



July 2015

Marketing Standing
Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of June 30, 2015

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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 1,593 Units ('DestiMetrics Census'+)

a. Last Month Performance: Current YTD vs. Previous YTD	2014/15	2013/14	Year over Year % Diff
North Lake Tahoe Paid Occupancy Rate for last month (June) changed by (13.8%) Paid Occupancy Rate (June) :	61.7%	54.3%	13.8%
North Lake Tahoe Average Daily Rate for last month (June) changed by (-2.9%) ADR (June) :	\$214	\$221	-2.9%
North Lake Tahoe RevPAR for last month (June) changed by (10.5%) RevPAR (June) :	\$132	\$120	10.5%
b. Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Paid Occupancy Rate for next month (July) changed by (-3.9%) Paid Occupancy Rate (July)	62.7%	65.2%	-3.9%
North Lake Tahoe Average Daily Rate for next month (July) changed by (3.4%) ADR (July) :	\$270	\$261	3.4%
North Lake Tahoe RevPAR for next month (July) changed by (-0.6%) RevPAR (July) :	\$169	\$170	-0.6%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Paid Occupancy Rate for the prior 6 months changed by (1.9%) Paid Occupancy Rate	44.7%	43.9%	1.9%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-4.2%) ADR	\$223	\$233	-4.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (-2.4%) RevPAR	\$100	\$102	-2.4%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Paid Occupancy Rate for the upcoming 6 months changed by (5.1%) Paid Occupancy Rate	29.2%	27.8%	5.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (0.9%) ADR	\$246	\$243	0.9%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (6.0%) RevPAR	\$72	\$68	6.0%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2015 vs. Previous Year			
Rooms Booked during last month (June, 2015) compared to Rooms Booked during the same period last year (June, 2014) for arrival June to November has changed by (3.8%) Booking Pace (June)	5.7%	5.5%	3.8%

* **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 paid occupancy rate, 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 Paid Occupancy Rate, ii) last YTD Paid Occupancy Rate, iii) last season's ending Paid Occupancy Rate.

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

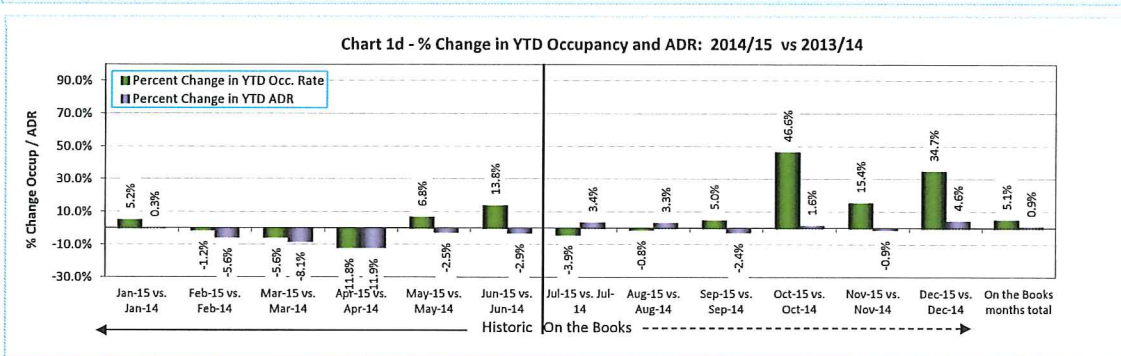
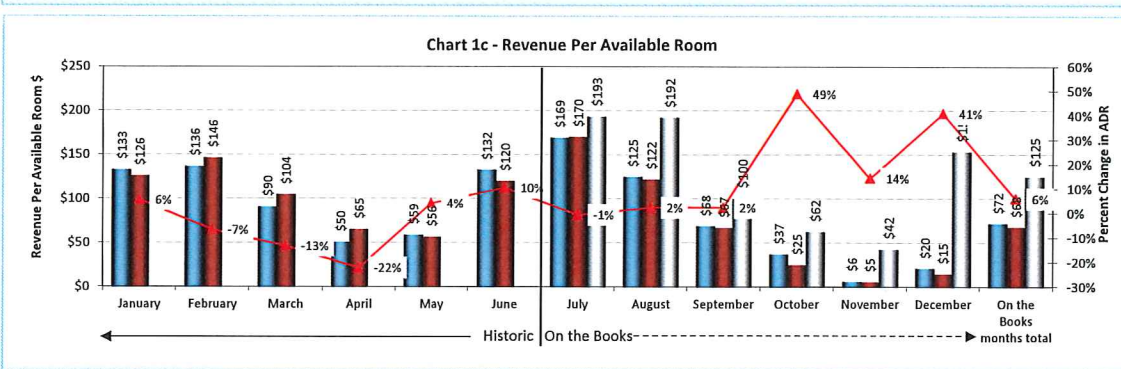
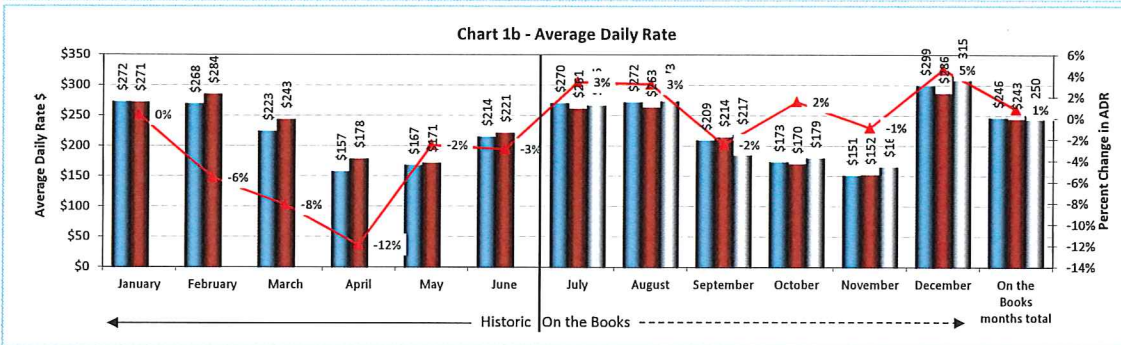
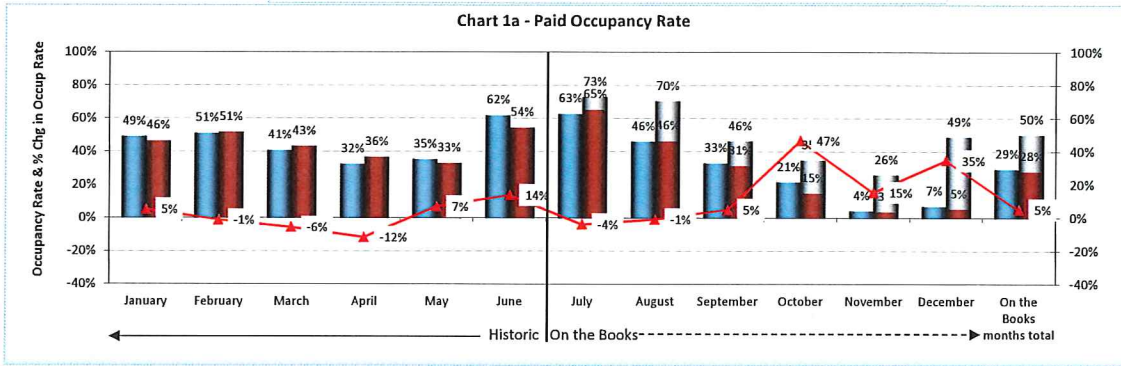
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of June 30, 2015) vs. 2013/14 YTD (as of June 30, 2014) 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, 2015 (2014/15 season)
■ Data as of June 30, 2014 (2013/14 season) — Percent Change



