

JUNE PROPERTY REFERRAL REPORT (ALPHA Listing)

REFERRALS

Agate Bay Realty Vacation Rentals	251
Agate Bay Realty Vacation Rentals Cool Deals	17
Alpine Rental Group	31
Americas Best Value Inn Tahoe City	247
Brockway Springs Resort	409
Cal Neva Resort Casino Hotel	352
Cal Neva Resort Casino Hotel Cool Deals	414
Cedar Glen Lodge	468
Chaney House	88
Chinquapin / Packard Realty	19
Club Tahoe Resort	156
Constellation Residences at Northstar	43
Constellation Residences at Northstar	48
Cottage Inn at Lake Tahoe	259
Ferrari's Crown Resort	299
Firelite Lodge	112
Firelite Lodge Cool Deals	206
Franciscan Lakeside Lodge	434
Goldfish Properties	105
Granlibakken Conference Center & Resort	276
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Hauserman Rental Group	233
Hauserman Rental Group Cool Deals	27
Holiday House	289
Holiday House Cool Deals	49
Hyatt Regency Lake Tahoe Resort, Spa and Casino	736
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	568
Ice Lakes Lodge at Royal Gorge XC Ski Resort	44
Incline at Tahoe Realty	153
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Kingswood Village Vacation Rentals	61
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Martis Valley Associates Property Rentals	6
Meeks Bay Resort & Marina	138
Mother Natures Inn	134
Mourelatos Lakeshore Resort	312
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North Tahoe Rental Company	100
Northstar Condominiums	97

Northstar Mountain Home Vacation Rentals	49
Northstar Resort	241
Northstar Resort Cool Deals	301
Olympic Village Inn	86
Painted Rock Lodge	137
Parkside Inn at Incline	217
PepperTree Inn	218
PlumpJack Squaw Valley Inn	104
Prudential California Realty	1
Rainbow Lodge	83
Red Wolf Lakeside Lodge	180
Red Wolf Lodge at Squaw Valley	29
RedAwning.com Vacation Rentals	91
Resort at Squaw Creek	177
Resort at Squaw Creek Cool Deals	94
River Ranch Lodge and Restaurant	222
River Ranch Lodge and Restaurant Cool Deals	62
Rustic Cottage Inn	130
Shooting Star Bed & Breakfast	107
Shore House at Lake Tahoe	283
Squaw Valley Lodge	55
Squaw Valley Lodge Cool Deals	92
Stanford Alpine Chalet	186
Stanford Alpine Chalet Cool Deals	103
Stay In Lake Tahoe	285
Stay In Lake Tahoe Cool Deals	50
Stevenson's Holliday Inn	148
Sunnyside Restaurant & Lodge	372
Tahoe Biltmore Lodge & Casino	470
Tahoe Biltmore Lodge & Casino Cool Deals	11
Tahoe City Inn	110
Tahoe City Inn Cool Deals	225
Tahoe Edgelake Beach Club	46
Tahoe Exclusive Properties - Carr Long Real Estate	8
Tahoe Getaways Vacation Rentals	958
Tahoe Getaways Vacation Rentals Cool Deals	189
Tahoe Luxury Properties	212
Tahoe Marina Lodge	137
Tahoe Mountain Club	63
Tahoe Mountain Resorts Lodging	106
Tahoe Mountain Resorts Lodging Cool Deals	296
Tahoe North Shore Lodge	52
Tahoe Real Estate Group	6
Tahoe Sands Resort	90
Tahoe Tavern Properties	78
Tahoe Vistana Inn	118
Tahoe Woodside Vacation Rentals	110

TahoeRentals.com ~ Wells and Bennett Realtors	142
Tahoma Lodge	198
Tahoma Meadows Bed & Breakfast	110
Tahoma Meadows Bed & Breakfast Cool Deals	30
Tamarack Lodge	51
The Border House	177
The Lodge at Sugar Bowl	41
The Ritz-Carlton, Lake Tahoe	232
The Ritz-Carlton, Lake Tahoe Cool Deals	386
The Village at Squaw Valley	127
The Village at Squaw Valley Cool Deals	888
Vacation Station, Inc.	137
Vacation Tahoe by O'Neal Brokers	65
Waters of Tahoe Properties	207
West Lake Properties at Tahoe	84
West Shore Cafe & Inn	228
TOTALS	18931

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And
up we
go.



