



January 2011
Standing Reports

DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by MTRIP, LLC. Presented as a community service by the North Lake Tahoe MTRIP subscribing organization



Destination: North Lake Tahoe

Period: Bookings as of Dec 31, 2010

Executive Summary - Year over Year Variance and Analysis

Data based on a sample of 10 properties in the North Lake Tahoe Community, representing 1,734 Units

MARKET OVERVIEW: The critical winter holiday season of 2010 has come and gone, with the all-to-common undertone of mixed performance at the highest levels of the economy and stronger performance within the travel industry. Strong holiday retail sales beginning with the Thanksgiving shopping blitz in November were sustained through December and consumers signaled their return by setting online sales records and spending more per person at traditional retail stores than they have since 2005. The Dow Jones gained 5.2% during December and closed up 16.4% higher than December 2009 while sustained strength in Lead and Coincident Economic Indicators provide further reason for optimism in the markets. However, fundamental underpinnings remain uncertain: Consumer Confidence declined 3.3% in December, setting below levels from December 2009. Unemployment rate, which declined during the month, hides a darker truth, with the decline attributed more to the disengagement of job seekers than to employer hiring. So, with a foundation of good and bad all-round, what of the travel industry? National Occupancy Rates and Travel Prices continue to strongly outpace 2009 and enplanements are making a slow but steady comeback in the face of increased airfares. Based on preliminary MTRIP data, the Mtn Travel industry saw increases in both Occupancy (8.9%) and Rate (1.0%) in December with similar results over the 6 months covered by July - December. Bookings made in December at all MTRIP destinations for arrival December through May were up a strong 23.6% compared to last year. Locally, North Lake Tahoe Occupancy was up sharply in December (16.3%), with slight rate gains (0.8%), while Occupancy for the past 6 months (July - December) was up 11.8% with slight rate declines (-0.5%). Bookings taken in December for arrival December - May were down very slightly (-0.2%), though with good gains (4.9%) over December 2009 for short-lead bookings arriving in December.

		2010/11	2009/10	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates during last month (December, 2010) were up (16.3%) compared to the same period last year (December, 2009), while Average Daily Rate was also up (0.8%).	Occupancy (December) :	50.2%	43.2%	16.3%
	ADR (December) :	\$284	\$282	0.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
Occupancy Rates for next month (January, 2011) are up (1.3%) compared to the same period last year, while Average Daily Rate is down (-5.5%).	Occupancy (January) :	34.7%	34.2%	1.3%
	ADR (January) :	\$257	\$272	-5.5%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the previous 6 months (July - December) are up (11.8%) compared to the same period last year, while Average Daily Rate is down (-0.5%).	Occ - 6 Month Historic	46.9%	41.9%	11.8%
	ADR - 6 Month Historic	\$208	\$209	-0.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Occupancy Rates for the upcoming 6 months (January - June) are up (8.9%) compared to the same period last year, while Average Daily Rate is down (-0.5%).	Occ % - 6 Month Future	16.0%	14.7%	8.9%
	ADR - 6 Month Future	\$251	\$253	-0.5%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2010 vs. Previous Year				
Rooms Booked during last month (December, 2010) compared to Rooms Booked during the same period last year (December, 2009) for all arrival dates are down by (-0.2%)	Booking Pace (January)	6.4%	6.4%	-0.2%

LOOKING FORWARD: The knife-edge on which economy appeared balanced last month remains in place as markets continue to feel their way toward recovery. The holiday increases in retail spending and sustained conditions on wall street and others are prompting many economists to revise previous growth projections, now anticipating 4.5% growth in 2011 (up from 3.1% as of last month). Analysts expect hiring to pick up in the first months of 2011, though employers will have to far better the 130,000 jobs created in December to simply outpace population growth, let alone rehire the 14.1 million currently unemployed. With job recovery will come a return of Consumer Confidence - the key to our economy which relies on consumers for 70% of its foundation. While this sounds optimistic on paper, we've become accustomed to being cautious and continue to hope for the best and expect something less. Looking at the upcoming six months in the mountain travel industry, and based on preliminary MTRIP data, traveling consumers continue planning ahead in greater numbers than 2008 and 2009. January Occupancy at MTRIP Destinations is up 5.3% compared to last year, with rate moderately increased 1.2%. The coming 6 months are also looking up as a whole, with occupancy and rate both up (7.6% and 0.1% respectively). Locally, North Lake Tahoe occupancy on the books for January is up (1.3%) compared to last year, while rate is down moderately (-5.5%). Occupancy on-the-books for the six months January - June 2011 is up considerably (11.8%) over the same period in 2009, while rate is down slightly (-0.5%). Though bookings taken in December for arrival December - May are down very slightly, those bookings for arrival in March and April are up considerably, with declines in January and February, providing opportunity for the same short lead booking increases seen experienced in December.

For more information:

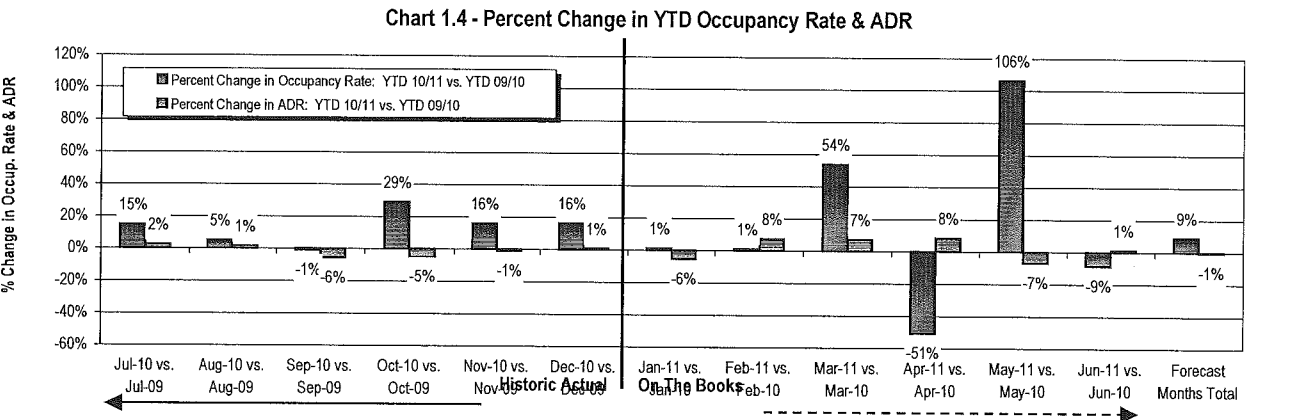
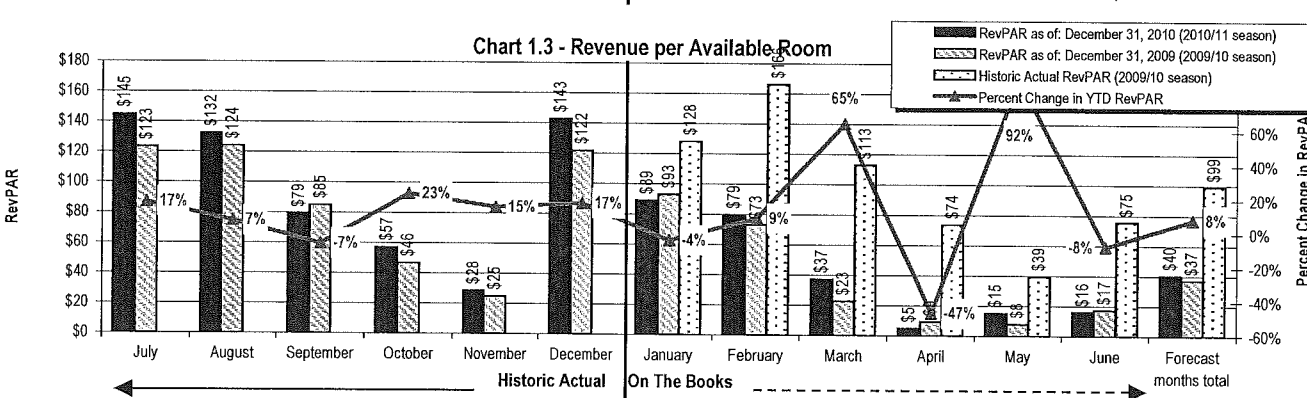
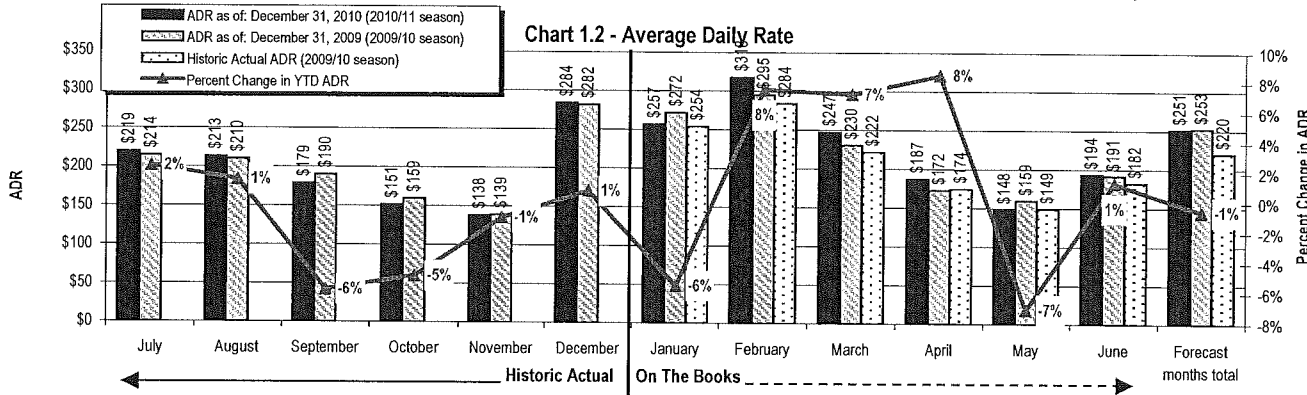
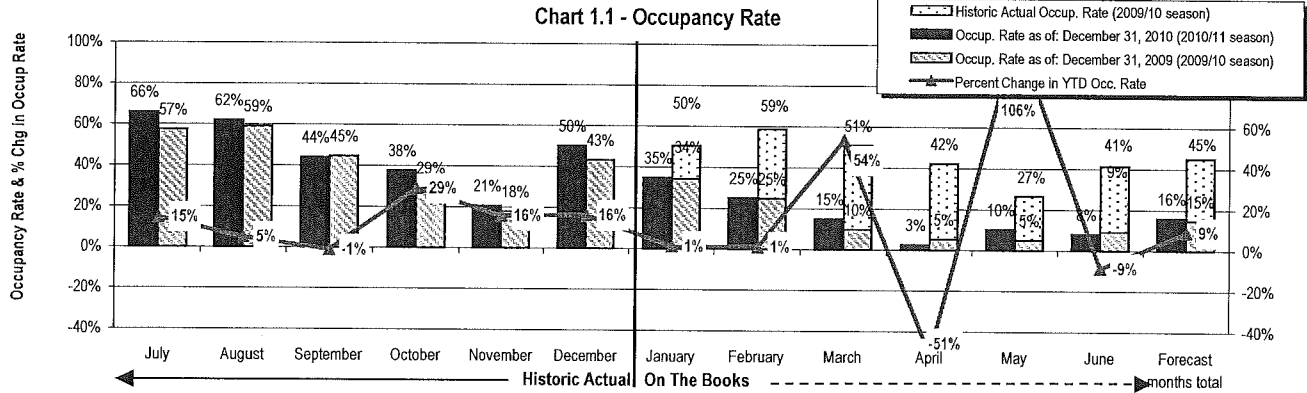
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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Dec 31, 2010) vs. 2009/10 YTD (as of Dec 31, 2009) vs. 2009/10 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

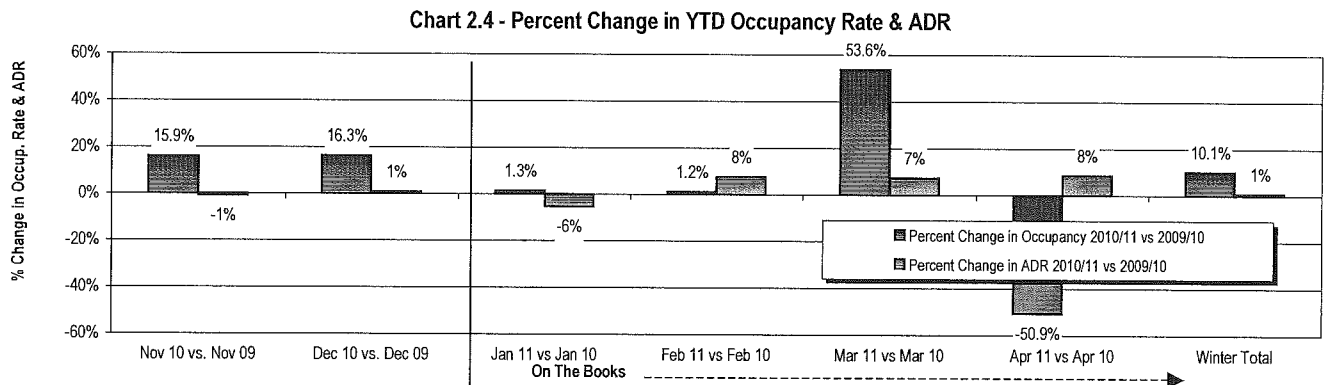
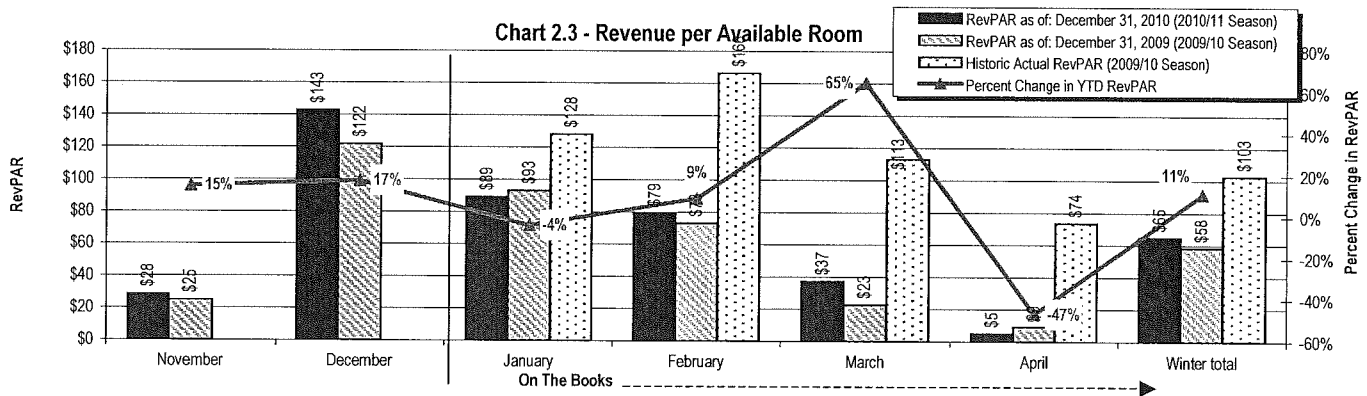
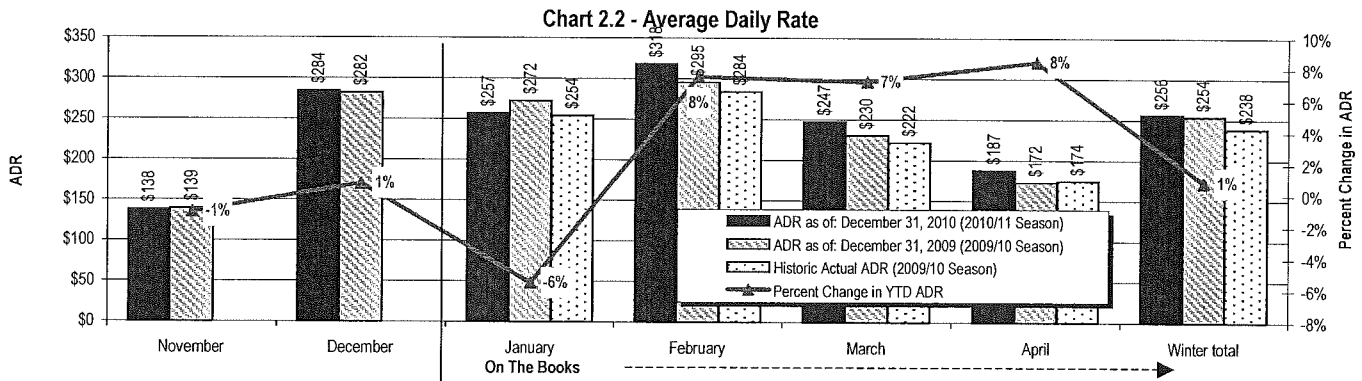
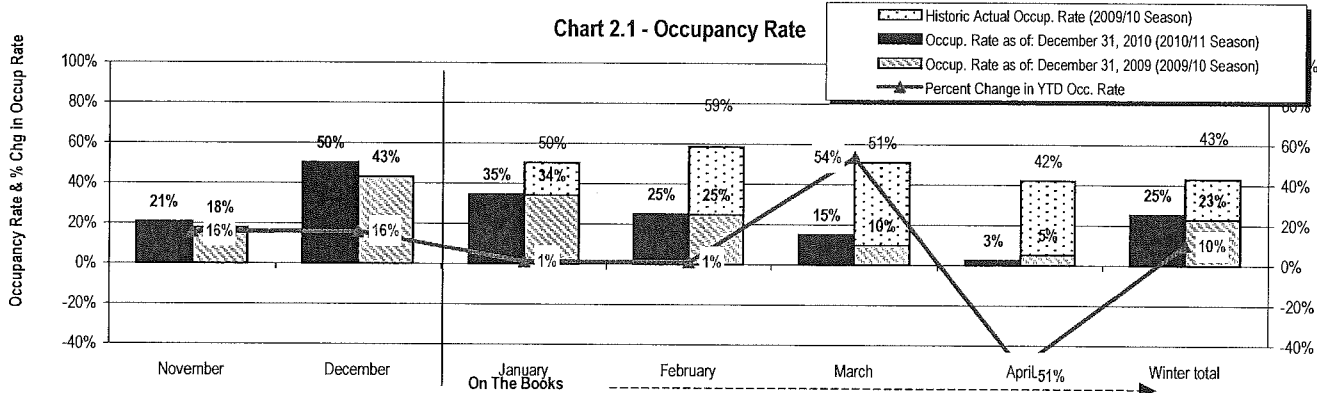


