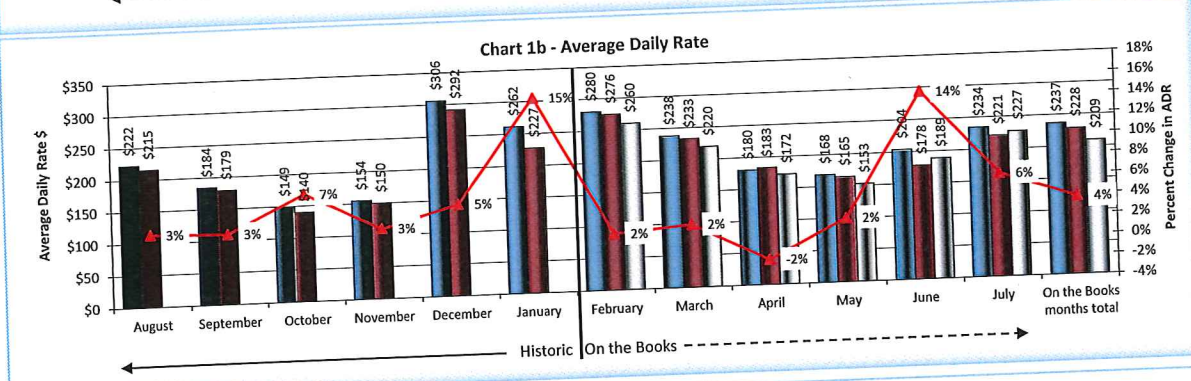
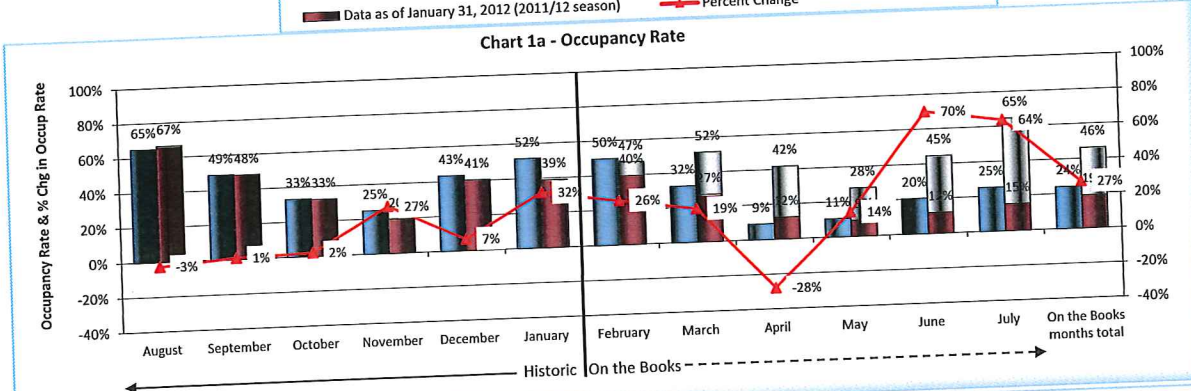


# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012/13 YTD (as of Jan 31, 2013) vs. 2011/12 YTD (as of Jan 31, 2012) vs. 2011/12 Historical  
**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

Historic Actual (2011/12 season)     
  Data as of January 31, 2013 (2012/13 season)  
 Data as of January 31, 2012 (2011/12 season)     
  Percent Change





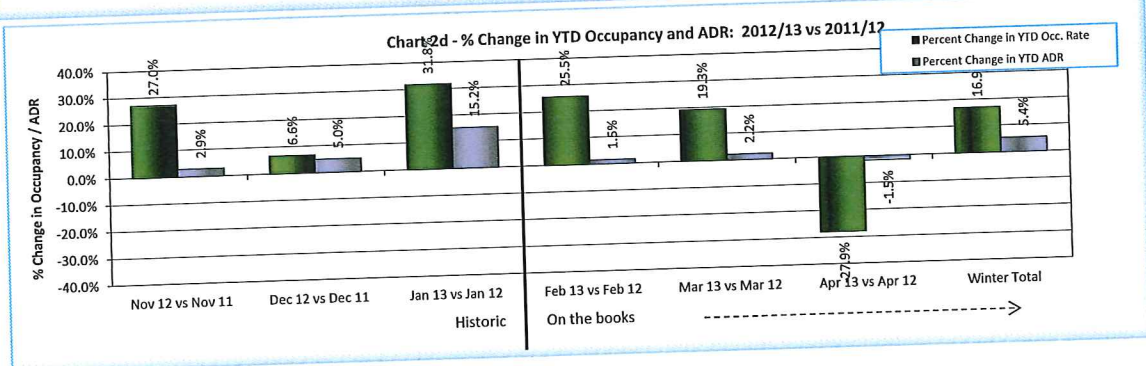
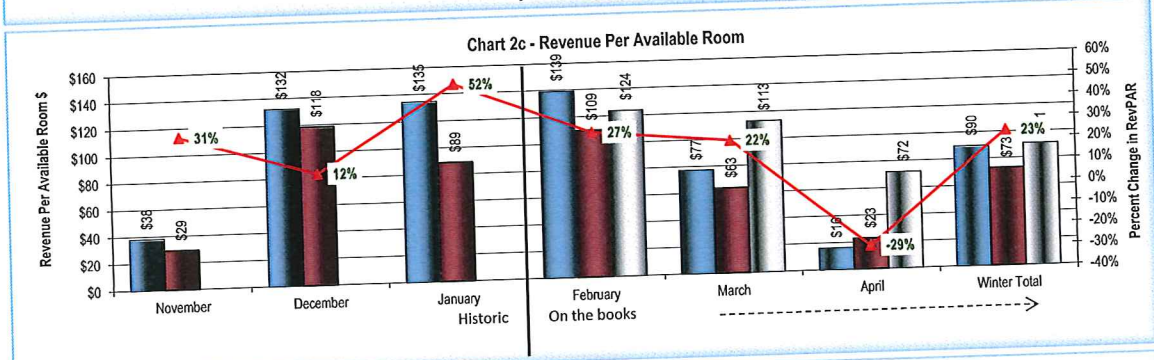
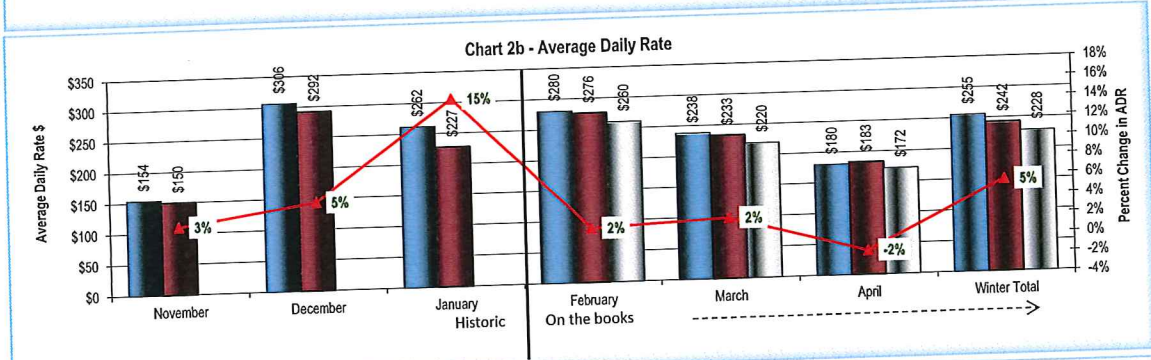
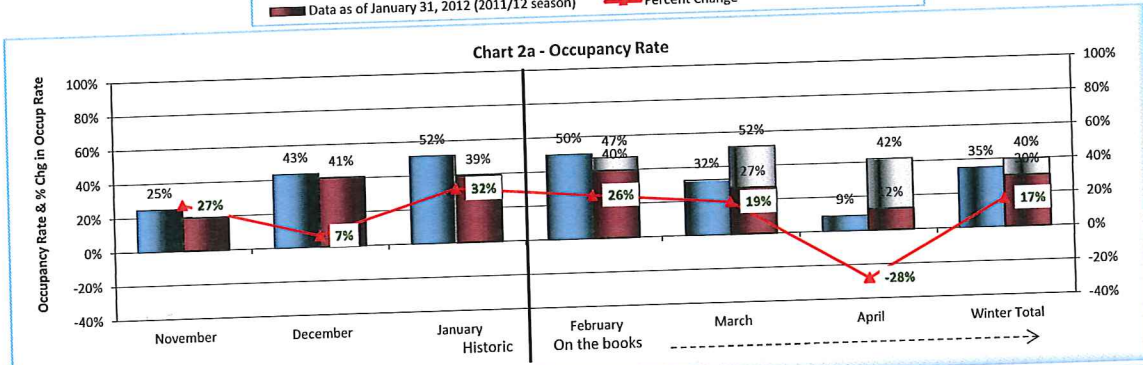
## RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of Jan 31, 2013) vs. 2011/12 YTD (as of Jan 31, 2012) vs. 2011/12 Historical

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

Historic Actual (2011/12 season)     
  Data as of January 31, 2013 (2012/13 season)

