

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'*

Data based on a sample of up to 11 properties in the North Lake Tanibe destina	non, representing up to 1,333 Oni	ts (Destilvieth	cs 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 Ye	ar			
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 YT

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.

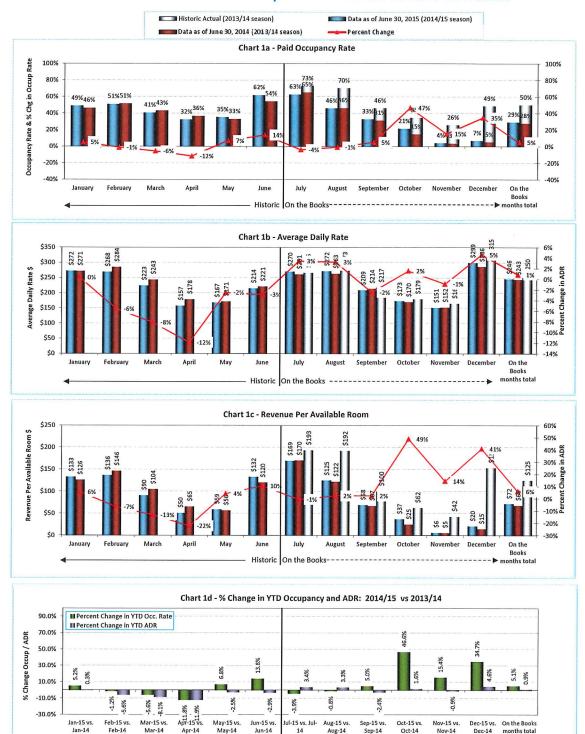
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SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

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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Feb-14

Apr-14

May-14

Jun-14

Sep-15 vs. Sep-14

Oct-14

Nov-14

Aug-14

Dec-15 vs.

Dec-14

On the Books

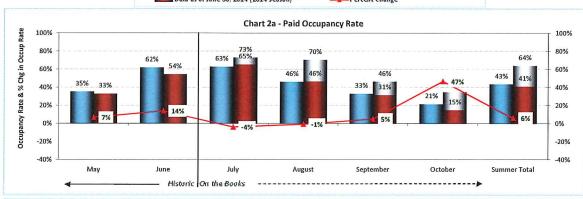


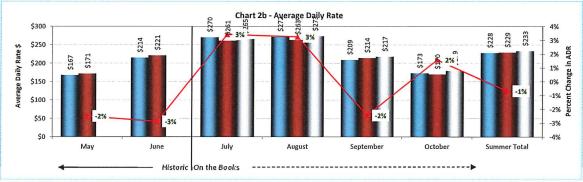
SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

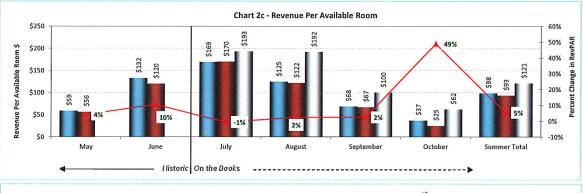
2015 YTD (as of June 30, 2015) vs. 2014 YTD (as of June 30, 2014) vs. 2014 Historical

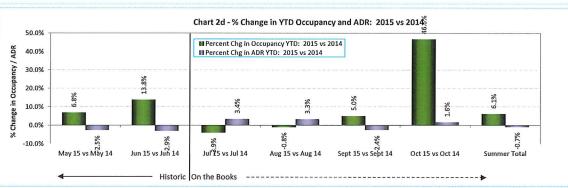
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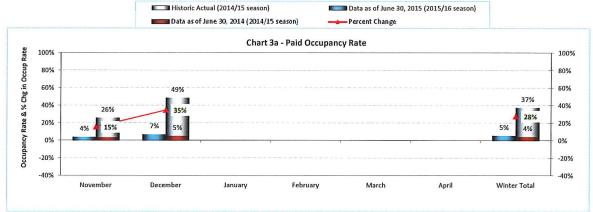


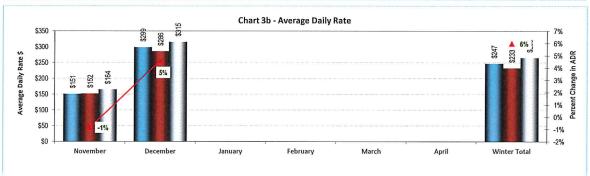
SECTION 3 - WINTER SEASON SUMMARY GRAPHS

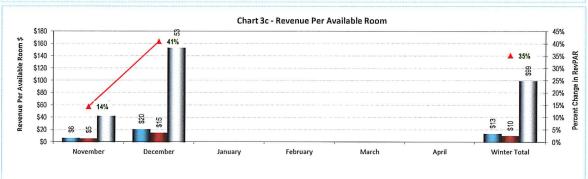
2015/16 YTD (as of June 30, 2015) vs. 2014/15 YTD (as of June 30, 2014) vs. 2014/15 Historical

