



July 2010
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jun 30, 2010

Executive Summary

Data based on a sample of 8 properties in the North Lake Tahoe Community, representing 1,507 Units

		2009/10	2008/09	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (June) changed by (-15.6%)	Occupancy (June) :	40.6%	48.1%	-15.6%
North Lake Tahoe Average Daily Rate for last month (June) changed by (-6.6%)	ADR (June) :	\$179	\$192	-6.6%
North Lake Tahoe RevPAR for last month (June) changed by (-21.2%)	RevPAR (June) :	\$73	\$92	-21.2%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (July) changed by (4.3%)	Occupancy (July) :	52.1%	50.0%	4.3%
North Lake Tahoe Average Daily Rate for next month (July) changed by (-0.4%)	ADR (July) :	\$235	\$236	-0.4%
North Lake Tahoe RevPAR for next month (July) changed by (4.0%)	RevPAR (July) :	\$123	\$118	4.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (9.4%)	Occupancy	42.3%	38.7%	9.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.5%)	ADR	\$205	\$212	-3.5%
North Lake Tahoe RevPAR for the prior 6 months changed by (5.6%)	RevPAR	\$87	\$82	5.6%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (4.1%)	Occupancy	20.0%	19.2%	4.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-0.4%)	ADR	\$220	\$221	-0.4%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (3.7%)	RevPAR	\$44	\$42	3.7%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2010 vs. Previous Year				
Rooms Booked during last month (June, 2010) compared to Rooms Booked during the same period last year (June, 2009) for all arrival dates has changed by (1.5%)	Booking Pace (June) :	6.3%	6.2%	1.5%

Supporting Data Tables are provided in the last section of this Report, and provide a full set of supporting information. While neither as easy or convenient as the Summary or Charts, the Tables offer the most complete presentation of data that is available to MTRIP Subscribers.

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.

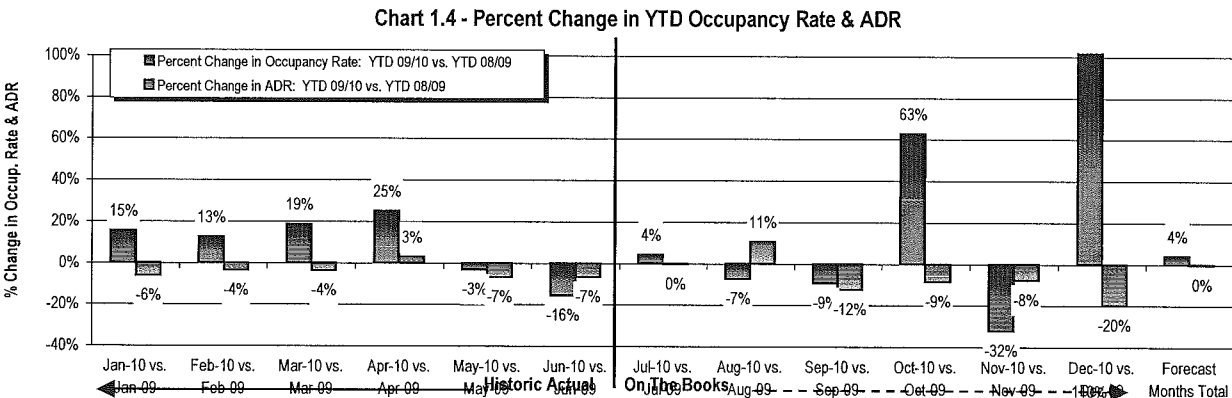
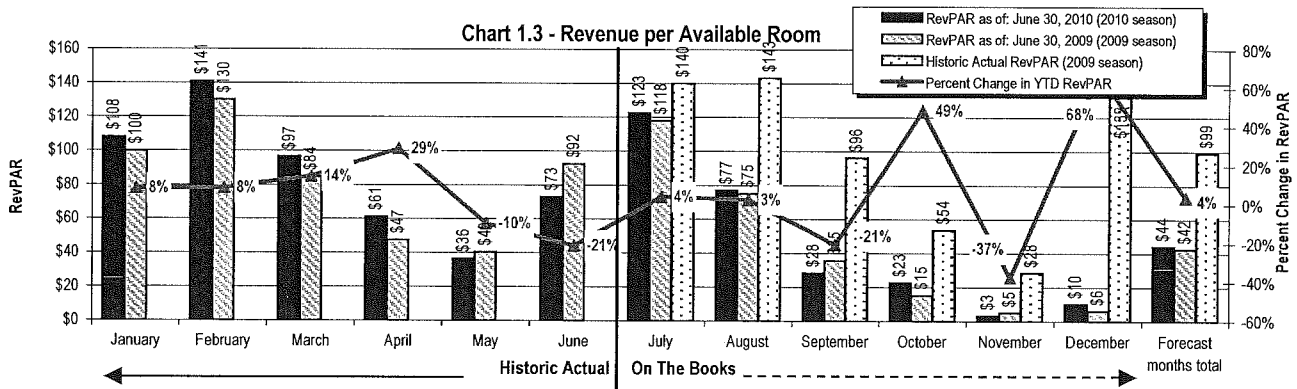
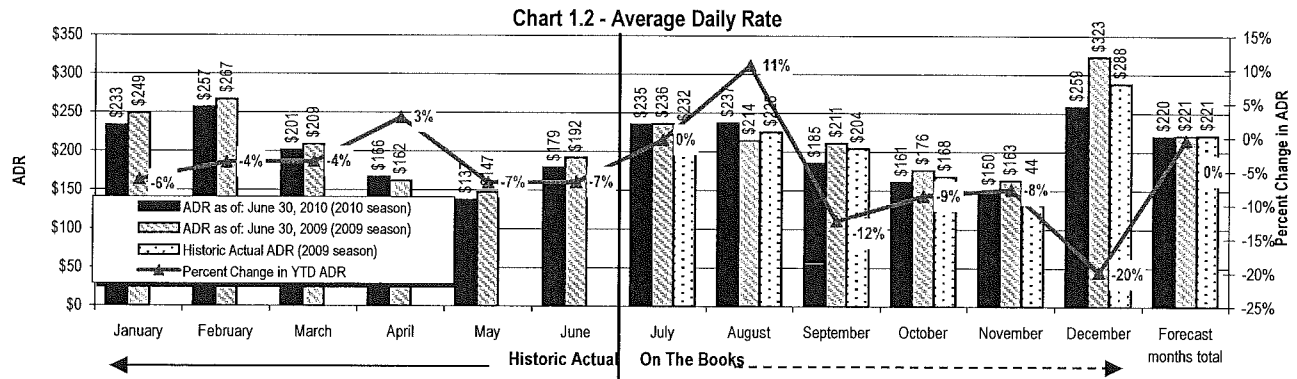
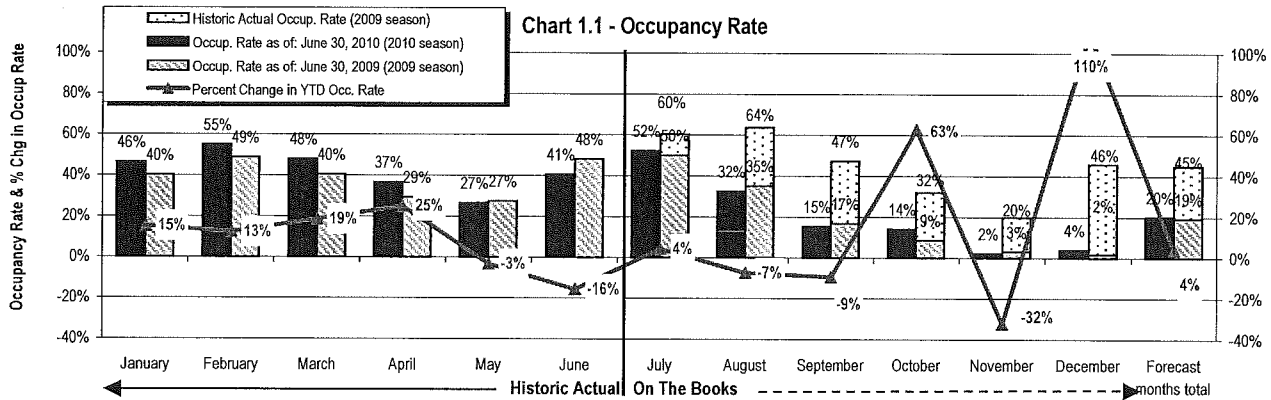
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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2009/10 YTD (as of Jun 30, 2010) vs. 2008/09 YTD (as of Jun 30, 2009) vs. 2008/09 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