Data as of January 31, 2012 (2011/12 season)     
 ↗ Percent Change





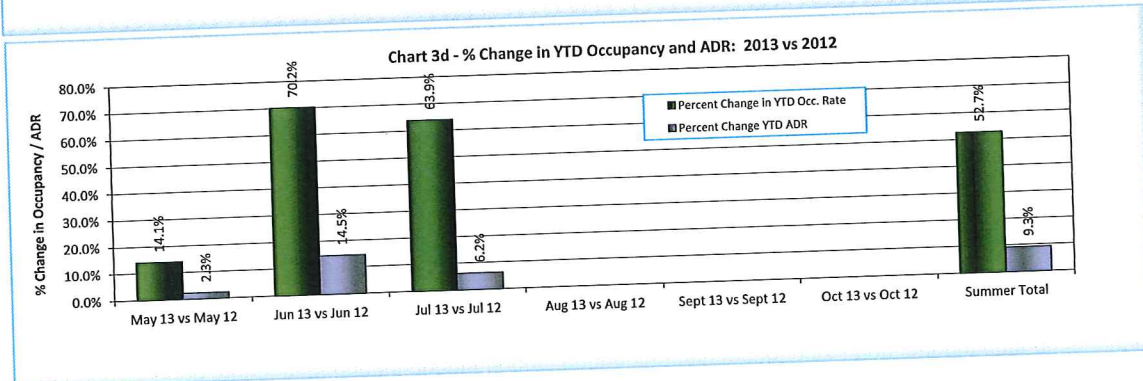
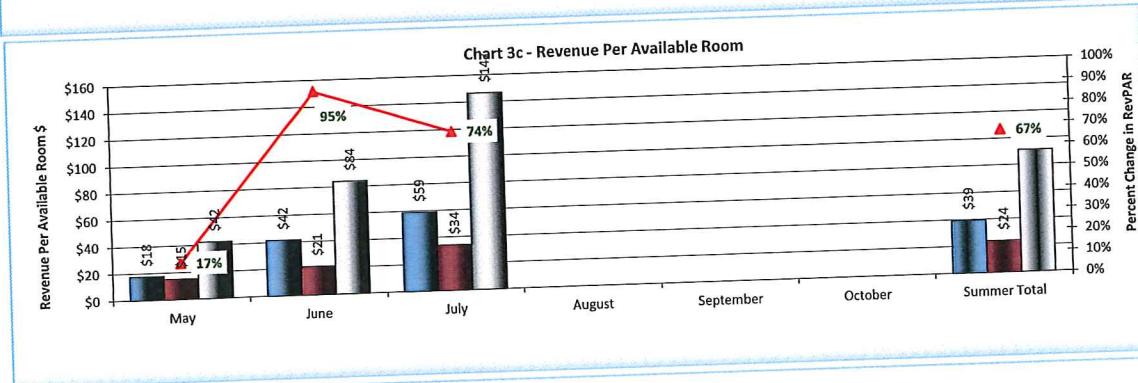
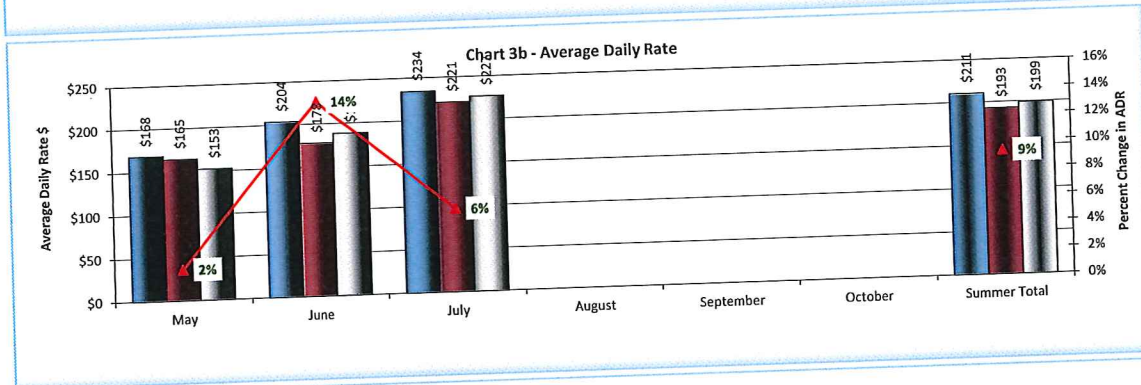
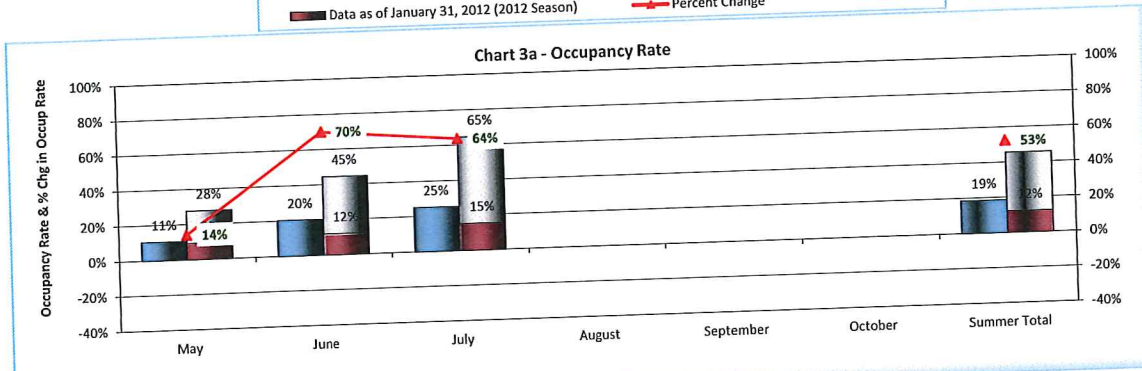


## RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of Jan 31, 2013) vs. 2012 YTD (as of Jan 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**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

Historic Actual (2012 Season)  
 Data as of January 31, 2013 (2013 Season)  
 Data as of January 31, 2012 (2012 Season)     —▲— Percent Change





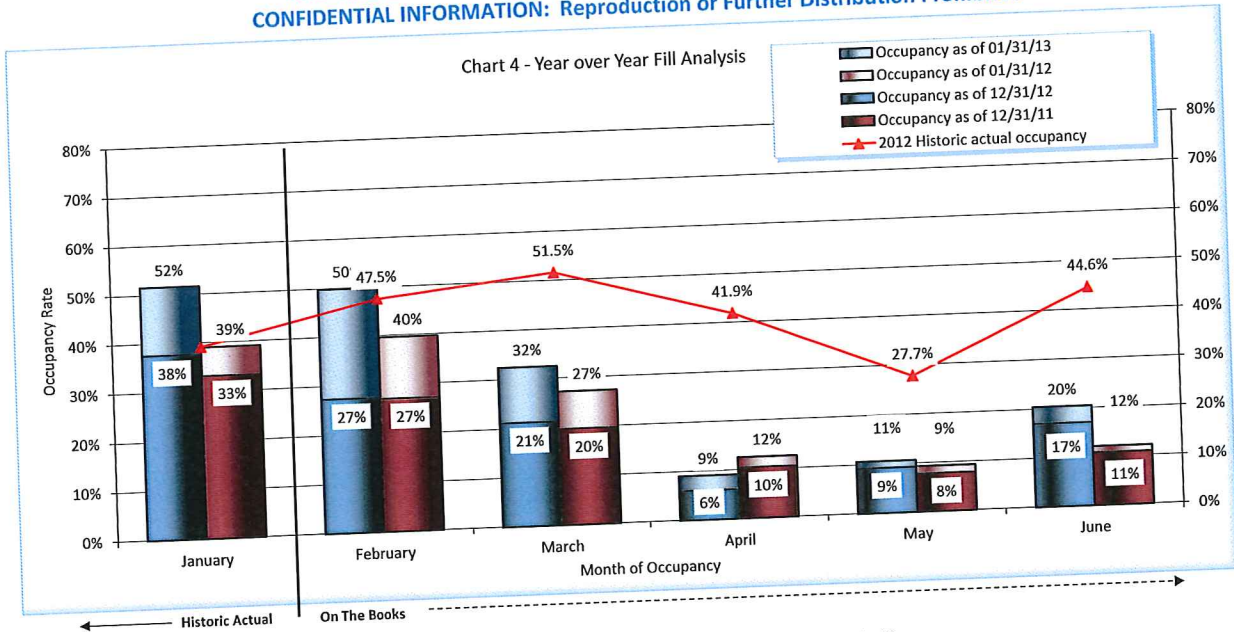
## RESERVATIONS ACTIVITY REPORT

### SECTION 4 - FILL ANALYSIS

2012 Occupancy Pace as of Jan 31, 2013 and Dec 31, 2012 versus same period 2011

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**



Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JAN 31			OCCUPANCY AS OF DEC 31			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 01/31/13	Occupancy as of 01/31/12	Absolute Change	Occupancy as of 12/31/12	Occupancy as of 12/31/11	Absolute Change	Incremental occupancy booked during Jan. 2013	Incremental occupancy booked during Jan. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	January	51.5%	39.1%	12.4%	37.6%	33.2%	4.4%	13.9%	5.9%	8.0%	
February	49.8%	39.7%	10.1%	27.4%	27.1%	0.3%	22.5%	12.6%	9.9%	78.2%	47.5%
March	32.5%	27.2%	5.2%	21.2%	19.6%	1.6%	11.3%	7.6%	3.7%	48.0%	51.5%
April	9.0%	12.5%	-3.5%	6.0%	10.4%	-4.4%	3.0%	2.1%	0.9%	-0.1%	41.8%
May	10.6%	9.3%	1.3%	9.2%	7.7%	1.4%	1.4%	1.5%	2.2%	172.9%	27.7%
June	20.4%	12.0%	8.4%	17.0%	10.7%	6.3%	3.4%	1.2%	4.0%	79.0%	44.6%
<b>Total</b>	<b>28.7%</b>	<b>23.2%</b>	<b>5.5%</b>	<b>19.6%</b>	<b>18.1%</b>	<b>1.5%</b>	<b>9.1%</b>	<b>5.1%</b>	<b>4.0%</b>	<b>79.0%</b>	<b>41.8%</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 month just ended.





