



June 2010
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of May 31, 2010

Executive Summary

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,710 Units

		2009/10	2008/09	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (May) changed by (-3.2%)	Occupancy (May) :	26.5%	27.4%	-3.2%
North Lake Tahoe Average Daily Rate for last month (May) changed by (-6.7%)	ADR (May) :	\$137	\$147	-6.7%
North Lake Tahoe RevPAR for last month (May) changed by (-9.7%)	RevPAR (May) :	\$36	\$40	-9.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (June) changed by (-22.3%)	Occupancy (June)	35.8%	46.0%	-22.3%
North Lake Tahoe Average Daily Rate for next month (June) changed by (-9.3%)	ADR (June) :	\$172	\$189	-9.3%
North Lake Tahoe RevPAR for next month (June) changed by (-29.5%)	RevPAR (June) :	\$61	\$87	-29.5%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (13.7%)	Occupancy	42.4%	37.3%	13.7%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.1%)	ADR	\$219	\$226	-3.1%
North Lake Tahoe RevPAR for the prior 6 months changed by (10.2%)	RevPAR	\$93	\$84	10.2%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (-1.0%)	Occupancy	22.6%	22.8%	-1.0%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-6.8%)	ADR	\$183	\$196	-6.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-7.7%)	RevPAR	\$41	\$45	-7.7%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: May. 31, 2010 vs. Previous Year				
Rooms Booked during last month (May, 2010) compared to Rooms Booked during the same period last year (May, 2009) for all arrival dates has changed by (-20.5%)	Booking Pace (May) :	7.5%	9.5%	-20.5%

Supporting Data Tables are provided in the last section of this Report, and provide a full set of supporting information. While neither as easy or convenient as the Summary or Charts, the Tables offer the most complete presentation of data that is available to MTRIP Subscribers.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst MTRIP's other participants.

As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

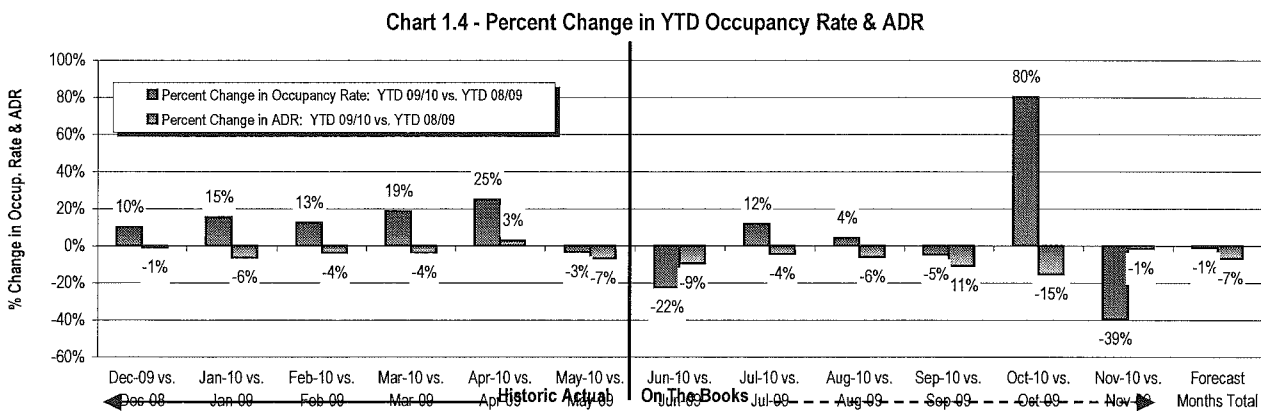
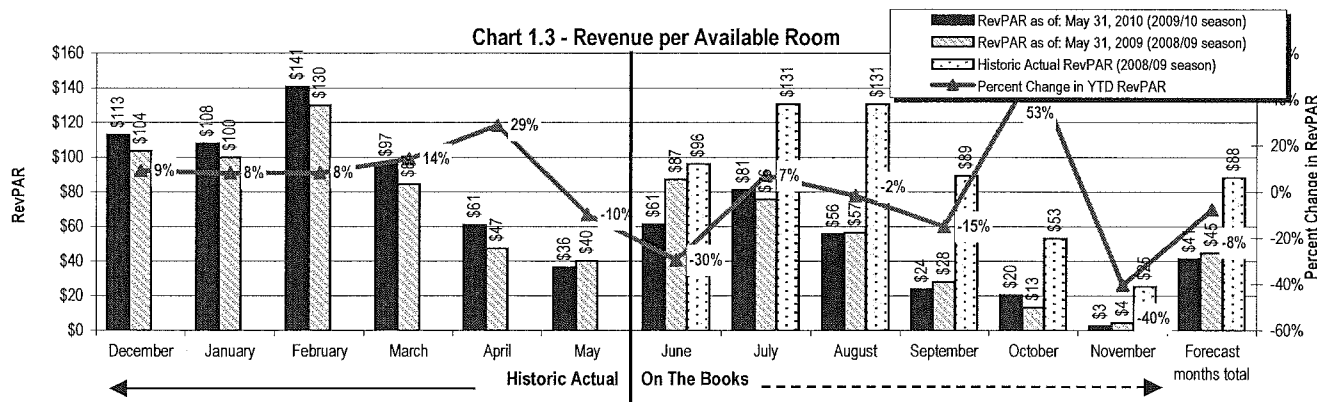
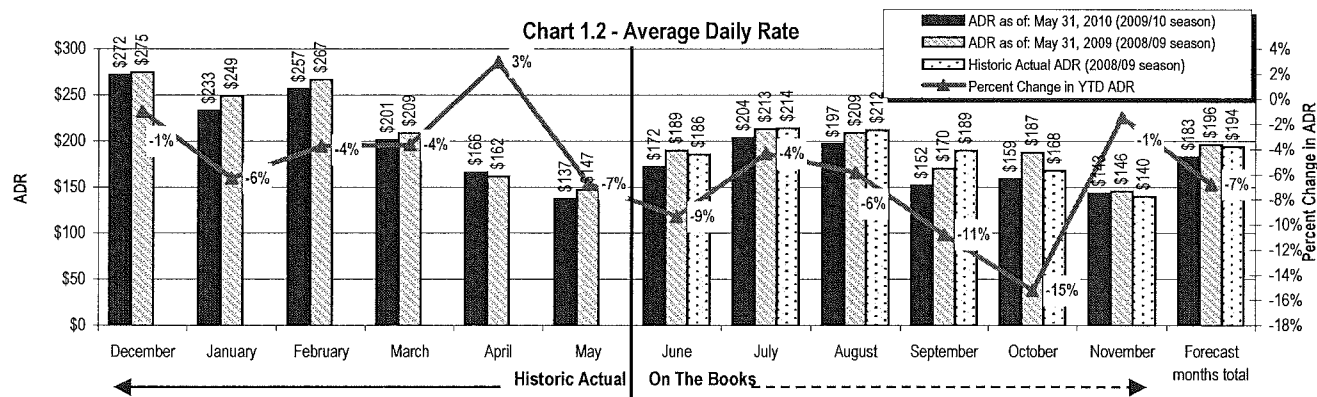
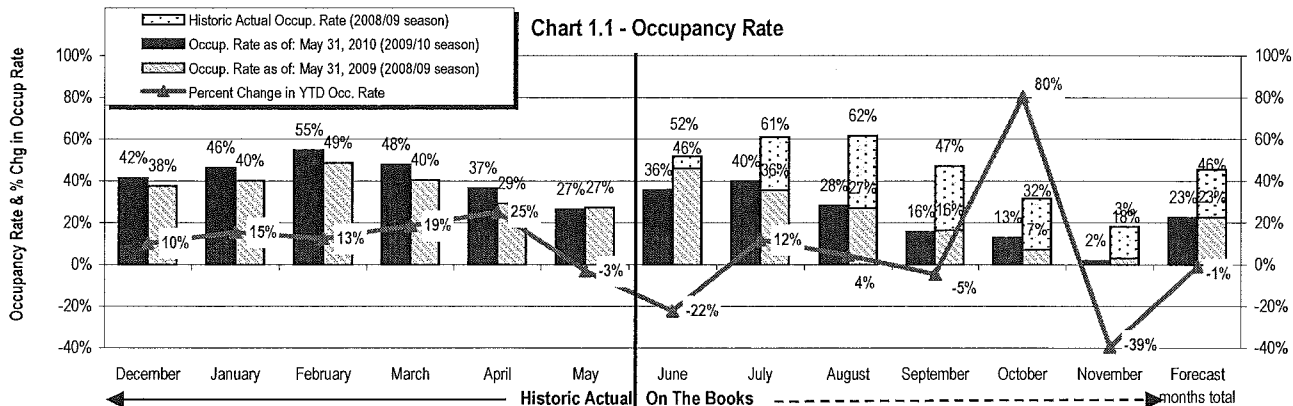
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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2009/10 YTD (as of May 31, 2010) vs. 2008/09 YTD (as of May 31, 2009) vs. 2008/09 Historical