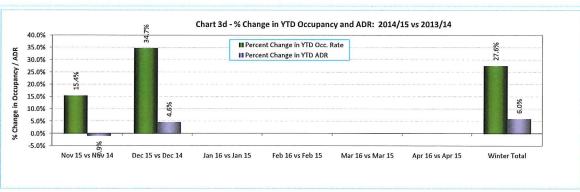
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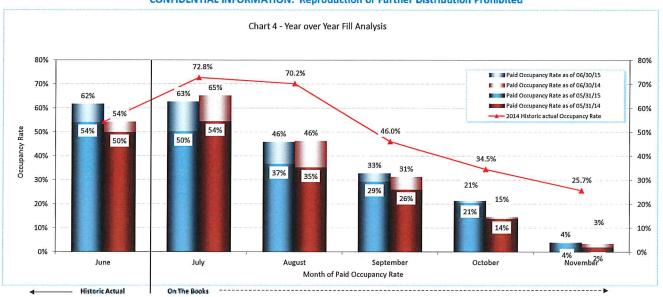


SECTION 4 - FILL ANALYSIS

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

							INCREMENTAL	OCCUP. BOOKED	CHG IN INCRE	MENTAL OCCUP.	I
	Paid Occupai	ncy Rate AS OF .	IUN 30	Paid Occupan	cy Rate AS OF N	1AY 31	(i.e. FILL DURIN	G MONTH JUST	BOOKED (I.e	CHANGE IN FILL)	
	Occupancy	Occupancy		Paid Occupancy	Occupancy						
	Rate	Rate		Rate	Rate		Incremental	Incremental	Absolute	Percent	2014
	as of	as of	Absolute	as of	as of	Absolute	Occupancy booked	Occupancy booked	Change in	Change in	Historic actual
Month of Occupancy	06/30/15	06/30/14	Change	05/31/15	05/31/14	Change	during Jun. 2015	during Jun. 2014	Incremental Fill	Incremental Fill**	Occupancy Rate
June	61.7%	54.3%	7.5%	54.2%	50.0%	4.2%	7.6%	4.3%	3.3%	76.1%	54.3%
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 <u>during</u> the month just ended compare to room nights booked <u>during</u> 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 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 CONFIDENTIAL INFORMATION: Reproduction or Further Distribution Prohibited

PAID OCCUPANCY RATE	PAID OCCUPANCY	RATE: YTD 2014/15 V	S. YTD 2013/14		
	Occup. Rate as of:	Occup. Rate as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change in	Occup. Rate	Properties
Month of Occupancy (2014/15 & 2013/14	(2014/15 season)	(2013/14 season)	YTD Occ. Rate	(2013/14 season)	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 Actu	al 61.7%	54.3%	13.8%		11
July On the Boo	ks 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	ADR: YT	D 2014/15 VS. YTD 201	13/14		
	ADR as of:	ADR as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change	ADR	Properties
Month of Occupancy (2014/15 & 2013)	/14) (2014/15 season)	(2013/14 season)	in YTD ADR	(2013/14 season)	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 A	tual \$214	\$221	-2.9%		11
July On the B	ooks \$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	REVPAR: Y	TD 2014/15 VS. YTD 2	013/14		
	RevPAR as of:	RevPAR as of:	Percent	Historic Actual	# of
	June 30, 2015	June 30, 2014	Change in	RevPAR	Properties
Month of Occupancy (2014/15 & 2013/14)	(2014/15 season)	(2013/14 season)	YTD RevPAR	(2013/14 season)	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 ⁱ ▼	\$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



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 RAT	E	PAID OCCUPAN	ICY RATE: YTD 2015 VS.	YTD 2014	
		Occup. Rate as of:	Occup. Rate as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change in	Occup. Rate
Month of Occupancy (20	15 & 2014)	(2015 season)	(2014 season)	YTD Occ. Rate	(2014 season)
May	1	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%	72.8%
August	1	45.9%	46.3%	-0.8%	70.2%
September	į	32.8%	31.3%	5.0%	46.0%
October	▼	21.3%	14.5%	46.6%	34.5%
Summer Total	_	43.2%	40.7%	6.1%	63.7%

AVERAGE DAILY RATE		ADR:	YTD 2015 VS. YTD 2014	1	
		ADR as of:	ADR as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change	ADR
Month of Occupancy (20	15 & 2014)	(2015 season)	(2014 season)	YTD ADR	(2014 season)
May	↑	\$167	\$171	-2.5%	
June	Historic Actual	\$214	\$221	-2.9%	
July	On the Books	\$270	\$261	3.4%	\$265
August		\$272	\$263	3.3%	\$273
September		\$209	\$214	-2.4%	\$217
October	*	\$173	\$170	1.6%	\$179
Summer Total		\$228	\$229	-0.7%	\$233

REVENUE PER AVAILA	ABLE ROOM	<u>REVPAR:</u>	YTD 2015 VS. YTD 2014	4	
		RevPAR as of:	RevPAR as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change in	RevPAR
Month of Occupancy (2	015 & 2014)	(2015 season)	(2014 season)	YTD RevPAR	(2014 season)
May	†	\$59	\$56	4.1%	
June	Historic Actual	\$132	\$120	10.5%	
July	On the Books	\$169	\$170	-0.6%	\$193
August	ł	\$125	\$122	2.4%	\$192
September	-	\$68	\$67	2.4%	\$100
October	*	\$37	\$25	48.9%	\$62
Summer Total		\$98	\$93	5.4%	\$121