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5A - SUPPORTING DATA TABLES**  
 Bookings as of Jan 31, 2013

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	Occup. Rate as of: January 31, 2013 (2012/13 season)	Occup. Rate as of: January 31, 2012 (2011/12 season)		
August	65.0%	66.7%	-2.6%		11
September	48.8%	48.4%	0.8%		11
October	33.2%	32.6%	2.1%		11
November	24.8%	19.5%	27.0%		11
December	43.2%	40.5%	6.6%		11
January	Historic Actual 51.5%	39.1%	31.8%		11
February	On the Books 49.8%	39.7%	25.5%	47.5%	11
March	32.5%	27.2%	19.3%	51.5%	11
April	9.0%	12.5%	-27.9%	41.9%	11
May	10.6%	9.3%	14.1%	27.7%	11
June	20.4%	12.0%	70.2%	44.6%	11
July	25.2%	15.4%	63.9%	64.6%	11
Grand total	34.5%	30.3%	13.6%	43.7%	11
Historic months total	44.6%	41.2%	8.1%	41.2%	11
On the Books months total	24.2%	19.0%	27.1%	46.3%	11

AVERAGE DAILY RATE	ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	ADR as of: January 31, 2013 (2012/13 season)	ADR as of: January 31, 2012 (2011/12 season)		
August	\$222	\$215	3.1%		11
September	\$184	\$179	2.9%		11
October	\$149	\$140	6.6%		11
November	\$154	\$150	2.9%		11
December	\$306	\$292	5.0%		11
January	Historic Actual \$262	\$227	15.2%		11
February	On the Books \$280	\$276	1.5%	\$260	11
March	\$238	\$233	2.2%	\$220	11
April	\$180	\$183	-1.5%	\$172	11
May	\$168	\$165	2.3%	\$153	11
June	\$204	\$178	14.5%	\$189	11
July	\$234	\$221	6.2%	\$227	11
Grand total	\$227	\$214	5.9%	\$208	11
Historic months total	\$221	\$208	6.5%	\$208	11
On the Books months total	\$237	\$228	3.7%	\$209	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	RevPAR as of: January 31, 2013 (2012/13 season)	RevPAR as of: January 31, 2012 (2011/12 season)		
August	\$144	\$144	0.4%		11
September	\$90	\$86	3.7%		11
October	\$49	\$45	8.8%		11
November	\$38	\$29	30.6%		11
December	\$132	\$118	12.0%		11
January	Historic Actual \$135	\$89	51.8%		11
February	On the Books \$139	\$109	27.4%	\$124	11
March	\$77	\$63	21.9%	\$113	11
April	\$16	\$23	-29.0%	\$72	11
May	\$18	\$15	16.7%	\$42	11
June	\$42	\$21	94.8%	\$84	11
July	\$59	\$34	74.0%	\$147	11
Grand total	\$78	\$65	20.3%	\$91	11
Historic months total	\$99	\$86	15.1%	\$86	11
On the Books months total	\$57	\$43	31.8%	\$97	11



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Jan 31, 2013**

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

**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)
	Occup. Rate as of: January 31, 2013 (2012/13 season)	Occup. Rate as of: January 31, 2012 (2011/12 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012/13 & 2011/12)				
November	24.8%	19.5%	27.0%	
December	43.2%	40.5%	6.6%	
January <b>Historic Actual</b>	51.5%	39.1%	31.8%	
February <b>On the Books</b>	49.8%	39.7%	25.5%	47.5%
March	32.5%	27.2%	19.3%	51.5%
April	9.0%	12.5%	-27.9%	41.9%
Winter Total	35.1%	30.0%	16.9%	39.8%

AVERAGE DAILY RATE	ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)
	ADR as of: January 31, 2013 (2012/13 season)	ADR as of: January 31, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$154	\$150	2.9%	
December	\$306	\$292	5.0%	
January <b>Historic Actual</b>	\$262	\$227	15.2%	
February <b>On the Books</b>	\$280	\$276	1.5%	\$260
March	\$238	\$233	2.2%	\$220
April	\$180	\$183	-1.5%	\$172
Winter Total	\$255	\$242	5.4%	\$228

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)
	RevPAR as of: January 31, 2013 (2012/13 season)	RevPAR as of: January 31, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$38	\$29	30.6%	
December	\$132	\$118	12.0%	
January <b>Historic Actual</b>	\$135	\$89	51.8%	
February <b>On the Books</b>	\$139	\$109	27.4%	\$124
March	\$77	\$63	21.9%	\$113
April	\$16	\$23	-29.0%	\$72
Winter Total	\$90	\$73	23.3%	\$91





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Jan 31, 2013**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 Season)
	Occup. Rate as of: January 31, 2013 (2013 Season)	Occup. Rate as of: January 31, 2012 (2012 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	10.6%	9.3%	14.1%	27.7%
June	20.4%	12.0%	70.2%	44.6%
July	25.2%	15.4%	63.9%	64.6%
August				
September				
October				
Summer Total	18.7%	12.3%	52.7%	45.6%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 Season)
	ADR as of: January 31, 2013 (2013 Season)	ADR as of: January 31, 2012 (2012 Season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$168	\$165	2.3%	\$153
June	\$204	\$178	14.5%	\$189
July	\$234	\$221	6.2%	\$227
August				
September				
October				
Summer Total	\$211	\$193	9.3%	\$199

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 Season)
	RevPAR as of: January 31, 2013 (2013 Season)	RevPAR as of: January 31, 2012 (2012 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$18	\$15	16.7%	\$42
June	\$42	\$21	94.8%	\$84
July	\$59	\$34	74.0%	\$147
August				
September				
October				
Summer Total	\$39	\$24	66.8%	\$91

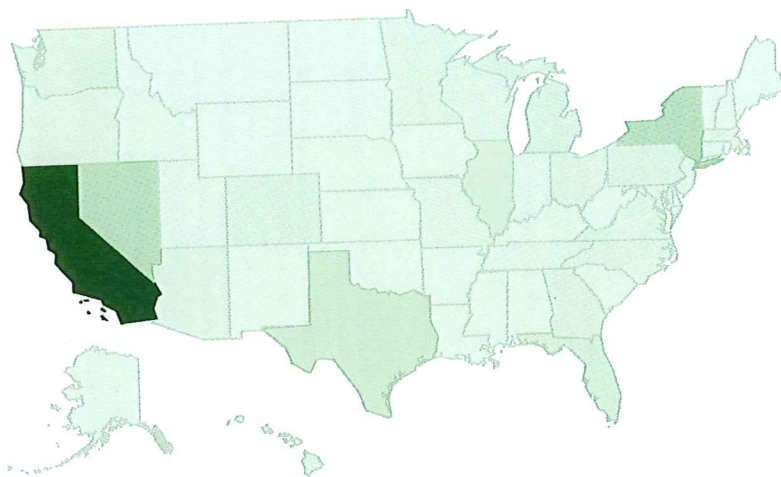
Location

ALL » COUNTRY / TERRITORY: United States

change in % of visits: -0.21%

Map Overlay

Site Usage



Visits <b>28.92%</b> 79,563 vs 61,717	Pages / Visit <b>-13.81%</b> 3.53 vs 4.10	Avg. Visit Duration <b>-8.09%</b> 00:02:50 vs 00:03:05	% New Visits <b>-0.45%</b> 78.05% vs 78.41%	Bounce Rate <b>15.49%</b> 43.91% vs 38.02%
---	---	--	---	--

Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
<b>1. California</b>					
Jan 1, 2013 - Jan 31, 2013	41,047	3.25	00:02:39	76.85%	45.91%
Jan 1, 2012 - Jan 31, 2012	29,287	3.74	00:02:50	76.43%	40.42%
% Change	40.15%	-13.29%	-6.70%	0.56%	13.57%
<b>2. New York</b>					
Jan 1, 2013 - Jan 31, 2013	5,741	2.91	00:02:10	80.26%	48.84%
Jan 1, 2012 - Jan 31, 2012	1,712	4.08	00:02:42	85.05%	38.08%
% Change	235.34%	-28.64%	-20.04%	-5.62%	28.25%
<b>3. Nevada</b>					
Jan 1, 2013 - Jan 31, 2013	5,453	4.30	00:05:02	61.38%	43.19%
Jan 1, 2012 - Jan 31, 2012	4,270	4.28	00:04:29	58.97%	39.98%
% Change	27.70%	0.42%	12.41%	4.09%	8.03%
<b>4. Texas</b>					
Jan 1, 2013 - Jan 31, 2013	3,171	4.48	00:03:34	82.56%	33.93%
Jan 1, 2012 - Jan 31, 2012	3,939	4.72	00:03:40	81.90%	31.25%
% Change	-19.50%	-5.04%	-2.65%	0.81%	8.58%
<b>5. Florida</b>					
Jan 1, 2013 - Jan 31, 2013	1,815	4.00	00:02:47	82.70%	40.00%
Jan 1, 2012 - Jan 31, 2012	2,172	4.32	00:03:02	79.19%	36.46%
% Change	-16.44%	-7.49%	-8.39%	4.43%	9.70%