May 2012
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport

June 26, 2012



Reno-Tahoe
Airport Authority



U.S. DOMESTIC INDUSTRY OVERVIEW FOR MAY 2012
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	84.9%, down (0.3) pts.
Number of Flights *:	Down (2.5%)
Capacity of Seats *:	Down (1.5%)
Crude Oil **:	\$94.66 per barrel May 2012 vs. \$100.90 per barrel May 2011

RNO OVERVIEW FOR MAY 2012 – year over year comparison

Total Passengers:	Down (8.0%)
Avg. Enplaned Load Factor:	79.3% up 2.3 pts.
Passenger Flights:	Down (13.1%)
Total Seats:	Down (12.6%)
Total Cargo:	Up 14.1%

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

MAY 2012 SUMMARY

HIGHLIGHTS

May 2012 vs. May 2011

**Total Passengers
Down (8.0%)**

**Enplaned Passengers
Down (8.8%)**

**Deplaned Passengers
Down (7.2%)**

**Average Enplaned Load
Factor
79.3%, up 2.3 points**

**Total Cargo
Up 14.1%**

Reno-Tahoe International Airport (RNO) served 279,857 passengers in May 2012, a decrease of (8.0%) versus the same period last year. The main reasons for the year-over-year passenger decline are higher fuel costs, resulting in higher fares and lower demand, and fewer conventions and events in the Reno/Sparks region. Calendar year-to-date passenger traffic at RNO is down (11.3%) at 1,372,751.

Air travel at RNO is seasonal in nature and May is one of the lighter months in terms of passenger traffic. However, the airport experiences heavier passenger volumes during the months of March, June, July and August.

Reno-Tahoe International Airport handled 9,706,074 pounds of cargo in May 2012, an increase of 14.1% versus last year, representing the first year-over-year monthly increase in nine months. The growth in cargo volume is primarily driven by a general increase in air cargo demand, as reported by airports and airlines across the globe. In May 2012, Hong Kong International Airport, one of the largest cargo hubs in the world, reported their first year-over-year monthly increase in 14 months, mainly caused by a 3.0% year-over-year growth in exports. In addition, the U.S. Census Bureau reported that overall retail sales increased 5.0% in May 2012 versus May 2011. Non-store retailers (i.e. e-commerce) sales increased 12.4% for the same period, a large contributor to northern Nevada air cargo. Despite this increase, calendar year-to-date cargo volume at RNO is down (2.8%) at 44,274,090 pounds.

In May 2012, RNO was served by six major airlines providing 57 nonstop departures each day to 14 destinations. RNO reported a (13.1%) decrease in the number of flights and a (12.6%) decrease in total seats versus May of last year. The U.S. domestic airlines

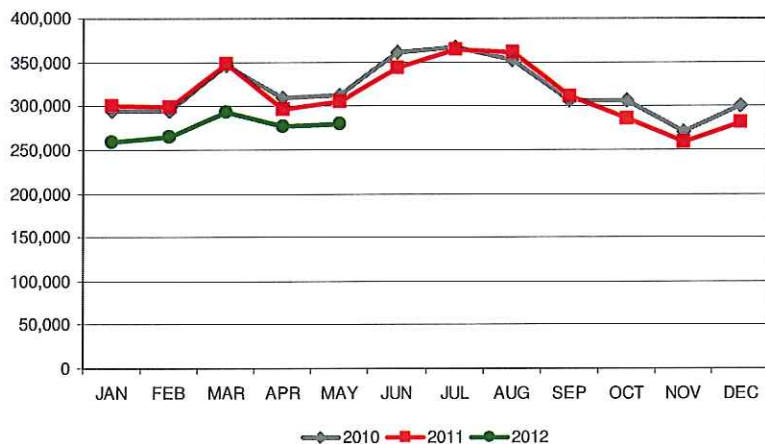


are forced to eliminate unprofitable routes from their networks to offset high operating costs, thus reducing seat capacity. At RNO, Southwest Airlines eliminated non-stop flights to Boise and San Jose from its network. The non-stop seasonal flight to Houston on United Airlines was temporarily discontinued for the months of April and May.