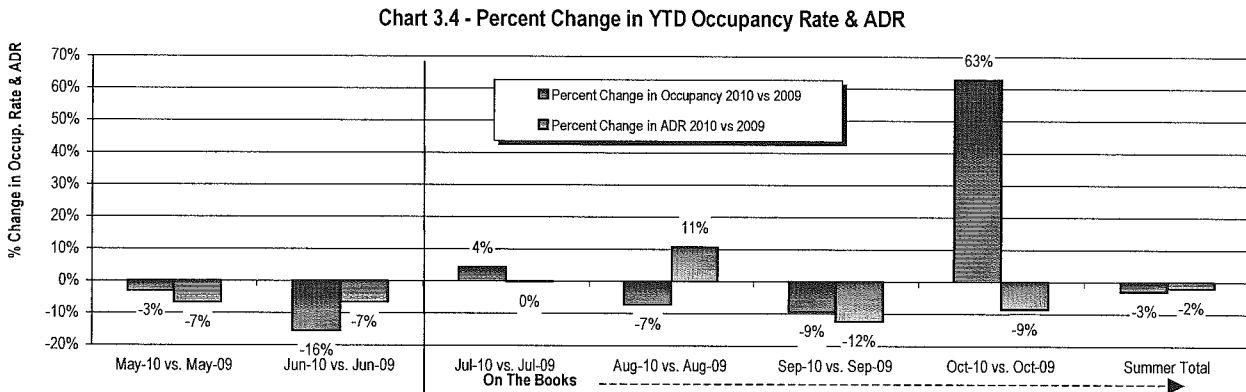
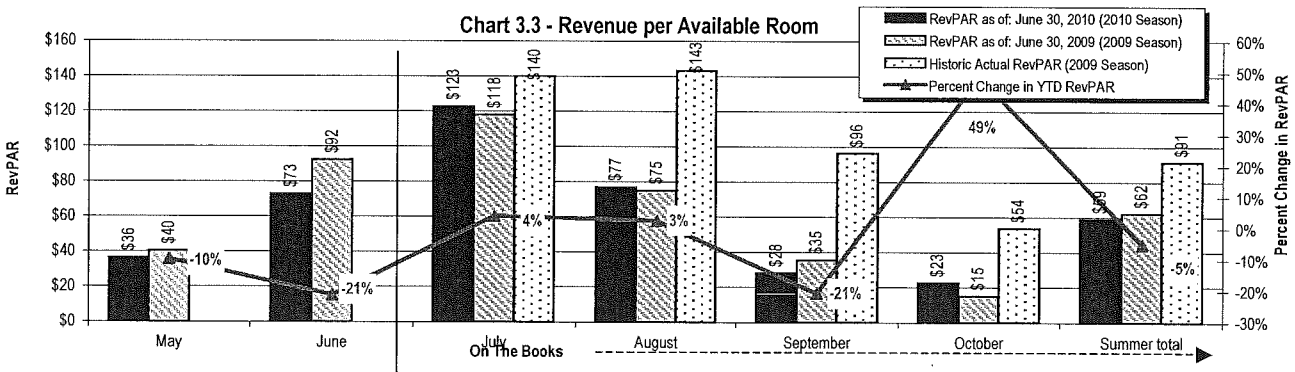
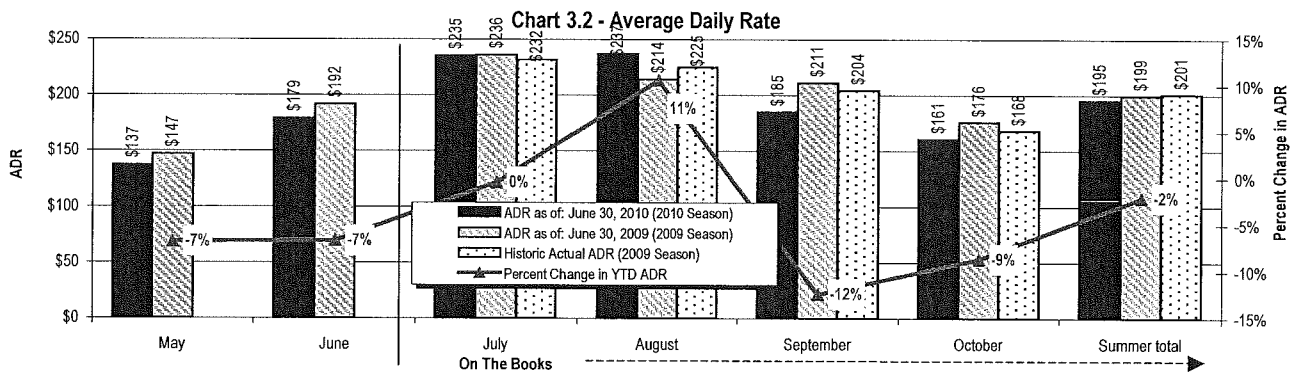
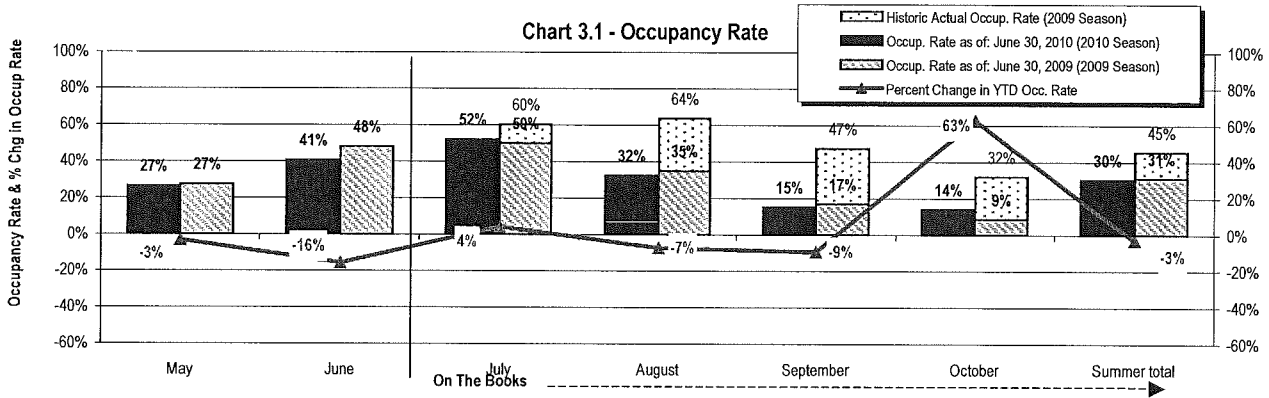


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC SUMMER SEASON SUMMARY GRAPHS

2010 YTD (as of Jun 30, 2010) vs. 2009 YTD (as of Jun 30, 2009) vs. 2009 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 WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Jun 30, 2010) vs. 2009/10 YTD (as of Jun 30, 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

Chart 2.1 - Occupancy Rate

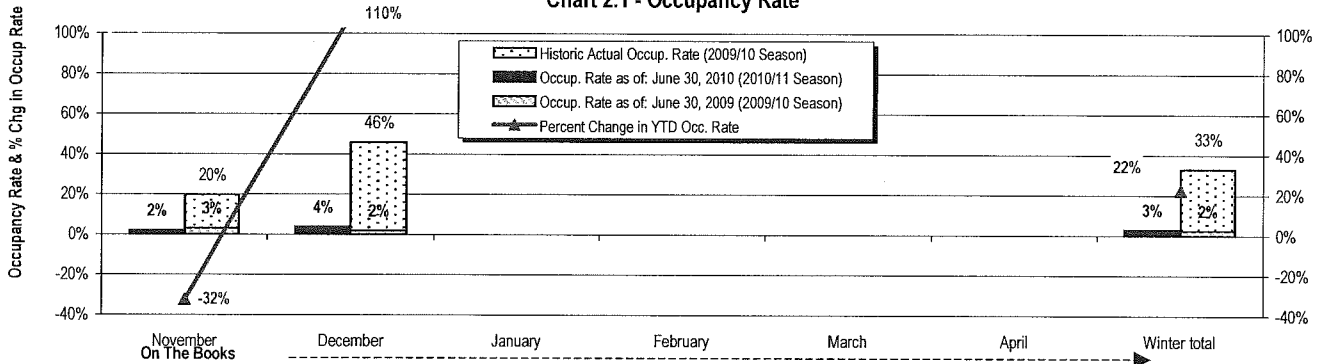


Chart 2.2 - Average Daily Rate

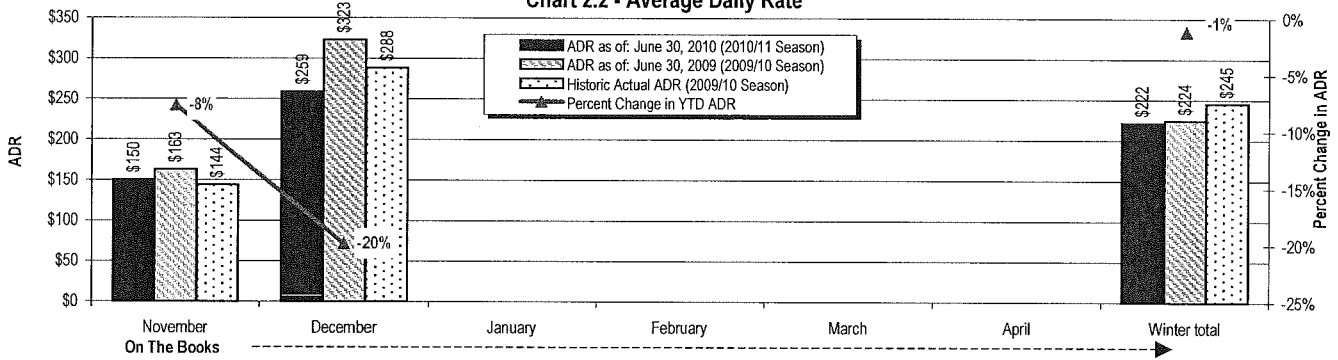


Chart 2.3 - Revenue per Available Room

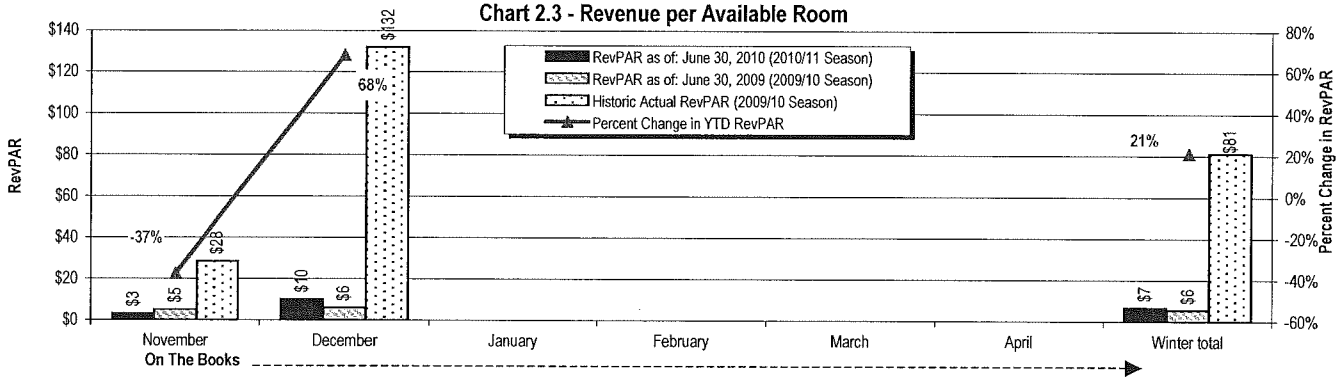
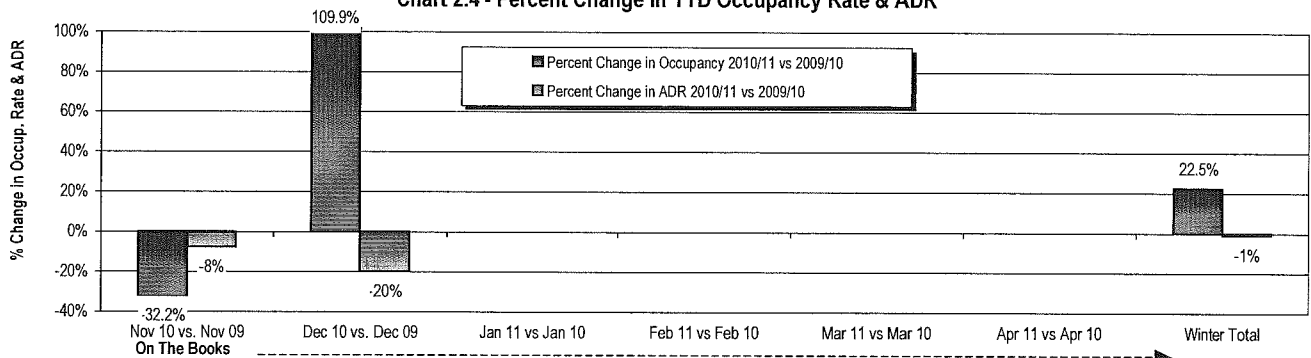


