

north lake tahoe

January 2012 Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Dec 31, 2011

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,727 Units ("MTRIP Census")

a. Last Month Performance: Current YTD vs. Previous YTD

		2011/12	2010/11	Year over Year % Diff
North Lake Tahoe Occupancy for last month (December) changed by (-19.3%)	Occupancy (December):	40.5%	50.2%	-19.3%
North Lake Tahoe Average Daily Rate for last month (December) changed by (2.7%)	ADR (December):	\$292	\$284	2.7%
North Lake Tahoe RevPAR for last month (December) changed by (-17.1%)	RevPAR (December):	\$118	\$143	-17.1%

b. Next Month Performance: Current YTD vs. Previous YTD

North Lake Tahoe Occupancy for next month (January) changed by (5.4%)	Occupancy (January):	33.2%	31.5%	5.4%
North Lake Tahoe Average Daily Rate for next month (January) changed by (-1.5%)	ADR (January):	\$248	\$251	-1.5%
North Lake Tahoe RevPAR for next month (January) changed by (3.8%)	RevPAR (January):	\$82	\$79	3.8%

c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD

North Lake Tahoe Occupancy for the prior 6 months changed by (-1.4%)	Occupancy	46.7%	47.3%	-1.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (0.1%)	ADR	\$211	\$211	0.1%
North Lake Tahoe RevPAR for the prior 6 months changed by (-1.3%)	RevPAR	\$98	\$100	-1.3%

d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD

North Lake Tahoe Occupancy for the upcoming 6 months changed by (28.2%)	Occupancy	18.1%	14.2%	28.2%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-2.8%)	ADR	\$241	\$248	-2.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (24.6%)	RevPAR	\$44	\$35	24.6%

e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2011 vs. Previous Year

Rooms Booked during last month (December, 2011) compared to Rooms Booked during the same period last year (December, 2010) for all arrival dates has changed by (-42.4%)	Booking Pace (December)	4.1%	7.2%	-42.4%
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* **MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

** **Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

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

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

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

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

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RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2011/12 YTD (as of Dec 31, 2011) vs. 2010/11 YTD (as of Dec 31, 2010) vs. 2010/11 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

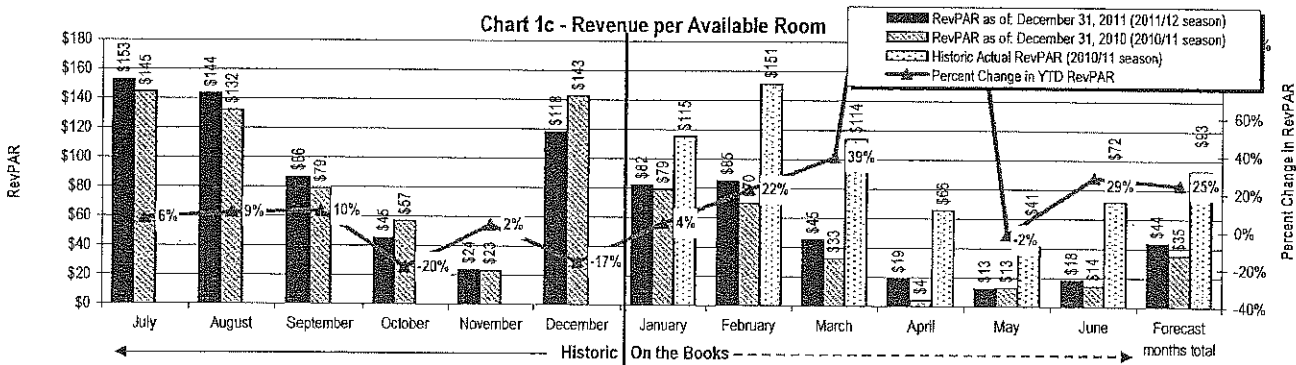
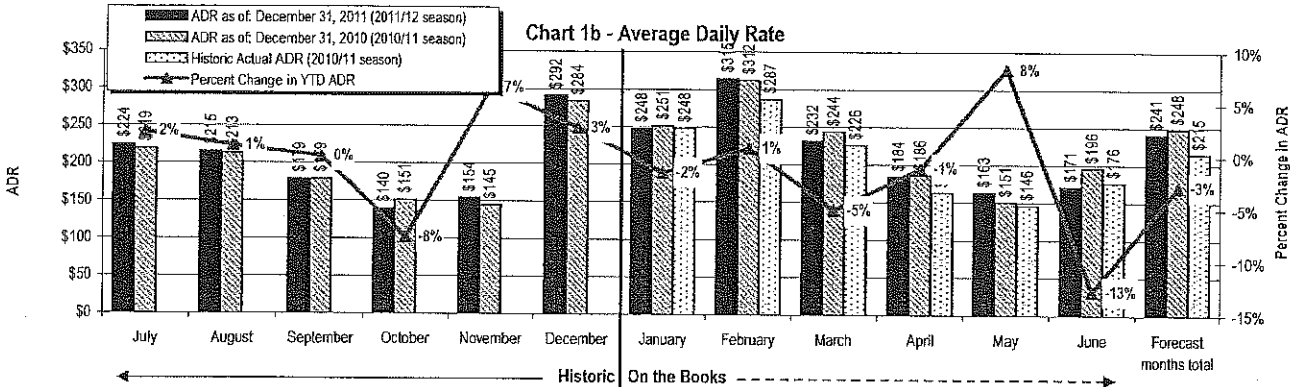
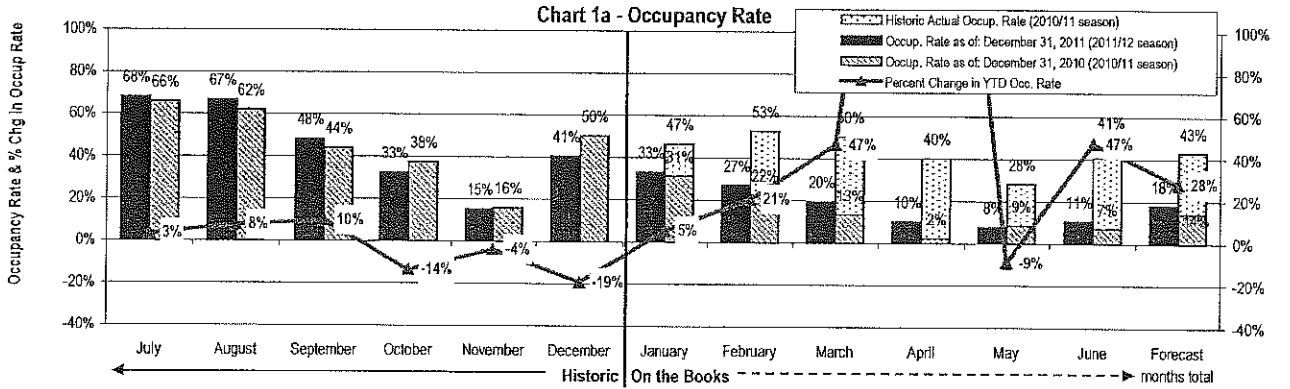
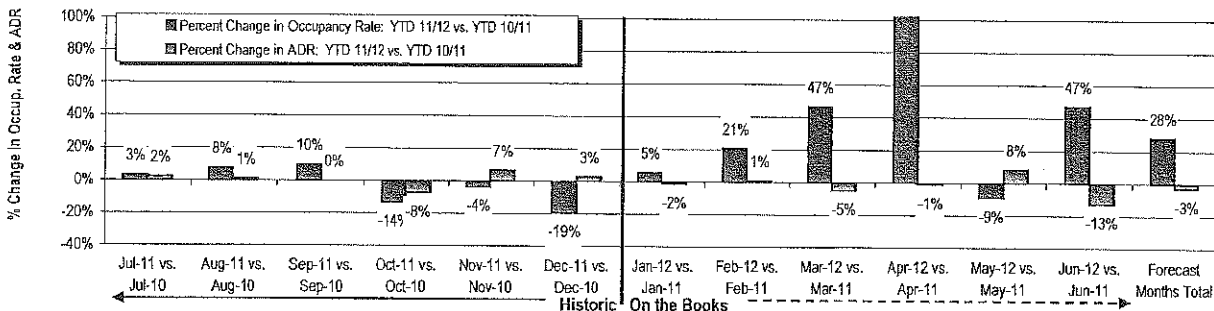


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2011/12 YTD (as of Dec 31, 2011) vs. 2010/11 YTD (as of Dec 31, 2010) vs. 2010/11 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