However, Alaska Airline began two non-stop daily flights between Reno and San Jose on June 4, providing outstanding connections to the entire Alaska network each day. In addition, American Airlines will increase its non-stop flights between Reno and Los Angeles from three flights a day to four flights a day starting August 21, 2012. The non-stop seasonal flight to Houston on United Airlines resumed service on June 7, 2012.

In May 2012, the average enplaned load factor for scheduled airlines was 79.3%, 2.3 load factor points higher than in the May of the prior year and 0.2 points higher than April 2012.

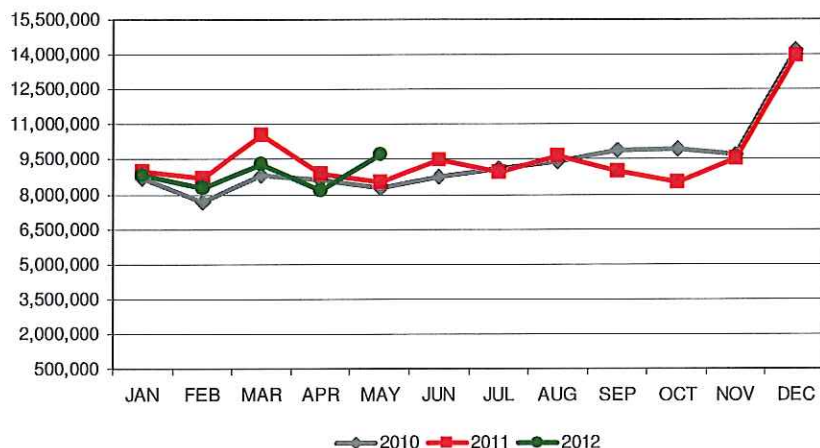
Total Passengers



TOTAL PASSENGERS

In May 2012, total passenger traffic at RNO decreased (8.0%) versus last year. Year-over-year passenger traffic of Delta Air Lines and Alaska Airlines increased 29.7% and 3.0% respectively. US Airways' passenger traffic decreased (4.9%), Southwest Airlines was down (8.2%), American Airlines dropped (13.2%) and United Airlines reported a passenger traffic decline of (27.1%) for the same period.

Total Cargo



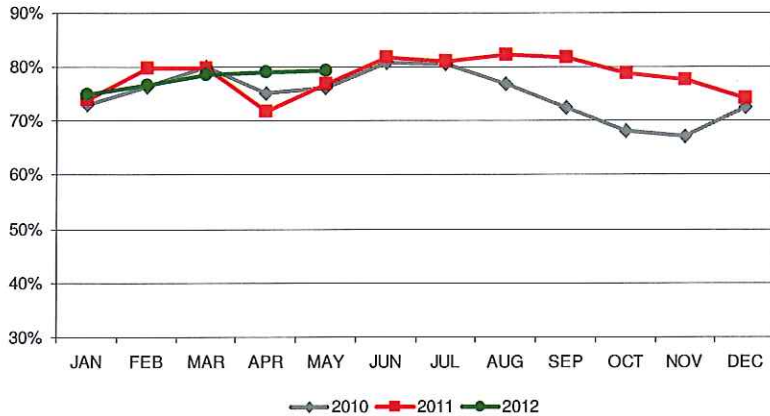
TOTAL CARGO

Total cargo volume at RNO increased (14.1%) in May 2012 versus the same period last year. Year-over-year cargo volume of UPS increased 16.0%, FedEx was up 13.5% and Ameriflight carried 1.2% more cargo for the same period.



