



**north lake tahoe**

Chamber | CVB | Resort Association

# July 2012 Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jun 30, 2012

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,725 Units ('MTRIP Census'\*)

|  |                     | 2012  | 2011  | Year over Year<br>% Diff |
|--|---------------------|-------|-------|--------------------------|
| <b>a. Last Month Performance: Current YTD vs. Previous YTD</b>   |                     |       |       |                          |
| North Lake Tahoe Occupancy for last month (June) changed by (9.3%)   | Occupancy (June) :  | 44.6% | 40.8% | 9.3%                     |
| North Lake Tahoe Average Daily Rate for last month (June) changed by (7.0%)  | ADR (June) :        | \$189 | \$176 | 7.0%                     |
| North Lake Tahoe RevPAR for last month (June) changed by (17.0%)   | RevPAR (June) :     | \$84  | \$72  | 17.0%                    |
| <b>b. Next Month Performance: Current YTD vs. Previous YTD</b>   |                     |       |       |                          |
| North Lake Tahoe Occupancy for next month (July) changed by (-14.0%)   | Occupancy (July)    | 50.5% | 58.7% | -14.0%                   |
| North Lake Tahoe Average Daily Rate for next month (July) changed by (4.6%)  | ADR (July) :        | \$236 | \$225 | 4.6%                     |
| North Lake Tahoe RevPAR for next month (July) changed by (-10.0%)  | RevPAR (July) :     | \$119 | \$132 | -10.0%                   |
| <b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>  |                     |       |       |                          |
| North Lake Tahoe Occupancy for the prior 6 months changed by (-3.2%)   | Occupancy           | 41.7% | 43.1% | -3.2%                    |
| North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.6%)  | ADR                 | \$207 | \$215 | -3.6%                    |
| North Lake Tahoe RevPAR for the prior 6 months changed by (-6.7%)  | RevPAR              | \$86  | \$93  | -6.7%                    |
| <b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>  |                     |       |       |                          |
| North Lake Tahoe Occupancy for the upcoming 6 months changed by (9.5%)   | Occupancy           | 24.0% | 21.9% | 9.5%                     |
| North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-1.3%)   | ADR                 | \$216 | \$219 | -1.3%                    |
| North Lake Tahoe RevPAR for the upcoming 6 months changed by (8.0%)  | RevPAR              | \$52  | \$48  | 8.0%                     |
| <b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2012 vs. Previous Year</b>   |                     |       |       |                          |
| Rooms Booked during last month (June, 2012) compared to Rooms Booked during the same period last year (June, 2011) for all arrival dates has changed by (-14.7%) | Booking Pace (June) | 5.6%  | 6.6%  | -14.7%                   |

\* **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

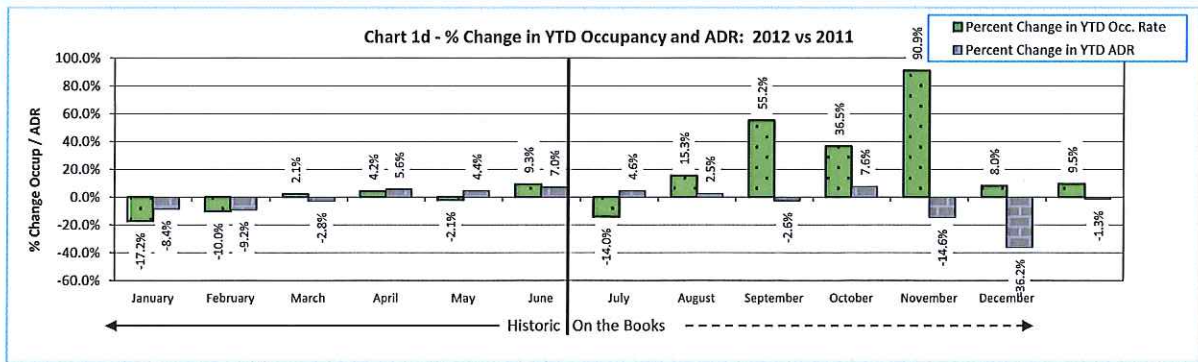
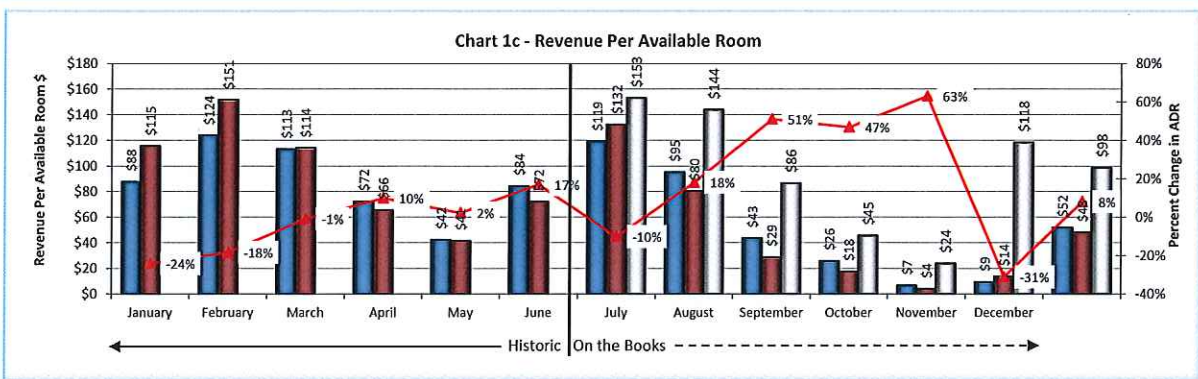
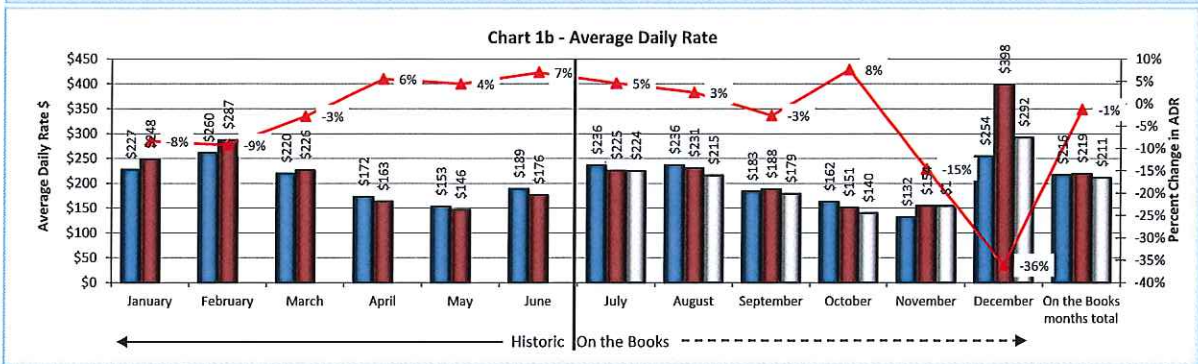
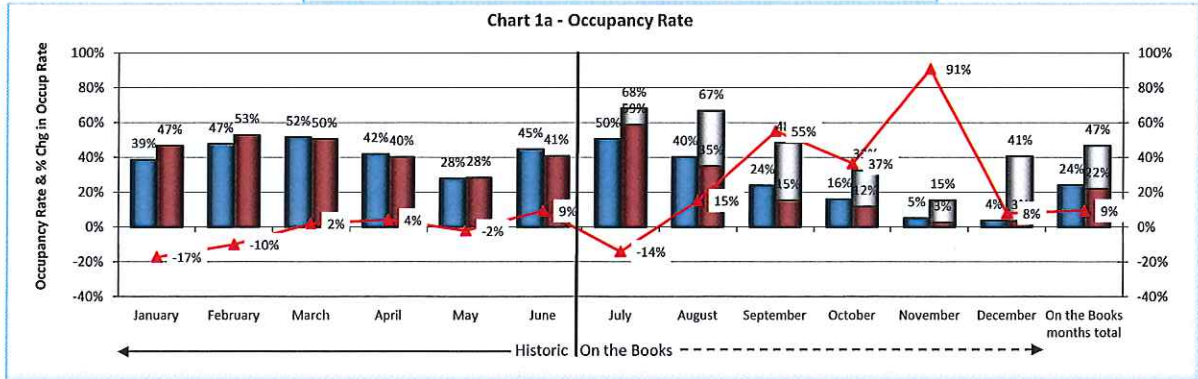
## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012 YTD (as of Jun 30, 2012) vs. 2011 YTD (as of Jun 30, 2011) 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**

