



July 2014

Marketing Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of June 30, 2014

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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 1,594 Units ('DestiMetrics Census'*)

		2013/14	2012/13	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (June) changed by (11.6%)	Occupancy (June) :	54.3%	48.6%	11.6%
North Lake Tahoe Average Daily Rate for last month (June) changed by (12.8%)	ADR (June) :	\$221	\$196	12.8%
North Lake Tahoe RevPAR for last month (June) changed by (25.9%)	RevPAR (June) :	\$120	\$95	25.9%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (July) changed by (9.4%)	Occupancy (July)	65.7%	60.1%	9.4%
North Lake Tahoe Average Daily Rate for next month (July) changed by (5.6%)	ADR (July) :	\$261	\$247	5.6%
North Lake Tahoe RevPAR for next month (July) changed by (15.5%)	RevPAR (July) :	\$172	\$149	15.5%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-0.4%)	Occupancy	43.9%	44.1%	-0.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (2.4%)	ADR	\$233	\$227	2.4%
North Lake Tahoe RevPAR for the prior 6 months changed by (2.0%)	RevPAR	\$102	\$100	2.0%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (20.1%)	Occupancy	31.8%	26.5%	20.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (4.3%)	ADR	\$249	\$239	4.3%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (25.3%)	RevPAR	\$79	\$63	25.3%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2014 vs. Previous Year				
Rooms Booked during last month (June, 2014) compared to Rooms Booked during the same period last year (June, 2013) for arrival June to November has changed by (-10.2%)	Booking Pace (June)	4.5%	5.1%	-10.2%

* **DestiMetrics Census:** Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

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 DestiMetrics's other participants.

As is the case in all DestiMetrics 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

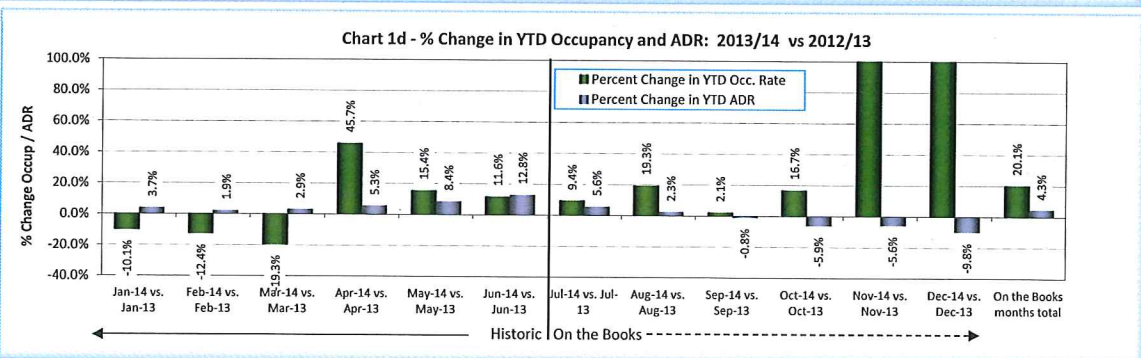
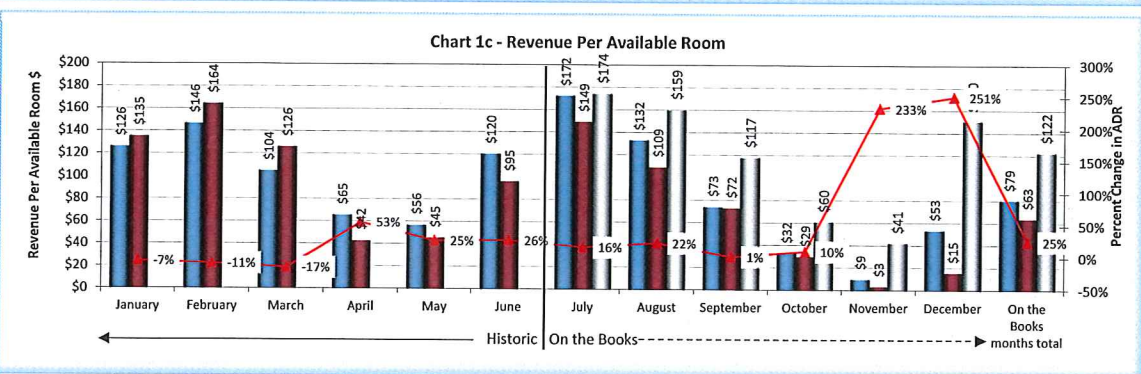
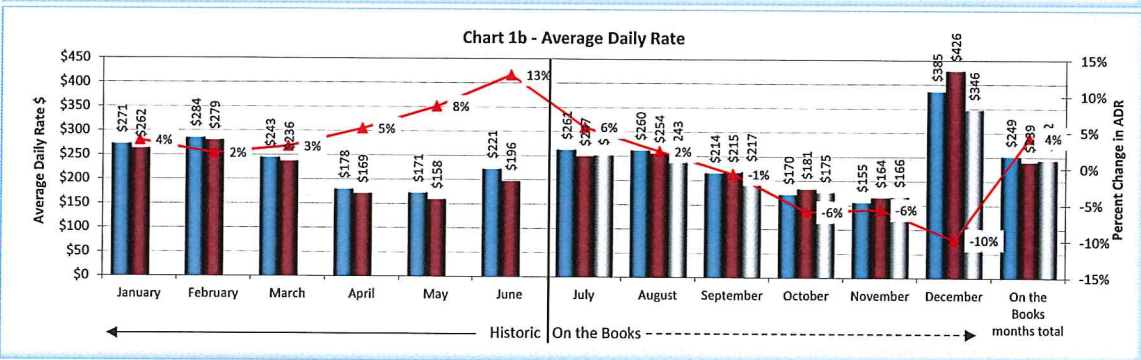
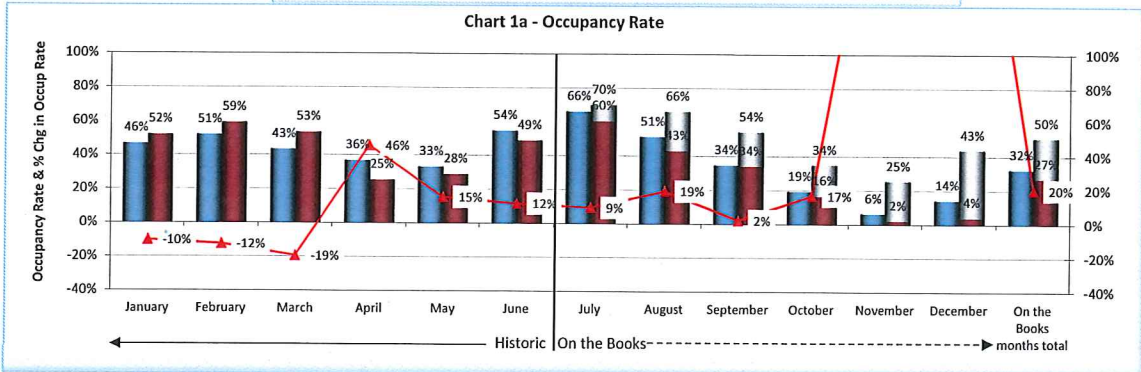
2014 YTD (as of June 30, 2014) vs. 2013 YTD (as of June 30, 2013) vs. 2013 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2013 season)
 Data as of June 30, 2014 (2014 season)

Data as of June 30, 2013 (2013 season)
 Percent Change





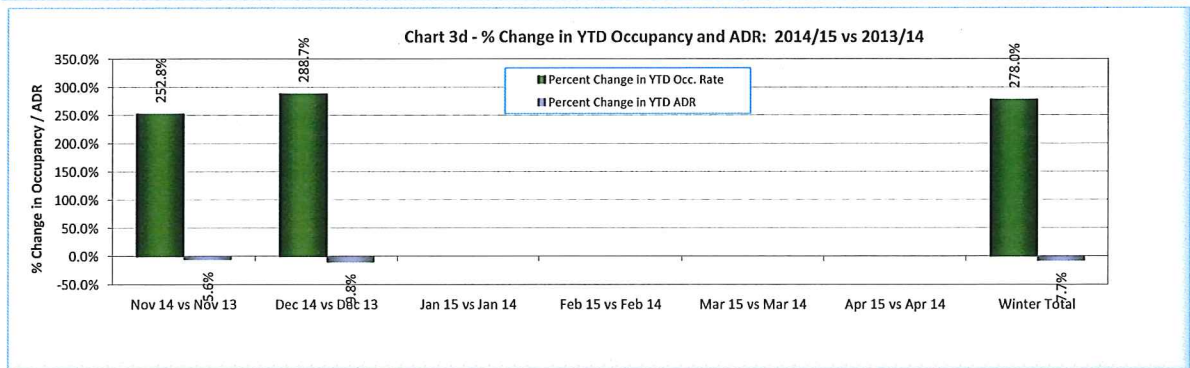
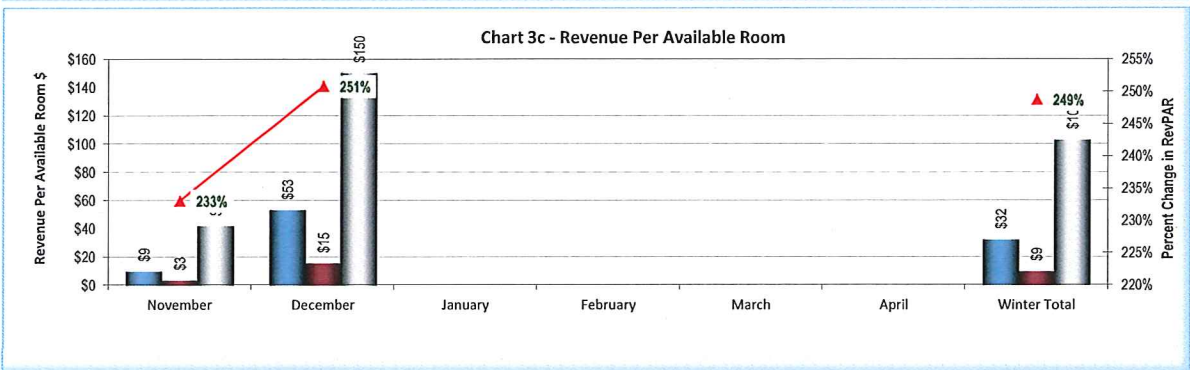
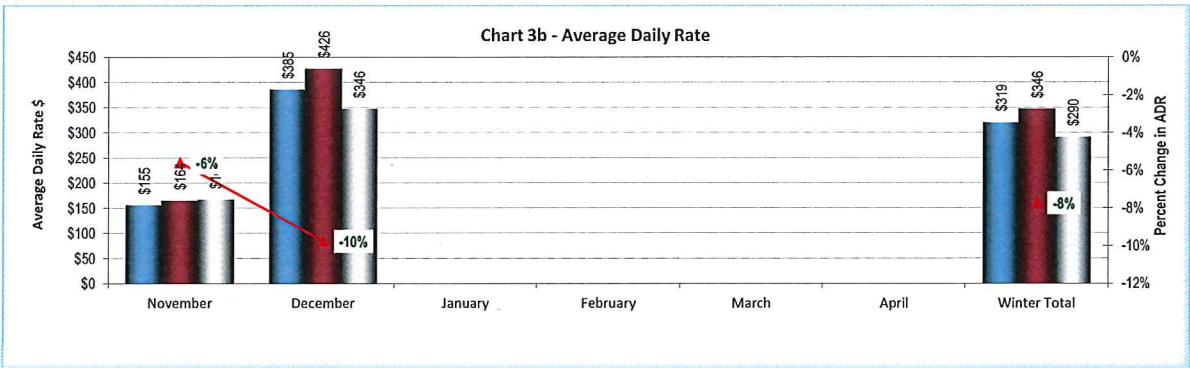
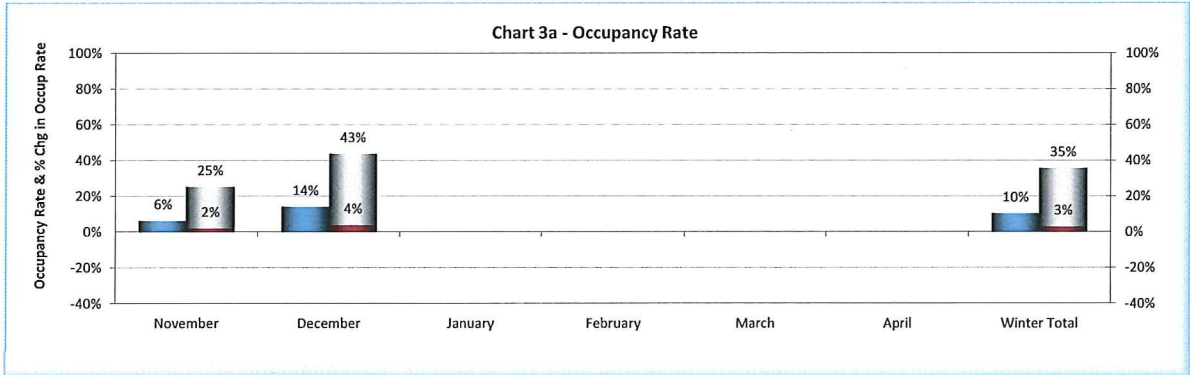
RESERVATIONS ACTIVITY REPORT
SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of June 30, 2014) vs. 2013/14 YTD (as of June 30, 2013) vs. 2013/14 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2013/14 season)
 Data as of June 30, 2014 (2014/15 season)
 Data as of June 30, 2013 (2013/14 season)
 Percent Change