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

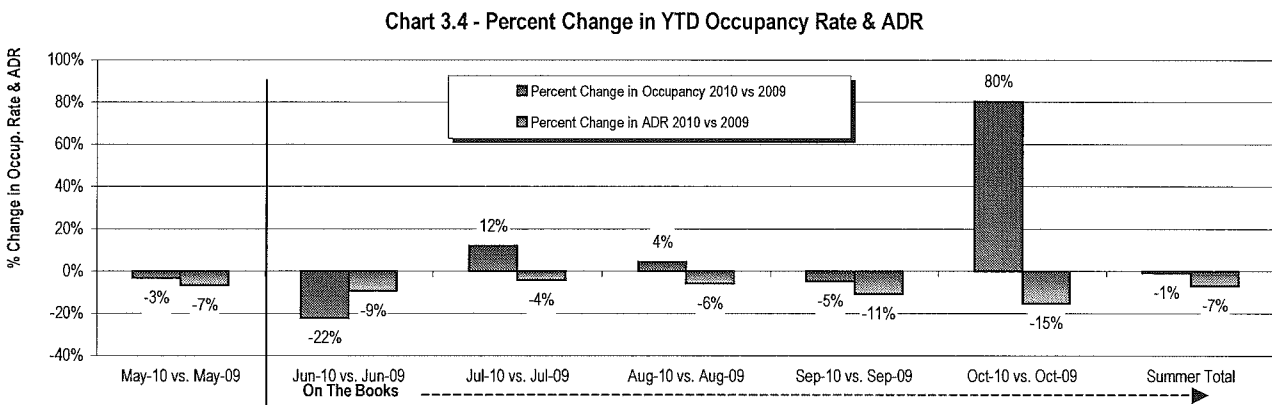
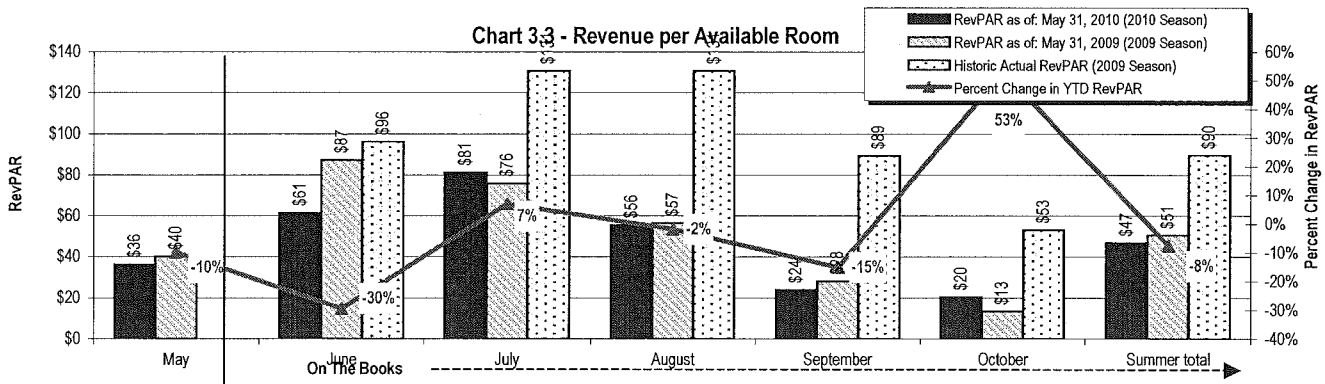
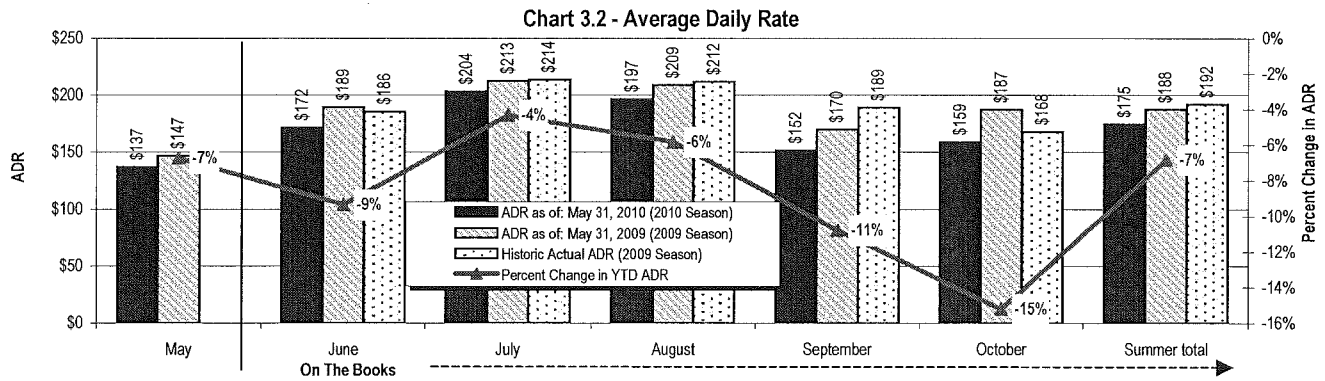
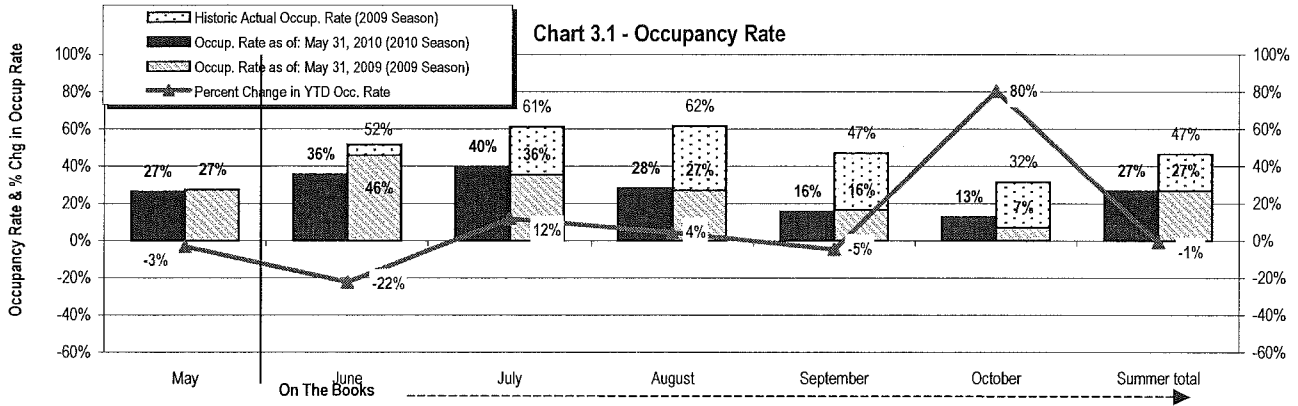


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC SUMMER SEASON SUMMARY GRAPHS

2010 YTD (as of May 31, 2010) vs. 2009 YTD (as of May 31, 2009) vs. 2009 Historical

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



RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of May 31, 2010) vs. 2009/10 YTD (as of May 31, 2009) vs. 2009/10 Historical
 NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 2.1 - Occupancy Rate

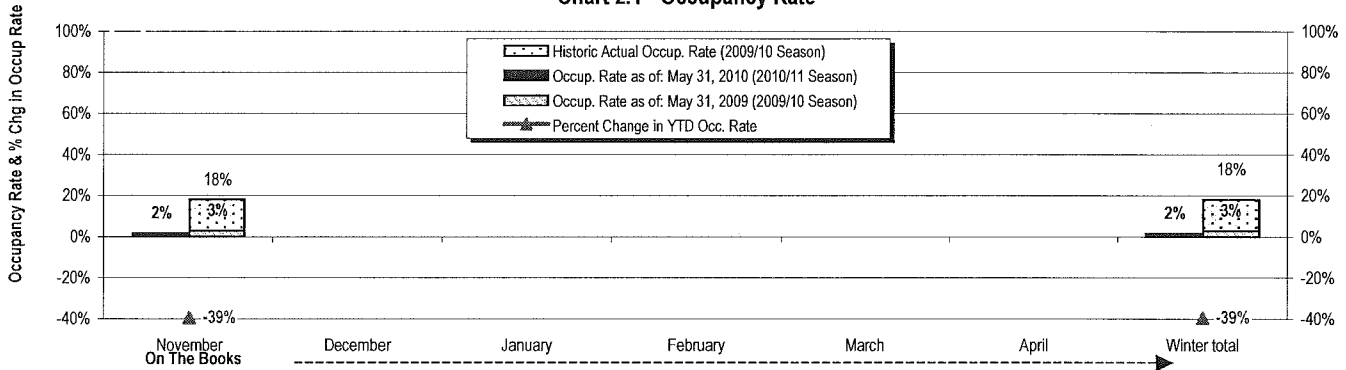


Chart 2.2 - Average Daily Rate

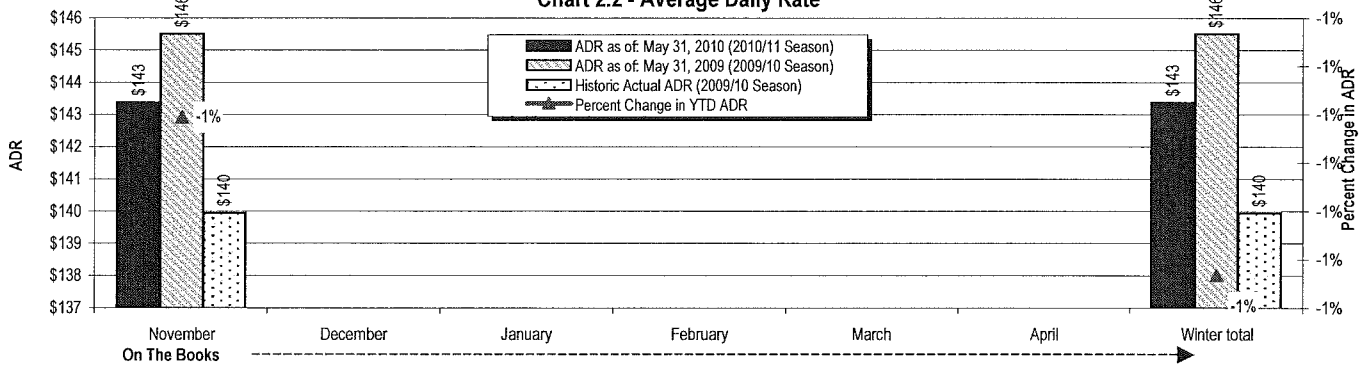


Chart 2.3 - Revenue per Available Room

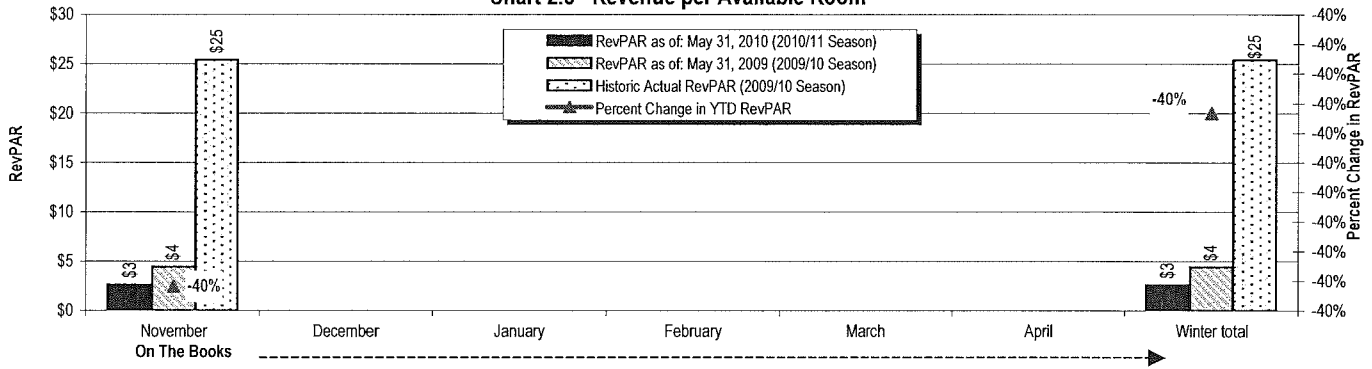
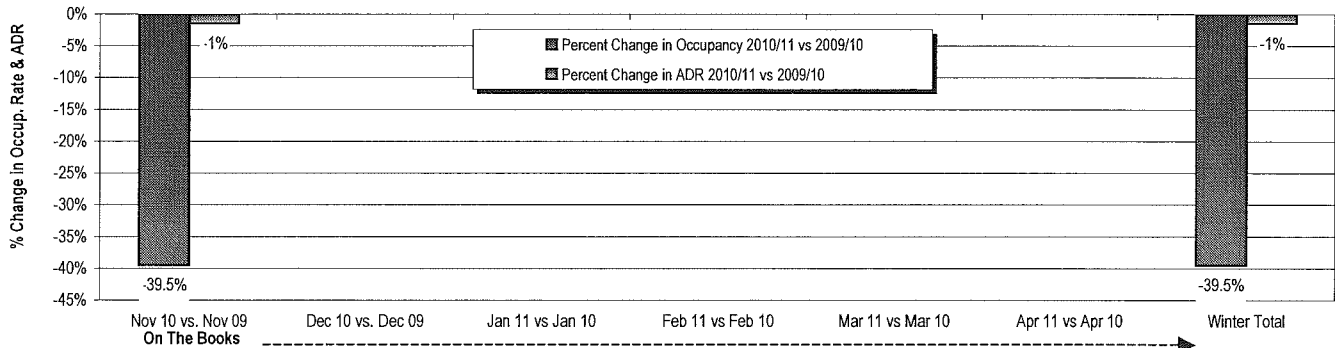