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■ Historic Actual (2011 season)     ■ Data as of June 30, 2012 (2012 season)  
■ Data as of June 30, 2011 (2011 season)     — Percent Change





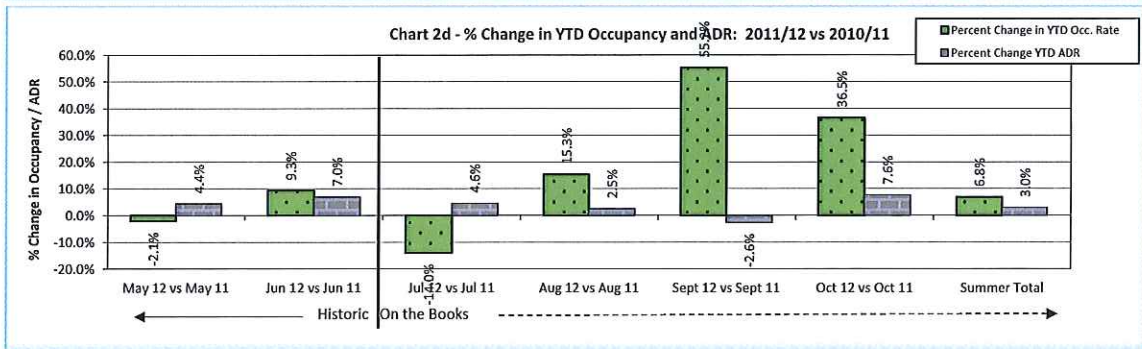
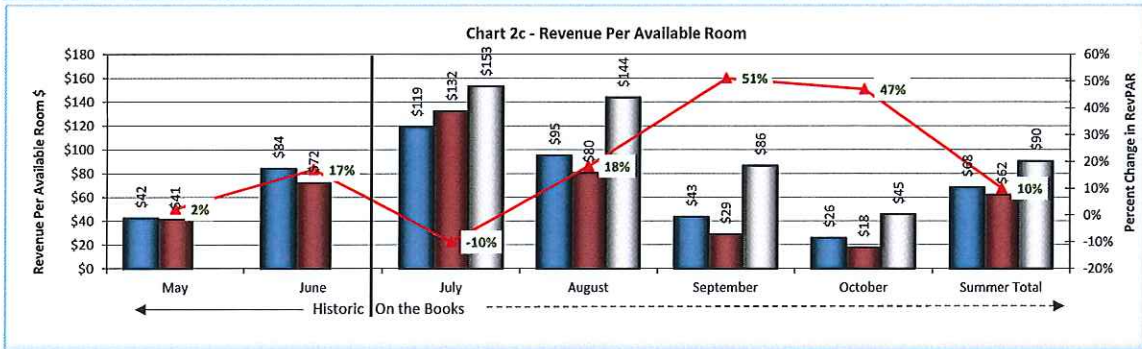
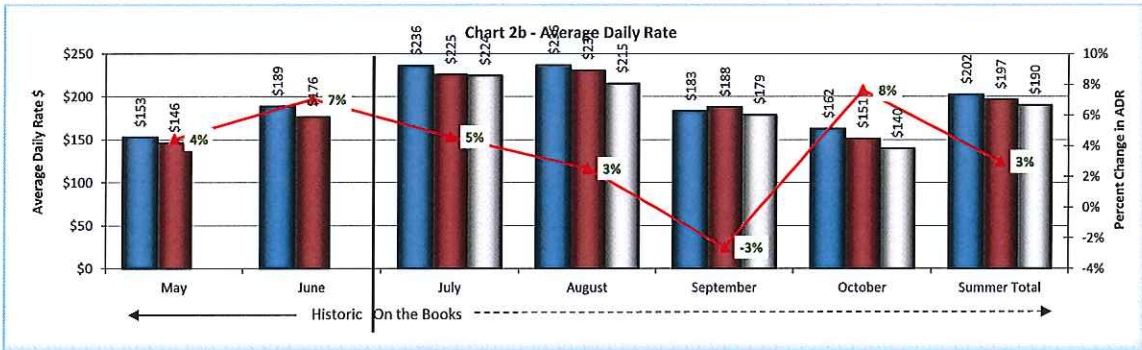
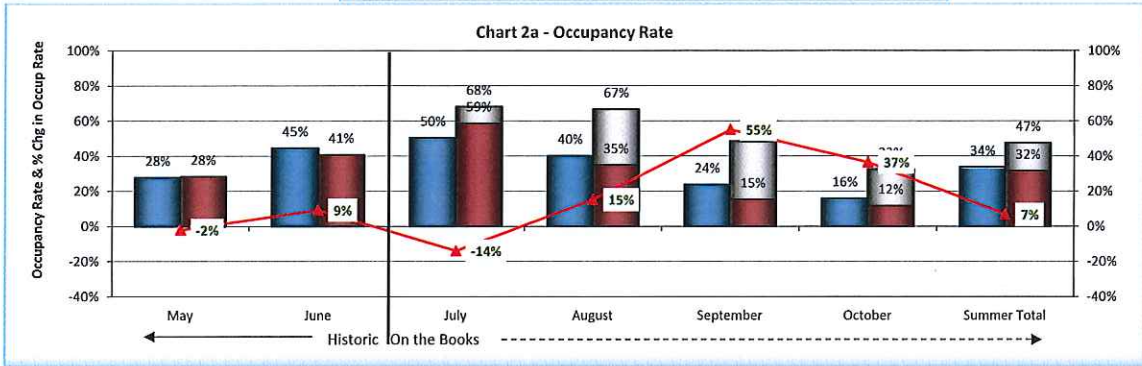
## RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Jun 30, 2012) vs. 2011 YTD (as of Jun 30, 2011) 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

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Historic Actual (2011 season)      Data as of June 30, 2012 (2012 season)  
 Data as of June 30, 2011 (2011 season)     —▲— Percent Change





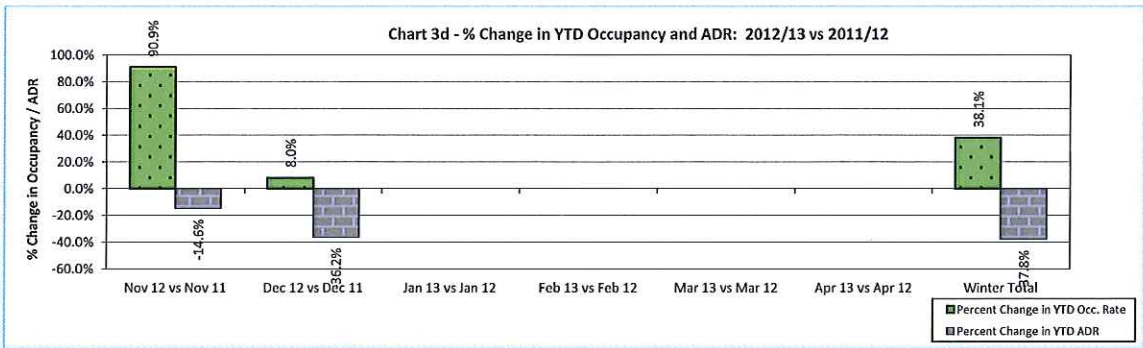
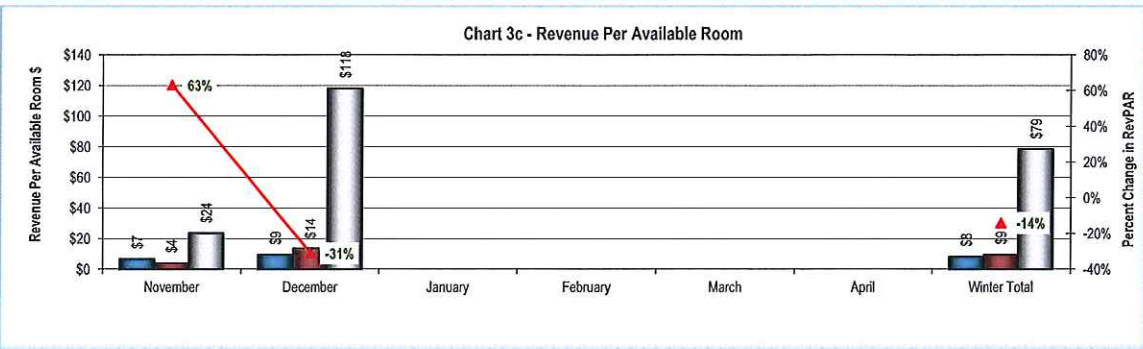
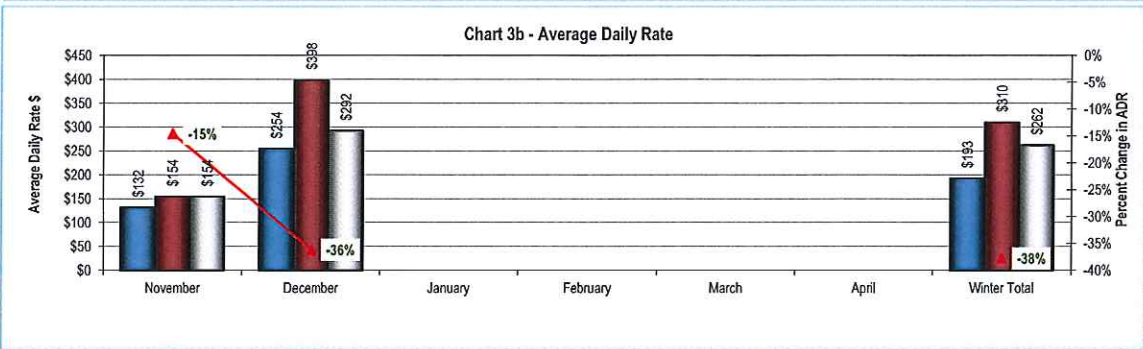
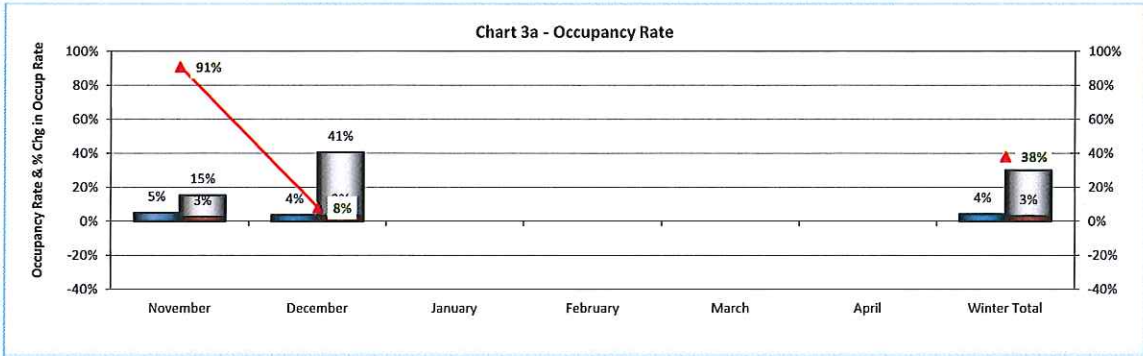
**RESERVATIONS ACTIVITY REPORT**  
**SECTION 3 - WINTER SEASON SUMMARY GRAPHS**