DestiMetrics... 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 RA	TE	PAID OCCUPANCY F	RATE: YTD 2015/16 V	S. YTD 2014/15	
		Occup. Rate as of:	Occup. Rate as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change in	Occup. Rate
Month of Occupancy	(2015/16 & 2014/15)	(2015/16 season)	(2014/15 season)	YTD Occ. Rate	(2014/15 season)
November	On the Books	4.0%	3.4%	15.4%	25.7%
December	₩	6.9%	5.1%	34.7%	48.5%
January					
February					
March					
April					
Winter Total		5.5%	4.3%	27.6%	37.4%

AVERAGE DAILY RATE	X.	ADR: YTD	2015/16 VS. YTD 201	4/15	
		ADR as of:	ADR as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change in	ADR
Month of Occupancy (2	2015/16 & 2014/15)	(2015/16 season)	(2014/15 season)	YTD ADR	(2014/15 season)
November	On the Books	\$151	\$152	-0.9%	\$164
December	↓	\$299	\$286	4.6%	\$315
January					
February					
March					
April					
Winter Total		\$247	\$233	6.0%	\$265

REVENUE PER AVAILAE	BLE ROOM	REVPAR: Y	TD 2015/16 VS. YTD 20	014/15	
		RevPAR as of:	RevPAR as of:	Percent	Historic Actual
		June 30, 2015	June 30, 2014	Change in	RevPAR
Month of Occupancy (2	2015/16 & 2014/15)	(2015/16 season)	(2014/15 season)	YTD ADR	(2014/15 season)
November	On the Books	\$6	\$5	14.4%	\$42
December	†	\$20	\$15	40.9%	\$153
January					
February					
March					
April					
Winter Total		\$13	\$10	35.2%	\$99



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Overview Based on data from 18 reporting DestiMetrics Destinations	s Destinat	tions		
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%	
% Change in Historic Actual Occupancy for Last Month	20 %	.55 %	2%%	74%
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	1 \$214
% Change in Historic Actual Average Daily Rate for Last Month	12 %	-11 %	3%	%2-

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	% 99	-14 %	%9	-4%

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

Average Daily Kate On-The-Books for Next Month	\$406	\$132	\$239	\$270
% Change in Average Daily Rate On-The-Books for Next Month	19 %	-2%	%2	3%

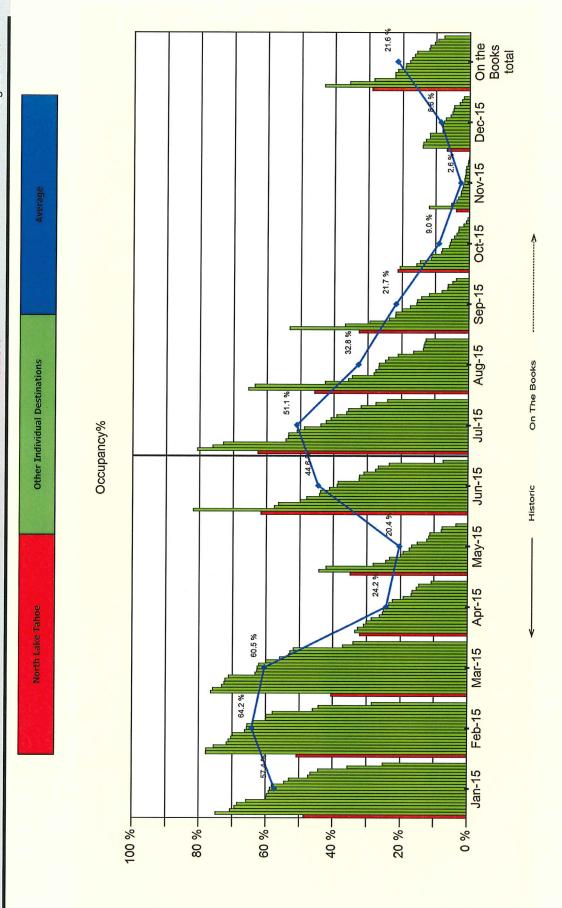
DESCRIPTION: The Muli Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other Destinations. In all cases, the Base Destination is reppresented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on chargs 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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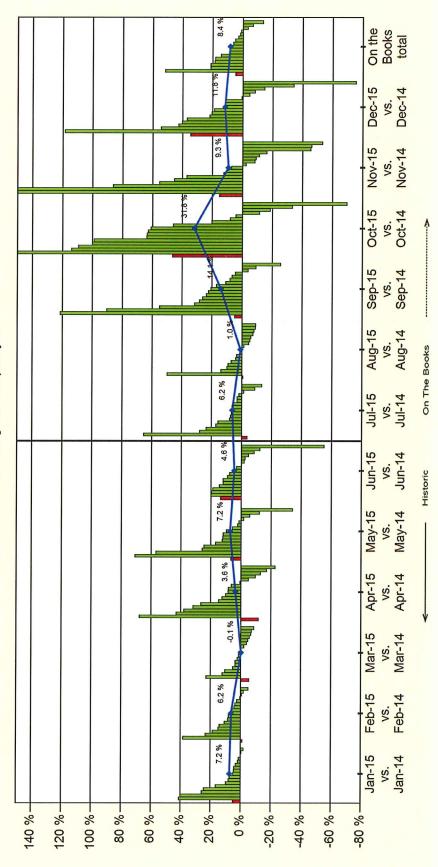


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Other Individual Destinations North Lake Tahoe

Year-over-Year Change in Occupancy%



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North Lake Tahoe Lodging Occupancy

