



**north lake tahoe**

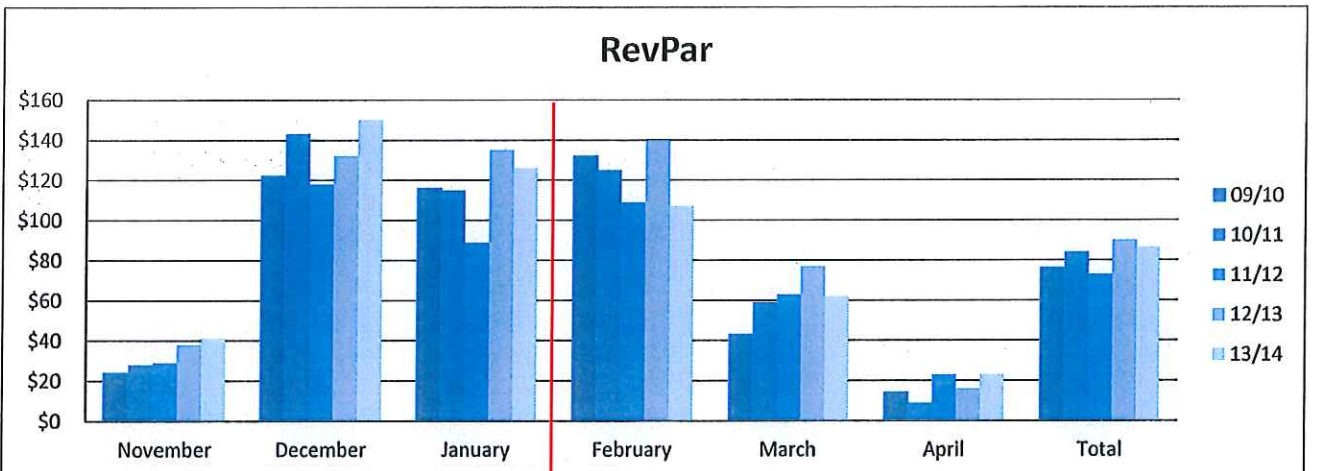
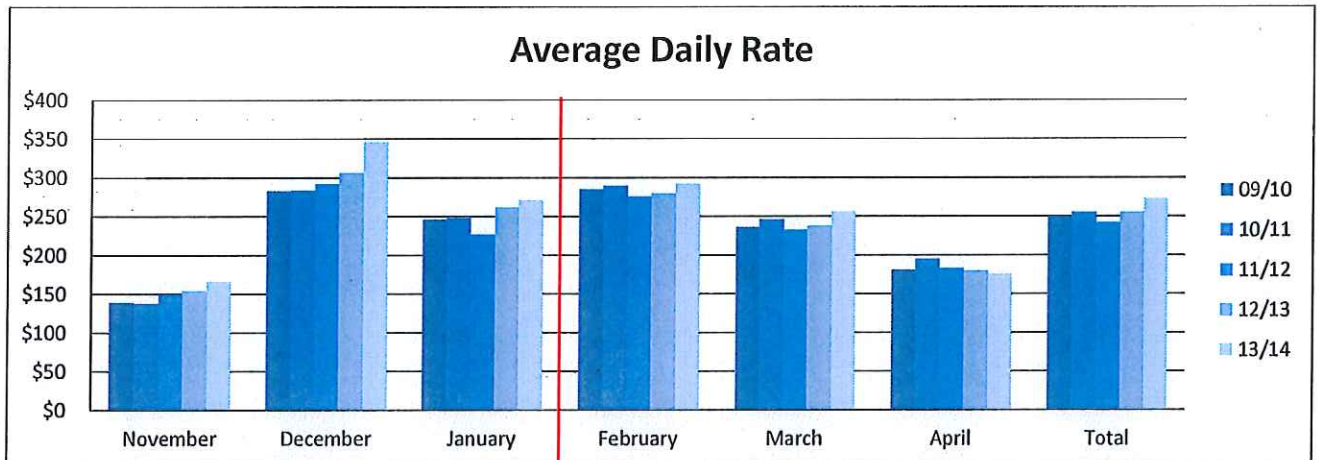
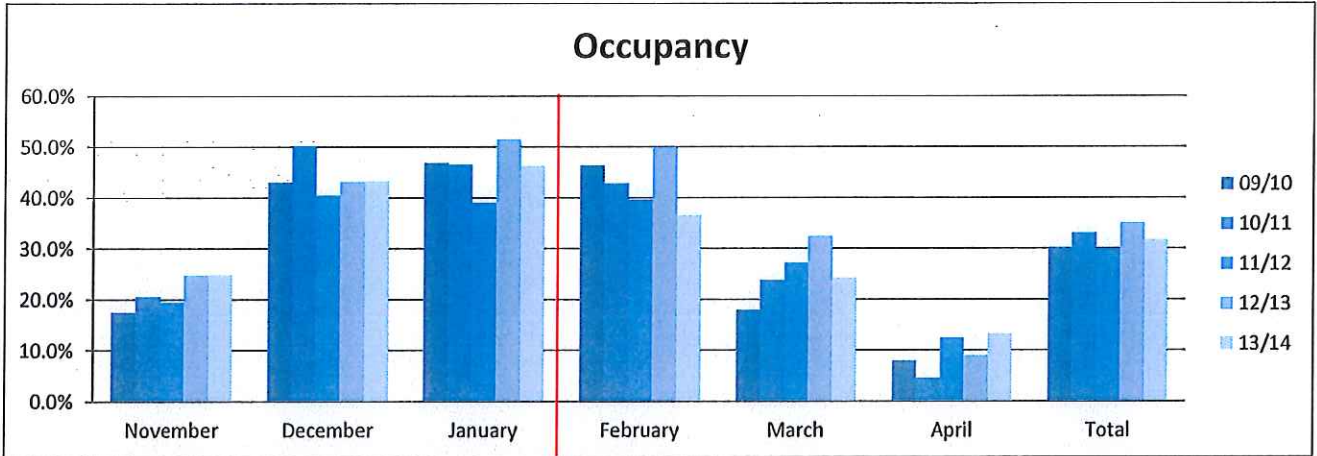
Chamber | CVB | Resort Association

February 2014

Standing Reports



**North Lake Tahoe**  
 Custom Winter Season Summary Graphs 5 Year Trend  
 Bookings as of January 31





## North Lake Tahoe

Custom Winter Season Summary Tables 5 Year Trend

Bookings as of January 31

Occupancy		09/10	10/11	11/12	12/13	13/14
November		17.5%	20.6%	19.5%	24.8%	24.9%
December		43.1%	50.2%	40.5%	43.2%	43.3%
January	Actuals	46.9%	46.6%	39.1%	51.5%	46.3%
February	On the books	46.4%	42.9%	39.7%	50.0%	36.6%
March		18.0%	23.8%	27.2%	32.5%	24.3%
April		8.0%	4.6%	12.5%	9.0%	13.2%
Historic Actual totals		36.0%	39.3%	33.2%	40.1%	39.2%
On the books		23.5%	25.7%	26.5%	30.0%	24.4%
<b>Total</b>		<b>30.2%</b>	<b>33.1%</b>	<b>30.0%</b>	<b>35.1%</b>	<b>31.7%</b>

Average Daily Rate		09/10	10/11	11/12	12/13	13/14
November		\$139	\$138	\$150	\$154	\$166
December		\$283	\$284	\$292	\$306	\$346
January	Actuals	\$246	\$248	\$227	\$262	\$271
February	On the books	\$285	\$290	\$276	\$280	\$292
March		\$236	\$246	\$233	\$238	\$256
April		\$181	\$195	\$183	\$180	\$175
Historic Actual totals		\$244	\$244	\$239	\$256	\$282
On the books		\$260	\$273	\$246	\$254	\$258
<b>Total</b>		<b>\$250</b>	<b>\$255</b>	<b>\$242</b>	<b>\$255</b>	<b>\$273</b>

RevPar		09/10	10/11	11/12	12/13	13/14
November		\$24	\$28	\$29	\$38	\$41
December		\$122	\$143	\$118	\$132	\$150
January	Actuals	\$116	\$115	\$89	\$135	\$126
February	On the books	\$132	\$125	\$109	\$140	\$107
March		\$43	\$59	\$63	\$77	\$62
April		\$14	\$9	\$23	\$16	\$23
Historic Actual totals		\$88	\$96	\$79	\$103	\$111
On the books		\$61	\$70	\$65	\$76	\$63
<b>Total</b>		<b>\$76</b>	<b>\$84</b>	<b>\$73</b>	<b>\$90</b>	<b>\$86</b>



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of January 31, 2014

**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 1,531 Units ("DestiMetrics Census")

a. Last Month Performance: Current YTD vs. Previous YTD		2013/14	2012/13	Year over Year % Diff
North Lake Tahoe Occupancy for last month (January) changed by (-10.1%)	Occupancy (January) :	46.3%	51.5%	-10.1%
North Lake Tahoe Average Daily Rate for last month (January) changed by (3.7%)	ADR (January) :	\$271	\$262	3.7%
North Lake Tahoe RevPAR for last month (January) changed by (-6.8%)	RevPAR (January) :	\$126	\$135	-6.8%

b. Next Month Performance: Current YTD vs. Previous YTD		2013/14	2012/13	Year over Year % Diff
North Lake Tahoe Occupancy for next month (February) changed by (-26.8%)	Occupancy (February)	36.6%	50.0%	-26.8%
North Lake Tahoe Average Daily Rate for next month (February) changed by (4.4%)	ADR (February) :	\$292	\$280	4.4%
North Lake Tahoe RevPAR for next month (February) changed by (-23.6%)	RevPAR (February) :	\$107	\$140	-23.6%

c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD		2013/14	2012/13	Year over Year % Diff
North Lake Tahoe Occupancy for the prior 6 months changed by (3.1%)	Occupancy	45.9%	44.6%	3.1%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (10.8%)	ADR	\$245	\$221	10.8%
North Lake Tahoe RevPAR for the prior 6 months changed by (14.2%)	RevPAR	\$113	\$99	14.2%

d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD		2013/14	2012/13	Year over Year % Diff
North Lake Tahoe Occupancy for the upcoming 6 months changed by (-5.8%)	Occupancy	22.8%	24.2%	-5.8%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (4.2%)	ADR	\$247	\$237	4.2%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-1.8%)	RevPAR	\$56	\$57	-1.8%

e. Incremental Pacing - % Change In Rooms Booked last Calendar Month: Jan. 31, 2014 vs. Previous Year		2013/14	2012/13	Year over Year % Diff
Rooms Booked during last month (January, 2014) compared to Rooms Booked during the same period last year (January, 2013) for arrival January to June has changed by (-59.4%)	Booking Pace (January)	3.7%	9.1%	-59.4%

\* 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.

Copyright 2006 - 2014 DestiMetrics, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of DestiMetrics LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of DestiMetrics, 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 DestiMetrics harmless.