2012/13 YTD (as of Jun 30, 2012) vs. 2011/12 YTD (as of Jun 30, 2011) vs. 2011/12 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**

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Historic Actual (2011/12 season)
  Data as of June 30, 2012 (2012/13 season)
  Data as of June 30, 2011 (2011/12 season)
  Percent Change



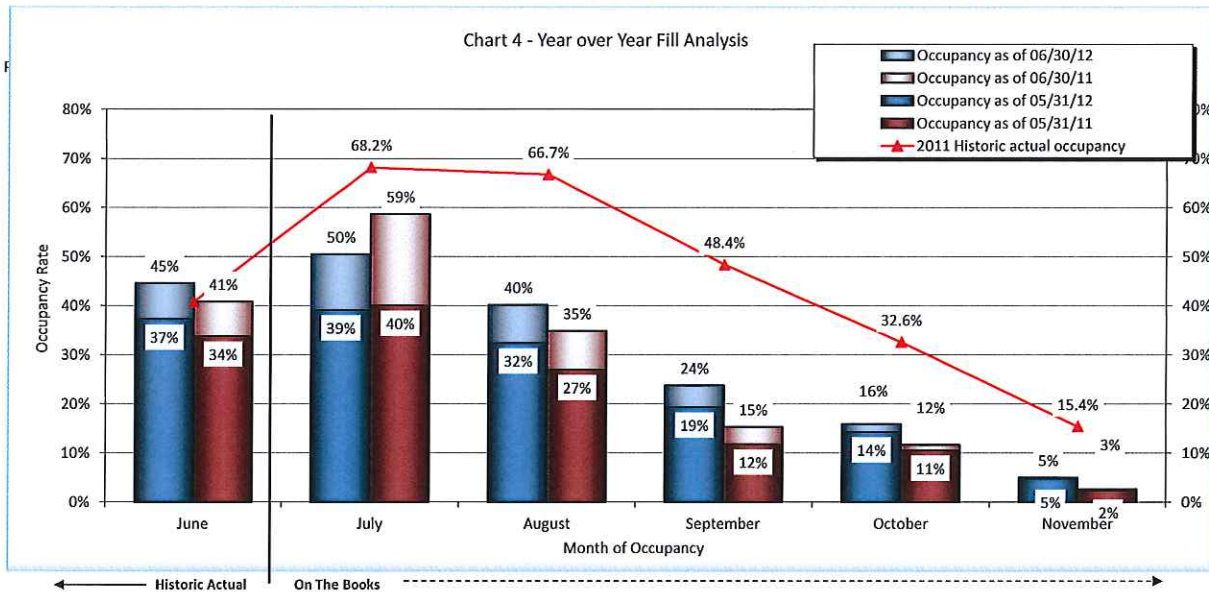


**RESERVATIONS ACTIVITY REPORT  
SECTION 4 - FILL ANALYSIS**

**2012 Occupancy Pace as of Jun 30, 2012 and May 31, 2012 versus same period 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

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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<br>(i.e. FILL DURING MONTH JUST ENDED) |   | CHG IN INCREMENTAL OCCUP.<br>BOOKED (i.e. CHANGE IN FILL) |  | 2011<br>Historic actual<br>occupancy |
|---------------------|--------------------------------|--------------------------------|--------------------|--------------------------------|--------------------------------|--------------------|--|---|---|--|--------------------------------------|
|                     | Occupancy<br>as of<br>06/30/12 | Occupancy<br>as of<br>06/30/11 | Absolute<br>Change | Occupancy<br>as of<br>05/31/12 | Occupancy<br>as of<br>05/31/11 | Absolute<br>Change | Incremental<br>occupancy booked<br>during Jun. 2012              | Incremental<br>occupancy booked<br>during Jun. 2011 | Absolute<br>Change in<br>Incremental Fill                 | Percent<br>Change in<br>Incremental Fill** |                                      |
|                     | June                           | 44.6%                          | 40.8%              | 3.8%                           | 37.3%                          | 33.8%              | 3.5%   | 7.3%  | 7.0%  | 0.3%                                       |                                      |
| July                | 50.5%                          | 58.7%                          | -8.2%              | 39.1%                          | 40.0%                          | -0.9%              | 11.3%  | 18.6%   | -7.3%   | -39.1%                                     | 68.2%                                |
| August              | 40.2%                          | 34.8%                          | 5.3%               | 32.4%                          | 27.0%                          | 5.4%               | 7.8%   | 7.9%  | -0.1%   | -1.2%                                      | 66.7%                                |
| September           | 23.7%                          | 15.3%                          | 8.4%               | 19.3%                          | 11.8%                          | 7.6%               | 4.4%   | 3.5%  | 0.9%  | 25.3%                                      | 48.4%                                |
| October             | 15.9%                          | 11.6%                          | 4.3%               | 14.3%                          | 10.5%                          | 3.8%               | 1.6%   | 1.1%  | 0.5%  | 43.1%                                      | 32.6%                                |
| November            | 5.0%                           | 2.6%                           | 2.4%               | 4.8%                           | 2.4%                           | 2.4%               | 0.2%   | 0.2%  | 0.0%  | -6.8%                                      | 15.4%                                |
| <b>Total</b>        | <b>31.0%</b>                   | <b>28.4%</b>                   | <b>2.7%</b>        | <b>25.4%</b>                   | <b>21.7%</b>                   | <b>3.6%</b>        | <b>5.6%</b>  | <b>6.6%</b>   | <b>-1.0%</b>  | <b>-14.7%</b>                              | <b>46.8%</b>                         |

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

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



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5A - SUPPORTING DATA TABLES**  
 Bookings as of Jun 30, 2012