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Dec 31, 2010) vs. 2009/10 YTD (as of Dec 31, 2009) vs. 2009/10 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Dec 31, 2010) vs. 2010 YTD (as of Dec 31, 2009) vs. 2010 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 3.1 - Occupancy Rate

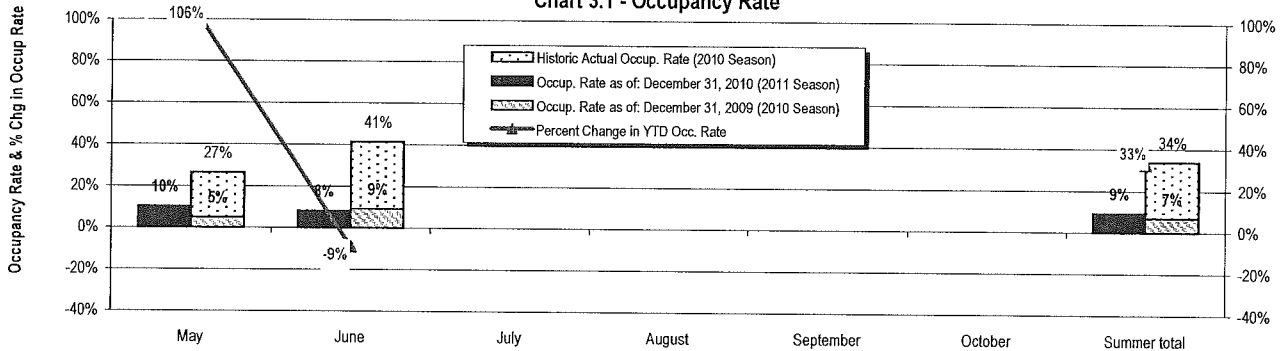


Chart 3.2 - Average Daily Rate

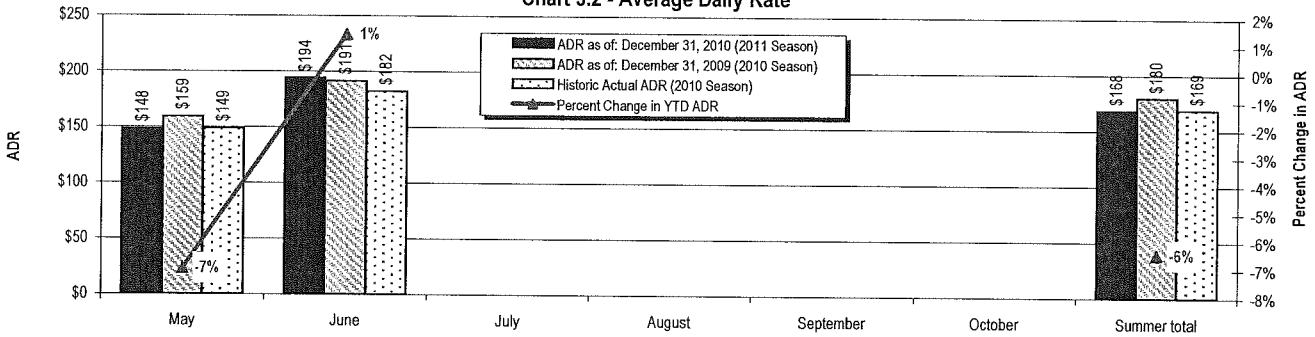


Chart 3.3 - Revenue per Available Room

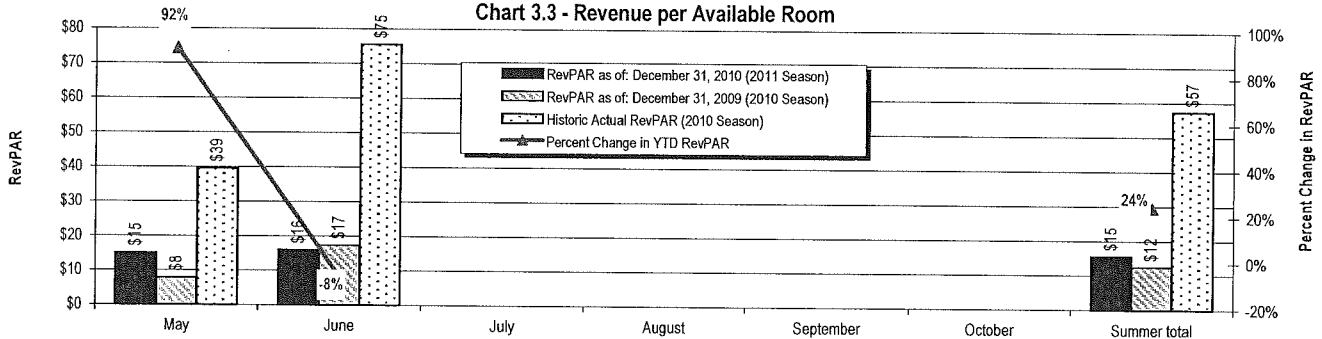
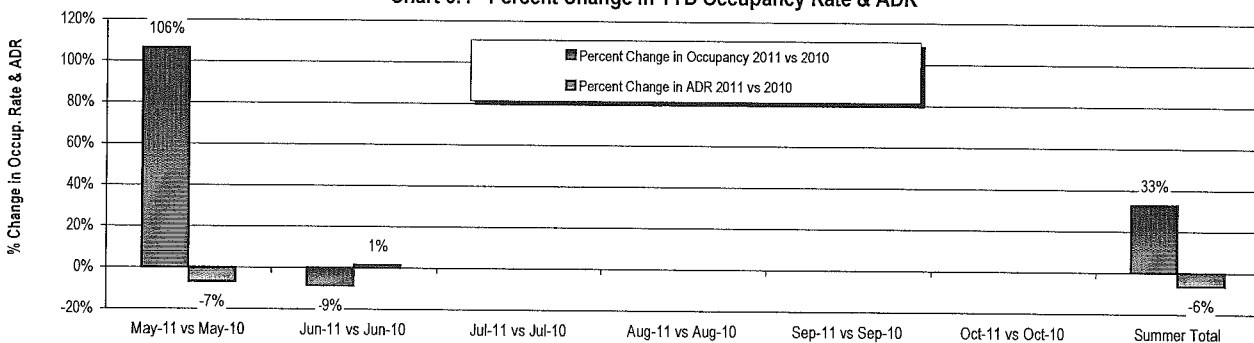


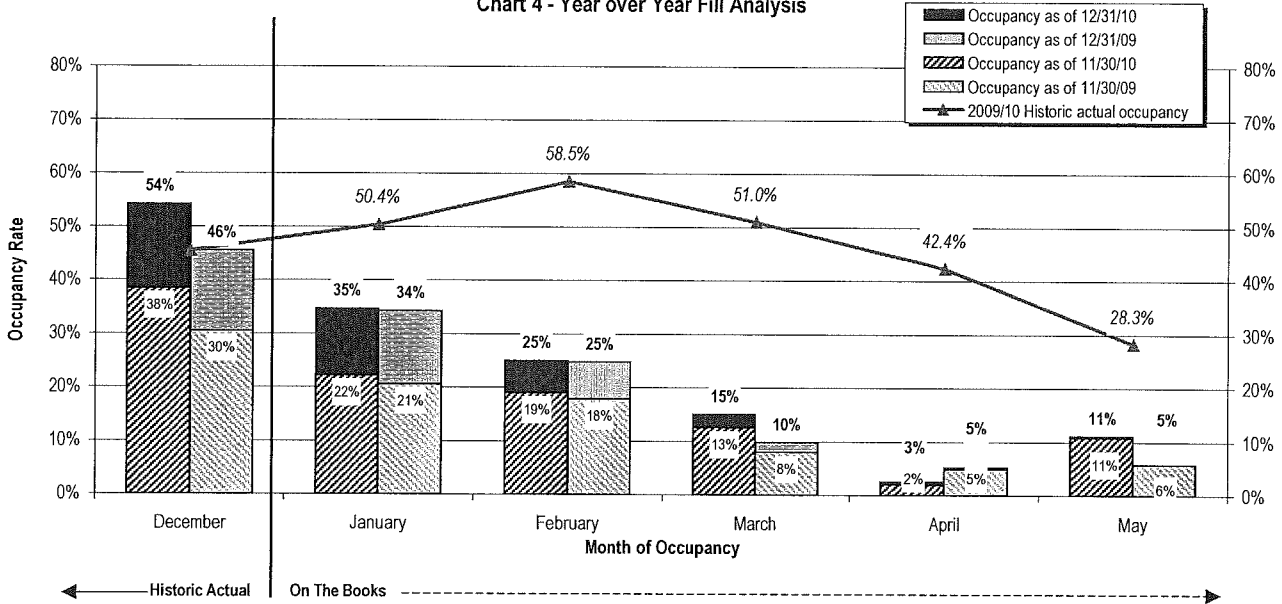
Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR



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

2010/11 Occupancy Pace as of Dec 31, 2010 and Nov. 30, 2010 versus same period 2009/10 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



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)		2009/10 historic actual occupancy
	Occupancy	Occupancy	Occupancy	Occupancy	Incremental	Incremental	Absolute	Percent	
	as of 12/31/10	as of 12/31/09	as of 11/30/10	as of 11/30/09	occupancy booked during Dec. 2010	occupancy booked during Dec. 2009	Change in Incremental Fill	Change in Incremental Fill**	
December	54.2%	45.5%	38.4%	30.5%	15.8%	15.1%	0.7%	4.7%	45.5%
January	34.7%	34.2%	22.1%	20.6%	12.6%	13.7%	-1.1%	-8.1%	50.4%
February	25.0%	24.7%	19.0%	17.9%	6.0%	6.8%	-0.8%	-11.9%	58.5%
March	15.0%	9.8%	12.6%	8.0%	2.4%	1.8%	0.7%	37.7%	51.0%
April	2.5%	5.2%	2.0%	4.9%	0.5%	0.4%	0.2%	54.5%	42.4%
May	11.1%	5.4%	10.8%	5.7%	0.3%	-0.3%	0.7%	Undefined	28.3%
Total	23.9%	21.0%	17.5%	14.7%	6.4%	6.4%	0.0%	-0.2%	46.3%

**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 - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Dec 31, 2010

NOTE: Number of Properties in Sample Varies for Each Metric and Month (See Sample Size Column)

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample		
Month of Occupancy (2010/11 & 2009/10)		Occup. Rate as of: December 31, 2010 (2010/11 season)	Occup. Rate as of: December 31, 2009 (2009/10 season)	Percent Change in YTD Occ. Rate				
July	Historic Actual ↑	65.9%	57.5%	14.7%		11		
August		62.0%	59.0%	5.0%		11		
September		44.1%	44.6%	-1.1%		11		
October		37.7%	29.2%	29.0%		11		
November		20.6%	17.8%	15.9%		11		
December		50.2%	43.2%	16.3%		11		
January		On The Books ↓	34.7%	34.2%		1.3%	50.4%	9
February			25.0%	24.7%		1.2%	58.5%	9
March			15.0%	9.8%		53.6%	51.0%	9
April			2.6%	5.3%		-50.9%	42.2%	9
May			10.1%	4.9%		106.2%	26.5%	8
June			8.2%	9.0%		-8.7%	41.4%	8
Grand total		32.7%	29.4%	11.2%	43.3%	11		
Historic months total		46.9%	41.9%	11.8%	41.9%	11		
Forecast months total		16.0%	14.7%	8.9%	45.0%	9		

AVERAGE DAILY RATE		ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample		
Month of Occupancy (2010/11 & 2009/10)		ADR as of: December 31, 2010 (2010/11 season)	ADR as of: December 31, 2009 (2009/10 season)	Percent Change in YTD ADR				
July	Historic Actual ↑	\$219	\$214	2.4%		11		
August		\$213	\$210	1.5%		11		
September		\$179	\$190	-5.8%		11		
October		\$151	\$159	-4.9%		11		
November		\$138	\$139	-1.0%		11		
December		\$284	\$282	0.8%		11		
January		On The Books ↓	\$257	\$272		-5.5%	\$254	9
February			\$318	\$295		7.5%	\$284	9
March			\$247	\$230		7.2%	\$222	9
April			\$187	\$172		8.5%	\$174	9
May			\$148	\$159		-7.1%	\$149	8
June			\$194	\$191		1.3%	\$182	8
Grand total		\$218	\$219	-0.6%	\$215	11		
Historic months total		\$208	\$209	-0.5%	\$209	11		
Forecast months total		\$251	\$253	-0.5%	\$220	9		

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample		
Month of Occupancy (2010/11 & 2009/10)		RevPAR as of: December 31, 2010 (2010/11 season)	RevPAR as of: December 31, 2009 (2009/10 season)	Percent Change in YTD RevPAR				
July	Historic Actual ↑	\$145	\$123	17.4%		11		
August		\$132	\$124	6.6%		11		
September		\$79	\$85	-6.9%		11		
October		\$57	\$46	22.7%		11		
November		\$28	\$25	14.7%		11		
December		\$143	\$122	17.2%		11		
January		On The Books ↓	\$89	\$93		-4.3%	\$128	9
February			\$79	\$73		8.8%	\$166	9
March			\$37	\$23		64.7%	\$113	9
April			\$5	\$9		-46.7%	\$74	9
May			\$15	\$8		91.7%	\$39	8
June			\$16	\$17		-7.5%	\$75	8
Grand total		\$71	\$64	10.6%	\$93	11		
Historic months total		\$98	\$88	11.3%	\$88	11		
Forecast months total		\$40	\$37	8.3%	\$99	9		

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES
Winter Bookings as of Dec 31, 2010

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
		Occup. Rate as of: December 31, 2010 (2010/11 Season)	Occup. Rate as of: December 31, 2009 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)					
November		20.6%	17.8%	15.9%	
December	Historic Actual	50.2%	43.2%	16.3%	
January	On the Books	34.7%	34.2%	1.3%	50.4%
February		25.0%	24.7%	1.2%	58.5%
March		15.0%	9.8%	53.6%	51.0%
April		2.6%	5.3%	-50.9%	42.2%
Winter total		25.3%	23.0%	10.1%	43.1%

AVERAGE DAILY RATE		<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
		ADR as of: December 31, 2010 (2010/11 Season)	ADR as of: December 31, 2009 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)					
November		\$138	\$139	-1.0%	
December	Historic Actual	\$284	\$282	0.8%	
January	On the Books	\$257	\$272	-5.5%	\$254
February		\$318	\$295	7.5%	\$284
March		\$247	\$230	7.2%	\$222
April		\$187	\$172	8.5%	\$174
Winter total		\$256	\$254	0.9%	\$238

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
		RevPAR as of: December 31, 2010 (2010/11 Season)	RevPAR as of: December 31, 2009 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)					
November		\$28	\$25	14.7%	
December	Historic Actual	\$143	\$122	17.2%	
January	On the Books	\$89	\$93	-4.3%	\$128
February		\$79	\$73	8.8%	\$166
March		\$37	\$23	64.7%	\$113
April		\$5	\$9	-46.7%	\$74
Winter total		\$65	\$58	11.1%	\$103

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Dec 31, 2010

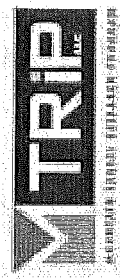
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2010 Season)
	Occup. Rate as of: December 31, 2010 (2011 Season)	Occup. Rate as of: December 31, 2009 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	10.1%	4.9%	106.2%	26.5%
June	8.2%	9.0%	-8.7%	41.4%
July				
August				
September				
October				
Summer total	9.2%	6.9%	32.7%	33.9%

AVERAGE DAILY RATE	<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2010 Season)
	ADR as of: December 31, 2010 (2011 Season)	ADR as of: December 31, 2009 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$148	\$159	-7.1%	\$149
June	\$194	\$191	1.3%	\$182
July				
August				
September				
October				
Summer total	\$168	\$180	-6.4%	\$169

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2010 Season)
	RevPAR as of: December 31, 2010 (2011 Season)	RevPAR as of: December 31, 2009 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$15	\$8	91.7%	\$39
June	\$16	\$17	-7.5%	\$75
July				
August				
September				
October				
Summer total	\$15	\$12	24.1%	\$57