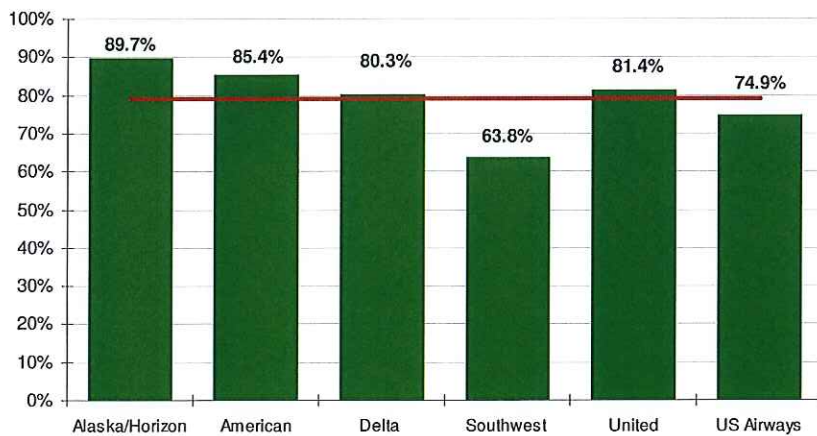
Reno-Tahoe International Airport

Average Enplaned Load Factors



Load Factors May 2012			
Airline	RNO	Network	Difference
Alaska	89.7%	86.0%	3.7
American	85.4%	83.5%	1.8
Delta	80.3%	84.1%	(3.8)
Southwest	63.8%	81.3%	(17.5)
United	81.4%	83.6%	(2.2)
US Airways	74.9%	84.2%	(9.3)

Enplaned Load Factors by Airlines

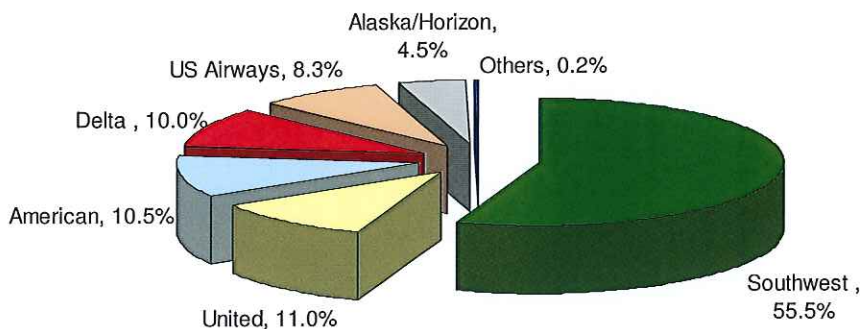


AIRLINE LOAD FACTORS

In May 2012, the average enplaned load factor at RNO was 79.3%, an increase of 2.3 load factor points versus last year.



Air Carrier Market Share



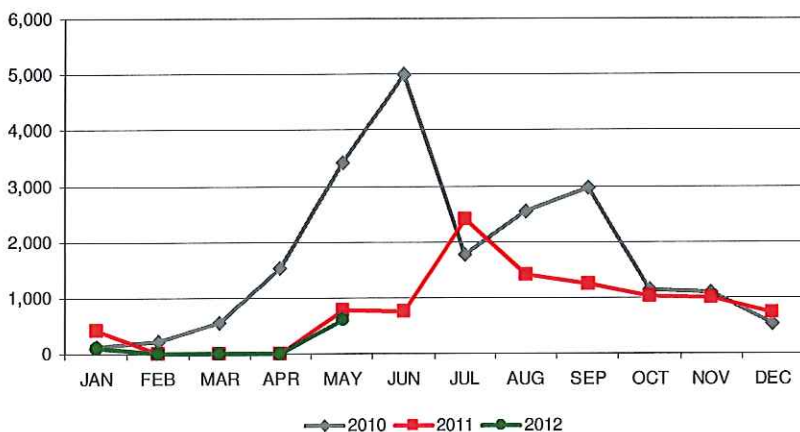
AIRLINE MARKET SHARE

In May 2012, Southwest Airlines carried a total of 155,333 passengers with a passenger market share of 55.5%. The next highest market share was United Airlines at 11.0% followed by American Airlines with 10.5%, Delta Air Lines with 10.0%, US Airways at 8.3% and Alaska Airlines carried 4.5% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	May-12	May-11	YOY Change
Alaska/Horizon	4.5%	4.0%	0.5
American	10.5%	11.2%	(0.6)
Delta	10.0%	7.1%	2.9
Southwest	55.5%	55.6%	(0.1)
United	11.0%	13.9%	(2.9)
US Airways	8.3%	8.0%	0.3
Others	0.2%	0.3%	(0.0)