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

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| OCCUPANCY RATE                   |                 | OCCUPANCY RATE: YTD 2012 VS. YTD 2011                |  |                                       | Historic Actual<br>Occup. Rate<br>(2011 season) | # of<br>Properties<br>in Sample |
|----------------------------------|-----------------|--|--|---------------------------------------|---|---------------------------------|
|                                  |                 | Occup. Rate as of:<br>June 30, 2012<br>(2012 season) | Occup. Rate as of:<br>June 30, 2011<br>(2011 season) | Percent<br>Change in<br>YTD Occ. Rate |   |                                 |
| Month of Occupancy (2012 & 2011) |                 |  |  |                                       |   |                                 |
| January                          |                 | 38.6%  | 46.6%  | -17.2%                                |   | 11                              |
| February                         |                 | 47.5%  | 52.8%  | -10.0%                                |   | 11                              |
| March                            |                 | 51.5%  | 50.5%  | 2.1%                                  |   | 11                              |
| April                            |                 | 41.9%  | 40.2%  | 4.2%                                  |   | 11                              |
| May                              |                 | 27.7%  | 28.3%  | -2.1%                                 |   | 11                              |
| June                             | Historic Actual | 44.6%  | 40.8%  | 9.3%                                  |   | 11                              |
| July                             | On the Books    | 50.5%  | 58.7%  | -14.0%                                | 68.2%   | 11                              |
| August                           |                 | 40.2%  | 34.8%  | 15.3%                                 | 66.7%   | 11                              |
| September                        |                 | 23.7%  | 15.3%  | 55.2%                                 | 48.4%   | 11                              |
| October                          |                 | 15.9%  | 11.6%  | 36.5%                                 | 32.6%   | 11                              |
| November                         |                 | 5.0%   | 2.6%   | 90.9%                                 | 15.4%   | 10                              |
| December                         |                 | 3.7%   | 3.4%   | 8.0%                                  | 40.5%   | 11                              |
| Grand total                      |                 | 32.8%  | 32.6%  | 0.6%                                  | 44.9%   | 11                              |
| Historic months total            |                 | 41.7%  | 43.1%  | -3.2%                                 | 43.1%   | 11                              |
| On the Books months total        |                 | 24.0%  | 21.9%  | 9.5%                                  | 46.7%   | 11                              |

| AVERAGE DAILY RATE               |                 | ADR: YTD 2012 VS. YTD 2011                   |  |                                 | Historic Actual<br>ADR<br>(2011 season) | # of<br>Properties<br>in Sample |
|----------------------------------|-----------------|--|--|---------------------------------|---|---------------------------------|
|                                  |                 | ADR as of:<br>June 30, 2012<br>(2012 season) | ADR as of:<br>June 30, 2011<br>(2011 season) | Percent<br>Change<br>in YTD ADR |   |                                 |
| Month of Occupancy (2012 & 2011) |                 |  |  |                                 |   |                                 |
| January                          |                 | \$227  | \$248  | -8.4%                           |   | 11                              |
| February                         |                 | \$260  | \$287  | -9.2%                           |   | 11                              |
| March                            |                 | \$220  | \$226  | -2.8%                           |   | 11                              |
| April                            |                 | \$172  | \$163  | 5.6%                            |   | 11                              |
| May                              |                 | \$153  | \$146  | 4.4%                            |   | 11                              |
| June                             | Historic Actual | \$189  | \$176  | 7.0%                            |   | 11                              |
| July                             | On the Books    | \$236  | \$225  | 4.6%                            | \$224                                   | 11                              |
| August                           |                 | \$236  | \$231  | 2.5%                            | \$215                                   | 11                              |
| September                        |                 | \$183  | \$188  | -2.6%                           | \$179                                   | 11                              |
| October                          |                 | \$162  | \$151  | 7.6%                            | \$140                                   | 11                              |
| November                         |                 | \$132  | \$154  | -14.6%                          | \$154                                   | 10                              |
| December                         |                 | \$254  | \$398  | -36.2%                          | \$292                                   | 11                              |
| Grand total                      |                 | \$211  | \$216  | -2.7%                           | \$213                                   | 11                              |
| Historic months total            |                 | \$207  | \$215  | -3.6%                           | \$215                                   | 11                              |
| On the Books months total        |                 | \$216  | \$219  | -1.3%                           | \$211                                   | 11                              |

| REVENUE PER AVAILABLE ROOM       |                 | REVPAR: YTD 2012 VS. YTD 2011                   |   |                                    | Historic Actual<br>RevPAR<br>(2011 season) | # of<br>Properties<br>in Sample |
|----------------------------------|-----------------|---|---|------------------------------------|--|---------------------------------|
|                                  |                 | RevPAR as of:<br>June 30, 2012<br>(2012 season) | RevPAR as of:<br>June 30, 2011<br>(2011 season) | Percent<br>Change in<br>YTD RevPAR |  |                                 |
| Month of Occupancy (2012 & 2011) |                 |   |   |                                    |  |                                 |
| January                          |                 | \$88  | \$115   | -24.1%                             |  | 11                              |
| February                         |                 | \$124   | \$151   | -18.3%                             |  | 11                              |
| March                            |                 | \$113   | \$114   | -0.8%                              |  | 11                              |
| April                            |                 | \$72  | \$66  | 10.0%                              |  | 11                              |
| May                              |                 | \$42  | \$41  | 2.3%                               |  | 11                              |
| June                             | Historic Actual | \$84  | \$72  | 17.0%                              |  | 11                              |
| July                             | On the Books    | \$119   | \$132   | -10.0%                             | \$153                                      | 11                              |
| August                           |                 | \$95  | \$80  | 18.2%                              | \$144                                      | 11                              |
| September                        |                 | \$43  | \$29  | 51.1%                              | \$86                                       | 11                              |
| October                          |                 | \$26  | \$18  | 47.0%                              | \$45                                       | 11                              |
| November                         |                 | \$7   | \$4   | 63.1%                              | \$24                                       | 10                              |
| December                         |                 | \$9   | \$14  | -31.0%                             | \$118                                      | 11                              |
| Grand total                      |                 | \$69  | \$70  | -2.1%                              | \$95                                       | 11                              |
| Historic months total            |                 | \$86  | \$93  | -6.7%                              | \$93                                       | 11                              |
| On the Books months total        |                 | \$52  | \$48  | 8.0%                               | \$98                                       | 11                              |



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Jun 30, 2012**

**NOTE:** This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above  
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| OCCUPANCY RATE                   | <u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>         |  |                                       | Historic Actual<br>Occup. Rate<br>(2011 Season) |
|----------------------------------|--|--|---------------------------------------|---|
|                                  | Occup. Rate as of:<br>June 30, 2012<br>(2012 Season) | Occup. Rate as of:<br>June 30, 2011<br>(2011 Season) | Percent<br>Change in<br>YTD Occ. Rate |   |
| Month of Occupancy (2012 & 2011) |  |  |                                       |   |
| May                              | 27.7%  | 28.3%  | -2.1%                                 |   |
| June                             | 44.6%  | 40.8%  | 9.3%                                  |   |
| July                             | 50.5%  | 58.7%  | -14.0%                                | 68.2%   |
| August                           | 40.2%  | 34.8%  | 15.3%                                 | 66.7%   |
| September                        | 23.7%  | 15.3%  | 55.2%                                 | 48.4%   |
| October                          | 15.9%  | 11.6%  | 36.5%                                 | 32.6%   |
| Summer Total                     | 33.7%  | 31.6%  | 6.8%                                  | 47.5%   |

| AVERAGE DAILY RATE               | <u>ADR: YTD 2011 VS. YTD 2010</u>            |  |                              | Historic Actual<br>ADR<br>(2011 Season) |
|----------------------------------|--|--|------------------------------|---|
|                                  | ADR as of:<br>June 30, 2012<br>(2012 Season) | ADR as of:<br>June 30, 2011<br>(2011 Season) | Percent<br>Change<br>YTD ADR |   |
| Month of Occupancy (2012 & 2011) |  |  |                              |   |
| May                              | \$153  | \$146  | 4.4%                         |   |
| June                             | \$189  | \$176  | 7.0%                         |   |
| July                             | \$236  | \$225  | 4.6%                         | \$224                                   |
| August                           | \$236  | \$231  | 2.5%                         | \$215                                   |
| September                        | \$183  | \$188  | -2.6%                        | \$179                                   |
| October                          | \$162  | \$151  | 7.6%                         | \$140                                   |
| Summer Total                     | \$202  | \$197  | 3.0%                         | \$190                                   |

| REVENUE PER AVAILABLE ROOM       | <u>REVPAR: YTD 2011 VS. YTD 2010</u>            |   |                                    | Historic Actual<br>RevPAR<br>(2011 Season) |
|----------------------------------|---|---|------------------------------------|--|
|                                  | RevPAR as of:<br>June 30, 2012<br>(2012 Season) | RevPAR as of:<br>June 30, 2011<br>(2011 Season) | Percent<br>Change in<br>YTD RevPAR |  |
| Month of Occupancy (2012 & 2011) |   |   |                                    |  |
| May                              | \$42  | \$41  | 2.3%                               |  |
| June                             | \$84  | \$72  | 17.0%                              |  |
| July                             | \$119   | \$132   | -10.0%                             | \$153                                      |
| August                           | \$95  | \$80  | 18.2%                              | \$144                                      |
| September                        | \$43  | \$29  | 51.1%                              | \$86                                       |
| October                          | \$26  | \$18  | 47.0%                              | \$45                                       |
| Summer Total                     | \$68  | \$62  | 10.0%                              | \$90                                       |