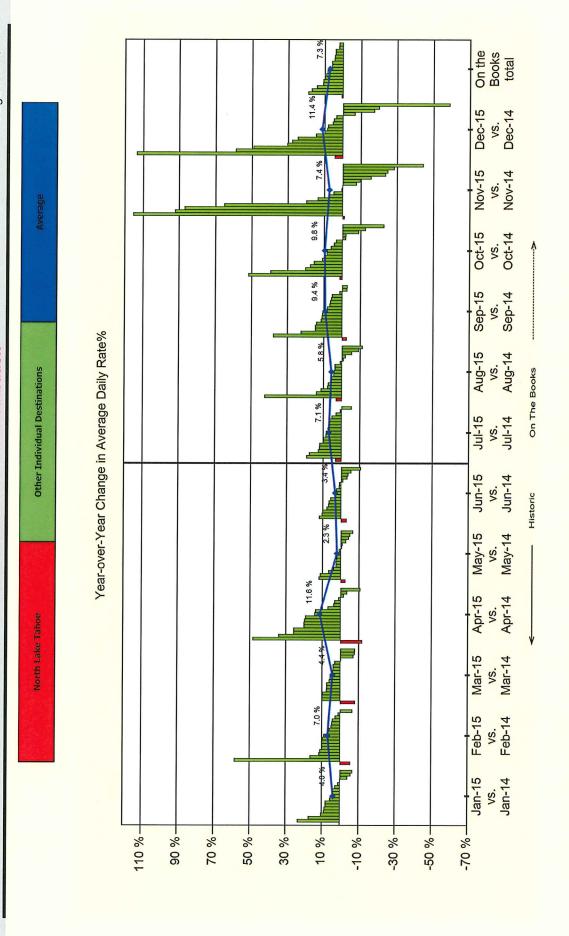


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Average Other Individual Destinations North Lake Tahoe

Occupancy Rate as of 6/30/2015:

All Destination Average	57 %	64 %	% 09	24 %	20 %	45 %	51%	33 %	22 %	%6	3 %	%6	34 %	46 %	22 %
Lowest Occupancy	25 %	28 %	34 %	11 %	% 0	8 %	24 %	13 %	4 %	1%	% 0	2 %	22 %	34 %	8 %
Next Highest Occupancy	36 %	44 %	37 %	15 %	4 %	24 %	28 %	13 %	2 %	1 %	% 0	2 %	23 %	35 %	10 %
Next Highest Occupancy	44 %	46 %	52 %	15 %	% 8	27 %	32 %	13 %	% 9	2 %	1%	3 %	25 %	36 %	11 %
Next Highest Occupancy	47 %	28 %	53 %	17 %	% 8	28 %	36 %	14 %	% 9	3 %	1 %	2 %	27 %	37 %	12 %
Next Highest Occupancy	47 %	% 09	53 %	17 %	11 %	31 %	36 %	17 %	% 8	3 %	1 %	2 %	28 %	37 %	12 %
Next Highest Occupancy	53 %	% 09	% 95	19 %	12 %	32 %	39 %	21 %	12 %	4 %	1 %	2 %	29 %	39 %	16 %
Next Highest Occupancy	25 %	64 %	% 09	22 %	12 %	33 %	41 %	24 %	14 %	4 %	1 %	% 9	29 %	42 %	17 %
Next Highest Occupancy	28 %	% 99	62 %	24 %	15 %	39 %	42 %	25 %	16 %	2 %	1 %	7 %	30 %	43 %	17 %
Next Highest Occupancy	29 %	% 99	63 %	24 %	17 %	39 %	44 %	27 %	16 %	% 9	2 %	8 %	30 %	43 %	18 %
Next Highest Occupancy	29 %	% 99	63 %	25 %	18 %	41 %	49 %	27 %	18 %	% 9	7 % 7	% 8	32 %	45 %	19 %
Next Highest Occupancy	% 09	% 02	63 %	25 %	19 %	44 %	21 %	28 %	20 %	% 8	2 %	% 8	33 %	48 %	19 %
Next Highest Occupancy	% 09	% 02	71 %	26 %	20 %	44 %	54 %	28 %	22 %	% 8	2 %	% 8	36 %	48 %	21 %
Next Highest Occupancy	% 99	71 %	72 %	29 %	23 %	48 %	54 %	35 %	22 %	11 %	3 %	12 %	36 %	20 %	22 %
Next Highest Occupancy	% 69	72 %	72 %	30 %	24 %	20 %	24 %	36 %	24 %	11 %	3 %	12 %	38 %	25 %	22 %
Next Highest Occupancy	% 69	% 9/	73 %	31 %	28 %	27 %	73 %	43 %	30 %	15 %	4 %	13 %	39 %	22 %	29 %
Next Highest Occupancy	71 %	% 8/	% 9/	33 %	45 %	28 %	% 9/	64 %	37 %	16 %	2 %	14 %	43 %	25 %	36 %
Highest Occupancy	75 %	78 %	77 %	34 %	44 %	82 %	81 %	% 99	23 %	21 %	12 %	14 %	49 %	28 %	43 %
North Lake Tahoe	49 %	51 %	41%	32 %	35 %	62 %	63 %	46 %	33 %	21 %	4 %	7 %	37 %	45 %	29 %
Month of Occupancy	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Grand total	historic months total	On the Books total

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Destination Comparative Report as of 6/30/2015 North Lake Tahoe Lodging Occupancy