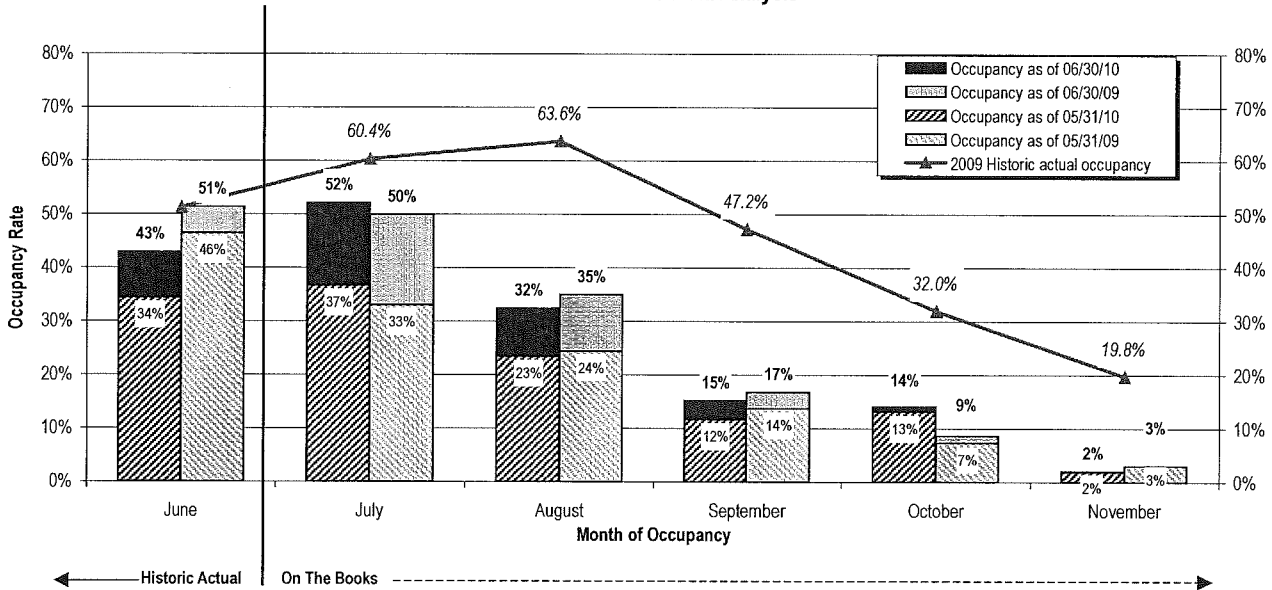
Chart 2.4 - Percent Change in YTD Occupancy Rate & ADR



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

2010 Occupancy Pace as of Jun 30, 2010 and May 31, 2010 versus same period 2009 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JUN 30			OCCUPANCY AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2009 historic actual occupancy
	Occupancy as of 06/30/10	Occupancy as of 06/30/09	Absolute Change	Occupancy as of 05/31/10	Occupancy as of 05/31/09	Absolute Change	Incremental occupancy booked during Jun. 2010	Incremental occupancy booked during Jun. 2009	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	June	42.9%	51.3%	-8.5%	34.3%	46.4%	-12.0%	8.5%	5.0%	3.6%	
July	52.1%	50.0%	2.2%	36.6%	33.0%	3.7%	15.5%	17.0%	-1.5%	-8.8%	60.4%
August	32.4%	35.0%	-2.5%	23.4%	24.4%	-1.0%	9.0%	10.6%	-1.6%	-15.0%	63.6%
September	15.2%	16.8%	-1.6%	11.6%	13.8%	-2.1%	3.6%	3.0%	0.5%	18.0%	47.2%
October	14.0%	8.6%	5.4%	13.1%	7.3%	5.8%	1.0%	1.3%	-0.4%	-28.2%	32.0%
November	2.1%	3.1%	-1.0%	1.9%	3.0%	-1.1%	0.1%	0.0%	0.1%	195.3%	19.8%
Total	26.5%	27.4%	-0.9%	20.2%	21.2%	-1.0%	6.3%	6.2%	0.1%	1.5%	45.7%

*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 Jun 30, 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 VS. YTD 2009			Historic Actual Occup. Rate (2009 season)	# of Properties in Sample
		Occup. Rate as of: June 30, 2010 (2010 season)	Occup. Rate as of: June 30, 2009 (2009 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2010 & 2009)						
January	↑ Historic Actual	46.3%	40.1%	15.4%		11
February		54.8%	48.7%	12.5%		11
March		48.0%	40.5%	18.7%		11
April		36.7%	29.3%	25.1%		11
May		26.5%	27.4%	-3.2%		10
June		40.6%	48.1%	-15.6%		8
July	On The Books	52.1%	50.0%	4.3%	60.4%	7
August	↓ Historic Actual	32.4%	35.0%	-7.3%	63.6%	7
September		15.2%	16.8%	-9.4%	47.2%	7
October		14.0%	8.6%	62.8%	32.0%	7
November		2.1%	3.1%	-32.2%	19.8%	7
December		3.9%	1.9%	109.9%	45.8%	7
Grand total			32.9%	30.5%	7.7%	41.3%
Historic months total		42.3%	38.7%	9.4%	38.7%	11
Forecast months total		20.0%	19.2%	4.1%	44.8%	7

AVERAGE DAILY RATE		ADR: YTD 2010 VS. YTD 2009			Historic Actual ADR (2009 season)	# of Properties in Sample
		ADR as of: June 30, 2010 (2010 season)	ADR as of: June 30, 2009 (2009 season)	Percent Change in YTD ADR		
Month of Occupancy (2010 & 2009)						
January	↑ Historic Actual	\$233	\$249	-6.3%		11
February		\$257	\$267	-3.7%		11
March		\$201	\$209	-3.6%		11
April		\$166	\$162	2.9%		11
May		\$137	\$147	-6.7%		10
June		\$179	\$192	-6.6%		8
July	On The Books	\$235	\$236	-0.4%	\$232	7
August	↓ Historic Actual	\$237	\$214	10.6%	\$225	7
September		\$185	\$211	-12.4%	\$204	7
October		\$161	\$176	-8.6%	\$168	7
November		\$150	\$163	-7.7%	\$144	7
December		\$259	\$323	-19.9%	\$288	7
Grand total			\$209	\$214	-2.7%	\$216
Historic months total		\$205	\$212	-3.5%	\$212	11
Forecast months total		\$220	\$221	-0.4%	\$221	7

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010 VS. YTD 2009			Historic Actual RevPAR (2009 season)	# of Properties in Sample
		RevPAR as of: June 30, 2010 (2010 season)	RevPAR as of: June 30, 2009 (2009 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2010 & 2009)						
January	↑ Historic Actual	\$108	\$100	8.2%		11
February		\$141	\$130	8.3%		11
March		\$97	\$84	14.4%		11
April		\$61	\$47	28.8%		11
May		\$36	\$40	-9.7%		10
June		\$73	\$92	-21.2%		8
July	On The Books	\$123	\$118	4.0%	\$140	7
August	↓ Historic Actual	\$77	\$75	2.6%	\$143	7
September		\$28	\$35	-20.6%	\$96	7
October		\$23	\$15	48.8%	\$54	7
November		\$3	\$5	-37.4%	\$28	7
December		\$10	\$6	68.2%	\$132	7
Grand total			\$69	\$65	4.9%	\$89
Historic months total		\$87	\$82	5.6%	\$82	11
Forecast months total		\$44	\$42	3.7%	\$99	7

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Jun 30, 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 (2009 Season)
		Occup. Rate as of: June 30, 2010 (2010 Season)	Occup. Rate as of: June 30, 2009 (2009 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010 & 2009)					
May		26.5%	27.4%	-3.2%	
June	Historic Actual	40.6%	48.1%	-15.6%	
July	On the Books	52.1%	50.0%	4.3%	60.4%
August		32.4%	35.0%	-7.3%	63.6%
September		15.2%	16.8%	-9.4%	47.2%
October		14.0%	8.6%	62.8%	32.0%
Summer total		30.2%	31.1%	-3.0%	45.5%

AVERAGE DAILY RATE		<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2009 Season)
		ADR as of: June 30, 2010 (2010 Season)	ADR as of: June 30, 2009 (2009 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010 & 2009)					
May		\$137	\$147	-6.7%	
June	Historic Actual	\$179	\$192	-6.6%	
July	On the Books	\$235	\$236	-0.4%	\$232
August		\$237	\$214	10.6%	\$225
September		\$185	\$211	-12.4%	\$204
October		\$161	\$176	-8.6%	\$168
Summer total		\$195	\$199	-2.0%	\$201

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2009 Season)
		RevPAR as of: June 30, 2010 (2010 Season)	RevPAR as of: June 30, 2009 (2009 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010 & 2009)					
May		\$36	\$40	-9.7%	
June	Historic Actual	\$73	\$92	-21.2%	
July	On the Books	\$123	\$118	4.0%	\$140
August		\$77	\$75	2.6%	\$143
September		\$28	\$35	-20.6%	\$96
October		\$23	\$15	48.8%	\$54
Summer total		\$59	\$62	-5.0%	\$91

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC WINTER SEASON SUPPORTING DATA TABLES
Winter Bookings as of Jun 30, 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	OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: June 30, 2010 (2010/11 Season)	Occup. Rate as of: June 30, 2009 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	2.1%	3.1%	-32.2%	19.8%
December	3.9%	1.9%	109.9%	45.8%
January				
February				
March				
April				
Winter total	3.0%	2.5%	22.5%	33.0%

