



north lake tahoe

Chamber | CVB | Resort Association

January 2014

Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of December 31, 2013

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,521 Units ('DestiMetrics Census'*)

		2013/14	2012/13	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (December) changed by (0.2%)	Occupancy (December) :	43.3%	43.2%	0.2%
North Lake Tahoe Average Daily Rate for last month (December) changed by (12.9%)	ADR (December) :	\$346	\$306	12.9%
North Lake Tahoe RevPAR for last month (December) changed by (13.1%)	RevPAR (December) :	\$150	\$132	13.1%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (January) changed by (6.6%)	Occupancy (January)	40.1%	37.6%	6.6%
North Lake Tahoe Average Daily Rate for next month (January) changed by (5.9%)	ADR (January) :	\$285	\$269	5.9%
North Lake Tahoe RevPAR for next month (January) changed by (13.0%)	RevPAR (January) :	\$115	\$101	13.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.6%)	Occupancy	50.3%	46.8%	7.6%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (12.6%)	ADR	\$242	\$215	12.6%
North Lake Tahoe RevPAR for the prior 6 months changed by (21.2%)	RevPAR	\$122	\$101	21.2%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (12.0%)	Occupancy	22.0%	19.6%	12.0%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (4.8%)	ADR	\$260	\$248	4.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (17.4%)	RevPAR	\$57	\$49	17.4%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2013 vs. Previous Year				
Rooms Booked during last month (December, 2013) compared to Rooms Booked during the same period last year (December, 2012) for all arrival dates has changed by (-24.3%)	Booking Pace (December)	5.4%	7.1%	-24.3%

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

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

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

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

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

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RESERVATIONS ACTIVITY REPORT SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

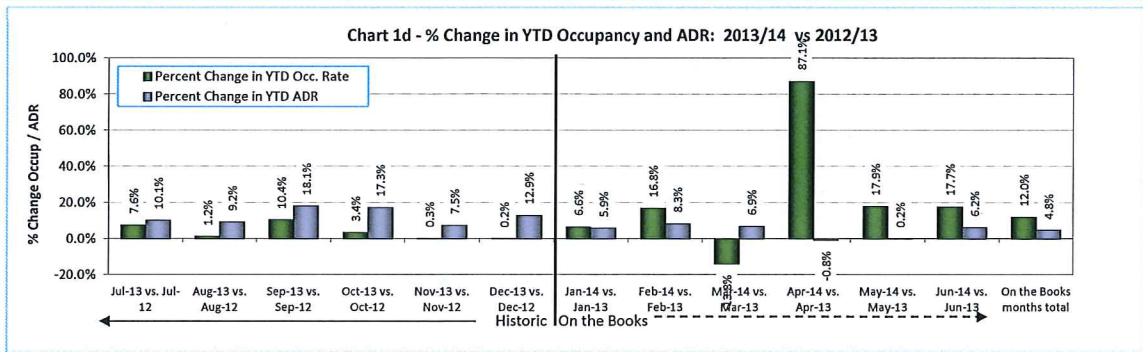
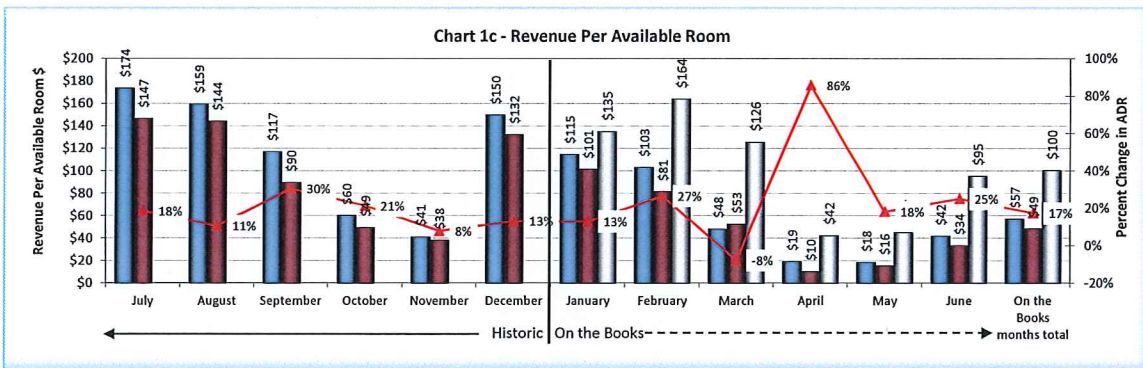
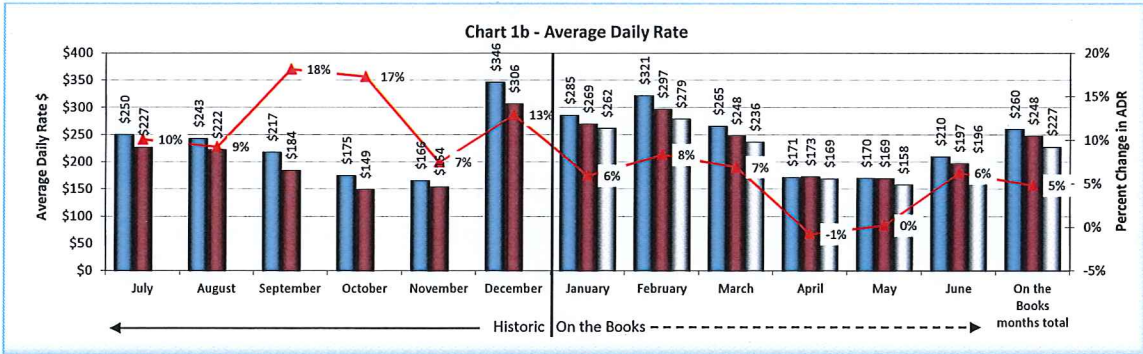
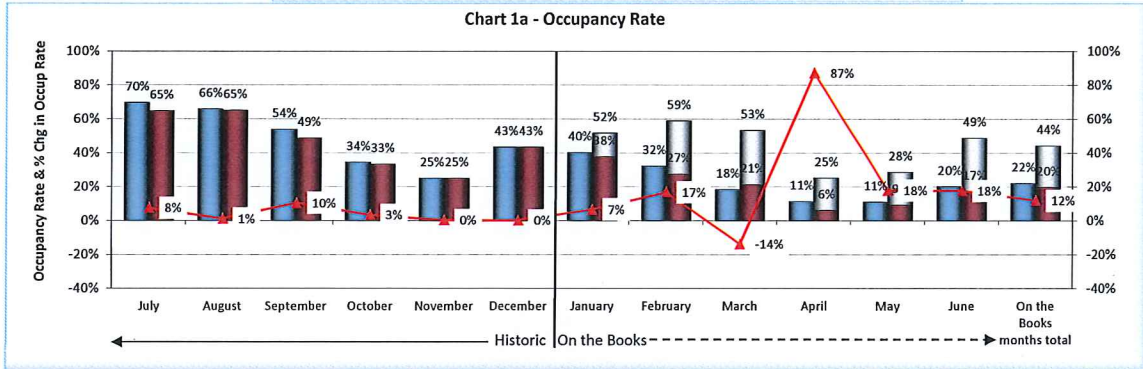
2013/14 YTD (as of December 31, 2013) vs. 2012/13 YTD (as of December 31, 2012) vs. 2012/13 Historical

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

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Historic Actual (2012/13 season)
 Data as of December 31, 2013 (2013/14 season)