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Jun 30, 2012**

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

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| OCCUPANCY RATE                         |                     | <u>OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12</u>      |   |                                       | Historic Actual<br>Occup. Rate<br>(2011/12 season) |
|--|---------------------|---|---|---------------------------------------|--|
|  |                     | Occup. Rate as of:<br>June 30, 2012<br>(2012/13 season) | Occup. Rate as of:<br>June 30, 2011<br>(2011/12 season) | Percent<br>Change in<br>YTD Occ. Rate |  |
| Month of Occupancy (2012/13 & 2011/12) |                     |   |   |                                       |  |
| November                               | <b>On the Books</b> | 5.0%  | 2.6%  | 90.9%                                 | 15.4%  |
| December                               |                     | 3.7%  | 3.4%  | 8.0%                                  | 40.5%  |
| January                                |                     |   |   |                                       |  |
| February                               |                     |   |   |                                       |  |
| March                                  |                     |   |   |                                       |  |
| April                                  |                     |   |   |                                       |  |
| Winter Total                           |                     | 4.2%  | 3.1%  | 38.1%                                 | 30.0%  |

| AVERAGE DAILY RATE                     |                     | <u>ADR: YTD 2012/13 VS. YTD 2011/12</u>         |   |                                 | Historic Actual<br>ADR<br>(2011/12 season) |
|--|---------------------|---|---|---------------------------------|--|
|  |                     | ADR as of:<br>June 30, 2012<br>(2012/13 season) | ADR as of:<br>June 30, 2011<br>(2011/12 season) | Percent<br>Change in<br>YTD ADR |  |
| Month of Occupancy (2012/13 & 2011/12) |                     |   |   |                                 |  |
| November                               | <b>On the Books</b> | \$132   | \$154   | -14.6%                          | \$154                                      |
| December                               |                     | \$254   | \$398   | -36.2%                          | \$292                                      |
| January                                |                     |   |   |                                 |  |
| February                               |                     |   |   |                                 |  |
| March                                  |                     |   |   |                                 |  |
| April                                  |                     |   |   |                                 |  |
| Winter Total                           |                     | \$193   | \$310   | -37.8%                          | \$262                                      |

| REVENUE PER AVAILABLE ROOM             |                     | <u>REVPAR: YTD 2012/13 VS. YTD 2011/12</u>         |  |                                 | Historic Actual<br>RevPAR<br>(2011/12 season) |
|--|---------------------|--|--|---------------------------------|---|
|  |                     | RevPAR as of:<br>June 30, 2012<br>(2012/13 season) | RevPAR as of:<br>June 30, 2011<br>(2011/12 season) | Percent<br>Change in<br>YTD ADR |   |
| Month of Occupancy (2012/13 & 2011/12) |                     |  |  |                                 |   |
| November                               | <b>On the Books</b> | \$7  | \$4  | 63.1%                           | \$24  |
| December                               |                     | \$9  | \$14   | -31.0%                          | \$118   |
| January                                |                     |  |  |                                 |   |
| February                               |                     |  |  |                                 |   |
| March                                  |                     |  |  |                                 |   |
| April                                  |                     |  |  |                                 |   |
| Winter Total                           |                     | \$8  | \$9  | -14.0%                          | \$79  |



# MULTI-DESTINATION COMPARATIVE REPORT

## North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of June 30, 2012

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### Executive Summary

Overview Based on data from 16 reporting MTRIP Destinations (see Destination Listing at bottom of page 6)

|  | High  | Low   | Average | North Lake Tahoe |
|--|-------|-------|---------|------------------|
| <b>a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy</b> |       |       |         |                  |
| Historic Actual Occupancy for Last Month   | 62.1% | 28.1% | 35.4%   | 44.6%            |
| % Change in Historic Actual Occupancy for Last Month   | 48.9% | 4.8%  | 17.9%   | 9.3%             |
| <b>b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>             |       |       |         |                  |
| Historic Actual Average Daily Rate for Last Month  | \$290 | \$121 | \$165   | \$189            |
| % Change in Historic Actual Average Daily Rate for Last Month  | 15.2% | 3.0%  | 3.4%    | 7.0%             |
| <b>c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy</b> |       |       |         |                  |
| Occupancy On-The-Books for Next Month  | 67.2% | 29.8% | 42.0%   | 50.5%            |
| % Change in Occupancy On-The-Books for Next Month  | 60.9% | 6.8%  | 9.5%    | -14.0%           |
| <b>d. Next Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>             |       |       |         |                  |
| Average Daily Rate On-The-Books for Next Month   | \$328 | \$136 | \$188   | \$236            |
| % Change in Average Daily Rate On-The-Books for Next Month   | 19.4% | 2.5%  | 3.8%    | 4.6%             |

**DESCRIPTION:** The Multi-Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRIP reporting destinations. ; In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

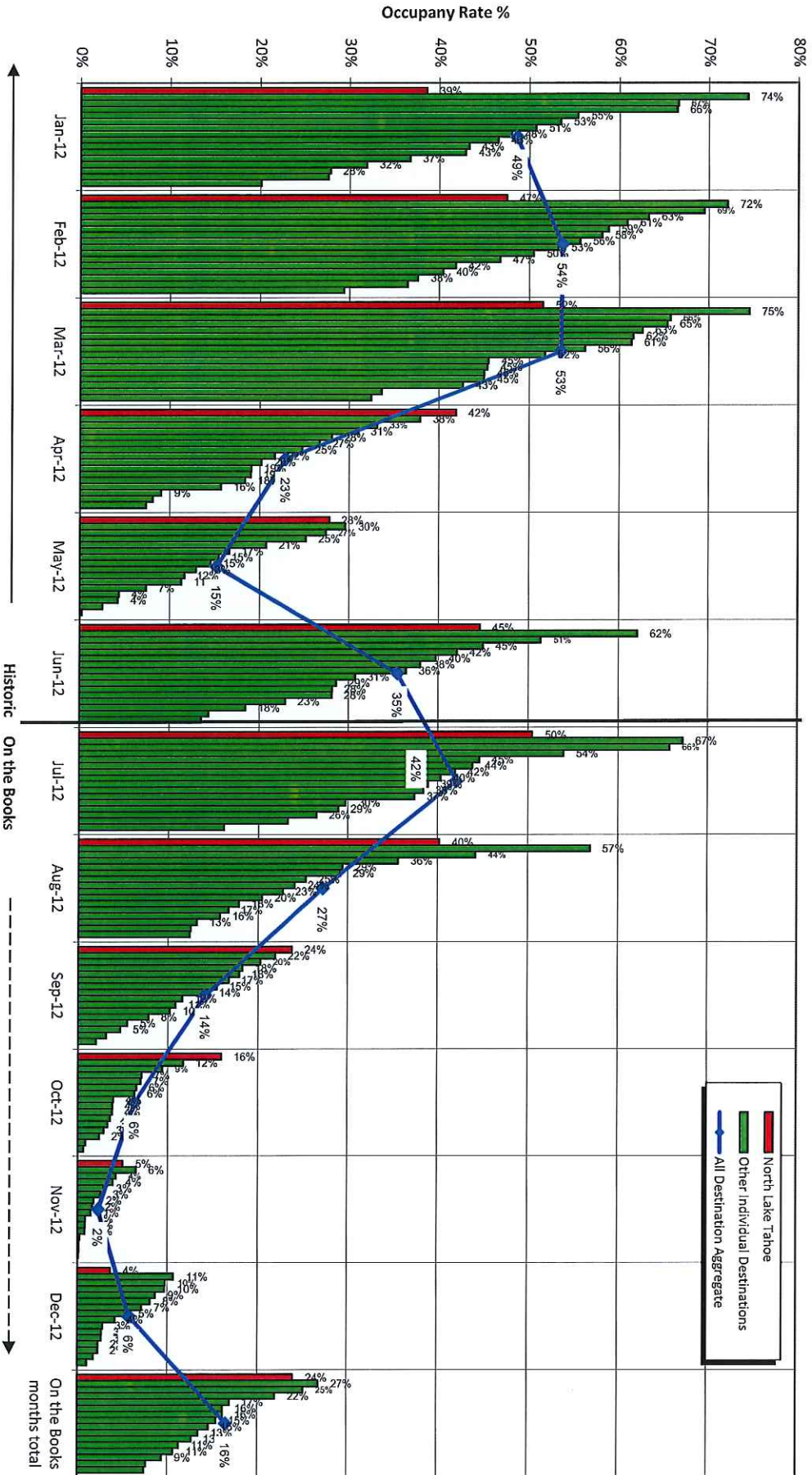
Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below