North Lake Tahoe Lodging Occupancy Report
Multi-Destination Comparative Report
As of December 31, 2010



Occupancy Rate as of December 31, 2010

Month of Occupancy	North Lake Tahoe	Next highest occupancy					Next highest occupancy	Next highest occupancy					Lowest occupancy	All Destination Aggregate
		Next highest occupancy	Highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy		Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy		
Jul-10	66%	72%	61%	46%	43%	37%	36%	30%	36%	27%	27%	21%	45%	
Aug-10	62%	59%	58%	45%	45%	32%	32%	26%	32%	19%	17%	18%	40%	
Sep-10	44%	45%	44%	35%	31%	25%	24%	12%	24%	9%	8%	8%	30%	
Oct-10	36%	26%	25%	21%	20%	17%	14%	6%	14%	4%	3%	3%	19%	
Nov-10	21%	30%	21%	17%	16%	14%	14%	1%	14%	0%	0%	4%	15%	
Dec-10	50%	57%	51%	48%	43%	39%	38%	3%	37%	33%	23%	23%	44%	
Jan-11	35%	64%	57%	56%	47%	46%	35%	2%	34%	2%	2%	1%	45%	
Feb-11	25%	48%	46%	42%	40%	39%	31%	2%	29%	1%	1%	0%	36%	
Mar-11	15%	43%	35%	32%	31%	24%	20%	2%	17%	2%	1%	1%	26%	
Apr-11	3%	17%	12%	11%	10%	9%	5%	2%	4%	0%	0%	0%	7%	
May-11	10%	12%	5%	3%	3%	3%	1%	0%	1%	0%	0%	0%	4%	
Jun-11	8%	18%	18%	15%	14%	11%	8%	3%	5%	3%	2%	2%	10%	
Grand total	33%	38%	34%	27%	26%	26%	25%	2%	22%	2%	18%	15%	28%	
Historic months total	47%	45%	39%	34%	33%	30%	29%	1%	24%	1%	19%	19%	33%	
On the Books months total	16%	30%	29%	25%	23%	21%	18%	5%	14%	3%	10%	9%	22%	

% Change in Occupancy Rate as of December 31, 2010

Occ Months Compared	North Lake Tahoe	Next strongest pacing					Next strongest pacing	Next strongest pacing					Weakest pacing	All Destination Aggregate
		Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing		Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing		
Jul-10 vs. Jul-09	15%	21%	20%	14%	11%	4%	3%	-5%	-5%	-6%	-6%	-14%	9%	
Aug-10 vs. Aug-09	5%	45%	31%	21%	17%	6%	5%	3%	3%	5%	3%	-6%	9%	
Sep-10 vs. Sep-09	-1%	30%	29%	27%	24%	15%	8%	1%	5%	10%	5%	-19%	15%	
Oct-10 vs. Oct-09	29%	78%	69%	17%	15%	4%	3%	-2%	-5%	-16%	-16%	-21%	15%	
Nov-10 vs. Nov-09	16%	63%	57%	47%	23%	7%	3%	2%	-2%	-10%	-10%	-23%	14%	
Dec-10 vs. Dec-09	15%	31%	22%	25%	16%	6%	2%	0%	-2%	-3%	-3%	-4%	10%	
Jan-11 vs. Jan-10	1%	22%	22%	13%	9%	2%	0%	-3%	-5%	-10%	-10%	-12%	6%	
Feb-11 vs. Feb-10	1%	23%	19%	8%	5%	-1%	-6%	-7%	-7%	-18%	-18%	-5%	0%	
Mar-11 vs. Mar-10	54%	37%	35%	29%	20%	19%	14%	8%	8%	-3%	-5%	-5%	19%	
Apr-11 vs. Apr-10	-51%	27%	25%	12%	11%	-12%	-15%	-24%	-42%	-42%	-42%	-74%	-8%	
May-11 vs. May-10	106%	697%	98%	53%	44%	35%	1%	-18%	-42%	-63%	-63%	0%	33%	
Jun-11 vs. Jun-10	-9%	235%	143%	82%	36%	24%	17%	14%	5%	4%	4%	-21%	10%	
Grand total	11%	22%	19%	12%	12%	7%	5%	3%	5%	4%	4%	-1%	30%	
Historic months total	12%	22%	20%	15%	13%	10%	5%	5%	5%	3%	3%	-5%	11%	
On the Books months total	9%	24%	16%	15%	10%	8%	4%	3%	-1%	-3%	-3%	-4%	8%	

**North Lake Tahoe Lodging ADR Report
Multi-Destination Comparative Report
As of December 31, 2010**



Average Daily Rate as of December 31, 2010

Month of ADR	North Lake Tahoe											All Destination Aggregate	
	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR		Lowest ADR
Jul-10	\$302	\$209	\$200	\$167	\$164	\$143	\$144	\$141	\$137	\$120	\$117	\$107	\$66
Aug-10	\$277	\$207	\$181	\$178	\$176	\$145	\$150	\$134	\$123	\$107	\$102	\$99	\$90
Sep-10	\$214	\$197	\$164	\$159	\$144	\$137	\$118	\$116	\$109	\$104	\$101	\$93	\$62
Oct-10	\$161	\$135	\$130	\$120	\$119	\$113	\$115	\$109	\$105	\$105	\$90	\$84	\$64
Nov-10	\$136	\$165	\$149	\$140	\$132	\$130	\$131	\$128	\$116	\$114	\$112	\$107	\$105
Dec-10	\$548	\$515	\$407	\$382	\$355	\$340	\$342	\$257	\$239	\$222	\$219	\$188	\$160
Jan-11	\$437	\$415	\$389	\$360	\$326	\$297	\$279	\$202	\$198	\$184	\$161	\$157	\$151
Feb-11	\$318	\$438	\$435	\$435	\$332	\$299	\$224	\$224	\$202	\$184	\$170	\$159	\$141
Mar-11	\$522	\$479	\$433	\$393	\$364	\$338	\$249	\$221	\$216	\$203	\$192	\$172	\$149
Apr-11	\$228	\$218	\$218	\$184	\$178	\$169	\$164	\$138	\$136	\$136	\$104	\$104	\$102
May-11	\$301	\$182	\$150	\$136	\$134	\$124	\$114	\$109	\$109	\$105	\$98	\$90	\$86
Jun-11	\$194	\$310	\$176	\$171	\$142	\$141	\$134	\$132	\$118	\$114	\$106	\$97	\$59
Grand total	\$219	\$348	\$288	\$266	\$239	\$198	\$232	\$182	\$173	\$171	\$166	\$146	\$148
Historic months total	\$208	\$303	\$243	\$206	\$186	\$182	\$175	\$164	\$164	\$160	\$144	\$132	\$131
On the Books months total	\$251	\$427	\$372	\$336	\$317	\$247	\$312	\$275	\$186	\$183	\$168	\$162	\$145

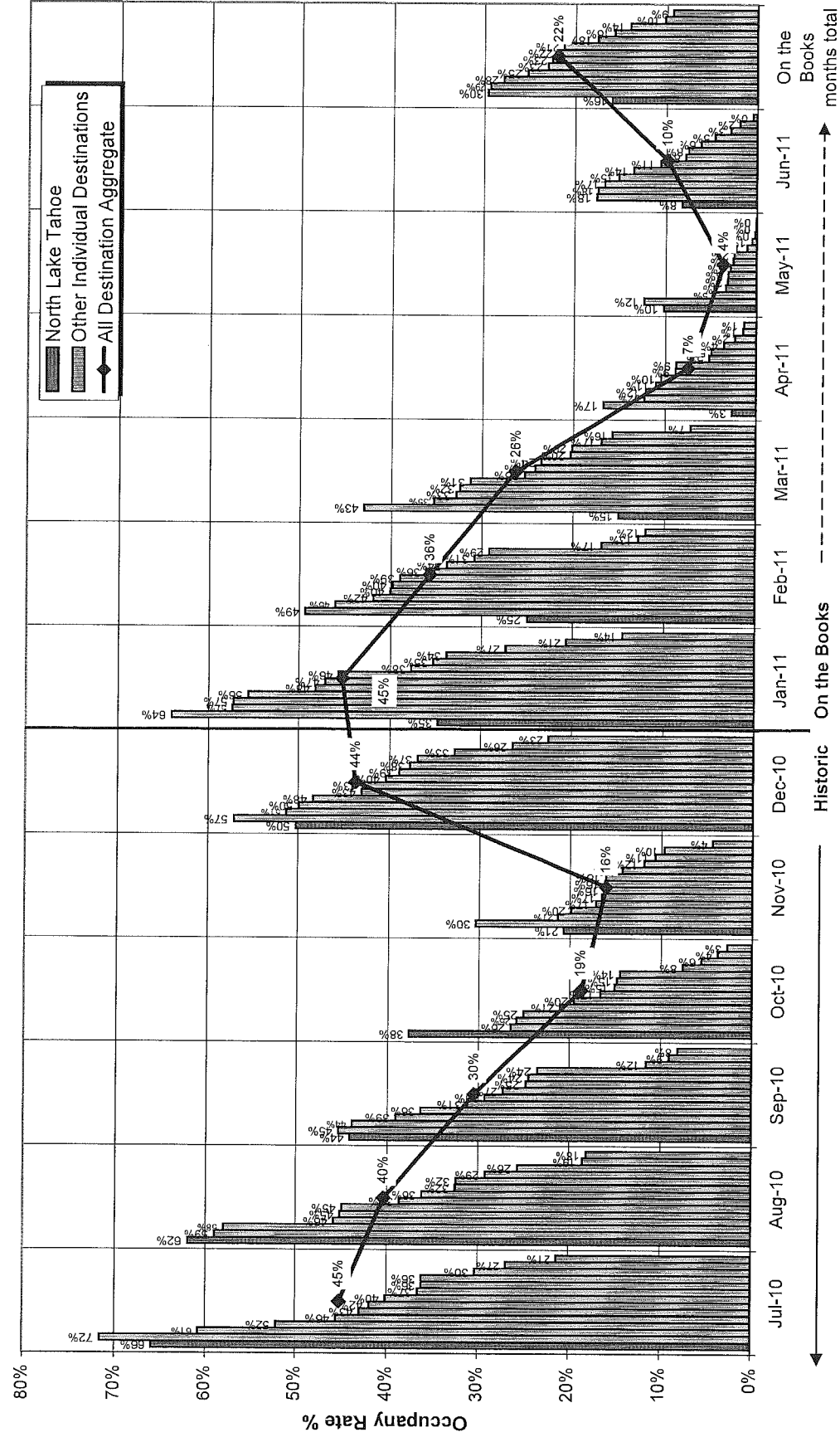
% Change in Average Daily Rate as of December 31, 2010: 2010/11 vs 2009/10

Month of ADR	North Lake Tahoe											All Destination Aggregate	
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing		Weakest pacing
Jul 10 vs. Jul 09	2%	12%	6%	5%	4%	4%	4%	1%	1%	0%	-1%	-11%	-4%
Aug 10 vs. Aug 09	1%	20%	11%	7%	4%	3%	0%	-1%	-2%	-3%	-3%	-5%	-2%
Sep 10 vs. Sep 09	-6%	9%	7%	5%	1%	0%	0%	0%	-3%	-4%	-6%	-9%	-1%
Oct 10 vs. Oct 09	-5%	27%	15%	12%	9%	8%	4%	1%	1%	-1%	-9%	-9%	4%
Nov 10 vs. Nov 09	-1%	31%	14%	8%	4%	2%	2%	1%	-2%	-3%	-5%	-6%	2%
Dec 10 vs. Dec 09	1%	19%	11%	7%	6%	5%	1%	-1%	-3%	-8%	-8%	-12%	1%
Jan 11 vs. Jan 10	-6%	18%	10%	7%	5%	3%	2%	-4%	-4%	-5%	-7%	-10%	1%
Feb 11 vs. Feb 10	8%	19%	6%	3%	2%	0%	-1%	-2%	-4%	-4%	-6%	-13%	0%
Mar 11 vs. Mar 10	7%	31%	28%	17%	2%	2%	-2%	-3%	-4%	-5%	-6%	-15%	3%
Apr 11 vs. Apr 10	8%	3%	2%	-2%	-9%	-11%	-14%	-14%	-14%	-20%	-26%	-30%	-13%
May 11 vs. May 10	-7%	257%	20%	19%	2%	0%	0%	-11%	-11%	-15%	-24%	-52%	0%
Jun 11 vs. Jun 10	1%	26%	16%	7%	-4%	-5%	-5%	-6%	-12%	-15%	-16%	-31%	-8%
Grand total	-1%	7%	4%	3%	2%	0%	0%	-2%	-3%	-3%	-5%	-7%	0%
Historic months total	0%	6%	4%	4%	4%	3%	2%	2%	-1%	-1%	-4%	-6%	1%
On the Books months total	-1%	18%	7%	3%	2%	-2%	1%	-3%	-5%	-6%	-7%	-11%	0%

NOTES FOR ALL TABLES & CHARTS
Resort names are hidden to preserve confidentiality.
Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

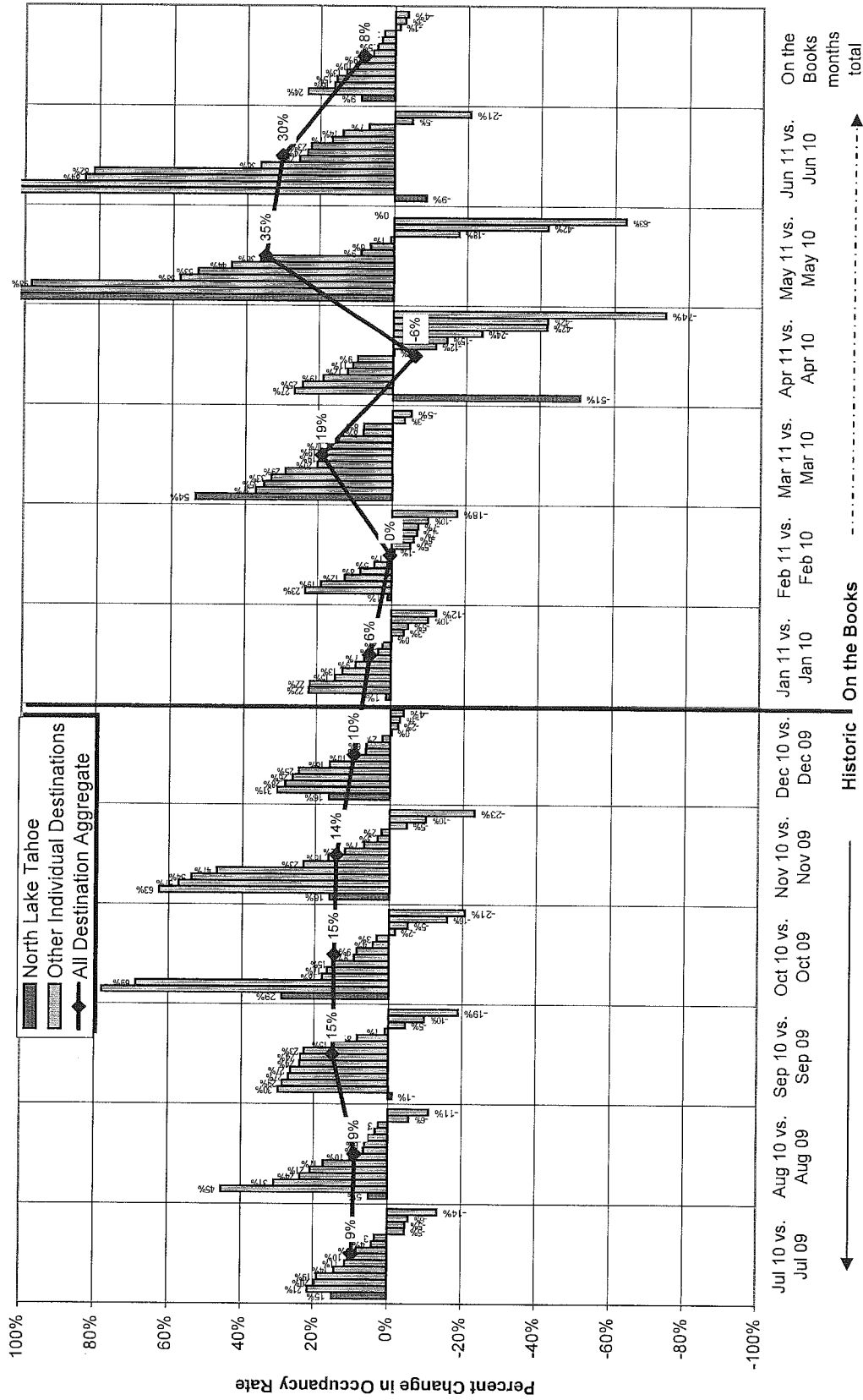
RESORTS INCLUDED IN COMPARISONS:
Aspen
Beaver Creek
Breckenridge
Central Summit County, CO
Copper Mountain
Keystone
North Lake Tahoe
Park City
Snowmass
Telluride
Vail
Winter Park

Occupancy Rate 2010/2011 Season as of Dec 31, 2010
 Historic and Forecast Data
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Historic On the Books On the Books months total