### RESERVATIONS ACTIVITY REPORT

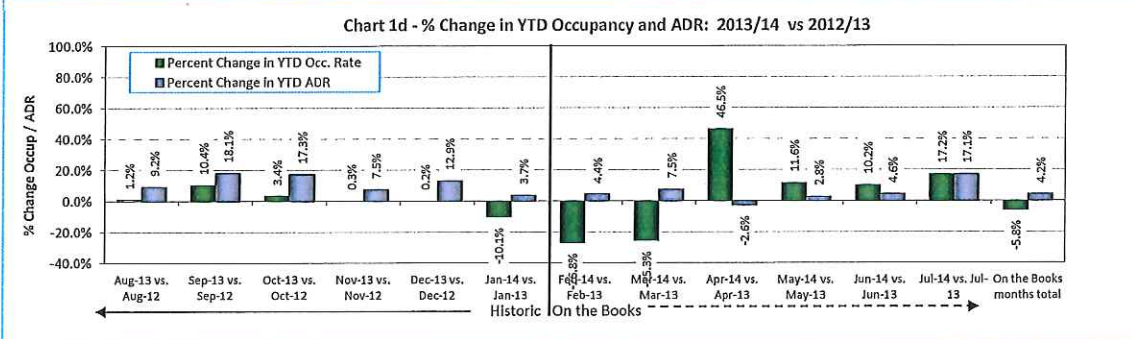
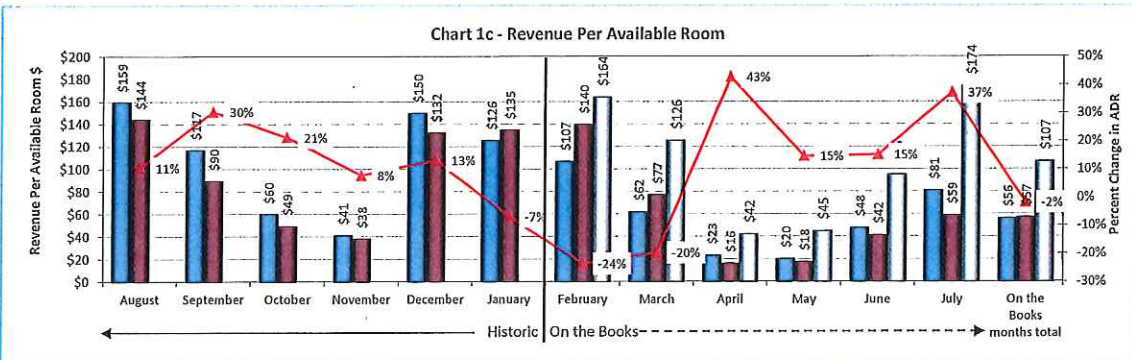
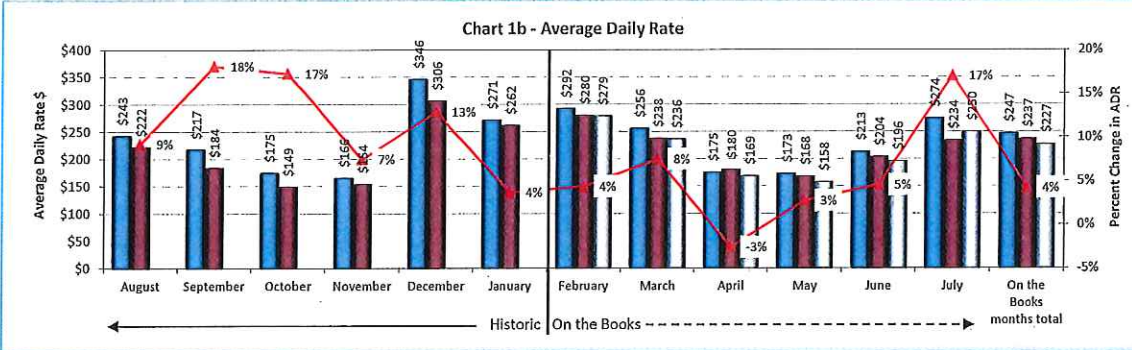
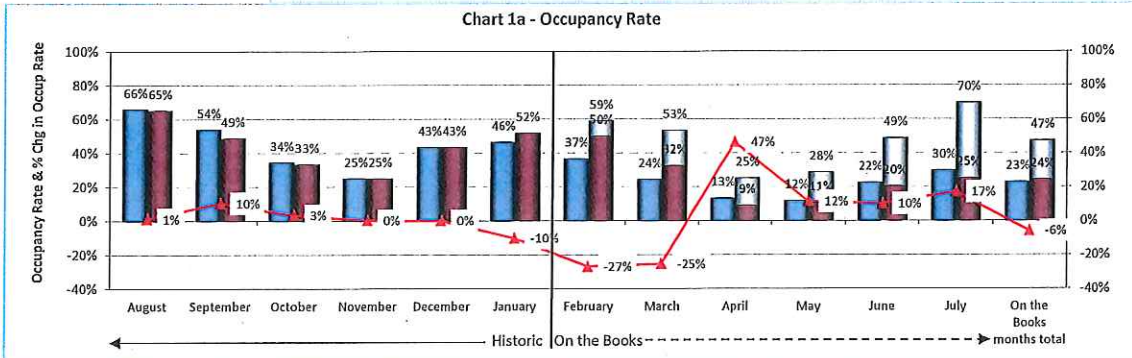
#### SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

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

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

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

■ Historic Actual (2012/13 season)      ■ Data as of January 31, 2014 (2013/14 season)  
■ Data as of January 31, 2013 (2012/13 season)      — Percent Change



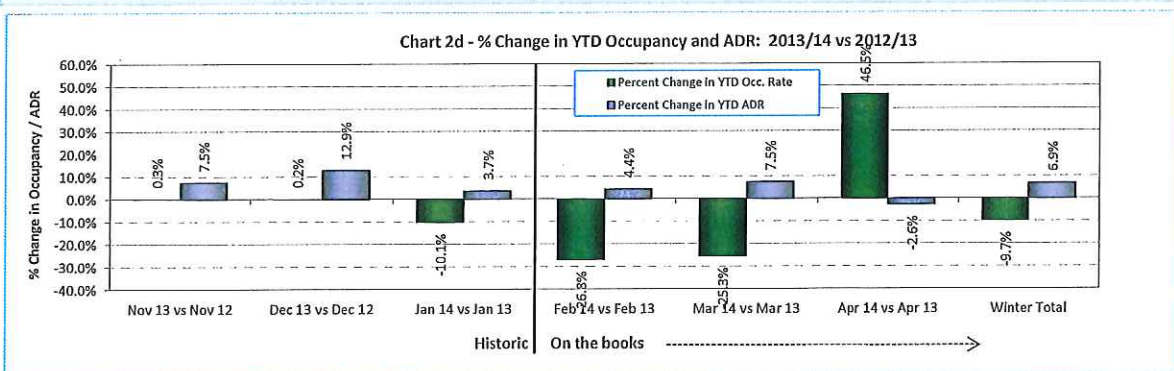
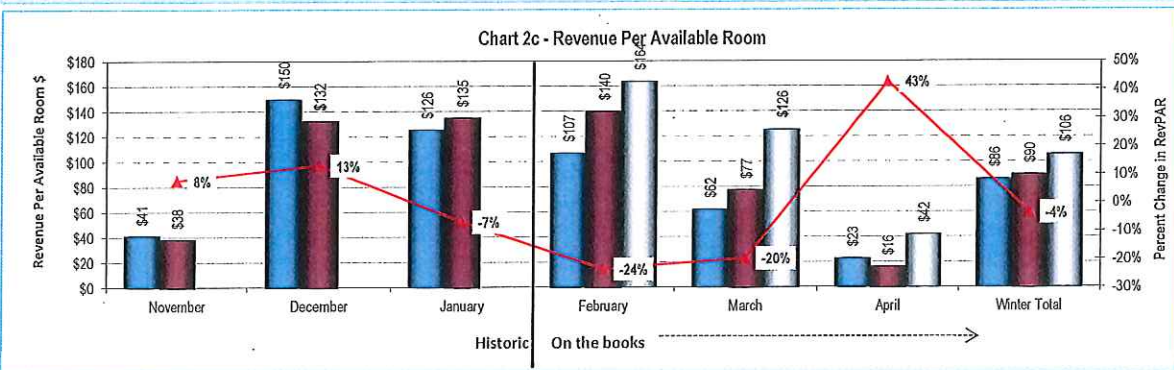
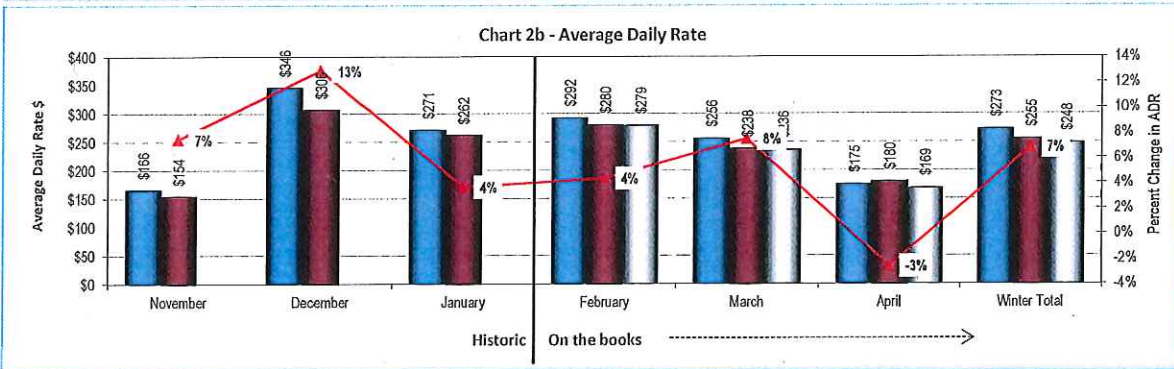
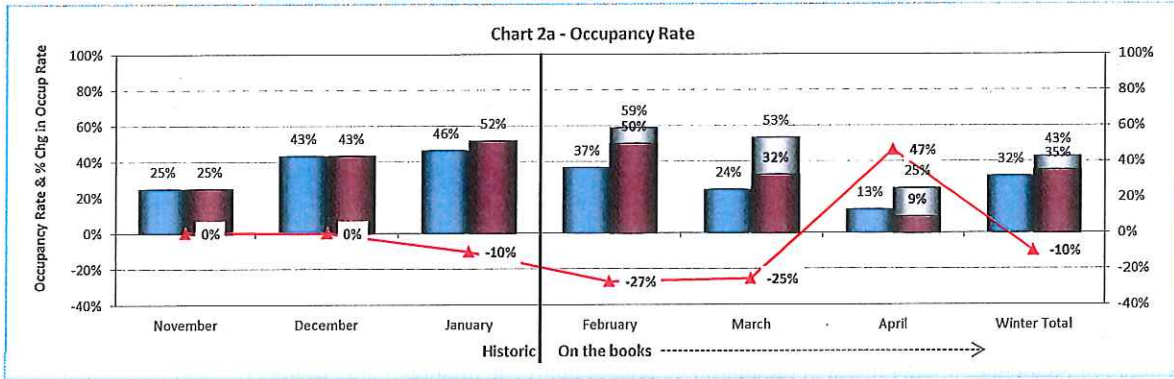
## RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