6. <a href="#">Illinois</a>					
Jan 1, 2013 - Jan 31, 2013	1,744	4.02	00:02:45	81.25%	39.62%
Jan 1, 2012 - Jan 31, 2012	1,760	4.63	00:03:17	82.78%	32.84%
<b>% Change</b>	<b>-0.91%</b>	<b>-13.06%</b>	<b>-16.44%</b>	<b>-1.85%</b>	<b>20.65%</b>
7. <a href="#">(not set)</a>					
Jan 1, 2013 - Jan 31, 2013	1,544	2.43	00:01:24	83.48%	66.58%
Jan 1, 2012 - Jan 31, 2012	100	1.85	00:00:59	95.00%	76.00%
<b>% Change</b>	<b>1,444.00%</b>	<b>31.35%</b>	<b>43.65%</b>	<b>-12.12%</b>	<b>-12.39%</b>
8. <a href="#">Hawaii</a>					
Jan 1, 2013 - Jan 31, 2013	1,228	3.41	00:02:55	75.33%	40.47%
Jan 1, 2012 - Jan 31, 2012	396	4.59	00:03:22	78.28%	29.04%
<b>% Change</b>	<b>210.10%</b>	<b>-25.78%</b>	<b>-13.34%</b>	<b>-3.78%</b>	<b>39.37%</b>
9. <a href="#">Washington</a>					
Jan 1, 2013 - Jan 31, 2013	1,216	3.29	00:01:59	76.56%	47.78%
Jan 1, 2012 - Jan 31, 2012	1,148	4.42	00:03:20	83.89%	32.93%
<b>% Change</b>	<b>5.92%</b>	<b>-25.65%</b>	<b>-40.35%</b>	<b>-8.73%</b>	<b>45.11%</b>
10. <a href="#">Michigan</a>					
Jan 1, 2013 - Jan 31, 2013	1,137	3.68	00:02:58	86.28%	42.48%
Jan 1, 2012 - Jan 31, 2012	778	4.51	00:03:01	83.42%	35.86%
<b>% Change</b>	<b>46.14%</b>	<b>-18.26%</b>	<b>-1.61%</b>	<b>3.43%</b>	<b>18.46%</b>

Rows 1 - 10 of 52

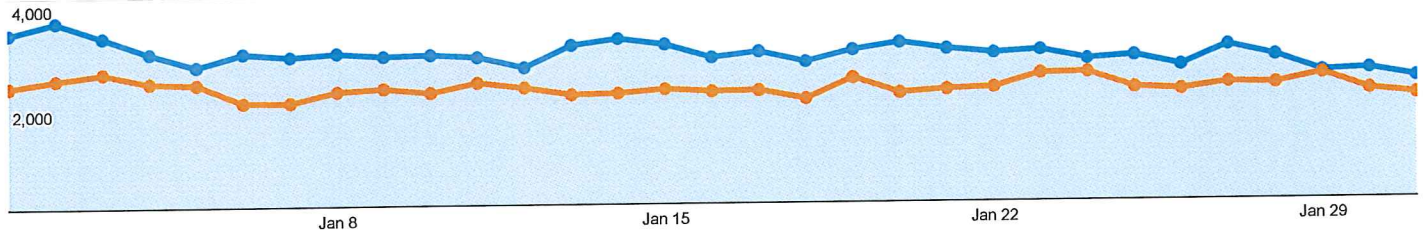
## New vs Returning

change in % of visits: +0.00%

Explorer

Site Usage

Jan 1, 2013 - Jan 31, 2013: Visits  
Jan 1, 2012 - Jan 31, 2012: Visits



Visits  
**29.22%**  
88,723 vs 68,658

Pages / Visit  
**-13.86%**  
3.51 vs 4.07

Avg. Visit Duration  
**-7.82%**  
00:02:49 vs 00:03:03

Bounce Rate  
**15.83%**  
43.96% vs 37.96%

Visitor Type	Visits	Visits	Contribution to total: Visits	
<b>1. New Visitor</b>				
Jan 1, 2013 - Jan 31, 2013	69,590	78.44%		
Jan 1, 2012 - Jan 31, 2012	54,271	79.05%		
<b>2. Returning Visitor</b>				
Jan 1, 2013 - Jan 31, 2013	19,133	21.56%		
Jan 1, 2012 - Jan 31, 2012	14,387	20.95%		

Rows 1 - 2 of 2

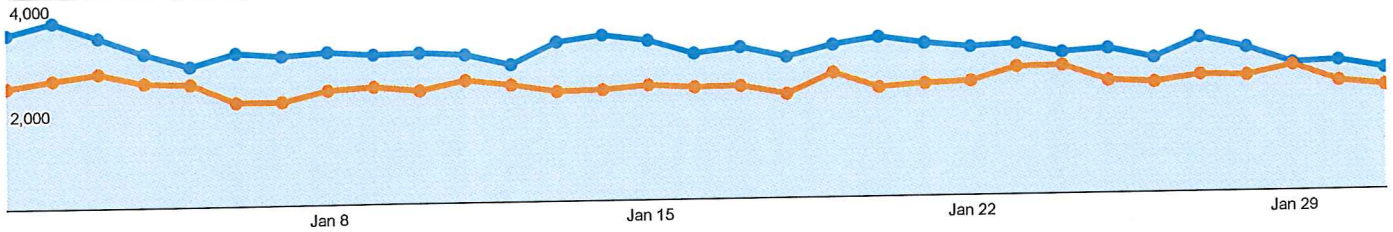


## Traffic Sources Overview

change in % of visits: +0.00%

Overview

Jan 1, 2013 - Jan 31, 2013: Visits  
Jan 1, 2012 - Jan 31, 2012: Visits



## 88,723 people visited this site



- 45.59% Search Traffic**  
40,453 Visits
- 31.81% Referral Traffic**  
28,220 Visits
- 22.41% Direct Traffic**  
19,886 Visits
- 0.18% Campaigns**  
164 Visits

Keyword	Visits	% Visits
1. (not provided)		
Jan 1, 2013 - Jan 31, 2013	12,175	30.10%
Jan 1, 2012 - Jan 31, 2012	4,180	14.87%
<b>% Change</b>	<b>191.27%</b>	<b>102.40%</b>
2. lake tahoe		
Jan 1, 2013 - Jan 31, 2013	1,405	3.47%
Jan 1, 2012 - Jan 31, 2012	610	2.17%
<b>% Change</b>	<b>130.33%</b>	<b>60.06%</b>
3. incline village		
Jan 1, 2013 - Jan 31, 2013	1,163	2.87%
Jan 1, 2012 - Jan 31, 2012	1,116	3.97%
<b>% Change</b>	<b>4.21%</b>	<b>-27.58%</b>
4. (not set)		
Jan 1, 2013 - Jan 31, 2013	895	2.21%
Jan 1, 2012 - Jan 31, 2012	0	0.00%
<b>% Change</b>	<b>100.00%</b>	<b>100.00%</b>
5. north lake tahoe		
Jan 1, 2013 - Jan 31, 2013	840	2.08%
Jan 1, 2012 - Jan 31, 2012	944	3.36%

<b>% Change</b>	<b>-11.02%</b>	<b>-38.17%</b>
<b>6. north lake tahoe hotels</b>		
Jan 1, 2013 - Jan 31, 2013	376	0.93%
Jan 1, 2012 - Jan 31, 2012	320	1.14%
<b>% Change</b>	<b>17.50%</b>	<b>-18.35%</b>
<b>7. incline village lake tahoe</b>		
Jan 1, 2013 - Jan 31, 2013	198	0.49%
Jan 1, 2012 - Jan 31, 2012	181	0.64%
<b>% Change</b>	<b>9.39%</b>	<b>-23.98%</b>
<b>8. kings beach tahoe</b>		
Jan 1, 2013 - Jan 31, 2013	151	0.37%
Jan 1, 2012 - Jan 31, 2012	104	0.37%
<b>% Change</b>	<b>45.19%</b>	<b>0.89%</b>
<b>9. tahoe vista</b>		
Jan 1, 2013 - Jan 31, 2013	140	0.35%
Jan 1, 2012 - Jan 31, 2012	109	0.39%
<b>% Change</b>	<b>28.44%</b>	<b>-10.75%</b>
<b>10. north lake tahoe ski resorts</b>		
Jan 1, 2013 - Jan 31, 2013	116	0.29%
Jan 1, 2012 - Jan 31, 2012	128	0.46%
<b>% Change</b>	<b>-9.38%</b>	<b>-37.02%</b>

[view full report](#)

PROPERTY REFERRAL REPORT - JANUARY (TOTAL LISTING)	REFERRALS
Tahoe Biltmore Lodge & Casino Cool Deals	1244
The Village at Squaw Valley Cool Deals	736
Hyatt Regency Lake Tahoe Resort, Spa and Casino	567
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	380
Vacasa Rentals	378
Cedar Glen Lodge	373
Northstar Resort Cool Deals	370
Northstar Resort	367
The Village at Squaw Valley	320
Stay In Lake Tahoe	303
The Ritz-Carlton, Lake Tahoe	301
Rustic Cottages Cool Deals	299
Tahoe Luxury Properties	254
Tahoe Luxury Properties Cool Deals	253
Firelite Lodge Cool Deals	247
Granlibakken Conference Center & Resort Cool Deals	239
Resort at Squaw Creek	233
Granlibakken Conference Center & Resort	231
Tahoe Getaways Vacation Rentals	229
Sunnyside Restaurant & Lodge	223
Tahoe Signature Properties	213
Northstar Condominiums	212
Stanford Alpine Chalet	210
Squaw Valley Lodge Cool Deals	209
Cal Neva Resort Casino Hotel	200
TahoeRentals.com ~ Wells and Bennett Realtors	196
Incline at Tahoe Realty	192
PlumpJack Squaw Valley Inn	192
Tahoe Biltmore Lodge & Casino	191
Constellation Residences at Northstar	186
Shore House at Lake Tahoe	171
Squaw Valley Lodge	168
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	165
Hauserman Rental Group	154
Agate Bay Realty Vacation Rentals	152
Brockway Springs Resort	151
Cottage Inn at Lake Tahoe	150
The Lodge at Sugar Bowl	149
Tahoma Meadows Bed & Breakfast Cottages	146
River Ranch Lodge and Restaurant	143
Tahoe Mountain Resorts Lodging	143
Americas Best Value Inn Tahoe City	139
Rainbow Lodge	135
Lake Tahoe Deluxe Vacation Rentals	133
Incline Vacation Rentals	132
Resort at Squaw Creek Cool Deals	128