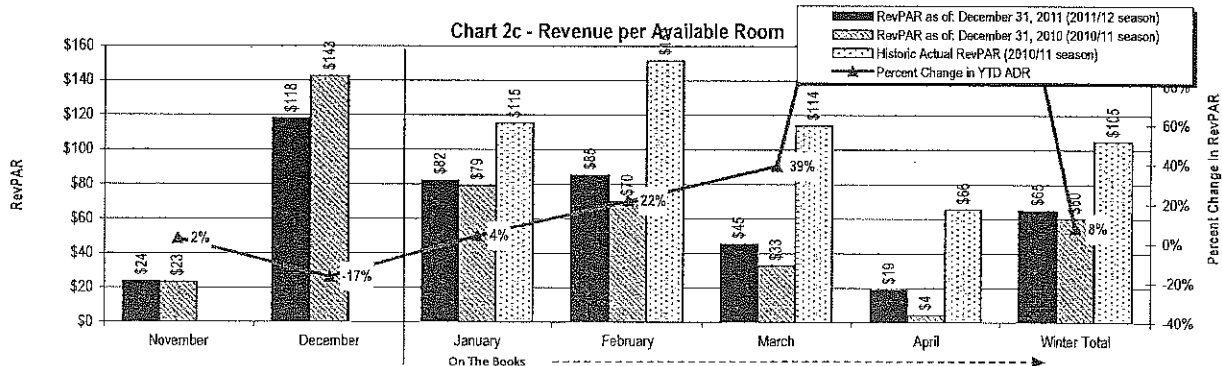
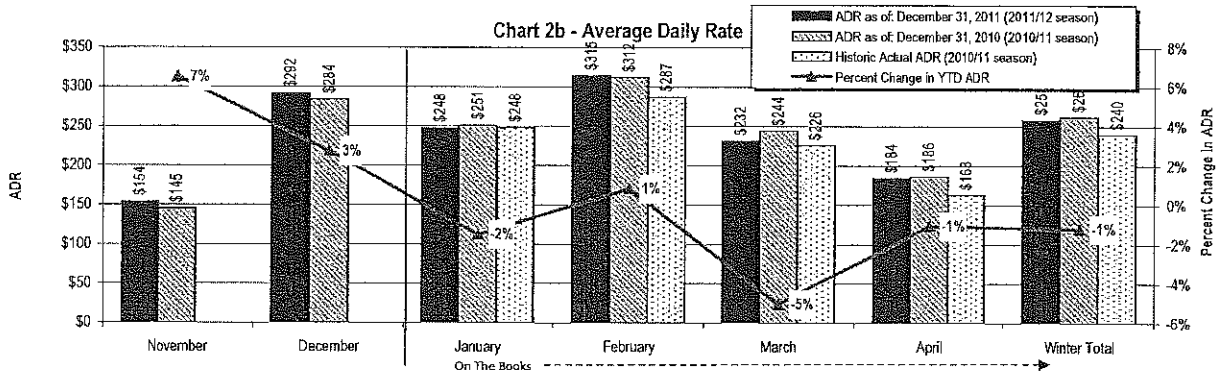
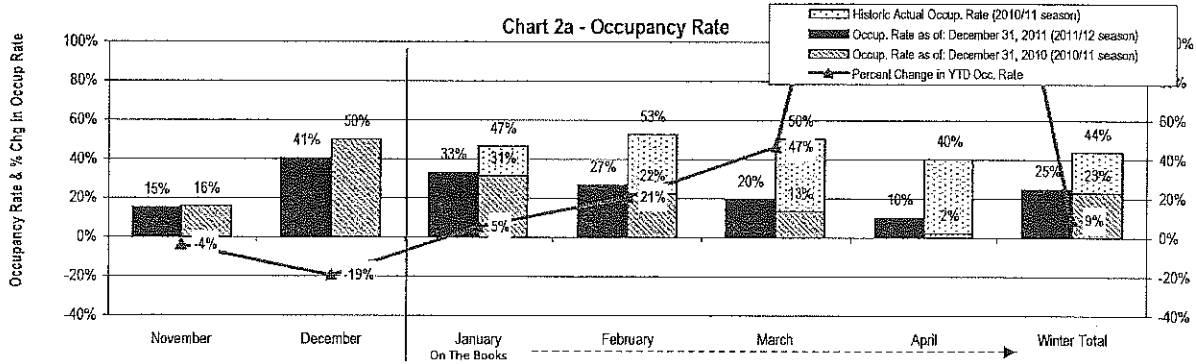
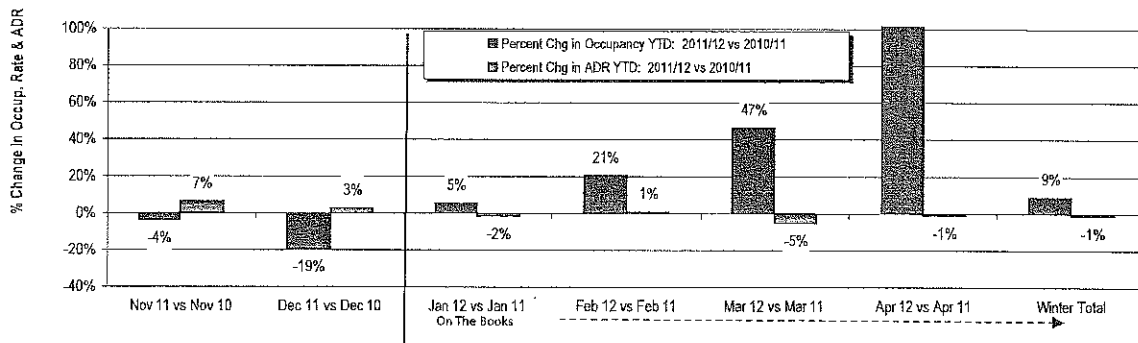


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)

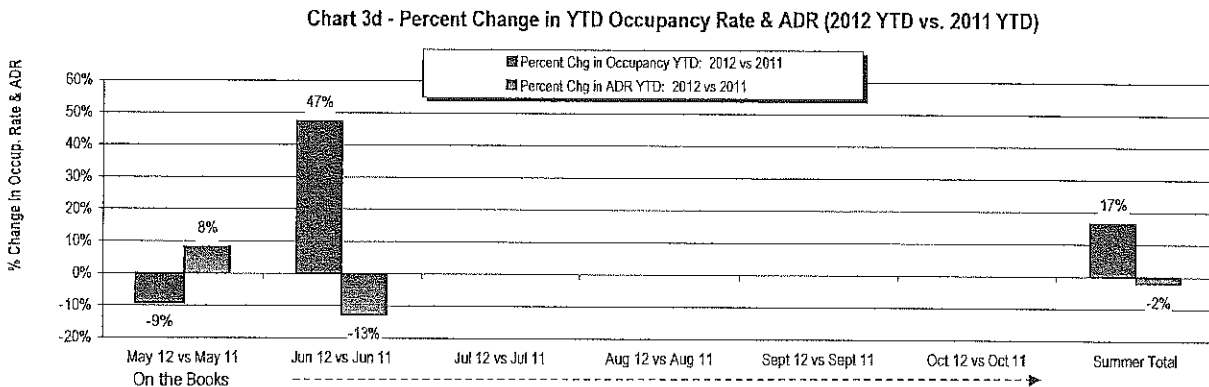
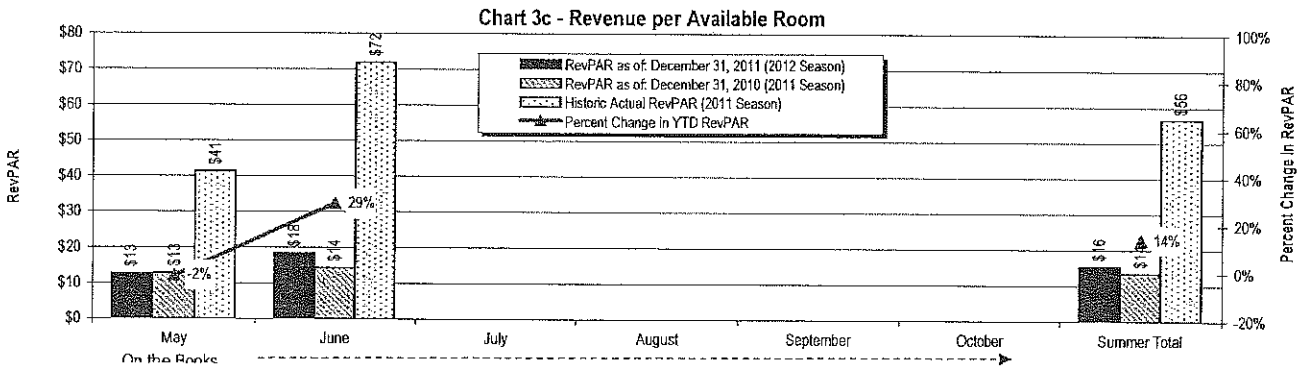
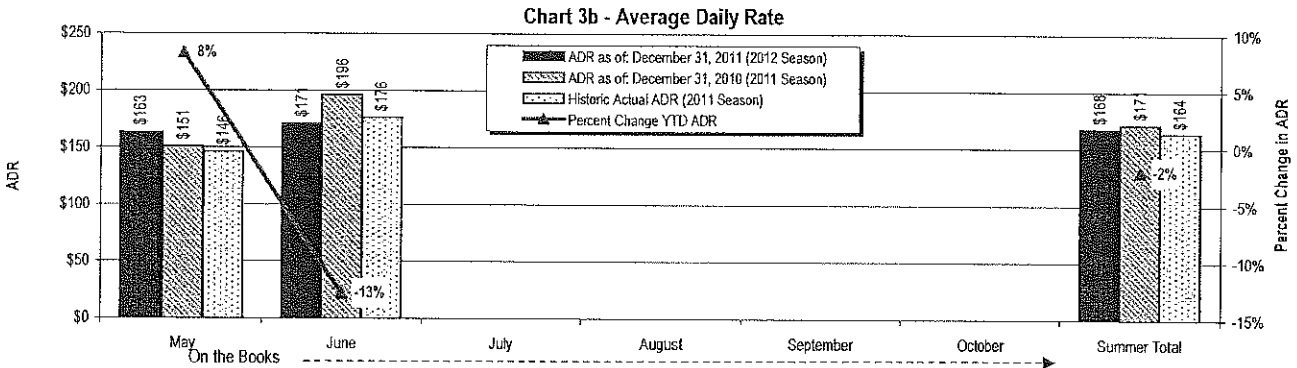
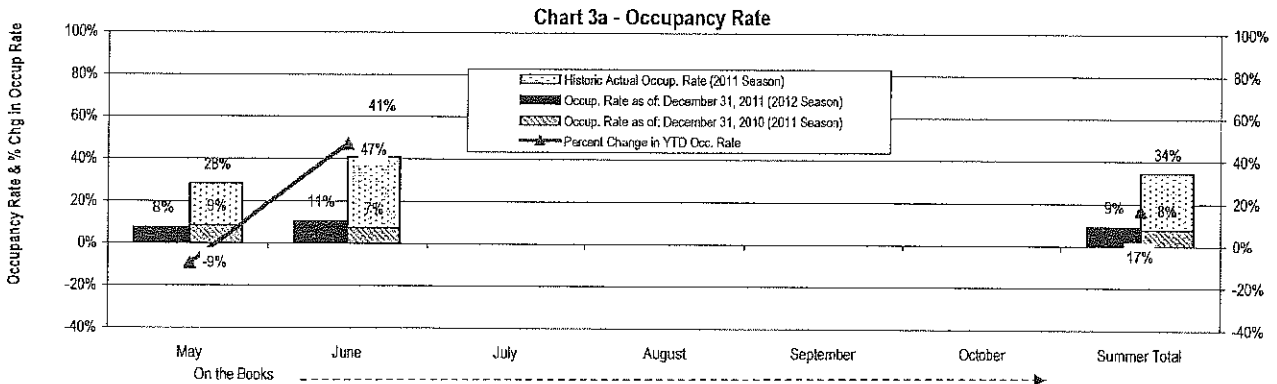


RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Dec 31, 2011) vs. 2011 YTD (as of Dec 31, 2010) vs. 2011 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

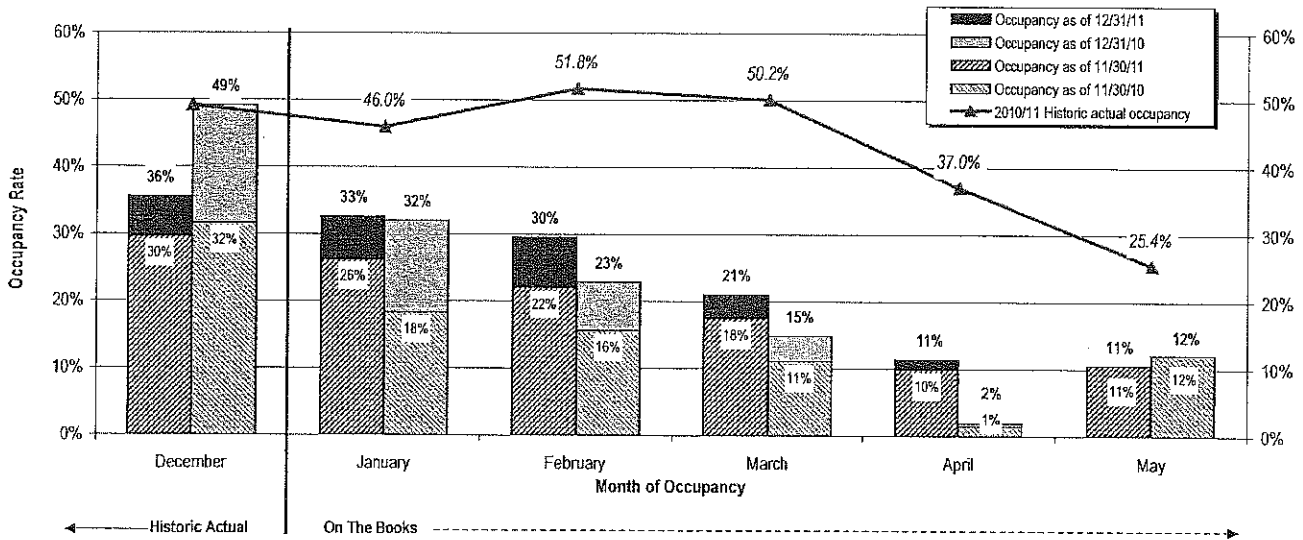


**RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS**

2011/12 Occupancy Pace as of Dec 31, 2011 and Nov. 30, 2011 versus same period 2010/11