2

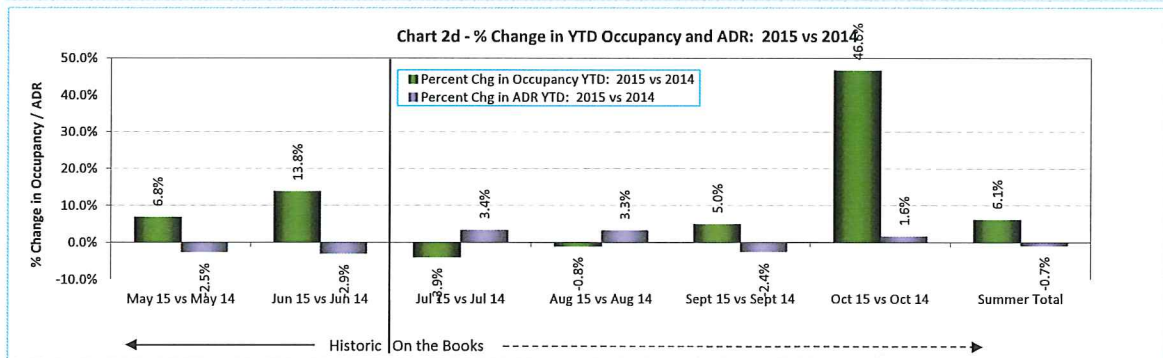
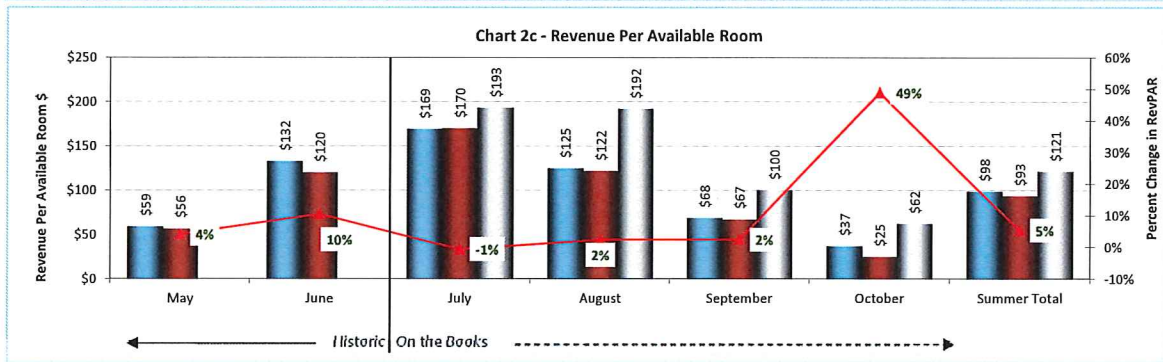
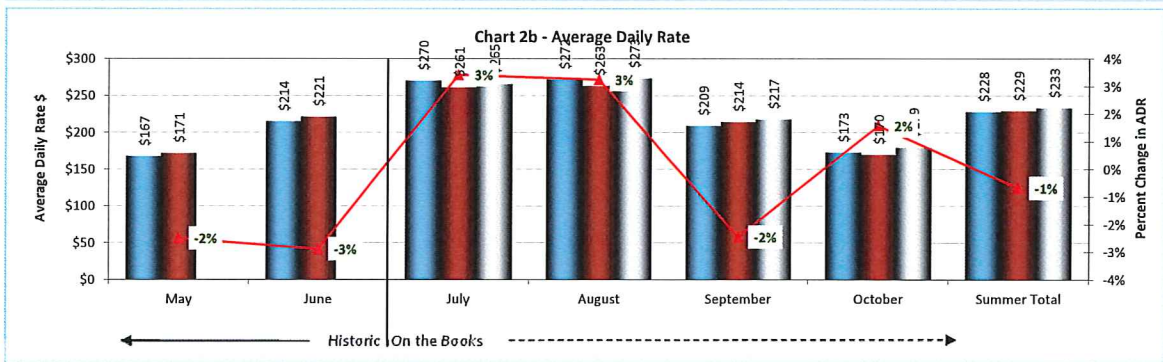
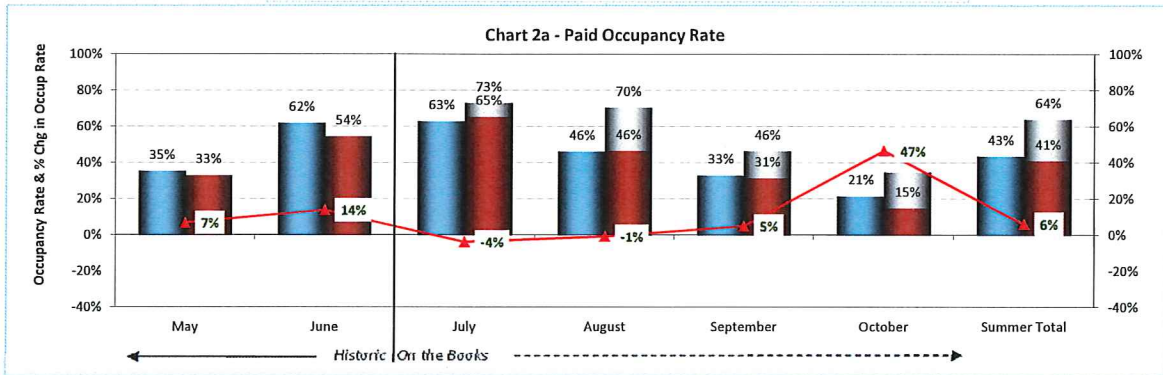
RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2015 YTD (as of June 30, 2015) vs. 2014 YTD (as of June 30, 2014) vs. 2014 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 (2014 season)
 Data as of June 30, 2015 (2015 season)
 Data as of June 30, 2014 (2014 season)
 Percent Change



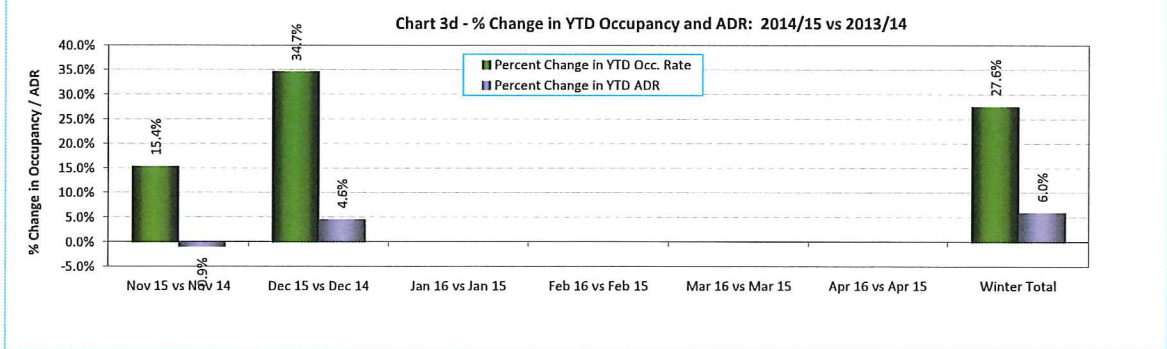
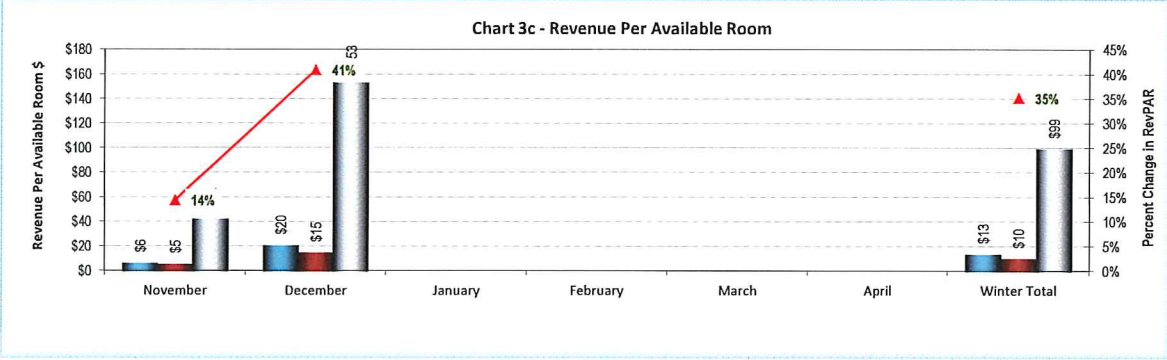
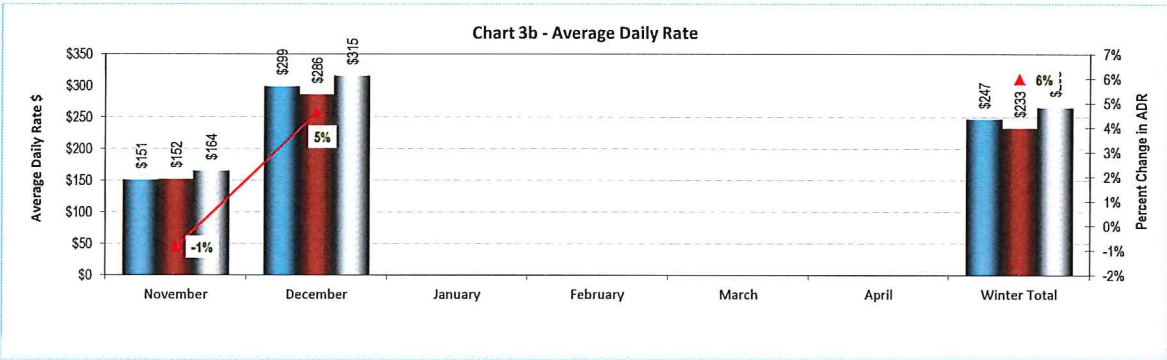
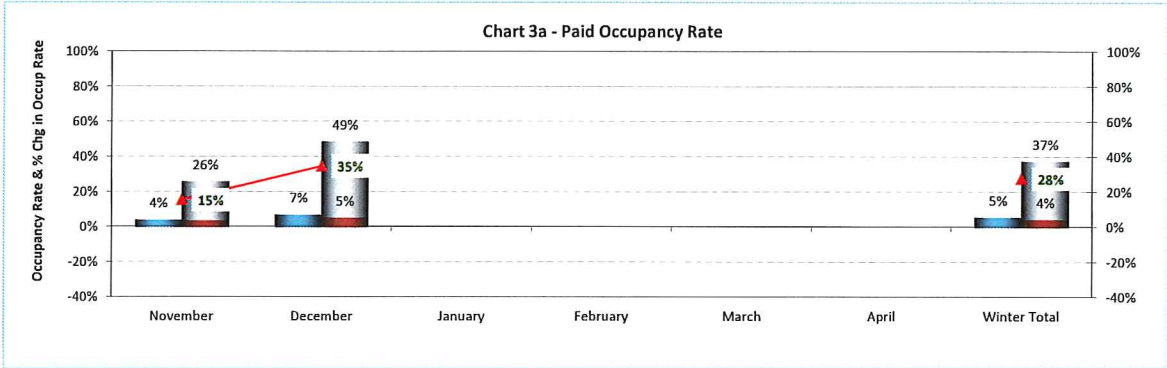
RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2015/16 YTD (as of June 30, 2015) vs. 2014/15 YTD (as of June 30, 2014) vs. 2014/15 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 (2014/15 season)
 Data as of June 30, 2015 (2015/16 season)
 Data as of June 30, 2014 (2014/15 season) ▲ Percent Change