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

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

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

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



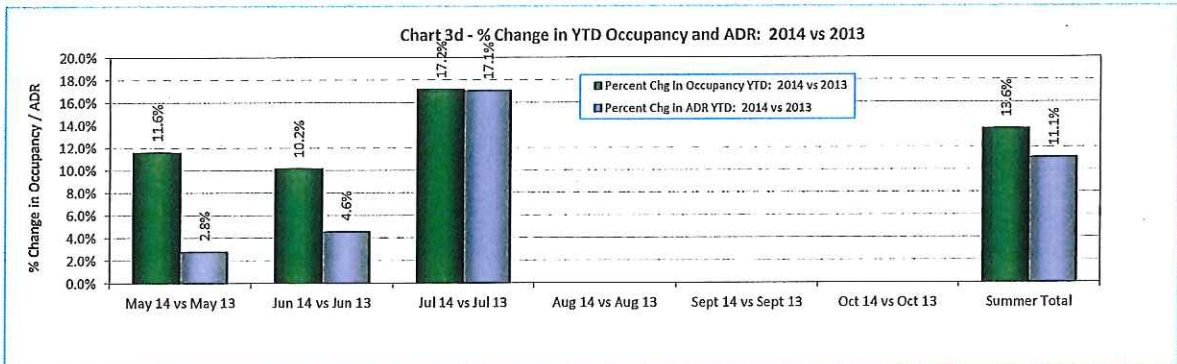
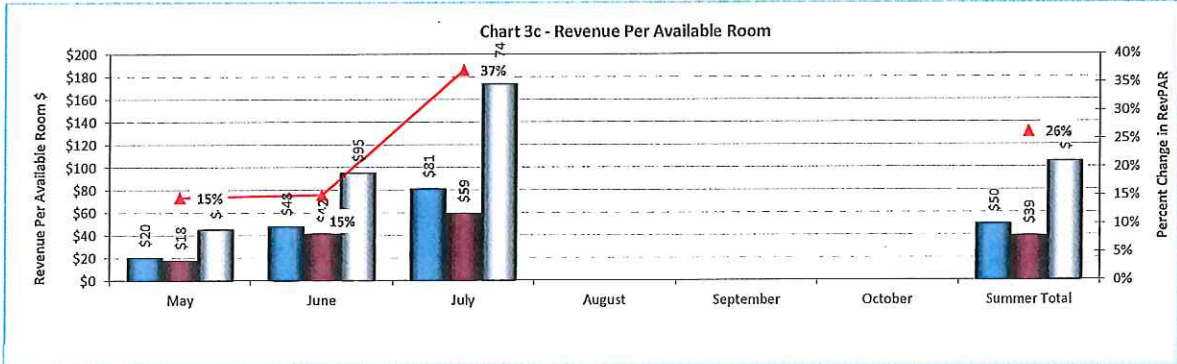
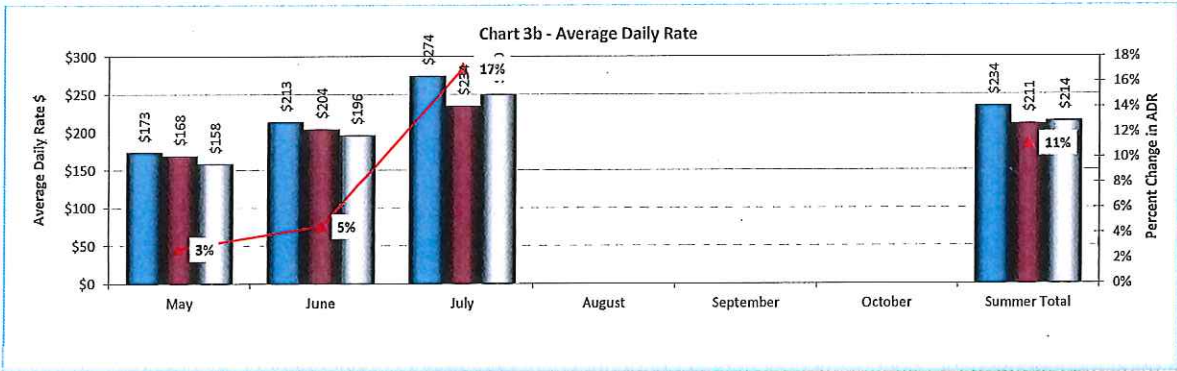
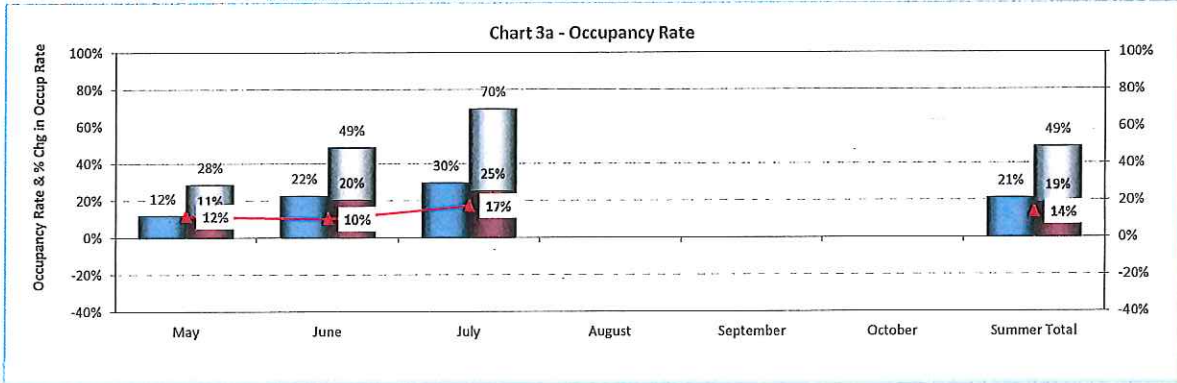
## RESERVATIONS ACTIVITY REPORT

### SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of January 31, 2014) vs. 2013 YTD (as of January 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**  
**CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited**

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





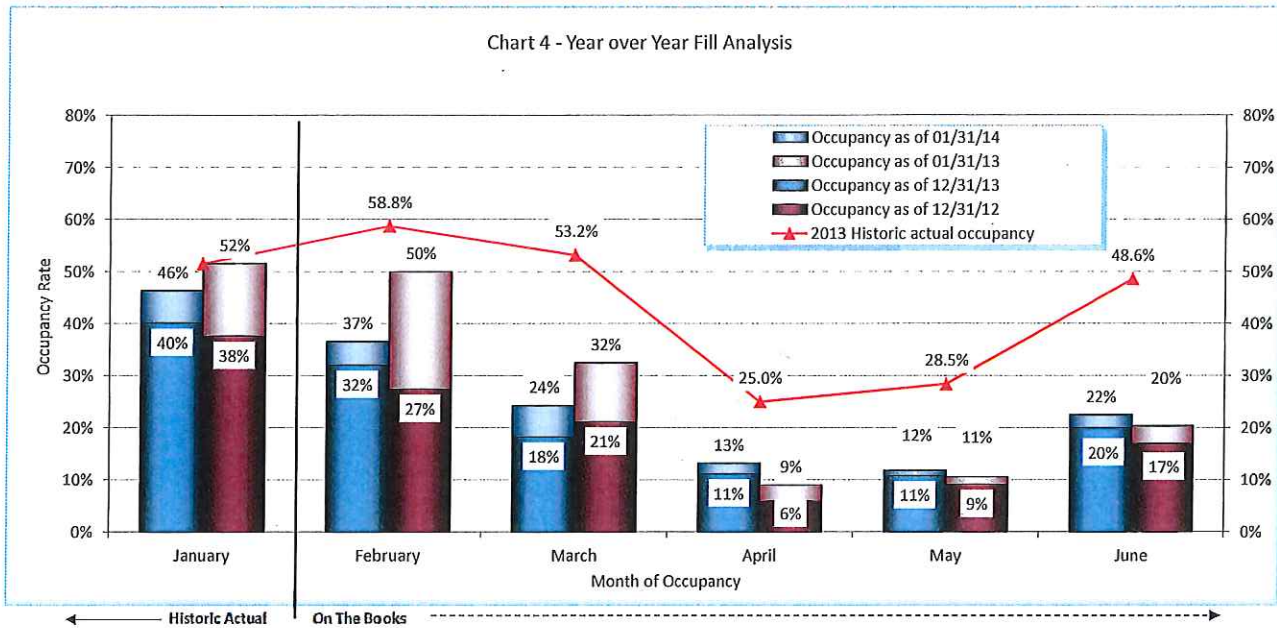
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of January 31, 2014) vs. 2013 Pace (as of January 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

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)		2013 Historic actual occupancy
	Occupancy as of 01/31/14	Occupancy as of 01/31/13	Absolute Change	Occupancy as of 12/31/13	Occupancy as of 12/31/12	Absolute Change	Incremental occupancy booked during Jan. 2014	Incremental occupancy booked during Jan. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
January	46.3%	51.5%	-5.2%	40.1%	37.6%	2.5%	6.2%	13.9%	-7.7%	-55.6%	51.5%
February	36.6%	50.0%	-13.4%	32.1%	27.4%	4.6%	4.5%	22.5%	-18.0%	-80.0%	58.8%
March	24.3%	32.5%	-8.2%	18.3%	21.2%	-2.9%	6.0%	11.3%	-5.3%	-46.9%	53.2%
April	13.2%	9.0%	4.2%	11.2%	6.0%	5.2%	2.0%	3.0%	-1.0%	-33.5%	25.0%
May	11.8%	10.6%	1.2%	10.8%	9.2%	1.6%	0.9%	1.4%	-0.4%	-30.8%	28.5%
June	22.5%	20.4%	2.1%	20.0%	17.0%	3.0%	2.5%	3.4%	-0.9%	-27.4%	48.6%
<b>Total</b>	<b>25.7%</b>	<b>28.7%</b>	<b>-3.0%</b>	<b>22.0%</b>	<b>19.6%</b>	<b>2.4%</b>	<b>3.7%</b>	<b>9.1%</b>	<b>-5.4%</b>	<b>-59.4%</b>	<b>44.1%</b>

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

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





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

**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 2013/14 VS. YTD 2012/13</u>			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Occup. Rate as of: January 31, 2014 (2013/14 season)	Occup. Rate as of: January 31, 2013 (2012/13 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2013/14 & 2012/13)					
August	65.8%	65.0%	1.2%		11
September	53.8%	48.8%	10.4%		11
October	34.4%	33.2%	3.4%		11
November	24.9%	24.8%	0.3%		11
December	43.3%	43.2%	0.2%		11
January	Historic Actual 46.3%	51.5%	-10.1%		11
February	On the Books 36.6%	50.0%	-26.8%	58.8%	11
March	24.3%	32.5%	-25.3%	53.2%	11
April	13.2%	9.0%	46.5%	25.0%	11
May	11.8%	10.6%	11.6%	28.5%	11
June	22.5%	20.4%	10.2%	48.6%	11
July	29.6%	25.2%	17.2%	69.5%	11
Grand total	34.4%	34.5%	-0.2%	45.9%	11
Historic months total	45.9%	44.6%	3.1%	44.6%	11
On the Books months total	22.8%	24.2%	-5.8%	47.2%	11

AVERAGE DAILY RATE	<u>ADR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual ADR (2012/13 season)	# of Properties in Sample
	ADR as of: January 31, 2014 (2013/14 season)	ADR as of: January 31, 2013 (2012/13 season)	Percent Change in YTD ADR		
Month of Occupancy (2013/14 & 2012/13)					
August	\$243	\$222	9.2%		11
September	\$217	\$184	18.1%		11
October	\$175	\$149	17.3%		11
November	\$166	\$154	7.5%		11
December	\$346	\$306	12.9%		11
January	Historic Actual \$271	\$262	3.7%		11
February	On the Books \$292	\$280	4.4%	\$279	11
March	\$256	\$238	7.5%	\$236	11
April	\$175	\$180	-2.6%	\$169	11
May	\$173	\$168	2.8%	\$158	11
June	\$213	\$204	4.6%	\$196	11
July	\$274	\$234	17.1%	\$250	11
Grand total	\$246	\$227	8.4%	\$224	11
Historic months total	\$245	\$221	10.8%	\$221	11
On the Books months total	\$247	\$237	4.2%	\$227	11

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample
	RevPAR as of: January 31, 2014 (2013/14 season)	RevPAR as of: January 31, 2013 (2012/13 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2013/14 & 2012/13)					
August	\$159	\$144	10.6%		11
September	\$117	\$90	30.4%		11
October	\$60	\$49	21.3%		11
November	\$41	\$38	7.8%		11
December	\$150	\$132	13.1%		11
January	Historic Actual \$126	\$135	-6.8%		11
February	On the Books \$107	\$140	-23.6%	\$164	11
March	\$62	\$77	-19.7%	\$126	11
April	\$23	\$16	42.7%	\$42	11
May	\$20	\$18	14.7%	\$45	11
June	\$48	\$42	15.2%	\$95	11
July	\$81	\$59	37.2%	\$174	11
Grand total	\$84	\$78	8.1%	\$103	11
Historic months total	\$113	\$99	14.2%	\$99	11
On the Books months total	\$56	\$57	-1.8%	\$107	11



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

**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 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: January 31, 2014 (2013/14 season)	Occup. Rate as of: January 31, 2013 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	24.9%	24.8%	0.3%	
December	43.3%	43.2%	0.2%	
January <b>Historic Actual</b>	46.3%	51.5%	-10.1%	
February <b>On the books</b>	36.6%	50.0%	-26.8%	58.8%
March	24.3%	32.5%	-25.3%	53.2%
April	13.2%	9.0%	46.5%	25.0%
Winter Total	31.7%	35.1%	-9.7%	42.7%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: January 31, 2014 (2013/14 season)	ADR as of: January 31, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$166	\$154	7.5%	
December	\$346	\$306	12.9%	
January <b>Historic Actual</b>	\$271	\$262	3.7%	
February <b>On the book</b>	\$292	\$280	4.4%	\$279
March	\$256	\$238	7.5%	\$236
April	\$175	\$180	-2.6%	\$169
Winter Total	\$273	\$255	6.9%	\$248

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: January 31, 2014 (2013/14 season)	RevPAR as of: January 31, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$41	\$38	7.8%	
December	\$150	\$132	13.1%	
January <b>Historic Actual</b>	\$126	\$135	-6.8%	
February <b>On the books</b>	\$107	\$140	-23.6%	\$164
March	\$62	\$77	-19.7%	\$126
April	\$23	\$16	42.7%	\$42
Winter Total	\$86	\$90	-3.5%	\$106