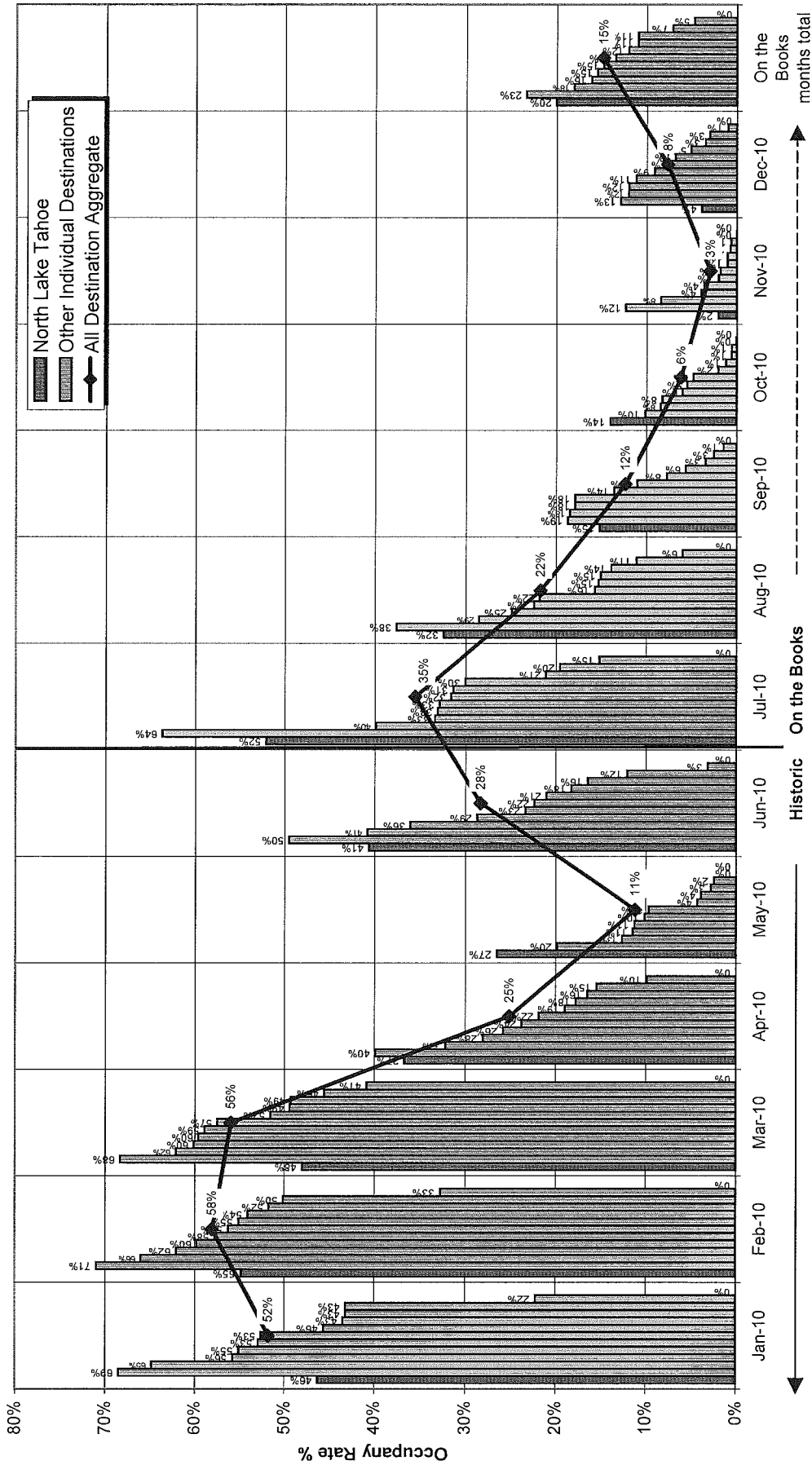
AVERAGE DAILY RATE	ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 Season)
	ADR as of: June 30, 2010 (2010/11 Season)	ADR as of: June 30, 2009 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$150	\$163	-7.7%	\$144
December	\$259	\$323	-19.9%	\$288
January				
February				
March				
April				
Winter total	\$222	\$224	-1.2%	\$245

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: June 30, 2010 (2010/11 Season)	RevPAR as of: June 30, 2009 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$3	\$5	-37.4%	\$28
December	\$10	\$6	68.2%	\$132
January				
February				
March				
April				
Winter total	\$7	\$6	21.0%	\$81

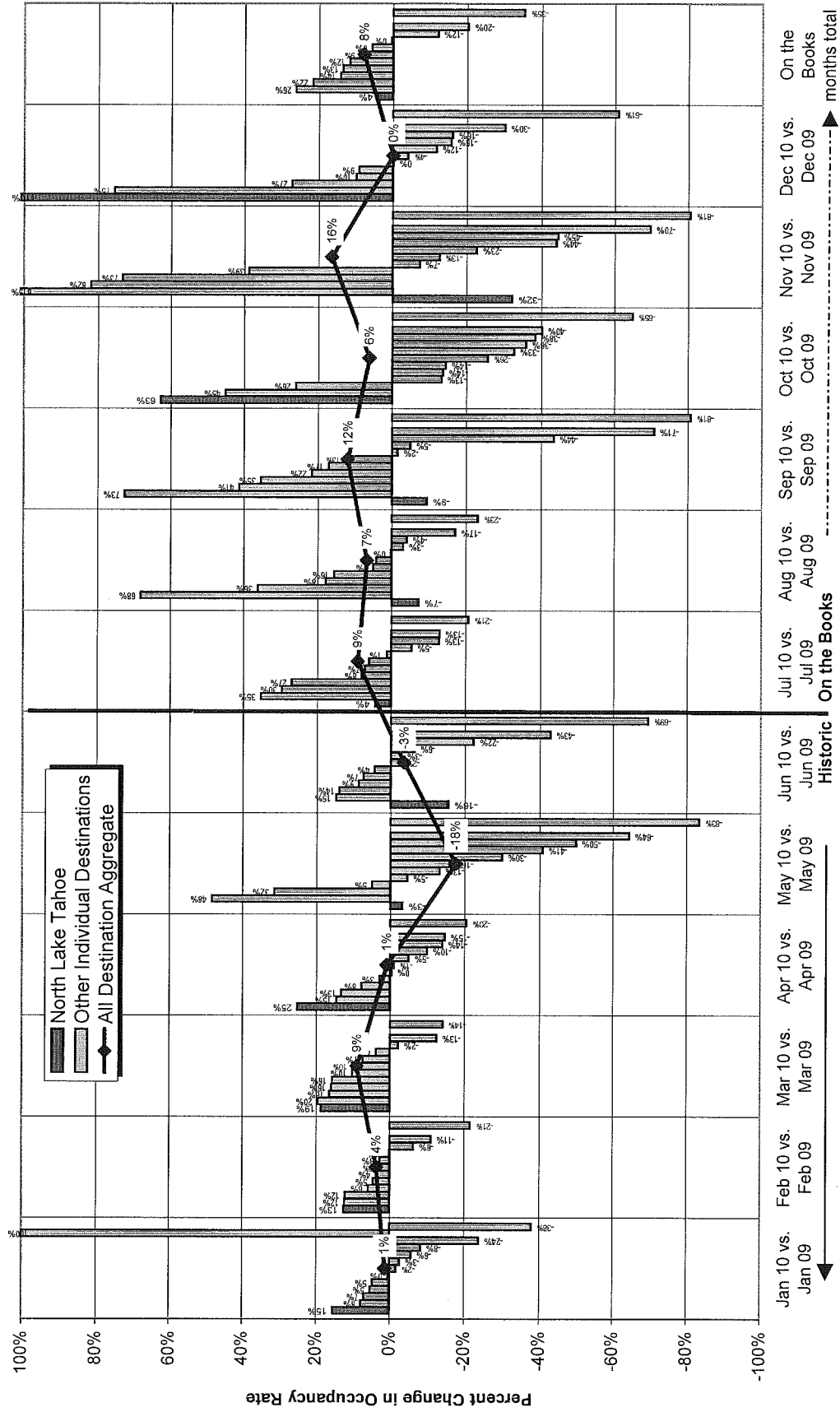
Occupancy Rate 2009/2010 Season as of Jun 30, 2010

Historic and Forecast Data

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



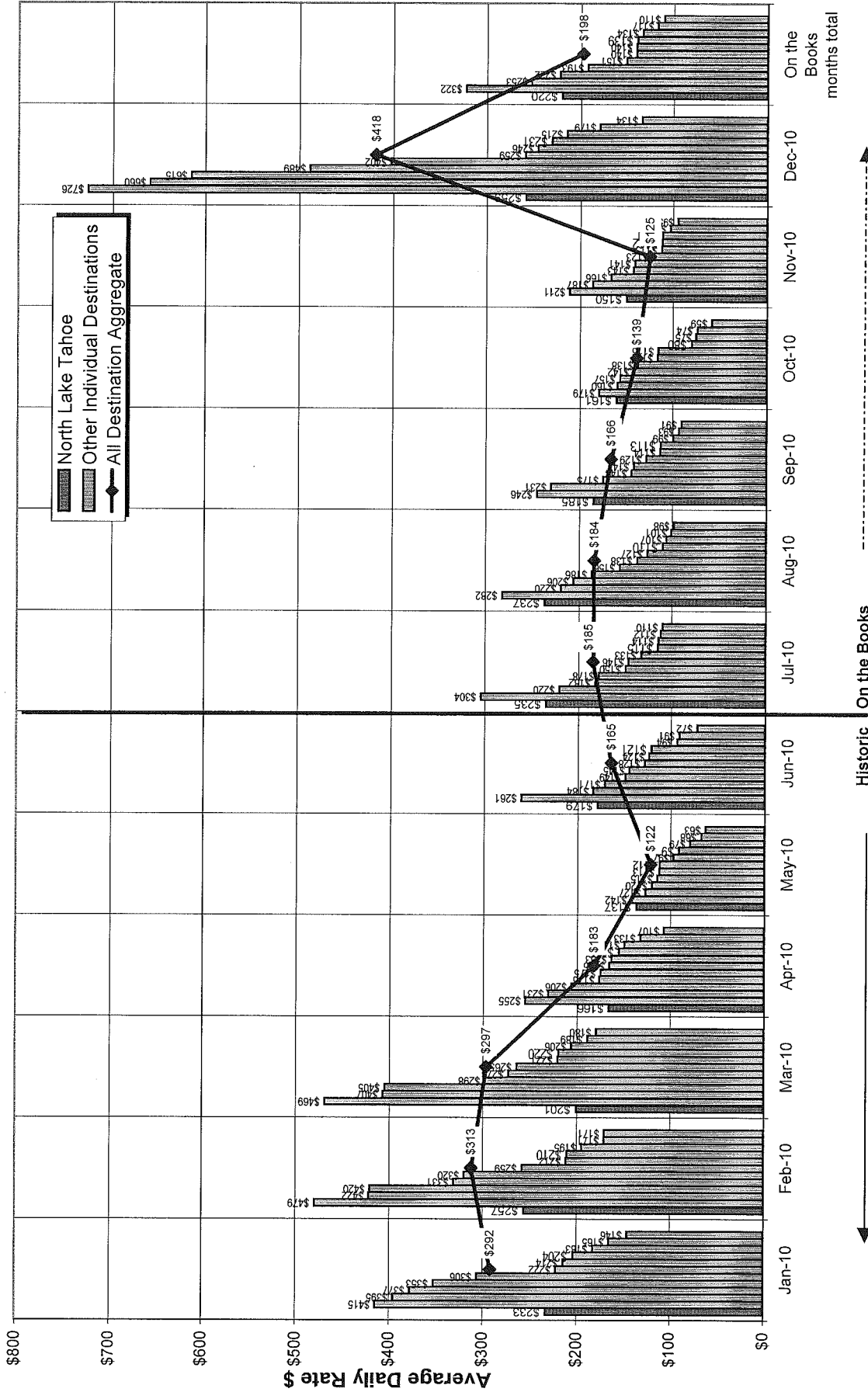
Percent Change in Occupancy Rate: 2009/2010 vs 2008/2009 as of June 30, 2010
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