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



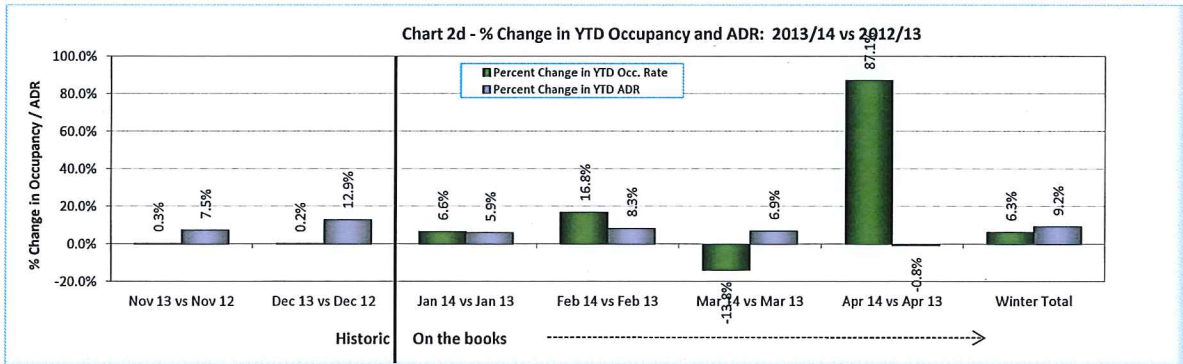
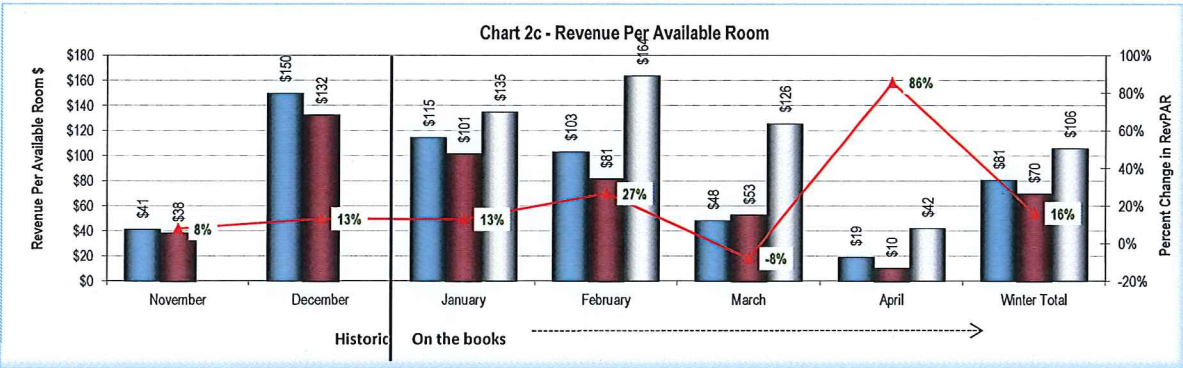
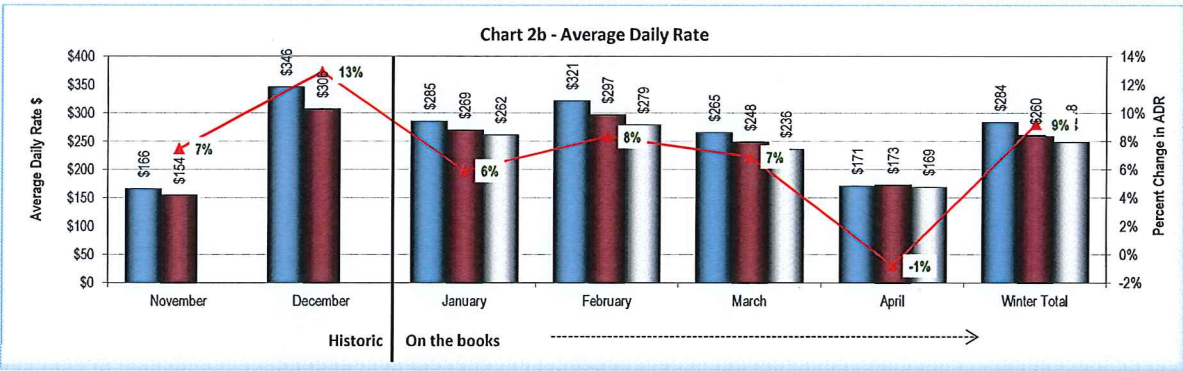
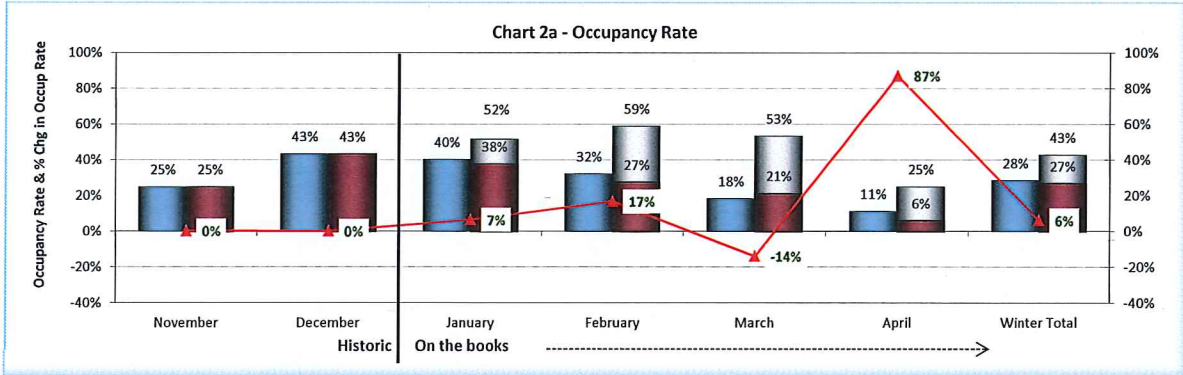
RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

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

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

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Historic Actual (2012/13 season)
 Data as of December 31, 2013 (2013/14 season)
 Data as of December 31, 2012 (2012/13 season)
▲ Percent Change



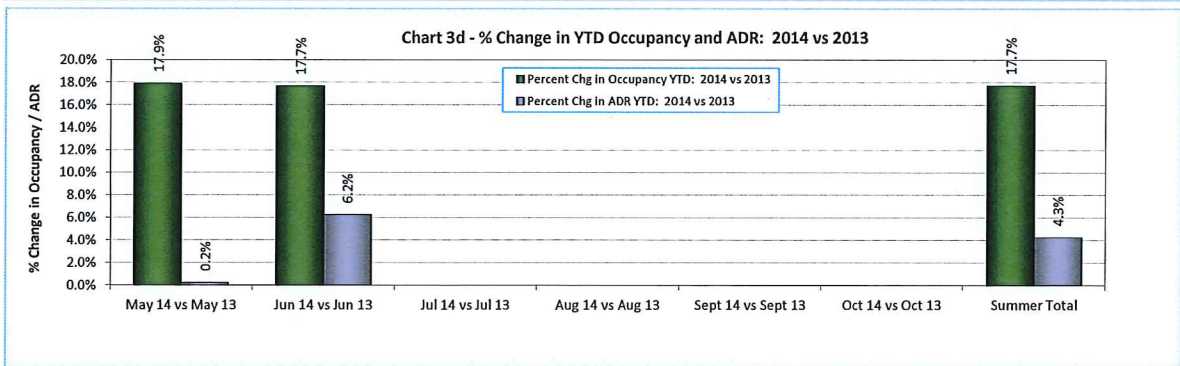
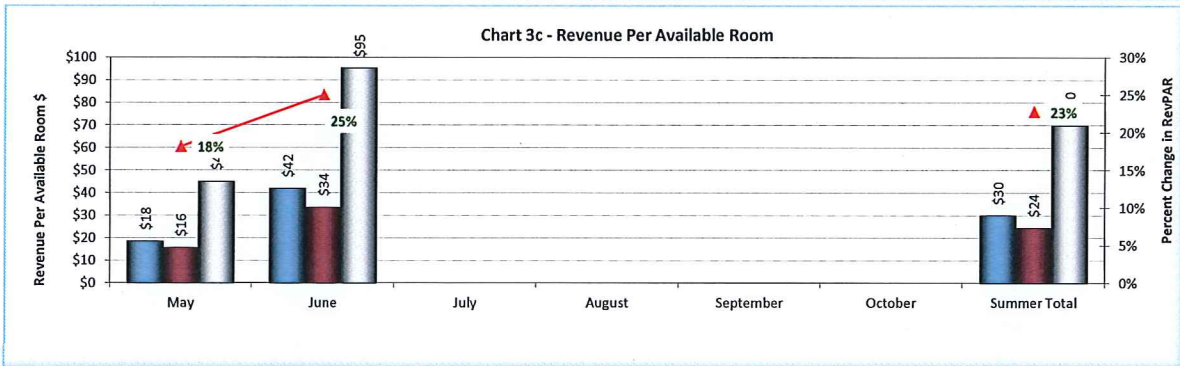
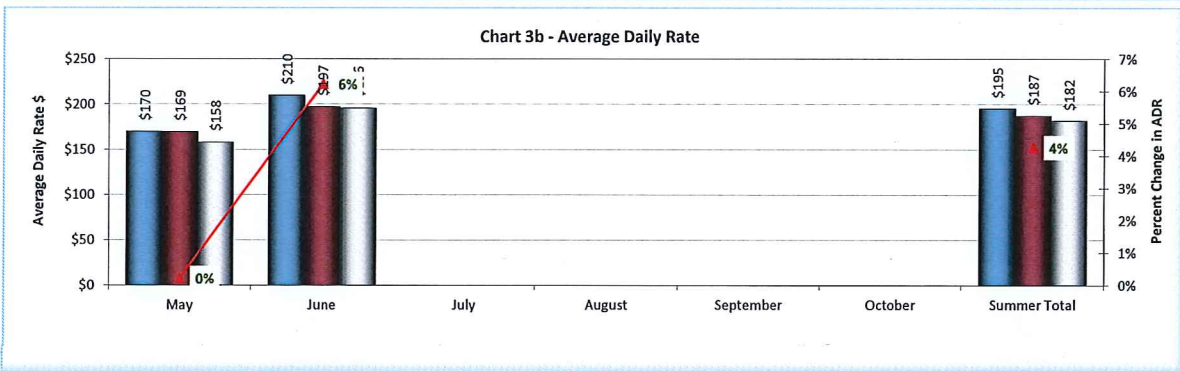
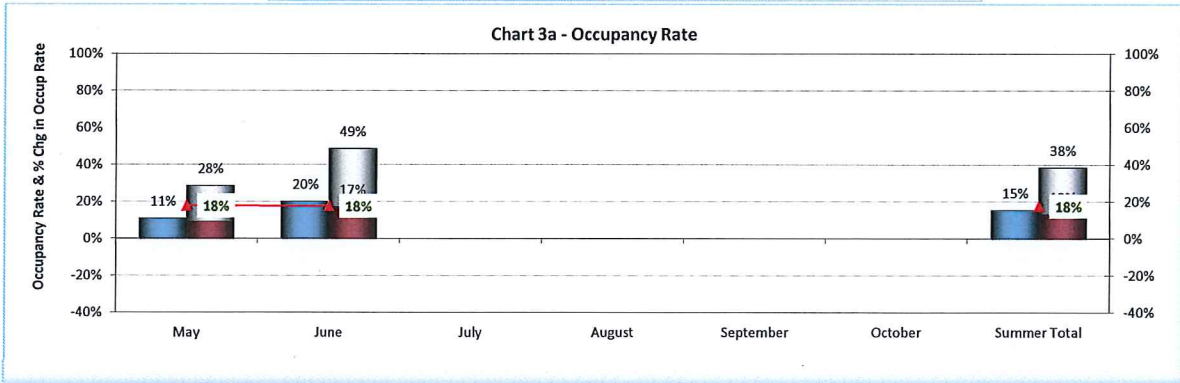


RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of December 31, 2013) vs. 2013 YTD (as of December 31, 2012) vs. 2013 Historical

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

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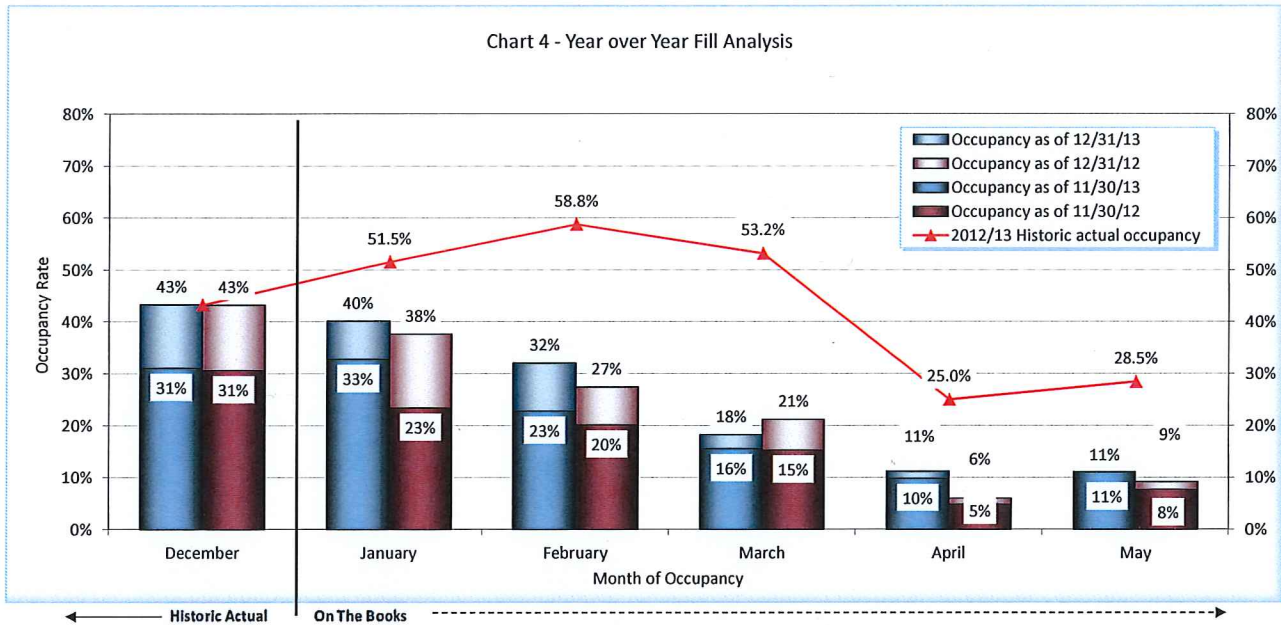


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

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

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

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF DEC 31			OCCUPANCY AS OF NOV 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012/13 Historic actual occupancy
	Occupancy as of 12/31/13	Occupancy as of 12/31/12	Absolute Change	Occupancy as of 11/30/13	Occupancy as of 11/30/12	Absolute Change	Incremental occupancy booked during Dec. 2013	Incremental occupancy booked during Dec. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	December	43.3%	43.2%	0.1%	31.1%	30.7%	0.4%	12.2%	12.5%	-0.3%	
January	40.1%	37.6%	2.5%	32.8%	23.4%	9.4%	7.3%	14.2%	-6.9%	-48.4%	51.5%
February	32.1%	27.4%	4.6%	22.8%	20.2%	2.6%	9.3%	7.3%	2.0%	27.1%	58.8%
March	18.3%	21.2%	-2.9%	15.6%	15.3%	0.3%	2.7%	5.9%	-3.2%	-54.3%	53.2%
April	11.2%	6.0%	5.2%	9.8%	4.9%	5.0%	1.4%	1.1%	0.3%	22.4%	25.0%
May	10.8%	9.2%	1.6%	11.1%	7.7%	3.4%	-0.2%	1.5%	-1.7%	-115.9%	28.5%
Total	25.9%	24.1%	1.8%	20.5%	17.0%	3.6%	5.4%	7.1%	-1.7%	-24.3%	43.2%

**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 December 31, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Occup. Rate as of: December 31, 2013 (2013/14 season)	Occup. Rate as of: December 31, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2013/14 & 2012/13)					
July	69.5%	64.6%	7.6%		11
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	Historic Actual 43.3%	43.2%	0.2%		11
January	On the Books 40.1%	37.6%	6.6%	51.5%	11
February	32.1%	27.4%	16.8%	58.8%	11
March	18.3%	21.2%	-13.8%	53.2%	11
April	11.2%	6.0%	87.1%	25.0%	11
May	10.8%	9.2%	17.9%	28.5%	11
June	20.0%	17.0%	17.7%	48.6%	11
Grand total	36.3%	33.3%	9.0%	45.4%	11
Historic months total	50.3%	46.8%	7.6%	46.8%	11
On the Books months total	22.0%	19.6%	12.0%	44.1%	11

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)	# of Properties in Sample
	ADR as of: December 31, 2013 (2013/14 season)	ADR as of: December 31, 2012 (2012/13 season)	Percent Change in YTD ADR		
Month of Occupancy (2013/14 & 2012/13)					
July	\$250	\$227	10.1%		11
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	Historic Actual \$346	\$306	12.9%		11
January	On the Books \$285	\$269	5.9%	\$262	11
February	\$321	\$297	8.3%	\$279	11
March	\$265	\$248	6.9%	\$236	11
April	\$171	\$173	-0.8%	\$169	11
May	\$170	\$169	0.2%	\$158	11
June	\$210	\$197	6.2%	\$196	11
Grand total	\$247	\$225	10.2%	\$221	11
Historic months total	\$242	\$215	12.6%	\$215	11
On the Books months total	\$260	\$248	4.8%	\$227	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample
	RevPAR as of: December 31, 2013 (2013/14 season)	RevPAR as of: December 31, 2012 (2012/13 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2013/14 & 2012/13)					
July	\$174	\$147	18.4%		11
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	Historic Actual \$150	\$132	13.1%		11
January	On the Books \$115	\$101	13.0%	\$135	11
February	\$103	\$81	26.6%	\$164	11
March	\$48	\$53	-7.8%	\$126	11
April	\$19	\$10	85.6%	\$42	11
May	\$18	\$16	18.2%	\$45	11
June	\$42	\$34	25.0%	\$95	11
Grand total	\$90	\$75	20.1%	\$100	11
Historic months total	\$122	\$101	21.2%	\$101	11
On the Books months total	\$57	\$49	17.4%	\$100	11

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

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

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OCCUPANCY RATE		OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
		Occup. Rate as of: December 31, 2013 (2013/14 season)	Occup. Rate as of: December 31, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)					
November		24.9%	24.8%	0.3%	51.5%
December	Historic Actual	43.3%	43.2%	0.2%	
January	On the books	40.1%	37.6%	6.6%	
February		32.1%	27.4%	16.8%	
March		18.3%	21.2%	-13.8%	
April		11.2%	6.0%	87.1%	
Winter Total		28.4%	26.8%	6.3%	42.7%

AVERAGE DAILY RATE		ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
		ADR as of: December 31, 2013 (2013/14 season)	ADR as of: December 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)					
November		\$166	\$154	7.5%	\$262
December	Historic Actual	\$346	\$306	12.9%	
January	On the book	\$285	\$269	5.9%	
February		\$321	\$297	8.3%	
March		\$265	\$248	6.9%	
April		\$171	\$173	-0.8%	
Winter Total		\$284	\$260	9.2%	\$248

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
		RevPAR as of: December 31, 2013 (2013/14 season)	RevPAR as of: December 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)					
November		\$41	\$38	7.8%	\$135
December	Historic Actual	\$150	\$132	13.1%	
January	On the books	\$115	\$101	13.0%	
February		\$103	\$81	26.6%	
March		\$48	\$53	-7.8%	
April		\$19	\$10	85.6%	
Winter Total		\$81	\$70	16.1%	\$106



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

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: December 31, 2013 (2014 season)	Occup. Rate as of: December 31, 2012 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)				
May	10.8%	9.2%	17.9%	28.5%
June	20.0%	17.0%	17.7%	48.6%
July				
August				
September				
October				
Summer Total	15.3%	13.0%	17.7%	38.4%

AVERAGE DAILY RATE	<u>ADR: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2013 season)
	ADR as of: December 31, 2013 (2014 season)	ADR as of: December 31, 2012 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)				
May	\$170	\$169	0.2%	\$158
June	\$210	\$197	6.2%	\$196
July				
August				
September				
October				
Summer Total	\$195	\$187	4.3%	\$182

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2013 season)
	RevPAR as of: December 31, 2013 (2014 season)	RevPAR as of: December 31, 2012 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)				
May	\$18	\$16	18.2%	\$45
June	\$42	\$34	25.0%	\$95
July				
August				
September				
October				
Summer Total	\$30	\$24	22.7%	\$70