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 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)		2010/11 Historic actual occupancy
	Occupancy as of 12/31/11	Occupancy as of 12/31/10	Absolute Change	Occupancy as of 11/30/11	Occupancy as of 11/30/10	Absolute Change	Incremental occupancy booked during Dec. 2011	Incremental occupancy booked during Dec. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	December	35.6%	49.2%	-13.7%	29.7%	31.6%	-1.9%	5.9%	17.6%	-11.7%	
January	32.6%	32.0%	0.6%	26.2%	18.4%	7.9%	6.4%	13.7%	-7.3%	-53.4%	46.0%
February	29.6%	22.9%	6.7%	22.1%	15.7%	6.4%	7.5%	7.2%	0.3%	4.3%	51.8%
March	21.1%	14.9%	6.2%	17.5%	11.1%	6.4%	3.6%	3.8%	-0.2%	-5.7%	50.2%
April	11.5%	1.9%	9.5%	9.9%	1.5%	8.5%	1.5%	0.5%	1.1%	221.8%	37.0%
May	10.6%	12.1%	-1.6%	10.5%	12.1%	-1.6%	0.0%	0.0%	0.0%	-1.4%	25.4%
Total	23.5%	22.3%	1.2%	19.4%	15.1%	4.3%	4.1%	7.2%	-3.1%	-42.4%	43.4%

**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 Dec 31, 2011

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)	# of Properties in Sample	
	Month of Occupancy (2011/12 & 2010/11)	Occup. Rate as of: December 31, 2011 (2011/12 season)	Occup. Rate as of: December 31, 2010 (2010/11 season)			Percent Change in YTD Occ. Rate
July	68.2%	65.9%	3.4%	46.6%	11	
August	66.7%	62.0%	7.6%		11	
September	48.4%	44.1%	9.8%		11	
October	32.6%	37.7%	-13.5%		11	
November	15.4%	16.0%	-3.8%		10	
December	40.5%	50.2%	-19.3%		11	
January	33.2%	31.5%	5.4%		46.6%	11
February	27.1%	22.5%	20.6%			11
March	19.6%	13.4%	46.5%			11
April	10.4%	2.3%	351.6%			11
May	7.7%	8.5%	-9.2%			11
June	10.7%	7.3%	47.3%			11
Grand total	32.4%	30.5%	6.2%	45.2%	11	
Historic months total	46.7%	47.3%	-1.4%	47.3%	11	
Forecast months total	18.1%	14.2%	28.2%	43.1%	11	

AVERAGE DAILY RATE	ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)	# of Properties in Sample		
	Month of Occupancy (2011/12 & 2010/11)	ADR as of: December 31, 2011 (2011/12 season)	ADR as of: December 31, 2010 (2010/11 season)			Percent Change in YTD ADR	
July	\$224	\$219	2.3%	\$248	11		
August	\$215	\$213	1.0%		11		
September	\$179	\$179	0.1%		11		
October	\$140	\$151	-7.7%		11		
November	\$154	\$145	6.5%		10		
December	\$292	\$284	2.7%		11		
January	\$248	\$251	-1.5%		\$248	11	
February	\$315	\$312	0.8%			\$287	11
March	\$232	\$244	-5.0%			\$226	11
April	\$184	\$186	-1.1%			\$163	11
May	\$163	\$151	8.3%			\$146	11
June	\$171	\$196	-12.8%			\$176	11
Grand total	\$219	\$220	-0.1%	\$213	11		
Historic months total	\$211	\$211	0.1%	\$211	11		
Forecast months total	\$241	\$248	-2.8%	\$215	11		

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)	# of Properties in Sample		
	Month of Occupancy (2011/12 & 2010/11)	RevPAR as of: December 31, 2011 (2011/12 season)	RevPAR as of: December 31, 2010 (2010/11 season)			Percent Change in YTD RevPAR	
July	\$153	\$145	5.8%	\$115	11		
August	\$144	\$132	8.7%		11		
September	\$86	\$79	9.7%		11		
October	\$45	\$57	-20.2%		11		
November	\$24	\$23	2.5%		10		
December	\$118	\$143	-17.1%		11		
January	\$82	\$79	3.8%		\$115	11	
February	\$85	\$70	21.6%			\$151	11
March	\$45	\$33	39.1%			\$114	11
April	\$19	\$4	346.8%			\$66	11
May	\$13	\$13	-1.7%			\$41	11
June	\$18	\$14	28.6%			\$72	11
Grand total	\$71	\$67	6.1%	\$96	11		
Historic months total	\$98	\$100	-1.3%	\$100	11		
Forecast months total	\$44	\$35	24.6%	\$93	11		

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Dec 31, 2011

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)
	Occup. Rate as of: December 31, 2011 (2011/12 season)	Occup. Rate as of: December 31, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)				
November	15.4%	16.0%	-3.8%	
December	40.5%	50.2%	-19.3%	
January	33.2%	31.5%	5.4%	46.6%
February	27.1%	22.5%	20.6%	52.8%
March	19.6%	13.4%	46.5%	50.5%
April	10.4%	2.3%	351.6%	40.2%
Winter Total	25.1%	23.0%	9.0%	43.8%

AVERAGE DAILY RATE	ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)
	ADR as of: December 31, 2011 (2011/12 season)	ADR as of: December 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$154	\$145	6.5%	
December	\$292	\$284	2.7%	
January	\$248	\$251	-1.5%	\$248
February	\$315	\$312	0.8%	\$287
March	\$232	\$244	-5.0%	\$226
April	\$184	\$186	-1.1%	\$163
Winter Total	\$259	\$262	-1.2%	\$240

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)
	RevPAR as of: December 31, 2011 (2011/12 season)	RevPAR as of: December 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$24	\$23	2.5%	
December	\$118	\$143	-17.1%	
January	\$82	\$79	3.8%	\$115
February	\$85	\$70	21.6%	\$151
March	\$45	\$33	39.1%	\$114
April	\$19	\$4	346.8%	\$66
Winter Total	\$65	\$60	7.7%	\$105

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Dec 31, 2011

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 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: December 31, 2011 (2012 Season)	Occup. Rate as of: December 31, 2010 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	7.7%	8.5%	-9.2%	28.3%
June	10.7%	7.3%	47.3%	40.8%
July				
August				
September				
October				
Summer Total	9.2%	7.9%	16.6%	34.5%

AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2011 Season)
	ADR as of: December 31, 2011 (2012 Season)	ADR as of: December 31, 2010 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$163	\$151	8.3%	\$146
June	\$171	\$196	-12.8%	\$176
July				
August				
September				
October				
Summer Total	\$168	\$171	-2.0%	\$164

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2011 Season)
	RevPAR as of: December 31, 2011 (2012 Season)	RevPAR as of: December 31, 2010 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$13	\$13	-1.7%	\$41
June	\$18	\$14	28.6%	\$72
July				
August				
September				
October				
Summer Total	\$16	\$14	14.3%	\$56

Search Engine Marketing Report

for

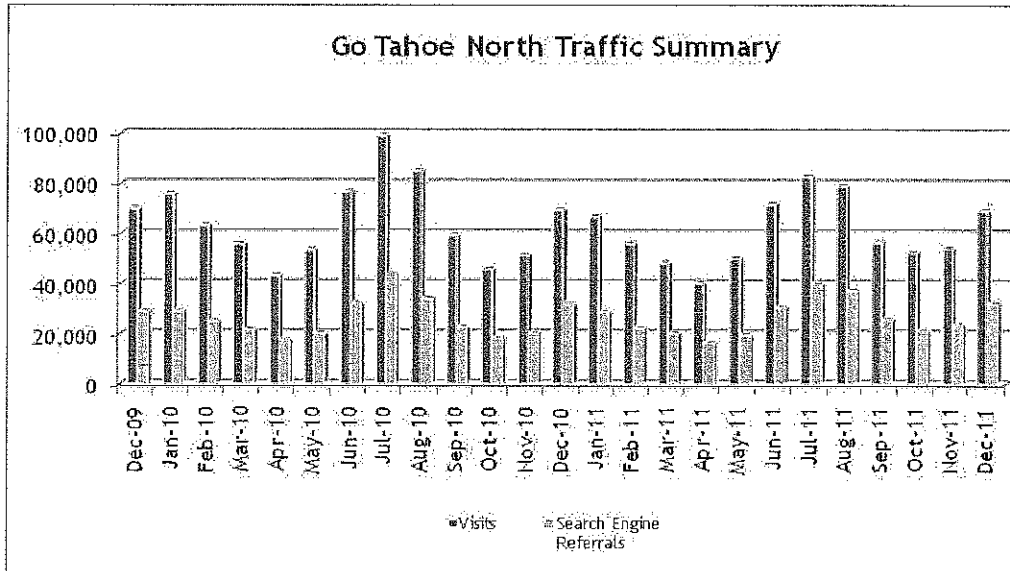


north lake tahoe

January 15, 2012

Presented by
smith & jones

- Organic Search Engine referrals make up 46.23% of total visits in December.