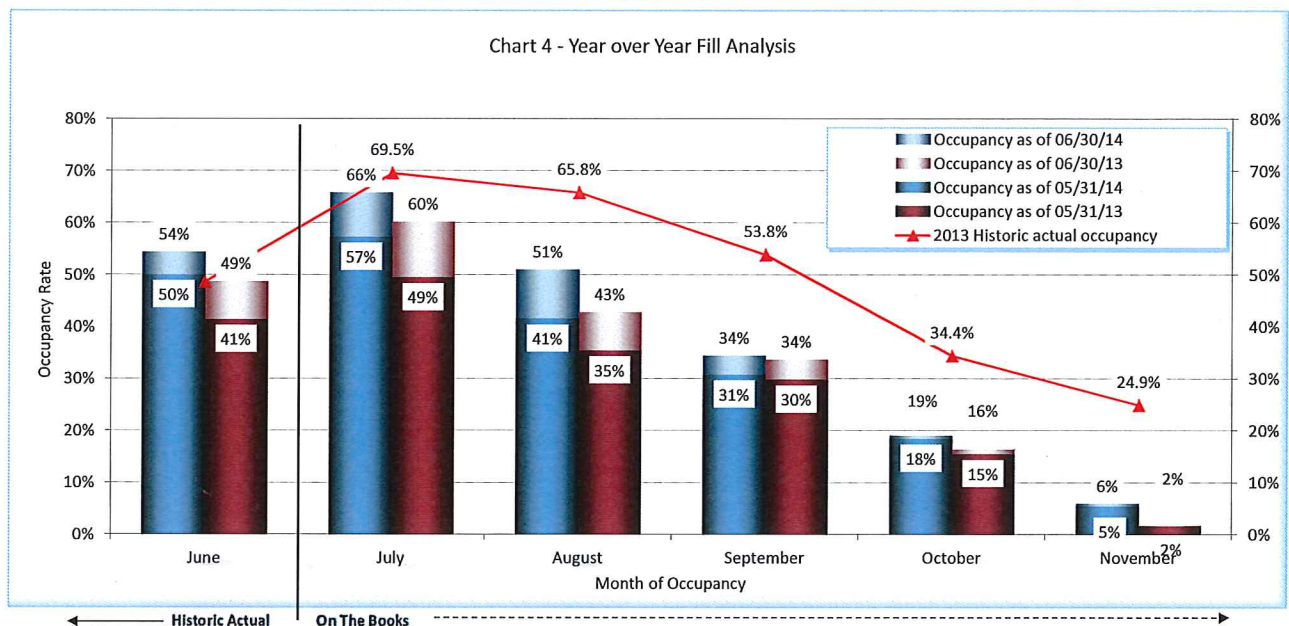
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of June 30, 2014) vs. 2013 Occupancy Pace (as of June 30, 2013) vs. same period 2013

NOTE: This is not a forecast of bookings. Data represent transactions 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 (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2013 Historic actual occupancy
	Occupancy as of 06/30/14	Occupancy as of 06/30/13	Absolute Change	Occupancy as of 05/31/14	Occupancy as of 05/31/13	Absolute Change	Incremental occupancy booked during Jun. 2014	Incremental occupancy booked during Jun. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
June	54.3%	48.6%	5.7%	50.0%	41.4%	8.6%	4.3%	7.2%	-2.9%	-40.7%	48.6%
July	65.7%	60.1%	5.6%	57.2%	49.4%	7.8%	8.5%	10.7%	-2.1%	-20.1%	69.5%
August	50.9%	42.7%	8.2%	41.5%	35.3%	6.2%	9.4%	7.3%	2.1%	28.3%	65.8%
September	34.3%	33.6%	0.7%	30.7%	29.8%	0.9%	3.6%	3.8%	-0.2%	-5.8%	53.8%
October	19.0%	16.2%	2.7%	18.4%	15.4%	2.9%	0.6%	0.8%	-0.2%	-28.6%	34.4%
November	5.9%	1.7%	4.2%	5.4%	1.5%	3.8%	0.5%	0.1%	0.4%	320.0%	24.9%
Total	38.6%	34.1%	4.6%	34.1%	29.0%	5.1%	4.5%	5.1%	-0.5%	-10.2%	51.2%

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

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



RESERVATIONS ACTIVITY REPORT
SECTION 5a - SUPPORTING DATA TABLES
 Bookings as of June 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014 VS. YTD 2013			Historic Actual Occup. Rate (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	Occup. Rate as of: June 30, 2014 (2014 season)	Occup. Rate as of: June 30, 2013 (2013 season)		
January	46.3%	51.5%	-10.1%		11
February	51.5%	58.8%	-12.4%		11
March	42.9%	53.2%	-19.3%		11
April	36.5%	25.0%	45.7%		11
May	32.8%	28.5%	15.4%		11
June	Historic Actual 54.3%	48.6%	11.6%		11
July	On the Books 65.7%	60.1%	9.4%	69.5%	11
August	50.9%	42.7%	19.3%	65.8%	11
September	34.3%	33.6%	2.1%	53.8%	11
October	19.0%	16.2%	16.7%	34.4%	11
November	5.9%	1.7%	252.8%	24.9%	11
December	13.7%	3.5%	288.7%	43.3%	11
Grand total	37.8%	35.2%	7.5%	47.1%	11
Historic months total	43.9%	44.1%	-0.4%	44.1%	11
On the Books months total	31.8%	26.5%	20.1%	50.3%	11

AVERAGE DAILY RATE	ADR: YTD 2014 VS. YTD 2013			Historic Actual ADR (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	ADR as of: June 30, 2014 (2014 season)	ADR as of: June 30, 2013 (2013 season)		
January	\$271	\$262	3.7%		11
February	\$284	\$279	1.9%		11
March	\$243	\$236	2.9%		11
April	\$178	\$169	5.3%		11
May	\$171	\$158	8.4%		11
June	Historic Actual \$221	\$196	12.8%		11
July	On the Books \$261	\$247	5.6%	\$250	11
August	\$260	\$254	2.3%	\$243	11
September	\$214	\$215	-0.8%	\$217	11
October	\$170	\$181	-5.9%	\$175	11
November	\$155	\$164	-5.6%	\$166	11
December	\$385	\$426	-9.8%	\$346	11
Grand total	\$240	\$232	3.5%	\$235	11
Historic months total	\$233	\$227	2.4%	\$227	11
On the Books months total	\$249	\$239	4.3%	\$242	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014 VS. YTD 2013			Historic Actual RevPAR (2013 season)	# of Properties in Sample
	Month of Occupancy (2014 & 2013)	RevPAR as of: June 30, 2014 (2014 season)	RevPAR as of: June 30, 2013 (2013 season)		
January	\$126	\$135	-6.8%		11
February	\$146	\$164	-10.7%		11
March	\$104	\$126	-17.0%		11
April	\$65	\$42	53.5%		11
May	\$56	\$45	25.1%		11
June	Historic Actual \$120	\$95	25.9%		11
July	On the Books \$172	\$149	15.5%	\$174	11
August	\$132	\$109	22.1%	\$159	11
September	\$73	\$72	1.3%	\$117	11
October	\$32	\$29	9.8%	\$60	11
November	\$9	\$3	233.0%	\$41	11
December	\$53	\$15	250.8%	\$150	11
Grand total	\$91	\$82	11.2%	\$111	11
Historic months total	\$102	\$100	2.0%	\$100	11
On the Books months total	\$79	\$63	25.3%	\$122	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
 Summer Bookings as of June 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
		Occup. Rate as of: June 30, 2014 (2014 season)	Occup. Rate as of: June 30, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)					
May		32.8%	28.5%	15.4%	
June	Historic Actual	54.3%	48.6%	11.6%	
July	On the Books	65.7%	60.1%	9.4%	69.5%
August		50.9%	42.7%	19.3%	65.8%
September		34.3%	33.6%	2.1%	53.8%
October		19.0%	16.2%	16.7%	34.4%
Summer Total		42.8%	38.3%	12.0%	50.4%

AVERAGE DAILY RATE		<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
		ADR as of: June 30, 2014 (2014 season)	ADR as of: June 30, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)					
May		\$171	\$158	8.4%	
June	Historic Actual	\$221	\$196	12.8%	
July	On the Books	\$261	\$247	5.6%	\$250
August		\$260	\$254	2.3%	\$243
September		\$214	\$215	-0.8%	\$217
October		\$170	\$181	-5.9%	\$175
Summer Total		\$228	\$218	4.9%	\$217

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
		RevPAR as of: June 30, 2014 (2014 season)	RevPAR as of: June 30, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)					
May		\$56	\$45	25.1%	
June	Historic Actual	\$120	\$95	25.9%	
July	On the Books	\$172	\$149	15.5%	\$174
August		\$132	\$109	22.1%	\$159
September		\$73	\$72	1.3%	\$117
October		\$32	\$29	9.8%	\$60
Summer Total		\$98	\$83	17.5%	\$109



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of June 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: June 30, 2014 (2014/15 season)	Occup. Rate as of: June 30, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	5.9%	1.7%	252.8%	24.9%
December	13.7%	3.5%	288.7%	43.3%
January				
February				
March				
April				
Winter Total	9.9%	2.6%	278.0%	35.2%

AVERAGE DAILY RATE	ADR: YTD 2014/15 VS. YTD 2013/14			Historic Actual ADR (2013/14 season)
	ADR as of: June 30, 2014 (2014/15 season)	ADR as of: June 30, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$155	\$164	-5.6%	\$166
December	\$385	\$426	-9.8%	\$346
January				
February				
March				
April				
Winter Total	\$319	\$346	-7.7%	\$290

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014/15 VS. YTD 2013/14			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: June 30, 2014 (2014/15 season)	RevPAR as of: June 30, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$9	\$3	233.0%	\$41
December	\$53	\$15	250.8%	\$150
January				
February				
March				
April				
Winter Total	\$32	\$9	248.7%	\$102

Audience Overview

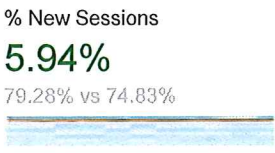
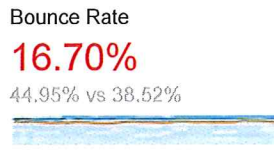
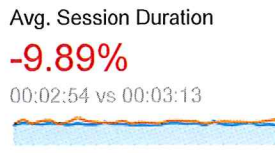
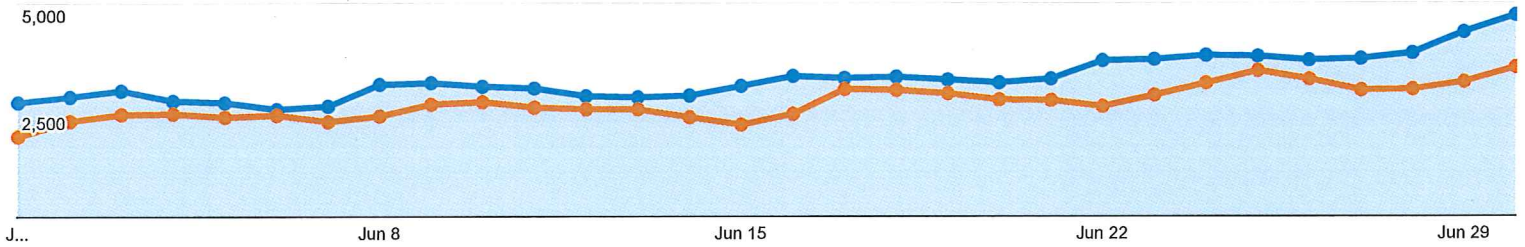
Jun 1, 2014 - Jun 30, 2014
Compare to: Jun 1, 2013 - Jun 30, 2013