Waters of Tahoe Properties	126
PepperTree Inn	122
Ferrari's Crown Resort	120
Rustic Cottages	117
Vacation Station, Inc.	117
North Tahoe Rental Company	113
Olympic Village Inn	113
Lake Tahoe Accommodations.	112
Mourelatos Lakeshore Resort	112
Painted Rock Lodge	112
Mourelatos Lakeshore Resort Cool Deals	109
Goldfish Properties	107
Northstar Mountain Home Vacation Rentals	106
Parkside Inn at Incline	106
Franciscan Lakeside Lodge	104
Meeks Bay Resort & Marina	100
Tahoma Lodge Cool Deals	100
Franciscan Lakeside Lodge Cool Deals	99
West Shore Cafe & Inn	99
Tahoe Vista Lodge and Cabins	90
Agate Bay Realty Vacation Rentals Cool Deals	89
Holiday House	86
Tahoma Lodge	86
The Border House	85
Alpine Rental Group	84
Tahoe Getaways Vacation Rentals Cool Deals	80
Ice Lakes Lodge at Royal Gorge XC Ski Resort	78
RedAwning.com Vacation Rentals	78
River Ranch Lodge and Restaurant Cool Deals	77
Red Wolf Lakeside Lodge	76
Stevenson's Holliday Inn	76
Lake Tahoe Accommodations	75
Tahoe Vistana Inn	74
West Lake Properties at Tahoe	73
Chalet de Huttlinger	70
Tahoe City Inn	69
Tahoe Mountain Club	69
Tahoe Woodside Vacation Rentals	69
Tahoe Exclusive Vacation Rentals	68
Kingswood Village Vacation Rentals	67
Mother Natures Inn	65
Shooting Star Bed & Breakfast	65
Vacation Tahoe by O'Neal Brokers	64
Firelite Lodge	62
Tahoe Sands Resort	62
Tahoe Exclusive Properties - Carr Long Real Estate	57
Tahoe Marina Lodge	56

Red Wolf Lodge at Squaw Valley	54
Aviva Inn	53
Club Tahoe Resort	51
LakeFrontHouse.com	51
Chaney House	44
Tahoe Tavern Properties	41
Tamarack Lodge	38
7-Pines Motel	30
Shooting Star Bed & Breakfast Cool Deals	26
Tahoe North Shore Lodge	22
The Ritz-Carlton, Lake Tahoe Cool Deals	15
Tahoe Edgelake Beach Club	14
Chinquapin / Packard Realty	10
Martis Valley Associates Property Rentals	10
Holiday House Cool Deals	8
Rustic Cottage Inn	8
Tahoe Real Estate Group	3
Tahoe City Inn Cool Deals	1

16530

PROPERTY REFERRAL REPORT - JANUARY (ALPHA LISTING)

REFERRALS

7-Pines Motel	30
Agate Bay Realty Vacation Rentals	152
Agate Bay Realty Vacation Rentals Cool Deals	89
Alpine Rental Group	84
Americas Best Value Inn Tahoe City	139
Aviva Inn	53
Brockway Springs Resort	151
Cal Neva Resort Casino Hotel	200
Cedar Glen Lodge	373
Chalet de Huttlinger	70
Chaney House	44
Chinquapin / Packard Realty	10
Club Tahoe Resort	51
Constellation Residences at Northstar	186
Cottage Inn at Lake Tahoe	150
Ferrari's Crown Resort	120
Firelite Lodge	62
Firelite Lodge Cool Deals	247
Franciscan Lakeside Lodge	104
Franciscan Lakeside Lodge Cool Deals	99
Goldfish Properties	107
Granlibakken Conference Center & Resort	231
Granlibakken Conference Center & Resort Cool Deals	239
Hauserman Rental Group	154
Holiday House	86
Holiday House Cool Deals	8
Hyatt Regency Lake Tahoe Resort, Spa and Casino	567
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	165
Ice Lakes Lodge at Royal Gorge XC Ski Resort	78
Incline at Tahoe Realty	192
Incline Vacation Rentals	132
Kingswood Village Vacation Rentals	67
Lake Tahoe Accommodations	75
Lake Tahoe Accommodations.	112
Lake Tahoe Deluxe Vacation Rentals	133
LakeFrontHouse.com	51
Martis Valley Associates Property Rentals	10
Meeks Bay Resort & Marina	100
Mother Natures Inn	65
Mourelatos Lakeshore Resort	112
Mourelatos Lakeshore Resort Cool Deals	109
North Tahoe Rental Company	113
Northstar Condominiums	212
Northstar Mountain Home Vacation Rentals	106
Northstar Resort	367
Northstar Resort Cool Deals	370



Olympic Village Inn	113
Painted Rock Lodge	112
Parkside Inn at Incline	106
PepperTree Inn	122
PlumpJack Squaw Valley Inn	192
Rainbow Lodge	135
Red Wolf Lakeside Lodge	76
Red Wolf Lodge at Squaw Valley	54
RedAwning.com Vacation Rentals	78
Resort at Squaw Creek	233
Resort at Squaw Creek Cool Deals	128
River Ranch Lodge and Restaurant	143
River Ranch Lodge and Restaurant Cool Deals	77
Rustic Cottage Inn	8
Rustic Cottages	117
Rustic Cottages Cool Deals	299
Shooting Star Bed & Breakfast	65
Shooting Star Bed & Breakfast Cool Deals	26
Shore House at Lake Tahoe	171
Squaw Valley Lodge	168
Squaw Valley Lodge Cool Deals	209
Stanford Alpine Chalet	210
Stay In Lake Tahoe	303
Stevenson's Holliday Inn	76
Sunnyside Restaurant & Lodge	223
Tahoe Biltmore Lodge & Casino	191
Tahoe Biltmore Lodge & Casino Cool Deals	1244
Tahoe City Inn	69
Tahoe City Inn Cool Deals	1
Tahoe Edgelake Beach Club	14
Tahoe Exclusive Properties - Carr Long Real Estate	57
Tahoe Exclusive Vacation Rentals	68
Tahoe Getaways Vacation Rentals	229
Tahoe Getaways Vacation Rentals Cool Deals	80
Tahoe Luxury Properties	254
Tahoe Luxury Properties Cool Deals	253
Tahoe Marina Lodge	56
Tahoe Mountain Club	69
Tahoe Mountain Resorts Lodging	143
Tahoe North Shore Lodge	22
Tahoe Real Estate Group	3
Tahoe Sands Resort	62
Tahoe Signature Properties	213
Tahoe Tavern Properties	41
Tahoe Vista Lodge and Cabins	90
Tahoe Vistana Inn	74
Tahoe Woodside Vacation Rentals	69

TahoeRentals.com ~ Wells and Bennett Realtors	196
Tahoma Lodge	86
Tahoma Lodge Cool Deals	100
Tahoma Meadows Bed & Breakfast Cottages	146
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	380
Tamarack Lodge	38
The Border House	85
The Lodge at Sugar Bowl	149
The Ritz-Carlton, Lake Tahoe	301
The Ritz-Carlton, Lake Tahoe Cool Deals	15
The Village at Squaw Valley	320
The Village at Squaw Valley Cool Deals	736
Vacasa Rentals	378
Vacation Station, Inc.	117
Vacation Tahoe by O'Neal Brokers	64
Waters of Tahoe Properties	126
West Lake Properties at Tahoe	73
West Shore Cafe & Inn	99

16530

And  
up we  
go.



**December 2012  
Passenger and Cargo Traffic Statistics  
Reno-Tahoe International Airport**

**January 29, 2013**





**U.S. DOMESTIC INDUSTRY OVERVIEW FOR DECEMBER 2012**  
**All RNO Carriers Systemwide – year over year comparison**

Average Load Factor:	82.5%, Up 0.2 pts.
Number of Flights *:	Down (2.2%)
Capacity of Seats *:	Down (0.7%)
Crude Oil **:	\$87.77 per barrel in Dec. 2012 vs. \$98.72 per barrel in Dec. 2011

**RNO OVERVIEW FOR DECEMBER 2012 – year over year comparison**

Total Passengers:	Down (4.9%)
Avg. Enplaned Load Factor:	77.0% Up 2.7 pts.
Passenger Flights:	Down (8.2%)
Total Seats:	Down (10.0%)
Total Cargo:	Down (6.6%)

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

**DECEMBER 2012 SUMMARY**

Reno-Tahoe International Airport (RNO) served 267,739 passengers in December 2012, a decrease of (4.9%) versus the same period last year. Weak economy and domestic flight cutbacks continue to affect passenger traffic at RNO. In December 2012, numerous airports and airlines across the U.S. reported a year-over-year decline in passenger traffic. As an example, Southwest Airlines' systemwide revenue passenger traffic declined (3.7%) versus December 2011. United Airlines' passenger traffic declined (4.0%) for the same period. In addition, Airlines Reporting Corporation (ARC), which captures transaction data from airlines and travel agencies, reported a decline of (4.1%) in the number of domestic transactions during the month of December, reflecting a nationwide decrease in air travel.

During calendar year 2012, RNO served 3,479,122 passengers, a decrease of (7.3%) versus 2011. A soft snowsports season couple with slow convention traffic contributed to this decline.

Boyd Group International, an aviation consulting and research firm, projects that the nation's air transportation system will likely see a 1.2 to 2.0 percent drop in passenger traffic in 2013. Airlines for America, the association representing major U.S. airlines, estimates a 2.4 percent decrease in scheduled domestic flights, with a 1.3 percent reduction in domestic seats for early 2013.