Month	Visits	Search Engine Referrals	% of Visits From Search Engines
Dec-11	69,425	32,096	46.23%
Nov-11	54,268	23,711	43.69%
Oct-11	52,713	21,504	40.79%
Sep-11	56,768	25,747	45.35%
Aug-11	79,334	37,415	47.16%
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
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%

Position Progress Summary

January 5, 2012 GoTahoeNorth Search Positions	
Total #1 Positions	23
Total 1st Page Positions	53
Total 2nd Page Positions	14
Google #1 Positions	13
Google 1st Page Positions	30
Google 2nd Page Positions	7

Compared with

December 5, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	23
Total 1st Page Positions	52
Total 2nd Page Positions	14
Google #1 Positions	13
Google 1st Page Positions	29
Google 2nd Page Positions	8

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increases in Search Visibility

- 1 New First Page Position on Google for:
 - Ski Tahoe

Site Optimization

- smith + jones provided target key phrases to RKPR to be utilized within GoTahoeNorth's Social Media initiatives.
- We continue to monitor the Website for technical issues that may hinder organic search visibility.
- Please make development of new content for the following areas of the Website a top priority:
 - smith + jones researched highly searched phrases that GoTahoeNorth should add content focused on to the Website. Monthly search frequencies are listed with each key phrase.
 - 9900 Lake Tahoe restaurants
 - 6600 Things to Do in Lake Tahoe
 - 5400 Lake Tahoe shows
 - 720 Lake Tahoe beach weddings
 - 880 Lake Tahoe tourism
 - We would like to create static content for the following pages. 100 - 200 words near the top of the page, before the individual listings begin.
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
 - <http://www.gotahoenorth.com/outdoors/golf/course-map>
 - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
 - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
 - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
 - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>

- <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
 - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
 - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
 - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>
 - <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>
 - <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
 - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
 - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
 - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
 - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
 - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- We are discussing the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
 - <http://www.gotahoenorth.com/weddings/wedding-services/beauty-services-spas>
 - http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers
 - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
 - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
 - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>

- Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories. Currently, unless a visitor looks over to the left navigation, they may not see the additional wedding topics GoTahoeNorth offers information on.
- smith + jones posted the following forum posts linking to GoTahoeNorth in December:
 - <http://answers.yahoo.com/question/index?qid=20111207185553AAKQ80w>
 - <http://answers.yahoo.com/question/index?qid=20111214114510AApXwGb>
 - <http://answers.yahoo.com/question/index?qid=20111224232335AAKHVQC>
- 40 submissions were made to Social Media Web sites in the month of December. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

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

north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe rentals	3	20	4	4	8	3	6	4	13	5	5		
north lake tahoe restaurants	1	1	1	1	1	2	1	2	1	2	1		
north shore lake tahoe	2	1	2	1	2	1	2	1	2	1	2	1	
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	
Northstar													
Northstar at Tahoe													
ski Tahoe	7	9	15	7	18	8	14	7	12	7	13	7	
ski vacations													
Squaw Valley	18		18		17	11	16		16	11	19	15	
Tahoe City	2	2	2	6	2	2	3	2	3	2	3	2	
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	
Truckee California													

Search Positions By Engine													
#1 Positions	13	10	13	10	13	10	14	10	12	10	14	13	
1st Page Positions	30	23	29	23	29	26	30	25	29	25	30	24	
2nd Page Positions	7	7	8	6	8	5	9	3	8	5	7	3	

Total Search Positions						
#1 Positions	23	23	23	24	22	27
1st Page Positions	53	52	55	55	54	54
2nd Page Positions	14	14	13	12	13	10

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 mentions of 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/North-Lake-Tahoe-Recreation-Update1227.php#.TwXhEDVSTTo>
North Lake Tahoe Recreation Update

<http://working-in-reno.blogspot.com/2012/01/about-moving-to-reno-to-finish-school.html>
About Moving to Reno to finish school and start a new life...any advice

<https://twitter.com/#!/LakerEczemaDad/status/154048894295228416>
Back home. Miss u already @TahoeNorth! #JewelOfTheSierras #Tahoe

<https://twitter.com/#!/ronele/status/152979624018718721>
Love it! 12 Ways to Ring in 2012 in North Lake Tahoe <http://www.gotahoenorth.com/blog/2011/12/30/12-ways-to-ring-in-2012-in-north-lake-tahoe/> @tahoenorth

<https://twitter.com/#!/milenaregos/status/152875360504135680>

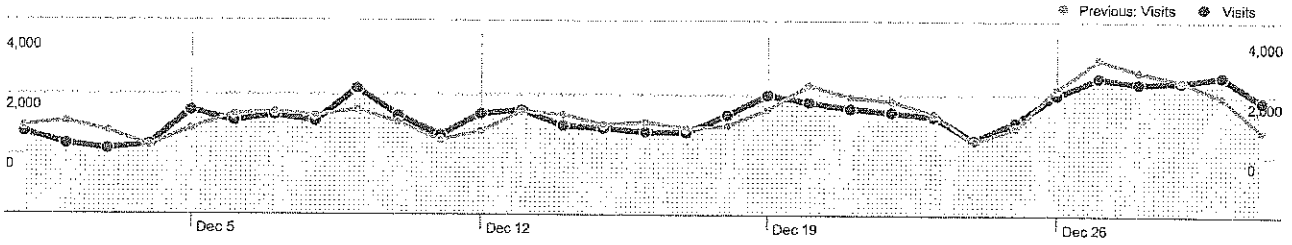
<https://twitter.com/#!/erickskis/status/152874732105109506>

<https://twitter.com/#!/tahoesnoreport/status/152874730305748992>

<https://twitter.com/#!/TahoeTV/status/152874728854519808>

<https://twitter.com/#!/MonikaSirolli/status/152877282468446208>

Light snow falling in N. Lake Tahoe & Truckee! Whoo-YAH! Live cams <http://bit.ly/smRqV> @TahoeNorth @SquawValley @SkiNorthstar



Site Usage

69,425 Visits

Previous: 69,823 (-0.57%)

36.43% Bounce Rate

Previous: 33.50% (8.75%)

280,022 Pageviews

Previous: 325,425 (-13.95%)

00:03:05 Avg. Time on Site

Previous: 00:04:08 (-25.17%)

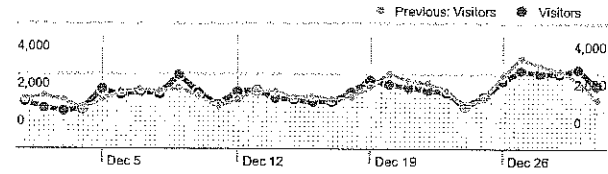
4.03 Pages/Visit

Previous: 4.66 (-13.46%)

78.43% % New Visits

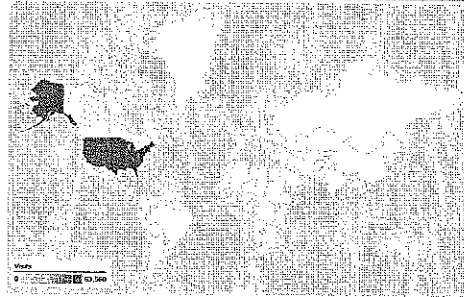
Previous: 79.06% (-0.81%)

Visitors Overview



Visitors
57,655

Map Overlay

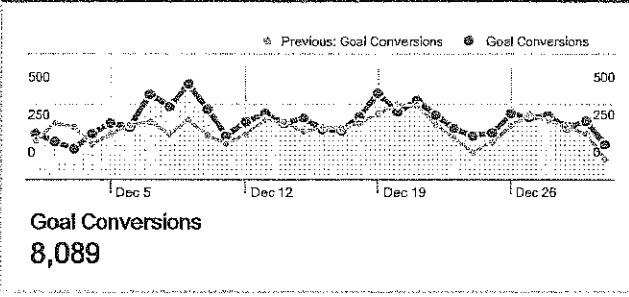


Traffic Sources Overview



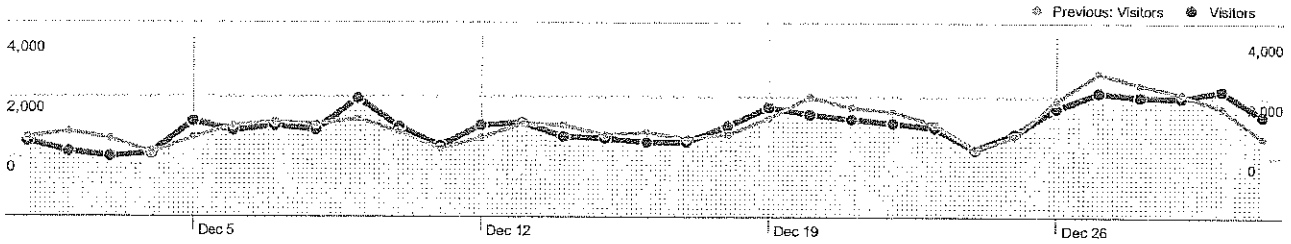
- Search Engines**
32,096.00 (46.23%)
- Referring Sites**
25,503.00 (36.73%)
- Direct Traffic**
11,769.00 (16.95%)
- Other**
57 (0.08%)

Goals Overview



Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Dec 1, 2011 - Dec 31, 2011	23,945	8.55%
Dec 1, 2010 - Dec 31, 2010	17,113	5.26%
% Change	39.92%	62.61%
/external//return (true)		
Dec 1, 2011 - Dec 31, 2011	10,101	3.61%
Dec 1, 2010 - Dec 31, 2010	7,412	2.28%
% Change	36.28%	58.38%
/events		
Dec 1, 2011 - Dec 31, 2011	7,311	2.61%
Dec 1, 2010 - Dec 31, 2010	5,606	1.72%
% Change	30.41%	51.56%
/cool-deals		
Dec 1, 2011 - Dec 31, 2011	5,207	1.86%
Dec 1, 2010 - Dec 31, 2010	4,451	1.37%
% Change	16.98%	35.95%
/external//index.php		
Dec 1, 2011 - Dec 31, 2011	4,865	1.74%
Dec 1, 2010 - Dec 31, 2010	7,078	2.18%
% Change	-31.27%	-20.12%



57,655 people visited this site

69,425 Visits

Previous: 69,823 (-0.57%)

57,655 Absolute Unique Visitors

Previous: 58,587 (-1.59%)

280,022 Pageviews

Previous: 325,425 (-13.95%)

4.03 Average Pageviews

Previous: 4.66 (-13.46%)

00:03:05 Time on Site

Previous: 00:04:08 (-25.17%)

36.43% Bounce Rate

Previous: 33.50% (8.75%)

78.43% New Visits

Previous: 79.06% (-0.81%)

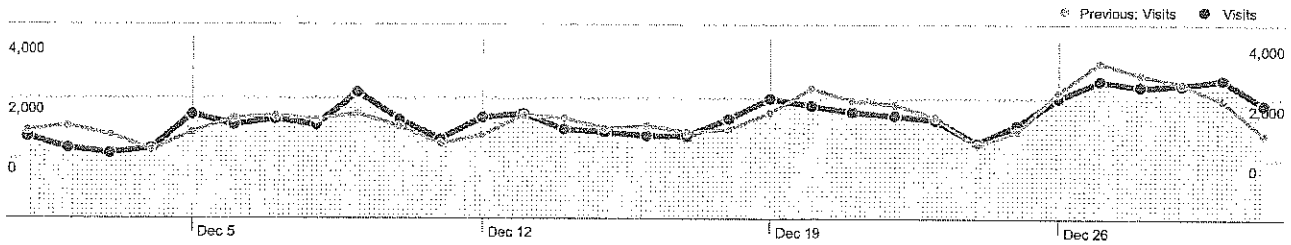
Technical Profile

Browser	Visits	% visits
Internet Explorer		
Dec 1, 2011 - Dec 31, 2011	24,158	34.80%
Dec 1, 2010 - Dec 31, 2010	31,194	44.68%
% Change	-22.56%	-22.11%
Safari		
Dec 1, 2011 - Dec 31, 2011	19,610	28.25%
Dec 1, 2010 - Dec 31, 2010	15,157	21.71%
% Change	29.38%	30.12%

Firefox		
Dec 1, 2011 - Dec 31, 2011	11,196	16.13%
Dec 1, 2010 - Dec 31, 2010	15,733	22.53%
% Change	-28.84%	-28.43%
Chrome		
Dec 1, 2011 - Dec 31, 2011	9,646	13.89%
Dec 1, 2010 - Dec 31, 2010	6,763	9.69%
% Change	42.63%	43.45%
Android Browser		
Dec 1, 2011 - Dec 31, 2011	3,285	4.73%
Dec 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%

www.GoTahoeNorth.com
Traffic Sources Overview

Dec 1, 2011 - Dec 31, 2011
 Comparing to: Dec 1, 2010 - Dec 31, 2010



All traffic sources sent a total of 69,425 visits

16.95% Direct Traffic

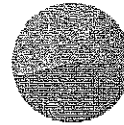
Previous: 23.95% (-29.22%)