All Sessions +0.00%

+ Add Segment

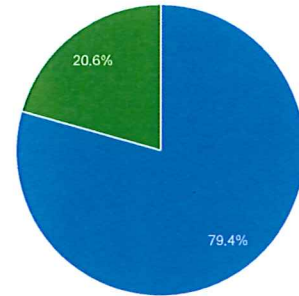
Overview

Jun 1, 2014 - Jun 30, 2014: Sessions
Jun 1, 2013 - Jun 30, 2013: Sessions

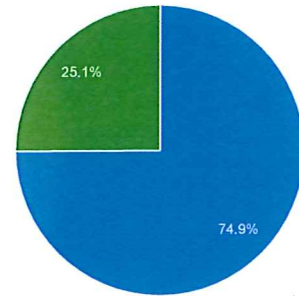


■ New Visitor ■ Returning Visitor

Jun 1, 2014 - Jun 30, 2014



Jun 1, 2013 - Jun 30, 2013



Language	Sessions	% Sessions
1. en-us		
Jun 1, 2014 - Jun 30, 2014	92,898	95.91%
Jun 1, 2013 - Jun 30, 2013	75,343	94.29%
% Change	23.30%	1.72%
2. en-gb		
Jun 1, 2014 - Jun 30, 2014	725	0.75%
Jun 1, 2013 - Jun 30, 2013	538	0.67%
% Change	34.76%	11.18%

4. de-de

Jun 1, 2014 - Jun 30, 2014	252		0.26%
Jun 1, 2013 - Jun 30, 2013	310		0.39%
% Change	-18.71%		-32.94%

5. es-es

Jun 1, 2014 - Jun 30, 2014	217		0.22%
Jun 1, 2013 - Jun 30, 2013	254		0.32%
% Change	-14.57%		-29.52%

6. pt-br

Jun 1, 2014 - Jun 30, 2014	206		0.21%
Jun 1, 2013 - Jun 30, 2013	181		0.23%
% Change	13.81%		-6.10%

7. de

Jun 1, 2014 - Jun 30, 2014	177		0.18%
Jun 1, 2013 - Jun 30, 2013	96		0.12%
% Change	84.38%		52.11%

8. zh-cn

Jun 1, 2014 - Jun 30, 2014	137		0.14%
Jun 1, 2013 - Jun 30, 2013	117		0.15%
% Change	17.09%		-3.40%

9. fr

Jun 1, 2014 - Jun 30, 2014	121		0.12%
Jun 1, 2013 - Jun 30, 2013	150		0.19%
% Change	-19.33%		-33.45%

10. fr-fr

Jun 1, 2014 - Jun 30, 2014	119		0.12%
Jun 1, 2013 - Jun 30, 2013	110		0.14%
% Change	8.18%		-10.75%

Location

Jun 1, 2014 - Jun 30, 2014
Compare to: Jun 1, 2013 - Jun 30, 2013

» COUNTRY / TERRITORY: United States

All Sessions
+0.82%

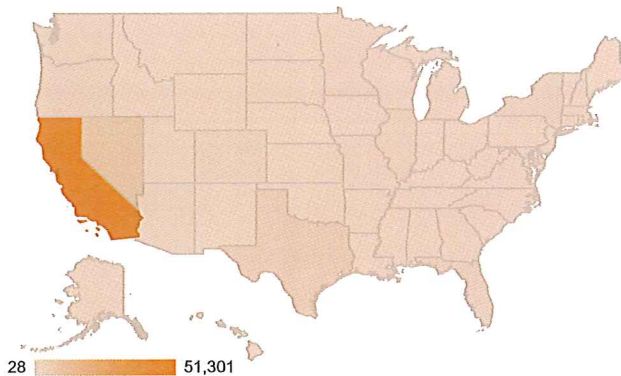
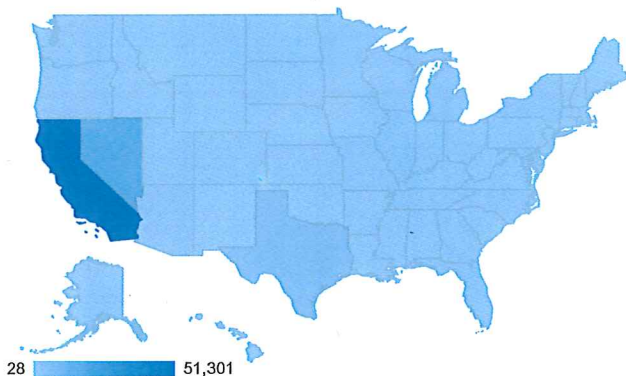
+ Add Segment

Map Overlay

Summary

Jun 1, 2014 - Jun 30, 2014

Jun 1, 2013 - Jun 30, 2013



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	22.26% ▲ 92,261 vs 75,461	6.30% ▲ 79.12% vs 74.43%	29.96% ▲ 72,996 vs 56,168	16.75% ▼ 44.85% vs 38.42%	15.71% ▼ 3.51 vs 4.16	13.45% ▼ 00:02:49 vs 00:03:15	15.37% ▼ 5.91% vs 6.98%	3.47% ▲ 5,450 vs 5,267	3.47% ▲ \$5,450.00 vs \$5,267.00
California									
Jun 1, 2014	51,301 (55.60%)	78.50%	40,270 (55.17%)	45.75%	3.44	00:02:48	5.27%	2,704 (49.61%)	\$2,704.00 (49.61%)
Jun 1, 2013	44,260 (58.65%)	72.96%	32,293 (57.49%)	39.91%	3.97	00:03:14	6.10%	2,702 (51.30%)	\$2,702.00 (51.30%)
% Change	15.91%	7.59%	24.70%	14.64%	-13.27%	-13.37%	-13.66%	0.07%	0.07%
Nevada									
Jun 1, 2014	15,185 (16.46%)	75.46%	11,458 (15.70%)	51.53%	2.88	00:02:25	3.05%	463 (8.50%)	\$463.00 (8.50%)
Jun 1, 2013	7,383 (9.78%)	67.26%	4,966 (8.84%)	41.20%	3.72	00:03:11	4.16%	307 (5.83%)	\$307.00 (5.83%)
% Change	105.68%	12.18%	130.73%	25.07%	-22.70%	-24.07%	-26.67%	50.81%	50.81%
Texas									
Jun 1, 2014	3,677 (3.99%)	81.29%	2,989 (4.09%)	35.03%	4.53	00:03:39	11.42%	420 (7.71%)	\$420.00 (7.71%)
Jun 1, 2013	3,270 (4.33%)	78.75%	2,575 (4.58%)	33.39%	4.93	00:03:35	11.16%	365 (6.93%)	\$365.00 (6.93%)
% Change	12.45%	3.23%	16.08%	4.89%	-8.24%	1.64%	2.33%	15.07%	15.07%
Arizona									
Jun 1, 2014	1,618 (1.75%)	80.59%	1,304 (1.79%)	40.91%	4.02	00:03:14	9.58%	155 (2.84%)	\$155.00 (2.84%)
Jun 1, 2013	1,255 (1.66%)	81.59%	1,024 (1.82%)	31.47%	4.85	00:03:29	9.40%	118 (2.24%)	\$118.00 (2.24%)

% Change	9.37%	0.80%	10.24%	-5.02%	-11.24%	3.85%	-20.57%	-13.13%	-13.13%
Colorado									
Jun 1, 2014	1,313 (1.42%)	79.74%	1,047 (1.43%)	41.66%	3.77	00:02:55	5.79%	76 (1.39%)	\$76.00 (1.39%)
Jun 1, 2013	1,070 (1.42%)	73.08%	782 (1.39%)	35.61%	4.46	00:03:16	8.97%	96 (1.82%)	\$96.00 (1.82%)
% Change	22.71%	9.11%	33.89%	17.00%	-15.61%	-10.47%	-35.48%	-20.83%	-20.83%
Illinois									
Jun 1, 2014	1,294 (1.40%)	82.07%	1,062 (1.45%)	40.96%	4.16	00:03:24	8.11%	105 (1.93%)	\$105.00 (1.93%)
Jun 1, 2013	1,177 (1.56%)	82.07%	966 (1.72%)	33.90%	4.94	00:03:26	8.33%	98 (1.86%)	\$98.00 (1.86%)
% Change	9.94%	0.00%	9.94%	20.82%	-15.86%	-0.80%	-2.54%	7.14%	7.14%
Washington									
Jun 1, 2014	1,268 (1.37%)	83.83%	1,063 (1.46%)	38.41%	3.74	00:02:47	8.60%	109 (2.00%)	\$109.00 (2.00%)
Jun 1, 2013	1,255 (1.66%)	79.20%	994 (1.77%)	32.43%	4.79	00:03:35	10.04%	126 (2.39%)	\$126.00 (2.39%)
% Change	1.04%	5.85%	6.94%	18.43%	-22.00%	-22.04%	-14.38%	-13.49%	-13.49%
Florida									
Jun 1, 2014	1,196 (1.30%)	84.78%	1,014 (1.39%)	35.54%	4.10	00:02:53	9.62%	115 (2.11%)	\$115.00 (2.11%)
Jun 1, 2013	2,007 (2.66%)	75.44%	1,514 (2.70%)	41.06%	3.82	00:02:38	7.17%	144 (2.73%)	\$144.00 (2.73%)
% Change	-40.41%	12.39%	-33.03%	-13.45%	7.31%	9.63%	34.01%	-20.14%	-20.14%
Oregon									
Jun 1, 2014	1,097 (1.19%)	83.14%	912 (1.25%)	38.10%	4.11	00:03:06	8.48%	93 (1.71%)	\$93.00 (1.71%)
Jun 1, 2013	965 (1.28%)	79.38%	766 (1.36%)	33.47%	4.79	00:03:52	8.81%	85 (1.61%)	\$85.00 (1.61%)
% Change	13.68%	4.73%	19.06%	13.84%	-14.15%	-19.80%	-3.75%	9.41%	9.41%