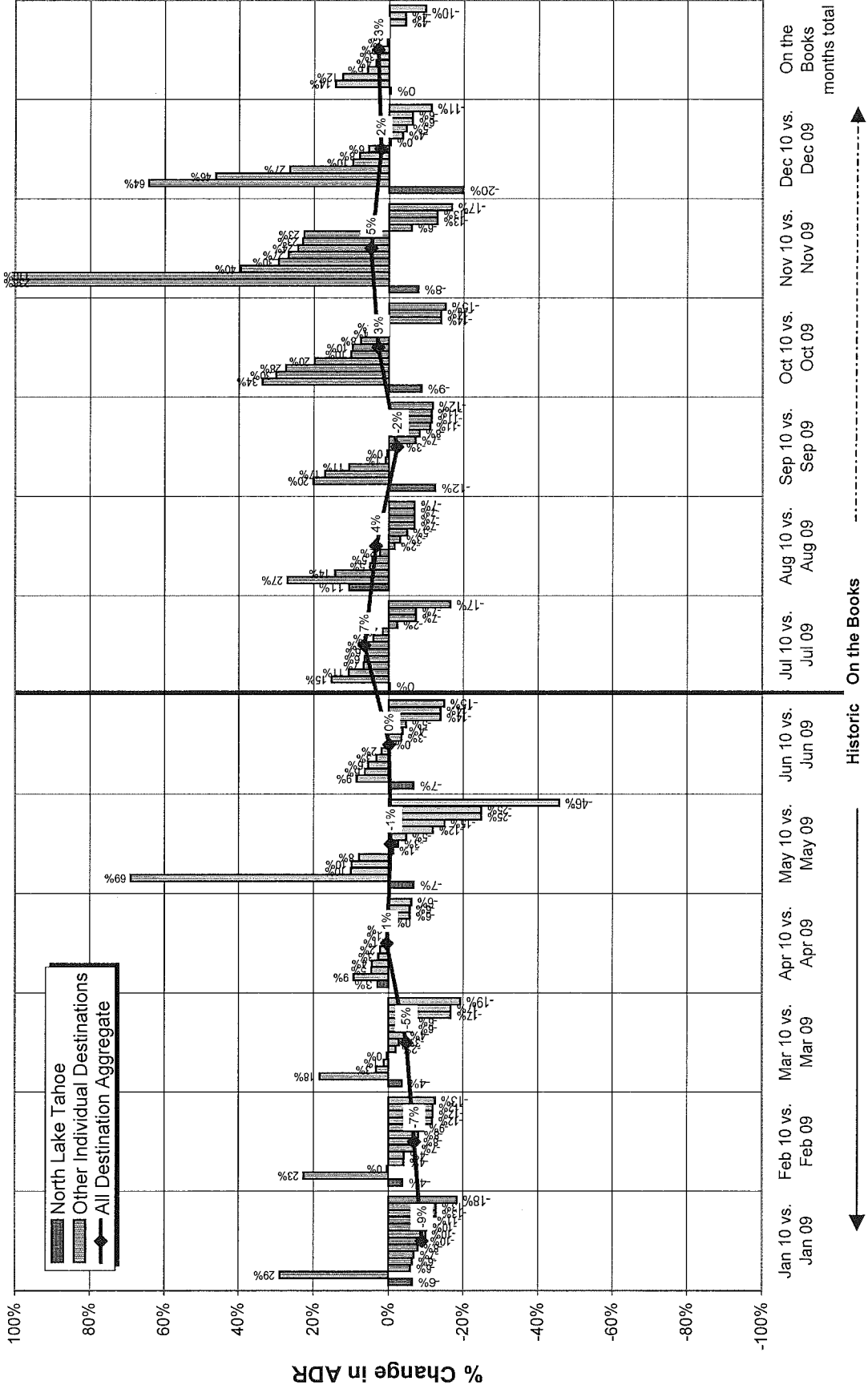
Average Daily Rate 2009/2010 Season as of Jun 30, 2010

Historic and Forecast Data

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

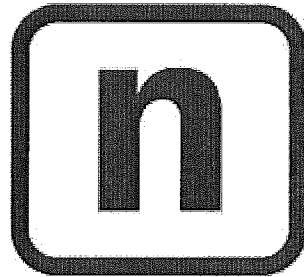


Percent Change in Average Daily Rate: 2009/2010 vs 2008/2009 as of June 30, 2010
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average



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north lake tahoe

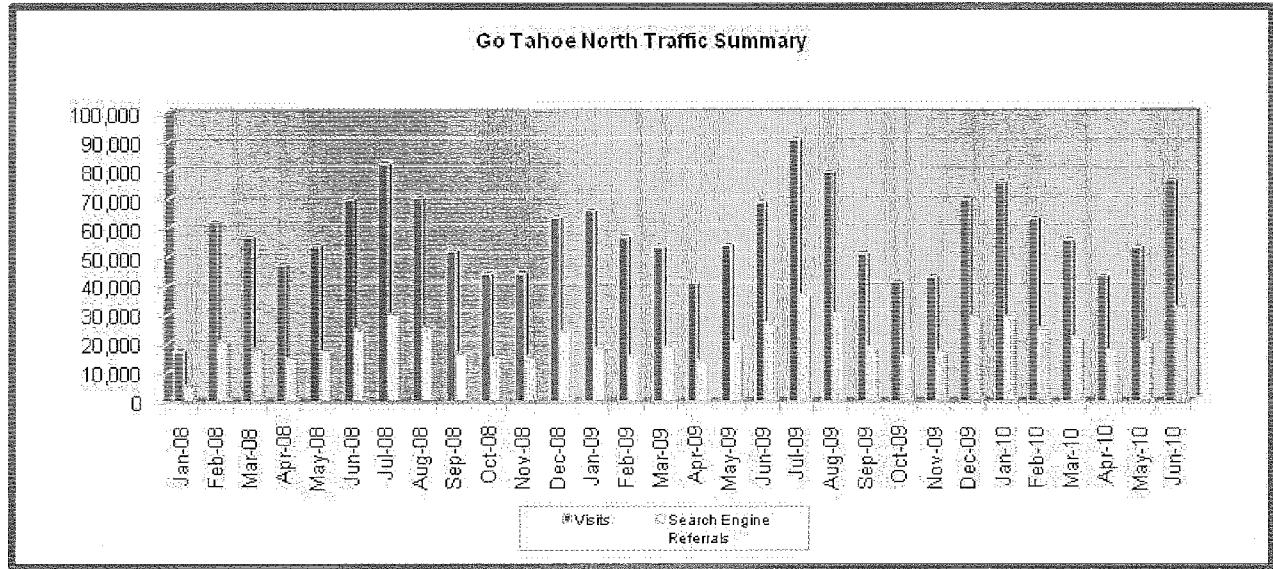
Go Tahoe North July 2010 Search Engine Marketing Report

Prepared by smith + jones

July 15, 2010

Program Progress

- Total visits are up 11% when comparing June 2010 to June 2009.
- Organic Search Engine Referrals are up 21% when comparing June 2010 to June 2009.
- The percent of visits from search engines make up 42% of total visits
- Urchin is not working properly. smith + jones has switched to Google Analytics and data has been backtracked to January 2008.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
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%
Dec-08	63,908	23,627	36.97%
Nov-08	44,490	14,991	33.70%
Oct-08	44,332	14,839	33.47%
Sep-08	52,172	16,276	31.20%
Aug-08	70,616	25,239	35.74%
Jul-08	82,609	30,010	36.33%
Jun-08	70,262	24,542	34.93%
May-08	53,960	16,882	31.29%
Apr-08	47,340	14,441	30.50%
Mar-08	56,917	17,465	30.69%
Feb-08	62,058	20,329	32.76%
Jan-08	17,307	4,972	28.73%

Organic Search Position Progress Summary

- smith + jones is now using May 2007 as the baseline for reporting in place of the March 2007 baseline.

Search positions on Google, Yahoo & Bing compared with last month.

July 7, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	43
Total 1st Page Positions	82
Total 2nd Page Positions	18
Google #1 Positions	16
Google 1st Page Positions	29
Google 2nd Page Positions	6

Compared With:

June 7, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	43
Total 1st Page Positions	82
Total 2nd Page Positions	13
Google #1 Positions	16
Google 1st Page Positions	31
Google 2nd Page Positions	3

Compared With:

May, 23 2007 Go Tahoe North Organic 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

Site Optimization

Action Steps:

- smith + jones provided organic search position data for terms currently targeted within the Pay-Per-Click program. Phrases with zero or limited organic search visibility are due to the lack of content supporting those phrases on the Website. Individual towns will be difficult to achieve search positions for because of their broad nature as well as limited content on the site. Relevancy is key. GoTahoeNorth should develop additional content targeting those key phrases lacking organic search visibility.
- We provided optimization revisions for the resorts / towns pages including page specific meta-tags and content revisions to increase 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. Once the proposed revisions are online, smith + jones will begin bookmarking the resort pages.
- We provided revised content for <http://www.gotahoenorth.com/skiing-and-boarding> in which uses of "Lake Tahoe", "skiing" and "snow boarding" were seeded within content. Once approved smith + jones will post live on the site.
- We 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 site.
- Continue to blog on a consistent basis. Blogs that are continually posted to will gain more traction and visibility.
- Continue adding new videos to the YouTube Channel. We will submit video links to Social Media Web sites as new videos are added.
- smith + jones has submitted the following forum posts for GoTahoeNorth in June:
 - <http://answers.yahoo.com/question/index?qid=20100526182828AA4atLY>
 - <http://answers.yahoo.com/question/index?qid=20100606224029AASlbGK>
 - <http://answers.yahoo.com/question/index?qid=20100608074024AAIKAdf>
 - <http://answers.yahoo.com/question/index?qid=20100607141636AAaHV15>
- There were 68 submissions to Social Media Web sites made in June. The attached spreadsheet provides further details.