Reno-Tahoe International Airport handled 13,007,942 pounds of cargo in December 2012, a decrease of (6.6%) versus December of last year. However, for the year ending December 2012, RNO handled 115,800,350 pounds of cargo, an increase of 1.2% versus 2011.

In December 2012, RNO was served by six major airlines providing 57 nonstop departures each day to 15 destinations. RNO reported a (8.2%) decrease in the

**HIGHLIGHTS**

**Dec. 2012 vs. Dec. 2011**

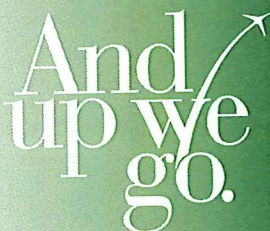
**Total Passengers  
Down (4.9%)**

**Enplaned Passengers  
Down (5.0%)**

**Deplaned Passengers  
Down (4.9%)**

**Average Enplaned Load  
Factor  
77.0%, Up 2.7 points**

**Total Cargo  
Down (6.6%)**







number of flights and a (10.0%) decrease in total seats versus December 2011. The U.S. airlines continue to reduce capacity, aligning it more closely with passenger demand to offset high operating costs.

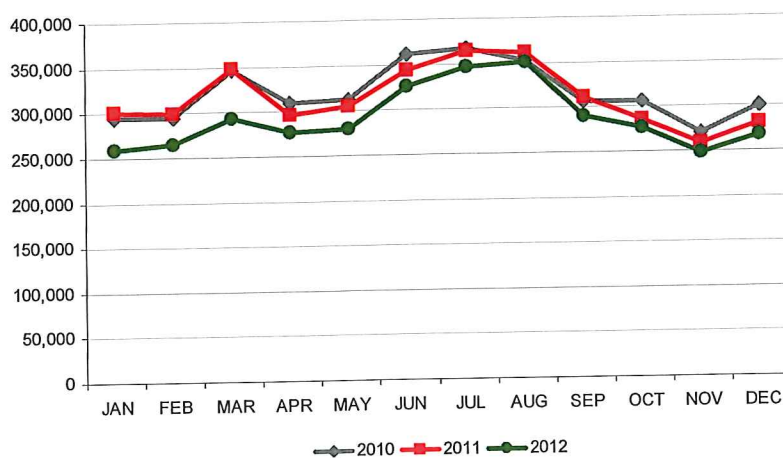
Alaska Airlines, however, began two non-stop daily flights between Reno and San Jose on June 4, 2012, providing outstanding connections to the entire Alaska network each day.

Effective January 6, 2013, Southwest Airlines began new non-stop seasonal flights between Reno and Ontario, California. The new flight will enhance Reno's connections to the L.A. Basin area during the peak ski season.

Allegiant Air will begin new non-stop flights between Reno and Las Vegas on February 1, 2013. Allegiant's twice weekly service will add a new option to Las Vegas and meet the needs of both leisure and business travelers alike.

In December 2012, the average enplaned load factor for scheduled airlines was 77.0%, 2.7 load factor points higher than in the December of the prior year.

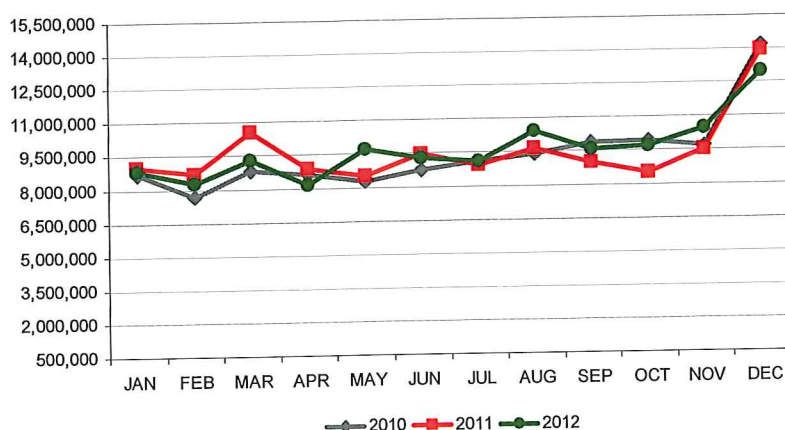
**Total Passengers**



**TOTAL PASSENGERS**

In December 2012, total passenger traffic at RNO decreased (4.9%) versus last year. Year-over-year passenger traffic of Alaska Airlines was up 62.6%, American Airlines grew 16.1% and US Airways increased 7.8%. United Airlines' passenger traffic decreased (21.5%) as it trimmed seasonal capacity to most of its markets, Delta Air Lines was down (21.0%) due to the reduction of the Minneapolis schedule and Southwest Airlines reported a decrease of (8.4%) for the same period.

**Total Cargo**

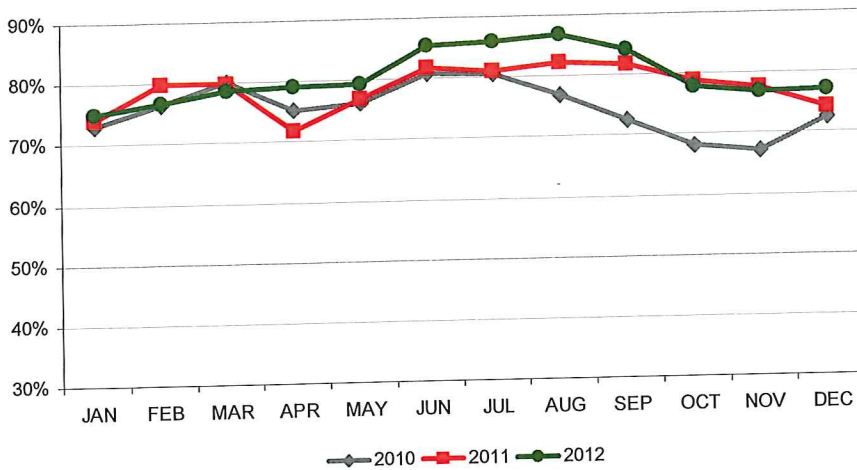


**TOTAL CARGO**

Total cargo volume at RNO decreased (6.6%) in December 2012 versus the same period last year. The year-over-year cargo volume of Ameriflight decreased (9.9%), UPS was down (9.2%) and FedEx reported a year-over-year decline of (5.6%) for the same period.

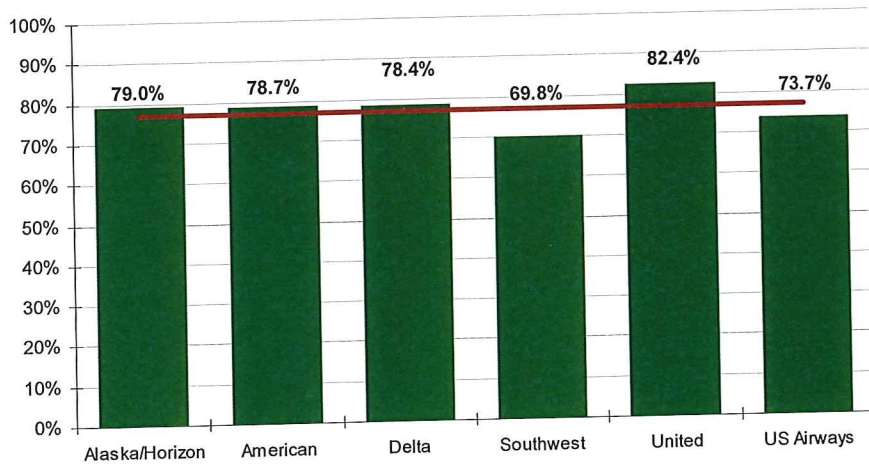


**Average Enplaned Load Factors**



Airline	RNO	Network	Difference
Alaska	79.0%	85.7%	(6.7)
American	78.7%	80.2%	(1.5)
Delta	78.4%	82.7%	(4.3)
Southwest	69.8%	78.0%	(8.2)
United	82.4%	82.4%	0.0
US Airways	73.7%	83.1%	(9.4)

**Enplaned Load Factors by Airlines**



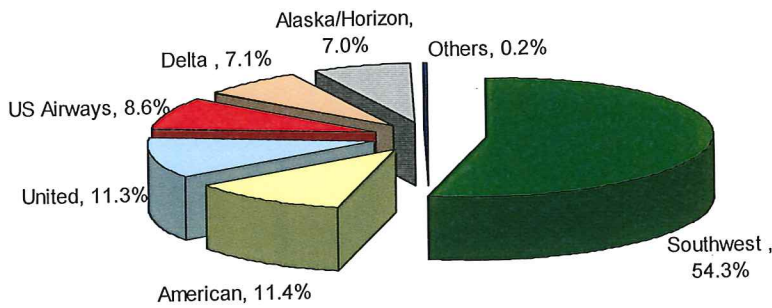
**AIRLINE LOAD FACTORS**

In December 2012, the average enplaned load factor at RNO was 77.0%, an increase of 2.7 load factor points versus last year.