Rows 1 - 10 of 52

Location

Jun 1, 2014 - Jun 30, 2014
Compare to: Jun 1, 2013 - Jun 30, 2013

United States » REGION: California

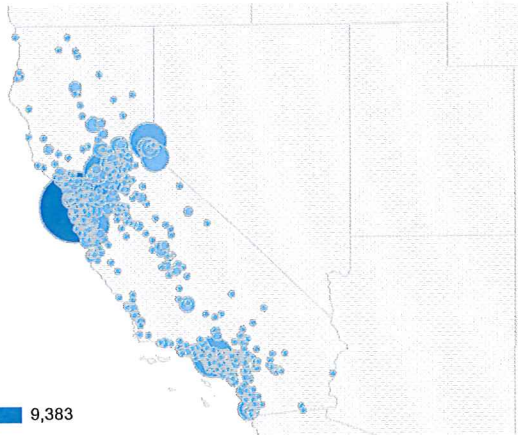
All Sessions -2.42%

+ Add Segment

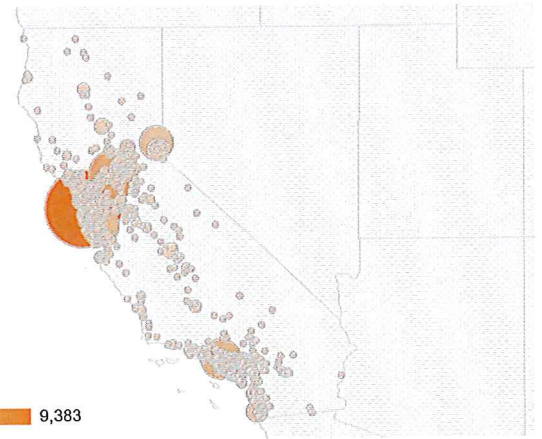
Map Overlay

Summary

Jun 1, 2014 - Jun 30, 2014



Jun 1, 2013 - Jun 30, 2013



City	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	15.91% ▲ 51,301 vs 44,260	7.59% ▲ 78.50% vs 72.96%	24.70% ▲ 40,270 vs 32,293	14.64% ▼ 45.75% vs 39.91%	13.27% ▼ 3.44 vs 3.97	13.37% ▼ 00:02:48 vs 00:03:14	13.66% ▼ 5.27% vs 6.10%	0.07% ▲ 2,704 vs 2,702	0.07% ▲ \$2,704.00 vs \$2,702.00
San Francisco									
Jun 1, 2014	8,220 (16.02%)	76.35%	6,276 (15.58%)	53.55%	2.84	00:02:09	3.49%	287 (10.61%)	\$287.00 (10.61%)
Jun 1, 2013	9,383 (21.20%)	72.21%	6,775 (20.98%)	46.19%	3.31	00:02:35	4.32%	405 (14.99%)	\$405.00 (14.99%)
% Change	-12.39%	5.74%	-7.37%	15.94%	-14.40%	-16.75%	-19.11%	-29.14%	-29.14%
Sacramento									
Jun 1, 2014	2,982 (5.81%)	79.54%	2,372 (5.89%)	45.71%	3.34	00:02:49	3.42%	102 (3.77%)	\$102.00 (3.77%)
Jun 1, 2013	3,846 (8.69%)	69.99%	2,692 (8.34%)	38.48%	3.87	00:03:12	4.76%	183 (6.77%)	\$183.00 (6.77%)
% Change	-22.46%	13.64%	-11.89%	18.78%	-13.67%	-12.41%	-28.11%	-44.26%	-44.26%
Los Angeles									
Jun 1, 2014	2,484 (4.84%)	80.43%	1,998 (4.96%)	42.47%	3.54	00:02:46	8.94%	222 (8.21%)	\$222.00 (8.21%)
Jun 1, 2013	2,478 (5.60%)	75.87%	1,880 (5.82%)	40.07%	3.95	00:03:12	9.93%	246 (9.10%)	\$246.00 (9.10%)
% Change	0.24%	6.02%	6.28%	5.99%	-10.52%	-13.37%	-9.97%	-9.76%	-9.76%
Truckee									

Jun 1, 2014	1,800 (3.51%)	81.11%	1,460 (3.63%)	43.11%	3.59	00:02:55	5.83%	105 (3.88%)	\$105.00 (3.88%)
Jun 1, 2013	1,992 (4.50%)	74.60%	1,486 (4.60%)	36.40%	4.38	00:03:29	6.33%	126 (4.66%)	\$126.00 (4.66%)
% Change	-9.64%	8.73%	-1.75%	18.45%	-18.02%	-16.45%	-7.78%	-16.67%	-16.67%
i. South Lake Tahoe									
Jun 1, 2014	1,271 (2.48%)	71.20%	905 (2.25%)	58.38%	2.51	00:02:13	1.89%	24 (0.89%)	\$24.00 (0.89%)
Jun 1, 2013	974 (2.20%)	63.24%	616 (1.91%)	46.92%	3.24	00:02:50	1.95%	19 (0.70%)	\$19.00 (0.70%)
% Change	30.49%	12.59%	46.92%	24.42%	-22.49%	-22.00%	-3.20%	26.32%	26.32%
i. Auburn									
Jun 1, 2014	1,039 (2.03%)	75.46%	784 (1.95%)	52.45%	2.71	00:02:13	2.50%	26 (0.96%)	\$26.00 (0.96%)
Jun 1, 2013	498 (1.13%)	63.45%	316 (0.98%)	45.58%	3.43	00:03:29	1.81%	9 (0.33%)	\$9.00 (0.33%)
% Change	108.63%	18.92%	148.10%	15.08%	-20.77%	-36.23%	38.47%	188.89%	188.89%
i. Roseville									
Jun 1, 2014	928 (1.81%)	81.25%	754 (1.87%)	42.78%	3.73	00:02:53	4.53%	42 (1.55%)	\$42.00 (1.55%)
Jun 1, 2013	727 (1.64%)	72.49%	527 (1.63%)	32.60%	4.33	00:03:08	8.25%	60 (2.22%)	\$60.00 (2.22%)
% Change	27.65%	12.08%	43.07%	31.23%	-13.89%	-8.10%	-45.16%	-30.00%	-30.00%
i. San Diego									
Jun 1, 2014	849 (1.65%)	80.33%	682 (1.69%)	43.93%	3.78	00:03:00	9.31%	79 (2.92%)	\$79.00 (2.92%)
Jun 1, 2013	744 (1.68%)	79.03%	588 (1.82%)	36.83%	4.27	00:03:23	8.74%	65 (2.41%)	\$65.00 (2.41%)
% Change	14.11%	1.64%	15.99%	19.30%	-11.51%	-11.14%	6.51%	21.54%	21.54%
i. Folsom									
Jun 1, 2014	826 (1.61%)	74.70%	617 (1.53%)	48.55%	3.04	00:02:37	3.39%	28 (1.04%)	\$28.00 (1.04%)
Jun 1, 2013	287 (0.65%)	73.17%	210 (0.65%)	32.40%	4.10	00:02:56	5.92%	17 (0.63%)	\$17.00 (0.63%)
% Change	187.80%	2.09%	193.81%	49.82%	-25.69%	-10.91%	-42.77%	64.71%	64.71%

Rows 1 - 10 of 618

Referral Traffic

Jun 1, 2014 - Jun 30, 2014
Compare to: Jun 1, 2013 - Jun 30, 2013

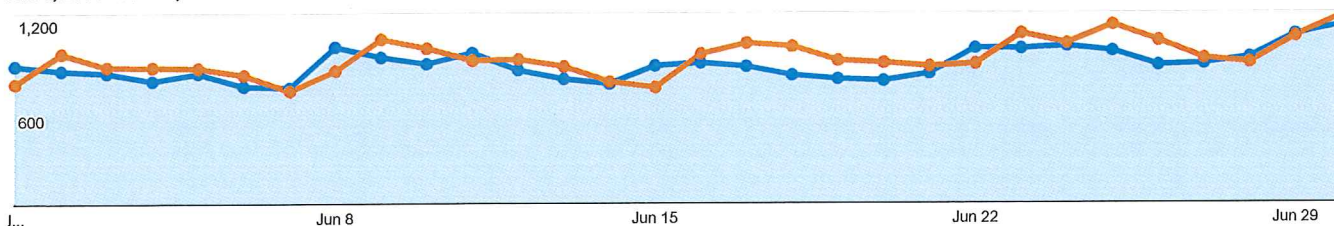
All Sessions -7.40%

+ Add Segment

Explorer

Summary

Jun 1, 2014 - Jun 30, 2014: Sessions
Jun 1, 2013 - Jun 30, 2013: Sessions



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	4.69% ↓ 26,373 vs 27,672	4.32% ↑ 83.99% vs 80.51%	0.57% ↓ 22,150 vs 22,278	11.46% ↓ 31.55% vs 28.30%	11.31% ↓ 4.43 vs 4.99	7.64% ↓ 00:03:12 vs 00:03:28	3.96% ↑ 13.89% vs 13.36%	0.92% ↓ 3,664 vs 3,698	0.92% ↓ \$3,664.00 vs \$3,698.00
1. visitinglaketahoe.com									
Jun 1, 2014 - Jun 30, 2014	21,857 (82.88%)	85.30%	18,644 (84.17%)	27.68%	4.65	00:03:20	15.56%	3,401 (92.82%)	\$3,401.00 (92.82%)
Jun 1, 2013 - Jun 30, 2013	21,957 (79.35%)	82.28%	18,066 (81.09%)	23.63%	5.41	00:03:40	14.61%	3,207 (86.72%)	\$3,207.00 (86.72%)
% Change	-0.46%	3.67%	3.20%	17.11%	-14.07%	-9.28%	6.53%	6.05%	6.05%
2. inclinerecreation.com									
Jun 1, 2014 - Jun 30, 2014	236 (0.89%)	74.58%	176 (0.79%)	31.78%	3.98	00:03:00	4.24%	10 (0.27%)	\$10.00 (0.27%)
Jun 1, 2013 - Jun 30, 2013	251 (0.91%)	75.70%	190 (0.85%)	29.08%	5.16	00:03:36	6.77%	17 (0.46%)	\$17.00 (0.46%)
% Change	-5.98%	-1.48%	-7.37%	9.27%	-22.82%	-16.51%	-37.44%	-41.18%	-41.18%
3. web.gotahoenorth.com									
Jun 1, 2014 - Jun 30, 2014	236 (0.89%)	60.59%	143 (0.65%)	24.58%	6.47	00:05:41	7.20%	17 (0.46%)	\$17.00 (0.46%)
Jun 1, 2013 - Jun 30, 2013	250 (0.90%)	52.80%	132 (0.59%)	25.60%	6.04	00:06:54	12.80%	32 (0.87%)	\$32.00 (0.87%)
% Change	-5.60%	14.76%	8.33%	-4.00%	7.13%	-17.75%	-43.72%	-46.88%	-46.88%
4. dogtrekker.com									
Jun 1, 2014 - Jun 30, 2014	233 (0.88%)	65.67%	153 (0.69%)	88.84%	1.16	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jun 1, 2013 - Jun 30, 2013	94 (0.34%)	73.40%	69 (0.31%)	75.53%	1.71	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	147.87%	-10.54%	121.74%	17.62%	-32.09%	10.45%	0.00%	0.00%	0.00%
5. tripadvisor.com									
Jun 1, 2014 - Jun 30, 2014	165 (0.63%)	76.36%	126 (0.57%)	44.24%	3.44	00:03:00	8.48%	14 (0.38%)	\$14.00 (0.38%)
Jun 1, 2013 - Jun 30, 2013	58 (0.21%)	75.86%	44 (0.20%)	29.31%	3.45	00:04:13	6.90%	4 (0.11%)	\$4.00 (0.11%)
% Change	184.48%	0.66%	186.36%	50.94%	-0.17%	-29.08%	23.03%	250.00%	250.00%

7. skilaketahoe.com									
Jun 1, 2014 - Jun 30, 2014	136 (0.52%)	81.62%	111 (0.50%)	25.74%	4.17	00:03:51	22.79%	31 (0.85%)	\$31.00 (0.85%)
Jun 1, 2013 - Jun 30, 2013	149 (0.54%)	76.51%	114 (0.51%)	44.97%	3.56	00:02:56	20.81%	31 (0.84%)	\$31.00 (0.84%)
% Change	-8.72%	6.68%	-2.63%	-42.77%	16.99%	30.88%	9.56%	0.00%	0.00%
8. gotahoenorth.com									
Jun 1, 2014 - Jun 30, 2014	119 (0.45%)	5.88%	7 (0.03%)	33.61%	4.18	00:02:50	3.36%	4 (0.11%)	\$4.00 (0.11%)
Jun 1, 2013 - Jun 30, 2013	163 (0.59%)	71.17%	116 (0.52%)	34.97%	2.88	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-26.99%	-91.73%	-93.97%	-3.88%	45.44%	55.08%	∞%	∞%	∞%
9. visitrenotahoe.com									
Jun 1, 2014 - Jun 30, 2014	104 (0.39%)	79.81%	83 (0.37%)	53.85%	2.38	00:01:36	17.31%	18 (0.49%)	\$18.00 (0.49%)
Jun 1, 2013 - Jun 30, 2013	29 (0.10%)	86.21%	25 (0.11%)	65.52%	3.38	00:01:41	3.45%	1 (0.03%)	\$1.00 (0.03%)
% Change	258.62%	-7.42%	232.00%	-17.81%	-29.72%	-4.93%	401.92%	1,700.00%	1,700.00%
10. northstarcalfornia.com									
Jun 1, 2014 - Jun 30, 2014	100 (0.38%)	64.00%	64 (0.29%)	42.00%	3.04	00:03:21	3.00%	3 (0.08%)	\$3.00 (0.08%)
Jun 1, 2013 - Jun 30, 2013	233 (0.84%)	59.66%	139 (0.62%)	39.91%	3.07	00:02:46	0.43%	1 (0.03%)	\$1.00 (0.03%)
% Change	-57.08%	7.28%	-53.96%	5.23%	-0.93%	21.48%	599.00%	200.00%	200.00%