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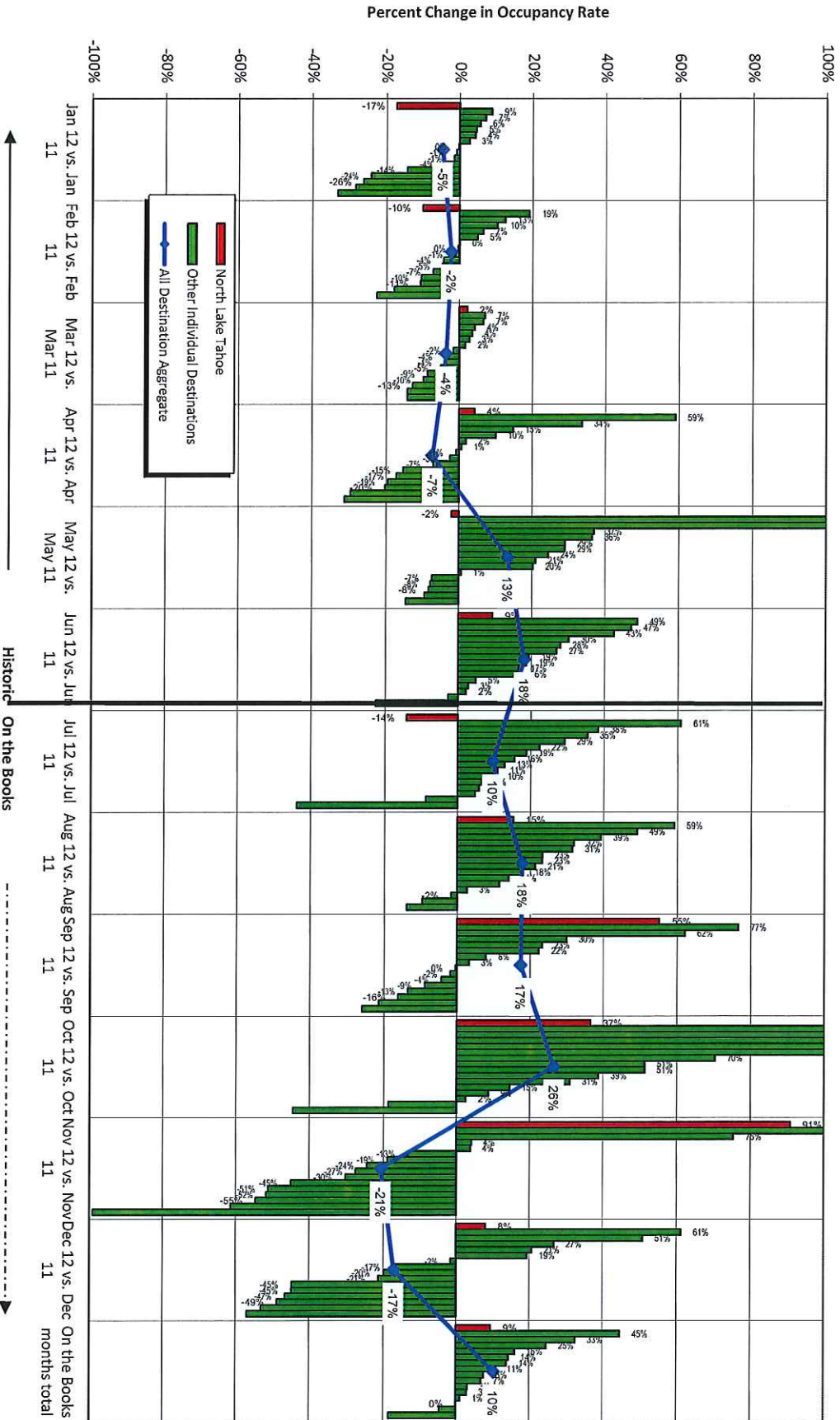
# Occupancy Rate 2011/2012 Season as of Jun 30, 2012

## Historic and Forecast Data

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



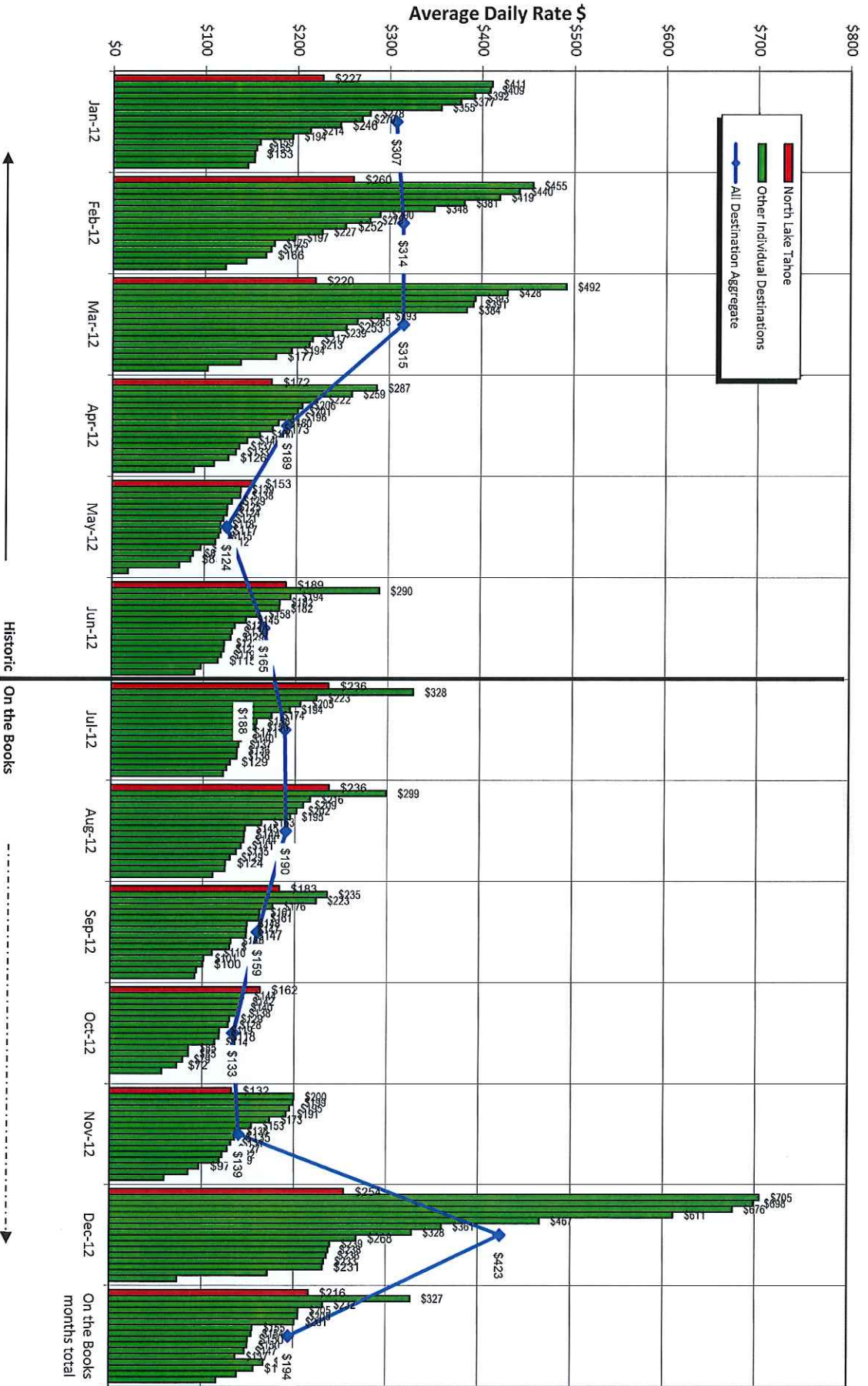
Percent Change in Occupancy Rate: 2011/2012 vs 2010/2011 as of June 30, 2012  
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