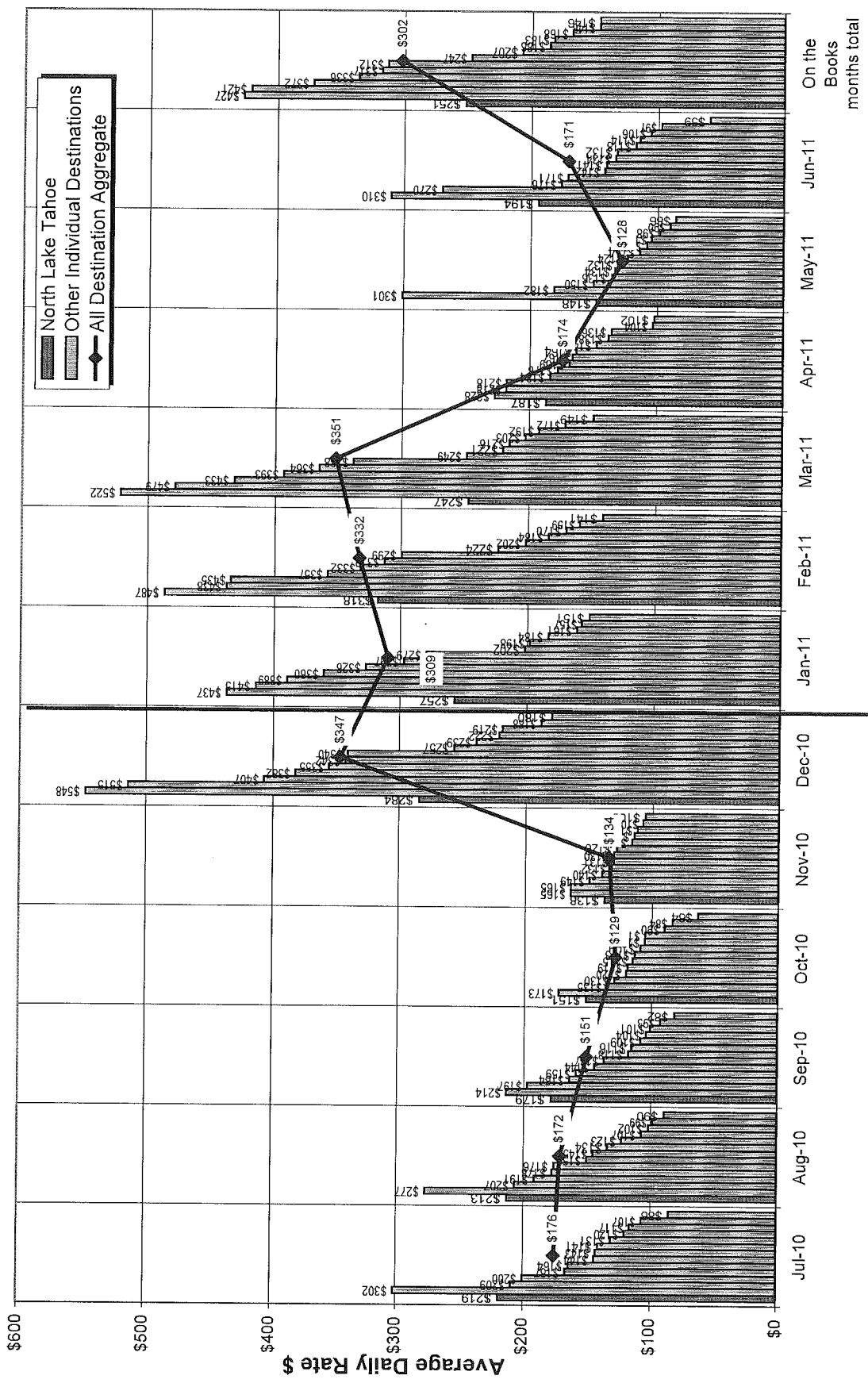
Percent Change in Occupancy Rate: 2010/2011 YTD vs 2009/2010 as of December 31, 2010
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2010/2011 Season as of Dec 31, 2010

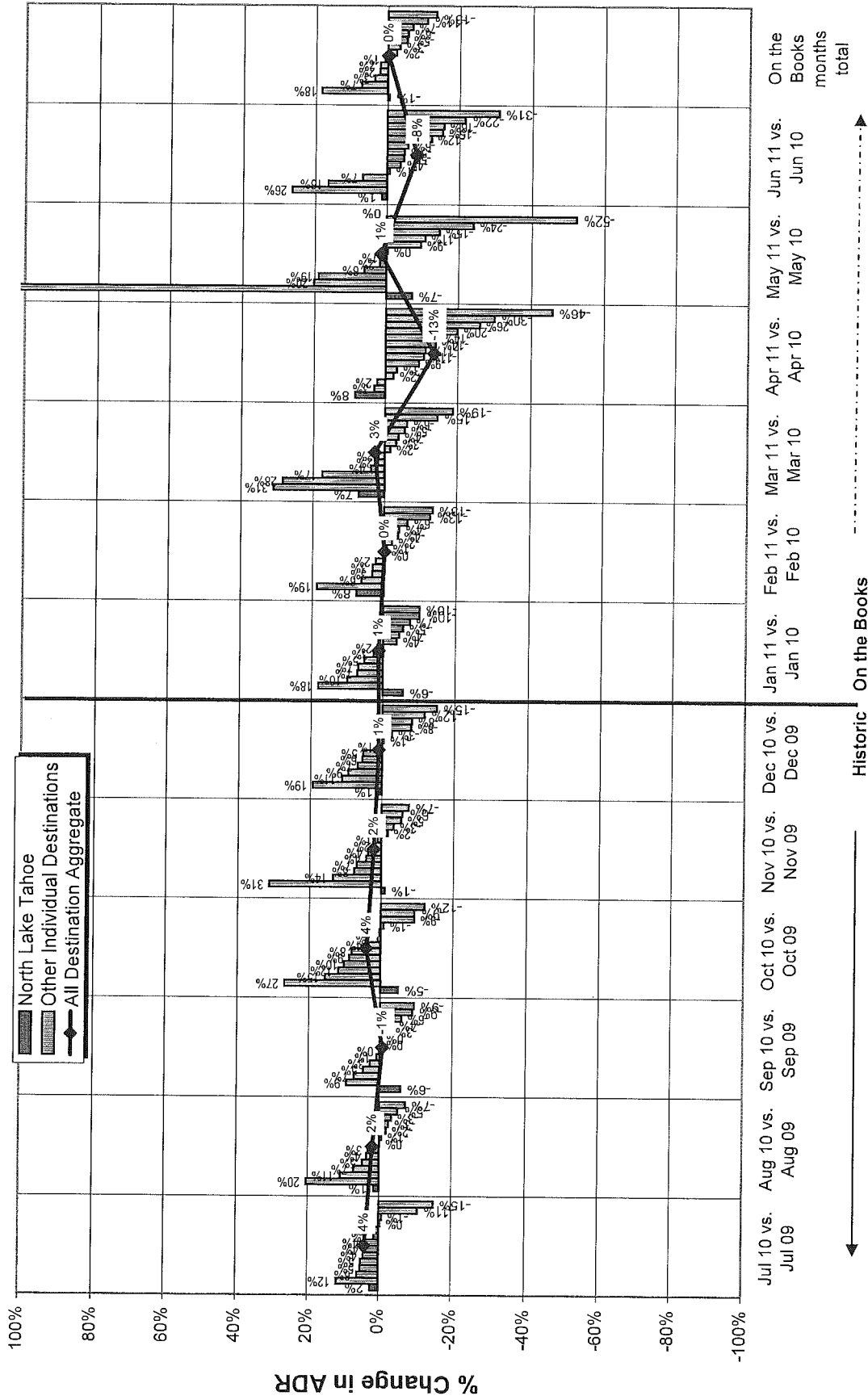
Historic and Forecast Data

North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Historic On the Books

Percent Change in Average Daily Rate: 2010/2011 YTD vs 2009/2010 as of November 30, 2010
North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average





Inter-Office Memo

Reno-Tahoe Airport Authority

Date: December 17, 2010
To: Chairman and Board of Trustees
From: Krys T. Bart, A.A.E., President/CEO
Subject: RENO-TAHOE INTERNATIONAL AIRPORT
NOVEMBER 2010 PASSENGER & CARGO STATISTICS

U.S. DOMESTIC INDUSTRY OVERVIEW FOR NOVEMBER 2010 **All RNO Carriers Systemwide – year over year comparison**

Average Load Factor:	81.4% up 2.3 pts
Number of Flights: *	1.4% up
Capacity of Seats: *	1.9% up
Crude Oil: **	\$84.2 per barrel November 2010 vs. \$77.9 per barrel November 2009

RNO OVERVIEW FOR NOVEMBER 2010 – year over year comparison

Total Passengers:	Up 0.6%
Average Load Factor:	67.2% down (5.4) pts
Actual Flights:	Up 14.2%
Actual Seats:	Up 2.3%
Total Cargo:	Up 19.9%

*Source: *APGDat – Delta Airlines includes Northwest Airlines for last year
RNO Monthly Flight Activity Reports
** U.S. Energy Information Administration*

AIRPORT SUMMARY

Reno-Tahoe International Airport reported another positive month in November 2010 for passenger traffic. The positive passenger growth was the sixth consecutive monthly increase. Total passengers at RNO increased 0.6% to 269,678 in November 2010 versus the same period last year. November 2010 calendar year-to-date passenger count was 3,522,018 which is 1.7% above November 2009 year-to-date.

In November 2010, Reno-Tahoe International Airport handled 9.7 million pounds of total cargo, up 19.9% versus last year. This represents the highest, monthly year over year percentage growth since February 2007. Also, this is the first time this year that cargo volumes have exceeded 2008 levels. Dedicated Cargo Carriers handled 20.7% more

cargo in November 2010 versus last year. November 2010 year-to-date cargo volume at RNO was 98.8 million pounds, which is 9.7 million pounds greater than the cargo volumes carried in the same period last year, an increase of 11%. Year over year cargo volumes carried at RNO have been up for the past ten months.

RNO is served by six major airlines providing 63 nonstop departures to 15 destinations. During the month of November 2010, RNO reported 14.2% increase in operations over November 2009. This increase was due to the additional capacity by American Airlines to Los Angeles and Dallas, United Airlines to Denver and Los Angeles and US Airways to Phoenix. Southwest Airlines started a daily service to Denver in the beginning of this year.

In addition, the actual seat capacity, at 204,907 seats, increased 2.3% versus last year.

Average load factor for scheduled airlines was 67.2%, which is 5.4 load factor points below the same period last year.

TOTAL PASSENGERS

In November 2010, the passenger increase of 0.6% versus last year was driven by American Airlines with a 31.3% increase as a result of their added capacity. Year over year passenger count for Southwest Airlines was up 1.8% and United Airlines was up 1.6%. Alaska Airlines was down (11.3%), Delta Airlines was down (1.1%) and US Airways passenger count decreased (12.3%) below last year.

AIRLINE LOAD FACTORS

A drop of 5.4 load factor points from 72.6% in November 2009 to 67.2% in November 2010 was a result of increased capacity of 2.3%. American Airlines added 14,056 seats, Delta Airlines added 3,704 seats and US Airways added 2,868 seats in November 2010 versus last year. Year-to-date average load factor was 75.1%, down (4.9) load factor points versus last year.

November 2010 RNO Airline Load Factor and Systemwide Comparison

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	69.3%	83.1%	(13.8)
American	71.4%	80.4%	(9.0)
Delta	70.5%	80.3%	(9.7)
Southwest	64.1%	80.1%	(16.0)
United	69.8%	83.0%	(13.2)
US Airways	58.2%	81.6%	(23.4)

AIRLINE MARKET SHARE

In November 2010, Southwest Airlines carried 150,674 passengers with a passenger market share of 55.9%. The next highest market share was United Airlines at 12.1%. American Airlines carried 10.2%, Delta Airlines 7.4%, US Airways 7.3% and Alaska Airlines carried 6.8% of the total passengers at Reno-Tahoe International Airport.

November 2010 RNO Airline Market Share Percentage

	Nov-10	Nov-09	YOY Change
Alaska/Horizon	6.8%	7.7%	(0.9)
American	10.2%	7.8%	2.4
Delta	7.4%	7.5%	(0.1)
Southwest	55.9%	55.2%	0.7
United	12.1%	11.9%	0.1
US Airways	7.3%	8.4%	(1.1)
Others	0.4%	1.4%	(1.0)
Total	100.0%	100.0%	

DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS

RNO domestic charter traffic decreased (71.4%) in November 2010 versus November 2009. A total of 1,090 domestic charter passengers was reported in November 2010 compared to 3,816 domestic passengers the previous year. The vast majority of last year's charter traffic was driven by the Harrah's charter program which has been scaled back. RNO also served 592 international passengers on charter flights in November 2009.

SCHEDULED DEPARTURES

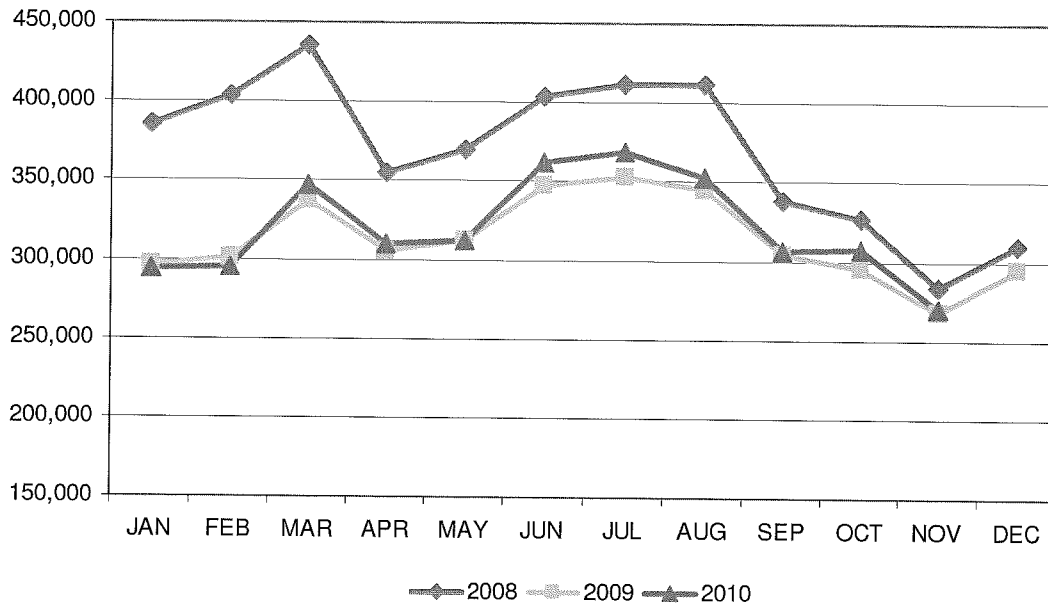
Schedule Changes Since November 2009			
	Market	Add/Cancel	Month
American Airlines	LAX	Added 3 daily flights	Jun-10
	DFW	Added a daily flight	Mar-10
United Airlines	DEN	Added a daily flight	Jan-10
	LAX	Added a daily flight	Jan-10
		Added 2 daily flights	Jul-10
US Airways	PHX	Added a daily flight	Oct-10
Southwest Airlines	DEN	Started a daily flight	Jan-10
	LAS	Seasonal Reduction	Sep-10
	LAX,OAK,SJC	Seasonal Reduction	Nov-10

TOTAL CARGO

In November 2010, Reno-Tahoe International Airport handled 19.9% more cargo versus November 2009. Cargo volumes for all-cargo carriers were up across the board: In November 2010, cargo volumes for Ameriflight increased 35.4%, UPS 31.4% and FedEx 11.7% versus the same period last year. ATI/Capital Cargo started cargo service at Reno-Tahoe International Airport on November 1, 2010, carrying almost 130,000 pounds of cargo. Belly cargo carried by Alaska Airlines, American Airlines, United Airlines and Southwest Airlines increased 1.7% for the same period. The U.S. Census Bureau reported that overall retail sales increased 8.1% in November 2010 versus November 2009. Nonstore retailer (i.e. e-commerce) sales increased 14.2%, a large contributor to northern Nevada air cargo.