36.73% Referring Sites

Previous: 30.12% (21.98%)

46.23% Search Engines

Previous: 45.74% (1.07%)



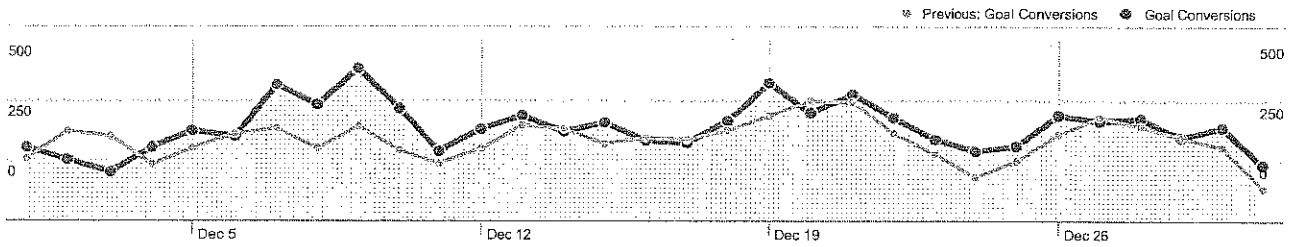
- Search Engines**
32,096.00 (46.23%)
- Referring Sites**
25,503.00 (36.73%)
- Direct Traffic**
11,769.00 (16.95%)
- Other**
57 (0.08%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Dec 1, 2011 - Dec 31, 2011	27,838	40.10%
Dec 1, 2010 - Dec 31, 2010	27,100	38.81%
% Change	2.72%	3.31%
visitinglaketahoe.com (referral)		
Dec 1, 2011 - Dec 31, 2011	16,537	23.82%
Dec 1, 2010 - Dec 31, 2010	11,626	16.65%
% Change	42.24%	43.06%
(direct) ((none))		
Dec 1, 2011 - Dec 31, 2011	11,769	16.95%
Dec 1, 2010 - Dec 31, 2010	16,723	23.95%
% Change	-29.62%	-29.22%
yahoo (organic)		
Dec 1, 2011 - Dec 31, 2011	2,104	3.03%
Dec 1, 2010 - Dec 31, 2010	2,442	3.50%
% Change	-13.84%	-13.35%
bing (organic)		

Keywords	Visits	% visits
(not provided)		
Dec 1, 2011 - Dec 31, 2011	4,791	14.93%
Dec 1, 2010 - Dec 31, 2010	0	0.00%
% Change	100.00%	100.00%
incline village		
Dec 1, 2011 - Dec 31, 2011	1,496	4.66%
Dec 1, 2010 - Dec 31, 2010	1,504	4.71%
% Change	-0.53%	-1.02%
north lake tahoe		
Dec 1, 2011 - Dec 31, 2011	1,059	3.30%
Dec 1, 2010 - Dec 31, 2010	1,634	5.12%
% Change	-35.19%	-35.51%
lake tahoe		
Dec 1, 2011 - Dec 31, 2011	775	2.41%
Dec 1, 2010 - Dec 31, 2010	739	2.31%
% Change	4.87%	4.36%
north lake tahoe hotels		

Dec 1, 2011 - Dec 31, 2011	1,470	2.12%	Dec 1, 2011 - Dec 31, 2011	373	1.16%
Dec 1, 2010 - Dec 31, 2010	1,524	2.18%	Dec 1, 2010 - Dec 31, 2010	818	2.56%
% Change	-3.54%	-2.99%	% Change	-54.40%	-54.62%



Visitors completed 8,089 goal conversions

7,726 conversions, Goal 1: Cool Deals Page

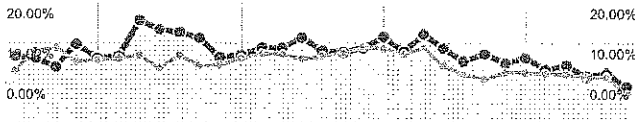
Previous: 5,991 (10.51%)

363 conversions, Goal 3: Email Signup

Previous: 0 (0.00%)

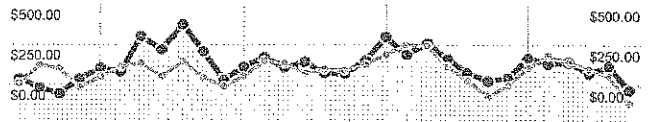
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
 11.65%

Total Goal Value



Total Goal Value
 \$7,726.00



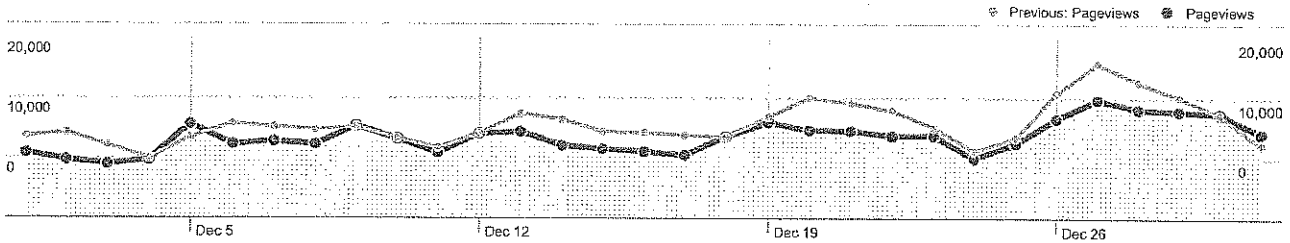
69,425 visits came from 135 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
69,425 Previous: 69,823 (-0.57%)	4.03 Previous: 4.68 (-13.46%)	00:03:05 Previous: 00:04:08 (-25.17%)	78.43% Previous: 79.03% (-0.76%)	36.43% Previous: 33.50% (8.75%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
December 1, 2011 - December 31, 2011	63,560	4.03	00:03:05	77.94%	36.24%
December 1, 2010 - December 31, 2010	64,675	4.68	00:04:10	78.66%	33.20%
% Change	-1.72%	-13.91%	-25.72%	-0.92%	9.16%
United Kingdom					
December 1, 2011 - December 31, 2011	807	4.06	00:02:52	85.50%	32.84%
December 1, 2010 - December 31, 2010	709	4.29	00:02:52	87.17%	39.07%
% Change	13.82%	-5.38%	-0.20%	-1.91%	-15.95%
Mexico					
December 1, 2011 - December 31, 2011	680	5.06	00:04:02	75.74%	31.76%

December 1, 2010 - December 31, 2010	544	5.28	00:05:00	75.92%	31.62%
% Change	25.00%	-4.27%	-19.55%	-0.24%	0.47%
Canada					
December 1, 2011 - December 31, 2011	676	3.93	00:02:15	89.50%	36.39%
December 1, 2010 - December 31, 2010	696	3.70	00:02:45	86.06%	41.38%
% Change	-2.87%	6.40%	-18.52%	3.99%	-12.06%
Australia					
December 1, 2011 - December 31, 2011	456	3.17	00:02:24	84.21%	43.42%
December 1, 2010 - December 31, 2010	439	4.91	00:04:31	78.13%	29.61%
% Change	3.87%	-35.52%	-46.66%	7.78%	46.63%
Brazil					
December 1, 2011 - December 31, 2011	412	4.79	00:03:17	82.04%	33.74%
December 1, 2010 - December 31, 2010	357	4.52	00:04:10	83.47%	32.77%
% Change	15.41%	5.94%	-21.31%	-1.72%	2.94%
Germany					
December 1, 2011 - December 31, 2011	363	4.00	00:02:08	93.11%	36.36%
December 1, 2010 - December 31, 2010	285	4.40	00:03:54	87.72%	37.89%
% Change	27.37%	-9.03%	-45.52%	6.15%	-4.04%
France					
December 1, 2011 - December 31, 2011	147	3.66	00:02:19	85.71%	44.90%
December 1, 2010 - December 31, 2010	130	3.67	00:02:07	84.62%	39.23%
% Change	13.08%	-0.26%	9.32%	1.30%	14.45%
(not set)					
December 1, 2011 - December 31, 2011	142	3.13	00:02:50	82.39%	44.37%
December 1, 2010 - December 31, 2010	32	1.94	00:01:06	84.38%	50.00%
% Change	343.75%	61.74%	158.73%	-2.35%	-11.27%
India					
December 1, 2011 - December 31, 2011	127	3.23	00:02:32	89.76%	44.88%
December 1, 2010 - December 31, 2010	137	3.18	00:02:20	89.05%	43.07%
% Change	-7.30%	1.67%	8.27%	0.80%	4.22%

1 - 10 of 135



Pages on this site were viewed a total of 280,022 times

280,022 Pageviews
 Previous: 325,425 (-13.95%)

218,001 Unique Views
 Previous: 247,682 (-11.98%)

36.43% Bounce Rate
 Previous: 33.50% (8.75%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Dec 1, 2011 - Dec 31, 2011	23,945	8.55%
Dec 1, 2010 - Dec 31, 2010	17,113	5.26%
% Change	39.92%	62.61%
/external//return (true)		
Dec 1, 2011 - Dec 31, 2011	10,101	3.61%
Dec 1, 2010 - Dec 31, 2010	7,412	2.28%
% Change	36.28%	58.38%
/events		
Dec 1, 2011 - Dec 31, 2011	7,311	2.61%
Dec 1, 2010 - Dec 31, 2010	5,606	1.72%
% Change	30.41%	51.56%
/cool-deals		
Dec 1, 2011 - Dec 31, 2011	5,207	1.86%
Dec 1, 2010 - Dec 31, 2010	4,451	1.37%
% Change	16.98%	35.95%
/external//index.php		

Dec 1, 2011 - Dec 31, 2011	4,865	1.74%
Dec 1, 2010 - Dec 31, 2010	7,078	2.18%
% Change	-31.27%	-20.12%

DECEMBER LODGING REFERRAL REPORT - TOTALS LISTING

PROPERTY	Referrals
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	913
Northstar Resort Cool Deals	840
Cal Neva Resort Casino Hotel Cool Deals	662
The Village at Squaw Valley Cool Deals	485
Tahoma Lodge Cool Deals	469
Northstar Resort	439
Granlibakken Conference Center & Resort Cool Deals	428
Hyatt Regency Lake Tahoe Resort, Spa and Casino	427
Tahoe Biltmore Lodge & Casino Cool Deals	365
Cedar Glen Lodge Cool Deals	343
The Village at Squaw Valley	289
Tahoe Getaways Vacation Rentals	287
Tahoe Biltmore Lodge & Casino	282
Stanford Alpine Chalet	279
Coldwell Banker Rentals	278
Cedar Glen Lodge	256
Resort at Squaw Creek	255
The Ritz-Carlton, Lake Tahoe	250
Tahoe Mountain Resorts Lodging	231
Squaw Valley Lodge	229
Granlibakken Conference Center & Resort	223
PlumpJack Squaw Valley Inn	213
River Ranch Lodge and Restaurant	212
Cal Neva Resort Casino Hotel	212
Northstar Condominiums	201
Tahoe Luxury Properties	182
Tahoe Getaways Vacation Rentals Cool Deals	180
Squaw Valley Lodge Cool Deals	179
Incline at Tahoe Realty	166
The Lodge at Sugar Bowl	158
Lake Tahoe Deluxe Vacation Rentals	157
Cottage Inn at Lake Tahoe	157
Hauserman Rental Group	152
Tahoma Meadows Bed & Breakfast Cool Deals	150
Shore House at Lake Tahoe	148
Painted Rock Lodge	144
Agate Bay Realty	143
Brockway Springs Resort	139
Incline Vacation Rentals	129
Mourelatos Lakeshore Resort	126
Franciscan Lakeside Lodge	125
Rustic Cottage Resort	124
Lake Tahoe Accommodations. Cool Deals	121