Rows 1 - 10 of 794

PROPERTY REFERRALS (Alpha Listing)

Referrals

7-Pines Motel	81
Agate Bay Realty Vacation Rentals	194
Agate Bay Realty Vacation Rentals Cool Deals	40
Alpine Rental Group	45
Americas Best Value Inn Tahoe City	111
Aviva Inn	206
Brockway Springs Resort	297
Cal Neva Resort Casino Hotel	38
Cedar Glen Lodge	711
Chalet de Huttlinger	49
Chaney House	138
Chinquapin / Packard Realty	24
Christy Lodge	85
Club Tahoe Resort	46
Cottage Inn at Lake Tahoe	276
Ferrari's Crown Resort	236
Ferrari's Crown Resort Cool Deals	10
Firelite Lodge	89
First Accommodations, Inc.	156
Fox Den Cottages	30
Franciscan Lakeside Lodge	215
Goldfish Properties	123
Granlibakken Conference Center & Resort	226
Granlibakken Conference Center & Resort Cool Deals	69
Hauserman Rental Group	211
Holiday House	165
Holiday House Cool Deals	35
Hyatt Regency Lake Tahoe Resort, Spa and Casino	844
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	149
Ice Lakes Lodge at Royal Gorge XC Ski Resort	13
Incline at Tahoe Realty	123
Incline at Tahoe Realty Cool Deals	34
Incline Vacation Rentals	175
Incline Vacation Rentals Cool Deals	26
Kingswood Village Vacation Rentals	86
Lake Tahoe Accommodations	76
Lake Tahoe Accommodations.	157
Lake Tahoe Deluxe Vacation Rentals	100
LakeFrontHouse.com	103
Martis Valley Associates Property Rentals	12
Meeks Bay Resort & Marina	203
Mother Natures Inn	66
Mourelatos Lakeshore Resort	311
North Tahoe Rental Company	120
Northstar Condominiums	118

Northstar Mountain Home Vacation Rentals	49
Northstar Resort	319
Olympic Village Inn	94
Painted Rock Lodge	175
Parkside Inn at Incline	192
PepperTree Inn	86
PlumpJack Squaw Valley Inn	144
PlumpJack Squaw Valley Inn Cool Deals	179
Pullen Realty Group	34
Rainbow Lodge	15
Red Wolf Lakeside Lodge	158
Red Wolf Lodge at Squaw Valley	29
RedAwning.com Vacation Rentals	23
Resort at Squaw Creek	179
Resort at Squaw Creek Cool Deals	308
River Ranch Lodge and Restaurant	131
River Ranch Lodge and Restaurant Cool Deals	32
Rockwood Lodge	85
Rustic Cottage Inn	9
Rustic Cottages	143
Schulze, Lola - Tahoe Luxury Properties	3
Shooting Star Bed & Breakfast	118
Shore House at Lake Tahoe	228
Sierra Mountain Properties	23
Sierra Vacation Rentals/Sales	143
Sierra Vacation Rentals/Sales Cool Deals	187
Squaw Valley Lodge	73
Stanford Alpine Chalet	86
Stay In Lake Tahoe	179
Stevenson's Holliday Inn	118
Sunnyside Restaurant & Lodge	587
Tahoe Biltmore Lodge & Casino	246
Tahoe Biltmore Lodge & Casino Cool Deals	50
Tahoe City Inn	115
Tahoe Edgelake Beach Club	52
Tahoe Exclusive Properties - Carr Long Real Estate	49
Tahoe Exclusive Vacation Rentals	76
Tahoe Getaways Vacation Rentals	293
Tahoe Getaways Vacation Rentals Cool Deals	187
Tahoe Luxury Properties	191
Tahoe Luxury Properties Cool Deals	32
Tahoe Marina Lodge	135
Tahoe Moon Properties	337
Tahoe Mountain Club	109
Tahoe Mountain Resorts Lodging	112
Tahoe Mountain Resorts Lodging Cool Deals	80
Tahoe North Shore Lodge	23

Tahoe North Visitor's & Convention Bureau	3
Tahoe Real Estate Group	3
Tahoe Sands Resort	59
Tahoe Signature Properties	156
Tahoe Tavern Properties	46
Tahoe Vista Lodge and Cabins	114
Tahoe Vistana Inn	127
Tahoe Vistana Inn Cool Deals	67
Tahoe Woodside Vacation Rentals	88
TahoeRentals.com ~ Wells and Bennett Realtors	147
Tahoma Lodge	112
Tahoma Meadows Bed & Breakfast Cottages	233
Tamarack Lodge	44
The Border House	134
The Lodge at Obexers	76
The Lodge at Sugar Bowl	55
The Ritz-Carlton, Lake Tahoe	269
The Ritz-Carlton, Lake Tahoe Cool Deals	764
The Village at Squaw Valley	160
The Village at Squaw Valley Cool Deals	657
VACA North Tahoe	567
Vacasa Rentals	254
Vacasa Rentals Cool Deals	80
Vacation Station, Inc.	122
Vacation Tahoe by O'Neal Brokers	93
Waters of Tahoe Properties	268
West Lake Properties at Tahoe	84
West Shore Cafe & Inn	192
TOTALS	17812

PROPERTY REFERRALS (Totals Listing)	Referrals
Hyatt Regency Lake Tahoe Resort, Spa and Casino	844
The Ritz-Carlton, Lake Tahoe Cool Deals	764
Cedar Glen Lodge	711
The Village at Squaw Valley Cool Deals	657
Sunnyside Restaurant & Lodge	587
VACA North Tahoe	567
Tahoe Moon Properties	337
Northstar Resort	319
Mourelatos Lakeshore Resort	311
Resort at Squaw Creek Cool Deals	308
Brockway Springs Resort	297
Tahoe Getaways Vacation Rentals	293
Cottage Inn at Lake Tahoe	276
The Ritz-Carlton, Lake Tahoe	269
Waters of Tahoe Properties	268
Vacasa Rentals	254
Tahoe Biltmore Lodge & Casino	246
Ferrari's Crown Resort	236
Tahoma Meadows Bed & Breakfast Cottages	233
Shore House at Lake Tahoe	228
Granlibakken Conference Center & Resort	226
Franciscan Lakeside Lodge	215
Hauserman Rental Group	211
Aviva Inn	206
Meeks Bay Resort & Marina	203
Agate Bay Realty Vacation Rentals	194
Parkside Inn at Incline	192
West Shore Cafe & Inn	192
Tahoe Luxury Properties	191
Sierra Vacation Rentals/Sales Cool Deals	187
Tahoe Getaways Vacation Rentals Cool Deals	187
PlumpJack Squaw Valley Inn Cool Deals	179
Resort at Squaw Creek	179
Stay In Lake Tahoe	179
Incline Vacation Rentals	175
Painted Rock Lodge	175
Holiday House	165
The Village at Squaw Valley	160
Red Wolf Lakeside Lodge	158
Lake Tahoe Accommodations.	157
First Accommodations, Inc.	156
Tahoe Signature Properties	156
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	149
TahoeRentals.com ~ Wells and Bennett Realtors	147
PlumpJack Squaw Valley Inn	144

Rustic Cottages	143
Sierra Vacation Rentals/Sales	143
Chaney House	138
Tahoe Marina Lodge	135
The Border House	134
River Ranch Lodge and Restaurant	131
Tahoe Vistana Inn	127
Goldfish Properties	123
Incline at Tahoe Realty	123
Vacation Station, Inc.	122
North Tahoe Rental Company	120
Northstar Condominiums	118
Shooting Star Bed & Breakfast	118
Stevenson's Holliday Inn	118
Tahoe City Inn	115
Tahoe Vista Lodge and Cabins	114
Tahoe Mountain Resorts Lodging	112
Tahoma Lodge	112
Americas Best Value Inn Tahoe City	111
Tahoe Mountain Club	109
LakeFrontHouse.com	103
Lake Tahoe Deluxe Vacation Rentals	100
Olympic Village Inn	94
Vacation Tahoe by O'Neal Brokers	93
Firelite Lodge	89
Tahoe Woodside Vacation Rentals	88
Kingswood Village Vacation Rentals	86
PepperTree Inn	86
Stanford Alpine Chalet	86
Christy Lodge	85
Rockwood Lodge	85
West Lake Properties at Tahoe	84
7-Pines Motel	81
Tahoe Mountain Resorts Lodging Cool Deals	80
Vacasa Rentals Cool Deals	80
Lake Tahoe Accommodations	76
Tahoe Exclusive Vacation Rentals	76
The Lodge at Obexers	76
Squaw Valley Lodge	73
Granlibakken Conference Center & Resort Cool Deals	69
Tahoe Vistana Inn Cool Deals	67
Mother Natures Inn	66
Tahoe Sands Resort	59
The Lodge at Sugar Bowl	55
Tahoe Edgelake Beach Club	52
Tahoe Biltmore Lodge & Casino Cool Deals	50
Chalet de Huttlinger	49

Northstar Mountain Home Vacation Rentals	49
Tahoe Exclusive Properties - Carr Long Real Estate	49
Club Tahoe Resort	46
Tahoe Tavern Properties	46
Alpine Rental Group	45
Tamarack Lodge	44
Agate Bay Realty Vacation Rentals Cool Deals	40
Cal Neva Resort Casino Hotel	38
Holiday House Cool Deals	35
Incline at Tahoe Realty Cool Deals	34
Pullen Realty Group	34
River Ranch Lodge and Restaurant Cool Deals	32
Tahoe Luxury Properties Cool Deals	32
Fox Den Cottages	30
Red Wolf Lodge at Squaw Valley	29
Incline Vacation Rentals Cool Deals	26
Chinquapin / Packard Realty	24
RedAwning.com Vacation Rentals	23
Sierra Mountain Properties	23
Tahoe North Shore Lodge	23
Rainbow Lodge	15
Ice Lakes Lodge at Royal Gorge XC Ski Resort	13
Martis Valley Associates Property Rentals	12
Ferrari's Crown Resort Cool Deals	10
Rustic Cottage Inn	9
Schulze, Lola - Tahoe Luxury Properties	3
Tahoe North Visitor's & Convention Bureau	3
Tahoe Real Estate Group	3
TOTALS	17812

And
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May 2014
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport

June 24, 2014



U.S. DOMESTIC INDUSTRY OVERVIEW FOR MAY 2014
All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor:	86.2%, Up 0.9 pts.
Number of Flights *:	Down (2.3%)
Capacity of Seats *:	Up 1.0%
Crude Oil :	\$102.09 per barrel in MAY 2014 vs. \$96.11 per barrel in MAY 2013

RNO OVERVIEW FOR MAY 2014 – year over year comparison

Total Passengers:	Down (4.2%)
Avg. Enplaned Load Factor:	84.5% Up 1.5 pts.
Scheduled Departures:	Down (5.4%)
Scheduled Departing Seats:	Down (4.8%)
Total Cargo:	Up 9.3%

*Source: RNO Monthly Flight Activity Reports; *Dio Mi*

HIGHLIGHTS

May 2014 vs. May 2013

Total Passengers	Down (4.2%)
Enplaned Passengers	Down (4.3%)
Deplaned Passengers	Down (4.0%)
Average Enplaned Load Factor	84.5 % Up 1.5 pts.
Total Cargo	Up 9.3%

Full Year 2014 vs. Full Year 2013

Total Passengers	Down (7.6%)
Enplaned Passengers	Down (7.6%)
Deplaned Passengers	Down (7.6%)
Average Enplaned Load Factor	82.5% Down (1.2 pts)
Total Cargo	Up 7.1%

MAY 2014 SUMMARY

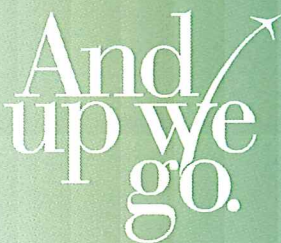
Reno-Tahoe International Airport (RNO) served 283,225 passengers in May 2014, a decrease of (4.2%) versus May 2013.