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

**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 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: January 31, 2014 (2014 season)	Occup. Rate as of: January 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)				
May	11.8%	10.6%	11.6%	28.5%
June	22.5%	20.4%	10.2%	48.6%
July	29.6%	25.2%	17.2%	69.5%
August				
September				
October				
Summer Total	21.3%	18.7%	13.6%	48.9%

AVERAGE DAILY RATE	<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
	ADR as of: January 31, 2014 (2014 season)	ADR as of: January 31, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)				
May	\$173	\$168	2.8%	\$158
June	\$213	\$204	4.6%	\$196
July	\$274	\$234	17.1%	\$250
August				
September				
October				
Summer Total	\$234	\$211	11.1%	\$214

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
	RevPAR as of: January 31, 2014 (2014 season)	RevPAR as of: January 31, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)				
May	\$20	\$18	14.7%	\$45
June	\$48	\$42	15.2%	\$95
July	\$81	\$59	37.2%	\$174
August				
September				
October				
Summer Total	\$50	\$39	26.2%	\$105

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

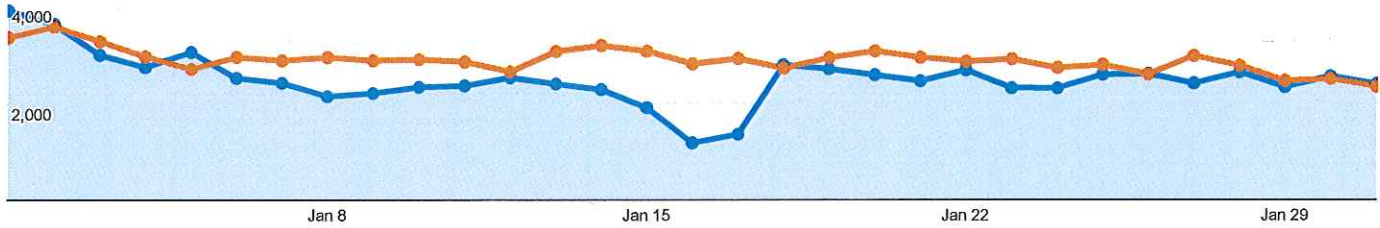
**Audience Overview**

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

All Visits  
+0.00%

Overview

Jan 1, 2014 - Jan 31, 2014: Visits  
Jan 1, 2013 - Jan 31, 2013: Visits



Visits

**-13.65%**  
76,612 vs 88,723



Unique Visitors

**-9.83%**  
66,472 vs 73,715



Pageviews

**-27.26%**  
226,523 vs 311,417



Pages / Visit

**-15.76%**  
2.96 vs 3.51



Avg. Visit Duration

**-23.75%**  
00:02:09 vs 00:02:49



Bounce Rate

**17.72%**  
51.76% vs 43.96%



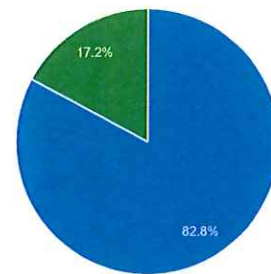
% New Visits

**5.59%**  
82.75% vs 78.37%

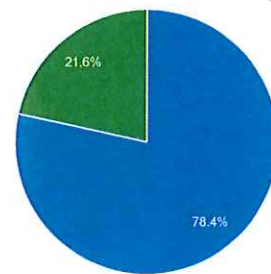


■ New Visitor ■ Returning Visitor

Jan 1, 2014 - Jan 31, 2014



Jan 1, 2013 - Jan 31, 2013



City	Visits	% Visits
<b>1. San Francisco</b>		
Jan 1, 2014 - Jan 31, 2014	5,939	7.75%
Jan 1, 2013 - Jan 31, 2013	6,930	7.81%
<b>% Change</b>	<b>-14.30%</b>	<b>-0.75%</b>
<b>2. Los Angeles</b>		
Jan 1, 2014 - Jan 31, 2014	4,154	5.42%
Jan 1, 2013 - Jan 31, 2013	1,833	2.07%
<b>% Change</b>	<b>126.62%</b>	<b>162.45%</b>
<b>3. Sacramento</b>		
Jan 1, 2014 - Jan 31, 2014	1,907	2.49%
Jan 1, 2013 - Jan 31, 2013	3,159	3.56%
<b>% Change</b>	<b>-39.63%</b>	<b>-30.09%</b>

<b>4. Incline Village</b>		
Jan 1, 2014 - Jan 31, 2014	1,554	2.03%
Jan 1, 2013 - Jan 31, 2013	1,661	1.87%
<b>% Change</b>	<b>-6.44%</b>	<b>8.35%</b>
<b>5. Reno</b>		
Jan 1, 2014 - Jan 31, 2014	1,357	1.77%
Jan 1, 2013 - Jan 31, 2013	2,653	2.99%
<b>% Change</b>	<b>-48.85%</b>	<b>-40.76%</b>
<b>6. Truckee</b>		
Jan 1, 2014 - Jan 31, 2014	1,225	1.60%
Jan 1, 2013 - Jan 31, 2013	1,241	1.40%
<b>% Change</b>	<b>-1.29%</b>	<b>14.32%</b>
<b>7. (not set)</b>		
Jan 1, 2014 - Jan 31, 2014	1,179	1.54%
Jan 1, 2013 - Jan 31, 2013	2,729	3.08%
<b>% Change</b>	<b>-56.80%</b>	<b>-49.97%</b>
<b>8. San Jose</b>		
Jan 1, 2014 - Jan 31, 2014	1,161	1.52%
Jan 1, 2013 - Jan 31, 2013	1,935	2.18%
<b>% Change</b>	<b>-40.00%</b>	<b>-30.52%</b>
<b>9. Larkspur</b>		
Jan 1, 2014 - Jan 31, 2014	999	1.30%
Jan 1, 2013 - Jan 31, 2013	82	0.09%
<b>% Change</b>	<b>1,118.29%</b>	<b>1,310.88%</b>
<b>10. New York</b>		
Jan 1, 2014 - Jan 31, 2014	912	1.19%
Jan 1, 2013 - Jan 31, 2013	4,871	5.49%
<b>% Change</b>	<b>-81.28%</b>	<b>-78.32%</b>

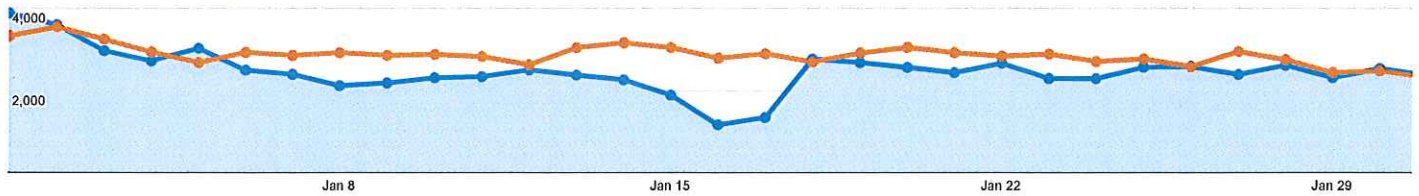
All Traffic



Explorer

Summary

Jan 1, 2014 - Jan 31, 2014: Visits  
Jan 1, 2013 - Jan 31, 2013: Visits



Source / Medium	Acquisition			Behavior			Conversions <span>Goal 1: Cool Deals Page</span>		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals (Goal 1 Value)
	13.65% <span>▼</span> 76,612 vs 88,723	5.58% <span>▲</span> 82.81% vs 78.44%	8.83% <span>▼</span> 63,442 vs 69,590	17.72% <span>▼</span> 51.76% vs 43.96%	15.76% <span>▼</span> 2.96 vs 3.51	23.75% <span>▼</span> 00:02:09 vs 00:02:49	342.33% <span>▲</span> 23.45% vs 5.30%	281.95% <span>▲</span> 17,983 vs 4,703	281.9 \$17.9
1. <a href="#">visitinglaketahoe.com / referral</a>									
Jan 1, 2014 - Jan 31, 2014	24,745 (32.30%)	88.79%	21,971 (34.63%)	33.10%	3.92	00:02:40	12.14%	3,005 (16.73%)	\$3,005.00
Jan 1, 2013 - Jan 31, 2013	19,091 (21.52%)	82.82%	15,812 (22.72%)	28.48%	4.74	00:03:22	7.02%	1,341 (28.51%)	\$1,341.00
% Change	29.62%	7.20%	38.95%	16.22%	-17.30%	-20.76%	72.88%	124.09%	1
2. <a href="#">google / organic</a>									
Jan 1, 2014 - Jan 31, 2014	20,186 (26.35%)	73.47%	14,831 (23.38%)	53.21%	2.90	00:02:34	3.51%	708 (3.94%)	\$708.00
Jan 1, 2013 - Jan 31, 2013	33,015 (37.21%)	73.14%	24,148 (34.70%)	45.86%	3.16	00:02:40	4.48%	1,478 (31.43%)	\$1,478.00
% Change	-38.86%	0.45%	-38.58%	16.01%	-8.24%	-3.81%	-21.65%	-52.10%	-
3. <a href="#">(direct) / (none)</a>									
Jan 1, 2014 - Jan 31, 2014	17,821 (23.26%)	85.52%	15,241 (24.02%)	73.86%	1.92	00:01:15	62.44%	11,127 (61.94%)	\$11,127.00
Jan 1, 2013 - Jan 31, 2013	19,886 (22.41%)	82.73%	16,452 (23.64%)	54.22%	3.15	00:02:51	4.19%	834 (17.73%)	\$834.00
% Change	-10.38%	3.37%	-7.36%	36.22%	-38.92%	-56.42%	1,388.77%	1,234.17%	1,2
4. <a href="#">ReachLocal / CPC</a>									
Jan 1, 2014 - Jan 31, 2014	4,712 (6.15%)	90.28%	4,254 (6.71%)	50.34%	2.55	00:01:25	6.22%	293 (1.63%)	\$293.00
Jan 1, 2013 - Jan 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	-
5. <a href="#">bing / organic</a>									
Jan 1, 2014 - Jan 31, 2014	1,340 (1.75%)	74.40%	997 (1.57%)	43.88%	3.46	00:02:34	2.61%	35 (0.19%)	\$35.00
Jan 1, 2013 - Jan 31, 2013	1,472 (1.66%)	71.40%	1,051 (1.51%)	36.75%	4.03	00:03:17	4.35%	64 (1.36%)	\$64.00
% Change	-8.97%	4.21%	-5.14%	19.39%	-14.25%	-21.71%	-39.93%	-45.31%	-
6. <a href="#">yahoo / organic</a>									
Jan 1, 2014 - Jan 31, 2014	1,335 (1.74%)	68.99%	921 (1.45%)	48.99%	2.73	00:01:50	4.12%	55 (0.31%)	\$55.00
Jan 1, 2013 - Jan 31, 2013	2,200 (2.48%)	70.09%	1,542 (2.22%)	39.14%	3.46	00:03:00	3.23%	71 (1.51%)	\$71.00
% Change	-39.32%	-1.57%	-40.27%	25.17%	-21.18%	-39.12%	27.66%	-22.54%	-
7. <a href="#">servedby.flashtalking.com / referral</a>									
Jan 1, 2014 - Jan 31, 2014	1,058 (1.38%)	93.01%	984 (1.55%)	87.24%	1.24	00:00:20	99.62%	1,054 (5.87%)	\$1,054.00