The Ritz-Carlton, Lake Tahoe Cool Deals	119
Lake Tahoe Accommodations.	113
Vacation Station, Inc.	111
Holiday House	108
Americas Best Value Inn Tahoe City	108
Parkside Inn at Incline	107
North Tahoe Rental Company	105
Rainbow Lodge	101
PepperTree Inn	100
Sunnyside Steakhouse & Lodge	99
Northstar Mountain Home Vacation Rentals	99
Incline Vacation Rentals Cool Deals	99
Alpine Rental Group	97
Tahoma Lodge	93
Olympic Village Inn	93
Ferrari's Crown Resort	93
River Ranch Lodge and Restaurant Cool Deals	91
Red Wolf Lodge at Squaw Valley	89
Mother Natures Inn	86
Stevenson's Holliday Inn	85
Vacation Tahoe by O'Neal Brokers	82
Stanford Alpine Chalet Cool Deals	81
The Border House	79
Club Tahoe Resort	78
Waters of Tahoe Properties	77
Tahoe Vistana Inn	77
Red Wolf Lakeside Lodge	74
Tahoe Woodside Vacation Rentals	72
Tahoe City Inn	70
Tahoma Meadows Bed & Breakfast	66
Tahoe Sands Resort	65
Agate Bay Realty Cool Deals	61
Firelite Lodge	57
Shooting Star Bed & Breakfast	56
Chaney House	55
West Lake Properties	52
Mourelatos Lakeshore Resort Cool Deals	52
Tamarack Lodge	51
Ferrari's Crown Resort Cool Deals	51
Kingswood Village Vacation Rentals	48
Ice Lakes Lodge at Royal Gorge XC Ski Resort	48
ReserveMyHome.com	47
LakeFrontHouse.com	47
Lake Tahoe Accommodations	47
Goldfish Properties	47
Meeks Bay Resort & Marina	46
Lake of the Sky Motor Inn	46

Tahoe Tavern Properties	45
Tahoe Marina Lodge	40
Tahoe Mountain Resorts Lodging Cool Deals	38
Tahoe City Inn Cool Deals	32
Tahoe Edgelake Beach Club	29
Martis Valley Associates Property Rentals	16
Chinquapin / Packard Realty	12
Holiday House Cool Deals	7
Book Tahoe Rentals	6
Tahoe Real Estate Group	3

TOTAL 15604

DECEMBER LODGING REFERRAL REPORT - ALPHA LISTING

PROPERTY	Referrals
Agate Bay Realty	143
Agate Bay Realty Cool Deals	61
Alpine Rental Group	97
Americas Best Value Inn Tahoe City	108
Book Tahoe Rentals	6
Brockway Springs Resort	139
Cal Neva Resort Casino Hotel	212
Cal Neva Resort Casino Hotel Cool Deals	662
Cedar Glen Lodge	256
Cedar Glen Lodge Cool Deals	343
Chaney House	55
Chinquapin / Packard Realty	12
Club Tahoe Resort	78
Coldwell Banker Rentals	278
Cottage Inn at Lake Tahoe	157
Ferrari's Crown Resort	93
Ferrari's Crown Resort Cool Deals	51
Firelite Lodge	57
Franciscan Lakeside Lodge	125
Goldfish Properties	47
Granlibakken Conference Center & Resort	223
Granlibakken Conference Center & Resort Cool Deals	428
Hauserman Rental Group	152
Holiday House	108
Holiday House Cool Deals	7
Hyatt Regency Lake Tahoe Resort, Spa and Casino	427
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	913
Ice Lakes Lodge at Royal Gorge XC Ski Resort	48
Incline at Tahoe Realty	166
Incline Vacation Rentals	129
Incline Vacation Rentals Cool Deals	99
Kingswood Village Vacation Rentals	48
Lake of the Sky Motor Inn	46
Lake Tahoe Accommodations	47
Lake Tahoe Accommodations.	113
Lake Tahoe Accommodations. Cool Deals	121
Lake Tahoe Deluxe Vacation Rentals	157
LakeFrontHouse.com	47
Martis Valley Associates Property Rentals	16
Meeks Bay Resort & Marina	46
Mother Natures Inn	86
Mourelatos Lakeshore Resort	126
Mourelatos Lakeshore Resort Cool Deals	52

North Tahoe Rental Company	105
Northstar Condominiums	201
Northstar Mountain Home Vacation Rentals	99
Northstar Resort	439
Northstar Resort Cool Deals	840
Olympic Village Inn	93
Painted Rock Lodge	144
Parkside Inn at Incline	107
PepperTree Inn	100
PlumpJack Squaw Valley Inn	213
Rainbow Lodge	101
Red Wolf Lakeside Lodge	74
Red Wolf Lodge at Squaw Valley	89
ReserveMyHome.com	47
Resort at Squaw Creek	255
River Ranch Lodge and Restaurant	212
River Ranch Lodge and Restaurant Cool Deals	91
Rustic Cottage Resort	124
Shooting Star Bed & Breakfast	56
Shore House at Lake Tahoe	148
Squaw Valley Lodge	229
Squaw Valley Lodge Cool Deals	179
Stanford Alpine Chalet	279
Stanford Alpine Chalet Cool Deals	81
Stevenson's Holliday Inn	85
Sunnyside Steakhouse & Lodge	99
Tahoe Biltmore Lodge & Casino	282
Tahoe Biltmore Lodge & Casino Cool Deals	365
Tahoe City Inn	70
Tahoe City Inn Cool Deals	32
Tahoe Edgelake Beach Club	29
Tahoe Getaways Vacation Rentals	287
Tahoe Getaways Vacation Rentals Cool Deals	180
Tahoe Luxury Properties	182
Tahoe Marina Lodge	40
Tahoe Mountain Resorts Lodging	231
Tahoe Mountain Resorts Lodging Cool Deals	38
Tahoe Real Estate Group	3
Tahoe Sands Resort	65
Tahoe Tavern Properties	45
Tahoe Vistana Inn	77
Tahoe Woodside Vacation Rentals	72
Tahoma Lodge	93
Tahoma Lodge Cool Deals	469
Tahoma Meadows Bed & Breakfast	66
Tahoma Meadows Bed & Breakfast Cool Deals	150
Tamarack Lodge	51

The Border House	79
The Lodge at Sugar Bowl	158
The Ritz-Carlton, Lake Tahoe	250
The Ritz-Carlton, Lake Tahoe Cool Deals	119
The Village at Squaw Valley	289
The Village at Squaw Valley Cool Deals	485
Vacation Station, Inc.	111
Vacation Tahoe by O'Neal Brokers	82
Waters of Tahoe Properties	77
West Lake Properties	52
TOTAL	15604



Reno-Tahoe International Airport

November 2011 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



And
tip we
go.

January 5, 2011



U.S. DOMESTIC INDUSTRY OVERVIEW FOR NOVEMBER 2011
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	84.0 %, up 2.5 pts.
Number of Flights *:	Down (3.9%)
Capacity of Seats *:	Down (2.9%)
Crude Oil **:	\$97.17 per barrel Nov. 2011 vs. \$84.25 per barrel Nov. 2010

RNO OVERVIEW FOR NOVEMBER 2011 – year over year comparison

Total Passengers:	Down (4.1%)
Avg. Enplaned Load Factor:	77.6 % up 10.5 pts.
Passenger Flights:	Down (14.1%)
Total Seats:	Down (10.8%)
Total Cargo:	Down (2.2%)

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

HIGHLIGHTS

Nov. 2011 vs. Nov. 2010

Total Passengers
Down (4.1%)

CYTD Total Passengers
Down (1.4%)

Enplaned Passengers
Down (4.6%)

Deplaned Passengers
Down (3.6%)

Average Enplaned Load
Factor
77.6%, up 10.5 points

Total Cargo
Down (2.2%)

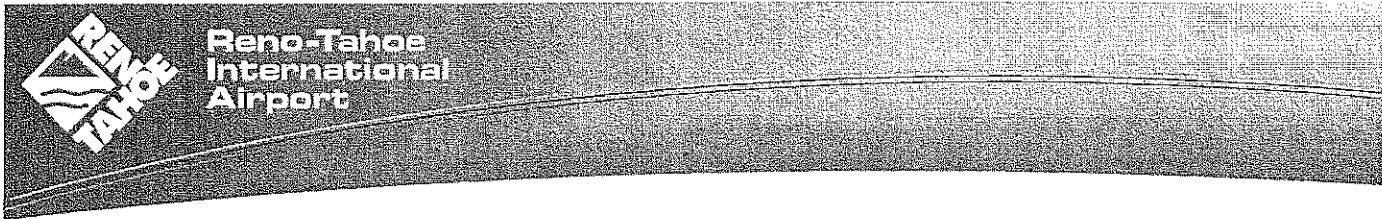
CYTD Total Cargo
Up 1.7%

NOVEMBER 2011 SUMMARY

Reno-Tahoe International Airport served 259,425 passengers in November 2011, a decrease of (4.1%) versus the same period last year. One of the main reasons for the year-over-year passenger decline is the lack of early-season ski traffic caused by dry weather conditions in Lake Tahoe. In addition, rising fuel costs which are typically passed on to travelers, continue to play a part in suppressing demand for air travel along with continued restructuring of airline networks. Calendar year-to-date passenger traffic at RNO is down (1.4%) at 3,472,752.

Reno-Tahoe International Airport handled 9,494,432 pounds of cargo in November 2011, a decrease of (2.2%) versus last year. Declining air cargo numbers at RNO reflect a general slump in the global air cargo market, as reported by airlines and airports worldwide. Hong Kong International Airport, the world's busiest air cargo hub, posted eight straight monthly decreases in terms of air cargo volume. Despite the recent decline in global air cargo, calendar year-to-date cargo volumes at RNO are up 1.7% to 100,525,855 pounds versus the same period last year.