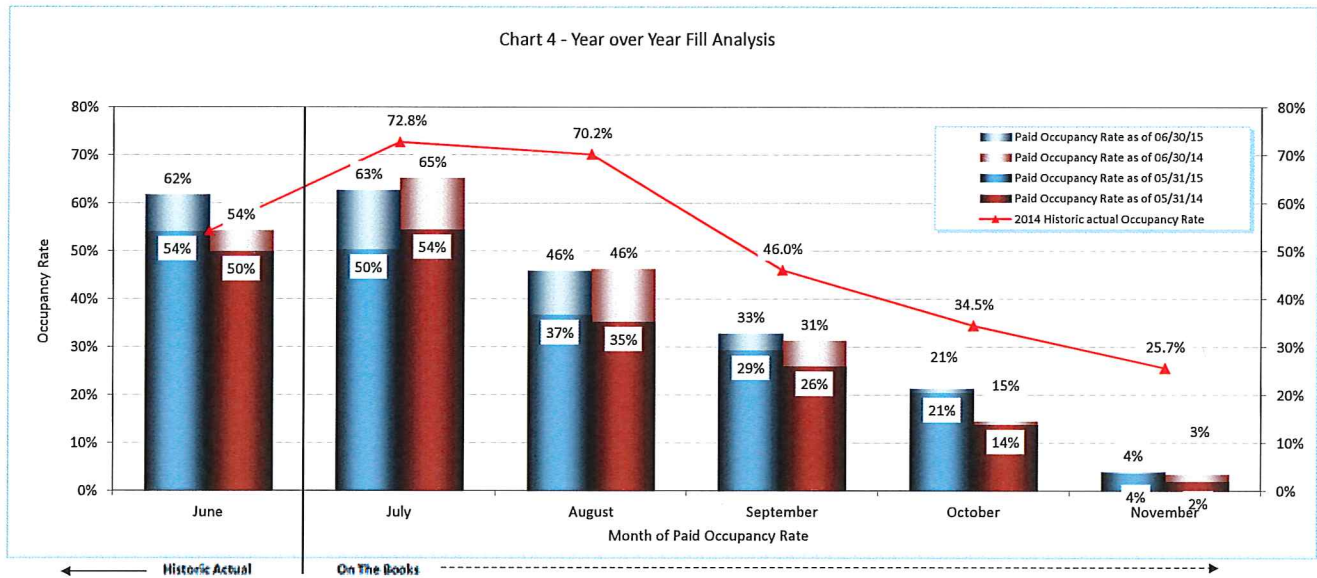


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2015 Paid Occupancy Rate Pace (as of June 30, 2015) vs. 2014 Paid Occupancy Rate Pace (as of June 30, 2014) vs. same period 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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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy	Paid Occupancy Rate AS OF JUN 30			Paid Occupancy Rate AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2014 Historic actual Occupancy Rate
	Occupancy Rate as of 06/30/15	Occupancy Rate as of 06/30/14	Absolute Change	Paid Occupancy Rate as of 05/31/15	Occupancy Rate as of 05/31/14	Absolute Change	Incremental Occupancy booked during Jun. 2015	Incremental Occupancy booked during Jun. 2014	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	June	61.7%	54.3%	7.5%	54.2%	50.0%	4.2%	7.6%	4.3%	3.3%	
July	62.7%	65.2%	-2.5%	50.3%	54.5%	-4.2%	12.4%	10.7%	1.7%	15.6%	72.8%
August	45.9%	46.3%	-0.4%	36.7%	35.2%	1.5%	9.2%	11.0%	-1.8%	-16.7%	70.2%
September	32.8%	31.3%	1.5%	29.3%	26.0%	3.3%	3.5%	5.3%	-1.8%	-33.7%	46.0%
October	21.3%	14.5%	6.8%	20.5%	13.9%	6.7%	0.8%	0.7%	0.1%	16.5%	34.5%
November	4.0%	3.4%	0.5%	3.6%	2.0%	1.7%	0.3%	1.5%	-1.1%	-77.5%	25.7%
Total	38.3%	35.9%	2.4%	32.6%	30.5%	2.2%	5.7%	5.5%	0.2%	3.8%	50.9%

**Based on providing complete pacing data within a given month of Paid Occupancy Rate 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 Paid Occupancy Rate 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, 2015

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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PAID OCCUPANCY RATE	<i>PAID OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</i>				
	Occup. Rate as of:	Occup. Rate as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change in		
Month of Occupancy (2014/15 & 2013/14)	(2014/15 season)	(2013/14 season)	YTD Occ. Rate	(2013/14 season)	Properties in Sample
January	48.7%	46.3%	5.2%		11
February	50.8%	51.5%	-1.2%		11
March	40.5%	42.9%	-5.6%		11
April	32.2%	36.5%	-11.8%		11
May	35.1%	32.8%	6.8%		11
June	Historic Actual 61.7%	54.3%	13.8%		11
July	On the Books 62.7%	65.2%	-3.9%	72.8%	11
August	45.9%	46.3%	-0.8%	70.2%	11
September	32.8%	31.3%	5.0%	46.0%	11
October	21.3%	14.5%	46.6%	34.5%	11
November	4.0%	3.4%	15.4%	25.7%	11
December	6.9%	5.1%	34.7%	48.5%	11
Grand total	36.9%	35.8%	3.2%	46.9%	11
Historic months total	44.7%	43.9%	1.9%	43.9%	11
On the Books months total	29.2%	27.8%	5.1%	49.9%	11

AVERAGE DAILY RATE	<i>ADR: YTD 2014/15 VS. YTD 2013/14</i>				
	ADR as of:	ADR as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change		
Month of Occupancy (2014/15 & 2013/14)	(2014/15 season)	(2013/14 season)	in YTD ADR	(2013/14 season)	Properties in Sample
January	\$272	\$271	0.3%		11
February	\$268	\$284	-5.6%		11
March	\$223	\$243	-8.1%		11
April	\$157	\$178	-11.9%		11
May	\$167	\$171	-2.5%		11
June	Historic Actual \$214	\$221	-2.9%		11
July	On the Books \$270	\$261	3.4%	\$265	11
August	\$272	\$263	3.3%	\$273	11
September	\$209	\$214	-2.4%	\$217	11
October	\$173	\$170	1.6%	\$179	11
November	\$151	\$152	-0.9%	\$164	11
December	\$299	\$286	4.6%	\$315	11
Grand total	\$232	\$237	-2.1%	\$242	11
Historic months total	\$223	\$233	-4.2%	\$233	11
On the Books months total	\$246	\$243	0.9%	\$250	11

REVENUE PER AVAILABLE ROOM	<i>REVPAR: YTD 2014/15 VS. YTD 2013/14</i>				
	RevPAR as of:	RevPAR as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change in		
Month of Occupancy (2014/15 & 2013/14)	(2014/15 season)	(2013/14 season)	YTD RevPAR	(2013/14 season)	Properties in Sample
January	\$133	\$126	5.5%		11
February	\$136	\$146	-6.7%		11
March	\$90	\$104	-13.3%		11
April	\$50	\$65	-22.3%		11
May	\$59	\$56	4.1%		11
June	Historic Actual \$132	\$120	10.5%		11
July	On the Books \$169	\$170	-0.6%	\$193	11
August	\$125	\$122	2.4%	\$192	11
September	\$68	\$67	2.4%	\$100	11
October	\$37	\$25	48.9%	\$62	11
November	\$6	\$5	14.4%	\$42	11
December	\$20	\$15	40.9%	\$153	11
Grand total	\$86	\$85	1.1%	\$114	11
Historic months total	\$100	\$102	-2.4%	\$102	11
On the Books months total	\$72	\$68	6.0%	\$125	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of June 30, 2015