Total Domestic Charter Passengers

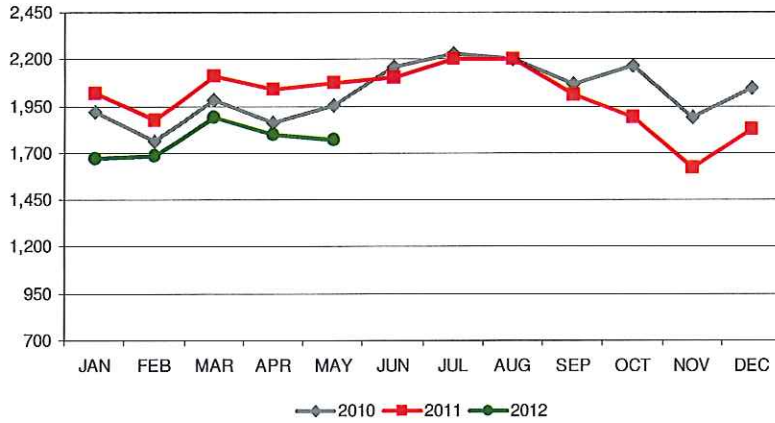


DOMESTIC CHARTER PASSENGERS

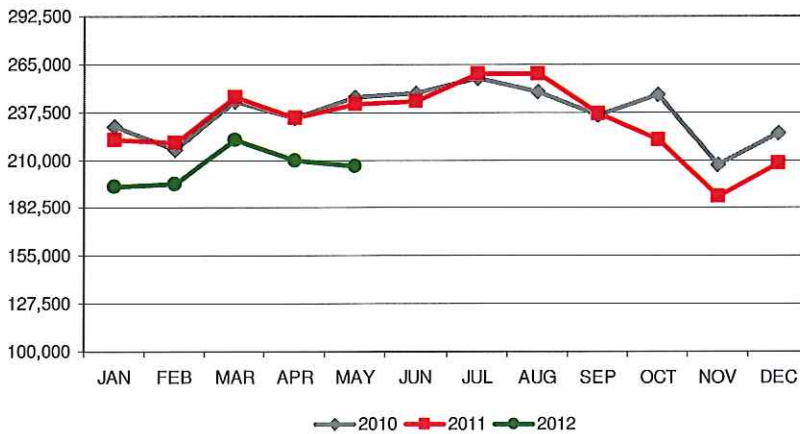
RNO served 615 domestic charter passengers during the month of May 2012, a decrease of (21.10%) versus the same period last year.



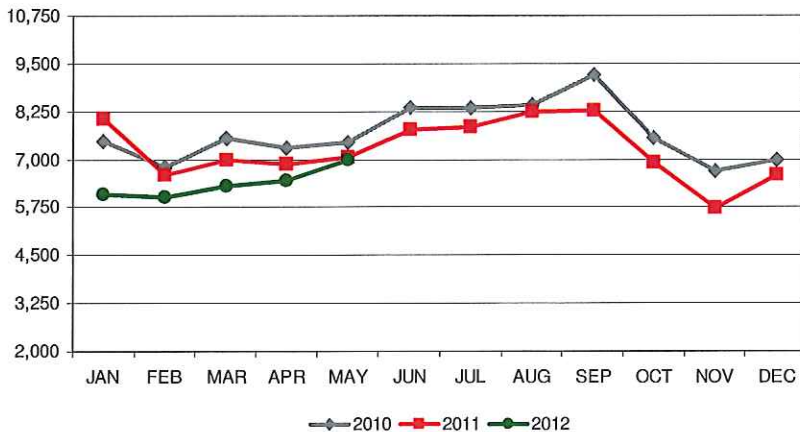
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

- Started twice daily non-stop service to San Jose on June 4, 2012

American Airlines

- Daily non-stop flights to Los Angeles increase from three flights a day to four flights a day on August 21, 2012

Delta Air Lines

- Started non-stop seasonal flight to Minneapolis in July 2011

Southwest Airlines

- Eliminated non-stop service to Boise in January 2012
- Eliminated non-stop service to San Jose in April 2012