Southwest Airlines is the only airline seeing a decrease in total passengers, carrying 20,914 fewer passengers in May 2014 compared to the same period last year, representing a decrease of (12.7%). The loss of Oakland coupled with Portland and Phoenix frequency reductions, decreased the scheduled monthly totals by 111 departures with 15,757 departing seats. Overall, Southwest's scheduled departures were down (15.2%) in May 2014 versus May 2013.

On the positive side, Alaska Airlines, Allegiant Air, Delta Air Lines, US Airways and United Airlines saw year-over-year May increases in the amount of 8,645 combined total passengers.

With respect to air cargo, RNO handled 10,269,963 pounds of cargo in May 2014, a 9.3% increase over May 2013. Overall, cargo performance continues to improve, showing strong cargo demand for Reno-Tahoe International Airport. Most cargo carriers experienced a rise in volumes, with FedEx increasing 13.0% and UPS 4.9% year -over-year. Ameriflight decreased (7.9%) in May.

In May 2014, RNO was served by seven major airlines providing 53 peak daily departures to 13 non-stop destinations. For May, our partner airlines reported a (4.8%) decrease in scheduled passenger seats compared to May 2013.

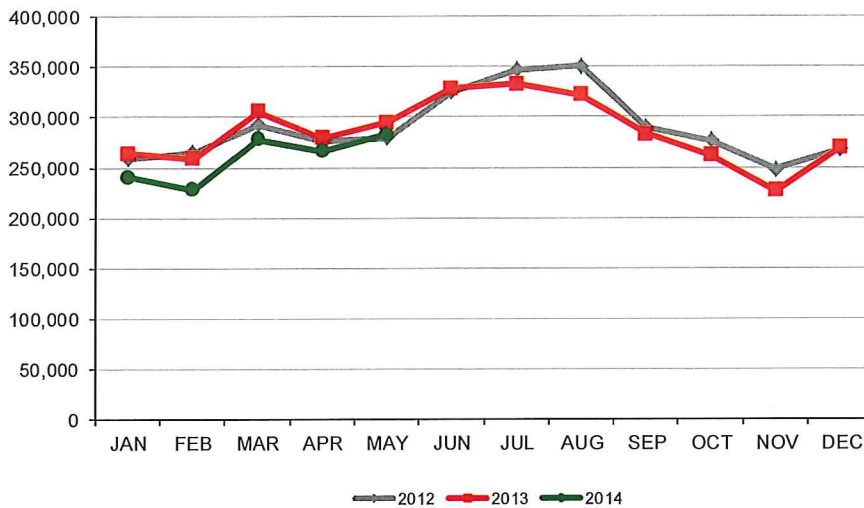




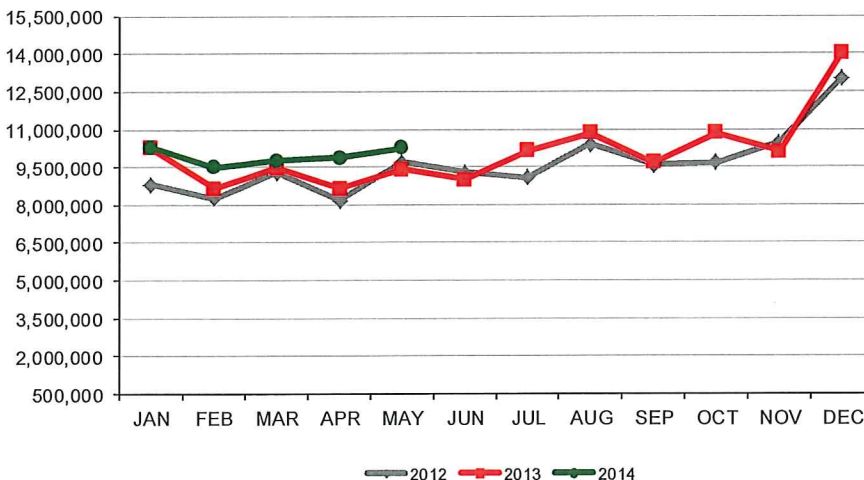
TOTAL PASSENGERS

In May 2014, total passenger traffic at RNO decreased (4.2%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased by 18.3% due to a new non-stop flight to Portland, OR which began in November 2013 and increased mid week service to San Jose, CA. With respect to load factors, Allegiant Air, Delta Air Lines, Southwest, American and United Airlines reported year-over-year increases. Allegiant Air reported a 92.8% average load factor, a 6 point increase from last year. United Airlines reported 90.8% load factor, increasing 3.2 points. Alaska Airlines' load factor for the month has decreased (1.0pts) to 81.1% on increased capacity of 20.0%. US Airways reported an average monthly load factor of 79.0% while Delta Air Lines posted 86.0%. Although Southwest Airlines traffic decreased with the reductions of one Portland, two Oakland and one Phoenix frequency compared to last year, their load factor has increased to 73.1%.

Total Passengers



Total Cargo

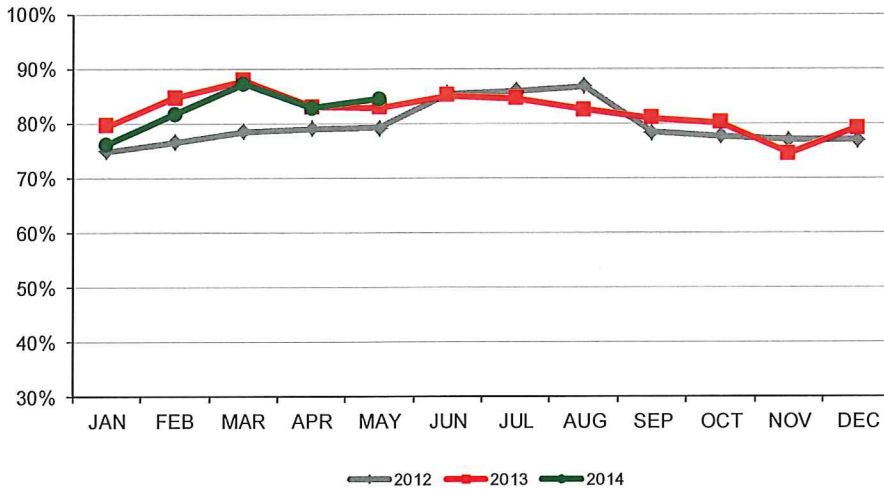


TOTAL CARGO

Total cargo volume at RNO increased 9.3% in May 2014 versus the same period last year. FedEx was the driver with an increase of 13.0% year-over-year. UPS has increased by 4.9% while Ameriflight (DHL) decreased by 7.9% over the same period. The monthly volume represents the highest May on record since 2008.

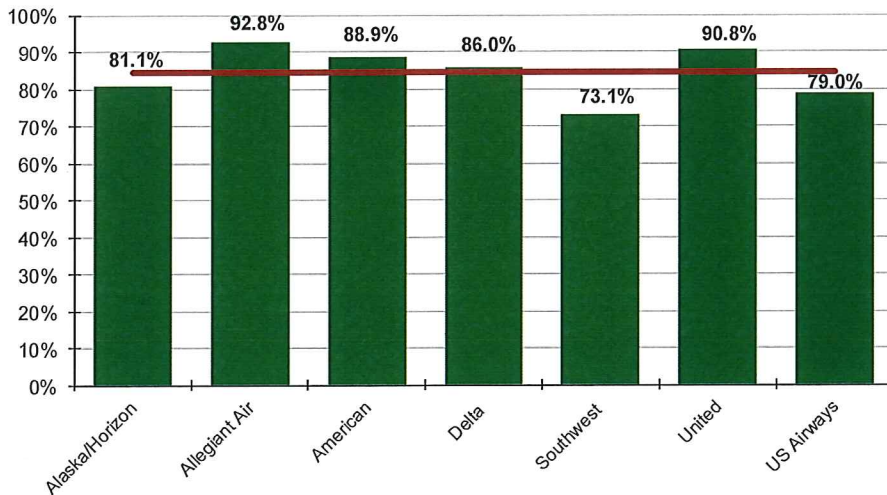


Average Enplaned Load Factors



Load Factors May 2014			
Airline	RNO	Network	Difference
Alaska	81.1%	85.7%	(4.6)
Allegiant Air	92.8%	89.0%	3.8
American	88.9%	84.0%	4.9
Delta	86.0%	86.5%	(0.5)
Southwest	73.1%	83.7%	(10.6)
United	90.8%	85.3%	5.5
US Airways	79.0%	80.3%	(1.3)

Enplaned Load Factors by Airlines

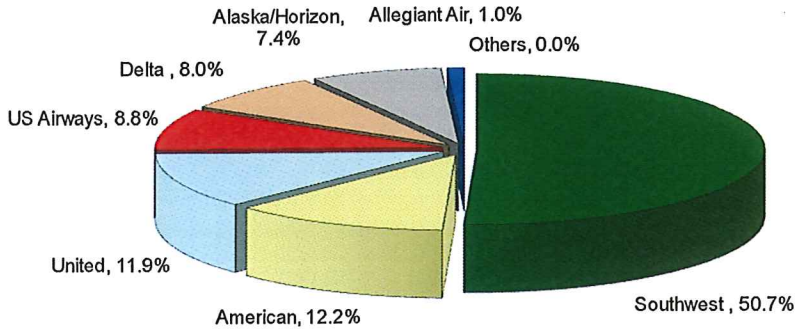


AIRLINE LOAD FACTORS

In May 2014, the average enplaned load factor at RNO was 84.5%, a 1.5% increase versus last year. Many airlines showed improved year-over-year average load factor. American Airlines reported RNO load factor was 4.9 points higher than their network average, Allegiant Air reported RNO as 3.8 points higher than the Network average and United Airlines reported RNO load factor was 5.5 points higher than their network average.



Air Carrier Market Share



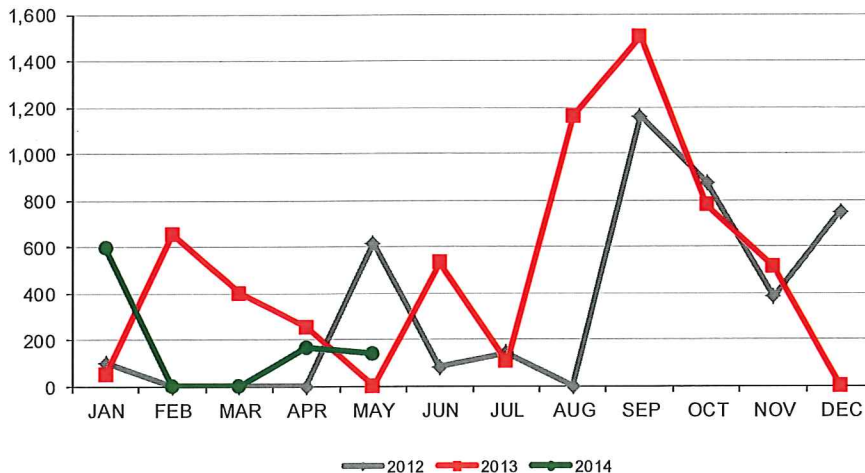
AIRLINE MARKET SHARE

In May 2014, Southwest Airlines carried a total of 143,623 passengers resulting in a market share of 50.7%. The next highest market shares were: American Airlines with 12.2%, United Airlines with 11.9%, US Airways with 8.8%, Delta Air Lines at 8.0%, Alaska Airlines carried 7.4%, and Allegiant Air rounded out the carriers with 1.0% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	May-14	May-13	YOY Change
Alaska/Horizon	7.4%	6.0%	1.4
Allegiant Air	1.0%	0.8%	0.1
American	12.2%	11.3%	0.9
Delta	8.0%	7.3%	0.7
Southwest	50.7%	55.7%	(5.0)
United	11.9%	11.0%	0.9
US Airways	8.8%	7.9%	0.9
Others	0.0%	0.0%	0.0