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

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PAID OCCUPANCY RATE		<i>PAID OCCUPANCY RATE: YTD 2015 VS. YTD 2014</i>			Historic Actual Occup. Rate (2014 season)
Month of Occupancy (2015 & 2014)		Occup. Rate as of: June 30, 2015 (2015 season)	Occup. Rate as of: June 30, 2014 (2014 season)	Percent Change in YTD Occ. Rate	
May	↑	35.1%	32.8%	6.8%	
June	Historic Actual	61.7%	54.3%	13.8%	
July	On the Books	62.7%	65.2%	-3.9%	
August	↓	45.9%	46.3%	-0.8%	
September	↓	32.8%	31.3%	5.0%	
October	↓	21.3%	14.5%	46.6%	
Summer Total		43.2%	40.7%	6.1%	63.7%

AVERAGE DAILY RATE		<i>ADR: YTD 2015 VS. YTD 2014</i>			Historic Actual ADR (2014 season)
Month of Occupancy (2015 & 2014)		ADR as of: June 30, 2015 (2015 season)	ADR as of: June 30, 2014 (2014 season)	Percent Change YTD ADR	
May	↑	\$167	\$171	-2.5%	
June	Historic Actual	\$214	\$221	-2.9%	
July	On the Books	\$270	\$261	3.4%	
August	↓	\$272	\$263	3.3%	
September	↓	\$209	\$214	-2.4%	
October	↓	\$173	\$170	1.6%	
Summer Total		\$228	\$229	-0.7%	\$233

REVENUE PER AVAILABLE ROOM		<i>REVPAR: YTD 2015 VS. YTD 2014</i>			Historic Actual RevPAR (2014 season)
Month of Occupancy (2015 & 2014)		RevPAR as of: June 30, 2015 (2015 season)	RevPAR as of: June 30, 2014 (2014 season)	Percent Change in YTD RevPAR	
May	↑	\$59	\$56	4.1%	
June	Historic Actual	\$132	\$120	10.5%	
July	On the Books	\$169	\$170	-0.6%	
August	↓	\$125	\$122	2.4%	
September	↓	\$68	\$67	2.4%	
October	↓	\$37	\$25	48.9%	
Summer Total		\$98	\$93	5.4%	\$121



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of June 30, 2015

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

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PAID OCCUPANCY RATE		PAID OCCUPANCY RATE: YTD 2015/16 VS. YTD 2014/15			Historic Actual Occup. Rate (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		Occup. Rate as of: June 30, 2015 (2015/16 season)	Occup. Rate as of: June 30, 2014 (2014/15 season)	Percent Change in YTD Occ. Rate	
November	On the Books	4.0%	3.4%	15.4%	25.7%
December	↓	6.9%	5.1%	34.7%	
January					
February					
March					
April					
Winter Total		5.5%	4.3%	27.6%	

AVERAGE DAILY RATE		ADR: YTD 2015/16 VS. YTD 2014/15			Historic Actual ADR (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		ADR as of: June 30, 2015 (2015/16 season)	ADR as of: June 30, 2014 (2014/15 season)	Percent Change in YTD ADR	
November	On the Books	\$151	\$152	-0.9%	\$164
December	↓	\$299	\$286	4.6%	
January					
February					
March					
April					
Winter Total		\$247	\$233	6.0%	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2015/16 VS. YTD 2014/15			Historic Actual RevPAR (2014/15 season)
Month of Occupancy (2015/16 & 2014/15)		RevPAR as of: June 30, 2015 (2015/16 season)	RevPAR as of: June 30, 2014 (2014/15 season)	Percent Change in YTD ADR	
November	On the Books	\$6	\$5	14.4%	\$42
December	↓	\$20	\$15	40.9%	
January					
February					
March					
April					
Winter Total		\$13	\$10	35.2%	

Executive Summary

Overview Based on data from 18 reporting DestiMetrics Destinations

a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy		High	Low	Average	North Lake Tahoe
Historic Actual Occupancy for Last Month		82 %	8 %	45%	62%
% Change in Historic Actual Occupancy for Last Month		20 %	-55 %	5%	14%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR

Historic Actual Average Daily Rate for Last Month		\$344	\$103	\$201	\$214
% Change in Historic Actual Average Daily Rate for Last Month		12 %	-11 %	3%	-3%

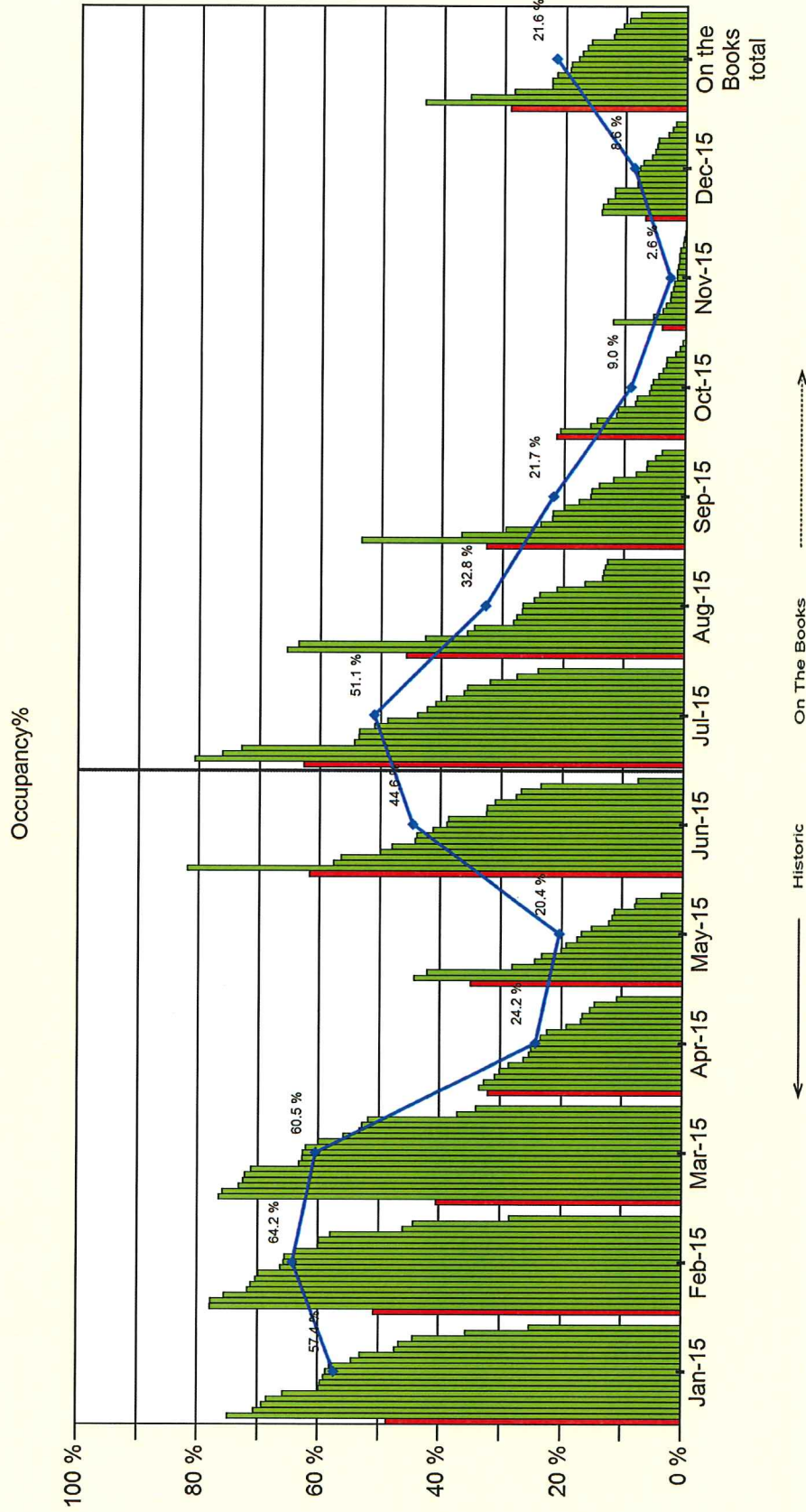
c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy

Occupancy On-The-Books for Next Month		81 %	24 %	51%	63%
% Change in Occupancy On-The-Books for Next Month		66 %	-14 %	6%	-4%

d. Next Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR

Average Daily Rate On-The-Books for Next Month		\$406	\$132	\$239	\$270
% Change in Average Daily Rate On-The-Books for Next Month		19 %	-5 %	7%	3%

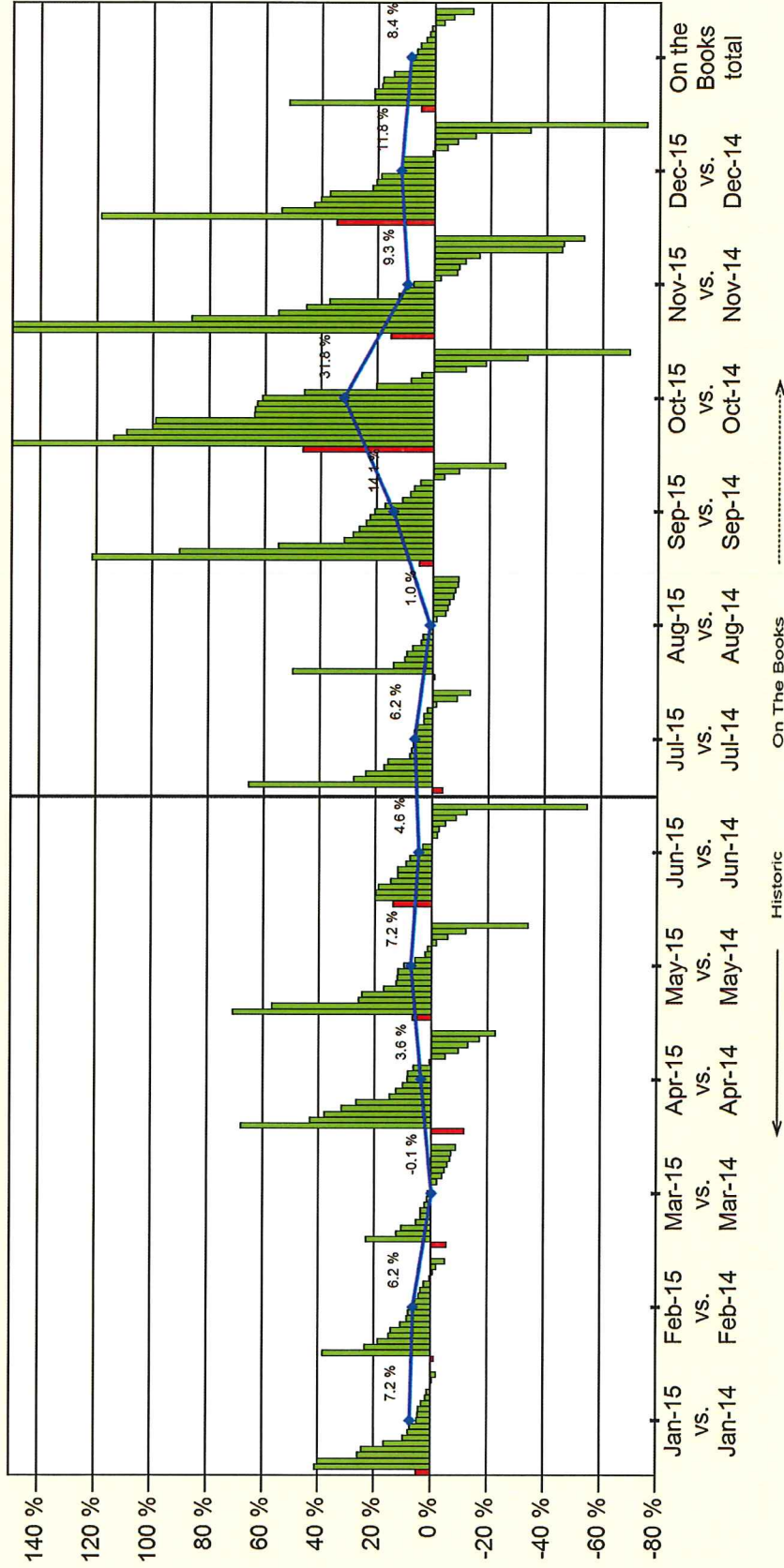
DESCRIPTION: The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other DestiMetrics reporting destinations. In all cases, the Base Destination is represented on the far left of the tables and the far right of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar. All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set. Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting DestiMetrics at the address below



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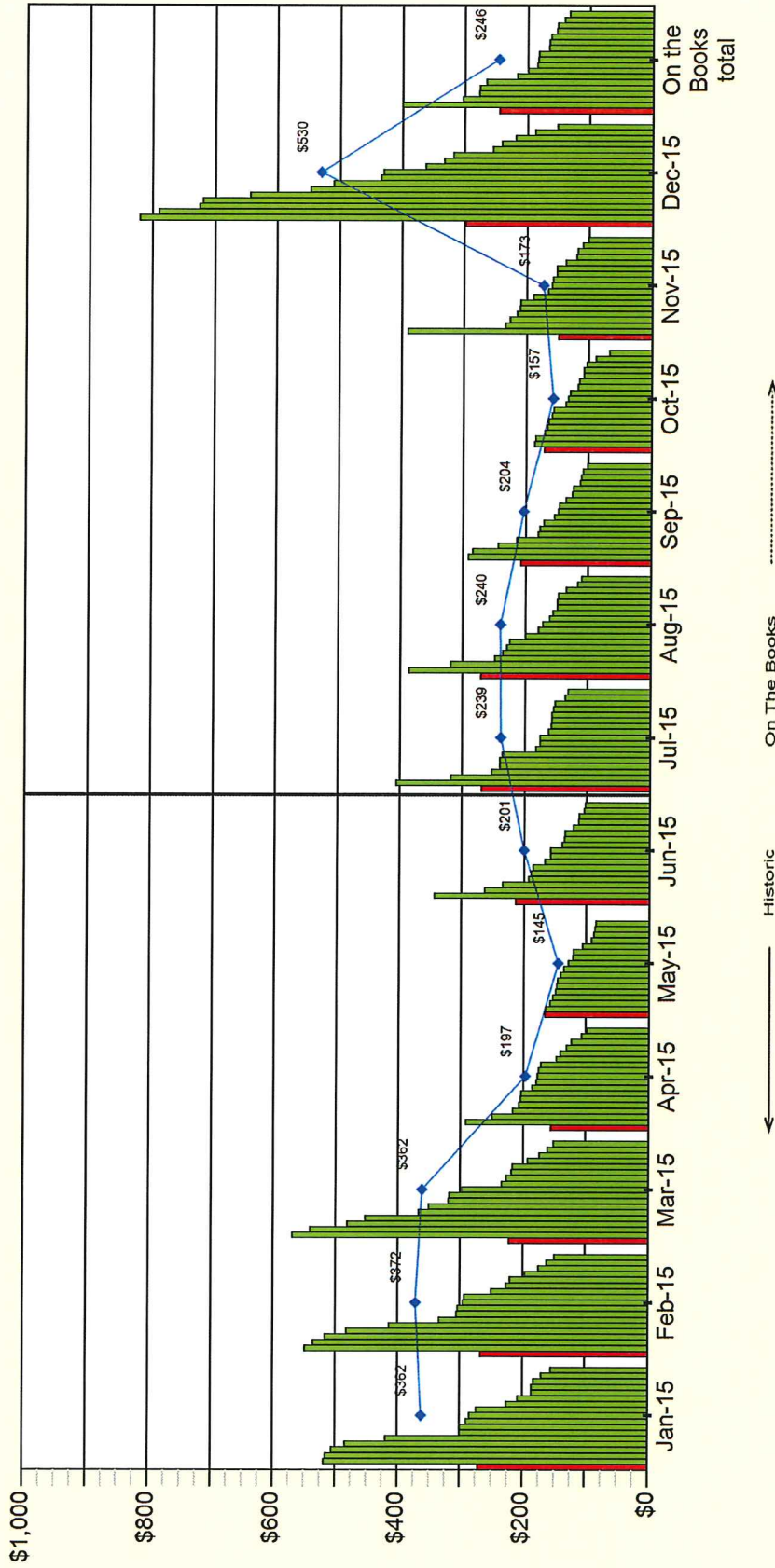