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Average

North Lake Tahoe

Other Individual Destinations

% Change in Occupancy Rate as of 6/30/2015

All Destination Average	7 %	% 9	%0	4 %	7 %	2 %	% 9	1%	14 %	32 %	% 6	12 %	% 9	2%	% 8
Lowest Pacing	-2 %	-5 %	% 6-	-23 %	n/a	-55 %	-14 %	% 6-	-26 %	-70 %	-53 %	% 94-	4 %	-2 %	-14 %
Next Strongest Pacing	-1 %	-2 %	-7 %	-17 %	-34 %	-12 %	% 6-	% 6-	% 6-	-33 %	-46 %	-34 %	%0	1%	-7 %
Next Strongest Pacing	% 0	-1 %	-7 %	-13 %	-12 %	% 6-	-1 %	-8 %	-4 %	-19 %	-46 %	-15 %	1 %	1 %	-3 %
Next Strongest Pacing	1 %	1 %	% 9-	-10 %	% 9-	-5 %	2 %	-7 %	2 %	-11 %	-16 %	% 8-	3 %	1 %	1%
Next Strongest Pacing	2 %	3 %	-5 %	-5 %	-2 %	-3 %	3 %	% 9-	7 %	4 %	-11 %	-5 %	3 %	2 %	2 %
Next Strongest Pacing	3 %	4 %	-4 %	1 %	2 %	-2 %	3 %	-5 %	% 8	% 8	% 6-	1 %	3 %	2 %	3 %
Next Strongest Pacing	4 %	2 %	-2 %	% 9	2 %	% 0	% 9	-5 %	11 %	21 %	% 8-	11 %	4 %	3 %	2 %
Next Strongest Pacing	2 %	% 9	% 0	8 %	% 9	3 %	% 9	-1 %	17 %	46 %	-2 %	12 %	2 %	4 %	% 9
Next Strongest Pacing	2 %	% 9	1 %	% 6	10 %	4 %	7 %	1 %	21 %	61 %	2 %	12 %	% 9	2 %	8 %
Next Strongest Pacing	% 8	8 %	2 %	10 %	12 %	8 %	7 %	1 %	22 %	63 %	11 %	19 %	% 8	2 %	% 6
Next Strongest Pacing	% 8	% 6	2 %	13 %	12 %	% 6	7 %	4 %	24 %	64 %	13 %	21 %	% 6	% 9	% 6
Next Strongest Pacing	10 %	11 %	4 %	15 %	13 %	12 %	8 %	4 %	% 97	64 %	37 %	22 %	% 6	% 9	15 %
Next Strongest Pacing	17 %	14 %	4 %	27 %	17 %	12 %	16 %	2 %	28 %	% 66	46 %	37 %	10 %	2 %	18 %
Next Strongest Pacing	24 %	15 %	2 %	32 %	25 %	15 %	17 %	% 6	32 %	100 %	% 95	40 %	10 %	10 %	19 %
Next Strongest Pacing	26 %	19 %	11 %	38 %	% 97	19 %	24 %	10 %	22 %	110 %	% 98	43 %	14 %	11 %	21 %
Next Strongest Pacing	40 %	24 %	13 %	43 %	27 %	20 %	28 %	14 %	% 06	114 %	193 %	22 %	17 %	18 %	21 %
Highest Pacing	41 %	38 %	23 %	% 89	71 %	20 %	% 99	20 %	122 %	186 %	282 %	119 %	20 %	25 %	25 %
North Lake Tahoe	2 %	-1 %	% 9-	-12 %	7 %	14 %	-4 %	-1 %	2 %	47 %	15 %	35 %	3 %	2 %	2 %
Occ Months Compared 1	Jan-15 vs. Jan-14	Feb-15 vs. Feb-14	Mar-15 vs. Mar-14	Apr-15 vs. Apr-14	May-15 vs. May-14	Jun-15 vs. Jun-14	Jul-15 vs. Jul-14	Aug-15 vs. Aug-14	Sep-15 vs. Sep-14	Oct-15 vs. Oct-14	Nov-15 vs. Nov-14	Dec-15 vs. Dec-14	Grand total	historic months total	On the Books total

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Average Other Individual Destinations North Lake Tahoe