Chart 2.4 - Percent Change in YTD Occupancy Rate & ADR

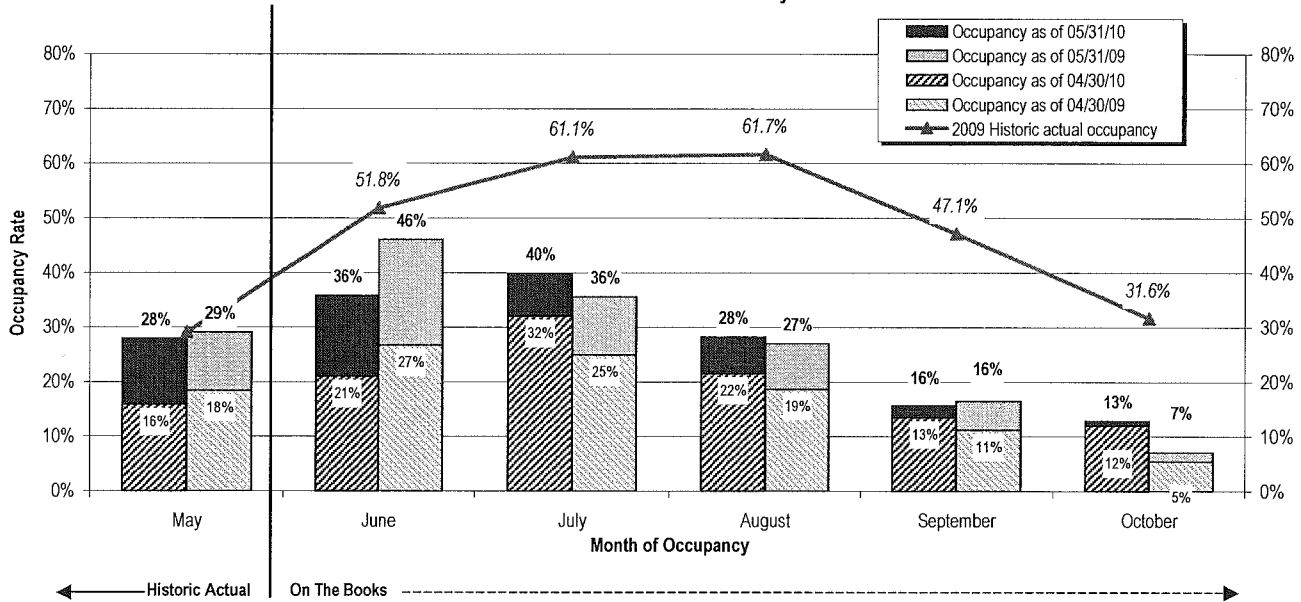


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**RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS**

2010 Occupancy Pace as of May 31, 2010 and Apr. 30, 2010 versus same period 2009 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

2.5 Month of Occupancy:	OCCUPANCY AS OF MAY 31			OCCUPANCY AS OF APR 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2009 Historic actual occupancy
	Occupancy as of 05/31/10	Occupancy as of 05/31/09	Absolute Change	Occupancy as of 04/30/10	Occupancy as of 04/30/09	Absolute Change	Incremental occupancy booked during May, 2010	Incremental occupancy booked during May, 2009	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	May	27.9%	29.1%	-1.2%	15.8%	18.4%	-2.6%	12.1%	10.7%	1.3%	
June	35.8%	46.0%	-10.3%	21.0%	26.7%	-5.7%	14.8%	19.3%	-4.5%	-23.4%	51.8%
July	39.8%	35.6%	4.2%	32.0%	24.9%	7.1%	7.8%	10.7%	-2.9%	-26.9%	61.1%
August	28.2%	27.0%	1.2%	21.6%	18.7%	2.9%	6.7%	8.3%	-1.7%	-20.0%	61.7%
September	15.7%	16.5%	-0.8%	13.5%	11.2%	2.3%	2.2%	5.3%	-3.0%	-58.0%	47.1%
October	12.9%	7.1%	5.7%	12.0%	5.5%	6.5%	0.9%	1.7%	-0.8%	-47.6%	31.6%
Total	27.0%	27.3%	-0.2%	19.5%	17.8%	1.7%	7.5%	9.5%	-1.9%	-20.5%	47.4%

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 - 12 MONTH SUPPORTING DATA TABLES

Bookings as of May 31, 2010

NOTE: Number of Properties in Sample Varies for Each Metric and Month (See Sample Size Column)

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2009/10 VS. YTD 2008/09			Historic Actual Occup. Rate (2008/09 season)	# of Properties in Sample
		Occup. Rate as of: May 31, 2010 (2009/10 season)	Occup. Rate as of: May 31, 2009 (2008/09 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2009/10 & 2008/09)						
December	↑ Historic Actual ↓ On The Books	41.6%	37.7%	10.2%		11
January		46.3%	40.1%	15.4%		11
February		54.8%	48.7%	12.5%		11
March		48.0%	40.5%	18.7%		11
April		36.7%	29.3%	25.1%		11
May		26.5%	27.4%	-3.2%		10
June		35.8%	46.0%	-22.3%	51.8%	9
July		39.8%	35.6%	11.9%	61.1%	9
August		28.2%	27.0%	4.4%	61.7%	9
September		15.7%	16.5%	-4.7%	47.1%	9
October		12.9%	7.1%	80.4%	31.6%	8
November	1.8%	3.0%	-39.5%	18.2%	9	
Grand total		33.6%	30.9%	8.8%	41.0%	11
Historic months total		42.4%	37.3%	13.7%	37.3%	11
Forecast months total		22.6%	22.8%	-1.0%	45.5%	9

AVERAGE DAILY RATE		ADR: YTD 2009/10 VS. YTD 2008/09			Historic Actual ADR (2008/09 season)	# of Properties in Sample
		ADR as of: May 31, 2010 (2009/10 season)	ADR as of: May 31, 2009 (2008/09 season)	Percent Change in YTD ADR		
Month of Occupancy (2009/10 & 2008/09)						
December	↑ Historic Actual ↓ On The Books	\$272	\$275	-1.0%		11
January		\$233	\$249	-6.3%		11
February		\$257	\$267	-3.7%		11
March		\$201	\$209	-3.6%		11
April		\$166	\$162	2.9%		11
May		\$137	\$147	-6.7%		10
June		\$172	\$189	-9.3%	\$186	9
July		\$204	\$213	-4.3%	\$214	9
August		\$197	\$209	-5.8%	\$212	9
September		\$152	\$170	-10.8%	\$189	9
October		\$159	\$187	-15.2%	\$168	8
November	\$143	\$146	-1.5%	\$140	9	
Grand total		\$208	\$217	-3.7%	\$210	11
Historic months total		\$219	\$226	-3.1%	\$226	11
Forecast months total		\$183	\$196	-6.8%	\$194	9

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2009/10 VS. YTD 2008/09			Historic Actual RevPAR (2008/09 season)	# of Properties in Sample
		RevPAR as of: May 31, 2010 (2009/10 season)	RevPAR as of: May 31, 2009 (2008/09 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2009/10 & 2008/09)						
December	↑ Historic Actual ↓ On The Books	\$113	\$104	9.2%		11
January		\$108	\$100	8.2%		11
February		\$141	\$130	8.3%		11
March		\$97	\$84	14.4%		11
April		\$61	\$47	28.8%		11
May		\$36	\$40	-9.7%		10
June		\$61	\$87	-29.5%	\$96	9
July		\$81	\$76	7.1%	\$131	9
August		\$56	\$57	-1.7%	\$131	9
September		\$24	\$28	-15.0%	\$89	9
October		\$20	\$13	52.9%	\$53	8
November	\$3	\$4	-40.4%	\$25	9	
Grand total		\$70	\$67	4.7%	\$86	11
Historic months total		\$93	\$84	10.2%	\$84	11
Forecast months total		\$41	\$45	-7.7%	\$88	9

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of May 31, 2010

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

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2009 Season)
		Occup. Rate as of: May 31, 2010 (2010 Season)	Occup. Rate as of: May 31, 2009 (2009 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010 & 2009)					
May		26.5%	27.4%	-3.2%	
June	On The Books	35.8%	46.0%	-22.3%	51.8%
July	↓	39.8%	35.6%	11.9%	61.1%
August		28.2%	27.0%	4.4%	61.7%
September		15.7%	16.5%	-4.7%	47.1%
October	↓	12.9%	7.1%	80.4%	31.6%
Summer total		26.8%	27.0%	-0.8%	46.6%

AVERAGE DAILY RATE		<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2009 Season)
		ADR as of: May 31, 2010 (2010 Season)	ADR as of: May 31, 2009 (2009 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010 & 2009)					
May		\$137	\$147	-6.7%	
June	On The Books	\$172	\$189	-9.3%	\$186
July	↓	\$204	\$213	-4.3%	\$214
August		\$197	\$209	-5.8%	\$212
September		\$152	\$170	-10.8%	\$189
October	↓	\$159	\$187	-15.2%	\$168
Summer total		\$175	\$188	-6.8%	\$192

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2009 Season)
		RevPAR as of: May 31, 2010 (2010 Season)	RevPAR as of: May 31, 2009 (2009 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010 & 2009)					
May		\$36	\$40	-9.7%	
June	On The Books	\$61	\$87	-29.5%	\$96
July	↓	\$81	\$76	7.1%	\$131
August		\$56	\$57	-1.7%	\$131
September		\$24	\$28	-15.0%	\$89
October	↓	\$20	\$13	52.9%	\$53
Summer total		\$47	\$51	-7.5%	\$90

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC WINTER SEASON SUPPORTING DATA TABLES
Winter Bookings as of May 31, 2010

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

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: May 31, 2010 (2010/11 Season)	Occup. Rate as of: May 31, 2009 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	1.8%	3.0%	-39.5%	18.2%
December				
January				
February				
March				
April				
Winter total	1.8%	3.0%	-39.5%	18.2%

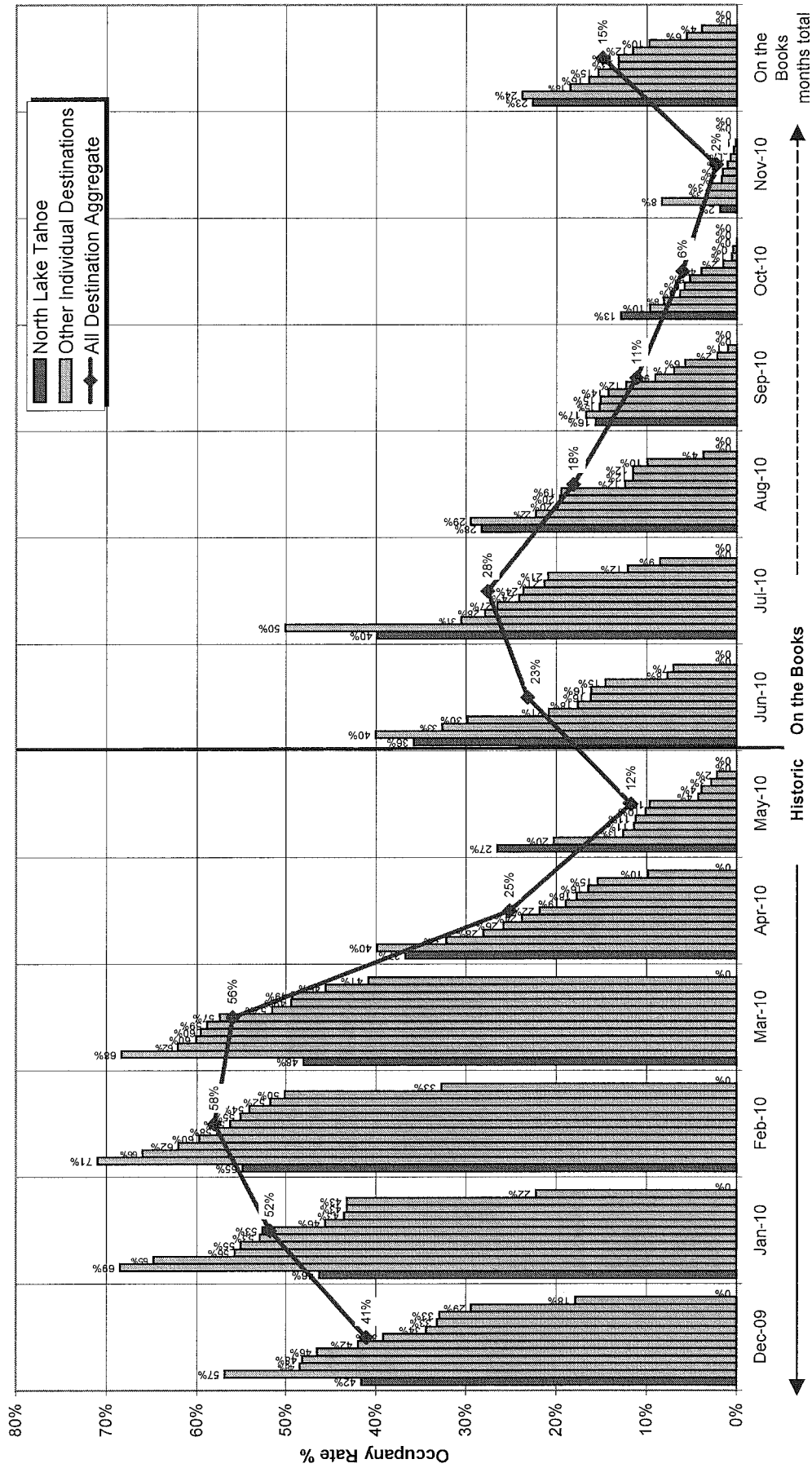
AVERAGE DAILY RATE	<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
	ADR as of: May 31, 2010 (2010/11 Season)	ADR as of: May 31, 2009 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$143	\$146	-1.5%	\$140
December				
January				
February				
March				
April				
Winter total	\$143	\$146	-1.5%	\$140