**Air Carrier Market Share**



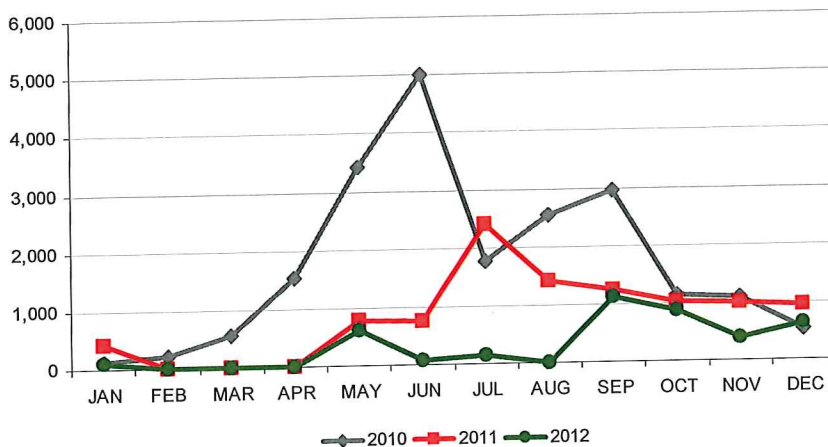
**AIRLINE MARKET SHARE**

In December 2012, Southwest Airlines carried a total of 145,270 passengers with a passenger market share of 54.3%. The next highest market share was American Airlines at 11.4% followed by United Airlines with 11.3%, US Airways with 8.6%, Delta Air Lines at 7.1% and Alaska Airlines carried 7.0% of the total passengers at Reno-Tahoe International Airport.

**Air Carrier Market Share**

	Dec-12	Dec-11	YOY Change
Alaska/Horizon	7.0%	4.1%	2.9
American	11.4%	9.4%	2.1
Delta	7.1%	8.6%	(1.4)
Southwest	54.3%	56.3%	(2.1)
United	11.3%	13.7%	(2.4)
US Airways	8.6%	7.6%	1.0
Others	0.2%	0.3%	(0.1)

**Total Domestic Charter Passengers**

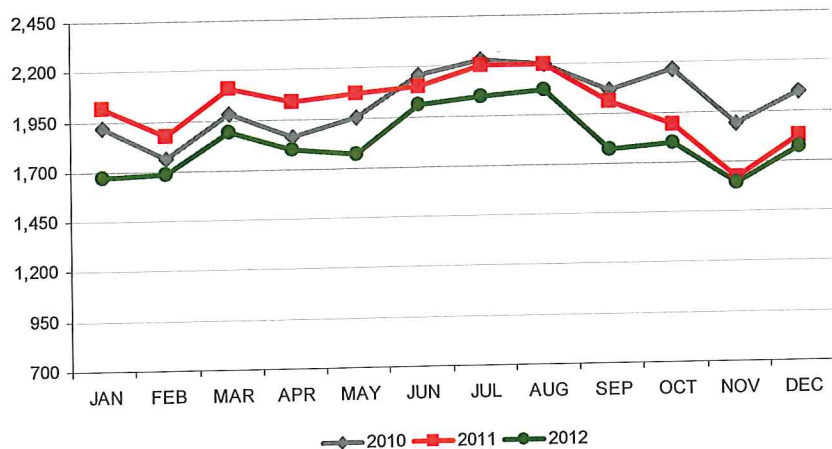


**DOMESTIC CHARTER PASSENGERS**

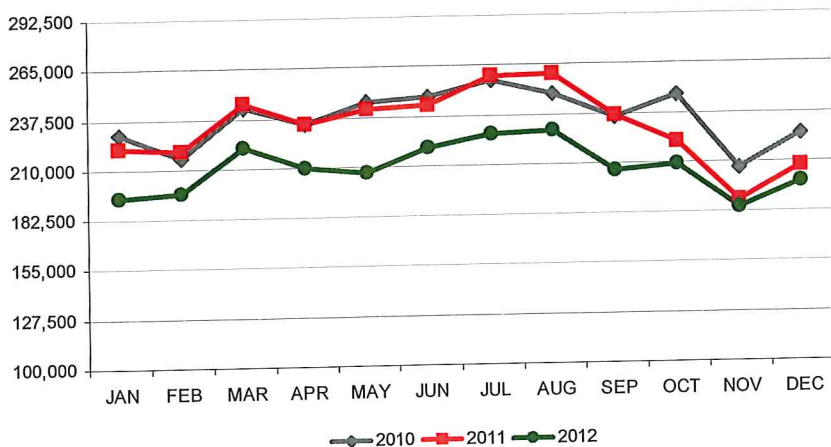
RNO served 634 domestic charter passengers during the month of December 2012, a decrease of (33.9%) versus the same period last year.



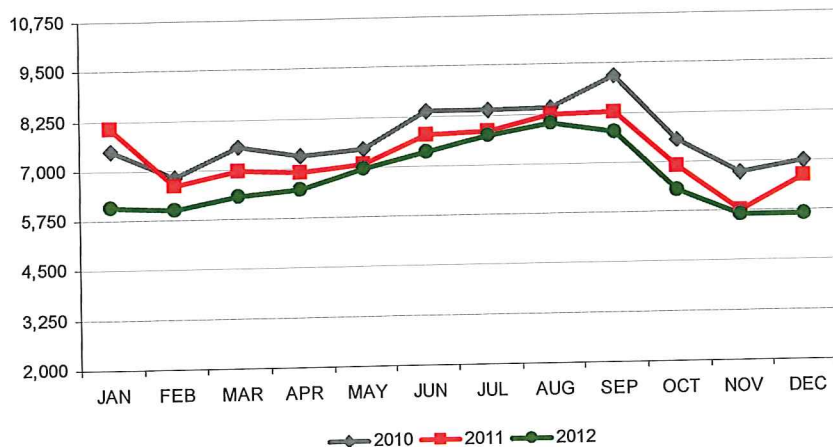
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Alaska Airlines**

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

**Allegiant Air**

- Begins non-stop, twice weekly, service to Las Vegas on February 1, 2013.

**American Airlines**

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day in August 2012.

**Southwest Airlines**

- Eliminated non-stop service to San Jose in April 2012.
- Eliminated non-stop service to Salt Lake City in January 2013.
- Began non-stop daily flight (seasonal) to Ontario, CA on January 6, 2013.
- Will eliminate non-stop service to Oakland in June 2012 (announced).

**United Airlines**

- Non-stop daily flight to Houston was temporarily discontinued in January. This flight is scheduled to return in March.

**TOTAL OPERATIONS**

A total of 5,653 operations occurred at RNO in December 2012, down (14.4%) 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 December-12						
	Passengers		YOY % Change	Passengers		YOY % Change
	2010	2011		2012		
JAN	293,756	300,125	2.2%	259,012	-13.7%	
FEB	294,662	299,090	1.5%	265,017	-11.4%	
MAR	346,846	348,583	0.5%	292,939	-16.0%	
<b>1st Quarter</b>	<b>935,264</b>	<b>947,798</b>	<b>1.3%</b>	<b>816,968</b>	<b>-13.8%</b>	
APR	309,533	295,537	-4.5%	275,926	-6.6%	
MAY	312,378	304,220	-2.6%	279,857	-8.0%	
JUN	361,406	343,054	-5.1%	325,260	-5.2%	
<b>2nd Quarter</b>	<b>983,317</b>	<b>942,811</b>	<b>-4.1%</b>	<b>881,043</b>	<b>-6.6%</b>	
JUL	367,997	364,849	-0.9%	347,060	-4.9%	
AUG	352,764	361,348	2.4%	350,934	-2.9%	
SEP	306,045	311,031	1.6%	290,281	-6.7%	
<b>3rd Quarter</b>	<b>1,026,806</b>	<b>1,037,228</b>	<b>1.0%</b>	<b>988,275</b>	<b>-4.7%</b>	
OCT	306,953	285,490	-7.0%	277,030	-3.0%	
NOV	270,586	259,425	-4.1%	248,067	-4.4%	
DEC	300,467	281,642	-6.3%	267,739	-4.9%	
<b>4th Quarter</b>	<b>878,006</b>	<b>826,557</b>	<b>-5.9%</b>	<b>792,836</b>	<b>-4.1%</b>	
<b>TOTAL</b>	<b>3,823,393</b>	<b>3,754,394</b>	<b>-1.8%</b>			
<b>YTD Total</b>		<b>3,754,394</b>		<b>3,479,122</b>	<b>-7.3%</b>	

Total Cargo December-12						
	2010	2011	YOY % Change	2012		YOY % Change
	Cargo in Pounds			Pounds	Metric Tons	
JAN	8,695,804	8,959,543	3.0%	8,813,491	3,997	-1.6%
FEB	7,679,924	8,674,321	12.9%	8,274,037	3,752	-4.6%
MAR	8,814,895	10,513,446	19.3%	9,304,722	4,220	-11.5%
<b>1st Quarter</b>	<b>25,190,623</b>	<b>28,147,310</b>	<b>11.7%</b>	<b>26,392,250</b>	<b>11,969</b>	<b>-6.2%</b>
APR	8,633,892	8,870,669	2.7%	8,175,766	3,708	-7.8%
MAY	8,273,448	8,510,228	2.9%	9,706,074	4,402	14.1%
JUN	8,737,038	9,437,259	8.0%	9,302,777	4,219	-1.4%
<b>2nd Quarter</b>	<b>25,644,378</b>	<b>26,818,156</b>	<b>4.6%</b>	<b>27,184,617</b>	<b>12,329</b>	<b>1.4%</b>
JUL	9,113,694	8,932,737	-2.0%	9,096,013	4,125	1.8%
AUG	9,388,206	9,646,833	2.8%	10,398,754	4,716	7.8%
SEP	9,871,400	8,958,988	-9.2%	9,573,812	4,342	6.9%
<b>3rd Quarter</b>	<b>28,373,300</b>	<b>27,538,558</b>	<b>-2.9%</b>	<b>29,068,579</b>	<b>13,183</b>	<b>5.6%</b>
OCT	9,915,411	8,527,399	-14.0%	9,677,334	4,389	13.5%
NOV	9,706,711	9,494,432	-2.2%	10,469,628	4,748	10.3%
DEC	14,186,519	13,928,256	-1.8%	13,007,942	5,899	-6.6%
<b>4th Quarter</b>	<b>33,808,641</b>	<b>31,950,087</b>	<b>-5.5%</b>	<b>33,154,904</b>	<b>15,036</b>	<b>3.8%</b>
<b>TOTAL</b>	<b>113,016,942</b>	<b>114,454,111</b>	<b>1.3%</b>	<b>115,800,350</b>	<b>52,517</b>	
<b>YTD Total</b>		<b>114,454,111</b>		<b>115,800,350</b>	<b>52,517</b>	<b>1.2%</b>