Jan 1, 2013 - Jan 31, 2013	98 (0.11%)	69.39%	68 (0.10%)	62.24%	2.04	00:02:12	3.06%	3 (0.06%)	\$3.00
<b>% Change</b>	<b>979.59%</b>	<b>34.04%</b>	<b>1,347.06%</b>	<b>40.16%</b>	<b>-39.33%</b>	<b>-84.69%</b>	<b>3,154.32%</b>	<b>35,033.33%</b>	<b>35.0</b>
8. <a href="http://skilaketahoe.com">skilaketahoe.com</a> / referral									
Jan 1, 2014 - Jan 31, 2014	872 (1.14%)	84.40%	736 (1.16%)	40.48%	3.53	00:03:08	30.62%	267 (1.49%)	\$267.00
Jan 1, 2013 - Jan 31, 2013	1,281 (1.44%)	78.53%	1,006 (1.45%)	39.19%	4.01	00:03:38	32.08%	411 (8.74%)	\$411.00
<b>% Change</b>	<b>-31.93%</b>	<b>7.48%</b>	<b>-26.84%</b>	<b>3.30%</b>	<b>-11.98%</b>	<b>-13.61%</b>	<b>-4.57%</b>	<b>-35.04%</b>	<b>-</b>
9. <a href="http://cdn.flashtalking.com">cdn.flashtalking.com</a> / referral									
Jan 1, 2014 - Jan 31, 2014	446 (0.58%)	86.32%	385 (0.61%)	93.27%	1.11	00:00:18	99.78%	445 (2.48%)	\$445.00
Jan 1, 2013 - Jan 31, 2013	191 (0.22%)	85.86%	164 (0.24%)	69.63%	2.09	00:01:34	2.09%	4 (0.09%)	\$4.00
<b>% Change</b>	<b>133.51%</b>	<b>0.53%</b>	<b>134.76%</b>	<b>33.95%</b>	<b>-47.11%</b>	<b>-81.33%</b>	<b>4,664.29%</b>	<b>11,025.00%</b>	<b>11.0</b>
10. <a href="http://opensnow.com">opensnow.com</a> / referral									
Jan 1, 2014 - Jan 31, 2014	302 (0.39%)	60.60%	183 (0.29%)	91.06%	1.14	00:00:25	100.00%	302 (1.68%)	\$302.00
Jan 1, 2013 - Jan 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00
<b>% Change</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>	<b>∞%</b>

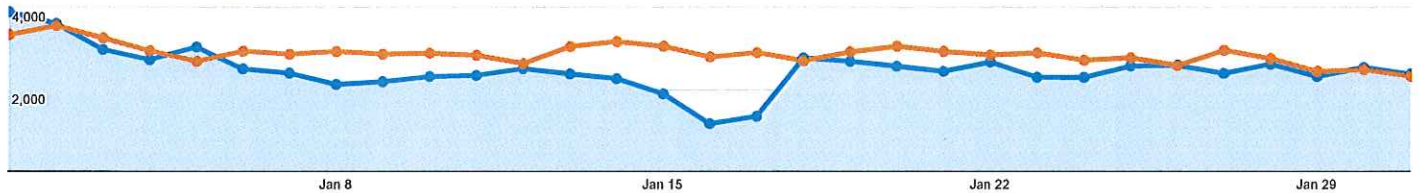
Overview



Explorer

Summary

Jan 1, 2014 - Jan 31, 2014: Visits  
Jan 1, 2013 - Jan 31, 2013: Visits



Device Category	Acquisition			Behavior			Conversions <span>Goal 1: Cool Deals Page</span>		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals P. (Goal 1 Value)
	13.65% <span>▼</span> 76,612 vs 88,723	5.58% <span>▲</span> 82.81% vs 78.44%	8.83% <span>▼</span> 63,442 vs 69,590	17.72% <span>▼</span> 51.76% vs 43.96%	15.76% <span>▼</span> 2.96 vs 3.51	23.75% <span>▼</span> 00:02:09 vs 00:02:49	342.33% <span>▲</span> 23.45% vs 5.30%	281.95% <span>▲</span> 17,963 vs 4,703	281.95% \$17,963.54,7
1. desktop									
Jan 1, 2014 - Jan 31, 2014	40,354 (62.67%)	83.75%	33,796 (53.27%)	47.14%	3.29	00:02:34	18.56%	7,488 (41.69%)	\$7,488.00 (41)
Jan 1, 2013 - Jan 31, 2013	59,673 (67.26%)	79.05%	47,173 (67.79%)	42.08%	3.71	00:03:02	4.93%	2,940 (62.51%)	\$2,940.00 (62)
% Change	-32.37%	5.94%	-28.36%	12.03%	-11.44%	-15.33%	276.63%	154.69%	154
2. mobile									
Jan 1, 2014 - Jan 31, 2014	24,446 (31.91%)	83.06%	20,306 (32.01%)	59.87%	2.37	00:01:16	33.50%	8,190 (45.59%)	\$8,190.00 (45)
Jan 1, 2013 - Jan 31, 2013	17,961 (20.24%)	79.86%	14,343 (20.61%)	52.12%	2.79	00:01:51	6.46%	1,160 (24.67%)	\$1,160.00 (24)
% Change	36.11%	4.02%	41.57%	14.87%	-15.06%	-31.20%	418.74%	606.03%	606
3. tablet									
Jan 1, 2014 - Jan 31, 2014	11,812 (15.42%)	79.07%	9,340 (14.72%)	50.72%	3.03	00:02:32	19.34%	2,285 (12.72%)	\$2,285.00 (12)
Jan 1, 2013 - Jan 31, 2013	11,089 (12.50%)	72.81%	8,074 (11.60%)	40.91%	3.58	00:03:13	5.44%	603 (12.82%)	\$603.00 (12)
% Change	6.52%	8.60%	15.68%	23.99%	-15.24%	-21.60%	255.74%	278.94%	278



## PROPERTY REFERRAL FEBRUARY - ALPHA LISTINGS

7-Pines Motel	28
Agate Bay Realty Vacation Rentals	80
Alpine Rental Group	21
Americas Best Value Inn Tahoe City	41
Aviva Inn	83
Brockway Springs Resort	117
Brockway Springs Resort Cool Deals	247
Cal Neva Resort Casino Hotel	33
Cedar Glen Lodge	394
Cedar Glen Lodge Cool Deals	27
Chalet de Huttlinger	37
Chaney House	68
Chinquapin / Packard Realty	16
Christy Lodge	17
Club Tahoe Resort	26
Constellation Residences at Northstar	92
Cottage Inn at Lake Tahoe	135
Ferrari's Crown Resort	50
Ferrari's Crown Resort Cool Deals	5
Firelite Lodge	28
First Accommodations, Inc.	118
Fox Den Cottages	11
Franciscan Lakeside Lodge	89
Goldfish Properties	55
Granlibakken Conference Center & Resort	127
Granlibakken Conference Center & Resort Cool Deals	79
Granlibakken Ski Area	1
Hauserman Rental Group	116
Holiday House	42
Holiday House Cool Deals	20
Hyatt Regency Lake Tahoe Resort, Spa and Casino	458
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	149
Ice Lakes Lodge at Royal Gorge XC Ski Resort	16
Incline at Tahoe Realty	93
Incline Vacation Rentals	72
Incline Vacation Rentals Cool Deals	96
Kingswood Village Vacation Rentals	43
Lake Tahoe Accommodations	35
Lake Tahoe Accommodations.	69
Lake Tahoe Accommodations. Cool Deals	2
Lake Tahoe Deluxe Vacation Rentals	82
LakeFrontHouse.com	47
Martis Valley Associates Property Rentals	11
Meeks Bay Resort & Marina	82
Mother Natures Inn	24

Mourelatos Lakeshore Resort	138
Mourelatos Lakeshore Resort Cool Deals	30
North Tahoe Rental Company	81
Northstar Condominiums	115
Northstar Mountain Home Vacation Rentals	65
Northstar Resort	277
Northstar Resort Cool Deals	296
Olympic Village Inn	81
Painted Rock Lodge	109
Parkside Inn at Incline	57
PepperTree Inn	24
PlumpJack Squaw Valley Inn	125
PlumpJack Squaw Valley Inn Cool Deals	147
Pullen Realty Group	14
Rainbow Lodge	11
Red Wolf Lakeside Lodge	59
Red Wolf Lodge at Squaw Valley	36
RedAwning.com Vacation Rentals	18
Resort at Squaw Creek	228
Resort at Squaw Creek Cool Deals	4
River Ranch Lodge and Restaurant	92
Rockwood Lodge	46
Rustic Cottage Inn	2
Rustic Cottages	53
Rustic Cottages Cool Deals	51
Schulze, Lola - Tahoe Luxury Properties	3
Shooting Star Bed & Breakfast	55
Shore House at Lake Tahoe	115
Shore House at Lake Tahoe Cool Deals	36
Sierra Mountain Properties	8
Sierra Vacation Rentals/Sales	67
Sierra Vacation Rentals/Sales Cool Deals	12
Squaw Valley Lodge	112
Squaw Valley Lodge Cool Deals	198
Stanford Alpine Chalet	90
Stay In Lake Tahoe	129
Stevenson's Holliday Inn	28
Sunnyside Restaurant & Lodge	211
Tahoe Biltmore Lodge & Casino	141
Tahoe Biltmore Lodge & Casino Cool Deals	94
Tahoe City Inn	42
Tahoe City Inn Cool Deals	44
Tahoe Edgelake Beach Club	16
Tahoe Exclusive Properties - Carr Long Real Estate	49
Tahoe Exclusive Vacation Rentals	82
Tahoe Getaways Vacation Rentals	202
Tahoe Getaways Vacation Rentals Cool Deals	480

Tahoe Luxury Properties	164
Tahoe Luxury Properties Cool Deals	18
Tahoe Marina Lodge	45
Tahoe Moon Properties	249
Tahoe Mountain Club	74
Tahoe Mountain Resorts Lodging	138
Tahoe Mountain Resorts Lodging Cool Deals	73
Tahoe North Shore Lodge	10
Tahoe North Visitor's & Convention Bureau	2
Tahoe Real Estate Group	4
Tahoe Sands Resort	18
Tahoe Signature Properties	171
Tahoe Tavern Properties	20
Tahoe Vista Lodge and Cabins	43
Tahoe Vistana Inn	59
Tahoe Vistana Inn Cool Deals	11
Tahoe Woodside Vacation Rentals	42
TahoeRentals.com ~ Wells and Bennett Realtors	80
Tahoma Lodge	36
Tahoma Meadows Bed & Breakfast Cottages	112
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	262
Tamarack Lodge	17
The Border House	67
The Lodge at Obexers	22
The Lodge at Sugar Bowl	91
The Ritz-Carlton, Lake Tahoe	229
The Ritz-Carlton, Lake Tahoe Cool Deals	409
The Village at Squaw Valley	209
The Village at Squaw Valley Cool Deals	445
VACA North Tahoe	217
Vacasa Rentals	190
Vacasa Rentals Cool Deals	52
Vacation Station, Inc.	49
Vacation Tahoe by O'Neal Brokers	41
Waters of Tahoe Properties	116
West Lake Properties at Tahoe	53
West Shore Cafe & Inn	83

TOTALS 11776

## PROPERTY REFERRAL FEBRUARY - TOTALS LISTINGS

Tahoe Getaways Vacation Rentals Cool Deals	480
Hyatt Regency Lake Tahoe Resort, Spa and Casino	458
The Village at Squaw Valley Cool Deals	445
The Ritz-Carlton, Lake Tahoe Cool Deals	409
Cedar Glen Lodge	394
Northstar Resort Cool Deals	296
Northstar Resort	277
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	262
Tahoe Moon Properties	249
Brockway Springs Resort Cool Deals	247
The Ritz-Carlton, Lake Tahoe	229
Resort at Squaw Creek	228
VACA North Tahoe	217
Sunnyside Restaurant & Lodge	211
The Village at Squaw Valley	209
Tahoe Getaways Vacation Rentals	202
Squaw Valley Lodge Cool Deals	198
Vacasa Rentals	190
Tahoe Signature Properties	171
Tahoe Luxury Properties	164
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	149
PlumpJack Squaw Valley Inn Cool Deals	147
Tahoe Biltmore Lodge & Casino	141
Mourelatos Lakeshore Resort	138
Tahoe Mountain Resorts Lodging	138
Cottage Inn at Lake Tahoe	135
Stay In Lake Tahoe	129
Granlibakken Conference Center & Resort	127
PlumpJack Squaw Valley Inn	125
First Accommodations, Inc.	118
Brockway Springs Resort	117
Hauserman Rental Group	116
Waters of Tahoe Properties	116
Northstar Condominiums	115
Shore House at Lake Tahoe	115
Squaw Valley Lodge	112
Tahoma Meadows Bed & Breakfast Cottages	112
Painted Rock Lodge	109
Incline Vacation Rentals Cool Deals	96
Tahoe Biltmore Lodge & Casino Cool Deals	94
Incline at Tahoe Realty	93
Constellation Residences at Northstar	92
River Ranch Lodge and Restaurant	92
The Lodge at Sugar Bowl	91
Stanford Alpine Chalet	90