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: May 31, 2010 (2010/11 Season)	RevPAR as of: May 31, 2009 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$3	\$4	-40.4%	\$25
December				
January				
February				
March				
April				
Winter total	\$3	\$4	-40.4%	\$25

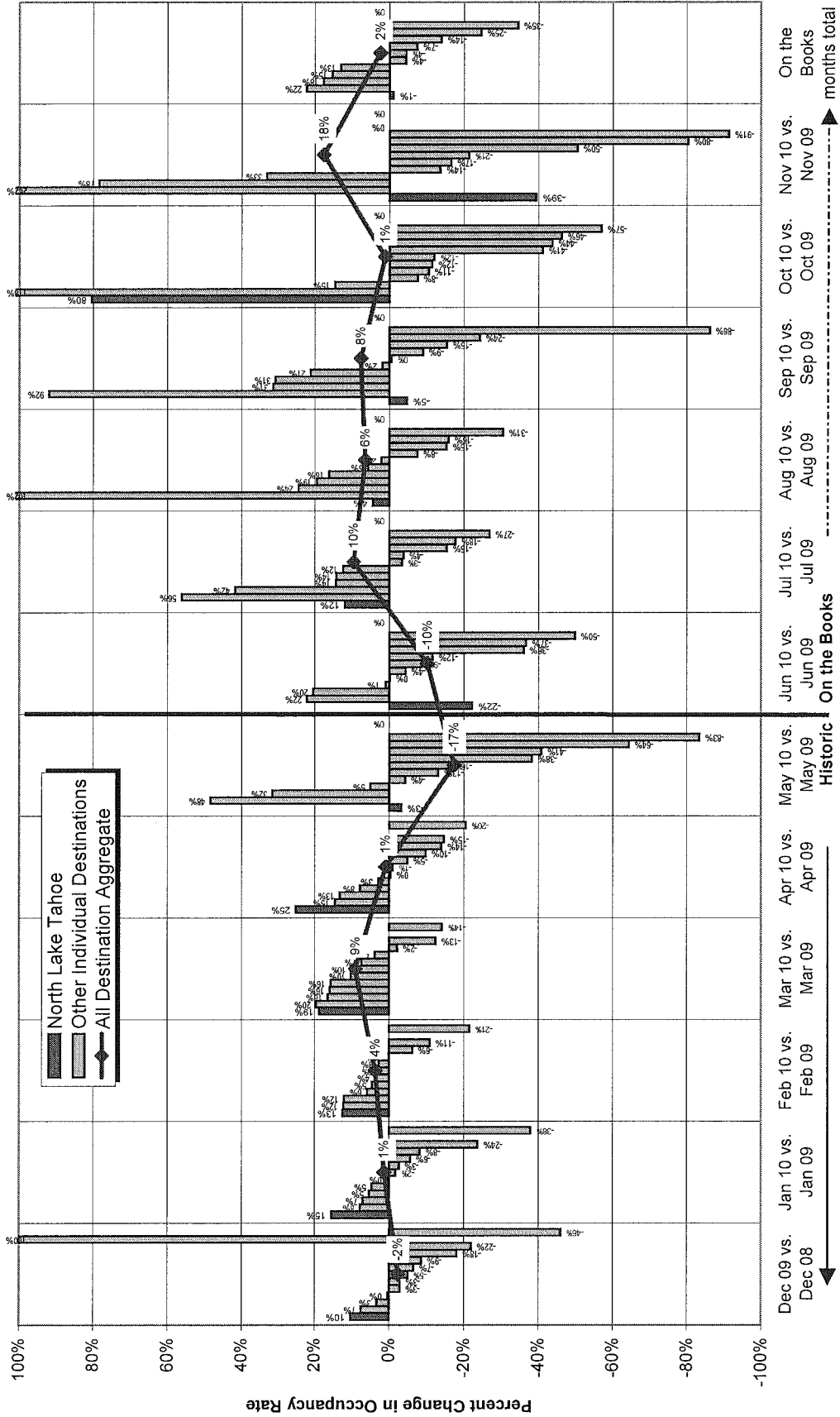
Occupancy Rate 2009/2010 Season as of May 31, 2010

Historic and Forecast Data

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



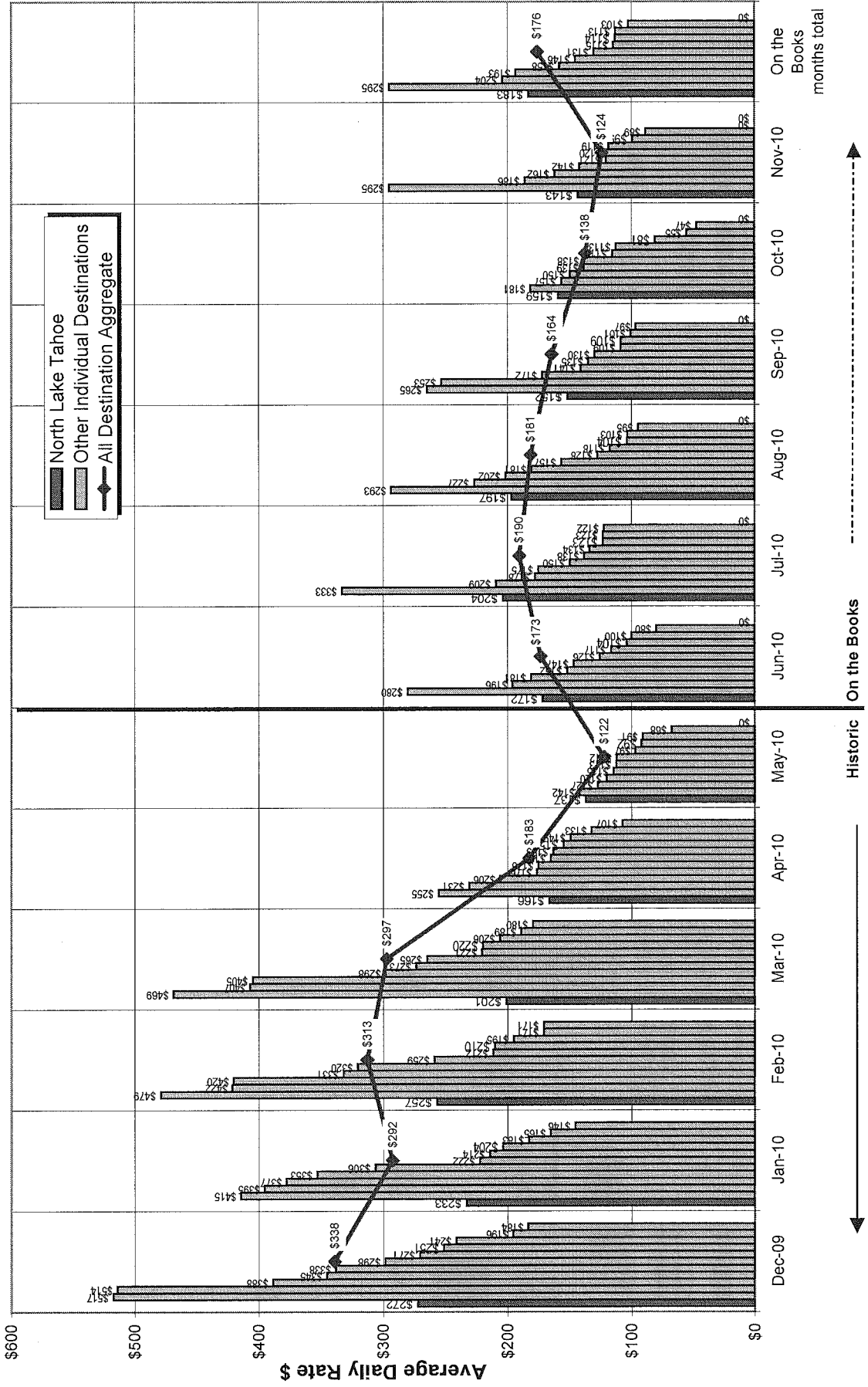
Percent Change in Occupancy Rate: 2009/2010 vs 2008/2009 as of May 31, 2010
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2009/2010 Season as of May 31, 2010

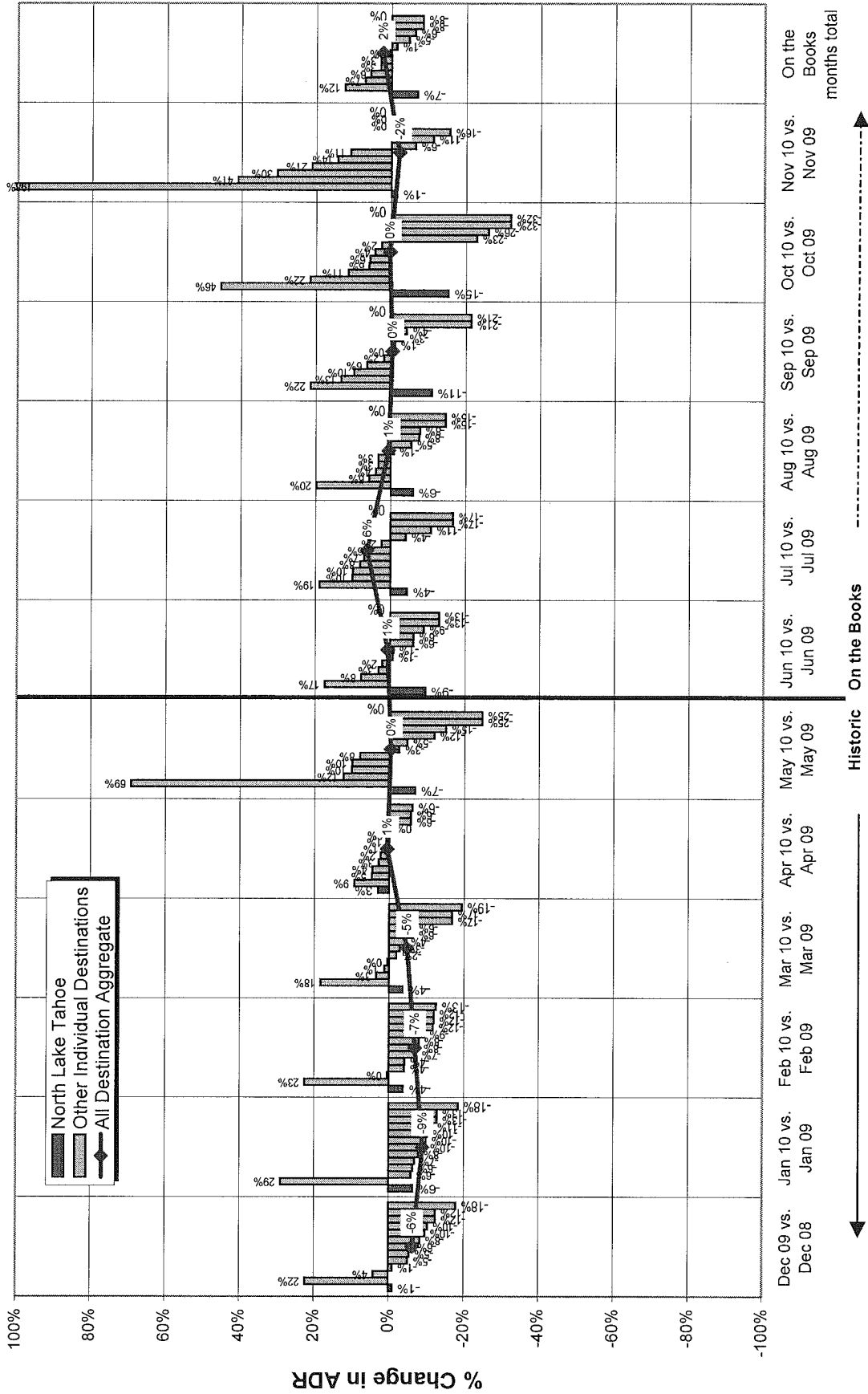
Historic and Forecast Data

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



Historic On the Books months total

Percent Change in Average Daily Rate: 2009/2010 vs 2008/2009 as of May 31, 2010
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average