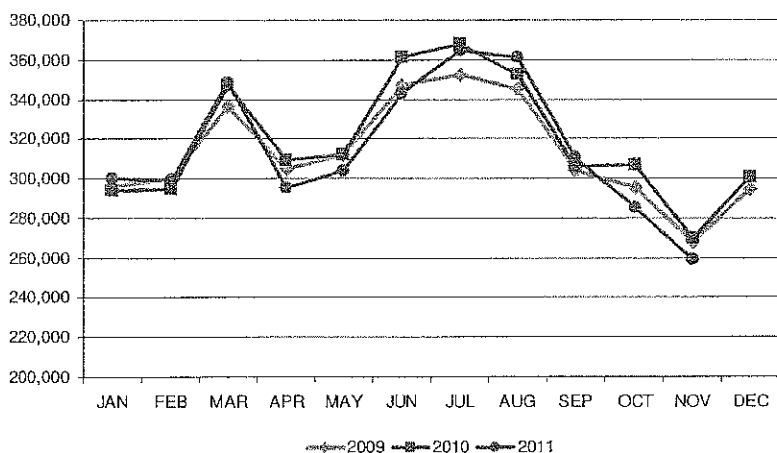
In November 2011, RNO was served by six major airlines providing 54 nonstop departures each day to 16 destinations. RNO reported a (14.1%) decrease in the number of flights versus last year. A majority of the flight decreases are seasonal in nature and are expected to return in March 2012, which is the peak travel month at RNO. In addition to the seasonal decreases, Alaska Airlines eliminated non-stop flights from Reno to Los Angeles from its network in April 2011. United/Continental temporarily discontinued daily non-stop flight from Reno to Houston in October 2011.



The airline resumed this flight on December 15, 2011. The new non-stop flight to Minneapolis on Delta Air Lines continues to operate.

Total seat capacity was down (10.8%) in November 2011 versus the same period last year. However, average enplaned load factor for scheduled airlines was 77.6%, 10.5 load factor points higher than the prior year.

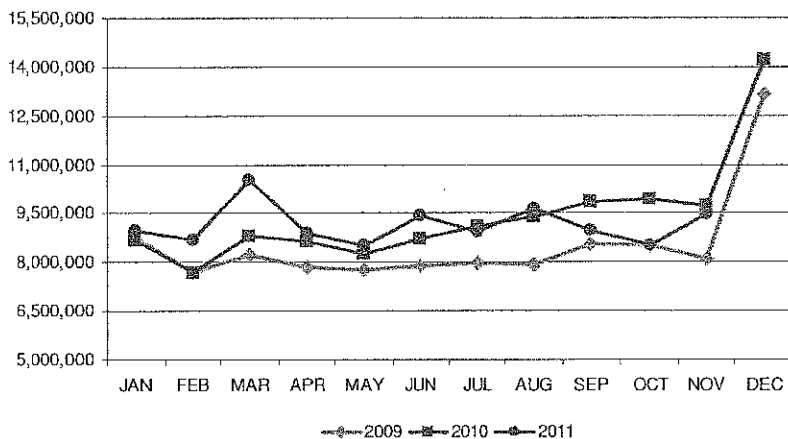
Total Passengers



TOTAL PASSENGERS

In November 2011, total passenger traffic at RNO decreased (4.1%) versus last year. Year-over-year passenger traffic of Delta Air Lines and US Airways increased 23.6% and 2.5% respectively. Southwest Airlines passenger traffic decreased (2.3%), American Airlines was down (2.4%) and United Airlines was down (12.3%). Alaska Airlines experienced a passenger traffic decline of (41.0%) for the same period as a result of ending their flights from Reno to Los Angeles.

Total Cargo

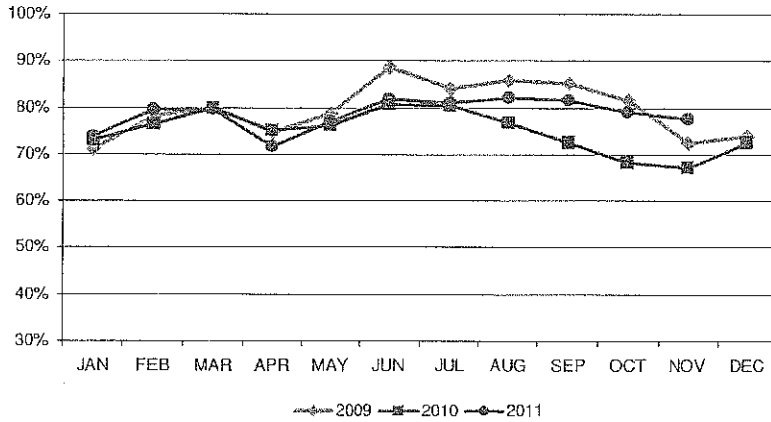


TOTAL CARGO

In November 2011, total cargo volume decreased (2.2%) versus November 2010. Year-over-year cargo volumes for FedEx and Ameriflight increased 8.6% and 1.3% respectively. UPS reported a decrease of (14.3%) in cargo volumes for the same period.

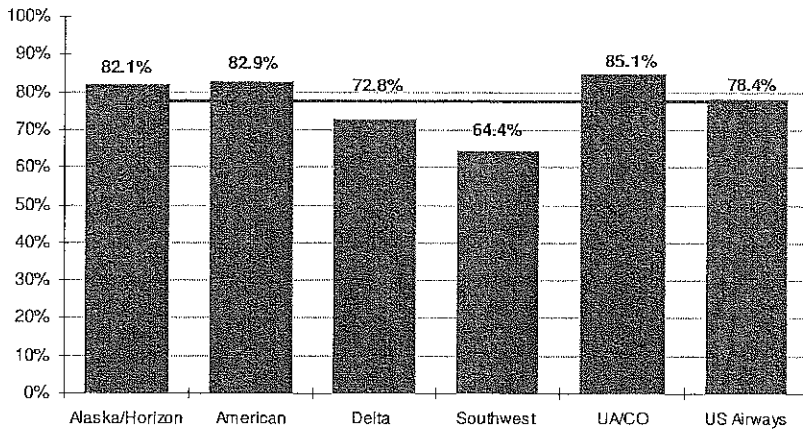


Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska	82.1%	85.7%	(3.6)
American	82.9%	81.6%	1.3
Delta	72.8%	81.4%	(8.6)
Southwest	64.4%	81.6%	(17.2)
UA/CO	85.1%	81.2%	3.9
US Airways	78.4%	83.8%	(5.4)

Enplaned Load Factors by Airlines



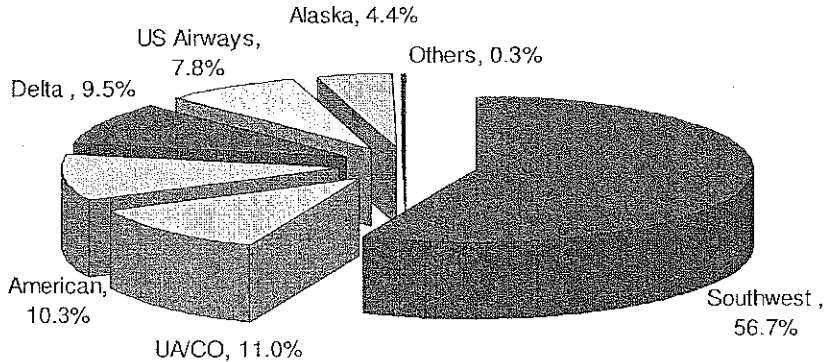
AIRLINE LOAD FACTORS

In November 2011, the average enplaned load factor at RNO was 77.6%, an increase of 10.5 load factor points versus last year. All Airlines at RNO reported a year-over-year increase in load factors. United Airlines reported the highest year-over-year load factor difference of 15.4 points, while Southwest Airlines experienced an increase of 0.3 points.



Reno-Tahoe International Airport

Air Carrier Market Share



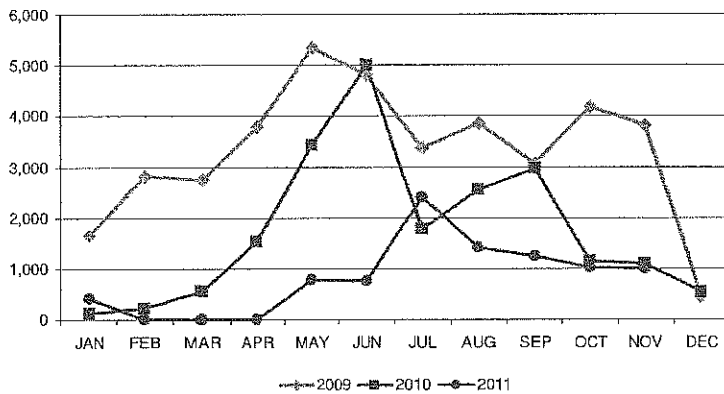
AIRLINE MARKET SHARE

In November 2011, Southwest Airlines carried a total of 147,144 passengers with a passenger market share of 56.7%. The next highest market share was United/Continental at 11.0% followed by American Airlines with 10.3%, Delta Air Lines with 9.5%, US Airways at 7.8% and Alaska Airlines carried 4.4% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share			
	Nov-11	Nov-10	YOY Change
Alaska	4.4%	7.1%	(2.7)
American	10.3%	10.1%	0.2
Delta	9.5%	7.4%	2.1
Southwest	56.7%	55.7%	1.0
UA/CO	11.0%	12.0%	(1.0)
US Airways	7.8%	7.3%	0.5
Others	0.3%	0.4%	(0.1)

Delta Air Lines gained the highest year-over-year market share of 2.1 percentage points, while Alaska Airlines lost a market share of (2.7) percentage points.

Total Domestic Charter Passengers

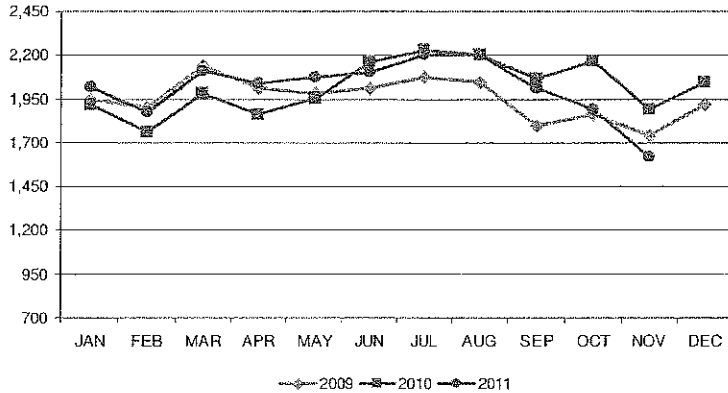


DOMESTIC CHARTER PASSENGERS

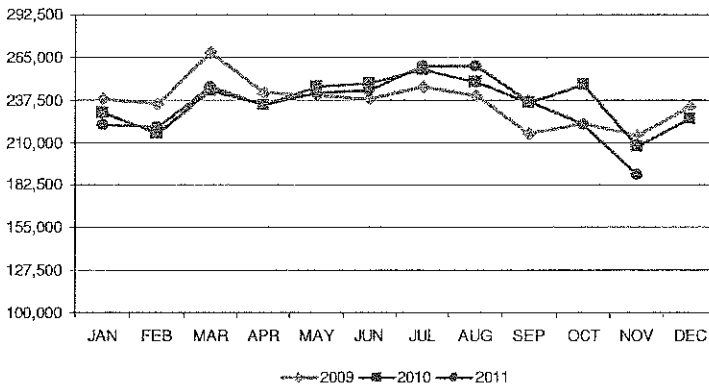
In November 2011, RNO served 1,008 domestic charter passengers, a decrease of (7.8%) versus the same period last year.