Location

ALL » COUNTRY / TERRITORY: United States

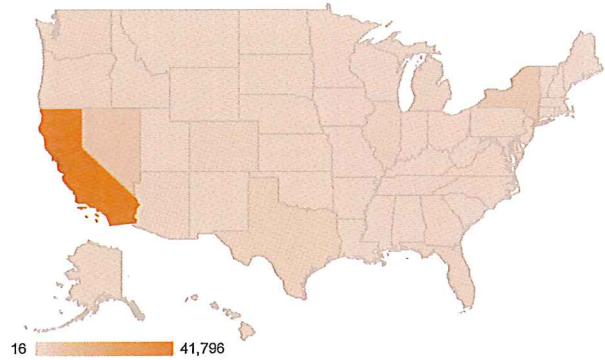
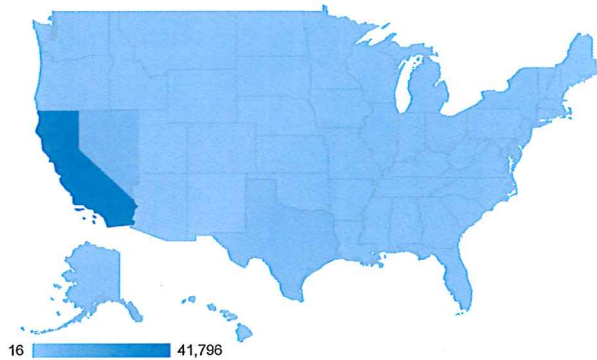
All Visits
+1.53%

Map Overlay

Summary

Dec 1, 2013 - Dec 31, 2013

Dec 1, 2012 - Dec 31, 2012



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	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 Page (Goal 1 Value)
	22.90% ▼ 57,235 vs 74,232	4.41% ▲ 80.01% vs 76.63%	19.50% ▼ 45,792 vs 56,882	16.43% ▼ 49.73% vs 42.71%	14.19% ▼ 3.07 vs 3.57	23.67% ▼ 00:02:19 vs 00:03:03	190.78% ▲ 16.82% vs 5.78%	124.20% ▲ 9,625 vs 4,293	124.20% ▲ \$9,625.00 vs \$4,293.00
1. California									
Dec 1, 2013 - Dec 31, 2013	36,911	79.24%	29,250	52.13%	2.94	00:02:15	19.67%	7,260	\$7,260.00
Dec 1, 2012 - Dec 31, 2012	41,796	76.21%	31,854	43.03%	3.43	00:02:54	6.03%	2,521	\$2,521.00
% Change	-11.69%	3.98%	-8.17%	21.13%	-14.34%	-22.73%	226.09%	187.98%	187.98%
2. Nevada									
Dec 1, 2013 - Dec 31, 2013	4,501	67.76%	3,050	49.59%	3.09	00:02:33	5.09%	229	\$229.00
Dec 1, 2012 - Dec 31, 2012	5,849	60.22%	3,522	42.13%	4.47	00:05:09	3.16%	185	\$185.00
% Change	-23.05%	12.53%	-13.40%	17.71%	-30.99%	-50.41%	60.86%	23.78%	23.78%
3. Texas									
Dec 1, 2013 - Dec 31, 2013	2,098	84.65%	1,776	43.09%	3.44	00:02:37	16.59%	348	\$348.00
Dec 1, 2012 - Dec 31, 2012	2,440	81.80%	1,996	34.84%	4.28	00:03:05	8.11%	198	\$198.00
% Change	-14.02%	3.48%	-11.02%	23.69%	-19.64%	-15.15%	104.41%	75.76%	75.76%
4. Florida									
Dec 1, 2013 - Dec 31, 2013	979	84.98%	832	41.37%	3.44	00:02:26	13.07%	128	\$128.00
Dec 1, 2012 - Dec 31, 2012	1,532	81.92%	1,255	37.53%	4.07	00:03:02	7.31%	112	\$112.00
% Change	-36.10%	3.74%	-33.71%	10.22%	-15.42%	-20.09%	78.84%	14.29%	14.29%
5. New York									
Dec 1, 2013 - Dec 31, 2013	908	83.48%	758	50.77%	2.98	00:02:17	10.35%	94	\$94.00
Dec 1, 2012 - Dec 31, 2012	5,615	76.62%	4,302	46.02%	2.97	00:02:31	5.20%	292	\$292.00
% Change	-83.83%	8.96%	-82.38%	10.32%	0.28%	-8.89%	99.07%	-67.81%	-67.81%
6. Illinois									
Dec 1, 2013 - Dec 31, 2013	879	85.67%	753	44.03%	3.26	00:02:22	11.72%	103	\$103.00

Dec 1, 2012 - Dec 31, 2012	1,260	83.65%	1,054	40.16%	3.75	00:02:41	6.59%	83	\$83.00
% Change	-30.24%	2.41%	-28.56%	9.63%	-13.09%	-11.59%	77.89%	24.10%	24.10%
7. Washington									
Dec 1, 2013 - Dec 31, 2013	706	86.40%	610	48.58%	3.05	00:02:28	15.58%	110	\$110.00
Dec 1, 2012 - Dec 31, 2012	961	74.61%	717	43.18%	3.61	00:03:30	5.72%	55	\$55.00
% Change	-26.53%	15.81%	-14.92%	12.50%	-15.56%	-29.72%	172.24%	100.00%	100.00%
8. Arizona									
Dec 1, 2013 - Dec 31, 2013	651	88.48%	576	47.77%	3.18	00:02:11	21.35%	139	\$139.00
Dec 1, 2012 - Dec 31, 2012	759	82.48%	626	41.77%	3.96	00:02:39	6.19%	47	\$47.00
% Change	-14.23%	7.28%	-7.99%	14.38%	-19.54%	-17.58%	244.81%	195.74%	195.74%
9. Colorado									
Dec 1, 2013 - Dec 31, 2013	566	84.45%	478	51.94%	3.11	00:02:04	16.43%	93	\$93.00
Dec 1, 2012 - Dec 31, 2012	878	78.36%	688	47.15%	3.52	00:03:08	6.72%	59	\$59.00
% Change	-35.54%	7.77%	-30.52%	10.16%	-11.49%	-34.09%	144.52%	57.63%	57.63%
10. (not set)									
Dec 1, 2013 - Dec 31, 2013	530	77.36%	410	60.75%	2.69	00:01:27	20.19%	107	\$107.00
Dec 1, 2012 - Dec 31, 2012	1,704	78.87%	1,344	66.08%	2.49	00:02:50	3.76%	64	\$64.00
% Change	-68.90%	-1.92%	-69.49%	-8.06%	8.00%	-48.49%	437.52%	67.19%	67.19%

Rows 1 - 10 of 52

Referral Traffic

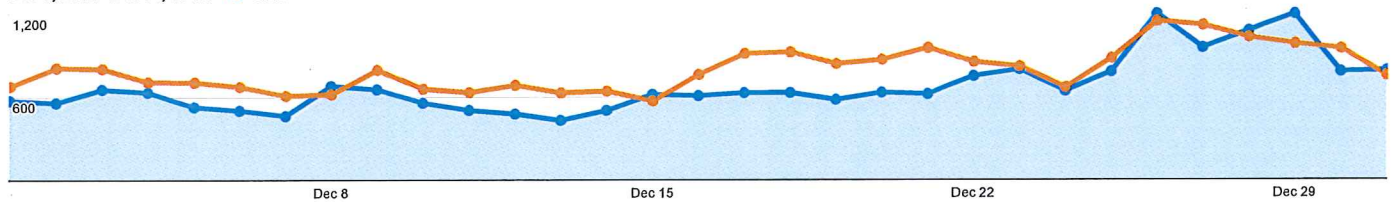
Dec 1, 2013 - Dec 31, 2013
Compare to: Dec 1, 2012 - Dec 31, 2012