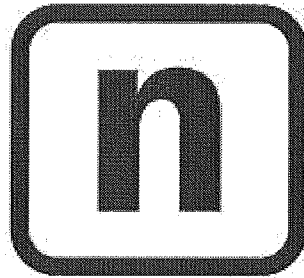


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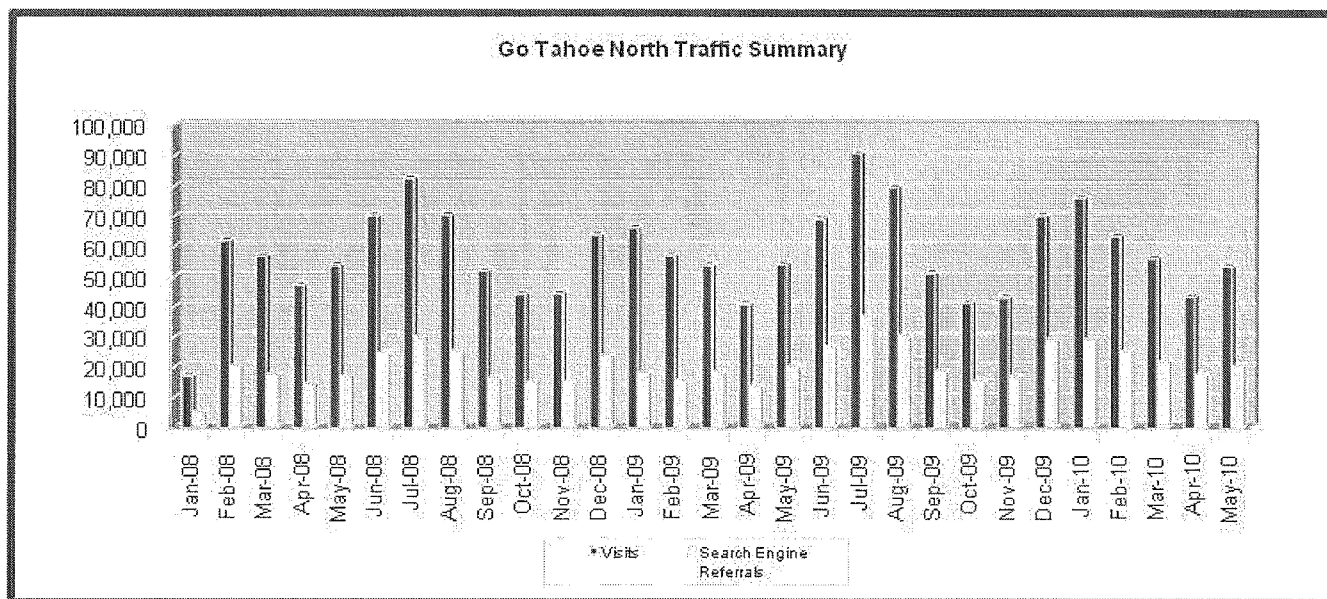


north lake tahoe

Go Tahoe North June 2010 Search Engine Marketing Report
Prepared by smith + jones
June 15, 2010

Program Progress

- The percent of visits from search engines make up 38% of total visits



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%
Dec-08	63,908	23,627	36.97%
Nov-08	44,490	14,991	33.70%
Oct-08	44,332	14,839	33.47%
Sep-08	52,172	16,276	31.20%
Aug-08	70,616	25,239	35.74%
Jul-08	82,609	30,010	36.33%
Jun-08	70,262	24,542	34.93%
May-08	53,960	16,882	31.29%
Apr-08	47,340	14,441	30.50%
Mar-08	56,917	17,465	30.69%
Feb-08	62,058	20,329	32.76%
Jan-08	17,307	4,972	28.73%

Organic Search Position Progress Summary

- smith + jones is now measuring organic search position progress for the key phrase "Lake Tahoe deals" which has positions on Google, Yahoo, and Bing of 5, 6, and 3 respectively.
- There was an increase of two #1 positions and one 1st page position, including:
 - "Lake Tahoe lodging" - #1 on Yahoo
 - "Lake Tahoe resorts" - #1 on Bing
 - "Northstar at Tahoe" - #8 on Bing

Search positions on Google, Yahoo & Bing compared with last month.

June 7, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	43
Total 1st Page Positions	82
Total 2nd Page Positions	13
Google #1 Positions	16
Google 1st Page Positions	31
Google 2nd Page Positions	3

Compared With:

May 10, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	41
Total 1st Page Positions	81
Total 2nd Page Positions	12
Google #1 Positions	18
Google 1st Page Positions	31
Google 2nd Page Positions	2

Site Optimization

Action Steps:

- smith + jones provided organic search position data for terms currently targeted within the Pay-Per-Click program. Phrases with zero or limited organic search visibility are due to the lack of content supporting those phrases on the site. Individual towns will be difficult to achieve search positions for because of their broad nature as well as limited content on the site. Relevancy is key. We are considering options and demand to develop additional content targeting those key phrases lacking organic search visibility.
- We applied optimization revisions for the resorts + towns pages including page specific meta-tags and content revisions to increase search visibility for those pages. A <title> syntax was also provided for interior pages within each of the Activities, Lodging and Dining sections for each resort + town. Once the proposed revisions are online, we will begin bookmarking the resort pages.
- We provided revised content for <http://www.gotahoenorth.com/skiing-and-boarding> in which uses of “Lake Tahoe”, “skiing” and “snow boarding” were seeded within content.
- We revised content for <http://www.gotahoenorth.com/about-north-tahoe/tell-your-story> seeding uses of “Lake Tahoe” throughout the content.
- Continue to blog on a consistent basis. Blogs that are continually posted to will gain more traction and visibility.
- Continue adding new videos to the YouTube Channel. We submit video links to Social Media Web sites as new videos are added.
- We submitted the following forum post for GoTahoeNorth in May:
 - <http://answers.yahoo.com/question/index?qid=20100526182828AA4atLY>
- There were 79 submissions to Social Media Web sites made in May. The attached spreadsheet provides further details.

Go Tahoe North "Buzz" on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of blog and forum posts mentioning GoTahoeNorth and listed them below:

** Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web. **

Bookmarks added on Social Bookmarking Web sites

** This is a sampling of backlinks generated from smith + jones Social Media Submissions. This list does not include all backlinks achieved. **

<http://clipmarks.com/clipmark/8AB3BDC7-57DC-40C1-8262-1A78D7FD4154/>

<http://www.zimbio.com/Skiing+Lake+Tahoe/articles/TFGJTVuFFPV/North+Lake+Tahoe+Offers+Summer+Filled+Music>

<http://clipmarks.com/clipmark/0C459B72-E71B-45A6-9A5A-1BB2805478A2/>

<http://xigets.amplify.com/2010/05/19/information-on-the-forest-and-wildlife-in-north-lake-tahoe-2/>

<http://www.spurl.net/discover/details.php?urlid=14597325>

<http://clipmarks.com/clipmark/83481347-4578-4BE5-8D62-2F3DEE7CD139/>

Random GoTahoeNorth Mentions and Links

<http://www.rgj.com/article/20100527/LIV/5270301/Outdoors-Roundup>

Outdoors Roundup

"Details: www.gotahoenorth.com."

<http://www.sacbee.com/2010/05/30/2782297/reno-tahoe-raconteur-henry-rollins.html>

Reno-Tahoe This Week: Raconteur Henry Rollins at Grand Sierra

"So, and you saw it coming, "Bark for Bahrke" ([gotahoenorth.com](http://www.gotahoenorth.com))."

<http://sacramento.momslikeme.com/members/JournalActions.aspx?g=859025&m=6125676>

Fourth of July Events

"[gotahoenorth.com](http://www.gotahoenorth.com)"

<http://www.facebook.com/pages/Sailing-and-Canoeing/391277623712?v=desc>

"[Live The Tahoe Life - Patience Lewis](#) This Summer in North Lake Tahoe . . . North Lake Tahoe is where summer dreams are born: warm, dry weather, 191 square miles of sparkling blue water, and 11 unique resorts and towns full of hiking, biking, sailing, canoeing, shopping, dining and more – there is virtually nothing you and everyone in your group can't do in Lake Tahoe. [Lake Tahoe Summer Activities](#) www.gotahoenorth.com"

<http://www.laketahoenews.net/2010/05/olympian-bahrke-to-judge-tails-in-tahoe/>

Olympian Bahrke to judge Tails in Tahoe

"For more information and pet-friendly accommodations go to [gotahoenorth.com](http://www.gotahoenorth.com) or call (530) 581.0181."

Organic Search Position Summary - Historical Data

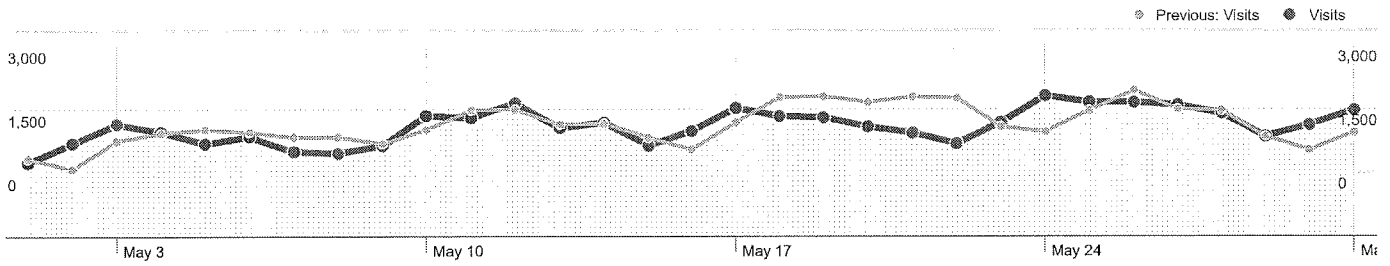
Keyword	Jun-10			May-10			Apr-10			Baseline Report		
	Google	Yahoo	Bing	Google	Yahoo	Bing	Google	Yahoo	Bing	Google	Yahoo	Bing
Incline Village	1		4	1		3	1		3			
incline village lake tahoe	1		1	1		1	2	12	1			
incline village tahoe	1		1	1		1	1	18	1			
Incline Village vacation	4		13	4		16	3		18			
kings beach	1	6	1	1	5	1	1	1	1			
kings beach lake tahoe	1	1	1	1	1	1	1	19	1			
kings beach tahoe	1	1	1	1	1	1	1	10	1			
Lake Tahoe	16		1	18			13		1			
Lake Tahoe activities	7	7	7	7	6	3	6	3	3			
lake tahoe activities in summer	2	1	1	3	1	1	1	1	1			
Lake Tahoe Chamber of Commerce	7	18		7	7		3	15				
<i>Lake Tahoe Deals</i>	5	6	3									
Lake Tahoe entertainment	10	7	8	4	7	8	16	4	8			
lake tahoe events	2	6	4	1	6	3	1	6	3			
Lake Tahoe fishing	7	12	8	7	12	8	6	10	9			
Lake Tahoe golf courses	12	17		10	15	12	15	12	12			
Lake Tahoe hotels				20								
Lake Tahoe lodging	5	1	3	5	3	3	5	1	2			
Lake Tahoe resorts	2	11	1	1	10	2	1	8	1			
Lake Tahoe ski		16		10	16		20	11				
Lake Tahoe ski resorts			12		20	17		19	15			
Lake Tahoe skiing								13				
Lake Tahoe summer	1	2	1	1	3	1	1	2	1			
lake tahoe summer activities	1	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals												
Lake Tahoe vacations	4	9	8	4	9	8	4	7	8			
Lake Tahoe weddings	16	7	12		11	10		12	9			
North Lake Tahoe	1	1	1	1	1	1	1	1	1			1
north lake tahoe camping	1	3	1	1	3	2	1	9	2			
north lake tahoe hotels	1	1	1	1	1	1	1	1	1			
north lake tahoe lodging	1	1	1	1	1	1	1	1	1			
north lake tahoe rentals	1		3	1		4	1		4			
north lake tahoe restaurants	1	2	2	1	2	3	1	2	3			
north shore lake tahoe	2	2	1	2	2	1	2	2	1			
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1			
Northstar												
Northstar at Tahoe	6	7	8		9		7	8	8			
ski Tahoe	9	12		8	16		19	17	18			
ski vacations												
Squaw Valley												
Tahoe City	7	17	2	7	16	2	3	9	2			
Tahoe Vista	1	1	1	1	1	1	1	1	1			
Truckee California					9				11			