Franciscan Lakeside Lodge	89
Aviva Inn	83
West Shore Cafe & Inn	83
Lake Tahoe Deluxe Vacation Rentals	82
Meeks Bay Resort & Marina	82
Tahoe Exclusive Vacation Rentals	82
North Tahoe Rental Company	81
Olympic Village Inn	81
Agate Bay Realty Vacation Rentals	80
TahoeRentals.com ~ Wells and Bennett Realtors	80
Granlibakken Conference Center & Resort Cool Deals	79
Tahoe Mountain Club	74
Tahoe Mountain Resorts Lodging Cool Deals	73
Incline Vacation Rentals	72
Lake Tahoe Accommodations.	69
Chaney House	68
Sierra Vacation Rentals/Sales	67
The Border House	67
Northstar Mountain Home Vacation Rentals	65
Red Wolf Lakeside Lodge	59
Tahoe Vistana Inn	59
Parkside Inn at Incline	57
Goldfish Properties	55
Shooting Star Bed & Breakfast	55
Rustic Cottages	53
West Lake Properties at Tahoe	53
Vacasa Rentals Cool Deals	52
Rustic Cottages Cool Deals	51
Ferrari's Crown Resort	50
Tahoe Exclusive Properties - Carr Long Real Estate	49
Vacation Station, Inc.	49
LakeFrontHouse.com	47
Rockwood Lodge	46
Tahoe Marina Lodge	45
Tahoe City Inn Cool Deals	44
Kingswood Village Vacation Rentals	43
Tahoe Vista Lodge and Cabins	43
Holiday House	42
Tahoe City Inn	42
Tahoe Woodside Vacation Rentals	42
Americas Best Value Inn Tahoe City	41
Vacation Tahoe by O'Neal Brokers	41
Chalet de Huttlinger	37
Red Wolf Lodge at Squaw Valley	36
Shore House at Lake Tahoe Cool Deals	36
Tahoma Lodge	36
Lake Tahoe Accommodations	35

Cal Neva Resort Casino Hotel	33
Mourelatos Lakeshore Resort Cool Deals	30
7-Pines Motel	28
Firelite Lodge	28
Stevenson's Holliday Inn	28
Cedar Glen Lodge Cool Deals	27
Club Tahoe Resort	26
Mother Natures Inn	24
PepperTree Inn	24
The Lodge at Obexers	22
Alpine Rental Group	21
Holiday House Cool Deals	20
Tahoe Tavern Properties	20
RedAwning.com Vacation Rentals	18
Tahoe Luxury Properties Cool Deals	18
Tahoe Sands Resort	18
Christy Lodge	17
Tamarack Lodge	17
Chinquapin / Packard Realty	16
Ice Lakes Lodge at Royal Gorge XC Ski Resort	16
Tahoe Edgelake Beach Club	16
Pullen Realty Group	14
Sierra Vacation Rentals/Sales Cool Deals	12
Fox Den Cottages	11
Martis Valley Associates Property Rentals	11
Rainbow Lodge	11
Tahoe Vistana Inn Cool Deals	11
Tahoe North Shore Lodge	10
Sierra Mountain Properties	8
Ferrari's Crown Resort Cool Deals	5
Resort at Squaw Creek Cool Deals	4
Tahoe Real Estate Group	4
Schulze, Lola - Tahoe Luxury Properties	3
Lake Tahoe Accommodations. Cool Deals	2
Rustic Cottage Inn	2
Tahoe North Visitor's & Convention Bureau	2
<b>TOTALS</b>	<b>11775</b>

And  
up we  
go.



**December 2013  
Passenger and Cargo Traffic Statistics  
Reno-Tahoe International Airport**

**January 24, 2014**



**Reno-Tahoe  
Airport Authority**



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

Average Load Factor: 85.1%, Up 3.0 pts.  
 Number of Flights \*: Up 1.1%  
 Capacity of Seats \*: Up 3.2%  
 Crude Oil \*\*: \$97.63 per barrel in DEC 2013  
 vs. \$87.86 per barrel in DEC 2012

**RNO OVERVIEW FOR DECEMBER 2013 – year over year comparison**

Total Passengers: Up 0.9%  
 Avg. Enplaned Load Factor: 79.3% Up 2.3 pts.  
 Scheduled Departures: Down (4.4%)  
 Scheduled Departing Seats: Down (6.0%)  
 Total Cargo: Up 7.6%

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

**HIGHLIGHTS**

**December 2013 vs. December 2012**

Total Passengers	Up 0.9%
Enplaned Passengers	Up 1.2%
Deplaned Passengers	Up 0.7%
Average Enplaned Load Factor	79.3% Up 2.3 pts.
Total Cargo	Up 7.6%

**Full Year 2013 vs. Full Year 2012**

Total Passengers	Down (1.4%)
Enplaned Passengers	Down (1.4%)
Deplaned Passengers	Down (1.4%)
Average Enplaned Load Factor	82.2% Up 2.5 pts.
Total Cargo	Up 4.5%

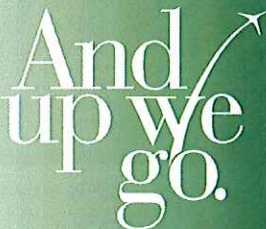
**DECEMBER 2013 SUMMARY**

Reno-Tahoe International Airport (RNO) served 270,051 passengers in December 2013, an increase of 0.9% versus December 2012. A later than normal Thanksgiving travel season likely contributed to the higher numbers as passengers' travel plans carried into early December. Despite a decrease of (7.0%) in full year scheduled capacity, total passengers only decreased (1.4%) to 3,431,986 in 2013 compared to 2012, resulting in significantly higher load factors.

Southwest Airlines saw the largest decrease in total passengers, carrying 10,830 fewer passengers in December 2013 compared to December 2012. For the full year Southwest was down 113,366 total passengers compared to 2012. The loss of Oakland and Salt Lake City service, coupled with Portland and Chicago-Midway service reductions, decreased the scheduled monthly totals by 182 departures with 25,462 departing seats. Overall, Southwest's scheduled departures were down (17.1%) in December 2013 versus December 2012.

Alaska Airlines, Allegiant Air, American Airlines, United Airlines, and US Airways all saw year-over-year December increases in the amount of 14,242 combined total passengers.

With respect to air cargo, RNO handled 13,998,438 pounds of cargo in December 2013, showing an increase of 7.6% over December 2012. Like passenger traffic, a later than normal Thanksgiving pushed major shopping/shipping days into December. UPS alone had its highest monthly cargo total since at least 2010 carrying 27.4% more cargo this December compared to 2012. In 2013, RNO handled 121,032,995 pounds of cargo, which was a 4.5% increase compared to the prior year and is the highest annual total since 2007.





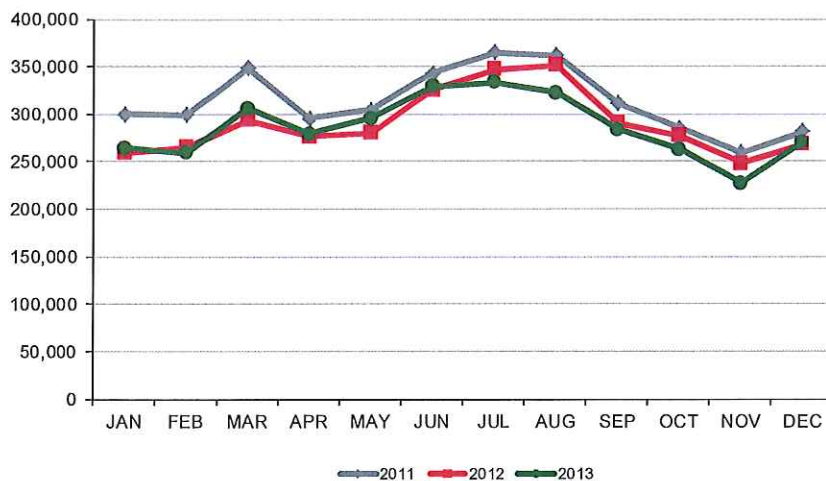


In December 2013, RNO was served by seven major airlines providing 57 peak daily departures to 14 non-stop destinations. For December, our partner airlines reported a (6.0%) decrease in scheduled passenger seats compared to December 2012.

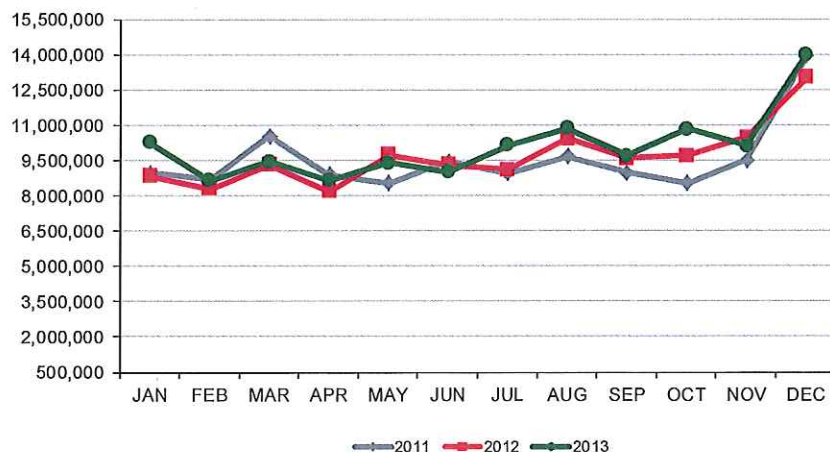
**TOTAL PASSENGERS**

In December 2013, total passenger traffic at RNO increased 0.9% versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to Las Vegas, Bellingham, and Oakland which were discontinued in January 2014 and November 2013 respectively. With respect to December, all airlines except United Airlines showed year-over-year increases in load factors. American Airlines' passenger traffic increased 3.5% on 8.1 percentage point increase in load factor. United reported a increase of 17.7%, on increased capacity to all its markets. Alaska Airlines traffic increased 10.8% as a result of increased load factors and new service to Portland. Delta Air Lines decreased (2.4%) on declining capacity to/from Salt Lake City. Southwest Airlines decreased (7.5%) with the loss of Oakland and Salt Lake City service as well as reductions to Chicago-Midway and Portland service compared to last year. US Airways traffic increased 6.9%, resulting in a 4.5 point increase in load factor.

**Total Passengers**



**Total Cargo**

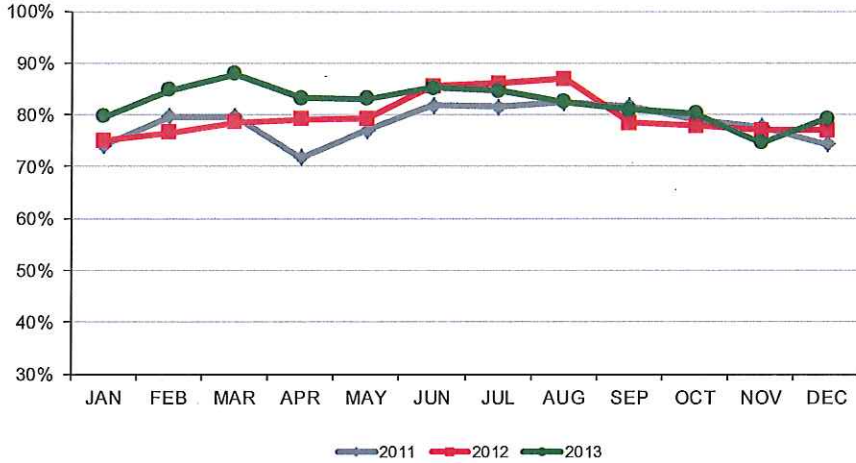


**TOTAL CARGO**

Total cargo volume at RNO increased 7.6% in December 2013 versus the same period last year. This was largely driven by a 27.4% year-over-year increase from UPS. FedEx saw a year-over-year decrease of (5.5%), while Ameriflight was down (1.1%) over the same period. The annual total of over 121 million pounds represents the largest volumes on record since 2007.