Year-over-Year Change in Occupancy%





Average Daily Rate

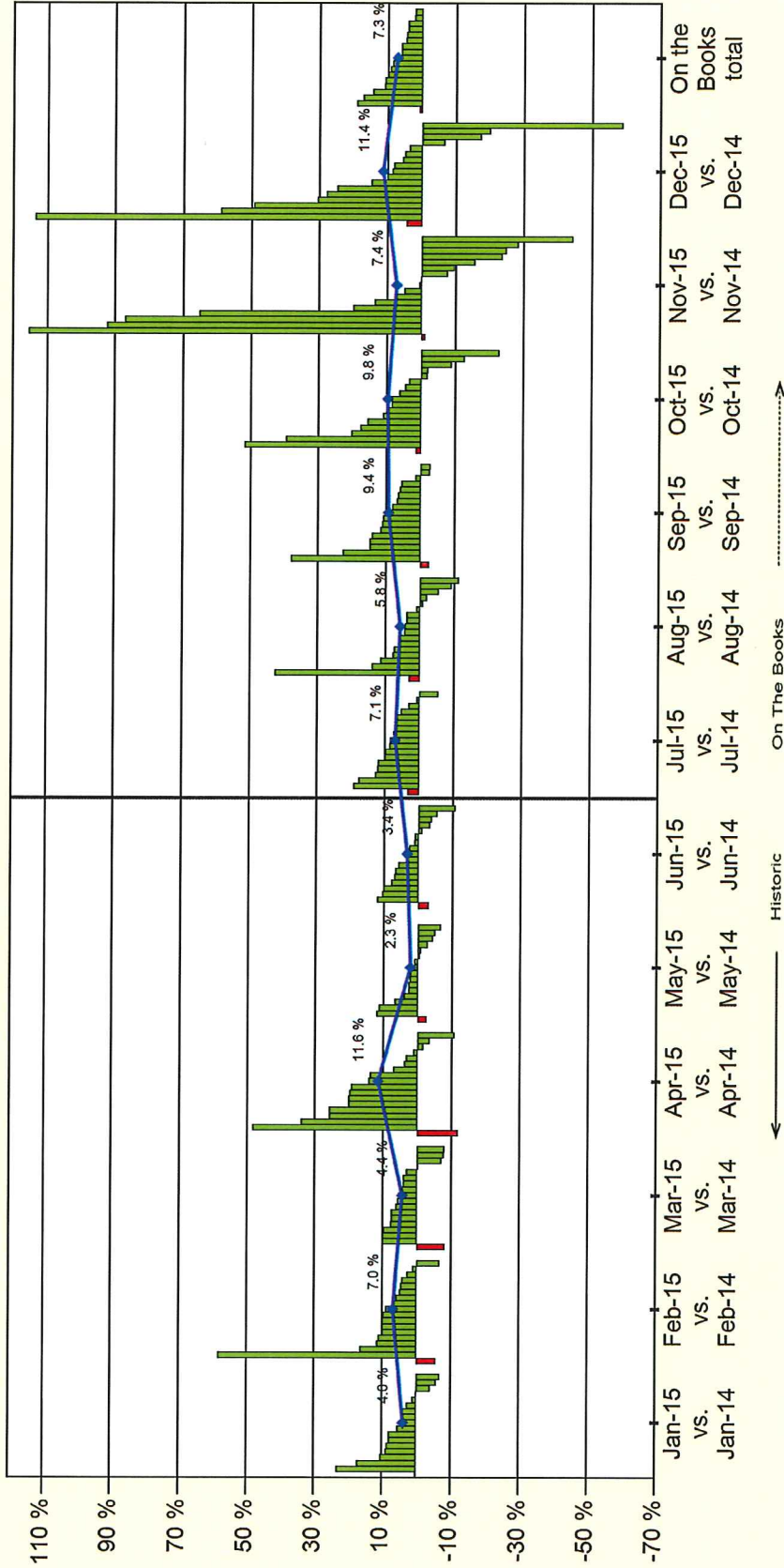


Historic On The Books

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Year-over-Year Change in Average Daily Rate%



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RESORTS INCLUDED IN COMPARISONS:

• Aspen
• Avon
• Beaver Creek
• Breckenridge
• Central Summit County CO
• Copper Mountain
• Gunnison / Crested Butte
• Jackson Hole
• Keystone
• Mammoth Lakes
• Mt Bachelor
• Park City Area Chamber
• Snowmass
• Steamboat Springs
• Telluride
• Vail
• Winter Park Resort

Monthly Report June 2015
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 14/15

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 14/15</u>	<u>FY 13/14</u>	<u>Variance</u>
Total Revenue Booked as of 6/30/15:	\$2,183,317	\$2,387,510	-9%
Forecasted Commission for this Revenue:	\$124,970	\$171,976	-27%
Number of Room Nights:	11249	12397	-9%
Number of Delegates:	7202	7212	0%
Annual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	99	115	-14%

<u>Monthly Detail/Activity</u>	<u>June-15</u>	<u>June-14</u>	
<u>Number of Groups Booked:</u>	8	5	
Revenue Booked:	\$209,818	\$119,730	75%
Projected Commission:	\$12,623	\$5,204	143%
Room Nights:	1275	736	73%
Number of Delegates:	763	427	79%
Booked Group Types:	5 Corp, 1 Assoc., 2 Smf	1 Corp, 3 Assn., 1 Smf	
Lost Business, # of Groups:	4	2	

<u>Arrived in the month</u>	<u>June-15</u>	<u>* Est. June-14</u>	
Number of Groups:	9	10	
Revenue Arrived:	\$553,590	\$340,591	63%
Projected Commission:	\$46,845	\$25,772	82%
Room Nights:	3099	1835	69%
Number of Delegates:	2357	1333	77%
Arrived Group Types:	2 Corp. 5 Assn., 2 Smf	3 Corp, 4 Assn., 3 Smf	

<u>Monthly Detail/Activity</u>	<u>May-15</u>	<u>May-14</u>	
<u>Number of Groups Booked:</u>	8	9	
Revenue Booked:	\$231,425	\$228,651	1%
Projected Commission:	\$18,521	\$1,261	1369%
Room Nights:	1290	1192	8%
Number of Delegates:	1096	580	89%
Booked Group Types:	3 Corp, 2 Assn., 2 SMF, 1 Govt.	1 Corp., 3 Assn., 4 SMF, 1 Seminar	
Lost Business, # of Groups:	6	20	

<u>Arrived in the month</u>	<u>May-15</u>	<u>* Est.</u>	<u>May-14</u>	
Number of Groups:	4		1	
Revenue Arrived:	\$48,169		\$5,632	755%
Projected Commission:	\$1,195		\$0	
Room Nights:	438		42	943%
Number of Delegates:	445		20	2125%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt., 1 Non-Profit		1 Corp.	

<u>Monthly Detail/Activity</u>	<u>April-15</u>		<u>April-14</u>	
<u>Number of Groups Booked:</u>	5		9	
Revenue Booked:	\$166,965		\$118,979	40%
Projected Commission:	\$6,031		\$13,085	-54%
Room Nights:	972		876	11%
Number of Delegates:	565		643	-12%
Booked Group Types:	1 Corp, 1 Assn, 1 Smf, 1 Govt and 1 Society		2 Corp., 1 Assn, 3 Smf and 1 Society	
Lost Business, # of Groups:	7		0	

<u>Arrived in the month</u>	<u>April-15</u>	<u>* Est.</u>	<u>April-14</u>	
Number of Groups:	4		2	
Revenue Arrived:	\$48,169		\$10,740	349%
Projected Commission:	\$9,189		\$1,074	756%
Room Nights:	438		179	145%
Number of Delegates:	445		170	162%
Arrived Group Types:	4 Assn, 1 Society		2 Tour Operator	

<u>Monthly Detail/Activity</u>	<u>March-15</u>		<u>March-14</u>	
<u>Number of Groups Booked:</u>	3		2	
Revenue Booked:	\$33,498		\$32,263	4%
Projected Commission:	\$3,350		\$913	267%
Room Nights:	280		143	96%
Number of Delegates:	285		100	185%
Booked Group Types:	2 Assoc, 1 Non- Profit		2 Corp.	
Lost Business, # of Groups:	7		0	

<u>Arrived in the month</u>	<u>March-15</u>		<u>March-14</u>	
Number of Groups:	3		3	
Revenue Arrived:	\$30,642		\$5,847	424%
Projected Commission:	\$3,064		\$222	1280%
Room Nights:	143		69	107%
Number of Delegates:	69		58	19%
Arrived Group Types:	2 Corp, 1 Smf		2 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>February-15</u>		<u>February-14</u>	
<u>Number of Groups Booked:</u>	5		3	
Revenue Booked:	\$416,981		\$58,460	613%
Projected Commission:	\$32,217		\$6,098	428%

Room Nights:	2223	288	672%
Number of Delegates:	902	154	486%
	2 Corp, 2 Smf,		
Booked Group Types:	1 Assn.	2 Corp. 1 Film	
Lost Business, # of Groups:	2	3	

<u>Arrived in the month</u>	<u>February-15</u>	<u>February-14</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$19,368	\$21,833	-11%
Projected Commission:	\$1,936	\$927	109%
Room Nights:	82	119	-31%
Number of Delegates:	100	61	64%
Arrived Group Types:	1 Smf	1 Corp, 1 Smf, 1 Film	

Monthly Detail/Activity

	<u>January-15</u>	<u>January-14</u>	
<u>Number of Groups Booked:</u>	2	8	
Revenue Booked:	\$109,861	\$52,456	109%
Projected Commission:	\$6,498	\$4,173	56%
Room Nights:	833	435	91%
Number of Delegates:	325	346	-6%
		1 Corp, 6 Smf,	
Booked Group Types:	2 Assn.	1 Assn.	
Lost Business, # of Groups:	9	4	

<u>Arrived in the month</u>	<u>January-15</u>	<u>January-14</u>	
Number of Groups:	3	7	
Revenue Arrived:	\$29,309	\$159,033	-82%
Projected Commission:	\$250	\$9,815	-97%
Room Nights:	121	758	-84%
Number of Delegates:	89	368	-76%
Arrived Group Types:	1 Corp, 2 Assn.	3 Corp, 3 Assn, 1 Govt.	