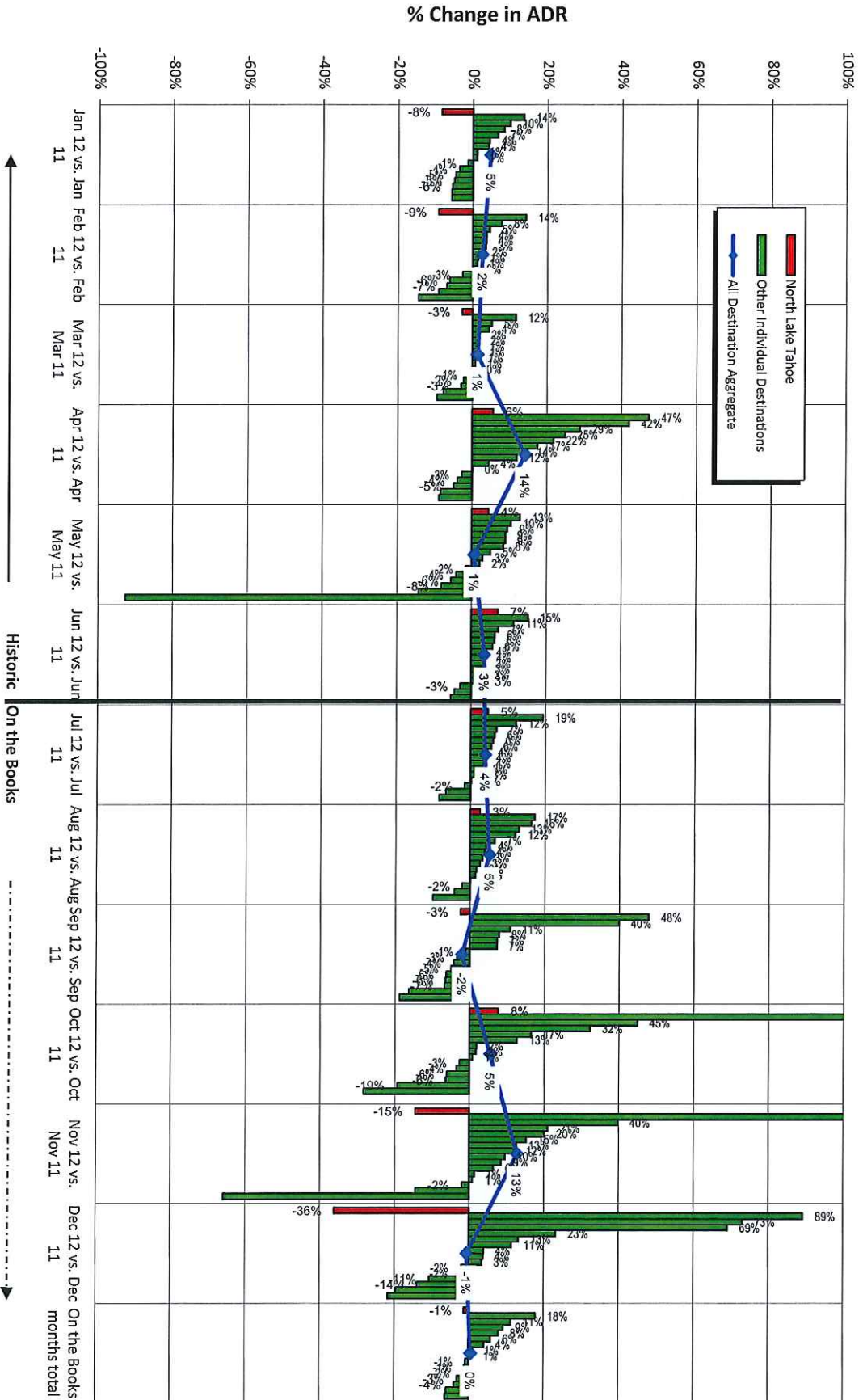
# Average Daily Rate 2011/2012 Season as of Jun 30, 2012

## Historic and Forecast Data

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



Percent Change in Average Daily Rate: 2011/2012 vs 2010/2011 as of June 30, 2012  
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average









Here is the July SEO report.

- Organic Search Engine referrals increased 47.5% in June 2012 compared to June 2011.
- Organic Search Engine referrals made up 49.82% of total visits in June.
- Overall Website traffic increased 26.3% in June 2012 compared to June 2011.
- Recent increases in organic search positions include:

1 New First Page Positions on Bing for:

- Lake Tahoe Chamber of Commerce

3 New First Page Positions on Google for:

- Lake Tahoe
- Lake Tahoe fishing
- Lake Tahoe lodging523

- There were 40 submissions to Social Media Web sites made in June.

The attached spreadsheet provides additional details. Full details are in the attached word doc.

Let me know if you have questions.

Thanks,

Mike

-----  
mike williams  
**smith + jones, inc.**  
775 831 6262 x207  
530 448 1986 cell  
sjmarketing.com

# Search Engine Marketing Report

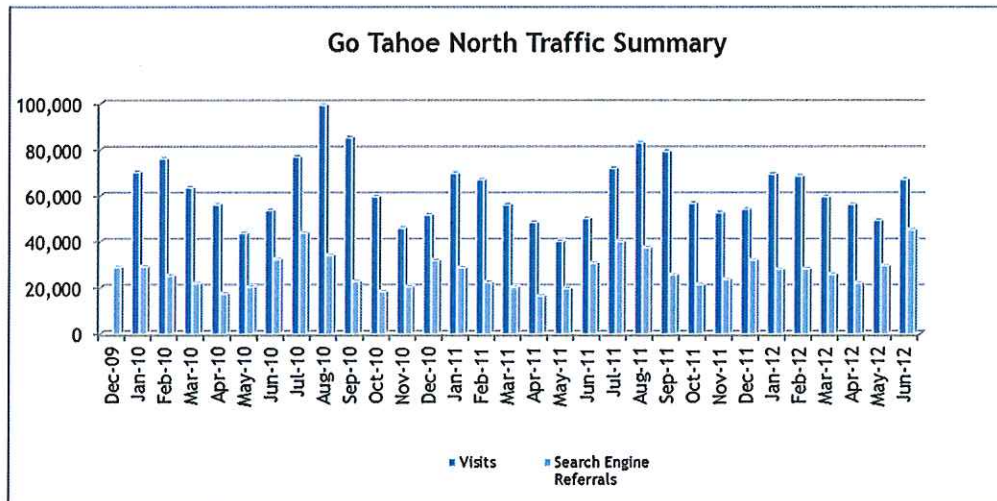
for



July 3, 2012

Presented by  
smith + jones

- Organic Search Engine referrals increased 47.5% in June 2012 compared to June 2011.
- Organic Search Engine referrals made up 49.82% of total visits in June.
- Overall Website traffic increased 26.3% in June 2012 compared to June 2011.



| Month  | Visits | Search Engine Referrals | % of Visits from Search Engines |
|--------|--------|-------------------------|---------------------------------|
| Jun-12 | 90,913 | 45,294                  | 49.82%                          |
| May-12 | 67,089 | 29,731                  | 44.32%                          |
| Apr-12 | 49,425 | 22,149                  | 44.81%                          |
| Mar-12 | 56,339 | 25,896                  | 45.96%                          |
| Feb-12 | 59,587 | 28,304                  | 47.50%                          |
| Jan-12 | 68,658 | 28,111                  | 40.94%                          |
| 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%                          |

## Position Progress Summary

### July 3, 2012 GoTahoeNorth Search Positions

|                           |    |
|---------------------------|----|
| Total #1 Positions        | 25 |
| Total 1st Page Positions  | 56 |
| Total 2nd Page Positions  | 12 |
| Google #1 Positions       | 14 |
| Google 1st Page Positions | 30 |
| Google 2nd Page Positions | 6  |

### Compared with

### June 4, 2012 GoTahoeNorth Search Positions

|                           |    |
|---------------------------|----|
| Total #1 Positions        | 26 |
| Total 1st Page Positions  | 53 |
| Total 2nd Page Positions  | 15 |
| Google #1 Positions       | 15 |
| Google 1st Page Positions | 28 |
| Google 2nd Page Positions | 9  |

### 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  |

1 New First Page Positions on Bing for:

- Lake Tahoe Chamber of Commerce

3 New First Page Positions on Google for:

- Lake Tahoe
- Lake Tahoe fishing
- Lake Tahoe lodging

## Site Optimization

- Please make development of new content for the following areas of the Website a 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
  - smith + jones recommends that static content be created for the following pages. 100 - 200 words near the top of the page, before the individual listings.
    - <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>
- smith + jones discussed 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/beauty-services_spas)
    - [http://www.gotahoenorth.com/weddings/wedding-services/chapels\\_churches-and-ministers](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 June:

- <http://answers.yahoo.com/question/index?qid=20120603183918AAcR4F5>
  - <http://answers.yahoo.com/question/index?qid=20120612124220AADGCrh>
  - <http://answers.yahoo.com/question/index?qid=20120619131721AA2C1HI>
- 40 submissions were made to Social Media Web sites in the month of June. Details can be found in the attached spreadsheet.