Total Charter Passengers

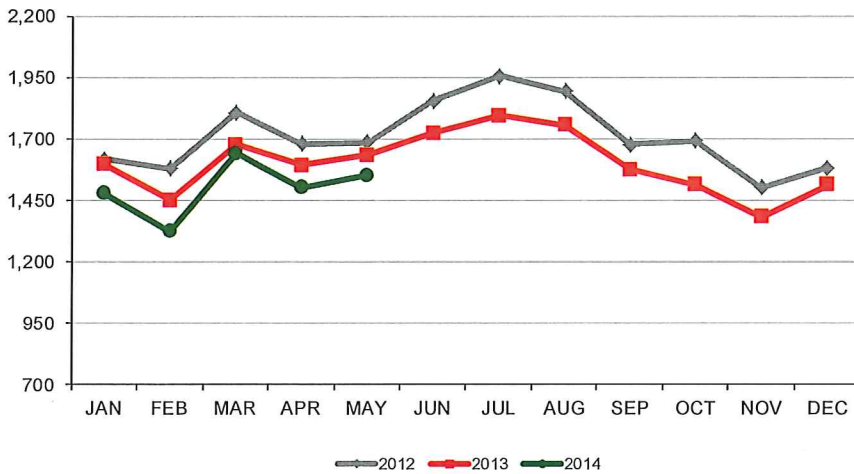


CHARTER PASSENGERS

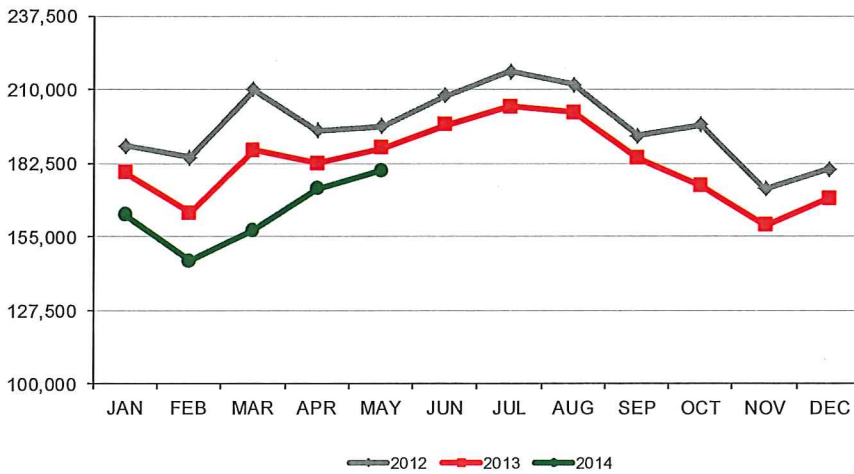
There were two charter planes going through the Reno-Tahoe International Airport in May 2014.



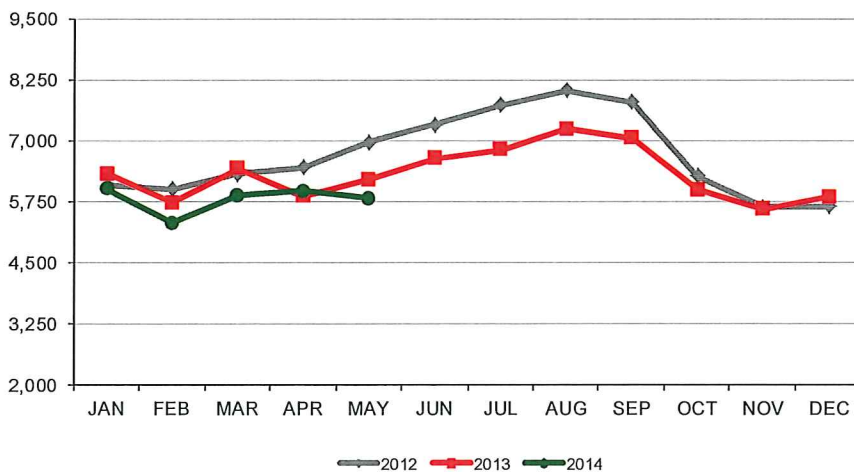
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

- Restored some midweek service to San Jose, CA from one to two daily flights in March 2014, with 22 additional frequencies compared to February 2014.
- In addition, Alaska Airlines started service to Portland, OR on November 8th of last year. This non-stop service will increase to twice daily on June 8.

American Airlines

- Will increase service to Los Angeles, CA from four to five daily flights effective June 12.

Delta Air Lines

- Will begin Saturday only service to Minneapolis, MN on June 7.

Southwest Airlines

- Reduced non-stop service to Portland, OR from two to one daily in November 2013.
- Will eliminate non-stop service to Seattle and Portland in June 2014.

United Airlines

- Seasonal service to Houston ended in March, however, daily Houston service will be reinstated beginning June 5, 2014.

TOTAL OPERATIONS

A total of 5,810 operations occurred at RNO in May 2014, leading to a (6.3%) decrease compared to May 2013. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers					
May-14					
	Passengers		YOY %	Passengers	
	2012	2013	Change	2014	YOY %
	Change				
JAN	259,012	264,265	2.0%	241,181	-8.7%
FEB	265,017	259,299	-2.2%	228,035	-12.1%
MAR	292,939	306,049	4.5%	278,172	-9.1%
1st Quarter	816,968	829,613	1.5%	747,388	-9.9%
APR	275,926	279,418	1.3%	266,800	-4.5%
MAY	279,857	295,494	5.6%	283,225	-4.2%
JUN	325,260	328,755	1.1%		
2nd Quarter	881,043	903,667	2.6%		
JUL	347,060	333,321	-4.0%		
AUG	350,934	322,083	-8.2%		
SEP	290,311	283,565	-2.3%		
3rd Quarter	988,305	938,969	-5.0%		
OCT	277,030	262,473	-5.3%		
NOV	248,067	227,213	-8.4%		
DEC	267,739	270,051	0.9%		
4th Quarter	792,836	759,737	-4.2%		
TOTAL	3,479,152	3,431,986	-1.4%		
YTD Total		1,404,525		1,297,413	-7.6%

Total Scheduled Enplaned Passengers				
May-14				
	2012	2013	2014	YOY %
	Change			
JAN	131,484	133,439	121,421	-9.0%
FEB	131,201	129,283	113,777	-12.0%
MAR	148,163	154,142	142,542	-7.5%
APR	138,938	140,054	132,183	-5.6%
MAY	138,309	146,562	140,297	-4.3%
JUN	161,607	162,489		
JUL	172,563	165,218		
AUG	173,097	160,091		
SEP	149,113	144,896		
OCT	139,927	132,347		
NOV	123,267	113,903		
DEC	129,707	131,328		
TOTAL	1,737,376	1,713,752		
YTD Total		703,480	650,220	-7.6%

Total Cargo					
May-14					
	2012		YOY %	2014	
	Cargo in Pounds	2013	Change	Pounds	Metric Tons
	Change				
JAN	8,813,491	10,269,546	16.5%	10,303,380	4,673
FEB	8,274,037	8,635,807	4.4%	9,486,697	4,302
MAR	9,304,722	9,457,376	1.6%	9,758,391	4,426
1st Quarter	26,392,250	28,362,729	7.5%	29,548,468	13,401
APR	8,175,766	8,639,232	5.7%	9,874,401	4,478
MAY	9,706,074	9,398,212	-3.2%	10,269,963	4,658
JUN	9,302,777	9,001,339	-3.2%		
2nd Quarter	27,184,617	27,038,783	-0.5%		
JUL	9,096,013	10,149,807	11.6%		
AUG	10,398,754	10,859,694	4.4%		
SEP	9,573,812	9,689,115	1.2%		
3rd Quarter	29,068,579	30,698,616	5.6%		
OCT	9,677,334	10,834,930	12.0%		
NOV	10,469,628	10,099,499	-3.5%		
DEC	13,007,942	13,998,438	7.6%		
4th Quarter	33,154,904	34,932,867	5.4%		
TOTAL	115,800,350	121,032,995	4.5%		
YTD Total		46,400,173		49,692,832	22,536
					7.1%

Total Deplaned Passengers				
May-14				
	2012	2013	2014	YOY %
	Change			
JAN	127,179	130,579	119,481	-8.5%
FEB	133,816	130,016	114,258	-12.1%
MAR	144,776	151,506	135,630	-10.5%
APR	136,988	139,265	134,617	-3.3%
MAY	141,282	148,932	142,928	-4.0%
JUN	163,571	165,931		
JUL	174,432	168,053		
AUG	177,837	161,513		
SEP	140,626	137,942		
OCT	136,719	129,736		
NOV	124,676	113,051		
DEC	137,648	138,723		
TOTAL	1,739,550	1,715,247		
YTD Total		700,298	646,914	-7.6%

Enplaned Passengers & Load Factor				
	Enplaned PAX	May-14	May-13	Diff.
Alaska/Horizon	10,419	81.1%	82.2%	-1.0
Allegiant Air	1,387	92.8%	86.9%	6.0
American	17,157	88.9%	89.6%	-0.7
Delta	11,250	86.0%	85.4%	0.5
Southwest	71,112	73.1%	72.5%	0.6
United	17,034	90.8%	87.6%	3.2
US Airways	11,938	79.0%	77.0%	2.0

Source: RNO Monthly Flight Activity Reports

Monthly Report June 2014

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/14:	\$2,345,144	\$1,530,403	53%
Forecasted Commission for this Revenue:	\$173,580	\$60,472	187%
Number of Room Nights:	12385	8317	49%
Number of Delegates:	7244	3749	93%
Auuual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	105	94	12%

Monthly Detail/Activity	<u>June-14</u>		<u>June-13</u>	
<u>Number of Groups Booked:</u>	5		2	
Revenue Booked:	\$119,730		\$108,098	11%
Projected Commission:	\$5,204		\$3,866	35%
Room Nights:	736		671	10%
Number of Delegates:	427		450	-5%
	1 Corp, 3			
Booked Group Types:	Assoc, 1 Smf		2 Assoc.	
Lost Business, # of Groups:	2		9	

<u>Arrived in the month</u>	<u>June-14</u>	<u>*Est.</u>	<u>June-13</u>	
Number of Groups:	11		5	
Revenue Arrived:	\$300,719		\$157,652	91%
Projected Commission:	\$27,689		\$11,941	132%
Room Nights:	1851		806	130%
Number of Delegates:	1405		450	212%
Arrived Group Types:	3 Corp, 4 Assoc.		3 Corp, 1 Assoc. 1 Smf	

Monthly Detail/Activity	<u>May-14</u>		<u>May-13</u>	
<u>Number of Groups Booked:</u>	9		4	
Revenue Booked:	\$228,651		\$150,732	52%
Projected Commission:	\$1,261		\$6,439	-80%
Room Nights:	1192		1085	10%
Number of Delegates:	580		585	-1%
Booked Group Types:	1 Corp, 3		1 Corp, 2	
Lost Business, # of Groups:	20		4	

<u>Arrived in the month</u>	<u>May-14</u>	<u>*Est.</u>	<u>May-13</u>	
Number of Groups:	1		5	
Revenue Arrived:	\$6,269		\$157,652	-96%
Projected Commission:	\$0		\$11,941	-100%
Room Nights:	54		806	-93%
Number of Delegates:	20		450	-96%
Arrived Group Types:	1 Corp.		3 Corp, 1 Assoc. 1 Smf	

Monthly Detail/Activity	<u>April-14</u>	<u>April-13</u>	
<u>Number of Groups Booked:</u>	9	5	
Revenue Booked:	\$118,979	\$87,106	37%
Projected Commission:	\$13,085	\$2,165	504%
Room Nights:	876	449	95%
Number of Delegates:	643	324	98%
	2 Corp, 1 Assoc, 3 Smf and 1 Society	4 Corp, 1 Smf	
Booked Group Types:			
Lost Business, # of Groups:	0	2	

	<u>April-14</u>	<u>April-14</u>	
<u>Arrived in the month</u>			
Number of Groups:	2	4	
Revenue Arrived:	\$10,740	\$55,405	-81%
Projected Commission:	\$1,074	\$5,522	-81%
Room Nights:	179	385	-54%
Number of Delegates:	170	457	-63%
Arrived Group Types:	2 Tour Operator	3 Assoc., 1 Smf	