Passengers and Cargo Statistics – November 2010 Reno-Tahoe International Airport

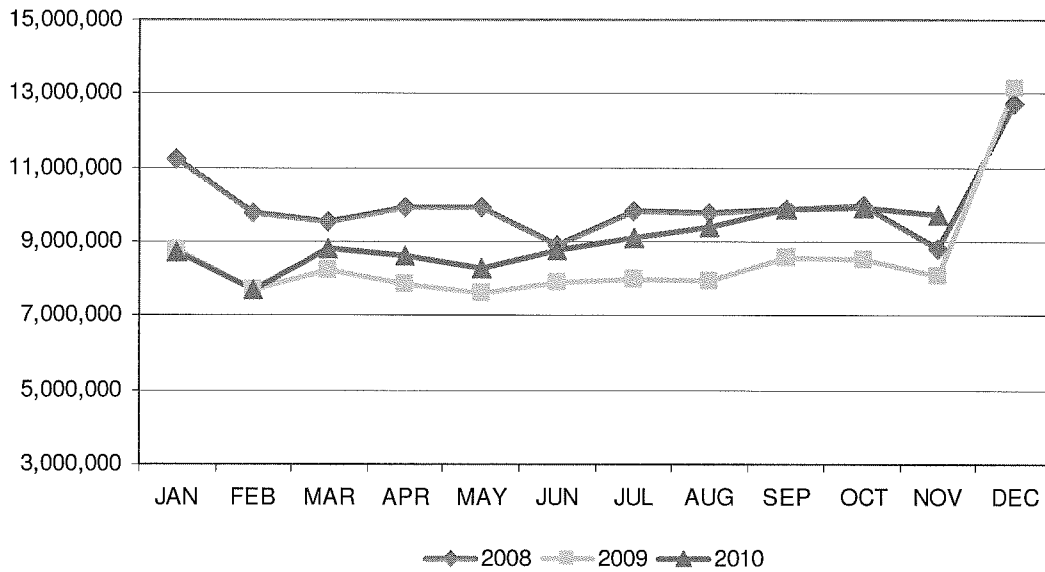
Total Passengers



Total Passengers

	2008	2009	2010	YOY Change
JAN	385,612	295,827	293,756	-0.7%
FEB	403,819	300,028	294,662	-1.8%
MAR	435,495	336,652	346,846	3.0%
APR	354,768	304,829	309,533	1.5%
MAY	370,145	312,441	312,378	0.0%
JUN	403,441	347,038	361,406	4.1%
JUL	411,332	352,504	367,997	4.4%
AUG	412,002	344,815	352,764	2.3%
SEP	337,851	304,249	306,045	0.6%
OCT	327,146	295,080	306,953	4.0%
NOV	283,256	268,087	269,678	0.6%
DEC	309,771	294,385		
TOTAL	4,434,638	3,755,935		
	YTD	3,461,550	3,522,018	1.7%

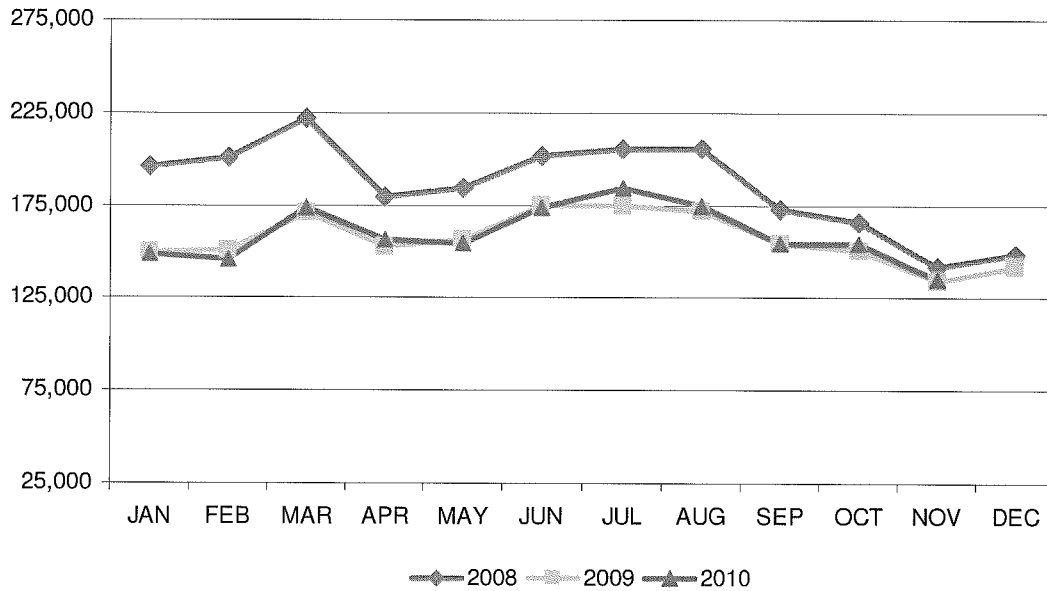
Total Cargo



Total Cargo

	2008	2009	2010	YOY Change
JAN	11,231,880	8,777,047	8,695,804	-0.9%
FEB	9,786,730	7,675,284	7,679,924	0.1%
MAR	9,519,983	8,237,243	8,814,895	7.0%
APR	9,915,236	7,841,936	8,633,892	10.1%
MAY	9,923,064	7,619,402	8,273,448	8.6%
JUN	8,893,972	7,870,143	8,737,038	11.0%
JUL	9,811,115	7,967,294	9,113,694	14.4%
AUG	9,763,038	7,929,474	9,388,206	18.4%
SEP	9,890,572	8,553,601	9,871,400	15.4%
OCT	9,971,505	8,519,360	9,915,411	16.4%
NOV	8,811,895	8,093,678	9,706,711	19.9%
DEC	12,713,339	13,149,429		
TOTAL	120,232,329	102,233,891		
YTD		89,084,462	98,830,423	10.9%

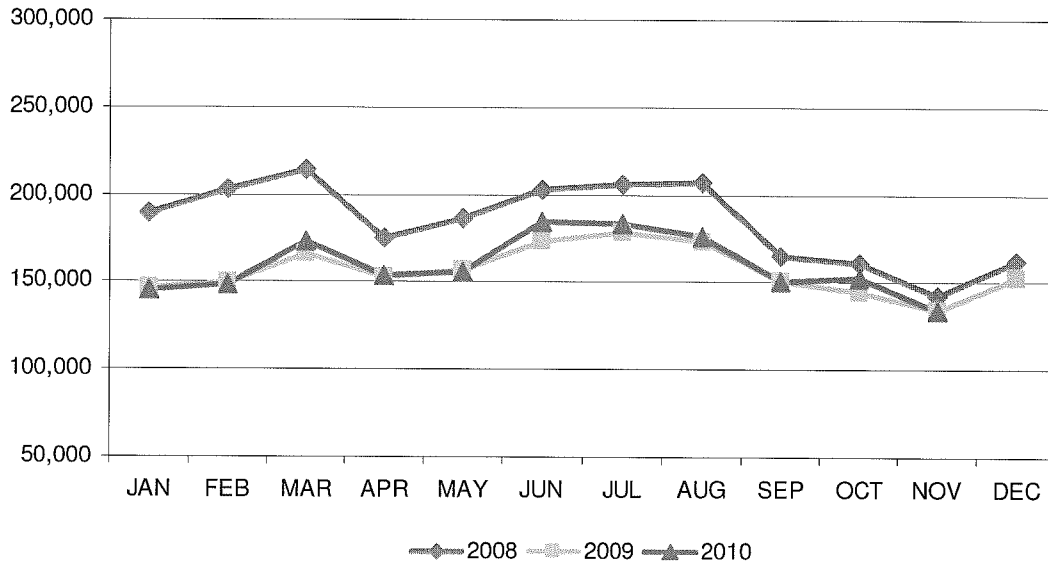
Total Scheduled Enplaned Passengers



Total Scheduled Enplaned Passengers

	2008	2009	2010	YOY Change
JAN	195,981	149,813	148,805	-0.7%
FEB	200,851	150,894	145,935	-3.3%
MAR	221,875	170,497	173,783	1.9%
APR	179,845	152,685	155,967	2.1%
MAY	183,861	155,965	154,683	-0.8%
JUN	201,271	174,608	173,887	-0.4%
JUL	205,791	174,412	184,017	5.5%
AUG	205,576	172,175	174,797	1.5%
SEP	172,607	154,305	154,522	0.1%
OCT	166,339	150,427	154,380	2.6%
NOV	141,456	134,009	134,723	0.5%
DEC	148,563	142,202		
TOTAL	2,224,016	1,881,992		
YTD		1,739,790	1,755,499	0.9%

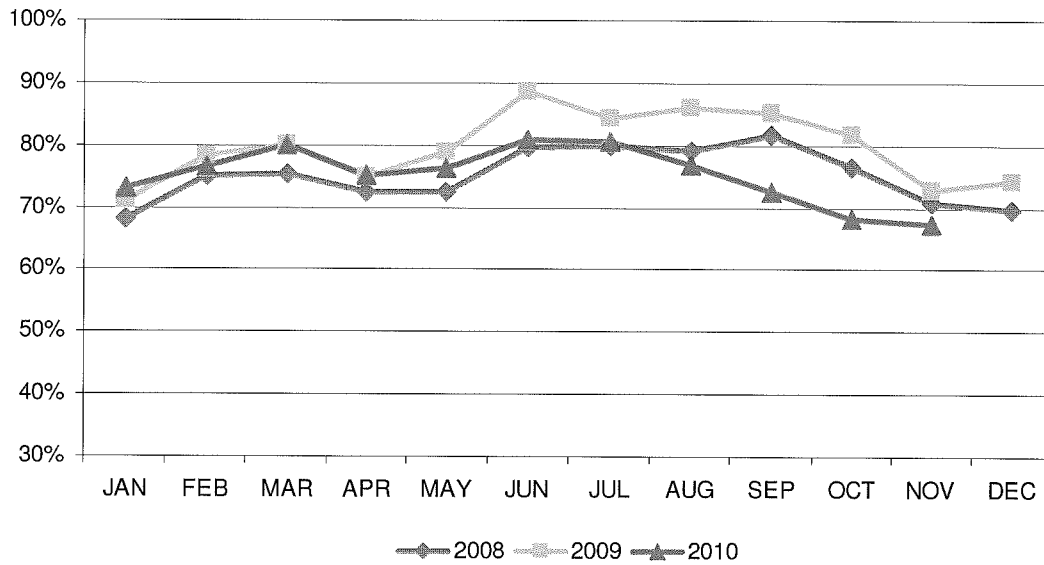
Total Deplanned Passengers



Total Deplanned Passengers

	2008	2009	2010	YOY Change
JAN	189,631	146,014	144,826	-0.8%
FEB	202,968	149,134	148,506	-0.4%
MAR	213,620	166,155	172,823	4.0%
APR	174,923	152,144	152,986	0.6%
MAY	186,284	156,476	155,702	-0.5%
JUN	202,170	172,499	184,651	7.0%
JUL	205,541	178,092	183,031	2.8%
AUG	206,426	172,640	176,391	2.2%
SEP	165,244	149,944	150,035	0.1%
OCT	160,807	144,653	151,999	5.1%
NOV	141,800	134,078	134,409	0.2%
DEC	161,208	152,183		
TOTAL	2,210,622	1,874,012		
YTD		1,721,829	1,755,359	1.9%

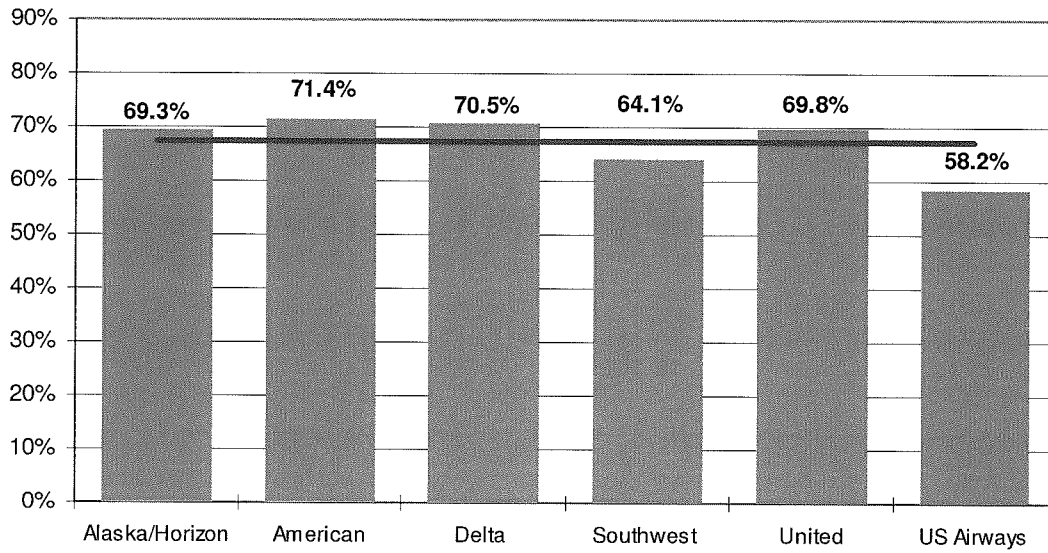
Average Enplaned Load Factors



Average Enplaned Load Factors

	2008	2009	2010	YOY Change
JAN	68.1%	71.0%	73.0%	2.0
FEB	75.1%	78.2%	76.4%	(1.8)
MAR	75.2%	80.0%	80.0%	(0.0)
APR	72.5%	74.9%	75.1%	0.2
MAY	72.5%	78.8%	76.1%	(2.6)
JUN	79.5%	88.6%	80.7%	(7.9)
JUL	79.9%	84.3%	80.5%	(3.7)
AUG	79.1%	85.9%	76.8%	(9.1)
SEP	81.6%	85.2%	72.5%	(12.6)
OCT	76.6%	81.6%	68.2%	(13.4)
NOV	70.7%	72.6%	67.2%	(5.4)
DEC	69.7%	74.1%	74.1%	
Average	75.0%	79.6%	75.1%	
YTD Average		80.1%	75.1%	(4.9)

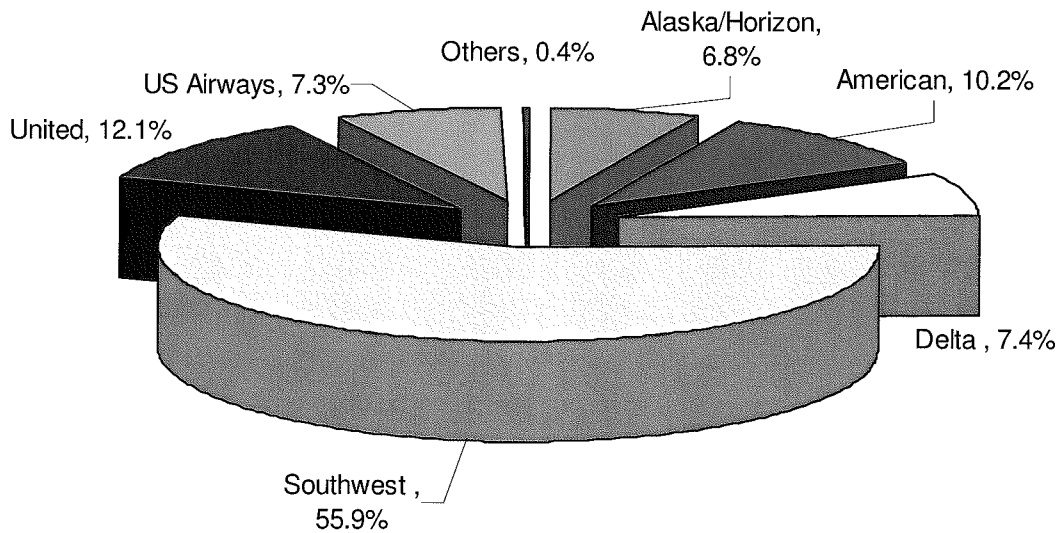
Enplaned Load Factors by Airlines



Enplaned Load Factors by Airlines

	Nov-10	Nov-09	YOY Change
Alaska/Horizon	69.3%	74.8%	-5.5
American	71.4%	83.2%	-11.8
Delta	70.5%	83.1%	-12.5
Southwest	64.1%	61.1%	3.0
United	69.8%	62.2%	7.6
US Airways	58.2%	71.4%	-13.2
Average	67.2%	72.6%	-5.4

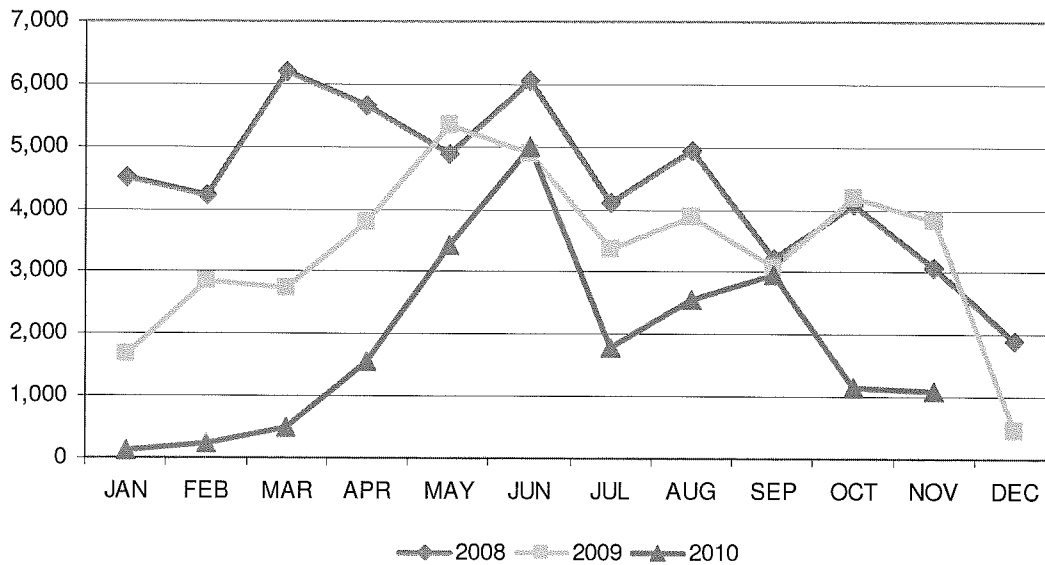
Air Carrier Market Share



Air Carrier Market Share

	Nov-10	Nov-09	YOY Change
Alaska/Horizon	6.8%	7.7%	-0.9
American	10.2%	7.8%	2.4
Delta	7.4%	7.5%	-0.1
Southwest	55.9%	55.2%	0.6
United	12.1%	11.9%	0.1
US Airways	7.3%	8.4%	-1.1
Others	0.4%	1.4%	-1.0
Total	100.0%	100.0%	