Monthly Detail/Activity

	<u>December-14</u>	<u>December-13</u>	
<u>Number of Groups Booked:</u>	3	12	
Revenue Booked:	\$96,912	\$672,078	-86%
Projected Commission:	\$4,564	\$47,775	-90%
Room Nights:	740	5038	-85%
Number of Delegates:	540	3225	-83%
		1 Corp, 6 Assn,	
		2 Tour Oper., 2	
Booked Group Types:	3 Smf	Smf, 1 Govt	
Lost Business, # of Groups:	5	5	

<u>Arrived in the month</u>	<u>December-14</u>	<u>December-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>November-14</u>	<u>November-13</u>	
<u>Number of Groups Booked:</u>	5	3	
Revenue Booked:	\$225,094	\$10,800	1984%
Projected Commission:	\$9,249	\$459	1915%
Room Nights:	1360	90	1411%
Number of Delegates:	1533	80	1816%
	1 Film, 1 Corp,		
Booked Group Types:	1 Smf, 2 Assn.	3 smf	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>November-14</u>	<u>November-13</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$11,520	\$13,351	-14%
Projected Commission:	\$1,728	\$0	
Room Nights:	80	75	7%
Number of Delegates:	18	40	-55%
Arrived Group Types:	1 Film crew	1 Corp	

Monthly Detail/Activity	<u>October-14</u>	<u>October-13</u>	
<u>Number of Groups Booked:</u>	4	7	
Revenue Booked:	\$44,208	\$163,439	-73%
Projected Commission:	\$895	\$12,807	-93%
Room Nights:	260	1080	-76%
Number of Delegates:	180	473	-62%
		5 Corp, 1 Smf,	
Booked Group Types:	1 Corp, 3 Smf	1 Corp	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>October-14</u>	<u>October-13</u>	
Number of Groups:	4	5	
Revenue Arrived:	\$74,408	\$158,725	-53%
Projected Commission:	\$1,160	\$13,718	-92%
Room Nights:	510	980	-48%
Number of Delegates:	568	675	-16%
Arrived Group Types:	2 Corp, 1 Assn, 1 Smf	1 Assoc, 1 Smf, 1 Non-Profit, 1 TA	

Monthly Detail/Activity	<u>September-14</u>	<u>September-13</u>	
<u>Number of Groups Booked:</u>	8	6	
Revenue Booked:	\$367,511	\$59,226	521%
Projected Commission:	\$28,336	\$5,421	423%
Room Nights:	3417	347	885%
Number of Delegates:	2115	265	698%
		1 Corp, 2	
Booked Group Types:	2 Corp, 6 Assoc	Assoc, 3 Smf	
Lost Business, # of Groups:	5	9	

<u>Arrived in the month</u>	<u>September-14</u>	<u>September-13</u>	
Number of Groups:	9	12	
Revenue Arrived:	\$537,101	\$848,564	-37%

Projected Commission:	\$7,879	\$17,455	-55%
Room Nights:	2782	4052	-31%
Number of Delegates:	1675	2148	-22%
Arrived Group Types:	4 Assoc, 1 Corp, 3 Smf and 1 Society	4 Corp, 2 Assoc, 1 Govt, 1 Film, 4 Smf	

Monthly Detail/Activity

	<u>August-14</u>	<u>August-13</u>	
<u>Number of Groups Booked:</u>	7	5	
Revenue Booked:	\$328,584	\$106,808	208%
Projected Commission:	\$14,879	\$6,248	138%
Room Nights:	1452	767	89%
Number of Delegates:	723	359	101%
Booked Group Types:	4 Smf, 2 Corp,	2 Seminar, 2	
Lost Business, # of Groups:	4	4	

Arrived in the month

	<u>August-14</u>	<u>August-13</u>	
Number of Groups:	8	15	
Revenue Arrived:	\$44,210	\$552,037	-92%
Projected Commission:	\$1,739	\$31,949	-95%
Room Nights:	252	2457	-90%
Number of Delegates:	278	1064	-74%
Arrived Group Types:	2 Corp., 1 Assoc 4 Smf and 1 Govt.	6 Corp, 7 Assoc, 1 Smf, 1 Film	

Monthly Detail/Activity

	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$156,104	\$45,413	244%
Projected Commission:	\$1,075	\$2,247	-52%
Room Nights:	636	369	72%
Number of Delegates:	390	328	19%
Booked Group Types:	2 Assoc., 2 Corp	4 Assn, 6 Smf, 1 Govt.	
Lost Business, # of Groups:	1	4	

Arrived in the month

	<u>July-14</u>	<u>July-13</u>	
Number of Groups:	12	10	
Revenue Arrived:	\$546,907	\$177,016	209%
Projected Commission:	\$23,673	\$5,685	316%
Room Nights:	2103	1256	67%
Number of Delegates:	898	1086	-17%
Arrived Group Types:	6 Smf, 2 Corp, 2 Assoc., 2 Sem.	3 Assoc, 5 Smf, 1 Govt 1 Corp.	

For 2015/16:	\$2,306,685	\$1,500,000
For 2016/17:	\$2,395,252	\$2,000,000

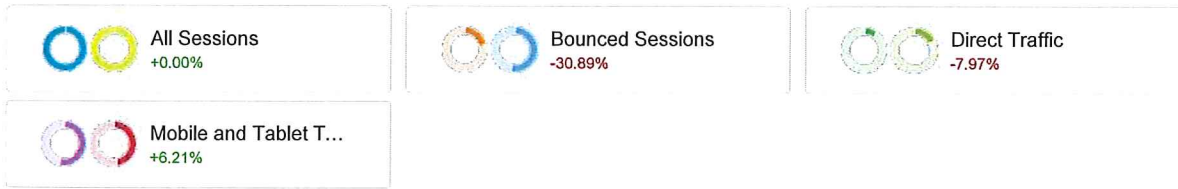
NUMBER OF LEADS Generated as o 6/30/15: 163

Total Number of Leads Generated in Previous Years:

2013/14	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Browser & OS

Jul 1, 2015 - Jul 24, 2015
Compare to: Jul 1, 2014 - Jul 24, 2014



Explorer

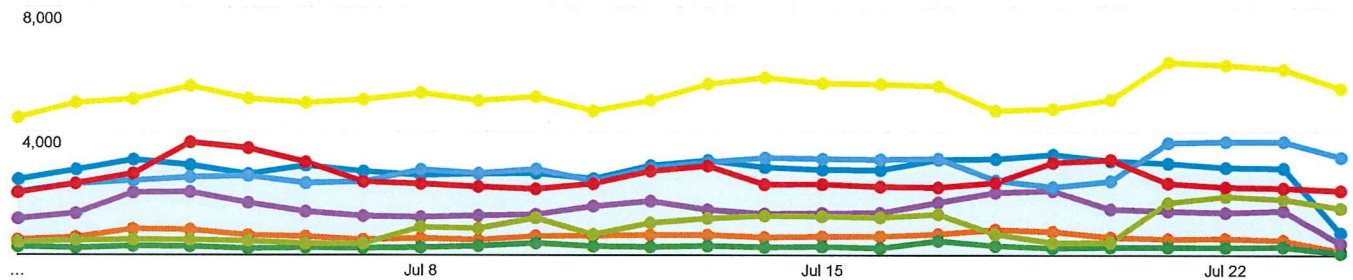
Summary

Jul 1, 2015 - Jul 24, 2015:

● Sessions (All Sessions) ● Sessions (Bounced Sessions) ● Sessions (Direct Traffic) ● Sessions (Mobile and Tablet Traffic)

Jul 1, 2014 - Jul 24, 2014:

● Sessions (All Sessions) ● Sessions (Bounced Sessions) ● Sessions (Direct Traffic) ● Sessions (Mobile and Tablet Traffic)