**Average Enplaned Load Factors**



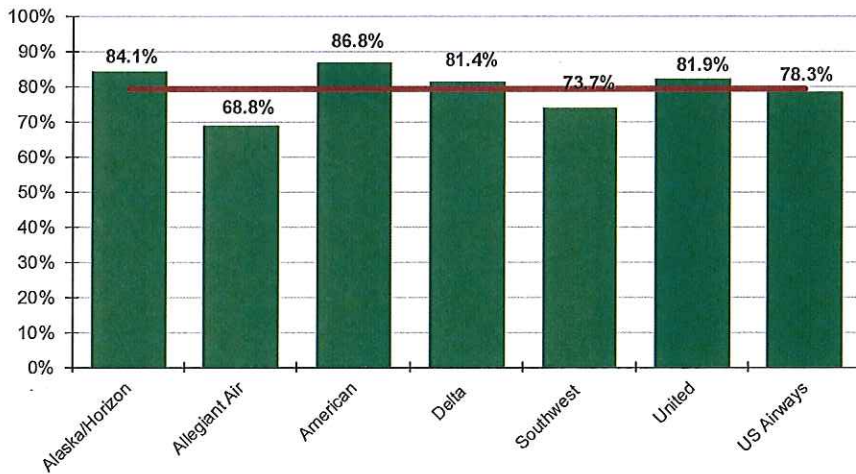
Load Factors December 2013			
Airline	RNO	Network	Difference
Alaska/Horizon	84.1%	82.5%	1.6
Allegiant Air	68.8%	85.2%	(16.4)
American	86.8%	84.7%	2.1
Delta	81.4%	84.9%	(3.5)
Southwest	73.7%	82.8%	(9.1)
United	81.9%	88.0%	(6.1)
US Airways	78.3%	87.7%	(9.4)

Source: Airline Traffic Reports, December 2013

Load Factors are for domestic service only, where applicable

Horizon Air figures are used for Alaska

**Enplaned Load Factors by Airlines**

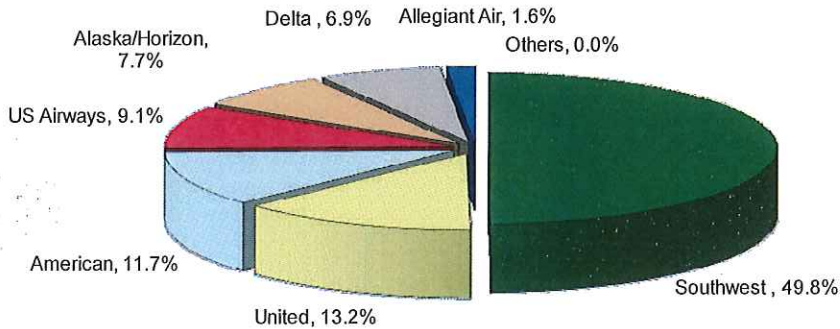


**AIRLINE LOAD FACTORS**

In December 2013, the average enplaned load factor at RNO was 79.3%, an increase of 2.3 percentage points versus last year. All airlines except United, showed a year-over-year increase in average load factor. American itself increased 8.1 percentage points compared to the same time period last year.



**Air Carrier Market Share**



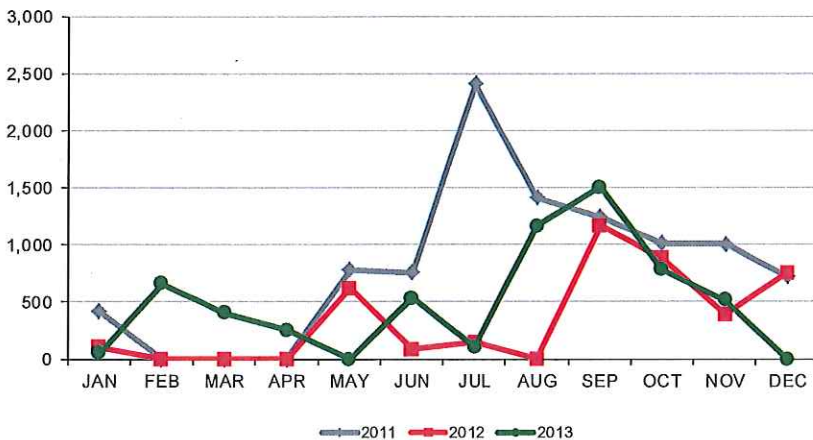
**AIRLINE MARKET SHARE**

In December 2013, Southwest Airlines carried a total of 134,440 passengers resulting in a market share of 49.8%. The next highest market shares were: United Airlines with 13.2%, American Airlines with 11.7%, US Airways with 9.1%, Alaska Airlines carried 7.7%, Delta Air Lines at 6.9%, and Allegiant Air rounded out the carriers with 1.6% of the total passengers at Reno-Tahoe International Airport.

**Air Carrier Market Share**

	Dec-13	Dec-12	YOY Change
Alaska/Horizon	7.7%	7.0%	0.7
Allegiant Air	1.6%	n/a	n/a
American	11.7%	11.4%	0.3
Delta	6.9%	7.1%	(0.2)
Southwest	49.8%	54.2%	(4.5)
United	13.2%	11.3%	1.9
US Airways	9.1%	8.6%	0.5
Others	0.0%	0.3%	(0.3)

**Total Domestic Charter Passengers**

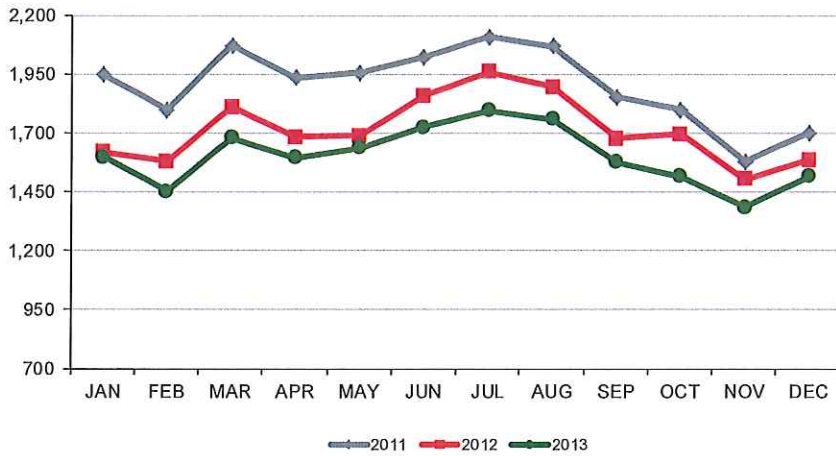


**DOMESTIC CHARTER PASSENGERS**

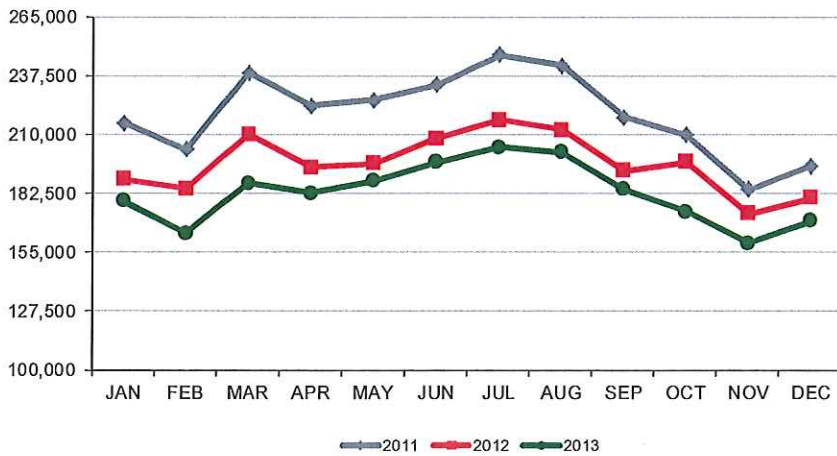
During the month of December 2013, no domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 750 charter passengers reported in December 2012. For 2013, RNO saw a total of 5,957 domestic charter passengers, which is a 44.6% increase compared to 2012.



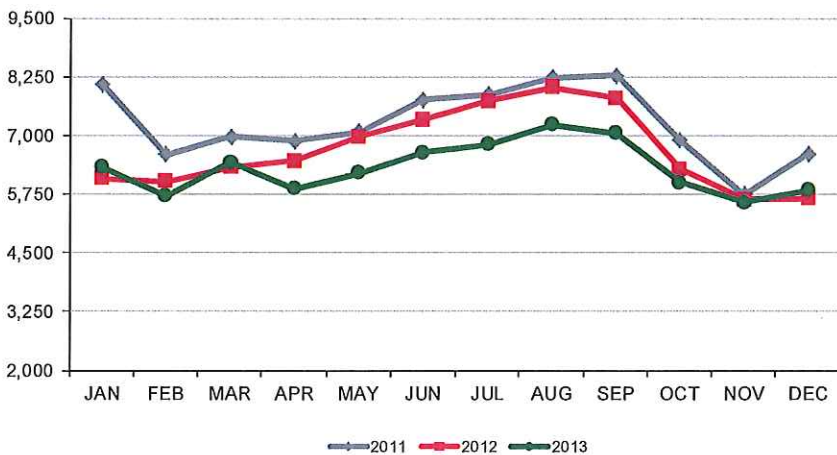
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Allegiant Air**

- Started twice weekly non-stop service to Las Vegas in February 2013
- Operated twice weekly flights to Bellingham from June 6th, 2013 to January 19th, 2014
- Operated twice weekly flights to Oakland on August 30th, 2013 thru October 10th, 2013

**Alaska Airlines**

- Temporarily reduced some midweek (Tuesday & Wednesday) service to San Jose from two to one daily flight in February 2013, which is expected to return to full twice daily service in March 2014

**Southwest Airlines**

- Eliminated non-stop service to Salt Lake City in January 2013
- Eliminated non-stop service to Oakland in June 2013
- Transitioned Chicago-Midway service to seasonal, scheduled to return February 2014
- Reduced non-stop service to Portland from two to one daily in November 2013
- Will eliminate service to Seattle and Portland in June 2014

**TOTAL OPERATIONS**

A total of 5,835 operations occurred at RNO in December 2013, leading to an increase of 3.2% versus December 2012. YTD RNO is down (5.8%) year-over-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-13					
	Passengers		YOY % Change	Passengers	
	2011	2012		2013	YOY % Change
JAN	300,125	259,012	-13.7%	264,265	2.0%
FEB	299,090	265,017	-11.4%	259,299	-2.2%
MAR	348,583	292,939	-16.0%	306,049	4.5%
<b>1st Quarter</b>	<b>947,798</b>	<b>816,968</b>	<b>-13.8%</b>	<b>829,613</b>	<b>1.5%</b>
APR	295,537	275,926	-6.6%	279,418	1.3%
MAY	304,220	279,857	-8.0%	295,494	5.6%
JUN	343,054	325,260	-5.2%	328,755	1.1%
<b>2nd Quarter</b>	<b>942,811</b>	<b>881,043</b>	<b>-6.6%</b>	<b>903,667</b>	<b>2.6%</b>
JUL	364,849	347,060	-4.9%	333,321	-4.0%
AUG	361,348	350,934	-2.9%	322,083	-8.2%
SEP	311,031	290,311	-6.7%	283,565	-2.3%
<b>3rd Quarter</b>	<b>1,037,228</b>	<b>988,305</b>	<b>-4.7%</b>	<b>938,969</b>	<b>-5.0%</b>
OCT	285,490	277,030	-3.0%	262,473	-5.3%
NOV	259,425	248,067	-4.4%	227,213	-8.4%
DEC	281,403	267,739	-4.9%	270,051	0.9%
<b>4th Quarter</b>	<b>826,318</b>	<b>792,836</b>	<b>-4.1%</b>	<b>759,737</b>	<b>-4.2%</b>
<b>TOTAL</b>	<b>3,754,155</b>	<b>3,479,152</b>	<b>-7.3%</b>		
<b>YTD Total</b>		<b>3,479,152</b>		<b>3,431,986</b>	<b>-1.4%</b>