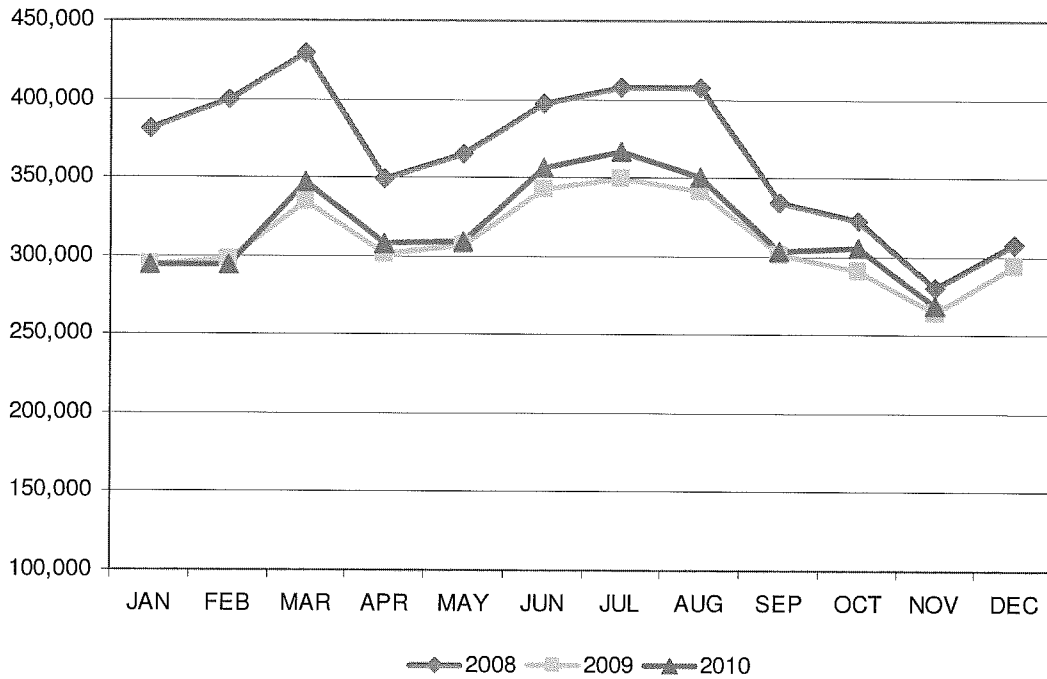
Total Domestic Charter Passengers



Total Domestic Charter Passengers

	2008	2009	2010	YOY Change
JAN	4,509	1,661	125	-92.5%
FEB	4,217	2,827	221	-92.2%
MAR	6,202	2,736	483	-82.3%
APR	5,655	3,792	1,537	-59.5%
MAY	4,874	5,333	3,427	-35.7%
JUN	6,045	4,888	5,005	2.4%
JUL	4,097	3,369	1,766	-47.6%
AUG	4,947	3,859	2,559	-33.7%
SEP	3,200	3,056	2,954	-3.3%
OCT	4,080	4,184	1,143	-72.7%
NOV	3,060	3,816	1,090	-71.4%
DEC	1,895	445		
TOTAL	52,781	39,966	20,310	
YTD		39,521	20,310	-48.6%

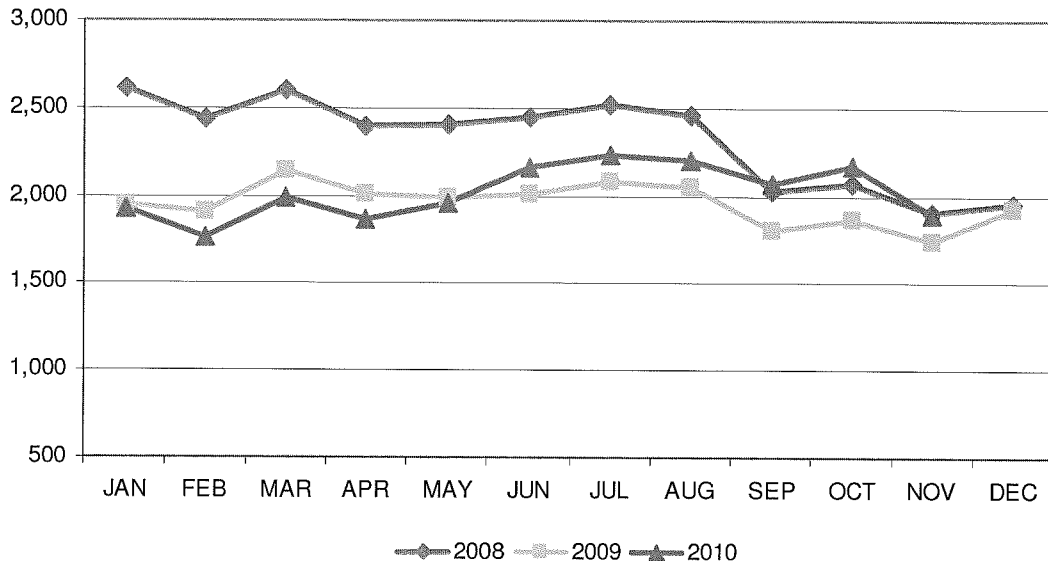
Total Domestic Scheduled Passengers



Total Domestic Scheduled Passengers

	2008	2009	2010	YOY Change
JAN	381,103	294,166	293,631	-0.2%
FEB	399,602	297,201	294,441	-0.9%
MAR	429,293	333,916	346,363	3.7%
APR	349,113	301,037	307,996	2.3%
MAY	365,271	307,108	308,951	0.6%
JUN	397,396	342,219	356,401	4.1%
JUL	407,235	349,135	366,231	4.9%
AUG	407,055	340,956	350,205	2.7%
SEP	334,651	301,193	303,091	0.6%
OCT	323,066	290,896	305,810	5.1%
NOV	280,196	263,679	268,588	1.9%
DEC	307,876	293,940		
TOTAL	4,381,857	3,715,446	3,501,708	
YTD		3,421,506	3,501,708	2.3%

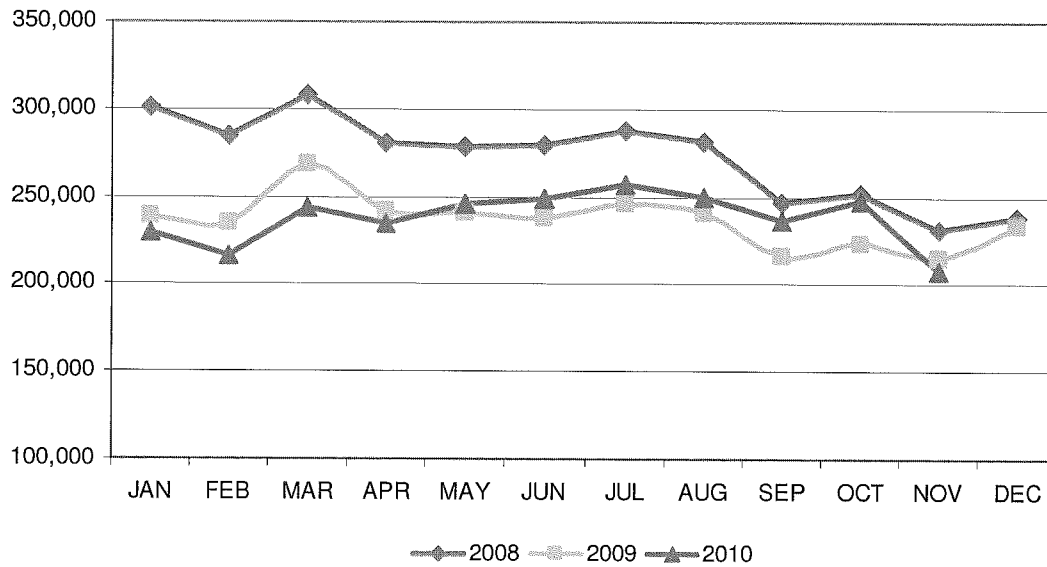
Monthly Scheduled Departures



Monthly Scheduled Departures

	2008	2009	2010	YOY Change
JAN	2,608	1,949	1,922	-1.4%
FEB	2,434	1,904	1,764	-7.4%
MAR	2,598	2,139	1,984	-7.2%
APR	2,396	2,010	1,860	-7.5%
MAY	2,401	1,984	1,953	-1.6%
JUN	2,445	2,010	2,160	7.5%
JUL	2,515	2,077	2,232	7.5%
AUG	2,455	2,046	2,201	7.6%
SEP	2,030	1,800	2,070	15.0%
OCT	2,069	1,860	2,170	16.7%
NOV	1,905	1,740	1,890	8.6%
DEC	1,955	1,922		
TOTAL	27,811	23,441	22,206	
YTD		21,519	22,206	3.2%

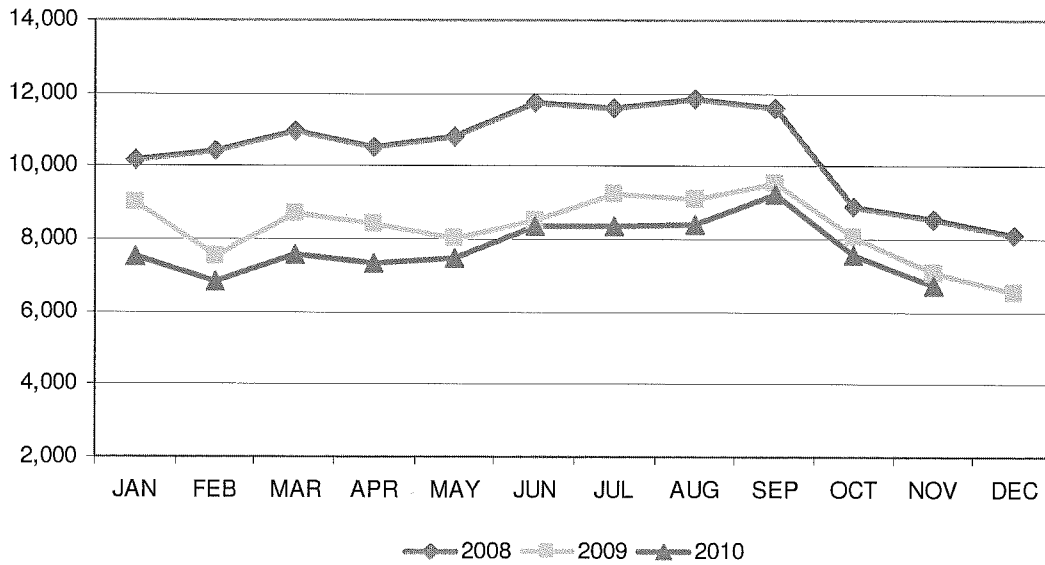
Monthly Scheduled Seats



Monthly Scheduled Seats

	2008	2009	2010	YOY Change
JAN	301,118	237,926	229,369	-3.6%
FEB	284,419	234,668	216,272	-7.8%
MAR	307,910	267,654	243,691	-9.0%
APR	280,220	241,890	233,730	-3.4%
MAY	278,666	240,560	245,768	2.2%
JUN	278,969	237,780	248,340	4.4%
JUL	287,630	245,706	256,618	4.4%
AUG	281,406	240,064	249,209	3.8%
SEP	246,105	215,730	235,830	9.3%
OCT	251,452	222,673	247,442	11.1%
NOV	230,707	214,740	207,090	-3.6%
DEC	238,225	232,996		
TOTAL	3,266,827	2,832,387	2,613,359	
YTD		2,599,391	2,613,359	0.5%

Total Operations



Total Operations

	2008	2009	2010	YOY Change
JAN	10,163	8,985	7,485	-16.7%
FEB	10,420	7,498	6,813	-9.1%
MAR	10,948	8,686	7,569	-12.9%
APR	10,501	8,391	7,313	-12.8%
MAY	10,807	7,987	7,454	-6.7%
JUN	11,753	8,492	8,361	-1.5%
JUL	11,599	9,229	8,363	-9.4%
AUG	11,837	9,086	8,402	-7.5%
SEP	11,572	9,516	9,209	-3.2%
OCT	8,889	8,036	7,547	-6.1%
NOV	8,535	7,064	6,711	-5.0%
DEC	8,083	6,531		
TOTAL	125,107	99,501	85,227	
YTD		92,970	85,227	-8.3%

Search Engine Marketing Report

for



north lake tahoe

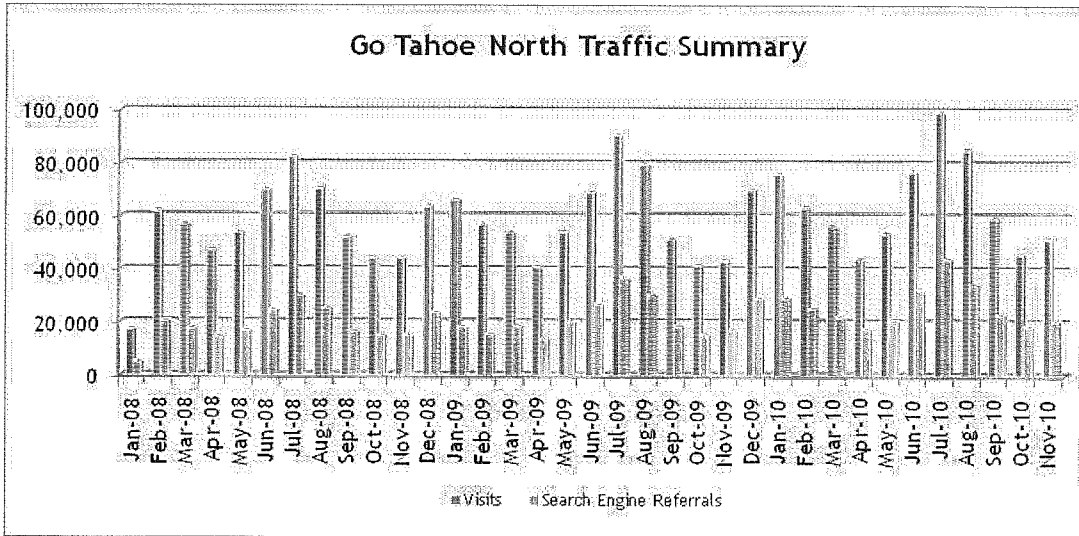
December 7, 2010

Presented by
smith & jones

795 Mays Boulevard | Incline Village, NV
Phone: 775.831.6262 | Email: mwilliams@sjmarketing.com

Program Progress

- Organic Search Engine Referrals are up 20.5% when comparing November 2010 to November 2009.
- Organic Search Engine referrals make up approximately 39.7% of total visits
- Total visits are up 19.5% when comparing November 2010 to November 2009.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

December 7, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	31
Total 1st Page Positions	53
Total 2nd Page Positions	14
Google #1 Positions	15
Google 1st Page Positions	29
Google 2nd Page Positions	6

Compared with

November 3, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	29
Total 1st Page Positions	54
Total 2nd Page Positions	12
Google #1 Positions	15
Google 1st Page Positions	30
Google 2nd Page Positions	5

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increase in Search Visibility

3 New #1 Positions on Bing/Yahoo for:

- Incline Village Lake Tahoe
- Lake Tahoe Deals
- Lake Tahoe resorts

Site Optimization

- We will continue to optimize the redesign to improve organic search engine visibility.
- Provided optimization revisions for the resorts / towns pages including page specific meta-tags and content revisions to increase organic search visibility for those pages. A <title> syntax was also provided for interior pages within each of the Activities, Lodging and Dining sections for each resort / town.
- Provided revised content for <http://www.gotahoenorth.com/skiing-and-boarding> in which uses of “Lake Tahoe”, “skiing” and “snowboarding” were seeded within content. Once approved smith + jones will post live on the Web site.
- Sent revised content for <http://www.gotahoenorth.com/about-north-tahoe/tell-your-story> seeding uses of “Lake Tahoe” throughout the content. Once approved smith + jones will post live on the Web site.
- Continue adding new videos to the YouTube Channel. smith + jones will submit video links to Social Media Web sites as new videos are added.
- smith + jones made the following posts on behalf of GoTahoeNorth in November:
 - <http://answers.yahoo.com/question/index?qid=20101129120328AAkdvSP>
 - <http://answers.yahoo.com/question/index?qid=20101129171458AAgHpcD>
 - <http://answers.yahoo.com/question/index?qid=20101128223630AAe6SrV>
 - <http://answers.yahoo.com/question/index?qid=20101127164736AAl6ubv>
 - <http://answers.yahoo.com/question/index?qid=20101127224645AAz08qk>
- 40 submissions were made to Social Media Web sites in the month of November. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