**phrases in italics are newly being measured*

Search Positions By Engine												
#1 Positions	16	10	17	18	9	14	18	9	16	0	0	1
1st Page Positions	31	22	29	31	23	27	28	22	29	0	0	1
2nd Page Positions	3	7	3	2	7	3	5	10	5	0	0	0

Total Search Positions				
#1 Positions	43	41	43	1
1st Page Positions	82	81	79	1
2nd Page Positions	13	12	20	0

1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20



Site Usage

53,680 Visits

Previous: 54,248 (-1.05%)

30.92% Bounce Rate

Previous: 30.48% (1.45%)

273,277 Pageviews

Previous: 277,342 (-1.47%)

00:04:08 Avg. Time on Site

Previous: 00:04:25 (-6.71%)

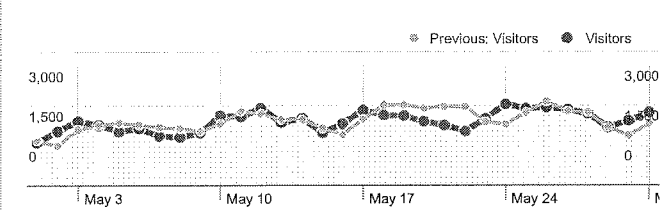
5.09 Pages/Visit

Previous: 5.11 (-0.42%)

79.55% % New Visits

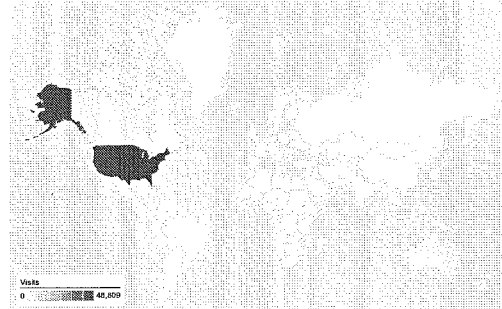
Previous: 80.66% (-1.38%)

Visitors Overview

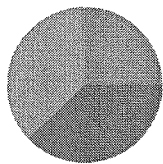


Visitors
45,600

Map Overlay

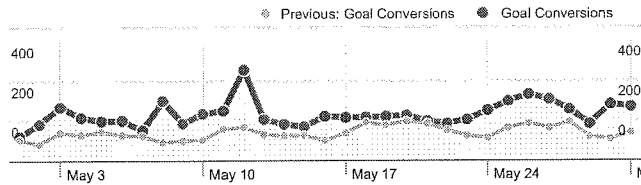


Traffic Sources Overview



- Search Engines**
20,354.00 (37.92%)
- Direct Traffic**
19,438.00 (36.21%)
- Referring Sites**
13,886.00 (25.87%)
- Other**
2 (> 0.00%)

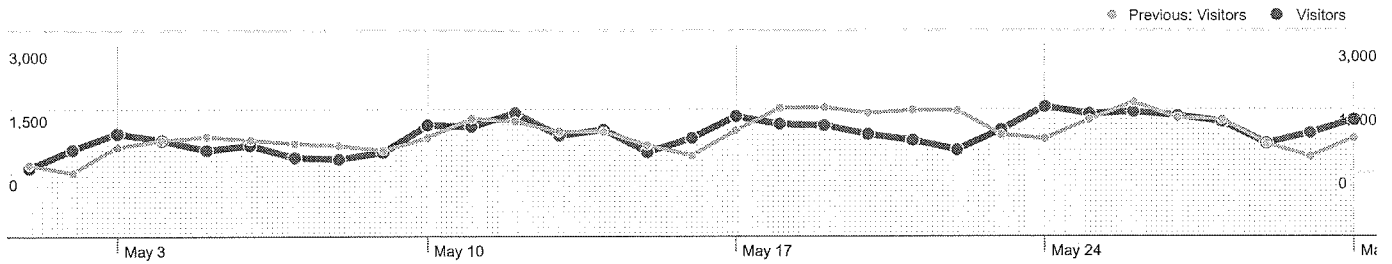
Goals Overview



Goal Conversions
4,830

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
May 1, 2010 - May 31, 2010	13,329	4.88%
May 1, 2009 - May 31, 2009	18,789	6.77%
% Change	-29.06%	-28.00%
/events-and-activities/event-calendar		
May 1, 2010 - May 31, 2010	12,033	4.40%
May 1, 2009 - May 31, 2009	11,108	4.01%
% Change	8.33%	9.94%
/events-and-activities/summer		
May 1, 2010 - May 31, 2010	9,537	3.49%
May 1, 2009 - May 31, 2009	10,838	3.91%
% Change	-12.00%	-10.70%
/about-north-tahoe/vacation-guide		
May 1, 2010 - May 31, 2010	7,151	2.62%
May 1, 2009 - May 31, 2009	2,552	0.92%
% Change	180.21%	184.38%
/lodging/lodging-by-type		
May 1, 2010 - May 31, 2010	6,502	2.38%
May 1, 2009 - May 31, 2009	7,466	2.69%
% Change	-12.91%	-11.62%



45,600 people visited this site

53,680 Visits

Previous: 54,248 (-1.05%)

45,600 Absolute Unique Visitors

Previous: 46,340 (-1.60%)

273,277 Pageviews

Previous: 277,342 (-1.47%)

5.09 Average Pageviews

Previous: 5.11 (-0.42%)

00:04:08 Time on Site

Previous: 00:04:25 (-6.71%)

30.92% Bounce Rate

Previous: 30.48% (1.45%)

79.55% New Visits

Previous: 80.66% (-1.38%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
May 1, 2010 - May 31, 2010	30,865	57.50%
May 1, 2009 - May 31, 2009	35,128	64.75%
% Change	-12.14%	-11.21%
Firefox		
May 1, 2010 - May 31, 2010	11,889	22.15%
May 1, 2009 - May 31, 2009	12,539	23.11%
% Change	-5.18%	-4.18%

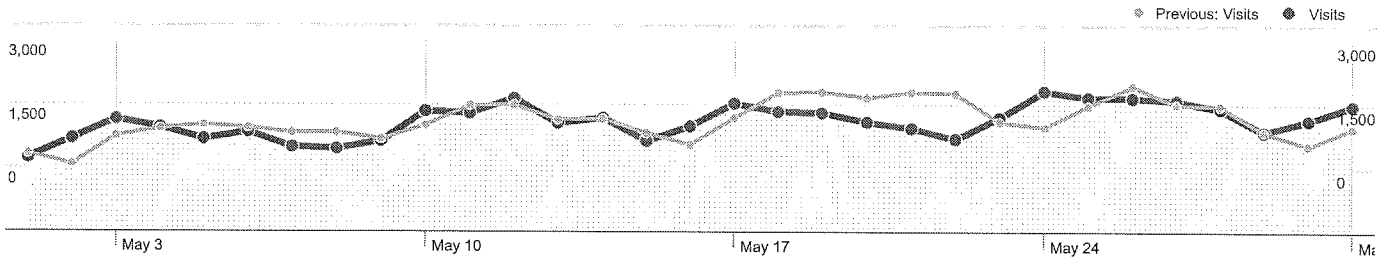
Connection Speed	Visits	% visits
Cable		
May 1, 2010 - May 31, 2010	21,512	40.07%
May 1, 2009 - May 31, 2009	20,807	38.36%
% Change	3.39%	4.48%
DSL		
May 1, 2010 - May 31, 2010	14,234	26.52%
May 1, 2009 - May 31, 2009	15,579	28.72%
% Change	-8.63%	-7.67%

Safari		
May 1, 2010 - May 31, 2010	7,405	13.79%
May 1, 2009 - May 31, 2009	4,942	9.11%
% Change	49.84%	51.42%
Chrome		
May 1, 2010 - May 31, 2010	2,892	5.39%
May 1, 2009 - May 31, 2009	1,092	2.01%
% Change	164.84%	167.64%
Mozilla		
May 1, 2010 - May 31, 2010	174	0.32%
May 1, 2009 - May 31, 2009	271	0.50%
% Change	-35.79%	-35.11%

Unknown		
May 1, 2010 - May 31, 2010	10,468	19.50%
May 1, 2009 - May 31, 2009	10,825	19.95%
% Change	-3.30%	-2.27%
T1		
May 1, 2010 - May 31, 2010	6,328	11.79%
May 1, 2009 - May 31, 2009	5,341	9.85%
% Change	18.48%	19.73%
Dialup		
May 1, 2010 - May 31, 2010	661	1.23%
May 1, 2009 - May 31, 2009	917	1.69%
% Change	-27.92%	-27.15%

Traffic Sources Overview

May 1, 2010 - May 31, 2010
 Comparing to: May 1, 2009 - May 31, 2009



All traffic sources sent a total of 53,680 visits

36.21% Direct Traffic

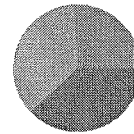
Previous: 38.95% (-7.04%)

25.87% Referring Sites

Previous: 24.10% (7.32%)

37.92% Search Engines

Previous: 36.94% (2.65%)