Monthly Detail/Activity	<u>March-14</u>	<u>March-13</u>	
<u>Number of Groups Booked:</u>	2	9	
Revenue Booked:	\$32,263	\$2,064,398	-98%
Projected Commission:	\$913	\$190,327	-100%
Room Nights:	143	11235	-99%
Number of Delegates:	100	5136	-98%
Booked Group Types:	2 Corp	5 Smf, 3 Corp,	
Lost Business, # of Groups:	0	5	

	<u>March-14</u>	<u>March-13</u>	
<u>Arrived in the month</u>			
Number of Groups:	5	1	
Revenue Arrived:	\$102,256	\$20,886	390%
Projected Commission:	\$9,863	\$2,088	372%
Room Nights:	665	94	607%
Number of Delegates:	163	50	226%
Arrived Group Types:	2 Corp, 2 Film, 1	1 Corp	

Monthly Detail/Activity	<u>February-14</u>	<u>February-13</u>	
<u>Number of Groups Booked:</u>	3	11	
Revenue Booked:	\$58,460	\$226,355	-74%
Projected Commission:	\$6,098	\$4,642	
Room Nights:	288	1750	-84%
Number of Delegates:	154	872	-82%
	2 Corp, 1 Film Crew	1 Corp, 5 Assoc, 3 Film 1 Tour Oper., 1 Smf	
Booked Group Types:			
Lost Business, # of Groups:	3	5	

<u>Arrived in the month</u>	<u>February-14</u>	<u>February-13</u>	
Number of Groups:	3	5	
Revenue Arrived:	\$21,833	\$85,979	-75%
Projected Commission:	\$927	\$1,076	-14%
Room Nights:	119	299	-60%
Number of Delegates:	61	150	-59%
Arrived Group Types:	1 Corp, 1 Smf, 1 1 Film crew 1 Film crew	2 Corp, 1 Assoc. 1 Smf, 1 Tour Operator 1 Smf, 1 Tour Operator	

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	8	7	
Revenue Booked:	\$52,456	\$203,022	-74%
Projected Commission:	\$4,173	\$13,107	
Room Nights:	435	1210	-64%
Number of Delegates:	346	469	-26%
Booked Group Types:	1 Corp, 1 Assoc., 6 Smf	1 Corp, 2 Smf, 1 Govt, 2 Univ, 1 Seminar	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>January-14</u>	<u>January-13</u>	
Number of Groups:	7	1	
Revenue Arrived:	\$159,033	\$33,919	369%
Projected Commission:	\$9,815	\$1,696	479%
Room Nights:	758	136	457%
Number of Delegates:	368	55	569%
Arrived Group Types:	3 Corp, 3 Assoc, 1 Govt.	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>December-13</u>	<u>December-12</u>	
<u>Number of Groups Booked:</u>	12	0	
Revenue Booked:	\$672,078	\$0	
Projected Commission:	\$47,775	\$0	
Room Nights:	5038	0	
Number of Delegates:	3225	0	
Booked Group Types:	1 Corp, 6 Assoc, 2 Tour Operators, 2 Smf, 1 Govt		
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$5,103	
Projected Commission:	\$0	\$510	
Room Nights:	0	27	
Number of Delegates:	0	13	
Arrived Group Types:		1 Corp,	

	<u>November-13</u>	<u>November-12</u>	
<u>Number of Groups Booked:</u>	3	7	
Revenue Booked:	\$10,800	\$211,573	-95%
Projected Commission:	\$459	\$9,494	
Room Nights:	90	1119	-92%
Number of Delegates:	80	591	-86%
		2 Govt, 1 Smf, 2 Assoc, 1 Corp, 1 dmc	
Booked Group Types:	3 Smf	4	
Lost Business, # of Groups:	3		

	<u>November-13</u>	<u>November-12</u>	
<u>Arrived in the month</u>			
Number of Groups:	1	1	
Revenue Arrived:	\$13,351	\$14,643	-9%
Projected Commission:	\$0	\$732	-100%
Room Nights:	75	145	-48%
Number of Delegates:	40	62	-35%
Arrived Group Types:	1 Corp.	1 Assoc.	

Monthly Detail/Activity

	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$163,439	\$59,386	175%
Projected Commission:	\$12,807	\$3,055	
Room Nights:	1080	585	85%
Number of Delegates:	473	225	110%
	5 Corp, 1 Smf,		
Booked Group Types:	1 Corp	1 Corp, 1 Smf	
Lost Business, # of Groups:	2	2	

	<u>October-13</u>	<u>October-12</u>	
<u>Arrived in the month</u>			
Number of Groups:	5	6	
Revenue Arrived:	\$158,725	\$165,774	-4%
Projected Commission:	\$13,718	\$5,482	150%
Room Nights:	980	1185	-17%
Number of Delegates:	675	735	-8%
Arrived Group Types:	2 Assoc, 1 Smf, 1 Non-Profit, 1 TA	2 Assoc., 2 Smf, 2 Film Crew	

Monthly Detail/Activity

	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	6	8	
Revenue Booked:	\$59,226	\$145,737	-59%
Projected Commission:	\$5,421	\$8,299	
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
	1 Corp, 2	1 Corp, 5	
Booked Group Types:	Assoc., 3 Smf	Assoc, 2 Film crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
Number of Groups:	12	8	
Revenue Arrived:	\$848,564	\$124,013	584%
Projected Commission:	\$78,408	\$13,900	464%
Room Nights:	4052	689	488%
Number of Delegates:	2148	347	519%
Arrived Group Types:	4 Corp, 2 Assoc, 1 Govt. 1 Film Crew, 4 Smf	4 Corp, 2 Assoc, 2 Smf	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2 Film Crew, 1		
Booked Group Types:	Smf	1 Film crew	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	15	6	
Revenue Arrived:	\$552,037	\$372,770	48%
Projected Commission:	\$31,949	\$23,733	35%
Room Nights:	2457	2033	21%
Number of Delegates:	1064	656	62%
Arrived Group Types:	6 Corp, 7 Assoc, 1 Smf 1 Film crew	2 Corp, 2 Assoc, 1 Smf, 1 Film crew	

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	6	9	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
	3 Corp, 2 Assoc, 1 Govt	5 Corp, 1 Assoc, 3 Smf	
Booked Group Types:	Assoc, 1 Govt	Assoc, 3 Smf	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	10	2	
Revenue Arrived:	\$177,016	\$82,912	113%
Projected Commission:	\$5,685	\$0	
Room Nights:	1256	426	195%
Number of Delegates:	1086	192	466%
Arrived Group Types:	3 Assoc, 5 Smf, 1 Corp 1 Govt.	1 Corp, 1 Assoc 2 Smf	

For 2014/15:	\$2,007,801	(Goal) \$2,000,000
For 2015/16:	\$4,261,628	\$4,000,000

NUMBER OF LEADS Generated as o 6/30/14: 172

Total Number of Leads Generated in Previous Years:

2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
Future Year I 2006/2007:	205

Monthly Report June 2014
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/14:	\$476,488	\$580,965	-18%
Forecasted Commission for this Revenue:	\$7,410	\$19,207	-61%
Number of Room Nights:	4275	5830	-27%
Number of Delegates:	1327	2201	-40%
Annual Commission Projection:	\$16,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>June-14</u>	<u>June-13</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$41,571	\$2,520	1550%
Projected Commission:	\$0	\$0	
Room Nights:	310	17	1724%
Number of Delegates:	90	20	350%
Booked Group Types:	1 Assoc and 1 Corp	1 Smf	

<u>Arrived in the month</u>	<u>June-14</u>	* Est.	<u>June-13</u>
Number of Groups:	1		0
Revenue Arrived:	\$28,800		\$0
Projected Commission:	\$4,320		\$0
Room Nights:	93		0
Number of Delegates:	30		0
Arrived Group Types:	1 Smf		

<u>Monthly Detail/Activity</u>	<u>May-14</u>	<u>May-13</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$2,943	-100%
Projected Commission:	\$0	\$441	
Room Nights:	0	30	-100%
Number of Delegates:	0	10	-100%
Booked Group Types:		1 Corp	

<u>Arrived in the month</u>	<u>May-14</u>	<u>May-13</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$7,488
Projected Commission:	\$0	\$1,123
Room Nights:	0	78
Number of Delegates:	0	45
Arrived Group Types:		1 Tour Operator

<u>Monthly Detail/Activity</u>	<u>April-14</u>	<u>April-13</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$3,245	\$28,620	-89%
Projected Commission:	\$487	\$0	
Room Nights:	35	200	-83%

Number of Delegates:	10	95	-89%
Booked Group Types:	1 Smf	1 Corp/	

<u>Arrived in the month</u>	<u>April-14</u>	<u>April-13</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:			

<u>Monthly Detail/Activity</u>	<u>March-14</u>	<u>March-13</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$7,258	
Projected Commission:	\$0	\$1,088	
Room Nights:	0	84	
Number of Delegates:	0	45	
Booked Group Types:		1 Tour Operator	

<u>Arrived in the month</u>	<u>March-14</u>	<u>March-13</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$1,875	\$21,729	-91%
Projected Commission:	\$202	\$3,259	-94%
Room Nights:	25	281	-91%
Number of Delegates:	25	85	-71%
Arrived Group Types:	1 Smf	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>February-14</u>	<u>February-13</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:			

<u>Arrived in the month</u>	<u>February-14</u>	<u>February-13</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$15,717	
Projected Commission:	\$0	\$0	
Room Nights:	0	102	
Number of Delegates:	0	70	
Arrived Group Types:		1 TA	

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$1,350	\$20,943	-94%
Projected Commission:	\$202	\$644	

Room Nights:	20	130	-85%
Number of Delegates:	25	85	-71%
Booked Group Types:	1 Corp.	1 Assoc. 1 Smf	

<u>Arrived in the month</u>	<u>January-14</u>	<u>January-13</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:			

Monthly Detail/Activity	<u>December-13</u>	<u>December-12</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:			

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$382,681	\$401,031	-5%
Projected Commission:	\$0	\$0	
Room Nights:	3769	4345	-13%
Number of Delegates:	1000	1200	-17%
Arrived Group Types:	1 Corp.	1 Assoc.	

Monthly Detail/Activity	<u>November-13</u>	<u>November-12</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$28,800	\$0	
Projected Commission:	\$4,320	\$0	
Room Nights:	93	0	
Number of Delegates:	30	0	
Booked Group Types:	1 Smf		

<u>Arrived in the month</u>	<u>November-13</u>	<u>November-12</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:			

Monthly Detail/Activity	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,841	\$18,731	-47%
Projected Commission:	\$1,476	\$426	246%
Room Nights:	105	167	-37%

Number of Delegates:	35	113	-69%
Booked Group Types:	1 Corp.	1 Corp, 1 Tour Op	

<u>Arrived in the month</u>	<u>October-13</u>	<u>October-12</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$8,573	
Projected Commission:	\$0	\$0	
Room Nights:	0	66	
Number of Delegates:	0	180	
Arrived Group Types:		1 Smf	

<u>Monthly Detail/Activity</u>	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>2</u>	
Revenue Booked:	\$36,000	\$21,917	64%
Projected Commission:	\$1,800	\$1,113	62%
Room Nights:	490	206	138%
Number of Delegates:	220	302	-27%
Booked Group Types:	1 CA Assoc.	1 Assoc. 1 Smf	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$5,046	\$10,648	-53%
Projected Commission:	\$756	\$1,597	-53%
Room Nights:	29	104	-72%
Number of Delegates:	47	75	-37%
Arrived Group Types:	1 CA Assoc.	1 Assoc. 1 Smf	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	<u>0</u>	<u>0</u>	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:		0	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$8,792	\$31,325	-72%
Projected Commission:	\$1,318	\$4,698	-72%
Room Nights:	48	175	-73%
Number of Delegates:	40	90	-56%
Arrived Group Types:	1 Assoc.	1 Corp.	

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	<u>3</u>	<u>1</u>	
Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 Assoc, 1 Smf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$49,294	\$10,103	388%
Projected Commission:	\$813	\$1,515	-46%
Room Nights:	311	60	418%
Number of Delegates:	185	40	363%
Arrived Group Types:	1 Corp, 1 Assoc, 2 Smf	1 Smerf	

NUMBER OF LEADS Generated as of 6/30/14: 162

Total Number of Leads Generated in Previous Years:

2012/2013: 171
2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205