Keyword	Dec-10		Nov-10		Oct-10		Sep-10		Aug-10			Jul-10			May '07 Baseline		
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Yahoo	Bing	Google	Yahoo	Bing	Google	Yahoo	Bing
Incline Village	1	4	1	4	1	2	1	2	1	16	2	1	14	5	1		12
incline village lake tahoe	1	1	1	2	1	1	1	1	1	8	1	1	6	1			
incline village tahoe	1	3	1	3	1	3	1	3	1	15	2	1	15	1			
Incline Village vacation	5		5		4		4		4			4	12	15			
kings beach	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
kings beach lake tahoe	1	1	1	1	1	1	1	2	1	1	1	1	1	1			
kings beach tahoe	1	1	1	1	1	1	1	2	1	1	1	1	1	1			
Lake Tahoe	14	19	13	11	12		14		7	3	6	14	7	4	9		
Lake Tahoe activities	9	8	5	8	9	3	4	6	9	1	1	8	1	15	9	10	
lake tahoe activities in summer	3	1	3	1	3	1	3	1	9	3	7	8	3	7			
Lake Tahoe Chamber of Commerce	7		7		7		7		3	2	1	3	2	1	7	7	
Lake Tahoe Deals	4	1	4	2	7	2	7	2	7	16		7	17				
Lake Tahoe entertainment	11	17	10	11	11	16	10	16	11	8	13	11	6	8		16	
lake tahoe events	6	5	4	5	3	5	4	5	4	9	5	4		4			
Lake Tahoe fishing	6	12	6	17	5	14	5	13	5	14	5	7	13	8		7	
Lake Tahoe golf courses	10	17	10	20	11	8	11	8	11	13	13	10	14	14	16	3	18
Lake Tahoe hotels	20		19		18		19		20			20			14	20	12
Lake Tahoe lodging	7	2	6	3	5	2	5	1	6	1	1	5	1	3	2		15
Lake Tahoe resorts	6	1	5	2	4	2	4	1	4	14	1	2	15	1	3	15	
Lake Tahoe ski		18			20		19		19	6			6				12
Lake Tahoe ski resorts						8		8		14			16	13	19		
Lake Tahoe skiing		18		19			19		19	7			7		19	18	
Lake Tahoe summer	1	1	1	1	1	1	1	1	1	2	1	1	2	1	3	1	2
lake tahoe summer activities	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals														9			
Lake Tahoe vacations	6	11	5	12	4	10	3	8	5	4	8	4		8	2	14	5
Lake Tahoe weddings	11		11		11	13	11	14	11	6	18	12	7	17			
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	4
north lake tahoe camping	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	3	1	1	3	1			
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
north lake tahoe rentals	2	6	2	6	3	3	4	3	2		3	1		3			
north lake tahoe restaurants	1	2	1	1	1	1	1	1	1	2	1	1	2	2			
north shore lake tahoe	2	1	2	1	2	1	2	1	2	2	1	2	2	1			
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	3	1	1	1	1			
Northstar																	
Northstar at Tahoe													13	8			14
ski Tahoe	14	15	12	12	13	12	13	12	13	7		14	7				
ski vacations																	
Squaw Valley																	
Tahoe City	4	2	3	2	4	3	4	3	3	6	2	6	5	2	3	11	7
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	16	1
Truckee California	17					12	19	12	18		2	18					9

Search Positions By Engine																	
#1 Positions	15	16	15	14	15	15	15	15	9	18	16	10	17	2	1	1	
1st Page Positions	29	24	30	24	28	27	29	27	29	26	28	29	24	29	11	6	7
2nd Page Positions	6	8	5	7	7	5	8	5	8	7	3	6	8	4	6	8	6

Total Search Positions							
#1 Positions	31	29	30	30	42	43	4
1st Page Positions	53	54	55	56	83	82	24
2nd Page Positions	14	12	12	13	18	18	20

1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20

Buzz on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of blog and forum posts mentioning GoTahoeNorth and listed them below:

** Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web. **

<http://yubanet.com/regional/Lake-Tahoe-Gets-6-5-Feet-of-New-Snow-Ski-Resorts-Open.php>
Lake Tahoe Gets 6.5 Feet of New Snow, Ski Resorts Open

<http://www.firsttracksonline.com/News/2010/12/1/Learn-to-Ski-or-Snowboard-for-25-This-Month-in-Tahoe/>
Learn to Ski or Snowboard for \$25 This Month in Tahoe

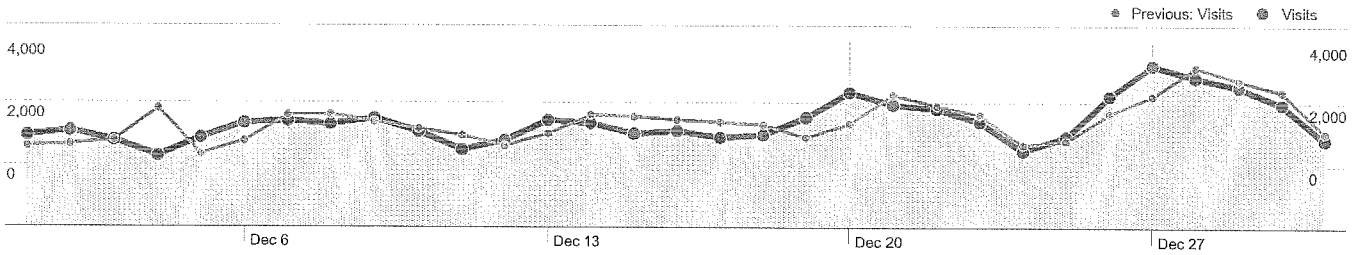
<http://twitter.com/AKResClub/statuses/11868858356867072>
RT @TahoeNorth: Learn to ski & board in Tahoe this weekend for just \$25 including gear rental, lesson & lift ticket. <http://bit.ly/en0aGe>

<http://twitter.com/Lisette/statuses/10806915860791296>
Really wish I was in town for this! Learn to Ski and Board Weekend - North Lake Tahoe <http://bit.ly/fae8ZW> - \$25 tix & rentals at 6 resorts

<http://twitter.com/kidzonemuseum/statuses/10397362555985921>
Downtown Truckee tree lighting today, <http://tinyurl.com/26zk5kc>. A very festive event!

<http://www.rgj.com/article/20101207/TT/12070309/1047>
Tahoe resorts offer novice skiing, boarding packages

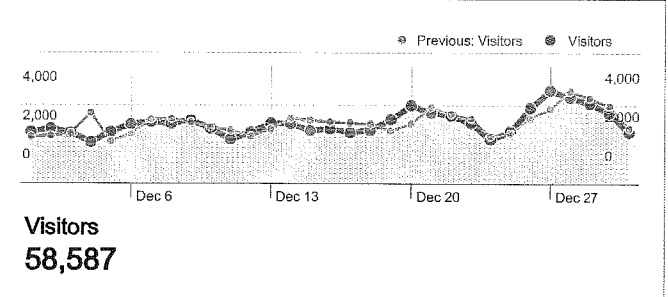
<http://clipmarks.com/clipmark/A111882D-6A4D-4164-B0AA-0B41AE010361/>



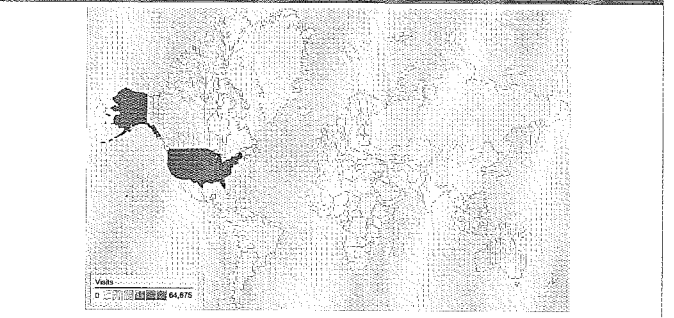
Site Usage

69,823 Visits Previous: 70,236 (-0.59%)	33.50% Bounce Rate Previous: 37.02% (-9.52%)
325,425 Pageviews Previous: 296,478 (9.78%)	00:04:08 Avg. Time on Site Previous: 00:03:50 (7.45%)
4.66 Pages/Visit Previous: 4.22 (10.41%)	79.06% % New Visits Previous: 80.23% (-1.45%)

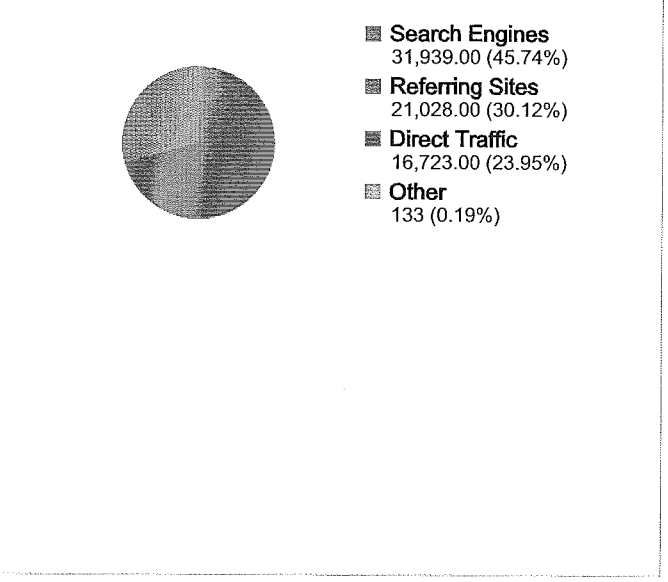
Visitors Overview



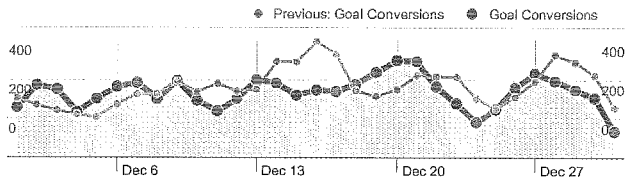
Map Overlay



Traffic Sources Overview



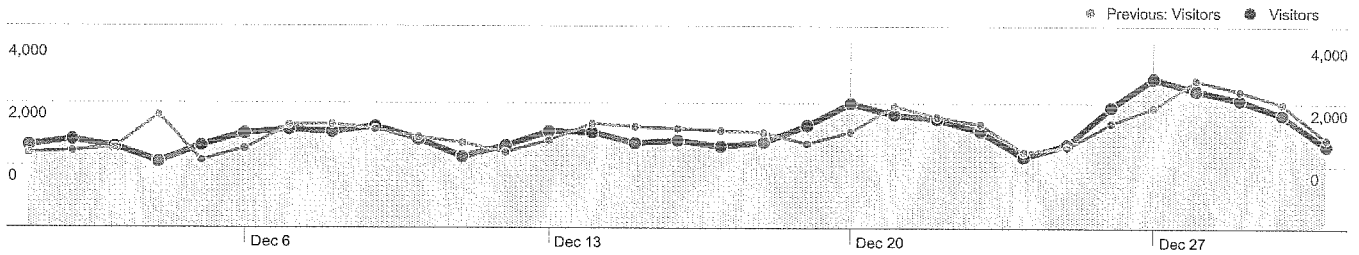
Goals Overview



Goal Conversions
6,991

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Dec 1, 2010 - Dec 31, 2010	17,113	5.26%
Dec 1, 2009 - Dec 31, 2009	29,960	10.11%
% Change	-42.88%	-47.96%
/external//return (true)		
Dec 1, 2010 - Dec 31, 2010	7,412	2.28%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%
/external//index.php		
Dec 1, 2010 - Dec 31, 2010	7,078	2.18%
Dec 1, 2009 - Dec 31, 2009	2,648	0.89%
% Change	167.30%	143.52%
/stay		
Dec 1, 2010 - Dec 31, 2010	6,612	2.03%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%
/stay//lodging-by-type		
Dec 1, 2010 - Dec 31, 2010	6,069	1.86%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%



58,587 people visited this site

69,823 Visits
 Previous: 70,236 (-0.59%)

58,587 Absolute Unique Visitors
 Previous: 59,472 (-1.49%)

325,425 Pageviews
 Previous: 296,478 (9.76%)

4.66 Average Pageviews
 Previous: 4.22 (10.41%)

00:04:08 Time on Site
 Previous: 00:03:50 (7.45%)

33.50% Bounce Rate
 Previous: 37.02% (-9.52%)

79.06% New Visits
 Previous: 80.23% (-1.45%)

Technical Profile

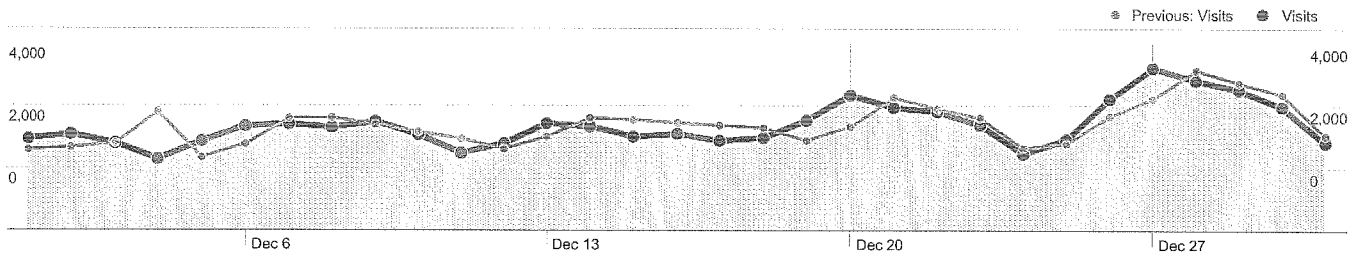
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Dec 1, 2010 - Dec 31, 2010	31,194	44.68%	Dec 1, 2010 - Dec 31, 2010	30,099	43.11%
Dec 1, 2009 - Dec 31, 2009	37,850	53.89%	Dec 1, 2009 - Dec 31, 2009	29,011	41.31%
% Change	-17.59%	-17.10%	% Change	3.75%	4.36%
Firefox			DSL		
Dec 1, 2010 - Dec 31, 2010	15,733	22.53%	Dec 1, 2010 - Dec 31, 2010	17,906	25.64%
Dec 1, 2009 - Dec 31, 2009	18,362	26.14%	Dec 1, 2009 - Dec 31, 2009	20,442	29.10%
% Change	-14.32%	-13.81%	% Change	-12.41%	-11.89%

Safari		
Dec 1, 2010 - Dec 31, 2010	15,157	21.71%
Dec 1, 2009 - Dec 31, 2009	10,181	14.50%
% Change	48.88%	49.76%
Chrome		
Dec 1, 2010 - Dec 31, 2010	6,763	9.69%
Dec 1, 2009 - Dec 31, 2009	3,115	4.44%
% Change	117.11%	118.39%
Mozilla Compatible Agent		
Dec 1, 2010 - Dec 31, 2010	425	0.61%
Dec 1, 2009 - Dec 31, 2009	112	0.16%
% Change	279.46%	281.71%

Unknown		
Dec 1, 2010 - Dec 31, 2010	13,423	19.22%
Dec 1, 2009 - Dec 31, 2009	13,090	18.64%
% Change	2.54%	3.15%
T1		
Dec 1, 2010 - Dec 31, 2010	7,512	10.76%
Dec 1, 2009 - Dec 31, 2009	6,356	9.05%
% Change	18.19%	18.89%
Dialup		
Dec 1, 2010 - Dec 31, 2010	553	0.79%
Dec 1, 2009 - Dec 31, 2009	758	1.08%
% Change	-27.04%	-26.61%

Traffic Sources Overview

Dec 1, 2010 - Dec 31, 2010
Comparing to: Dec 1, 2009 - Dec 31, 2009



All traffic sources sent a total of 69,823 visits

23.95% Direct Traffic

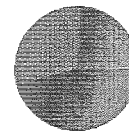
Previous: 29.14% (-17.80%)

30.12% Referring Sites

Previous: 29.58% (1.81%)

45.74% Search Engines

Previous: 41.28% (10.81%)



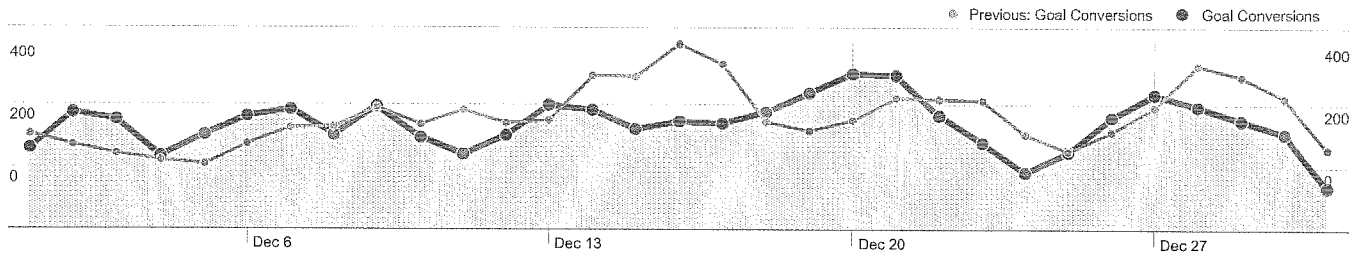
- Search Engines
31,939.00 (45.74%)
- Referring Sites
21,028.00 (30.12%)
- Direct Traffic
16,723.00 (23.95%)
- Other
133 (0.19%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Dec 1, 2010 - Dec 31, 2010	27,100	38.81%
Dec 1, 2009 - Dec 31, 2009	24,223	34.49%
% Change	11.88%	12.54%
(direct) ((none))		
Dec 1, 2010 - Dec 31, 2010	16,723	23.95%
Dec 1, 2009 - Dec 31, 2009	20,464	29.14%
% Change	-18.28%	-17.80%
visitinglaketahoe.com (referral)		
Dec 1, 2010 - Dec 31, 2010	11,626	16.65%
Dec 1, 2009 - Dec 31, 2009	7,646	10.89%
% Change	52.05%	52.95%
yahoo (organic)		
Dec 1, 2010 - Dec 31, 2010	2,442	3.50%
Dec 1, 2009 - Dec 31, 2009	2,797	3.98%
% Change	-12.69%	-12.18%
skilaketahoe.com (referral)		