Go Tahoe North “Buzz” on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. We 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. **

Bookmarks added on Social Bookmarking Web sites

** This is a sampling of backlinks generated from smith + jones Social Media Submissions. This list does not include all backlinks achieved. **

<http://millymilltown.amplify.com/2010/06/08/north-lake-tahoe-n-is-for-north/>

<http://clipmarks.com/clipmark/FAEA0B72-0E3E-4B02-BBB1-DC96253098F7/>

<http://xigets.amplify.com/2010/06/21/lake-tahoe-ski-vacation-information/>

<http://millymilltown.amplify.com/2010/06/30/lake-tahoe-vacation-rentals-hotels-and-lodging-packages/>

<http://www.spurl.net/discover/details.php?urlid=14688359>

Random GoTahoeNorth Mentions and Links

<http://www.hauteliving.com/2010/06/lake-tahoe-when-its-haute/>

Lake Tahoe When It's Haute

"Paddle boarding is huge in Tahoe now and there are a lot of events surrounding the activity, which you can learn about at [gotahoenorth.com](http://www.gotahoenorth.com)."

http://www.facebook.com/posted.php?id=107425135961276&share_id=101357809914001&comments=1

Lake Tahoe Summer Activities

"www.gotahoenorth.com

Discover the endless Lake Tahoe summer activities including golf, fishing, rafting, hiking, biking, sailing, lake cruises and so much more!"

<http://www.lake-tahoe-rentals.org/blog/Lake-Tahoe-Vacation-Rentals>

Lake Tahoe Vacation Rentals?

"I've used VRBO with pretty good success, I really like Go Tahoe North too (and the North Shore, FYI), they let you search by location or lodging type."

<http://www.velocurean.com/?p=1518>

Significant Seven – July 2010 (Reno-Tahoe Edition)

"Find all the information for planning your trip at www.gotahoenorth.com."

<http://www.mynews4.com/story.php?id=21659>

Independence Day: Fireworks in Reno-Sparks, Virginia City and Tahoe

"For more on Lake Tahoe events visit: <http://www.gotahoenorth.com/events-and-activities/event-calendar>"

http://yubanet.com/regional/Tahoe_s_Kings_Beach_Visitor_Center_to_Open_59698.php

Tahoe's Kings Beach Visitor Center to Open

"For lodging reservations, recreation and event details, call North Lake Tahoe at 1-877-949-3296 or visit www.GoTahoeNorth.com."

Organic Search Position Summary - Historical Data

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

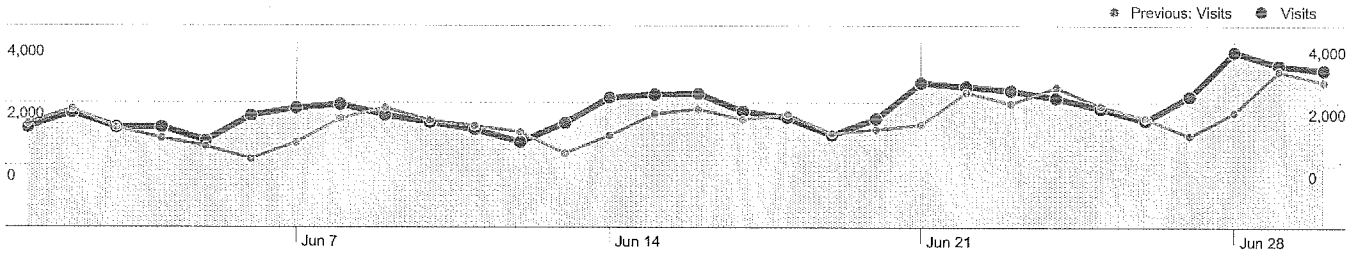
*Baseline data has been adjusted to reflect May 2007 data

Search Positions By Engine												
#1 Positions	16	10	17	16	10	17	18	9	14	2	1	1
1st Page Positions	29	24	29	31	22	29	31	23	27	11	6	7
2nd Page Positions	6	8	4	3	7	3	2	7	3	6	8	6







** phrases in italics are newly being measured*

Total Search Positions				
#1 Positions	43	43	41	4
1st Page Positions	82	82	81	24
2nd Page Positions	18	13	12	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****



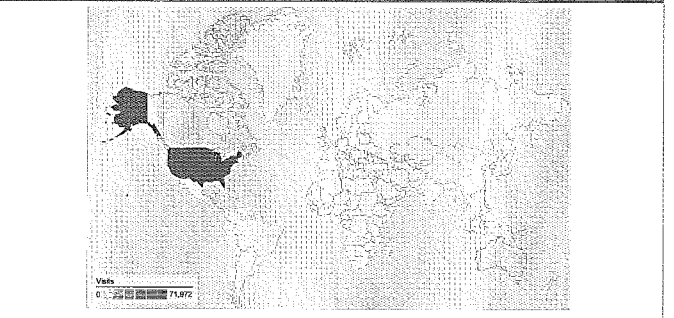
Site Usage

 76,947 Visits Previous: 69,254 (11.11%)	 29.64% Bounce Rate Previous: 29.18% (1.55%)
 406,114 Pageviews Previous: 360,384 (12.69%)	 00:04:30 Avg. Time on Site Previous: 00:04:38 (-2.86%)
 5.28 Pages/Visit Previous: 5.20 (1.42%)	 78.46% % New Visits Previous: 79.13% (-0.86%)

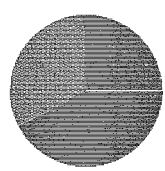
Visitors Overview

Visitors
64,543

Map Overlay

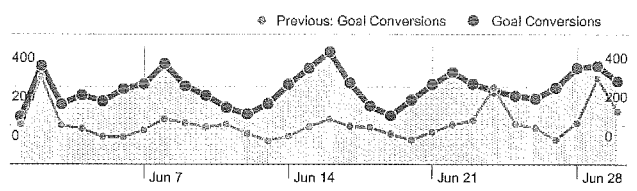


Traffic Sources Overview



- Search Engines**
32,458.00 (42.18%)
- Direct Traffic**
24,764.00 (32.18%)
- Referring Sites**
19,723.00 (25.63%)
- Other**
2 (> 0.00%)

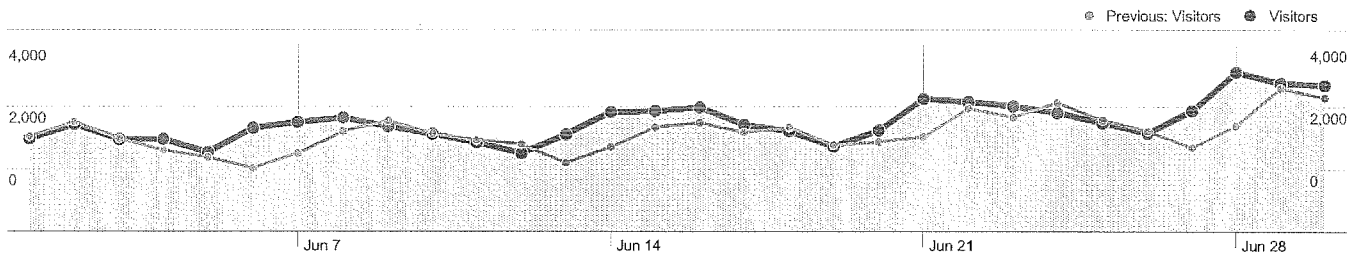
Goals Overview



Goal Conversions
7,789

Content Overview

Pages	Pageviews	% Pageviews
/events-and-activities/event-calendar		
Jun 1, 2010 - Jun 30, 2010	21,650	5.33%
Jun 1, 2009 - Jun 30, 2009	14,763	4.10%
% Change	46.65%	30.14%
/index.php		
Jun 1, 2010 - Jun 30, 2010	18,593	4.58%
Jun 1, 2009 - Jun 30, 2009	21,069	5.85%
% Change	-11.75%	-21.69%
/lodging/lodging-by-type		
Jun 1, 2010 - Jun 30, 2010	9,493	2.34%
Jun 1, 2009 - Jun 30, 2009	9,648	2.68%
% Change	-1.61%	-12.69%
/lodging		
Jun 1, 2010 - Jun 30, 2010	9,373	2.31%
Jun 1, 2009 - Jun 30, 2009	18,386	5.10%
% Change	-49.02%	-54.76%
/cool-deals		
Jun 1, 2010 - Jun 30, 2010	9,017	2.22%
Jun 1, 2009 - Jun 30, 2009	2,371	0.66%
% Change	280.30%	237.48%



64,543 people visited this site

76,947 Visits

Previous: 69,254 (11.11%)

64,543 Absolute Unique Visitors

Previous: 58,258 (10.79%)

406,114 Pageviews

Previous: 360,384 (12.69%)

5.28 Average Pageviews

Previous: 5.20 (1.42%)

00:04:30 Time on Site

Previous: 00:04:38 (-2.86%)

29.64% Bounce Rate

Previous: 29.18% (1.55%)

78.46% New Visits

Previous: 79.13% (-0.86%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Jun 1, 2010 - Jun 30, 2010	44,131	57.35%
Jun 1, 2009 - Jun 30, 2009	44,821	64.72%
% Change	-1.54%	-11.38%
Firefox		
Jun 1, 2010 - Jun 30, 2010	16,279	21.16%
Jun 1, 2009 - Jun 30, 2009	15,897	22.95%
% Change	2.40%	-7.84%

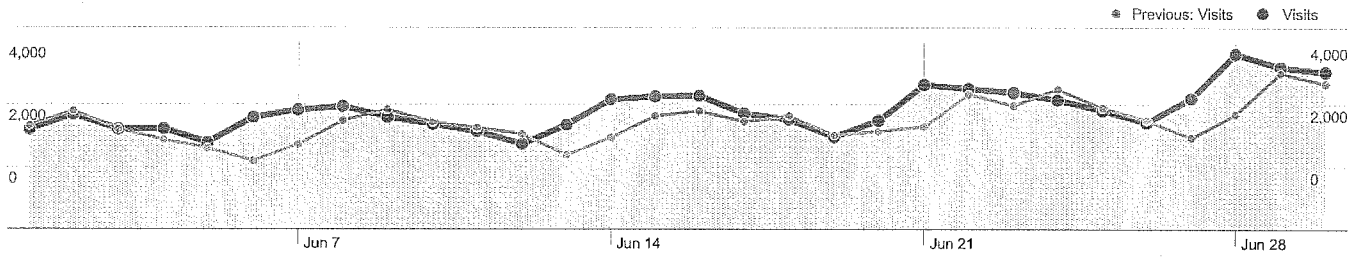
Connection Speed	Visits	% visits
Cable		
Jun 1, 2010 - Jun 30, 2010	31,117	40.44%
Jun 1, 2009 - Jun 30, 2009	26,642	38.47%
% Change	16.80%	5.12%
DSL		
Jun 1, 2010 - Jun 30, 2010	20,619	26.80%
Jun 1, 2009 - Jun 30, 2009	20,004	28.88%
% Change	3.07%	-7.23%