Explorer

Summary

Dec 1, 2013 - Dec 31, 2013: ● Visits
Dec 1, 2012 - Dec 31, 2012: ● Visits
1,200



Source	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	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 Page (Goal 1 Value)
	14.86% ▼ 20,977 vs 24,839	3.90% ▲ 84.69% vs 81.51%	11.54% ▼ 17,765 vs 20,083	6.48% ▼ 36.89% vs 34.64%	9.58% ▼ 3.72 vs 4.11	15.42% ▼ 00:02:41 vs 00:03:10	121.48% ▲ 17.92% vs 8.09%	88.57% ▲ 3,760 vs 1,994	88.57% ▲ \$3,760.00 vs \$1,994.00
1. visitinglaketahoe.com									
Dec 1, 2013 - Dec 31, 2013	15,951	86.62%	13,817	31.48%	3.99	00:02:49	14.15%	2,257	\$2,257.00
Dec 1, 2012 - Dec 31, 2012	16,247	82.27%	13,367	27.52%	4.75	00:03:38	7.35%	1,194	\$1,194.00
% Change	-1.82%	5.28%	3.37%	14.41%	-16.08%	-22.17%	92.54%	89.03%	89.03%
2. skilaketahoe.com									
Dec 1, 2013 - Dec 31, 2013	1,171	84.80%	993	40.14%	3.37	00:02:56	33.90%	397	\$397.00
Dec 1, 2012 - Dec 31, 2012	1,476	80.76%	1,192	37.06%	3.93	00:03:29	33.60%	496	\$496.00
% Change	-20.66%	5.00%	-16.69%	8.30%	-14.35%	-15.67%	0.89%	-19.96%	-19.96%
3. servedby.flashtalking.com									
Dec 1, 2013 - Dec 31, 2013	466	94.85%	442	84.12%	1.39	00:00:30	99.57%	464	\$464.00
Dec 1, 2012 - Dec 31, 2012	73	79.45%	58	65.75%	2.00	00:03:56	1.37%	1	\$1.00
% Change	538.36%	19.38%	662.07%	27.93%	-30.26%	-87.19%	7,168.67%	46,300.00%	46,300.00%
4. m.skilaketahoe.com									
Dec 1, 2013 - Dec 31, 2013	365	81.92%	299	36.16%	3.32	00:02:08	27.67%	101	\$101.00
Dec 1, 2012 - Dec 31, 2012	366	75.68%	277	34.70%	3.53	00:02:45	24.32%	89	\$89.00
% Change	-0.27%	8.24%	7.94%	4.22%	-5.86%	-21.96%	13.79%	13.48%	13.48%
5. web.gotahoenorth.com									
Dec 1, 2013 - Dec 31, 2013	186	54.30%	101	20.43%	5.64	00:05:25	8.60%	16	\$16.00
Dec 1, 2012 - Dec 31, 2012	185	45.95%	85	22.16%	4.90	00:04:28	3.78%	7	\$7.00
% Change	0.54%	18.18%	18.82%	-7.82%	15.16%	21.45%	127.34%	128.57%	128.57%
6. northlaketahoeexpress.com									
Dec 1, 2013 - Dec 31, 2013	171	61.99%	106	67.84%	1.94	00:02:11	5.26%	9	\$9.00
Dec 1, 2012 - Dec 31, 2012	214	73.83%	158	65.89%	2.26	00:01:18	1.87%	4	\$4.00
% Change	-20.09%	-16.04%	-32.91%	2.96%	-13.98%	68.32%	181.58%	125.00%	125.00%
7. cdn.flashtalking.com									

Dec 1, 2013 - Dec 31, 2013	117	88.89%	104	93.16%	1.09	00:00:03	100.00%	117	\$117.00
Dec 1, 2012 - Dec 31, 2012	39	87.18%	34	92.31%	1.18	00:00:04	0.00%	0	\$0.00
% Change	200.00%	1.96%	205.88%	0.93%	-7.25%	-30.69%	∞%	∞%	∞%
8. greattowns.com									
Dec 1, 2013 - Dec 31, 2013	84	94.05%	79	80.95%	1.46	00:00:21	0.00%	0	\$0.00
Dec 1, 2012 - Dec 31, 2012	34	76.47%	26	70.59%	2.41	00:01:57	2.94%	1	\$1.00
% Change	147.06%	22.99%	203.85%	14.68%	-39.29%	-82.13%	-100.00%	-100.00%	-100.00%
9. answers.yahoo.com									
Dec 1, 2013 - Dec 31, 2013	79	81.01%	64	79.75%	1.68	00:00:56	0.00%	0	\$0.00
Dec 1, 2012 - Dec 31, 2012	70	82.86%	58	55.71%	2.49	00:01:52	17.14%	12	\$12.00
% Change	12.86%	-2.23%	10.34%	43.14%	-32.27%	-50.23%	-100.00%	-100.00%	-100.00%
10. gotahoenorth.com									
Dec 1, 2013 - Dec 31, 2013	75	52.00%	39	32.00%	4.81	00:03:23	0.00%	0	\$0.00
Dec 1, 2012 - Dec 31, 2012	170	68.82%	117	31.18%	4.34	00:03:14	0.00%	0	\$0.00
% Change	-55.88%	-24.44%	-66.67%	2.64%	10.88%	4.89%	0.00%	0.00%	0.00%

Rows 1 - 10 of 914



north lake tahoe

Chamber | CVB | Resort Association

Topics of Discussion FY 11/12

- October: Audit/Taxes
- November:
- December: Accounting and Membership Software
- January: Financial Reporting/ Visitor Center Lease & Business Plan
- February: 6 month Forecast
- March: Contract, Scope of Work/Budget
- April: Wage & Benefit Survey - Organization
- May: 9 month Forecast
- June: Organization Budget
- July: County Contract
- August: Wage & Benefit Survey - Community
- September: Revised Budget/Cross Check with Coop



Topics of Discussion 2013

- January: Reforecast & Tax Return
- February: Request for Proposal for 2013/14 Audit
- March: Contract, Scope of Work/Budget 2013/14
- April: Health Insurance Review
- May: 9 Month Reforecast
- June: Organizational Budget Finalized
- July:
- August: Wage & Benefit Survey – Community
- September: Revised Budget/Cross Check with Co-op
- October: 2012/13 Audit
- November:
- December:

PROPERTY REFFERAL REPORT DECEMBER - Totals Listing	Referrals
The Village at Squaw Valley Cool Deals	604
Northstar Resort Cool Deals	423
Hyatt Regency Lake Tahoe Resort, Spa and Casino	309
Cedar Glen Lodge	296
Northstar Resort	254
Brockway Springs Resort Cool Deals	242
The Ritz-Carlton, Lake Tahoe Cool Deals	230
Squaw Valley Lodge Cool Deals	216
The Village at Squaw Valley	215
Resort at Squaw Creek	197
The Ritz-Carlton, Lake Tahoe	186
Tahoe Mountain Resorts Lodging Cool Deals	179
Vacasa Rentals	176
Granlibakken Conference Center & Resort Cool Deals	172
Tahoe Moon Properties	168
Squaw Valley Lodge	146
Resort at Squaw Creek Cool Deals	145
Tahoe Mountain Resorts Lodging	136
VACA North Tahoe	135
Sunnyside Restaurant & Lodge	134
Northstar Condominiums	133
Tahoe Signature Properties	125
Tahoe Getaways Vacation Rentals	123
Tahoe Luxury Properties	120
Cottage Inn at Lake Tahoe	119
Aviva Inn	116
PlumpJack Squaw Valley Inn Cool Deals	115
Tahoma Meadows Bed & Breakfast Cottages	113
Granlibakken Conference Center & Resort	109
Stay In Lake Tahoe	108
First Accommodations, Inc.	104
Tahoe Biltmore Lodge & Casino	102
The Lodge at Sugar Bowl	100
Sierra Vacation Rentals/Sales	97
Constellation Residences at Northstar	96
PlumpJack Squaw Valley Inn	95
Incline at Tahoe Realty	91
TahoeRentals.com ~ Wells and Bennett Realtors	90
Painted Rock Lodge	84
Incline Vacation Rentals	83
Hauserman Rental Group	81
Parkside Inn at Incline	81
Shore House at Lake Tahoe	79
River Ranch Lodge and Restaurant	75
Tahoe Vistana Inn	74

Tahoe Exclusive Vacation Rentals	72
Northstar Mountain Home Vacation Rentals	71
Tahoe Getaways Vacation Rentals Cool Deals	71
Brockway Springs Resort	67
Mourelatos Lakeshore Resort	65
Stanford Alpine Chalet	65
Rustic Cottages Cool Deals	63
North Tahoe Rental Company	62
Waters of Tahoe Properties	62
Lake Tahoe Deluxe Vacation Rentals	60
Olympic Village Inn	60
Franciscan Lakeside Lodge	59
Tahoe Mountain Club	59
Rustic Cottages	56
Tahoe Vista Lodge and Cabins	56
Meeks Bay Resort & Marina	55
River Ranch Lodge and Restaurant Cool Deals	52
Lake Tahoe Accommodations.	51
West Shore Cafe & Inn	51
Chaney House	50
Shore House at Lake Tahoe Cool Deals	50
Tahoe Exclusive Properties - Carr Long Real Estate	49
Tahoe Woodside Vacation Rentals	49
Americas Best Value Inn Tahoe City	47
Kingswood Village Vacation Rentals	47
Lake Tahoe Accommodations	47
The Border House	47
Holiday House	45
Agate Bay Realty Vacation Rentals	44
Shooting Star Bed & Breakfast	43
Vacasa Rentals Cool Deals	43
Red Wolf Lakeside Lodge	42
Vacation Station, Inc.	42
Chalet de Huttlinger	41
Goldfish Properties	41
Vacation Tahoe by O'Neal Brokers	41
Ferrari's Crown Resort	40
Tahoe City Inn	40
Tahoma Lodge	34
Alpine Rental Group	33
Mother Natures Inn	33
Red Wolf Lodge at Squaw Valley	31
Rockwood Lodge	31
Stevenson's Holliday Inn	28
Cedar Glen Lodge Cool Deals	27
Shooting Star Bed & Breakfast Cool Deals	25
West Lake Properties at Tahoe	25

Cal Neva Resort Casino Hotel	23
Firelite Lodge	23
Tamarack Lodge	23
Tahoe Marina Lodge	22
PepperTree Inn	21
Club Tahoe Resort	20
Lake Tahoe Accommodations. Cool Deals	20
LakeFrontHouse.com	20
7-Pines Motel	17
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	17
RedAwning.com Vacation Rentals	17
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	17
Tahoe Tavern Properties	16
Chinquapin / Packard Realty	15
Pullen Realty Group	15
Ice Lakes Lodge at Royal Gorge XC Ski Resort	13
Rainbow Lodge	12
Tahoe Biltmore Lodge & Casino Cool Deals	11
Sierra Mountain Properties	10
Martis Valley Associates Property Rentals	9
Fox Den Cottages	8
Tahoe Edgelake Beach Club	8
Tahoe Exclusive Vacation Rentals Cool Deals	8
Tahoe Sands Resort	8
Tahoe Luxury Properties Cool Deals	7
Tahoe North Shore Lodge	5
Tahoe Real Estate Group	3
Mourelatos Lakeshore Resort Cool Deals	1
Tahoe City Inn Cool Deals	1
Wells and Bennett Realtors	1
Totals	9739