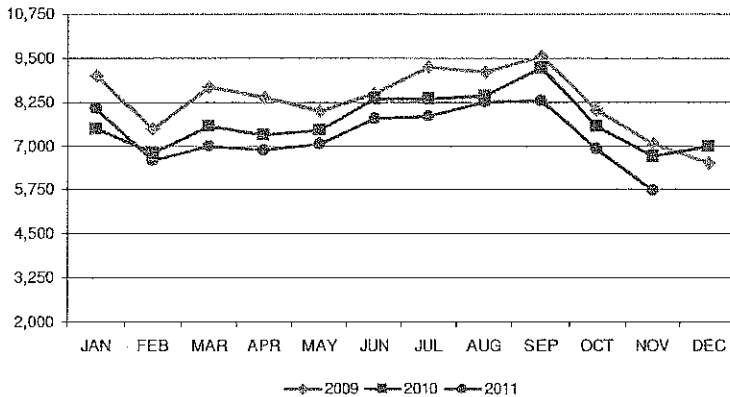
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes 2011

Alaska Airlines

Eliminated service to Los Angeles in April.

Continental Airlines

- Started non-stop daily flight to Houston in February.
- Temporarily discontinued non-stop flight to Houston on October 1. The airline resumed this flight on December 15.
- The average load factor of the Houston flight was 74% from the time service began in February through September.

Delta Air Lines

- Started non-stop daily flight to Minneapolis in July.
- The average load factor of the Minneapolis flight was 85% during the first three months of service.

Southwest Airlines

- Added a daily flight to Denver in March.
- Added a daily flight to Seattle in June.
 - During Summer 2011, Southwest Airlines carried 62% more passengers on RNO-SEA route versus the same period a year ago.

TOTAL OPERATIONS

In November 2011, total operations were down (14.4%) versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



**Reno-Tahoe
International
Airport**

Reno-Tahoe International Airport

Total Passengers November-11					
	Passengers		YOY % Change	Passengers	
	2009	2010		2011	YOY % Change
JAN	295,827	293,756	-0.7%	300,125	2.2%
FEB	300,028	294,662	-1.8%	299,090	1.5%
MAR	336,652	346,846	3.0%	348,583	0.5%
1st Quarter	932,507	935,264	0.3%	947,798	1.3%
APR	304,829	309,533	1.5%	295,537	-4.5%
MAY	312,441	312,378	0.0%	304,220	-2.6%
JUN	347,038	361,406	4.1%	343,054	-5.1%
2nd Quarter	964,308	983,317	2.0%	942,811	-4.1%
JUL	352,504	367,997	4.4%	364,849	-0.9%
AUG	344,815	352,764	2.3%	361,348	2.4%
SEP	304,249	306,045	0.6%	311,031	1.6%
3rd Quarter	1,001,568	1,026,806	2.5%	1,037,228	1.0%
OCT	295,080	306,953	4.0%	285,490	-7.0%
NOV	268,087	269,678	0.6%	259,425	-3.8%
DEC	294,385	300,467	2.1%		
4th Quarter	857,552	877,098	2.3%		
TOTAL	3,755,935	3,822,485	1.8%		
YTD		3,522,018		3,472,752	-1.4%

Total Scheduled Enplaned Passengers November-11				
	2009	2010	2011	YOY % Change
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683	151,672	-1.9%
JUN	172,383	173,887	169,309	-2.6%
JUL	172,545	184,017	179,717	-2.3%
AUG	170,315	174,797	178,906	2.4%
SEP	152,717	154,522	158,663	2.7%
OCT	147,848	154,380	143,851	-6.8%
NOV	131,568	134,723	129,071	-4.2%
DEC	142,084	145,532		
TOTAL	1,860,815	1,901,031		
YTD		1,755,499	1,737,144	-1.0%

Total Cargo November-11						
	2010		YOY % Change	2011		YOY % Change
	Cargo in Pounds			Pounds	Metric Tons	
JAN	8,777,047	8,695,804	-0.9%	8,959,543	4,063	3.0%
FEB	7,675,284	7,679,924	0.1%	8,674,321	3,934	12.9%
MAR	8,237,243	8,814,895	7.0%	10,513,446	4,768	19.3%
1st Quarter	24,689,574	25,190,623	2.0%	28,147,310	12,765	11.7%
APR	7,841,936	8,633,892	10.1%	8,870,669	4,023	2.7%
MAY	7,754,278	8,273,448	6.7%	8,510,228	3,860	2.9%
JUN	7,870,143	8,737,038	11.0%	9,437,259	4,280	8.0%
2nd Quarter	23,466,357	25,644,378	9.3%	26,818,156	12,162	4.6%
JUL	7,967,294	9,113,694	14.4%	8,932,737	4,051	-2.0%
AUG	7,929,474	9,388,206	18.4%	9,646,833	4,375	2.8%
SEP	8,553,601	9,871,400	15.4%	8,958,988	4,063	-9.2%
3rd Quarter	24,450,369	28,373,300	16.0%	27,538,558	12,489	-2.9%
OCT	8,509,360	9,915,411	16.5%	8,527,399	3,867	-14.0%
NOV	8,093,678	9,706,711	19.9%	9,494,432	4,306	-2.2%
DEC	13,149,429	14,186,519	7.9%			
4th Quarter	29,752,467	33,808,641	13.6%			
TOTAL	102,358,767	113,016,942	10.4%			
YTD		98,830,423		100,525,855	45,590	1.7%

Total Deplaned Passengers November-11				
	2009	2010	2011	YOY % Change
JAN	146,014	144,826	148,053	2.2%
FEB	149,134	148,506	149,837	0.9%
MAR	166,155	172,823	172,554	-0.2%
APR	152,144	152,986	146,617	-4.2%
MAY	156,476	155,702	152,207	-2.2%
JUN	172,499	184,651	173,343	-6.1%
JUL	178,092	183,031	183,814	0.4%
AUG	172,640	176,391	181,611	3.0%
SEP	149,944	150,035	151,844	1.2%
OCT	144,653	151,999	141,158	-7.1%
NOV	134,078	134,409	129,993	-3.3%
DEC	152,183	154,682		
TOTAL	2,210,622	1,910,041		
YTD		1,755,359	1,731,031	-1.4%

Load Factors November-11				
	Enplaned PAX	Nov-11	Nov-10	Diff.
Alaska/Horizon	5,556	82.1%	68.7%	13.5
American	13,581	82.9%	71.4%	11.5
Delta	12,238	72.8%	70.5%	2.3
Southwest	73,443	64.4%	64.1%	0.3
United/Continental	14,238	85.1%	69.8%	15.4
US Airways	10,111	78.4%	58.2%	20.2

Source: RNO Monthly Flight Activity Reports

Monthly Report December 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/11:	\$1,746,200	\$1,621,693	8%
Forecasted Commission for this Revenue:	\$137,663	\$103,744	33%
Number of Room Nights:	9708	9969	-3%
Number of Delegates:	4559	4760	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	32	36	-11%

<u>Monthly Detail/Activity</u>	<u>December-11</u>	<u>December-10</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$4,500	\$36,491	-88%
Projected Commission:	\$450	\$3,649	-88%
Room Nights:	50	65	-23%
Number of Delegates:	34	194	-82%
Booked Group Types:	1 Smerf	1 Corp.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>December-11</u>	<u>Est.</u>	<u>December-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$4,228		\$0
Projected Commission:	\$0		\$0
Room Nights:	54		0
Number of Delegates:	18		0
Arrived Group Types:	1 Govt.		

<u>Monthly Detail/Activity</u>	<u>November-11</u>	<u>November-10</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$54,885	\$176,553	-69%
Projected Commission:	\$0	\$9,922	-100%
Room Nights:	380	1530	-75%
Number of Delegates:	210	525	-60%
Booked Group Types:	1 Assn., 1 Film Crew 1 Society	1 Govt. and 1 A	
Lost Business, # of Groups:	3	1	

<u>Arrived in the month</u>	<u>November-11</u>	<u>Est.</u>	<u>November-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$10,710		\$0
Projected Commission:	\$0		\$0
Room Nights:	120		0
Number of Delegates:	60		0
Arrived Group Types:	1 Film Crew		

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	3	9	
Revenue Arrived:	\$151,694	\$427,827	-65%
Projected Commission:	\$15,169	\$12,594	20%
Room Nights:	1549	2991	-48%
Number of Delegates:	725	1715	-58%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt.	2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf, 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$570,530	(Goal) \$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 12/31/11: 43

Total Number of Leads Generated in Previous Years:

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

Monthly Report December 2011

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/11:	\$158,766	\$200,977	-21%
Forecasted Commission for this Revenue:	\$9,668	\$22,995	-58%
Number of Room Nights:	1882	1829	3%
Number of Delegates:	1345	1131	19%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	31	32	-3%

<u>Monthly Detail/Activity</u>	<u>December-11</u>	<u>December-10</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$9,423	\$0
Projected Commission:	\$1,413	\$0
Room Nights:	30	0
Number of Delegates:	120	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>December-11</u>	<u>Est.</u>	<u>December-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$83,187		\$0
Projected Commission:	\$0		\$0
Room Nights:	1170		0
Number of Delegates:	900		0
Arrived Group Types:	1 Assoc,		0

<u>Monthly Detail/Activity</u>	<u>November-11</u>	<u>November-10</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:	0	0
Lost Business, # of Groups:	1	0

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$927
Projected Commission:	\$0	\$0
Room Nights:	0	13
Number of Delegates:	0	8
Arrived Group Types:		1 TA

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</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:	0	0	
Lost Business, # of Groups:	1	0	
<u>Arrived in the month</u>	<u>October-11</u>	<u>October-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$4,455	\$0	
Projected Commission:	\$668	\$0	
Room Nights:	50	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Smf	0	
Lost Business, # of Groups:	2	0	
<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,459	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	47	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	
<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp, 1 TA
Lost Business, # of Groups:	0	8
<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$0	(Goal)
For 2014/15:	\$91,188	\$100,000
		\$50,000

NUMBER OF LEADS Generated as of 12/31/11: 30

Total Number of Leads Generated in Previous Years:

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

North Shore:						
Oct-11						
Groups Booked:	1					
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	3					
Placer County:	2	Room Nights:	927	Delegates:	325	Revenue: \$93,809
Washoe County:	1	Room Nights:	622	Delegates:	400	Revenue: \$57,885
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nov-11						
Groups Booked:	3					
Placer County:	2	Room Nights:	260	Delegates:	150	Revenue: \$44,175
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710
Groups Arrived:	1					
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710
Dec-11						
Groups Booked:	1					
Placer County:	1	Room Nights:	50	Delegates:	34	Revenue: \$4,500
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived:	1					
Placer County:	1	Room Nights:	54	Delegates:	18	Revenue: \$4,228
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Quarter total by county:						
Groups Booked:	5					
Placer County:	3	Room Nights:	310	Delegates:	184	Revenue: \$48,675
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710
Groups Arrived:	5					
Placer County:	3	Room Nights:	981	Delegates:	343	Revenue: \$98,037
Washoe County:	1	Room Nights:	622	Delegates:	400	Revenue: \$57,885
Nevada County:	1	Room Nights:	120	Delegates:	60	Revenue: \$10,710