ADR as of 6/30/2015

All Destination Average	\$362	\$372	\$362	\$197	\$145	\$201	\$239	\$240	\$204	\$157	\$173	\$530	\$288	\$308	\$246
Lowest Pacing	\$156	\$151	\$152	\$99	\$0	\$103	\$132	\$111	\$102	\$68	\$102	\$152	\$143	\$137	\$133
Next Strongest Pacing	\$172	\$164	\$162	\$108	\$85	\$105	\$136	\$118	\$109	\$90	\$111	\$188	\$162	\$166	\$142
Next Strongest Pacing	\$183	\$176	\$174	\$123	\$87	\$113	\$152	\$136	\$112	\$104	\$120	\$220	\$165	\$169	\$152
Next Strongest Pacing	\$186	\$197	\$194	\$132	\$89	\$114	\$155	\$148	\$114	\$108	\$121	\$241	\$188	\$171	\$154
Next Strongest Pacing	\$187	\$221	\$218	\$142	\$92	\$122	\$158	\$149	\$124	\$109	\$138	\$256	\$191	\$197	\$163
Next Strongest Pacing	\$209	\$228	\$220	\$148	\$107	\$135	\$158	\$150	\$126	\$116	\$152	\$319	\$193	\$197	\$166
Next Strongest Pacing	\$227	\$251	\$228	\$173	\$121	\$136	\$159	\$157	\$136	\$118	\$152	\$334	\$196	\$208	\$167
Next Strongest Pacing	\$274	\$294	\$235	\$176	\$122	\$140	\$163	\$163	\$147	\$130	\$159	\$363	\$200	\$225	\$183
Next Strongest Pacing	\$285	\$297	\$297	\$178	\$129	\$159	\$177	\$173	\$149	\$133	\$161	\$431	\$243	\$263	\$183
Next Strongest Pacing	\$291	\$302	\$319	\$180	\$136	\$159	\$177	\$181	\$155	\$137	\$167	\$435	\$247	\$265	\$185
Next Strongest Pacing	\$301	\$307	\$320	\$187	\$142	\$167	\$183	\$201	\$172	\$157	\$190	\$511	\$283	\$270	\$200
Next Strongest Pacing	\$301	\$335	\$352	\$205	\$146	\$186	\$237	\$226	\$178	\$160	\$211	\$547	\$290	\$295	\$218
Next Strongest Pacing	\$420	\$414	\$367	\$205	\$148	\$189	\$240	\$231	\$181	\$165	\$212	\$645	\$301	\$349	\$266
Next Strongest Pacing	\$484	\$483	\$453	\$208	\$149	\$193	\$241	\$237	\$215	\$167	\$216	\$720	\$333	\$388	\$278
Next Strongest Pacing	\$506	\$517	\$482	\$218	\$154	\$235	\$253	\$250	\$245	\$172	\$228	\$726	\$386	\$423	\$278
Next Strongest Pacing	\$516	\$536	\$541	\$250	\$129	\$264	\$319	\$320	\$285	\$186	\$235	\$791	\$400	\$434	\$304
Highest Pacing	\$519	\$549	\$569	\$292	\$166	\$344	\$406	\$386	\$292	\$188	\$391	\$820	\$416	\$455	\$401
North Lake Tahoe	\$272	\$268	\$223	\$157	\$167	\$214	\$270	\$272	\$209	\$173	\$150	\$298	\$232	\$223	\$246
ADR Months Compared	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Grand total	historic months total	On the Books total

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North Lake Tahoe Other Individual Destinations Average

% Change in ADR as of 6/30/2015:

All Destination Average	4 %	2 %	4 %	12 %	2 %	3 %	7 %	% 9	% 6	10 %	7 %	11 %	5 %	2 %	3 % L
Lowest ADR	-7 %	-7 %	% 8-	-11 %	n/a	-11 %	-5 %	-11 %	-3 %	-23 %	-44 %	-59 %	% 0	-5 %	2 %
Next Highest ADR	% 9-	1%	% 8-	-3 %	-7 %	-5 %	1 %	% 6 -	-3 %	-13 %	-28 %	-20 %	2 %	% 0	2 %
Next Highest ADR	4%	3 %	-7 %	-2 %	-5 %	4 %	3 %	-5 %	2 %	% 6-	-25 %	-17 %	3 %	1 %	4 %
Next Highest ADR	% 0	4 %	% 0	1 %	-4 %	-3 %	2 %	-2 %	2 %	-5 %	-24 %	-7 %	3 %	7 %	4 %
Next Highest ADR	1%	2 %	3 %	3 %	-3 %	-1 %	2 %	-1 %	% 9	-2 %	-16 %	4 %	3 %	4 %	2 %
Next Highest ADR	3 %	2 %	4 %	4 %	-1 %	1 %	2 %	1 %	2 %	4 %	-10 %	2 %	2 %	2 %	2 %
Next Highest ADR	4 %	% 9	4 %	7 %	% 0	1 %	2 %	4 %	2 %	2 %	% 8-	% 9	2 %	2%	% 9
Next Highest ADR	4 %	7 %	4 %	14 %	1 %	3 %	% 8	4 %	% 8	% 9	% 0	8 %	% 9	% 9	% 9
Next Highest ADR	4 %	% 6	2 %	14 %	1%	3 %	% 6	4 %	% 6	% 8	1%	% 6	% 9	% 9	7 %
Next Highest ADR	% 9	10 %	% 9	19 %	2 %	4 %	% 6	2 %	11 %	% 8	2 %	10 %	7 %	% 9	% 6
Next Highest ADR	% 8	10 %	% 9	20 %	2 %	% 9	10 %	% 9	11 %	10 %	% 8	15 %	7 %	2 %	% 6
Next Highest ADR	8 %	10 %	7%	20 %	3 %	7%	10 %	% 9	12 %	11 %	14 %	25 %	7 %	7 %	10 %
Next Highest ADR	% 6	10 %	% 8	20 %	3 %	7 %	12 %	2 %	14 %	16 %	20 %	28 %	7 %	% 8	11 %
Next Highest ADR	% 6	11 %	8 %	% 97	4 %	% 8	12 %	% 8	15 %	18 %	% 59	31 %	% 6	8 %	11 %
Next Highest ADR	11 %	12 %	10 %	26 %	% /	10 %	13 %	12 %	15 %	20 %	% 48	49 %	10 %	10 %	14 %
Next Highest ADR	17 %	17 %	10 %	34 %	11 %	11 %	18 %	14 %	23 %	40 %	92 %	29 %	12 %	10 %	17 %
Highest ADR	23 %	28 %	10 %	48 %	12 %	12 %	19 %	43 %	38 %	25 %	115 %	114 %	20 %	22 %	19 %
North Lake Tahoe	% 0	% 9-	% 8-	-12 %	-2 %	-3 %	3 %	3 %	-2 %	2 %	-1 %	2 %	-2 %	-4 %	1 %
Month of ADR	Jan-15 vs. Jan-14	Feb-15 vs. Feb-14	Mar-15 vs. Mar-14	Apr-15 vs. Apr-14	May-15 vs. May-14	Jun-15 vs. Jun-14	Jul-15 vs. Jul-14	Aug-15 vs. Aug-14	Sep-15 vs. Sep-14	Oct-15 vs. Oct-14	Nov-15 vs. Nov-14	Dec-15 vs. Dec-14	Grand total	historic months total	On the Books total