PROPERTY REFFERAL REPORT DECEMBER - Alpha Listing	Referrals
7-Pines Motel	17
Agate Bay Realty Vacation Rentals	44
Alpine Rental Group	33
Americas Best Value Inn Tahoe City	47
Aviva Inn	116
Brockway Springs Resort	67
Brockway Springs Resort Cool Deals	242
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Cedar Glen Lodge	296
Cedar Glen Lodge Cool Deals	27
Chalet de Huttlinger	41
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Club Tahoe Resort	20
Constellation Residences at Northstar	96
Cottage Inn at Lake Tahoe	119
Ferrari's Crown Resort	40
Firelite Lodge	23
First Accommodations, Inc.	104
Fox Den Cottages	8
Franciscan Lakeside Lodge	59
Goldfish Properties	41
Granlibakken Conference Center & Resort	109
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Hauserman Rental Group	81
Holiday House	45
Hyatt Regency Lake Tahoe Resort, Spa and Casino	309
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	17
Ice Lakes Lodge at Royal Gorge XC Ski Resort	13
Incline at Tahoe Realty	91
Incline Vacation Rentals	83
Kingswood Village Vacation Rentals	47
Lake Tahoe Accommodations	47
Lake Tahoe Accommodations.	51
Lake Tahoe Accommodations. Cool Deals	20
Lake Tahoe Deluxe Vacation Rentals	60
LakeFrontHouse.com	20
Martis Valley Associates Property Rentals	9
Meeks Bay Resort & Marina	55
Mother Natures Inn	33
Mourelatos Lakeshore Resort	65
Mourelatos Lakeshore Resort Cool Deals	1
North Tahoe Rental Company	62
Northstar Condominiums	133
Northstar Mountain Home Vacation Rentals	71

Northstar Resort	254
Northstar Resort Cool Deals	423
Olympic Village Inn	60
Painted Rock Lodge	84
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PepperTree Inn	21
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Rainbow Lodge	12
Red Wolf Lakeside Lodge	42
Red Wolf Lodge at Squaw Valley	31
RedAwning.com Vacation Rentals	17
Resort at Squaw Creek	197
Resort at Squaw Creek Cool Deals	145
River Ranch Lodge and Restaurant	75
River Ranch Lodge and Restaurant Cool Deals	52
Rockwood Lodge	31
Rustic Cottages	56
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Shore House at Lake Tahoe	79
Shore House at Lake Tahoe Cool Deals	50
Sierra Mountain Properties	10
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Squaw Valley Lodge	146
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Stevenson's Holliday Inn	28
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Tahoe Biltmore Lodge & Casino Cool Deals	11
Tahoe City Inn	40
Tahoe City Inn Cool Deals	1
Tahoe Edgelake Beach Club	8
Tahoe Exclusive Properties - Carr Long Real Estate	49
Tahoe Exclusive Vacation Rentals	72
Tahoe Exclusive Vacation Rentals Cool Deals	8
Tahoe Getaways Vacation Rentals	123
Tahoe Getaways Vacation Rentals Cool Deals	71
Tahoe Luxury Properties	120
Tahoe Luxury Properties Cool Deals	7
Tahoe Marina Lodge	22
Tahoe Moon Properties	168
Tahoe Mountain Club	59

Tahoe Mountain Resorts Lodging	136
Tahoe Mountain Resorts Lodging Cool Deals	179
Tahoe North Shore Lodge	5
Tahoe Real Estate Group	3
Tahoe Sands Resort	8
Tahoe Signature Properties	125
Tahoe Tavern Properties	16
Tahoe Vista Lodge and Cabins	56
Tahoe Vistana Inn	74
Tahoe Woodside Vacation Rentals	49
TahoeRentals.com ~ Wells and Bennett Realtors	90
Tahoma Lodge	34
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Totals	9739

And
up we
go.



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

December 26, 2013



**Reno-Tahoe
Airport Authority**



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

Average Load Factor:	80.4%, Down 2.4 pts.
Number of Flights *:	Down (0.7%)
Capacity of Seats *:	Up 1.0%
Crude Oil **:	\$93.86 per barrel in NOV 2013 vs. \$86.53 per barrel in NOV 2012

RNO OVERVIEW FOR NOVEMBER 2013 – year over year comparison

Total Passengers:	Down (8.4%)
Avg. Enplaned Load Factor:	74.6% Down 2.4 pts.
Scheduled Departures:	Down (7.9%)
Scheduled Departing Seats:	Down (7.9%)
Total Cargo:	Down (3.5%)

Source: RNO Monthly Flight Activity Reports; *Dito Mi

HIGHLIGHTS

November 2013 vs. November 2012

Total Passengers
Down (8.4%)

Enplaned Passengers
Down (7.6%)

Deplaned Passengers
Down (9.3%)

Average Enplaned Load Factor
74.6%, Down (2.4 points)

Total Cargo
Down (3.5%)

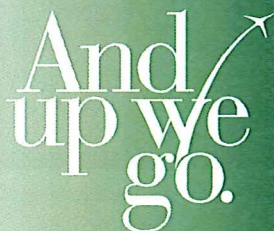
NOVEMBER 2013 SUMMARY

Reno-Tahoe International Airport (RNO) served 227,213 passengers in November 2013, a decrease of (8.4%) versus November 2012. A later than normal Thanksgiving travel season likely contributed to the lower numbers as passengers' travel plans carried into early December. A challenging second half of the year has resulted in a (1.5%) CYTD decrease in total passengers compared to January-November 2012. The slightly down year-to-date passenger numbers are in spite of a (7.0%) CYTD decrease in scheduled capacity.

Southwest Airlines saw the largest decrease in total passengers, carrying 24,914 fewer passengers in November 2013 compared to November 2012. CYTD Southwest is down 102,536 total passengers over the same period last year. The loss of Oakland and Salt Lake City service, coupled with Portland and Chicago-Midway service reductions, decreased the scheduled monthly totals by 147 departures with 18,411 departing seats. Overall, Southwest's scheduled departures were down (19.9%) in November 2013 versus November 2012.

Alaska Airlines, Allegiant Air, and United Airlines all saw year-over-year November increases in the amount of 7,595 combined total passengers.

With respect to air cargo, RNO handled 10,099,499 pounds of cargo in November 2013, showing a decrease of (3.5%) over November 2012. A later than normal Thanksgiving is likely to have also impacted November cargo numbers as major shopping days occurred in December this year compared to in 2014. Year-to-date, RNO handled 107,034,557 pounds of cargo, leading to a 4.1% increase compared to the prior year.

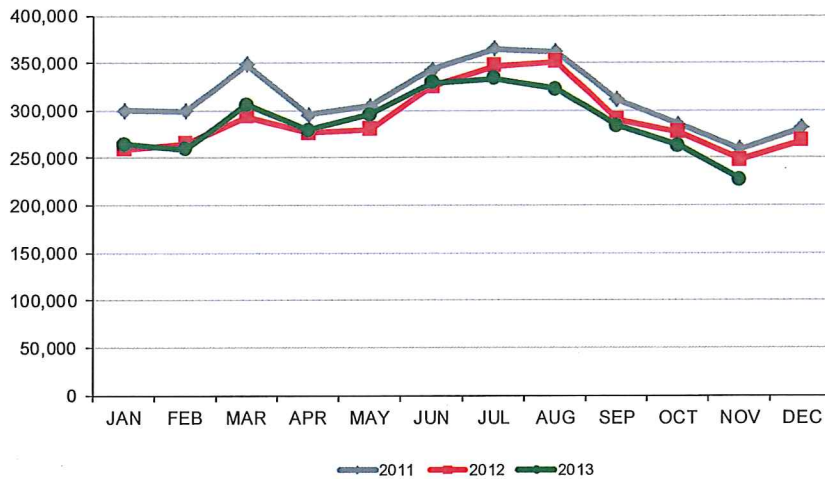




In November 2013, RNO was served by seven major airlines providing 52 peak daily departures to 13 non-stop destinations. For November, our partner airlines reported a (7.9%) decrease in scheduled passenger seats and departures compared to November 2012.

Alaska Airlines started daily nonstop service between Portland, OR and Reno-Tahoe November 8th. The daily flight is operated utilizing a 76-seat Q400 aircraft.