United Airlines

- Non-stop seasonal flight to Houston returned on June 7, 2012

TOTAL OPERATIONS

In May 2012, total operations were down (1.5%) versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers					
May-12					
	Passengers		YOY %	Passengers	YOY %
	2010	2011	Change	2012	Change
JAN	293,756	300,125	2.2%	259,012	-13.7%
FEB	294,662	299,090	1.5%	265,017	-11.4%
MAR	346,846	348,583	0.5%	292,939	-16.0%
1st Quarter	935,264	947,798	1.3%	816,968	-13.8%
APR	309,533	295,537	-4.5%	275,926	-6.6%
MAY	312,378	304,220	-2.6%	279,857	-8.0%
JUN	361,406	343,054	-5.1%		
2nd Quarter	983,317	942,811	-4.1%		
JUL	367,997	364,849	-0.9%		
AUG	352,764	361,348	2.4%		
SEP	306,045	311,031	1.6%		
3rd Quarter	1,026,806	1,037,228	1.0%		
OCT	306,953	285,490	-7.0%		
NOV	270,586	259,425	-4.1%		
DEC	300,467	281,403	-6.3%		
4th Quarter	878,006	826,318	-5.9%		
TOTAL	3,823,393	3,754,155	-1.8%		
YTD Total		1,547,555		1,372,751	-11.3%

Total Scheduled Enplaned Passengers				
May-12				
	2010	2011	2012	YOY %
				Change
JAN	148,805	151,753	131,484	-13.4%
FEB	145,935	149,253	131,201	-12.1%
MAR	173,783	176,029	148,163	-15.8%
APR	155,967	148,920	138,938	-6.7%
MAY	154,683	151,672	138,309	-8.8%
JUN	173,887	169,309		
JUL	184,017	179,717		
AUG	174,797	178,906		
SEP	154,522	158,663		
OCT	154,380	143,851		
NOV	134,723	129,071		
DEC	145,532	136,483		
TOTAL	1,901,031	1,873,627		
YTD Total		777,627	688,095	-11.5%

Total Cargo						
May-12						
	2010	2011	YOY %	2012	YOY %	
	Cargo in Pounds		Change	Pounds	Metric Tons	Change
JAN	8,695,804	8,959,543	3.0%	8,813,491	3,997	-1.6%
FEB	7,679,924	8,674,321	12.9%	8,274,037	3,752	-4.6%
MAR	8,814,895	10,513,446	19.3%	9,304,722	4,220	-11.5%
1st Quarter	25,190,623	28,147,310	11.7%	26,392,250	11,969	-6.2%
APR	8,633,892	8,870,669	2.7%	8,175,766	3,708	-7.8%
MAY	8,273,448	8,510,228	2.9%	9,706,074	4,402	14.1%
JUN	8,737,038	9,437,259	8.0%			
2nd Quarter	25,644,378	26,818,156	4.6%			
JUL	9,113,694	8,932,737	-2.0%			
AUG	9,388,206	9,646,833	2.8%			
SEP	9,871,400	8,958,988	-9.2%			
3rd Quarter	28,373,300	27,538,558	-2.9%			
OCT	9,915,411	8,527,399	-14.0%			
NOV	9,706,711	9,494,432	-2.2%			
DEC	14,186,519	13,928,256	-1.8%			
4th Quarter	33,808,641	31,950,087	-5.5%			
TOTAL	102,358,767	113,016,942	10.4%			
YTD Total		45,528,207		44,274,090	20,079	-2.8%

Total Deplaned Passengers				
May-12				
	2010	2011	2012	YOY %
				Change
JAN	144,826	148,053	127,179	-14.1%
FEB	148,506	149,837	133,816	-10.7%
MAR	172,823	172,554	144,776	-16.1%
APR	152,986	146,617	136,988	-6.6%
MAY	155,702	152,207	141,282	-7.2%
JUN	184,651	173,343		
JUL	183,031	183,814		
AUG	176,391	181,611		
SEP	150,035	151,844		
OCT	151,999	141,158		
NOV	134,860	129,993		
DEC	154,682	144,557		
TOTAL	1,910,492	1,875,588		
YTD Total		769,268	684,041	-11.1%

Load Factors				
May-12				
	Enplaned PAX	May-12	May-11	Diff.
Alaska/Horizon	6,341	89.7%	87.4%	2.3
American	14,671	85.4%	85.5%	-0.1
Delta	13,813	80.3%	81.2%	-0.9
Southwest	76,911	63.8%	60.7%	3.1
United	15,242	81.4%	78.0%	3.4
US Airways	11,331	74.9%	68.7%	6.2