Organic Search Position  
Summary Historical Data



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

| Search Positions By Engine |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| #1 Positions               | 14 | 11 | 15 | 11 | 14 | 10 | 13 | 8  | 13 | 8  | 13 | 10 |
| 1st Page Positions         | 30 | 26 | 28 | 25 | 32 | 24 | 32 | 20 | 32 | 20 | 30 | 23 |
| 2nd Page Positions         | 6  | 6  | 9  | 6  | 5  | 5  | 6  | 9  | 6  | 11 | 7  | 7  |

| Total Search Positions |    |    |    |    |    |    |
|------------------------|----|----|----|----|----|----|
| #1 Positions           | 25 | 26 | 24 | 21 | 21 | 23 |
| 1st Page Positions     | 56 | 53 | 56 | 52 | 52 | 53 |
| 2nd Page Positions     | 12 | 15 | 10 | 15 | 17 | 14 |

\*\*1<sup>st</sup> Page Positions are those organic search engine results that are located in positions 1-10, 2<sup>nd</sup> 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://www.sacbee.com/2012/07/01/4597693/escapes-up-in-the-air-at-truckee.html>

Escapes: Up in the air at Truckee Tahoe

[http://www.mercurynews.com/travel/ci\\_20891909/travel-10-best-cities-cheapskates-plus-california-fireworks](http://www.mercurynews.com/travel/ci_20891909/travel-10-best-cities-cheapskates-plus-california-fireworks)

Travel: 10 best cities for cheapskates, plus California fireworks shows for Fourth of July

<http://carsonnow.org/story/06/13/2012/lake-tahoe-prepares-itself-multiple-fireworks-celebrations>

Lake Tahoe prepares itself for multiple fireworks celebrations

<http://www.fodors.com/community/united-states/lake-tahoe-canoeingkayaking-hiking-mountain-biking-and-lodging.cfm#comment-7719367>

[sf7307](#) on [Jun 27, 12 at 11:33am](#)

“As for biking, the mentioned path is very nice for a leisurely bike ride, but it's not mountain biking, light or otherwise. We used to take our kids on that path when they were still on training wheels. I'm actually not sure what "light" mountain biking means, but somehow I don't think the Flume Trail is it. You can mountain bike from the top of Northstar ski resort, but I'm also not sure that's light. We also saw mountain bikers on the Tahoe Rim trail while we were hiking last fall. Water sports - you can rent kayaks lots of places in Kings Beach, and jet skis are available near the public beach. They also used to have these big-wheel pedal-things that were fun. <http://www.gotahoenorth.com/winter/resorts-and-towns/tahoe-city/north-tahoe-watersports.html>

By the way, Kings Beach also has the best mini-golf on the planet (Boberg's).”

<http://www.fodors.com/community/united-states/lake-tahoe-hotels-in-august.cfm#comment-7698685>

[Tomsd](#) on [Jun 14, 12 at 4:26pm](#)

And to be fair - my wife's cousin and her husband live on the North Shore - by Dollar Point - and King's Beach - among other places up there is also very nice.

<http://www.gotahoenorth.com/resorts-and-towns/kings-beach>

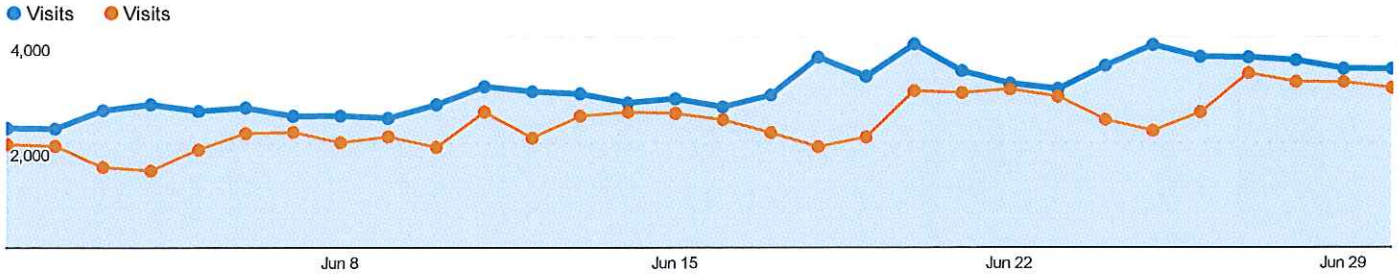
And there are other beaches over on the north/west side by Homewood - but they don't get

the afternoon sun as much. Can't really go wrong with either place - North or South shore - or anyplace around Lake Tahoe really.

Visitors Overview

change in % of visits: +0.00%

Overview















73,351 people visited this site

- Visits: 26.28%**  
90,913 vs 71,995
- Unique Visitors: 23.80%**  
73,351 vs 59,251
- Pageviews: -2.47%**  
390,286 vs 400,152
- Pages / Visit: -22.76%**  
4.29 vs 5.56
- Avg. Visit Duration: -24.80%**  
00:03:19 vs 00:04:24
- Bounce Rate: 21.87%**  
36.68% vs 30.10%
- % New Visits: -1.87%**  
75.35% vs 76.78%



- 75.43% New Visitor**  
68,575 Visits
- 24.57% Returning Visitor**  
22,338 Visits

| Language                   | Visits         | % Visits       |
|----------------------------|----------------|----------------|
| <b>1. en-us</b>            |                |                |
| Jun 1, 2012 - Jun 30, 2012 | 82,108         | 90.31%         |
| Jun 1, 2011 - Jun 30, 2011 | 68,243         | 94.79%         |
| <b>% Change</b>            | <b>20.32%</b>  | <b>-4.72%</b>  |
| <b>2. en</b>               |                |                |
| Jun 1, 2012 - Jun 30, 2012 | 5,617          | 6.18%          |
| Jun 1, 2011 - Jun 30, 2011 | 1,261          | 1.75%          |
| <b>% Change</b>            | <b>345.44%</b> | <b>252.75%</b> |
| <b>3. en-gb</b>            |                |                |
| Jun 1, 2012 - Jun 30, 2012 | 553            | 0.61%          |
| Jun 1, 2011 - Jun 30, 2011 | 304            | 0.42%          |
| <b>% Change</b>            | <b>81.91%</b>  | <b>44.05%</b>  |
| <b>4. de-de</b>            |                |                |
| Jun 1, 2012 - Jun 30, 2012 | 258            | 0.28%          |
| Jun 1, 2011 - Jun 30, 2011 | 83             | 0.12%          |

|     |                            | 210.84%        | 146.16%   |
|-----|----------------------------|----------------|---|
| 5.  | <a href="#">pt-br</a>      |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 219            |  0.24%   |
|     | Jun 1, 2011 - Jun 30, 2011 | 160            |  0.22%   |
|     | <b>% Change</b>            | <b>36.88%</b>  | <b>8.39%</b>  |
| 6.  | <a href="#">es-es</a>      |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 206            |  0.23%   |
|     | Jun 1, 2011 - Jun 30, 2011 | 99             |  0.14%   |
|     | <b>% Change</b>            | <b>108.08%</b> | <b>64.78%</b>   |
| 7.  | <a href="#">es</a>         |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 201            |  0.22%   |
|     | Jun 1, 2011 - Jun 30, 2011 | 239            |  0.33%   |
|     | <b>% Change</b>            | <b>-15.90%</b> | <b>-33.40%</b>  |
| 8.  | <a href="#">de</a>         |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 160            |  0.18%   |
|     | Jun 1, 2011 - Jun 30, 2011 | 359            |  0.50%   |
|     | <b>% Change</b>            | <b>-55.43%</b> | <b>-64.71%</b>  |
| 9.  | <a href="#">fr</a>         |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 158            |  0.17%   |
|     | Jun 1, 2011 - Jun 30, 2011 | 146            |  0.20%   |
|     | <b>% Change</b>            | <b>8.22%</b>   | <b>-14.30%</b>  |
| 10. | <a href="#">en_us</a>      |                |   |
|     | Jun 1, 2012 - Jun 30, 2012 | 123            |  0.14% |
|     | Jun 1, 2011 - Jun 30, 2011 | 28             |  0.04% |
|     | <b>% Change</b>            | <b>339.29%</b> | <b>247.88%</b>  |

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