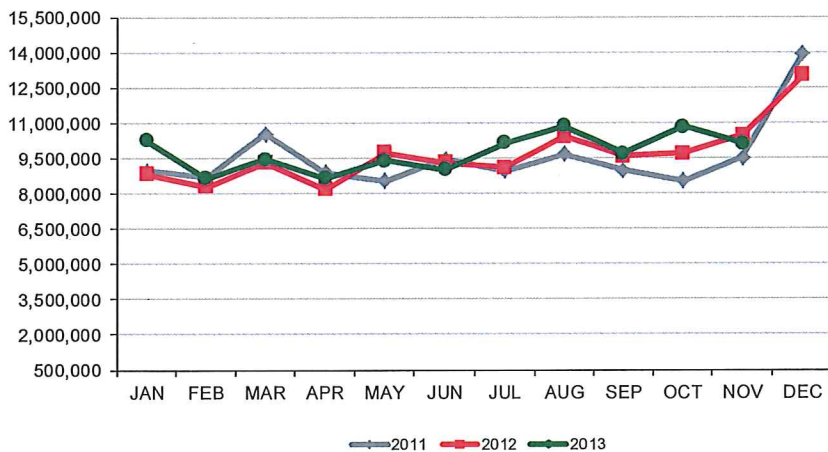
Total Passengers



TOTAL PASSENGERS

In November 2013, total passenger traffic at RNO decreased (8.4%) 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 was discontinued in November 2013. On a slight drop in average load factor and decreased capacity to Dallas - Fort Worth and Los Angeles, American Airlines' passenger traffic declined (4.5%) for the same period. United reported a increase of 9.8%, on an improved average load factor of 86.3% and increased capacity to Los Angeles and Denver. Alaska Airlines traffic increased 7.0% as a result of increased load factors and new service to Portland. Delta Air Lines decreased (0.5%) on declining load factors to/from Salt Lake City. Southwest Airlines decreased (18.1%) 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 decreased (10.4%) on year-over-year declines in load factor.

Total Cargo

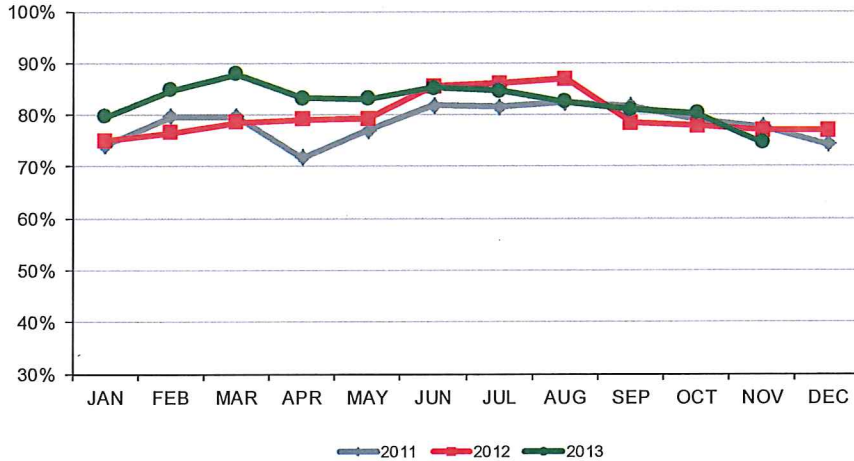


TOTAL CARGO

Total cargo volume at RNO decreased 3.5% in November 2013 versus the same period last year. This was largely driven by a (20.8%) year-over-year decrease from UPS. FedEx saw a year-over-year increase of 7.3%, while Ameriflight was down (6.4%) over the same period.



Average Enplaned Load Factors



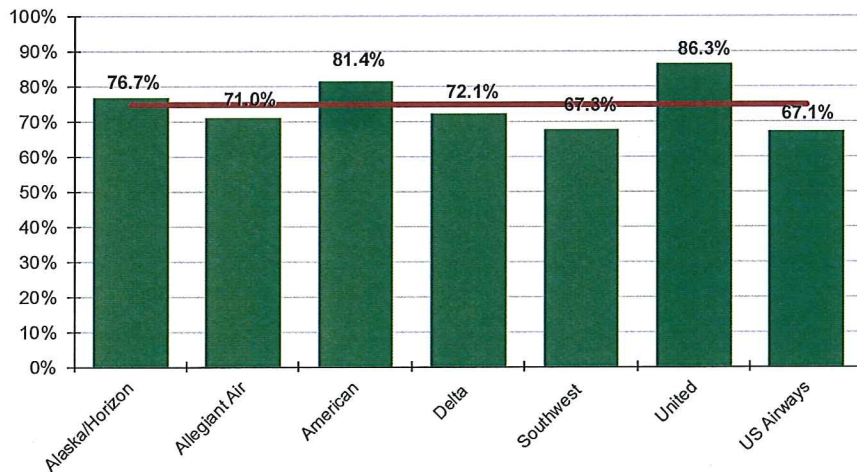
Load Factors November 2013			
Airline	RNO	Network	Difference
Alaska/Horizon	76.7%	77.4%	(0.7)
Allegiant Air	71.0%	83.1%	(12.1)
American	81.4%	80.2%	1.2
Delta	72.1%	78.7%	(6.6)
Southwest	67.3%	78.6%	(11.3)
United	86.3%	82.1%	4.2
US Airways	67.1%	82.4%	(15.3)

Source: Airline Traffic Reports, November 2013

Load Factors are for domestic service only, where applicable

Horizon Air figures are used for Alaska

Enplaned Load Factors by Airlines

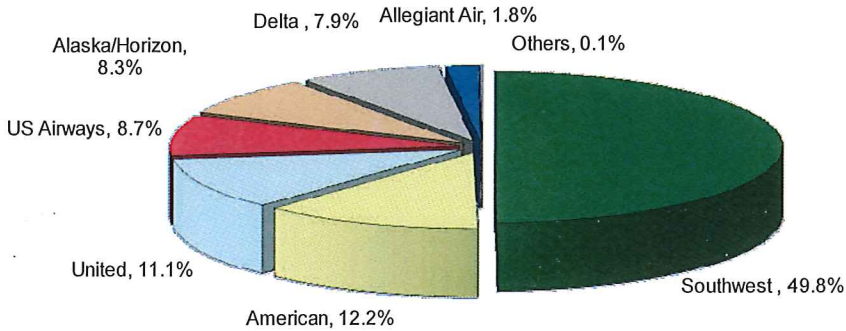


AIRLINE LOAD FACTORS

In November 2013, the average enplaned load factor at RNO was 74.6%, a decrease of 2.4 percentage points versus last year. All airlines except, United and Alaska, showed year-over-year decreases in average load factor. United itself increased 6.3 percentage points compared to the same time period last year.



Air Carrier Market Share



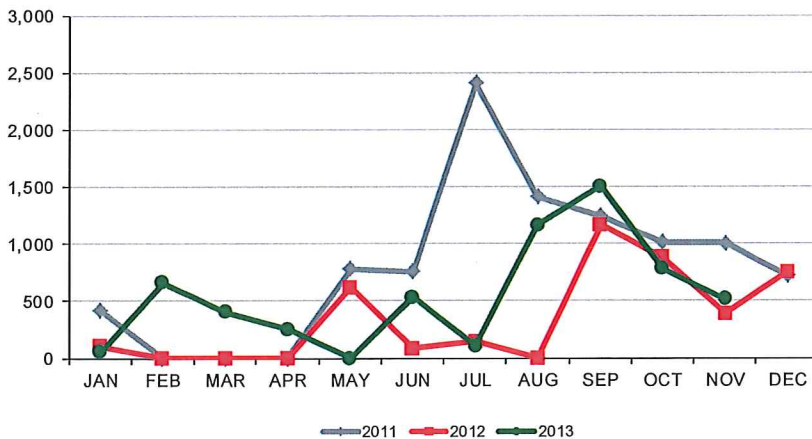
AIRLINE MARKET SHARE

In November 2013, Southwest Airlines carried a total of 113,065 passengers resulting in a market share of 49.8%. The next highest market shares were: American Airlines with 12.2%, United Airlines at 11.1%, US Airways with 8.7%, Alaska Airlines carried 8.3%, Delta Air Lines at 7.9%, and Allegiant Air rounded out the carriers with 1.8% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Nov-13	Nov-12	YOY Change
Alaska/Horizon	8.3%	7.1%	1.2
Allegiant Air	1.8%	n/a	n/a
American	12.2%	11.7%	0.5
Delta	7.9%	7.3%	0.6
Southwest	49.8%	55.6%	(5.9)
United	11.1%	9.3%	1.8
US Airways	8.7%	8.9%	(0.2)
Others	0.1%	0.1%	0.1

Total Domestic Charter Passengers

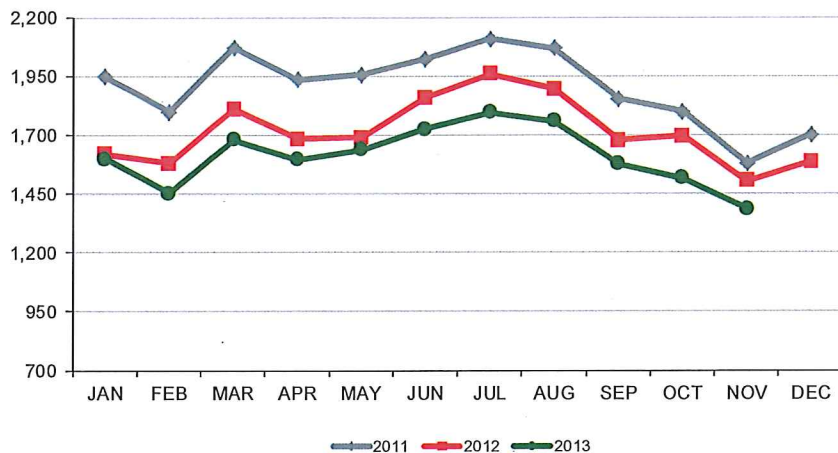


DOMESTIC CHARTER PASSENGERS

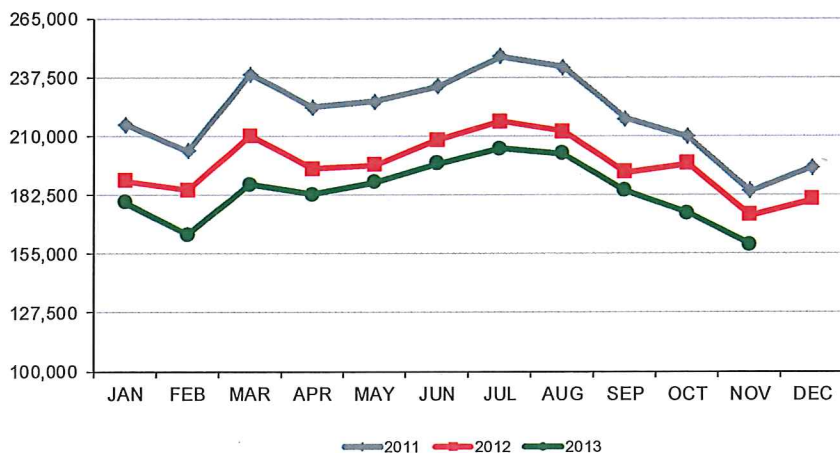
During the month of November 2013, 513 domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 385 charter passengers reported in November 2012.