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RESORTS INCLUDED IN COMPARISONS:

Avon Beaver Creek Breckenridge	
Avon Beaver Creek Breckenridge	Contraction to the Contraction of the Contraction o
Beaver Creek Breckenridge	
Breckenridge	destructives extractives of the community of the communit
Central Summit County CO	ordens i responsibilitati Elenzin († 1800) († 1840) kanasamerta,
Copper Mountain	
Gunnison / Crested Butte	Compression of the Company of the Co
Jackson Hole	
Keystone	ny produce a service de la company de la com
Mammoth Lakes	
Mt Bachelor	POSTALERON THREE PRINCES IN THE SERVICE SERVIC
Park City Area Chamber	
Snowmass	
Steamboat Springs	e desilente e e e e de constante de la constante de la constante de la constante.
Telluride	
Vail	
Winter Park Resort	

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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

	FY 14/15	FY 13/14	<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%
Monthly Detail/Activity	June-15	June-14	
Number of Groups Booked:	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%
	5 Corp, 1	1 Corp, 3 Assn.,	
Booked Group Types:	Assoc., 2 Smf	1 Smf	
Lost Business, # of Groups:	4	2	
Arrived in the month	June-15 * Es	t. June-14	
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,	3 Corp, 4 Assn.	
	2 Smf	3 Smf	
Monthly Detail/Activity	May-15	<u>May-14</u>	
Number of Groups Booked:	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%
		1 Corp., 3	
	3 Corp, 2 Assn.,	Assn., 4 SMF, 1	
Booked Group Types:	2 SMF, 1 Govt.	Seminar	
Lost Business, # of Groups:	6	20	

	Arrived in the month	<u>May-15</u> * Es		
	Number of Groups:	4	1	/
	Revenue Arrived:	\$48,169	\$5,632	755%
	Projected Commission:	\$1,195	\$0	0.400/
	Room Nights:	438	42	943%
	Number of Delegates:	445	20	2125%
	Arrived Group Types:	1 Assn., 1 Smf,	1 Corp.	
		1 Govt., 1 Non-Profit		
Monthly	Detail/Activity	April-15	<u>April-14</u>	
	Number of Groups Booked:	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%
		1 Corp, 1 Assn,	2 Corp., 1 Assn,	
		1 Smf, 1 Govt	3 Smf and 1	
	Booked Group Types:	and 1 Society	Society	
	Lost Business, # of Groups:	7	0	
	Arrived in the month	April-15 *Est.	April-14	
	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	
Monthly 1	Detail/Activity	March-15	March-14	
	Number of Groups Booked:	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%
		2 Assoc, 1 Non-		
	Booked Group Types:	Profit	2 Corp.	
	Lost Business, # of Groups:	7	0	
	Arrived in the month	March-15	March-14	
	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	
Monthly 1	Dotoil/A oficity	February-15	February-14	
			•	
<i>y</i> -	Number of Groups Booked:	5	3	
<i>y</i> -			•	613% 428%

	Doom Nighto	2222	200	0700/
	Room Nights:	2223	288	672%
	Number of Delegates:	902	154	486%
	Paakad Crayn Tymas	2 Corp, 2 Smf, 1 Assn.	2 Com 1 Film	
	Booked Group Types: Lost Business, # of Groups:		2 Corp. 1 Film	
	Lost Business, # of Groups:	2	3	
	Arrived in the month	February-15	February-14	
	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 D	etail/Activity	<u>January-15</u>	January-14	
<i>y</i>	Number of Groups Booked:	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%
	rumoor or belogates.	323	1 Corp, 6 Smf,	-0 /6
	Booked Group Types:	2 Assn.	1 Assn.	
	Lost Business, # of Groups:	9	4	
	Lost Business, " of Groups.	,	4	
	Arrived in the month	January-15	<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 De	etail/Activity	December-14	December-13	
	Number of Groups Booked:	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%
	<u> </u>		1 Corp, 6 Assn,	
			2 Tour Oper., 2	
	Booked Group Types:	3 Smf	Smf, 1 Govt	
	Lost Business, # of Groups:	5	5	
	Arrived in the month	December-14	December-13	
	Number of Groups:	0	0	
	Revenue Arrived:	\$ 0	\$ 0	
	Projected Commission:	\$0 \$0	\$0 \$0	
	Room Nights:	φ0 0	20	
	Number of Delegates:	0	0	
	Arrived Group Types:	v	U	