Safari		
Jun 1, 2010 - Jun 30, 2010	11,606	15.08%
Jun 1, 2009 - Jun 30, 2009	6,778	9.79%
% Change	71.23%	54.11%
Chrome		
Jun 1, 2010 - Jun 30, 2010	4,072	5.29%
Jun 1, 2009 - Jun 30, 2009	1,274	1.84%
% Change	219.62%	187.67%
Mozilla Compatible Agent		
Jun 1, 2010 - Jun 30, 2010	225	0.29%
Jun 1, 2009 - Jun 30, 2009	19	0.03%
% Change	1,084.21%	965.82%

Unknown		
Jun 1, 2010 - Jun 30, 2010	14,552	18.91%
Jun 1, 2009 - Jun 30, 2009	13,734	19.83%
% Change	5.96%	-4.64%
T1		
Jun 1, 2010 - Jun 30, 2010	8,988	11.68%
Jun 1, 2009 - Jun 30, 2009	6,519	9.41%
% Change	37.87%	24.09%
Dialup		
Jun 1, 2010 - Jun 30, 2010	911	1.18%
Jun 1, 2009 - Jun 30, 2009	1,245	1.80%
% Change	-26.83%	-34.14%

Traffic Sources Overview

Jun 1, 2010 - Jun 30, 2010
Comparing to: Jun 1, 2009 - Jun 30, 2009



All traffic sources sent a total of 76,947 visits

32.18% Direct Traffic

Previous: 37.45% (-14.07%)

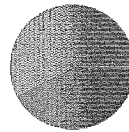
25.63% Referring Sites

Previous: 23.94% (7.07%)

42.18% Search Engines

Previous: 38.61% (9.26%)

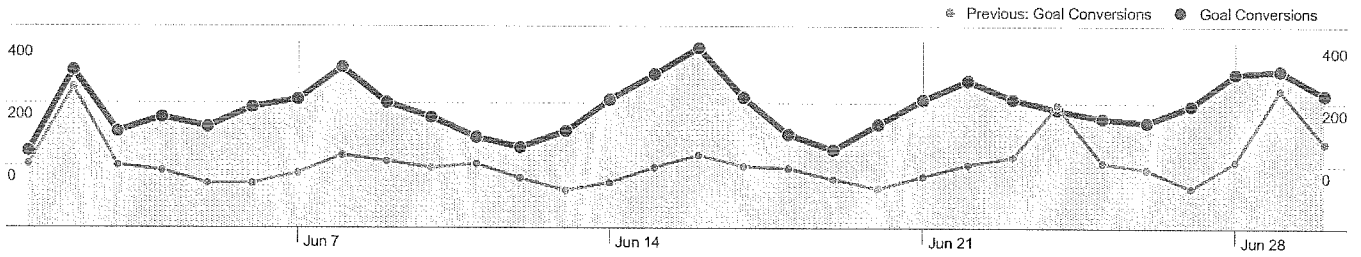
- Search Engines
32,458.00 (42.18%)
- Direct Traffic
24,764.00 (32.18%)
- Referring Sites
19,723.00 (25.63%)
- Other
2 (> 0.00%)



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Jun 1, 2010 - Jun 30, 2010	26,969	35.05%	Jun 1, 2010 - Jun 30, 2010	1,597	4.92%
Jun 1, 2009 - Jun 30, 2009	21,258	30.70%	Jun 1, 2009 - Jun 30, 2009	1,311	4.90%
% Change	26.87%	14.18%	% Change	21.82%	0.34%
(direct) ((none))			incline village		
Jun 1, 2010 - Jun 30, 2010	24,764	32.18%	Jun 1, 2010 - Jun 30, 2010	885	2.73%
Jun 1, 2009 - Jun 30, 2009	25,937	37.45%	Jun 1, 2009 - Jun 30, 2009	1,436	5.37%
% Change	-4.52%	-14.07%	% Change	-38.37%	-49.23%
visitinglaketahoe.com (referral)			kings beach lake tahoe		
Jun 1, 2010 - Jun 30, 2010	12,553	16.31%	Jun 1, 2010 - Jun 30, 2010	876	2.70%
Jun 1, 2009 - Jun 30, 2009	9,278	13.40%	Jun 1, 2009 - Jun 30, 2009	517	1.93%
% Change	35.30%	21.77%	% Change	69.44%	39.57%
yahoo (organic)			north lake tahoe hotels		
Jun 1, 2010 - Jun 30, 2010	2,202	2.86%	Jun 1, 2010 - Jun 30, 2010	688	2.12%
Jun 1, 2009 - Jun 30, 2009	3,417	4.93%	Jun 1, 2009 - Jun 30, 2009	684	2.56%
% Change	-35.56%	-42.00%	% Change	0.58%	-17.14%
bing (organic)			lake tahoe resorts		

Jun 1, 2010 - Jun 30, 2010	2,003	2.60%	Jun 1, 2010 - Jun 30, 2010	684	2.11%
Jun 1, 2009 - Jun 30, 2009	1,106	1.60%	Jun 1, 2009 - Jun 30, 2009	839	3.14%
% Change	81.10%	63.00%	% Change	-18.47%	-32.84%



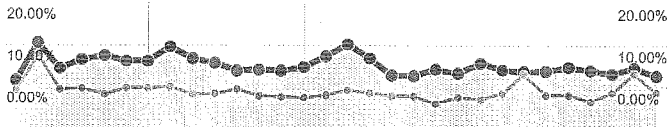
Visitors completed 7,789 goal conversions

 **7,789 conversions, Goal 1: Cool Deals Page**

Previous: 4,229 (84.18%)

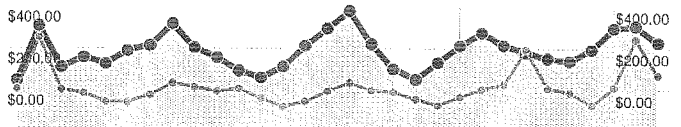
Goal Performance

Goal Conversion Rate

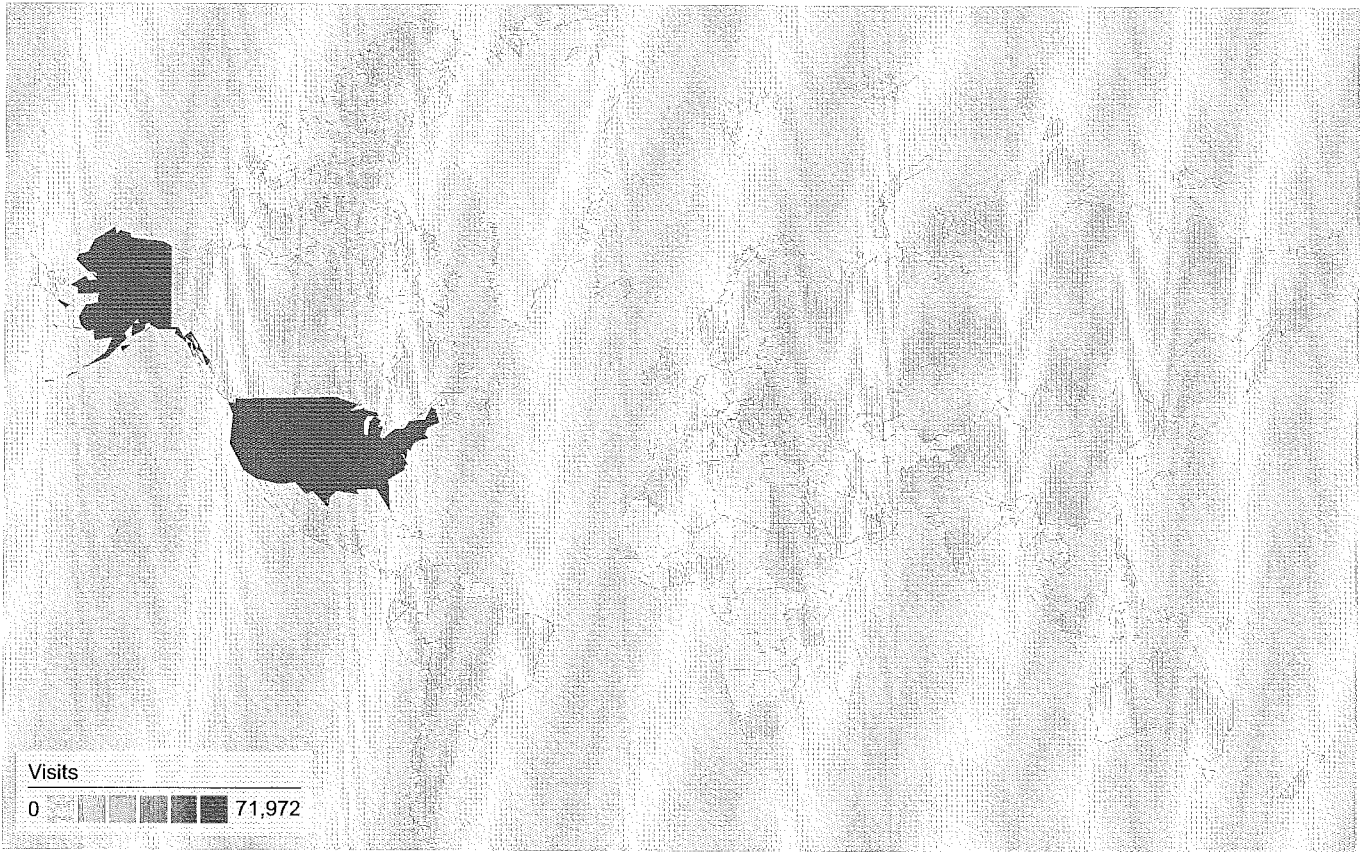


Goal Conversion Rate
 10.12%

Total Goal Value



Total Goal Value
 \$7,789.00

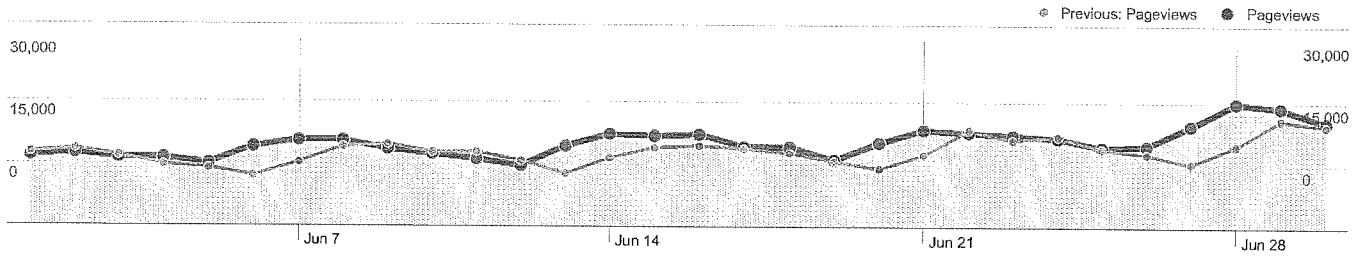


76,947 visits came from 137 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
76,947 Previous: 69,254 (11.11%)	5.28 Previous: 5.20 (1.42%)	00:04:30 Previous: 00:04:38 (-2.86%)	78.53% Previous: 79.25% (-0.91%)	29.64% Previous: 29.18% (1.55%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
June 1, 2010 - June 30, 2010	71,972	5.34	00:04:33	78.08%	28.97%	
June 1, 2009 - June 30, 2009	64,358	5.29	00:04:44	78.67%	28.13%	
% Change	11.83%	0.89%	-3.85%	-0.75%	3.01%	
Canada						
June 1, 2010 - June 30, 2010	857	5.11	00:04:11	84.71%	32.09%	
June 1, 2009 - June 30, 2009	868	4.24	00:03:02	88.82%	43.43%	
% Change	-1.27%	20.48%	37.92%	-4.63%	-26.12%	
United Kingdom						
June 1, 2010 - June 30, 2010	783	5.11	00:04:25	81.99%	38.31%	