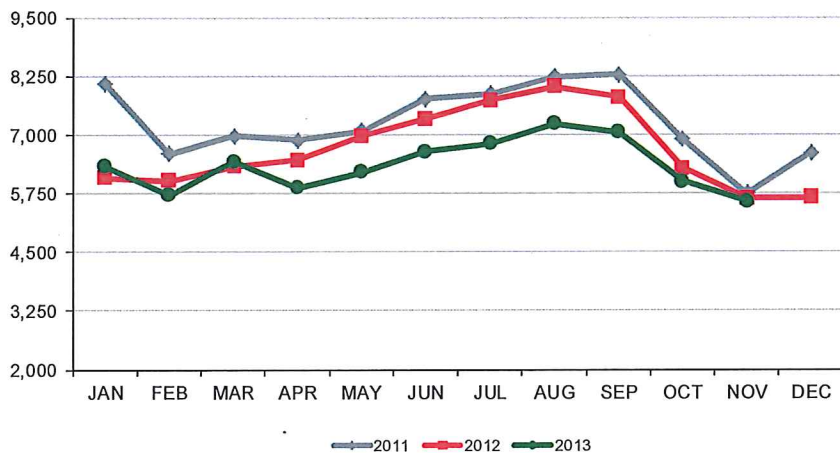
Monthly Scheduled Departures



Monthly Scheduled Departing Seats



Total Operations



Schedule Changes

Allegiant Air

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

TOTAL OPERATIONS

A total of 5,582 operations occurred at RNO in November 2013, leading to a decrease of (0.9%) versus November 2012. YTD RNO is down (6.4%) 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 November-13						
	Passengers		YOY % Change	Passengers		YOY % Change
	2011	2012		2013		
JAN	300,125	259,012	-13.7%	264,265		2.0%
FEB	299,090	265,017	-11.4%	259,299		-2.2%
MAR	348,583	292,939	-16.0%	306,049		4.5%
1st Quarter	947,798	816,968	-13.8%	829,613		1.5%
APR	295,537	275,926	-6.6%	279,418		1.3%
MAY	304,220	279,857	-8.0%	295,494		5.6%
JUN	343,054	325,260	-5.2%	328,755		1.1%
2nd Quarter	942,811	881,043	-6.6%	903,667		2.6%
JUL	364,849	347,060	-4.9%	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%
3rd Quarter	1,037,228	988,305	-4.7%	938,969		-5.0%
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%			
4th Quarter	826,318	792,836	-4.1%			
TOTAL	3,754,155	3,479,152	-7.3%			
YTD Total		3,211,413		3,161,935		-1.5%

Total Cargo November-13							
	2011		2012	YOY % Change	2013		YOY % Change
	Cargo in Pounds				Pounds	Metric Tons	
JAN	8,959,543	8,813,491	-1.6%		10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%		8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%		9,457,376	4,289	1.6%
1st Quarter	28,147,310	26,392,250	-6.2%		28,362,729	12,863	7.5%
APR	8,870,669	8,175,766	-7.8%		8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%		9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%		9,001,339	4,082	-3.2%
2nd Quarter	26,818,156	27,184,617	1.4%		27,038,783	12,262	-0.5%
JUL	8,932,737	9,096,013	1.8%		10,149,807	4,603	11.6%
AUG	9,646,833	10,398,754	7.8%		10,859,694	4,925	4.4%
SEP	8,958,988	9,573,812	6.9%		9,689,115	4,394	1.2%
3rd Quarter	27,538,558	29,068,579	5.6%		30,698,616	13,922	5.6%
OCT	8,527,399	9,677,334	13.5%		10,834,930	4,914	12.0%
NOV	9,494,432	10,469,628	10.3%		10,099,499	4,580	-3.5%
DEC	13,928,256	13,007,942	-6.6%				
4th Quarter	31,950,087	33,154,904	3.8%				
TOTAL	114,454,111	115,800,350	1.2%				
YTD Total		102,792,408			107,034,557	48,542	4.1%

Total Scheduled Enplaned Passengers November-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		
TOTAL	1,873,627	1,737,376		
YTD Total		1,607,669	1,582,424	-1.6%

Total Deplaned Passengers November-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		
TOTAL	1,875,588	1,739,550		
YTD Total		1,601,902	1,576,524	-1.6%

Enplaned Passengers & Load Factor				
	Enplaned PAX	Nov-13	Nov-12	Diff.
Alaska/Horizon	9,381	76.7%	76.1%	0.6
Allegiant Air	2,120	71.0%	n/a	n/a
American	14,242	81.4%	81.5%	-0.1
Delta	8,992	72.1%	74.8%	-2.7
Southwest	56,771	67.3%	68.0%	-0.7
United	12,694	86.3%	80.1%	6.3
US Airways	9,825	67.1%	81.4%	-14.2

Source: RNO Monthly Flight Activity Reports

Monthly Report December 2013
CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/13:	\$2,075,521	\$1,239,638	67%
Forecasted Commission for this Revenue:	\$159,109	\$55,752	185%
Number of Room Nights:	11474	7317	57%
Number of Delegates:	6507	3295	97%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	101	85	19%

<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.	

<u>Monthly Detail/Activity</u>	<u>November-13</u>	<u>November-12</u>	
<u>Number of Groups Booked:</u>	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%
		2 Govt, 1 Smf,	
		2 Assoc, 1	
		Corp, 1 dmc	
Booked Group Types:	3 Smf		
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>November-13</u>	<u>November-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$12,320	\$14,643	-16%
Projected Commission:	\$0	\$732	-100%

Room Nights:	81	145	-44%
Number of Delegates:	40	62	-35%
Arrived Group Types:	1 Corp	1 Assoc.	

Monthly Detail/Activity	<u>October-13</u>	<u>October-13</u>	
<u>Number of Groups Booked:</u>	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%
	5 Corp, 1 Smf,		
Booked Group Types:	1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>October-13</u>	* Est.	<u>October-12</u>	
Number of Groups:	6		6	
Revenue Arrived:	\$203,883		\$165,774	23%
Projected Commission:	\$6,939		\$5,482	27%
Room Nights:	1459		1185	23%
Number of Delegates:	1155		735	57%
Arrived Group Types:	2 Assoc, 2 Smf 1 Non-Profit, 1 Corp		2 Assoc., 2 Smf, 2 Film crew	

Monthly Detail/Activity	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	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	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	* Est.	<u>September-12</u>	
Number of Groups:	16		8	
Revenue Arrived:	\$1,027,170		\$124,013	728%
Projected Commission:	\$99,568		\$13,900	616%
Room Nights:	5861		689	751%
Number of Delegates:	3068		347	784%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt. 1 Film Crew, 8 Smerf		4 Corp., 2 Assoc 2 Smerf	

Monthly Detail/Activity	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	5	1	
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>	
<u>Number of Groups Booked:</u>	6	9	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
	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)
For 2014/15:	\$1,731,573	\$2,000,000
For 2015/16:	\$4,137,968	\$4,000,000

NUMBER OF LEADS Generated as o 12/31/13:

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

Monthly Report December 2013
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/13:	\$492,963	\$558,401	-12%
Forecasted Commission for this Revenue:	\$9,208	\$14,836	-38%
Number of Room Nights:	4826	5612	-14%
Number of Delegates:	1402	2150	-35%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>December-13</u>	<u>December-12</u>
<u>Number of Groups Booked:</u>	0	0
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> * Est.	<u>December-12</u>
Number of Groups:	1	1
Revenue Arrived:	\$401,031	\$401,031
Projected Commission:	\$0	\$0
Room Nights:	4345	4345
Number of Delegates:	1100	1200
Arrived Group Types:	1 Corp.	1 Corp.

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

<u>Arrived in the month</u>	<u>November-13</u>	<u>November-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:		

Monthly Detail/Activity	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	1	2	
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 (

<u>Arrived in the month</u>	<u>October-13</u>	<u>October-12</u>	
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	

Monthly Detail/Activity	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	1	2	
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	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
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	

Monthly Detail/Activity	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	0	0	
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.	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
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.

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

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$49,294	\$10,103	
Projected Commission:	\$813	\$1,515	
Room Nights:	311	60	
Number of Delegates:	185	40	
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf	1 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
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