Source: RNO Monthly Flight Activity Reports

Monthly Report June 2012

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/12:	\$2,021,295	\$1,636,764	23%
Forecasted Commission for this Revenue:	\$137,777	\$100,042	38%
Number of Room Nights:	10860	9713	12%
Number of Delegates:	4800	4785	0%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	56	44	27%

<u>Monthly Detail/Activity</u>	<u>June-12</u>		<u>June-11</u>	
<u>Number of Groups Booked:</u>	5		0	
Revenue Booked:	\$2,375,246		\$0	
Projected Commission:	\$137,777		\$0	
Room Nights:	10860		162	
Number of Delegates:	4800		56	
Booked Group Types:	1 Corp., 1 Assn. 3 Smf		1 TA	
Lost Business, # of Groups:	5		2	
 <u>Arrived in the month</u>	 <u>June-12</u>	 Est.	 <u>June-11</u>	
Number of Groups:	6		1	
Revenue Arrived:	\$145,013		\$7,238	1903%
Projected Commission:	\$4,063		\$723	462%
Room Nights:	1033		77	1242%
Number of Delegates:	570		50	1040%
Arrived Group Types:	4 Assoc., 1 Smf, 1 Soc.		1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>May-12</u>		<u>May-11</u>	
<u>Number of Groups Booked:</u>	3		1	
Revenue Booked:	\$51,424		\$18,808	173%
Projected Commission:	\$1,530		\$0	
Room Nights:	360		162	122%
Number of Delegates:	152		56	171%
Booked Group Types:	2 Corp., 1 Smerf		1 TA	
Lost Business, # of Groups:	3		2	
 <u>Arrived in the month</u>	 <u>May-12</u>		 <u>May-11</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$209,619		\$0	
Projected Commission:	\$20,021		\$0	
Room Nights:	1082		0	
Number of Delegates:	460		0	
Arrived Group Types:	1 Assoc., 1 Smerf			

Monthly Detail/Activity	<u>April-12</u>	<u>April-11</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$50,148	\$95,192	-47%
Projected Commission:	\$4,216	\$5,239	-20%
Room Nights:	260	812	-68%
Number of Delegates:	145	635	-77%
Booked Group Types:	2 Assoc.	2 Assoc., 1 Filr	
Lost Business, # of Groups:	2	4	

<u>Arrived in the month</u>	<u>April-12</u>	<u>April-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$87,343	\$98,559	-11%
Projected Commission:	\$7,802	\$9,855	-21%
Room Nights:	546	944	-42%
Number of Delegates:	525	305	72%
Arrived Group Types:	1 Assoc., 1 Govt.	1 Govt., 1 Film	

Monthly Detail/Activity	<u>March-12</u>	<u>March-11</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$61,339	\$34,141	80%
Projected Commission:	\$6,643	\$3,414	95%
Room Nights:	495	340	46%
Number of Delegates:	390	140	179%
Booked Group Types:	2 Assn. 2 Smerf	1 Smerf., 1 Corj	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$91,524	
Projected Commission:	\$0	\$0	
Room Nights:	0	488	
Number of Delegates:	0	150	
Arrived Group Types:		1 Corp.	

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	3	0	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$153,869	\$49,579	210%
Projected Commission:	\$7,917	\$4,385	81%
Room Nights:	650	257	153%
Number of Delegates:	210	115	83%
Arrived Group Types:	2 Assn., 1 TA	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

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

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

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

<u>Arrived in the month</u>	<u>November-11</u>	<u>November-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

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

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

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

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

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

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

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

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

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$947,268	\$750,000
For 2014/15:	\$3,663,952	\$500,000

NUMBER OF LEADS Generated as of 6/30/12: 110

Total Number of Leads Generated in Previous Years:

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

Monthly Report June 2012

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/12:	\$80,604	\$216,150	-63%
Forecasted Commission for this Revenue:	\$9,462	\$23,170	-59%
Number of Room Nights:	798	1993	-60%
Number of Delegates:	416	1220	-66%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	48	32	50%

Monthly Detail/Activity	<u>June-12</u>	<u>June-11</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$21,420	\$0	
Projected Commission:	\$2,142	\$0	
Room Nights:	200	0	
Number of Delegates:	150	0	
Booked Group Types:	1 Corp., 1 Smerf	0	
Lost Business, # of Groups:	1	2	
<u>Arrived in the month</u>	<u>June-12</u>	<u>June-11</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:	0	0	