Keywords	Visits	% visits
north lake tahoe		
Dec 1, 2010 - Dec 31, 2010	1,634	5.12%
Dec 1, 2009 - Dec 31, 2009	1,188	4.10%
% Change	37.54%	24.86%
incline village		
Dec 1, 2010 - Dec 31, 2010	1,504	4.71%
Dec 1, 2009 - Dec 31, 2009	1,109	3.82%
% Change	35.62%	23.12%
north lake tahoe hotels		
Dec 1, 2010 - Dec 31, 2010	818	2.56%
Dec 1, 2009 - Dec 31, 2009	611	2.11%
% Change	33.88%	21.54%
lake tahoe		
Dec 1, 2010 - Dec 31, 2010	739	2.31%
Dec 1, 2009 - Dec 31, 2009	715	2.47%
% Change	3.36%	-6.17%
north tahoe		

Dec 1, 2010 - Dec 31, 2010	1,845	2.64%	Dec 1, 2010 - Dec 31, 2010	310	0.97%
Dec 1, 2009 - Dec 31, 2009	2,406	3.43%	Dec 1, 2009 - Dec 31, 2009	216	0.74%
% Change	-23.32%	-22.86%	% Change	43.52%	30.29%



Visitors completed 6,991 goal conversions

6,991 conversions, Goal 1: Cool Deals Page

Previous: 7,553 (-7.44%)

Goal Performance

Goal Conversion Rate



Goal Conversion Rate
 10.01%

Total Goal Value



Total Goal Value
 \$6,991.00

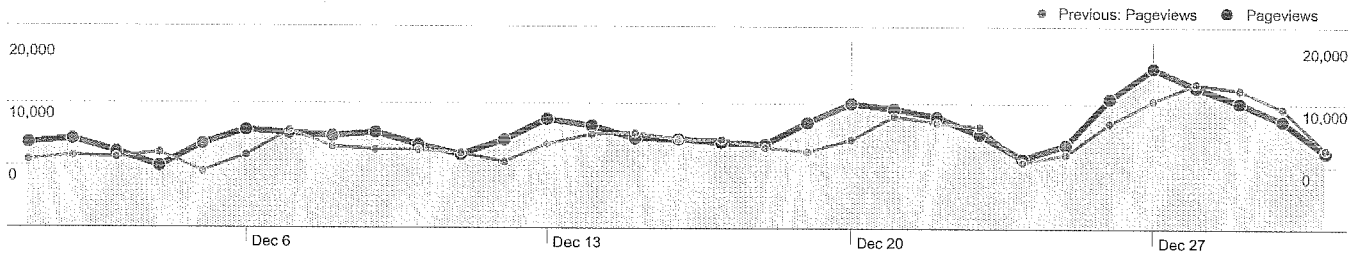


69,823 visits came from 139 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
69,823 Previous: 70,236 (-0.59%)	4.66 Previous: 4.22 (10.41%)	00:04:08 Previous: 00:03:50 (7.45%)	79.03% Previous: 80.35% (-1.63%)	33.50% Previous: 37.02% (-9.52%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
December 1, 2010 - December 31, 2010	64,675	4.68	00:04:10	78.66%	33.20%	
December 1, 2009 - December 31, 2009	64,618	4.24	00:03:51	80.02%	36.68%	
% Change	0.09%	10.44%	8.24%	-1.70%	-9.51%	
United Kingdom						
December 1, 2010 - December 31, 2010	709	4.29	00:02:52	87.17%	39.07%	
December 1, 2009 - December 31, 2009	795	4.14	00:03:21	85.66%	41.13%	
% Change	-10.82%	3.58%	-14.52%	1.76%	-5.02%	
Canada						
December 1, 2010 - December 31, 2010	696	3.70	00:02:45	86.06%	41.38%	

3-45

December 1, 2009 - December 31, 2009	809	3.52	00:02:38	86.77%	45.61%
% Change	-13.97%	4.93%	4.90%	-0.82%	-9.28%
Mexico					
December 1, 2010 - December 31, 2010	544	5.28	00:05:00	75.92%	31.62%
December 1, 2009 - December 31, 2009	461	4.42	00:04:49	78.09%	34.71%
% Change	18.00%	19.40%	4.00%	-2.78%	-8.90%
Australia					
December 1, 2010 - December 31, 2010	439	4.91	00:04:31	78.13%	29.61%
December 1, 2009 - December 31, 2009	403	4.35	00:04:25	79.16%	35.98%
% Change	8.93%	12.97%	2.29%	-1.29%	-17.70%
Brazil					
December 1, 2010 - December 31, 2010	357	4.52	00:04:10	83.47%	32.77%
December 1, 2009 - December 31, 2009	440	4.56	00:06:15	76.82%	32.95%
% Change	-18.86%	-0.90%	-33.24%	8.66%	-0.55%
Germany					
December 1, 2010 - December 31, 2010	285	4.40	00:03:54	87.72%	37.89%
December 1, 2009 - December 31, 2009	325	4.52	00:03:07	88.92%	38.15%
% Change	-12.31%	-2.72%	25.54%	-1.35%	-0.68%
India					
December 1, 2010 - December 31, 2010	137	3.18	00:02:20	89.05%	43.07%
December 1, 2009 - December 31, 2009	115	2.20	00:02:24	94.78%	60.00%
% Change	19.13%	44.33%	-2.74%	-6.05%	-28.22%
France					
December 1, 2010 - December 31, 2010	130	3.67	00:02:07	84.62%	39.23%
December 1, 2009 - December 31, 2009	92	3.45	00:03:04	84.78%	47.83%
% Change	41.30%	6.49%	-30.89%	-0.20%	-17.97%
Singapore					
December 1, 2010 - December 31, 2010	116	5.20	00:06:35	72.41%	37.93%
December 1, 2009 - December 31, 2009	77	4.52	00:06:17	75.32%	31.17%
% Change	50.65%	15.02%	4.71%	-3.86%	21.70%
1 - 10 of 139					



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247,682 Unique Views

Previous: 229,961 (7.71%)

33.50% Bounce Rate

Previous: 37.02% (-9.52%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Dec 1, 2010 - Dec 31, 2010	17,113	5.26%
Dec 1, 2009 - Dec 31, 2009	29,960	10.11%
% Change	-42.88%	-47.96%
/external//return (true)		
Dec 1, 2010 - Dec 31, 2010	7,412	2.28%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%
/external//index.php		
Dec 1, 2010 - Dec 31, 2010	7,078	2.18%
Dec 1, 2009 - Dec 31, 2009	2,648	0.89%
% Change	167.30%	143.52%
/stay		
Dec 1, 2010 - Dec 31, 2010	6,612	2.03%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%
/stay/lodging-by-type		

Dec 1, 2010 - Dec 31, 2010	6,069	1.86%
Dec 1, 2009 - Dec 31, 2009	0	0.00%
% Change	100.00%	100.00%

GoTahoeNorth.com Property Referral Report - December 2010

PROPERTY	% of Total
Agate Bay Realty	0.7%
Agate Bay Realty Cool Deals	0.4%
Alpine Rental Group	1.2%
Americas Best Value Inn Tahoe City	1.0%
Assist 2 Sell - All Service Realty	0.3%
Brockway Springs Resort	0.9%
Cal Neva Resort Casino Hotel	1.4%
Cedar Glen Lodge	1.0%
Cedar Glen Lodge Cool Deals	0.3%
Chaney House	0.4%
Chinquapin / Packard Realty	0.2%
Club Tahoe Resort	0.9%
Coldwell Banker Rentals	2.7%
Cottage Inn at Lake Tahoe	1.3%
Ferrari's Crown Resort	0.7%
Ferrari's Crown Resort Cool Deals	0.1%
Firelite Lodge	0.6%
Firelite Lodge Cool Deals	0.1%
First Accommodations	1.0%
Franciscan Lakeside Lodge	0.7%
Goldfish Properties	0.4%
Granlibakken Resort	3.3%
Granlibakken Resort Cool Deals	0.3%
Granlibakken Resort Ski Area	0.0%
Hauserman Rental Group	0.8%
Holiday House	0.7%
Holiday House Cool Deals	0.4%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	2.3%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	4.3%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.3%
Incline at Tahoe Realty	1.2%
Incline Vacation Rentals	0.8%
Lake of the Sky Motor Inn	0.8%
Lake Tahoe Accommodations	1.5%
Lake Tahoe Accommodations Cool Deals	0.0%
Lake Tahoe Deluxe Vacation Rentals	0.9%
LakeFrontHouse.com	0.1%
Martis Valley Associates Property Rentals	0.4%
Meeks Bay Resort & Marina	0.2%
Mother Natures Inn	0.5%
Mourelatos Lakeshore Resort	1.0%
Mourelatos Lakeshore Resort Cool Deals	0.2%
North Tahoe Rental Company	0.8%
Northstar Condominiums	1.1%
Northstar Mountain Home Vacation Rentals	0.1%
Northstar Resort	2.3%
Northstar Resort Cool Deals	4.0%
Olympic Village Inn	1.5%
O'Neal Brokers of Lake Tahoe	0.1%

Painted Rock Lodge	1.0%
Parkside Inn at Incline	1.4%
PepperTree Inn	0.9%
PlumpJack Squaw Valley	1.6%
PlumpJack Squaw Valley Cool Deals	0.3%
Pullen Realty Group	0.0%
Rainbow Lodge	1.0%
Red Wolf Lakeside Lodge	0.4%
Red Wolf Lodge at Squaw Valley	0.6%
ReserveMyHome.com	0.4%
Resort at Squaw Creek	1.7%
Resort at Squaw Creek Cool Deals	0.6%
River Ranch Lodge and Restaurant	2.1%
River Ranch Lodge and Restaurant Cool Deals	0.2%
Rustic Cottage Resort	0.0%
Shooting Star Bed & Breakfast	0.3%
Shore House at Lake Tahoe	0.5%
Shore House at Lake Tahoe Cool Deals	0.9%
Sierra Mountain Properties	0.0%
Sierra Vacation Rentals/Sales	1.8%
Squaw Valley Lodge	1.4%
Squaw Valley Realty/Rentals	1.0%
Stanford Alpine Chalet	2.5%
Stanford Alpine Chalet Cool Deals	0.7%
Stevenson's Holliday Inn	0.6%
Sun 'N Sand Lodge	0.5%
Sunnyside Steakhouse & Lodge	0.9%
Tahoe Biltmore Lodge & Casino	2.6%
Tahoe Biltmore Lodge & Casino Cool Deals	2.3%
Tahoe City Inn	1.0%
Tahoe City Inn Cool Deals	0.1%
Tahoe Inn	0.6%
Tahoe Luxury Properties	1.6%
Tahoe Marina Lodge	0.5%
Tahoe Moon Properties	0.7%
Tahoe Mountain Resorts Lodging	1.5%
Tahoe Real Estate Group	0.0%
Tahoe Resort Property Management Inc.	0.4%
Tahoe Sands Resort	1.0%
Tahoe Tavern Properties	0.0%
Tahoe Vistana Inn	0.6%
Tahoe Woodside Vacation Rentals	0.5%
Tahoma Lodge	0.8%
Tahoma Lodge Cool Deals	1.3%
Tahoma Meadows Bed & Breakfast	0.5%
Tahoma Meadows Bed & Breakfast Cool Deals	0.2%
Tamarack Lodge	0.5%
The Border House	0.6%
The Lodge at Sugar Bowl	1.0%
The Ritz-Carlton, Lake Tahoe	1.5%
The Village at Squaw Valley USA	1.9%
Vacation Station, Inc.	1.0%

Vacation Station, Inc. Cool Deals	0.8%
Vacation Tahoe by O'Neal Brokers	0.8%
Village at Northstar (tm)	4.3%
Waters of Tahoe Properties	0.5%
West Lake Properties	0.3%
West Shore Cafe & Inn	0.6%

GoTahoeNorth.com Property Referral Report - December 2010

PROPERTY	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	4.3%
Village at Northstar (tm)	4.3%
Northstar Resort Cool Deals	4.0%
Granlibakken Resort	3.3%
Coldwell Banker Rentals	2.7%
Tahoe Biltmore Lodge & Casino	2.6%
Stanford Alpine Chalet	2.5%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	2.3%
Tahoe Biltmore Lodge & Casino Cool Deals	2.3%
Northstar Resort	2.3%
River Ranch Lodge and Restaurant	2.1%
The Village at Squaw Valley USA	1.9%
Sierra Vacation Rentals/Sales	1.8%
Resort at Squaw Creek	1.7%
PlumpJack Squaw Valley	1.6%
Tahoe Luxury Properties	1.6%
Olympic Village Inn	1.5%
The Ritz-Carlton, Lake Tahoe	1.5%
Lake Tahoe Accommodations	1.5%
Tahoe Mountain Resorts Lodging	1.5%
Parkside Inn at Incline	1.4%
Cal Neva Resort Casino Hotel	1.4%
Squaw Valley Lodge	1.4%
Cottage Inn at Lake Tahoe	1.3%
Tahoma Lodge Cool Deals	1.3%
Alpine Rental Group	1.2%
Incline at Tahoe Realty	1.2%
Northstar Condominiums	1.1%
Cedar Glen Lodge	1.0%
First Accommodations	1.0%
Mourelatos Lakeshore Resort	1.0%
Tahoe City Inn	1.0%
Vacation Station, Inc.	1.0%
Painted Rock Lodge	1.0%
Tahoe Sands Resort	1.0%
Rainbow Lodge	1.0%
Americas Best Value Inn Tahoe City	1.0%
Squaw Valley Realty/Rentals	1.0%
The Lodge at Sugar Bowl	1.0%
Brockway Springs Resort	0.9%
PepperTree Inn	0.9%
Sunnyside Steakhouse & Lodge	0.9%
Club Tahoe Resort	0.9%
Lake Tahoe Deluxe Vacation Rentals	0.9%
Shore House at Lake Tahoe Cool Deals	0.9%
Tahoma Lodge	0.8%
Vacation Station, Inc. Cool Deals	0.8%
Hauserman Rental Group	0.8%
North Tahoe Rental Company	0.8%

Incline Vacation Rentals	0.8%
Vacation Tahoe by O'Neal Brokers	0.8%
Lake of the Sky Motor Inn	0.8%
Agate Bay Realty	0.7%
Holiday House	0.7%
Franciscan Lakeside Lodge	0.7%
Tahoe Moon Properties	0.7%
Ferrari's Crown Resort	0.7%
Stanford Alpine Chalet Cool Deals	0.7%
Firelite Lodge	0.6%
The Border House	0.6%
Red Wolf Lodge at Squaw Valley	0.6%
Stevenson's Holliday Inn	0.6%
Resort at Squaw Creek Cool Deals	0.6%
Tahoe Vistana Inn	0.6%
West Shore Cafe & Inn	0.6%
Tahoe Inn	0.6%
Tahoe Woodside Vacation Rentals	0.5%
Waters of Tahoe Properties	0.5%
Tahoma Meadows Bed & Breakfast	0.5%
Sun 'N Sand Lodge	0.5%
Tahoe Marina Lodge	0.5%
Shore House at Lake Tahoe	0.5%
Tamarack Lodge	0.5%
Mother Natures Inn	0.5%
Martis Valley Associates Property Rentals	0.4%
ReserveMyHome.com	0.4%
Tahoe Resort Property Management Inc.	0.4%
Goldfish Properties	0.4%
Chaney House	0.4%
Red Wolf Lakeside Lodge	0.4%
Agate Bay Realty Cool Deals	0.4%
Holiday House Cool Deals	0.4%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.3%
Assist 2 Sell - All Service Realty	0.3%
Granlibakken Resort Cool Deals	0.3%
Cedar Glen Lodge Cool Deals	0.3%
Shooting Star Bed & Breakfast	0.3%
PlumpJack Squaw Valley Cool Deals	0.3%
West Lake Properties	0.3%
Meeks Bay Resort & Marina	0.2%
Tahoma Meadows Bed & Breakfast Cool Deals	0.2%
River Ranch Lodge and Restaurant Cool Deals	0.2%
Mourelatos Lakeshore Resort Cool Deals	0.2%
Chinquapin / Packard Realty	0.2%
LakeFrontHouse.com	0.1%
Ferrari's Crown Resort Cool Deals	0.1%
Firelite Lodge Cool Deals	0.1%
O'Neal Brokers of Lake Tahoe	0.1%
Tahoe City Inn Cool Deals	0.1%
Northstar Mountain Home Vacation Rentals	0.1%
Sierra Mountain Properties	0.0%

Tahoe Tavern Properties	0.0%
Tahoe Real Estate Group	0.0%
Rustic Cottage Resort	0.0%
Lake Tahoe Accommodations Cool Deals	0.0%
Pullen Realty Group	0.0%
Granlibakken Resort Ski Area	0.0%