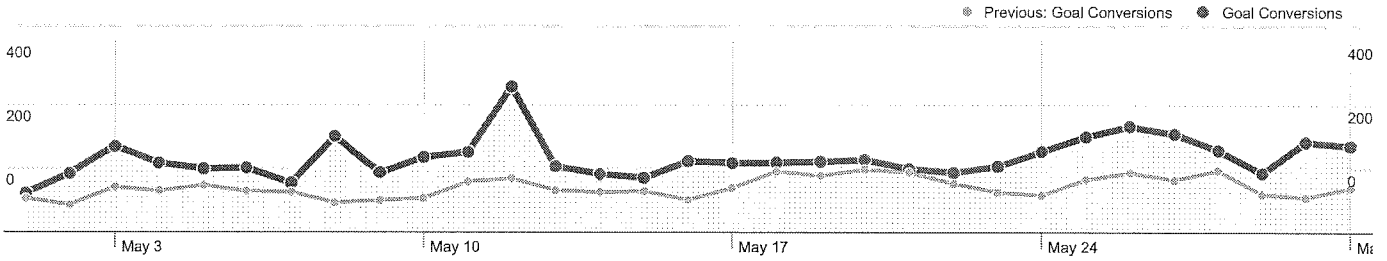
- Search Engines
20,354.00 (37.92%)
- Direct Traffic
19,438.00 (36.21%)
- Referring Sites
13,886.00 (25.87%)
- Other
2 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits
(direct) ((none))		
May 1, 2010 - May 31, 2010	19,438	36.21%
May 1, 2009 - May 31, 2009	21,132	38.95%
% Change	-8.02%	-7.04%
google (organic)		
May 1, 2010 - May 31, 2010	17,117	31.89%
May 1, 2009 - May 31, 2009	16,024	29.54%
% Change	6.82%	7.95%
visitinglaketahoe.com (referral)		
May 1, 2010 - May 31, 2010	9,731	18.13%
May 1, 2009 - May 31, 2009	7,805	14.39%
% Change	24.68%	26.00%
yahoo (organic)		
May 1, 2010 - May 31, 2010	1,356	2.53%
May 1, 2009 - May 31, 2009	2,379	4.39%
% Change	-43.00%	-42.40%
bing (organic)		

Keywords	Visits	% visits
north lake tahoe		
May 1, 2010 - May 31, 2010	1,123	5.52%
May 1, 2009 - May 31, 2009	955	4.77%
% Change	17.59%	15.77%
lake tahoe resorts		
May 1, 2010 - May 31, 2010	652	3.20%
May 1, 2009 - May 31, 2009	686	3.42%
% Change	-4.96%	-6.43%
incline village		
May 1, 2010 - May 31, 2010	582	2.86%
May 1, 2009 - May 31, 2009	1,120	5.59%
% Change	-48.04%	-48.84%
kings beach lake tahoe		
May 1, 2010 - May 31, 2010	390	1.92%
May 1, 2009 - May 31, 2009	318	1.59%
% Change	22.64%	20.74%
north lake tahoe hotels		

May 1, 2010 - May 31, 2010	1,231	2.29%	May 1, 2010 - May 31, 2010	370	1.82%
May 1, 2009 - May 31, 2009	0	0.00%	May 1, 2009 - May 31, 2009	449	2.24%
% Change	100.00%	100.00%	% Change	-17.59%	-18.87%



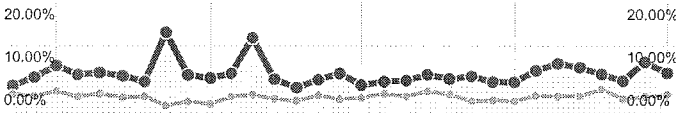
Visitors completed 4,830 goal conversions

4,830 conversions, Goal 1: Cool Deals Page

Previous: 2,904 (66.32%)

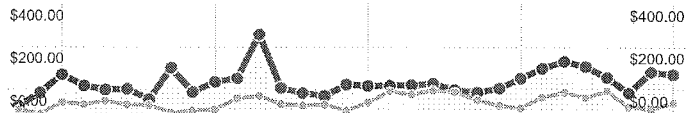
Goal Performance

Goal Conversion Rate

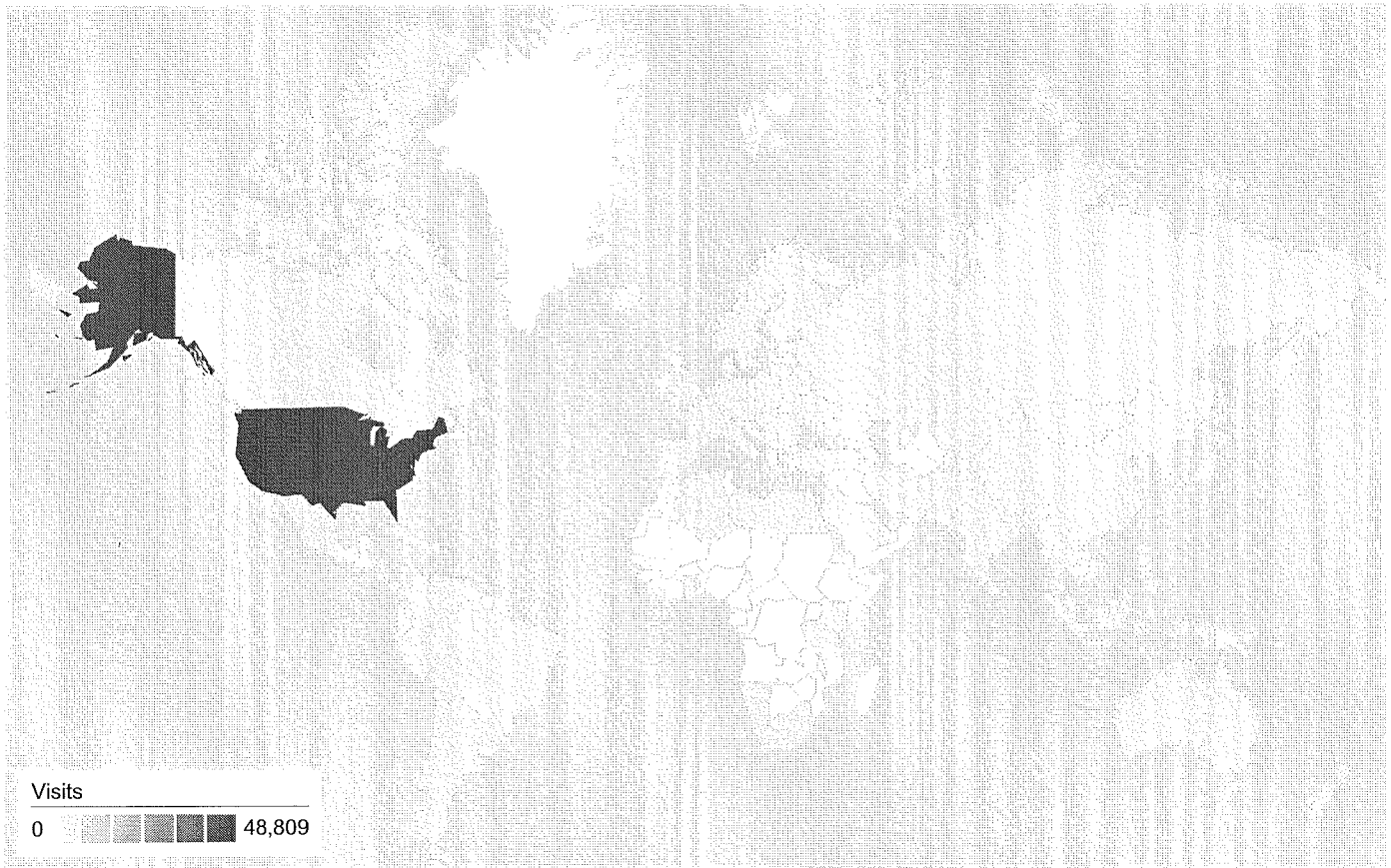


Goal Conversion Rate
9.00%

Total Goal Value



Total Goal Value
\$4,830.00



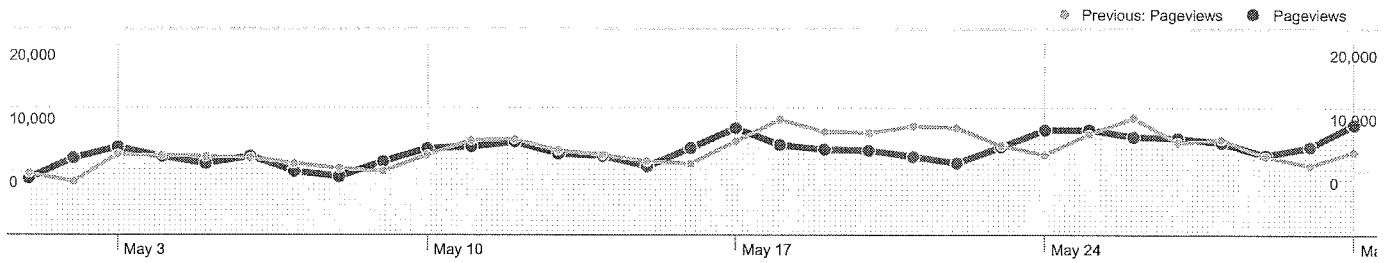
53,680 visits came from 141 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
53,680 Previous: 54,248 (-1.05%)	5.09 Previous: 5.11 (-0.42%)	00:04:08 Previous: 00:04:25 (-6.71%)	79.62% Previous: 80.75% (-1.39%)	30.92% Previous: 30.48% (1.45%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
May 1, 2010 - May 31, 2010	48,809	5.18	00:04:12	79.07%	29.91%
May 1, 2009 - May 31, 2009	49,126	5.25	00:04:34	80.03%	28.75%
% Change	-0.65%	-1.41%	-7.87%	-1.19%	4.01%
United Kingdom					
May 1, 2010 - May 31, 2010	769	5.05	00:04:04	81.79%	36.15%
May 1, 2009 - May 31, 2009	1,125	4.08	00:03:09	85.07%	45.51%
% Change	-31.64%	23.70%	29.19%	-3.85%	-20.57%
Canada					
May 1, 2010 - May 31, 2010	706	4.52	00:03:00	84.99%	34.42%

May 1, 2009 - May 31, 2009	759	4.46	00:03:14	89.86%	40.45%
% Change	-6.98%	1.37%	-7.34%	-5.42%	-14.90%
Germany					
May 1, 2010 - May 31, 2010	301	3.58	00:01:59	91.69%	46.51%
May 1, 2009 - May 31, 2009	352	3.64	00:03:02	92.05%	48.01%
% Change	-14.49%	-1.68%	-34.51%	-0.38%	-3.12%
Australia					
May 1, 2010 - May 31, 2010	285	4.38	00:03:36	85.61%	38.95%
May 1, 2009 - May 31, 2009	277	4.52	00:05:07	86.64%	41.52%
% Change	2.89%	-2.96%	-29.67%	-1.19%	-6.19%
France					
May 1, 2010 - May 31, 2010	204	3.83	00:03:04	88.73%	53.92%
May 1, 2009 - May 31, 2009	124	3.19	00:02:19	87.90%	47.58%
% Change	64.52%	20.34%	32.71%	0.94%	13.33%
Brazil					
May 1, 2010 - May 31, 2010	183	3.62	00:04:04	87.98%	35.52%
May 1, 2009 - May 31, 2009	146	3.20	00:03:28	89.73%	36.30%
% Change	25.34%	13.09%	17.68%	-1.95%	-2.15%
Mexico					
May 1, 2010 - May 31, 2010	175	4.42	00:03:35	88.00%	36.57%
May 1, 2009 - May 31, 2009	168	4.02	00:03:46	86.90%	36.90%
% Change	4.17%	9.92%	-4.96%	1.26%	-0.90%
India					
May 1, 2010 - May 31, 2010	147	3.47	00:04:35	93.20%	46.26%
May 1, 2009 - May 31, 2009	105	2.97	00:03:45	94.29%	47.62%
% Change	40.00%	16.76%	22.53%	-1.15%	-2.86%
Switzerland					
May 1, 2010 - May 31, 2010	124	4.04	00:02:15	92.74%	47.58%
May 1, 2009 - May 31, 2009	82	4.67	00:02:47	90.24%	41.46%
% Change	51.22%	-13.50%	-19.62%	2.77%	14.75%