June 1, 2009 - June 30, 2009	978	4.42	00:03:45	87.32%	43.35%
% Change	-19.94%	15.57%	18.06%	-6.10%	-11.62%
Australia					
June 1, 2010 - June 30, 2010	338	5.17	00:04:41	81.07%	34.62%
June 1, 2009 - June 30, 2009	304	4.15	00:04:02	82.57%	38.16%
% Change	11.18%	24.43%	15.92%	-1.82%	-9.28%
Germany					
June 1, 2010 - June 30, 2010	294	3.01	00:02:00	89.12%	44.90%
June 1, 2009 - June 30, 2009	326	3.82	00:03:31	91.72%	43.25%
% Change	-9.82%	-21.12%	-43.07%	-2.84%	3.81%
Brazil					
June 1, 2010 - June 30, 2010	244	4.57	00:04:13	85.25%	37.70%
June 1, 2009 - June 30, 2009	190	4.41	00:04:45	86.84%	30.00%
% Change	28.42%	3.52%	-11.28%	-1.84%	25.68%
Mexico					
June 1, 2010 - June 30, 2010	209	5.19	00:04:35	83.25%	33.97%
June 1, 2009 - June 30, 2009	166	4.69	00:03:31	84.34%	31.33%
% Change	25.90%	10.67%	30.24%	-1.29%	8.45%
France					
June 1, 2010 - June 30, 2010	154	4.58	00:02:45	85.71%	38.31%
June 1, 2009 - June 30, 2009	131	5.11	00:03:15	86.26%	44.27%
% Change	17.56%	-10.36%	-15.40%	-0.63%	-13.47%
Argentina					
June 1, 2010 - June 30, 2010	112	3.41	00:03:23	82.14%	40.18%
June 1, 2009 - June 30, 2009	36	3.08	00:01:30	91.67%	52.78%
% Change	211.11%	10.62%	126.27%	-10.39%	-23.87%
India					
June 1, 2010 - June 30, 2010	109	2.64	00:03:12	90.83%	53.21%
June 1, 2009 - June 30, 2009	79	3.28	00:04:11	91.14%	41.77%
% Change	37.97%	-19.41%	-23.20%	-0.34%	27.38%

1 - 10 of 137



Pages on this site were viewed a total of 406,114 times

406,114 Pageviews

Previous: 360,384 (12.69%)

302,186 Unique Views

Previous: 270,372 (11.77%)

29.64% Bounce Rate

Previous: 29.18% (1.55%)

Top Content

Pages	Pageviews	% Pageviews
/events-and-activities/event-calendar		
Jun 1, 2010 - Jun 30, 2010	21,650	5.33%
Jun 1, 2009 - Jun 30, 2009	14,763	4.10%
% Change	46.65%	30.14%
/index.php		
Jun 1, 2010 - Jun 30, 2010	18,593	4.58%
Jun 1, 2009 - Jun 30, 2009	21,069	5.85%
% Change	-11.75%	-21.69%
/lodging/lodging-by-type		
Jun 1, 2010 - Jun 30, 2010	9,493	2.34%
Jun 1, 2009 - Jun 30, 2009	9,648	2.68%
% Change	-1.61%	-12.69%
/lodging		
Jun 1, 2010 - Jun 30, 2010	9,373	2.31%
Jun 1, 2009 - Jun 30, 2009	18,386	5.10%
% Change	-49.02%	-54.76%
/cool-deals		

Jun 1, 2010 - Jun 30, 2010	9,017	2.22%
Jun 1, 2009 - Jun 30, 2009	2,371	0.66%
% Change	280.30%	237.48%

PROPERTY REFERRAL REPORT FY 2009/10

PROPERTY	REFERRALS	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	10787	4.73%
Tahoe Biltmore Lodge & Casino	6539	2.87%
Granlibakken Resort	6017	2.64%
Cal Neva Resort Casino Hotel	5938	2.61%
River Ranch Lodge and Restaurant	5445	2.39%
Coldwell Banker Rentals	5132	2.25%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	4899	2.15%
Resort at Squaw Creek	4687	2.06%
Sunnyside Steakhouse & Lodge	4686	2.06%
Mourelatos Lakeshore Resort	4619	2.03%
Stanford Alpine Chalet	4491	1.97%
Pullen Rental Group	4420	1.94%
Cottage Inn at Lake Tahoe	4367	1.92%
Brockway Springs Resort	4261	1.87%
Northstar Resort	4218	1.85%
Village at Northstar (tm)	3695	1.62%
Northstar Resort Cool Deals	3609	1.58%
PlumpJack Squaw Valley	3401	1.49%
Granlibakken Resort Cool Deals	3381	1.48%
Tahoe Luxury Properties	3269	1.43%
Olympic Village Inn	3199	1.40%
The Village at Squaw Valley USA	3149	1.38%
Ferrari's Crown Resort	3138	1.38%
Lake Tahoe Accommodations	3128	1.37%
Sierra Vacation Rentals/Sales	3124	1.37%
River Ranch Lodge and Restaurant Cool Deals	3112	1.37%
Tahoe Sands Resort	3067	1.35%
Parkside Inn at Incline	3038	1.33%
Holiday House	2976	1.31%
Franciscan Lakeside Lodge	2942	1.29%
Resort at Squaw Creek Cool Deals	2738	1.20%
Ritz-Carlton Highlands, Lake Tahoe	2689	1.18%
Hauserman Rental Group	2617	1.15%
Cedar Glen Lodge	2439	1.07%
Rainbow Lodge	2428	1.07%
Red Wolf Lakeside Lodge	2347	1.03%
Tahoe Mountain Resorts Lodging	2347	1.03%
Lake of the Sky Motor Inn	2297	1.01%
PepperTree Inn	2291	1.01%
Incline at Tahoe Realty	2244	0.98%
Americas Best Value Inn Tahoe City	2069	0.91%
Tahoma Lodge	1975	0.87%
Shore House at Lake Tahoe Cool Deals	1955	0.86%
Tahoe City Inn Cool Deals	1944	0.85%
Tahoe City Inn	1905	0.84%
Sunnyside Steakhouse & Lodge Cool Deals	1896	0.83%
Vacation Station, Inc.	1895	0.83%
Mourelatos Lakeshore Resort Cool Deals	1888	0.83%

Incline Vacation Rentals	1883	0.83%
North Tahoe Rental Company	1847	0.81%
Squaw Valley Lodge	1808	0.79%
Club Tahoe Resort	1775	0.78%
Chaney House	1730	0.76%
Firelite Lodge	1664	0.73%
Northstar Condominiums	1661	0.73%
Tahoma Meadows Bed & Breakfast	1639	0.72%
Tahoe Vistana Inn	1624	0.71%
Agate Bay Realty	1530	0.67%
Tahoe Lake Cottages	1524	0.67%
Vacation Tahoe by O'Neal Brokers	1476	0.65%
Tahoe Woodside Vacation Rentals	1448	0.64%
Tahoe Inn	1425	0.63%
Tahoma Lodge Cool Deals	1396	0.61%
Meeks Bay Resort & Marina	1374	0.60%
Shooting Star Bed & Breakfast	1355	0.59%
The Ritz-Carlton Highlands, Lake Tahoe	1330	0.58%
Squaw Valley Realty/Rentals	1306	0.57%
Alpine Rental Group	1305	0.57%
Shore House at Lake Tahoe	1305	0.57%
West Shore Cafe & Inn	1281	0.56%
First Accommodations	1212	0.53%
ReserveMyHome.com	1153	0.51%
Tahoe Marina Lodge	1146	0.50%
Tahoe Mountain Resorts Lodging Cool Deals	1129	0.50%
The Village at Squaw Valley USA Cool Deals	1103	0.48%
Red Wolf Lodge at Squaw Valley	1072	0.47%
Ferrari's Crown Resort Cool Deals	1030	0.45%
Vacation Station, Inc. Cool Deals	993	0.44%
Squaw Valley Lodge Cool Deals	957	0.42%
Goldfish Properties	955	0.42%
Assist 2 Sell - All Service Realty	951	0.42%
Holiday House Cool Deals	904	0.40%
Painted Rock Lodge	882	0.39%
Brockway Springs Resort Cool Deals	838	0.37%
West Lake Properties	820	0.36%
Sugar Bowl Ski Resort Cool Deals	799	0.35%
Waters of Tahoe Properties	781	0.34%
Tahoe Resort Property Management Inc.	763	0.33%
Tamarack Lodge	722	0.32%
Sierra Mountain Properties	639	0.28%
Tahoe Luxury Properties Cool Deals	627	0.28%
Northstar Mountain Home Vacation Rentals	595	0.26%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	591	0.26%
Incline at Tahoe Realty Cool Deals	582	0.26%
Martis Valley Associates Property Rentals	575	0.25%
LakeFrontHouse.com	554	0.24%
Cal Neva Resort Casino Hotel Cool Deals	539	0.24%
Agate Bay Realty Cool Deals	449	0.20%
Mother Natures Inn	362	0.16%
Tahoe Real Estate Group	347	0.15%

The Lodge at Sugar Bowl	237	0.10%
O'Neal Brokers of Lake Tahoe	222	0.10%
Firelite Lodge Cool Deals	200	0.09%
Sugar Bowl Ski Resort	132	0.06%
Granlibakken Resort Ski Area	112	0.05%
Tahoe Tavern Properties	104	0.05%
Chinquapin / Packard Realty	98	0.04%
The Border House	90	0.04%
Tahoe Moon Properties	65	0.03%
Martis Valley Vacation Rentals	56	0.02%
Tahoe Biltmore Lodge & Casino Restaurants	44	0.02%
Cal Lodge Hostel	31	0.01%
The Ritz-Carlton Club, Lake Tahoe	9	0.00%
Prudential California Realty	3	0.00%

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