Total Scheduled Enplaned Passengers December-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563	165,218	-4.3%
AUG	178,906	173,097	160,091	-7.5%
SEP	158,663	149,113	144,896	-2.8%
OCT	143,851	139,927	132,347	-5.4%
NOV	129,071	123,267	113,903	-7.6%
DEC	136,483	129,707	131,328	1.2%
<b>TOTAL</b>	<b>1,873,627</b>	<b>1,737,376</b>		
<b>YTD Total</b>		<b>1,737,376</b>	<b>1,713,752</b>	<b>-1.4%</b>

Total Cargo December-13					
	2011		YOY % Change	2013	
	Cargo in Pounds			Pounds	Metric Tons
JAN	8,959,543	8,813,491	-1.6%	10,269,546	4,657
FEB	8,674,321	8,274,037	-4.6%	8,635,807	3,916
MAR	10,513,446	9,304,722	-11.5%	9,457,376	4,289
<b>1st Quarter</b>	<b>28,147,310</b>	<b>26,392,250</b>	<b>-6.2%</b>	<b>28,362,729</b>	<b>12,863</b>
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918
MAY	8,510,228	9,706,074	14.1%	9,398,212	4,262
JUN	9,437,259	9,302,777	-1.4%	9,001,339	4,082
<b>2nd Quarter</b>	<b>26,818,156</b>	<b>27,184,617</b>	<b>1.4%</b>	<b>27,038,783</b>	<b>12,262</b>
JUL	8,932,737	9,096,013	1.8%	10,149,807	4,603
AUG	9,646,833	10,398,754	7.8%	10,859,694	4,925
SEP	8,958,988	9,573,812	6.9%	9,689,115	4,394
<b>3rd Quarter</b>	<b>27,538,558</b>	<b>29,068,579</b>	<b>5.6%</b>	<b>30,698,616</b>	<b>13,922</b>
OCT	8,527,399	9,677,334	13.5%	10,834,930	4,914
NOV	9,494,432	10,469,628	10.3%	10,099,499	4,580
DEC	13,928,256	13,007,942	-6.6%	13,998,438	6,348
<b>4th Quarter</b>	<b>31,950,087</b>	<b>33,154,904</b>	<b>3.8%</b>	<b>34,932,867</b>	<b>15,843</b>
<b>TOTAL</b>	<b>114,454,111</b>	<b>115,800,350</b>	<b>1.2%</b>		
<b>YTD Total</b>		<b>115,800,350</b>		<b>121,032,995</b>	<b>54,890</b>

Total Deplaned Passengers December-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432	168,053	-3.7%
AUG	181,611	177,837	161,513	-9.2%
SEP	151,844	140,626	137,942	-1.9%
OCT	141,158	136,719	129,736	-5.1%
NOV	129,993	124,676	113,051	-9.3%
DEC	144,557	137,648	138,723	0.8%
<b>TOTAL</b>	<b>1,875,588</b>	<b>1,739,550</b>		
<b>YTD Total</b>		<b>1,739,550</b>	<b>1,715,247</b>	<b>-1.4%</b>

Enplaned Passengers & Load Factor				
	Enplaned PAX	Dec-13	Dec-12	Diff.
Alaska/Horizon	10,101	84.1%	79.0%	5.1
Allegiant Air	2,056	68.8%	n/a	n/a
American	15,520	86.8%	78.7%	8.1
Delta	9,266	81.4%	78.4%	3.0
Southwest	65,233	73.7%	69.8%	3.9
United	17,469	81.9%	82.4%	-0.5
US Airways	11,683	78.3%	73.7%	4.5

Source: RNO Monthly Flight Activity Reports

**Monthly Report January 2014**  
**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/14:	\$2,141,984	\$1,246,533	72%
Forecasted Commission for this Revenue:	\$154,900	\$55,997	177%
Number of Room Nights:	11382	7267	57%
Number of Delegates:	6557	3301	99%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	96	94	2%

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	8	7	
Revenue Booked:	\$52,456	\$203,022	-74%
Projected Commission:	\$4,173	\$13,107	-68%
Room Nights:	435	1210	-64%
Number of Delegates:	346	469	-26%
		1 Corp, 2 Smf,	
Booked Group Types:	1 Corp, 1	1 Govt, 2 Univ.	
Lost Business, # of Groups:	Assoc, 6 Smf	and 1 Seminar	
	4	4	

<u>Arrived in the month</u>	<u>January-14</u>	* Est.	<u>January-13</u>	
Number of Groups:	7		1	
Revenue Arrived:	\$168,319		\$33,919	396%
Projected Commission:	\$12,459		\$1,696	635%
Room Nights:	846		136	522%
Number of Delegates:	386		55	602%
Arrived Group Types:	3 Corp, 2 Assoc, 1 TA and 1 Assoc.			
	1 Govt			

<u>Monthly Detail/Activity</u>	<u>December-13</u>	<u>December-12</u>	
<u>Number of Groups Booked:</u>	12	0	
Revenue Booked:	\$672,078	\$0	
Projected Commission:	\$47,775	\$0	
Room Nights:	5038	0	
Number of Delegates:	3225	0	
	1 Corp, 6		
	Assoc, 2 Tour		
	operator, 2 Smf,		
Booked Group Types:	1 Govt		
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$5,103	

Projected Commission:	\$0	\$510
Room Nights:	0	27
Number of Delegates:	0	13
Arrived Group Types:		1 Corp.

<b>Monthly Detail/Activity</b>	<b><u>November-13</u></b>	<b><u>November-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	3	7	
Revenue Booked:	\$10,800	\$211,573	-95%
Projected Commission:	\$459	\$9,494	-95%
Room Nights:	90	1119	-92%
Number of Delegates:	80	591	-86%
Booked Group Types:	3 Smf	2 Govt, 1 Smf,	
Lost Business, # of Groups:	3	4	

<b><u>Arrived in the month</u></b>	<b><u>November-13</u></b>	<b><u>November-12</u></b>	
Number of Groups:	1	1	
Revenue Arrived:	\$13,351	\$14,643	-9%
Projected Commission:	\$0	\$732	-100%
Room Nights:	75	145	-48%
Number of Delegates:	40	62	-35%
Arrived Group Types:	1 Corp	1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>October-13</u></b>	<b><u>October-13</u></b>	
<b><u>Number of Groups Booked:</u></b>	7	2	
Revenue Booked:	\$163,439	\$59,386	175%
Projected Commission:	\$12,807	\$3,055	319%
Room Nights:	1080	585	85%
Number of Delegates:	473	225	110%
Booked Group Types:	5 Corp, 1 Smf,	1 Corp, 1 Smf	
Lost Business, # of Groups:	1 Corp.	2	

<b><u>Arrived in the month</u></b>	<b><u>October-13</u></b>	<b><u>October-12</u></b>	
Number of Groups:	5	6	
Revenue Arrived:	\$158,725	\$165,774	-4%
Projected Commission:	\$13,718	\$5,482	150%
Room Nights:	980	1185	-17%
Number of Delegates:	675	735	-8%
Arrived Group Types:	2 Assoc, 1 Smf	2 Assoc., 2 Smf,	
	1 Non-Profit, 1 TA	2 Film crew	

<b>Monthly Detail/Activity</b>	<b><u>September-13</u></b>	<b><u>September-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	6	8	
Revenue Booked:	\$59,226	\$145,737	-59%
Projected Commission:	\$5,421	\$8,299	-35%
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
Booked Group Types:	1 Corp., 2	1 Corp, 5	
	Assoc. and 3	Assoc. 2 Film	
	Smerf	Crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
Number of Groups:	12	8	
Revenue Arrived:	\$848,564	\$124,013	584%
Projected Commission:	\$78,408	\$13,900	464%
Room Nights:	4052	689	488%
Number of Delegates:	2148	347	519%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt. 1 Film Crew, 4 Smerf	4 Corp., 2 Assoc 2 Smerf	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>1</b>	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2 Film Crew and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	15	6	
Revenue Arrived:	\$552,037	\$372,770	48%
Projected Commission:	\$31,949	\$23,733	35%
Room Nights:	2457	2033	21%
Number of Delegates:	1064	656	62%
Arrived Group Types:	6 Corp, 7 Assoc, 1 Smf 1 Film crew	2 Corp, 2 Assoc. 1 Smf 1 Film crew	

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

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	10	2	
Revenue Arrived:	\$177,016	\$82,912	113%
Projected Commission:	\$5,685	\$0	
Room Nights:	1256	426	195%
Number of Delegates:	1086	192	466%
Arrived Group Types:	3 Assoc, 5 Smf, 1 Corp, 1 Govt.	1 Corp, 1 Assoc.	



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

		(Goal)
<b>For 2014/15:</b>	<b>\$1,744,389</b>	<b>\$2,000,000</b>
<b>For 2015/16:</b>	<b>\$4,137,968</b>	<b>\$4,000,000</b>

**NUMBER OF LEADS Generated as o 1/31/14:**

<b>Total Number of Leads Generated in Previous Years:</b>	104
2012/2013: 171	
2011/2012: 119	
2010/2011: 92	
2009/2010: 107	
2008/2009: 151	
2007/2008: 209	
2006/2007: 205	

**Monthly Report January 2014**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 1/31/14:	\$473,713	\$558,401	-15%
Forecasted Commission for this Revenue:	\$7,073	\$14,836	-52%
Number of Room Nights:	4245	5612	-24%
Number of Delegates:	1287	2150	-40%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$1,350	\$20,943	-94%
Projected Commission:	\$202	\$644	-69%
Room Nights:	20	130	-85%
Number of Delegates:	25	85	-71%
Booked Group Types:	1 Corp.	1 Assoc. 1 Smf	

<u>Arrived in the month</u>	<u>January-14</u>	<u>January-13</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-13</u>	<u>December-12</u>	
<u>Number of Groups Booked:</u>	<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:			

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$382,681	\$401,031	
Projected Commission:	\$0	\$0	
Room Nights:	3769	4345	
Number of Delegates:	1000	1200	
Arrived Group Types:	1 Corp.	1 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>November-13</u></b>	<b><u>November-12</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$28,800	\$0
Projected Commission:	\$4,320	\$0
Room Nights:	93	0
Number of Delegates:	30	0
Booked Group Types:	1 Smf.	

<b><u>Arrived in the month</u></b>	<b><u>November-13</u></b>	<b><u>November-12</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-13</u></b>	<b><u>October-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$9,841	\$18,731	-47%
Projected Commission:	\$1,476	\$426	246%
Room Nights:	105	167	-37%
Number of Delegates:	35	113	-69%
Booked Group Types:	1 Corp.	1 Corp., 1 Tour	

<b><u>Arrived in the month</u></b>	<b><u>October-13</u></b>	<b><u>October-12</u></b>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$8,573
Projected Commission:	\$0	\$0
Room Nights:	0	66
Number of Delegates:	0	180
Arrived Group Types:		1 Smerf

<b>Monthly Detail/Activity</b>	<b><u>September-13</u></b>	<b><u>September-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$36,000	\$21,917	64%
Projected Commission:	\$1,800	\$1,113	62%
Room Nights:	490	206	138%
Number of Delegates:	220	302	-27%
Booked Group Types:	1 CA Assoc.	1 Assoc. 1 Smerf	

<b><u>Arrived in the month</u></b>	<b><u>September-13</u></b>	<b><u>September-12</u></b>	
Number of Groups:	1	2	
Revenue Arrived:	\$5,046	\$10,648	-53%
Projected Commission:	\$756	\$1,597	
Room Nights:	29	104	
Number of Delegates:	47	75	

Arrived Group Types: 1 Ca Assoc. 1 Assoc. and 1 Smf

<b>Monthly Detail/Activity</b>	<b><u>August-13</u></b>	<b><u>August-12</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:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.

<b><u>Arrived in the month</u></b>	<b><u>August-13</u></b>	<b><u>August-12</u></b>
Number of Groups:	1	1
Revenue Arrived:	\$8,792	\$31,325
Projected Commission:	\$1,318	\$4,698
Room Nights:	48	175
Number of Delegates:	40	90
Arrived Group Types:	1 Assoc.	1 Corp.

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

<b><u>Arrived in the month</u></b>	<b><u>July-13</u></b>	<b><u>July-12</u></b>
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 Smerf

**NUMBER OF LEADS Generated as of 12/31/13: 92**

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

2012/13: 171  
 2011/2012: 119  
 2010/2011: 92  
 2009/2010: 107  
 2008/2009: 151

2007/2008: 209  
2006/2007: 205