Browser	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Sessions	47.57% ↓ 65,826 vs 125,555	0.49% ↓ 77.01% vs 77.39%	47.83% ↓ 50,693 vs 97,164	58.35% ↑ 22.04% vs 52.93%	76.63% ↑ 5.39 vs 3.05	34.74% ↑ 00:03:09 vs 00:02:20	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
Bounced Sessions	78.17% ↓ 14,511 vs 66,461	2.00% ↓ 75.11% vs 76.64%	78.60% ↓ 10,899 vs 50,936	0.00% 100.00% vs 100.00%	0.00% 1.00 vs 1.00	0.00% 00:00:00 vs 00:00:00	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
Direct Traffic	70.83% ↓ 6,578 vs 22,551	13.62% ↓ 78.70% vs 91.11%	74.80% ↓ 5,177 vs 20,547	66.17% ↑ 27.27% vs 80.62%	130.70% ↑ 4.21 vs 1.82	80.79% ↑ 00:02:29 vs 00:01:22	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
Mobile and Tablet Traffic	40.77% ↓ 35,600 vs 60,107	3.52% ↑ 75.35% vs 72.80%	38.69% ↓ 26,826 vs 43,755	40.51% ↑ 31.26% vs 52.55%	40.91% ↑ 4.04 vs 2.86	16.73% ↑ 00:02:25 vs 00:02:05	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. Safari									
Jul 1, 2015 - Jul 24, 2015									
All Session	29,372 (44.62%)	74.66%	21,930 (43.26%)	35.06%	4.02	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	10,299 (70.97%)	73.17%	7,536 (69.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	2,262 (34.39%)	77.50%	1,753 (33.86%)	43.19%	3.19	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	24,357 (68.42%)	74.76%	18,210 (67.88%)	37.17%	3.68	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 - Jul 24, 2014									
All Session									

25

All Session	51,756 (41.22%)	71.80%	37,163 (38.25%)	51.52%	2.81	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	26,666 (40.12%)	67.18%	17,915 (35.17%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	3,440 (15.25%)	82.62%	2,842 (13.83%)	70.87%	2.04	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	41,975 (69.83%)	72.09%	30,260 (69.16%)	53.29%	2.67	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chrome									
Jul 1, 2015 - Jul 24, 2015									
All Session	22,490 (34.17%)	78.25%	17,599 (34.72%)	12.60%	6.34	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	2,834 (19.53%)	80.03%	2,268 (20.81%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	2,385 (36.26%)	78.91%	1,882 (36.35%)	19.71%	4.64	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	8,428 (23.67%)	77.05%	6,494 (24.21%)	17.13%	4.73	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 - Jul 24, 2014									
All Session	29,281 (23.32%)	76.01%	22,256 (22.91%)	47.64%	3.46	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	13,950 (20.99%)	73.59%	10,266 (20.15%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	2,719 (12.06%)	78.89%	2,145 (10.44%)	56.01%	2.75	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	9,937 (16.53%)	73.75%	7,329 (16.75%)	51.20%	3.28	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Internet Explorer									
Jul 1, 2015 - Jul 24, 2015									
All Session	7,832 (11.90%)	81.44%	6,378 (12.58%)	3.61%	7.49	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	283 (1.95%)	81.27%	230 (2.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	909 (13.82%)	85.48%	777 (15.01%)	7.37%	5.51	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	915 (2.57%)	78.69%	720 (2.68%)	3.50%	8.06	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 - Jul 24, 2014									
All Session	28,618 (22.79%)	89.19%	25,525 (26.27%)	63.01%	2.87	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	18,031 (27.13%)	93.57%	16,871 (33.12%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	14,079 (62.43%)	98.24%	13,831 (67.31%)	91.44%	1.40	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	1,337 (2.22%)	78.83%	1,054 (2.41%)	35.98%	4.31	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Firefox									
Jul 1, 2015 - Jul 24, 2015									
All Session	4,165 (6.33%)	79.54%	3,313 (6.54%)	11.00%	6.88	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	458 (3.16%)	79.26%	363 (3.33%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	523 (7.95%)	79.16%	414 (8.00%)	21.22%	5.07	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
Mobile and	89 (0.25%)	80.90%	72 (0.27%)	25.84%	3.91	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 1, 2014 - Jul 24, 2014									
All Session	8,795 (7.00%)	78.74%	6,925 (7.13%)	45.48%	3.60	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Bounced S	4,000 (6.02%)	80.08%	3,203 (6.29%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Direct Traff	654 (2.90%)	80.28%	525 (2.56%)	56.42%	3.29	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

	Mobile and	141 (0.23%)	82.98%	117 (0.27%)	53.19%	3.08	00:01:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5.	Android Browser									
	Jul 1, 2015 - Jul 24, 2015									
	All Session	979 (1.49%)	71.30%	698 (1.38%)	20.94%	3.58	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	205 (1.41%)	77.07%	158 (1.45%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	267 (4.06%)	70.79%	189 (3.65%)	21.72%	3.60	00:01:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	979 (2.75%)	71.30%	698 (2.60%)	20.94%	3.58	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Jul 1, 2014 - Jul 24, 2014									
	All Session	4,869 (3.88%)	73.55%	3,581 (3.69%)	51.53%	3.35	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	2,509 (3.78%)	66.32%	1,664 (3.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	1,015 (4.50%)	76.26%	774 (3.77%)	55.96%	2.93	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	4,869 (8.10%)	73.55%	3,581 (8.18%)	51.53%	3.35	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
6.	Safari (in-app)									
	Jul 1, 2015 - Jul 24, 2015									
	All Session	466 (0.71%)	78.33%	365 (0.72%)	58.37%	2.37	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	272 (1.87%)	77.21%	210 (1.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	115 (1.75%)	51.30%	59 (1.14%)	51.30%	3.12	00:01:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	466 (1.31%)	78.33%	365 (1.36%)	58.37%	2.37	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Jul 1, 2014 - Jul 24, 2014									
	All Session	1,186 (0.94%)	79.43%	942 (0.97%)	64.25%	2.13	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	762 (1.15%)	79.53%	606 (1.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	450 (2.00%)	68.44%	308 (1.50%)	68.89%	1.74	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	1,186 (1.97%)	79.43%	942 (2.15%)	64.25%	2.13	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	Amazon Silk									
	Jul 1, 2015 - Jul 24, 2015									
	All Session	314 (0.48%)	73.57%	231 (0.46%)	29.30%	5.08	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	92 (0.63%)	79.35%	73 (0.67%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	20 (0.30%)	70.00%	14 (0.27%)	35.00%	7.95	00:07:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	314 (0.88%)	73.57%	231 (0.86%)	29.30%	5.08	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Jul 1, 2014 - Jul 24, 2014									
	All Session	535 (0.43%)	67.10%	359 (0.37%)	42.99%	3.86	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Bounced S	230 (0.35%)	57.83%	133 (0.26%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Direct Traff	25 (0.11%)	68.00%	17 (0.08%)	52.00%	2.60	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Mobile and	535 (0.89%)	67.10%	359 (0.82%)	42.99%	3.86	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Mozilla Compatible									

Agent										
Jul 1, 2015 - Jul 24, 2015										
All Session	72 (0.11%)	90.28%	65 (0.13%)	52.78%	2.71	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	38 (0.26%)	86.84%	33 (0.30%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	59 (0.90%)	88.14%	52 (1.00%)	52.54%	2.95	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	4 (0.01%)	100.00%	4 (0.01%)	50.00%	1.50	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Jul 1, 2014 - Jul 24, 2014										
All Session	79 (0.06%)	18.99%	15 (0.02%)	34.18%	8.94	01:58:05	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	27 (0.04%)	40.74%	11 (0.02%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	71 (0.31%)	14.08%	10 (0.05%)	33.80%	9.62	02:11:12	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. (not set)										
Jul 1, 2015 - Jul 24, 2015										
All Session	43 (0.07%)	100.00%	43 (0.08%)	48.84%	0.86	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	21 (0.14%)	100.00%	21 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	19 (0.29%)	100.00%	19 (0.37%)	57.89%	1.42	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Jul 1, 2014 - Jul 24, 2014										
All Session	106 (0.08%)	100.00%	106 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	106 (0.16%)	100.00%	106 (0.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. Opera										
Jul 1, 2015 - Jul 24, 2015										
All Session	29 (0.04%)	86.21%	25 (0.05%)	13.79%	5.86	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	4 (0.03%)	75.00%	3 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	3 (0.05%)	100.00%	3 (0.06%)	33.33%	5.67	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	7 (0.02%)	85.71%	6 (0.02%)	14.29%	5.14	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Jul 1, 2014 - Jul 24, 2014										
All Session	57 (0.05%)	78.95%	45 (0.05%)	71.93%	1.82	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Bounced S	41 (0.06%)	80.49%	33 (0.06%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Direct Traff	11 (0.05%)	100.00%	11 (0.05%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
Mobile and	5 (0.01%)	100.00%	5 (0.01%)	80.00%	1.40	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)	