Monthly Detail/Activity	<u>May-12</u>	<u>May-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$35,424	\$34,042	4%
Projected Commission:	\$5,313	\$5,106	4%
Room Nights:	240	425	-44%
Number of Delegates:	110	80	38%
Booked Group Types:	1 Corp., 1 Smerf	1 Smerf	
Lost Business, # of Groups:	1	2	
<u>Arrived in the month</u>	<u>May-12</u>	<u>May-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$14,007	
Projected Commission:	\$0	\$0	
Room Nights:	0	203	
Number of Delegates:	0	79	
Arrived Group Types:		1 Corp.	

Monthly Detail/Activity	<u>April-12</u>	<u>April-11</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$45,432	\$0
Projected Commission:	\$2,271	\$0
Room Nights:	370	0
Number of Delegates:	250	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	1

<u>Arrived in the month</u>	<u>April-12</u>	<u>April-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$1,193
Projected Commission:	\$0	\$179
Room Nights:	0	7
Number of Delegates:	0	10
Arrived Group Types:		1 Corp.

Monthly Detail/Activity	<u>March-12</u>	<u>March-11</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	1

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$4,791
Projected Commission:	\$0	\$718
Room Nights:	0	39
Number of Delegates:	0	50
Arrived Group Types:	0	1 Assoc.

Monthly Detail/Activity	<u>February-12</u>	<u>February-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>February-12</u>	<u>February-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$14,265	\$20,013	-29%
Projected Commission:	\$1,510	\$3,002	-50%
Room Nights:	85	225	-62%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

Monthly Detail/Activity	<u>January-12</u>	<u>January-11</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	-100%
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<u>Arrived in the month</u>	<u>January-12</u>	<u>January-11</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:		0

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

<u>Arrived in the month</u>	<u>December-11</u>	<u>December-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Types:	0	0

Monthly Detail/Activity	<u>November-11</u>	<u>November-10</u>
<u>Number of Groups Booked:</u>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

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

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

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

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

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp, 1 TA
Lost Business, # of Groups:	0	8

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$191,194	(Goal) \$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 6/30/12: 110

Total Number of Leads Generated in Previous Years:

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

NORTH SHORE 4 QUARTER - FY.2011/12						
Apr-12						
Groups Booked: 2						
Placer County:	1	Room Nights:	105	Delegates:	55	Revenue: \$15,970
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	525	Delegates:	546	Revenue: \$87,343
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
May-12						
Groups Booked: 3						
Placer County:	3	Room Nights:	360	Delegates:	152	Revenue: \$51,424
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	1082	Delegates:	460	Revenue: \$209,619
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Jun-12						
Groups Booked: 5						
Placer County:	3	Room Nights:	9842	Delegates:	4972	Revenue: \$1,873,206
Washoe County:	1	Room Nights:	1800	Delegates:	600	Revenue: \$197,480
Nevada County:	1	Room Nights:	1720	Delegates:	950	Revenue: \$304,560
Groups Arrived: 6						
Placer County:	4	Room Nights:	523	Delegates:	305	Revenue: \$64,472
Washoe County:	1	Room Nights:	480	Delegates:	225	Revenue: \$77,328
Nevada County:	1	Room Nights:	30	Delegates:	40	Revenue: \$3,213
						Estimated
Quarter totals by county:						
Groups Booked: 10						
Placer County:	7	Room Nights:	10307	Delegates:	5179	Revenue: \$1,940,600
Washoe County:	2	Room Nights:	1955	Delegates:	690	Revenue: \$231,657
Nevada County:	1	Room Nights:	1720	Delegates:	950	Revenue: \$304,560
TOTAL:	10		13982	Delegates:	6819	\$2,476,817
Groups Arrived: 10						
Placer County:	8	Room Nights:	2130	Delegates:	1311	Revenue: \$361,434
Washoe County:	1	Room Nights:	480	Delegates:	225	Revenue: \$77,328
Nevada County:	1	Room Nights:	30	Delegates:	40	Revenue: \$3,213
TOTAL:	10		2640		1576	\$441,975