Total Scheduled Enplaned Passengers December-12				
	2010	2011	2012	YOY % Change
JAN	148,805	151,753	131,484	-13.4%
FEB	145,935	149,253	131,201	-12.1%
MAR	173,696	176,029	148,163	-15.8%
APR	155,967	148,920	138,938	-6.7%
MAY	154,683	151,672	138,309	-8.8%
JUN	173,887	169,309	161,607	-4.5%
JUL	184,017	179,717	172,563	-4.0%
AUG	174,797	178,906	173,097	-3.2%
SEP	154,522	158,663	149,113	-6.0%
OCT	154,380	143,851	139,927	-2.7%
NOV	134,723	129,071	123,267	-4.5%
DEC	145,532	136,483	129,707	-5.0%
<b>TOTAL</b>	<b>1,900,944</b>	<b>1,873,627</b>		
<b>YTD Total</b>		<b>1,873,627</b>	<b>1,737,376</b>	<b>-7.3%</b>

Total Deplaned Passengers December-12				
	2010	2011	2012	YOY % Change
JAN	144,826	148,053	127,179	-14.1%
FEB	148,506	149,837	133,816	-10.7%
MAR	172,823	172,554	144,776	-16.1%
APR	152,986	146,617	136,988	-6.6%
MAY	155,702	152,207	141,282	-7.2%
JUN	184,651	173,343	163,571	-5.6%
JUL	183,031	183,814	174,432	-5.1%
AUG	176,391	181,611	177,837	-2.1%
SEP	150,035	151,844	140,609	-7.4%
OCT	151,999	141,158	136,719	-3.1%
NOV	134,860	129,993	124,676	-4.1%
DEC	154,682	144,680	137,648	-4.9%
<b>TOTAL</b>	<b>1,910,492</b>	<b>1,875,711</b>		
<b>YTD Total</b>		<b>1,875,711</b>	<b>1,739,533</b>	<b>-7.3%</b>

Load Factors December-12				
	Enplaned PAX	Dec-12	Dec-11	Diff.
Alaska/Horizon	9,064	79.0%	81.3%	-2.3
American	14,911	78.7%	76.3%	2.4
Delta	9,587	78.4%	69.4%	9.0
Southwest	70,442	69.8%	66.0%	3.8
United	14,656	82.4%	76.5%	5.9
US Airways	11,047	73.7%	76.3%	-2.6

Source: RNO Monthly Flight Activity Reports



**Monthly Report January 2013**  
**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/13:	\$1,271,697	\$1,840,590	-31%
Forecasted Commission for this Revenue:	\$59,001	\$129,701	-55%
Number of Room Nights:	7543	10132	-26%
Number of Delegates:	3434	4564	-25%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	94	36	161%

<u>Monthly Detail/Activity</u>	<u>January-13</u>	<u>January-12</u>	
<b><u>Number of Groups Booked:</u></b>	7	1	
Revenue Booked:	\$203,022	\$8,019	2432%
Projected Commission:	\$13,107	\$802	1534%
Room Nights:	1210	90	1244%
Number of Delegates:	469	50	838%
Booked Group Types:	1 Corp. 2 Smf    1 Govt. 2 Univ. 1 Sem.	1 Assoc.	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	2	6	
Revenue Arrived:	\$24,016	\$706,729	-97%
Projected Commission:	\$1,603	\$39,489	
Room Nights:	165	2844	-94%
Number of Delegates:	75	975	-92%
Arrived Group Types:	2 Assoc.	5 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>December-12</u>	<u>December-11</u>	
<b><u>Number of Groups Booked:</u></b>	0	1	
Revenue Booked:	\$0	\$4,500	
Projected Commission:	\$0	\$450	
Room Nights:	0	50	
Number of Delegates:	0	34	
Booked Group Types:		1 Smf.	
Lost Business, # of Groups:	6	6	
<b><u>Arrived in the month</u></b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,103	\$4,176	22%
Projected Commission:	\$510	\$0	
Room Nights:	27	48	-44%
Number of Delegates:	13	18	-28%
Arrived Group Types:	1 Corp.	1 Govt.	

<b>Monthly Detail/Activity</b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	7	3	133%
Revenue Booked:	\$211,573	\$54,885	285%
Projected Commission:	\$9,494	\$0	
Room Nights:	1119	380	194%
Number of Delegates:	591	210	181%

Booked Group Types:	2 Govt. 1 SMF 2 Assoc, 1 corp 1 DMC	1 Assn., 1 Film Crew, 1 society	
Lost Business, # of Groups:	4	3	

<b><u>Arrived in the month</u></b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,643	\$13,352	10%
Projected Commission:	\$732	\$0	
Room Nights:	145	105	38%
Number of Delegates:	62	60	3%
Arrived Group Types:	1 Assoc.	1 Film Crew	

<b>Monthly Detail/Activity</b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	2	1	100%
Revenue Booked:	\$59,386	\$7,546	687%
Projected Commission:	\$3,055	\$377	710%
Room Nights:	585	30	1850%
Number of Delegates:	225	65	246%
Booked Group Types:	1 Corp. 1 Smf	1 TA	
Lost Business, # of Groups:	2	0	

<b><u>Arrived in the month</u></b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
Number of Groups:	6	4	
Revenue Arrived:	\$165,774	\$371,268	-55%
Projected Commission:	\$5,482	\$36,583	-85%
Room Nights:	1185	541	119%
Number of Delegates:	735	220	234%
Arrived Group Types:	2 Assoc. 2 Smerf, 2 Film	1 Corp., 1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	8	5	60%
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf, :	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-12</u>	<u>September-11</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$124,013	\$371,268	-67%
Projected Commission:	\$13,900	\$36,583	-62%
Room Nights:	689	541	27%
Number of Delegates:	347	220	58%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>5</u>	-80%
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	3	0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	<u>9</u>	<u>5</u>	80%
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	



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

		(Goal)
For 2013/14:	<b>\$1,502,381</b>	<b>\$1,200,000</b>
For 2014/15:	<b>\$2,926,704</b>	<b>\$800,000</b>

**NUMBER OF LEADS Generated as of 1/31/13: 94**

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

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

**Monthly Report January 2013**

**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/13:	\$558,401	\$79,845	599%
Forecasted Commission for this Revenue:	\$14,836	\$9,668	53%
Number of Room Nights:	5612	772	627%
Number of Delegates:	2150	475	353%
Annual Commission Projection:	\$16,000	\$15,000	

<u>Monthly Detail/Activity</u>	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,943	\$9,997	109%
Projected Commission:	\$644	\$0	
Room Nights:	130	92	41%
Number of Delegates:	85	70	21%
Booked Group Types:	1 Assoc. 1 Smf	1 Corp. 1 Smf	

<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

<u>Monthly Detail/Activity</u>	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$9,423	
Projected Commission:	\$0	\$1,413	
Room Nights:	0	30	
Number of Delegates:	0	120	
Booked Group Types:		1 Corp.	

<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$401,031	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	4345	0	
Number of Delegates:	1200	0	
Arrived Group Types:	1 Assoc.		

<b>Monthly Detail/Activity</b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:		

<b><u>Arrived in the month</u></b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		

<b>Monthly Detail/Activity</b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>0</b>
Revenue Booked:	\$18,731	\$0
Projected Commission:	\$426	\$0
Room Nights:	167	0
Number of Delegates:	113	0
Booked Group Types:	1 Corp., 1 Tour Operator	

<b><u>Arrived in the month</u></b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
Number of Groups:	1	2	
Revenue Arrived:	\$8,573	\$15,354	-44%
Projected Commission:	\$0	\$767	-100%
Room Nights:	66	132	-50%
Number of Delegates:	180	90	100%
Arrived Group Types:	1 Smerf	1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$21,917	\$4,455	392%
Projected Commission:	\$1,113	\$668	67%
Room Nights:	206	50	312%
Number of Delegates:	302	50	504%
Booked Group Types:	1 Assoc. and 1 Smf	1 Smf	

<b><u>Arrived in the month</u></b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
Number of Groups:	2	1	
Revenue Arrived:	\$10,648	\$4,459	139%
Projected Commission:	\$1,597	\$668	139%
Room Nights:	104	47	121%
Number of Delegates:	75	50	50%
Arrived Group Types:	1 Assoc. and 1 Smf.	1 Smf	



<b>Monthly Detail/Activity</b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:		0

<b><u>Arrived in the month</u></b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>
Number of Groups:	1	1
Revenue Arrived:	\$31,325	\$33,959
Projected Commission:	\$4,698	\$5,093
Room Nights:	175	372
Number of Delegates:	90	75
Arrived Group Types:	1 Corp.	1 Govt.

<b>Monthly Detail/Activity</b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$5,004	\$0
Projected Commission:	\$500	\$0
Room Nights:	40	0
Number of Delegates:	40	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	2

<b><u>Arrived in the month</u></b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>
Number of Groups:	1	0
Revenue Arrived:	\$10,103	\$0
Projected Commission:	\$1,515	\$0
Room Nights:	60	0
Number of Delegates:	40	0
Arrived Group Types:	1 Smerf	0

**NUMBER OF LEADS Generated as of 1/31/13: 94**

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

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