Monthly Det	ail/Activity	November-14	November-13	
monthly De	Number of Groups Booked:	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%
	Number of Delegates.	1 Film, 1 Corp,	80	101076
	Poolsed Group Tymos	1 Smf, 2 Assn.	3 smf	
	Booked Group Types:		3	
	Lost Business, # of Groups:	6	3	
	Arrived in the month	November-14	November-13	
	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	30,0
	Airred Group Types.	1 1 IIII Olow	1 Corp	
Monthly Det	ail/Activity	October-14	October-13	
	Number of Groups Booked:	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	
	Arrived in the month	October-14	October-13	
	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 Assoc, 1 Smf,	1070
	71111ved Group Types.	1 Smf	1 Non-Profit, 1 TA	
		1 Omi	1 11011-1 10111, 1 171	
Monthly Det	•	September-14	September-13	
	Number of Groups Booked:	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	
	Arrived in the month	September-14	September-13	
	Number of Groups:	9	12	
	Revenue Arrived:	\$537,101	\$848,564	-37%
			•	

	Projected Commission: Room Nights: Number of Delegates: Arrived Group Types:	\$7,879 2782 1675 4 Assoc, 1 Corp, 3 Smf and 1 Society	\$17,455 4052 2148 4 Corp, 2 Assoc, 1 Govt, 1 Film, 4 Smf	-55% -31% -22%
Monthly Det	ail/Activity	August-14	August-13	
	Number of Groups Booked:	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	August-14	August-13	
	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	6 Corp, 7 Assoc,	
		4 Smf and 1 Govt.	1 Smf, 1 Film	
Monthly Det	ail/Activity	<u>July-14</u>	<u>July-13</u>	
	Number of Groups Booked:	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%
		2 Assoc., 2	4 Assn, 6 Smf,	
	Booked Group Types:	Corp	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,	3 Assoc, 5 Smf, 1 Govt	
	. 71	2 Assoc., 2 Sem.	1 Corp.	
		•	•	

For 2015/16: For 2016/17:

\$2,306,685 \$2,395,252 \$1,500,000 \$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







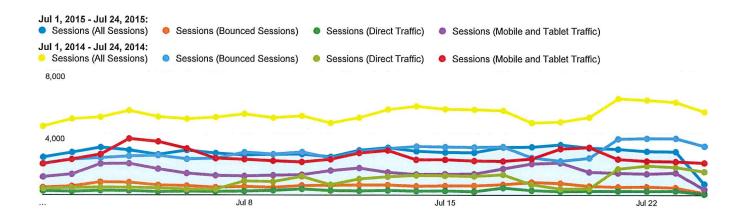


2014

Mobile and Tablet T... +6.21%

Explorer

Summary



	Acquisition			Behavior		Conversions			
Browser	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% a 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 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
I. 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,									

	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%)	-
0	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%)	Management and a second
	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						1	1		5	_1
	Jul 1, 2015 - Jul 24, 2015	7.7									
	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						1				man,
	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									100	-
	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										water
	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%)	and the second second second
	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%)	-
											and the same

	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%
	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 (0.009
	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 (0.009
1	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
	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
ı	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
ı	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
1	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 (0.009
E	Bounced S	762 (1.15%)	79.53%	606 (1.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
I	Direct Traff	450 (2.00%)	68.44%	308 (1.50%)	68.89%	1.74	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.009
ľ	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 (0.009
	Amazon Silk		t		1	'			,	
_	Jul 1, 2015 - Jul 24, 2015									
P	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%
E	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%
N	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		Y		'	'	,	į		
P	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%
E							22.22.42	0.000/	0	*****
	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%

A	Agent									
-	Jul 1, 2015 Jul 24, 2015									
Α	All Session	72 (0.11%)	90.28%	65 (0.13%)	52.78%	2.71	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.009
В	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
D	Direct Traff	59 (0.90%)	88.14%	52 (1.00%)	52.54%	2.95	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.009
N	Nobile 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
-	ul 1, 2014 Jul 24, 014			1	,		,			
Α	II Session	79 (0.06%)	18.99%	15 (0.02%)	34.18%	8.94	01:58:05	0.00%	0 (0.00%)	\$0.00 (0.009
В	Sounced 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
D	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
M	Nobile 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. (r	not set)		1		1					
-,	ul 1, 2015 Jul 24, 015									
А	II 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
В	ounced S	21 (0.14%)	100.00%	21 (0.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
D	irect 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
М	lobile 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
	ul 1, 2014 Jul 24, 014					1	1			
Al	II Session	106 (0.08%)	100.00%	106 (0.11%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
В	ounced S	106 (0.16%)	100.00%	106 (0.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
Di	irect Traff	1 (0.00%)	100.00%	1 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
М	lobile and	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
10. O	pera		•							
	ul 1, 2015 Jul 24, 015									
Al	Il Session	29 (0.04%)	86.21%	25 (0.05%)	13.79%	5.86	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.009
Во	ounced S	4 (0.03%)	75.00%	3 (0.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.009
Di	irect Traff	3 (0.05%)	100.00%	3 (0.06%)	33,33%	5.67	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.009
M	obile 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%
	ul 1, 2014 Jul 24,)14									
Al	I 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%
Вс	ounced 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%
Di	rect 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%

Rows 1 - 10 of 28