1 - 10 of 141



Pages on this site were viewed a total of 273,277 times

- 273,277 Pageviews**
 Previous: 277,342 (-1.47%)
- 203,693 Unique Views**
 Previous: 208,050 (-2.09%)
- 30.92% Bounce Rate**
 Previous: 30.48% (1.45%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
May 1, 2010 - May 31, 2010	13,329	4.88%
May 1, 2009 - May 31, 2009	18,789	6.77%
% Change	-29.06%	-28.00%
/events-and-activities/event-calendar		
May 1, 2010 - May 31, 2010	12,033	4.40%
May 1, 2009 - May 31, 2009	11,108	4.01%
% Change	8.33%	9.94%
/events-and-activities/summer		
May 1, 2010 - May 31, 2010	9,537	3.49%
May 1, 2009 - May 31, 2009	10,838	3.91%
% Change	-12.00%	-10.70%
/about-north-tahoe/vacation-guide		
May 1, 2010 - May 31, 2010	7,151	2.62%
May 1, 2009 - May 31, 2009	2,552	0.92%
% Change	180.21%	184.38%
/lodging/lodging-by-type		

May 1, 2010 - May 31, 2010	6,502	2.38%
May 1, 2009 - May 31, 2009	7,466	2.69%
% Change	-12.91%	-11.62%

PROPERTY REFERRAL REPORT - MAY 2010

PROPERTY	% of Total
Agate Bay Realty	0.89%
Agate Bay Realty Cool Deals	0.53%
Alpine Rental Group	0.32%
Americas Best Value Inn Tahoe City	0.66%
Assist 2 Sell - All Service Realty	0.51%
Brockway Springs Resort	2.40%
Cal Neva Resort Casino Hotel	3.33%
Cedar Glen Lodge	1.10%
Chaney House	0.91%
Chinquapin / Packard Realty	0.07%
Club Tahoe Resort	0.70%
Coldwell Banker Rentals	2.30%
Cottage Inn at Lake Tahoe	2.43%
Ferrari's Crown Resort	1.61%
Ferrari's Crown Resort Cool Deals	1.75%
Firelite Lodge	0.71%
First Accommodations	0.55%
Franciscan Lakeside Lodge	1.68%
Goldfish Properties	0.55%
Granlibakken Resort	2.27%
Granlibakken Resort Ski Area	0.01%
Hauserman Rental Group	1.36%
Holiday House	1.57%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	6.13%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	0.53%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.13%
Incline at Tahoe Realty	1.27%
Incline Vacation Rentals	0.65%
Lake of the Sky Motor Inn	1.01%
Lake Tahoe Accommodations	1.27%
LakeFrontHouse.com	0.19%
Martis Valley Associates Property Rentals	0.22%
Meeks Bay Resort & Marina	0.87%
Mourelatos Lakeshore Resort	2.30%
Mourelatos Lakeshore Resort Cool Deals	1.65%
North Tahoe Rental Company	0.89%
Northstar Condominiums	0.45%
Northstar Resort	1.41%
Northstar Resort Cool Deals	2.23%
Olympic Village Inn	1.21%
O'Neal Brokers of Lake Tahoe	0.01%
Painted Rock Lodge	0.43%
Parkside Inn at Incline	1.69%
PepperTree Inn	0.79%
PlumpJack Squaw Valley	1.24%
Pullen Rental Group	1.77%
Rainbow Lodge	0.93%
Red Wolf Lakeside Lodge	1.05%
Red Wolf Lodge at Squaw Valley	0.26%

ReserveMyHome.com	0.52%
Resort at Squaw Creek	1.91%
Resort at Squaw Creek Cool Deals	0.79%
Ritz-Carlton Highlands, Lake Tahoe	1.59%
River Ranch Lodge and Restaurant	3.56%
River Ranch Lodge and Restaurant Cool Deals	2.04%
Shooting Star Bed & Breakfast	0.59%
Shore House at Lake Tahoe	0.65%
Sierra Vacation Rentals/Sales	1.49%
Squaw Valley Lodge	0.45%
Squaw Valley Realty/Rentals	0.29%
Stanford Alpine Chalet	1.89%
Sugar Bowl Ski Resort	0.10%
Sunnyside Steakhouse & Lodge	2.75%
Sunnyside Steakhouse & Lodge Cool Deals	1.98%
Tahoe Biltmore Lodge & Casino	3.56%
Tahoe Biltmore Lodge & Casino Restaurants	0.01%
Tahoe City Inn	0.73%
Tahoe City Inn Cool Deals	0.32%
Tahoe Inn	0.55%
Tahoe Luxury Properties	1.63%
Tahoe Marina Lodge	0.45%
Tahoe Mountain Resorts Lodging	0.71%
Tahoe Real Estate Group	0.01%
Tahoe Resort Property Management Inc.	0.21%
Tahoe Sands Resort	1.60%
Tahoe Tavern Properties	0.01%
Tahoe Vistana Inn	0.76%
Tahoe Woodside Vacation Rentals	0.53%
Tahoma Lodge	0.86%
Tahoma Meadows Bed & Breakfast	0.75%
Tamarack Lodge	0.28%
The Lodge at Sugar Bowl	0.38%
The Ritz-Carlton Highlands, Lake Tahoe	0.62%
The Village at Squaw Valley USA	0.99%
The Village at Squaw Valley USA Cool Deals	0.43%
Vacation Station, Inc.	0.87%
Vacation Tahoe by O'Neal Brokers	0.52%
Village at Northstar (tm)	2.51%
Waters of Tahoe Properties	0.33%
West Lake Properties	0.31%
West Shore Cafe & Inn	0.64%

PROPERTY REFERRAL REPORT - MAY 2010

PROPERTY	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	6.13%
River Ranch Lodge and Restaurant	3.56%
Tahoe Biltmore Lodge & Casino	3.56%
Cal Neva Resort Casino Hotel	3.33%
Sunnyside Steakhouse & Lodge	2.75%
Village at Northstar (tm)	2.51%
Cottage Inn at Lake Tahoe	2.43%
Brockway Springs Resort	2.40%
Coldwell Banker Rentals	2.30%
Mourelatos Lakeshore Resort	2.30%
Granlibakken Resort	2.27%
Northstar Resort Cool Deals	2.23%
River Ranch Lodge and Restaurant Cool Deals	2.04%
Sunnyside Steakhouse & Lodge Cool Deals	1.98%
Resort at Squaw Creek	1.91%
Stanford Alpine Chalet	1.89%
Pullen Rental Group	1.77%
Ferrari's Crown Resort Cool Deals	1.75%
Parkside Inn at Incline	1.69%
Franciscan Lakeside Lodge	1.68%
Mourelatos Lakeshore Resort Cool Deals	1.65%
Tahoe Luxury Properties	1.63%
Ferrari's Crown Resort	1.61%
Tahoe Sands Resort	1.60%
Ritz-Carlton Highlands, Lake Tahoe	1.59%
Holiday House	1.57%
Sierra Vacation Rentals/Sales	1.49%
Northstar Resort	1.41%
Hauserman Rental Group	1.36%
Incline at Tahoe Realty	1.27%
Lake Tahoe Accommodations	1.27%
PlumpJack Squaw Valley	1.24%
Olympic Village Inn	1.21%
Cedar Glen Lodge	1.10%
Red Wolf Lakeside Lodge	1.05%
Lake of the Sky Motor Inn	1.01%
The Village at Squaw Valley USA	0.99%
Rainbow Lodge	0.93%
Chaney House	0.91%
North Tahoe Rental Company	0.89%
Agate Bay Realty	0.89%
Vacation Station, Inc.	0.87%
Meeks Bay Resort & Marina	0.87%
Tahoma Lodge	0.86%
PepperTree Inn	0.79%
Resort at Squaw Creek Cool Deals	0.79%
Tahoe Vistana Inn	0.76%
Tahoma Meadows Bed & Breakfast	0.75%
Tahoe City Inn	0.73%

Firelite Lodge	0.71%
Tahoe Mountain Resorts Lodging	0.71%
Club Tahoe Resort	0.70%
Americas Best Value Inn Tahoe City	0.66%
Incline Vacation Rentals	0.65%
Shore House at Lake Tahoe	0.65%
West Shore Cafe & Inn	0.64%
The Ritz-Carlton Highlands, Lake Tahoe	0.62%
Shooting Star Bed & Breakfast	0.59%
Tahoe Inn	0.55%
First Accommodations	0.55%
Goldfish Properties	0.55%
Agate Bay Realty Cool Deals	0.53%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	0.53%
Tahoe Woodside Vacation Rentals	0.53%
ReserveMyHome.com	0.52%
Vacation Tahoe by O'Neal Brokers	0.52%
Assist 2 Sell - All Service Realty	0.51%
Northstar Condominiums	0.45%
Tahoe Marina Lodge	0.45%
Squaw Valley Lodge	0.45%
The Village at Squaw Valley USA Cool Deals	0.43%
Painted Rock Lodge	0.43%
The Lodge at Sugar Bowl	0.38%
Waters of Tahoe Properties	0.33%
Alpine Rental Group	0.32%
Tahoe City Inn Cool Deals	0.32%
West Lake Properties	0.31%
Squaw Valley Realty/Rentals	0.29%
Tamarack Lodge	0.28%
Red Wolf Lodge at Squaw Valley	0.26%
Martis Valley Associates Property Rentals	0.22%
Tahoe Resort Property Management Inc.	0.21%
LakeFrontHouse.com	0.19%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.13%
Sugar Bowl Ski Resort	0.10%
Chinquapin / Packard Realty	0.07%
Granlibakken Resort Ski Area	0.01%
O'Neal Brokers of Lake Tahoe	0.01%
Tahoe Real Estate Group	0.01%
Tahoe Biltmore Lodge & Casino Restaurants	0.01%
Tahoe Tavern Properties	0.01%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Ten Months Ending April 30, 2010

		CURRENT MONTH			YEAR-TO-DATE						
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Description	Actual	Budget	Variance	Prior YR	% Chg.
	642	700	(58)	803	(8%)	Revenue and Other Support	7,221	7,000	221	7,789	3%
	10,699	10,420	279	(2,943)	3%	Member Dues	71,772	104,200	(32,428)	133,714	(31%)
	25,834	25,833	1	25,834	0%	Commissions & Booking Fees	258,340	258,330	10	258,340	0%
	37,174	36,953	221	23,695	1%	Placer County Funding	337,333	369,530	(32,197)	399,843	(9%)
	9,068	11,291	(2,224)	14,489	(20%)	Total Revenue and Other Support	123,130	122,785	345	130,702	0%
	1,058	983	75	1,013	8%	Expenses	10,472	9,830	643	11,212	7%
	267	385	(118)	334	(31%)	Salaries and benefits	3,257	3,850	(593)	3,834	(15%)
	110	40	70	0	175%	Rent & Utilities	732	400	332	381	83%
	55	75	(20)	75	(26%)	Telephone Services	586	750	(164)	765	(22%)
	39	200	(161)	112	(81%)	Mail Expenses	1,574	2,000	(426)	2,013	(21%)
	46	180	(135)	78	(75%)	Insurance & Bonding	763	1,800	(1,037)	1,776	(58%)
	0	0	0	0	0%	Supplies	162	170	(8)	164	(5%)
	170	170	0	168	0%	Equipment Sup. & Maint.	1,255	1,220	35	1,198	3%
	0	0	0	0	0%	Taxes, Licenses & Fees	27	0	27	0	0%
	16,633	16,633	0	18,833	0%	Equip. Rental / Leasing	166,330	166,330	0	188,330	0%
	15,000	0	15,000	0	0%	Training & Seminars	15,000	0	15,000	0	0%
	0	0	0	0	0%	Marketing Cooperative/Media Programs	891	745	146	421	20%
	76	30	46	0	153%	Associate Relations	133	300	(167)	292	(56%)
	0	10	(10)	0	(100%)	Automobile Expenses	62	100	(38)	64	(38%)
	350	660	(310)	660	(47%)	Local Meals & Entertainment	1,070	985	85	985	9%
	5,600	5,600	0	6,340	0%	Dues & Subscriptions	56,000	56,000	0	63,400	0%
	48,472	36,257	12,215	42,102	34%	Allocated	381,444	367,265	14,179	405,536	4%
	210	325	(115)	325	(35%)	Total Expense Before Depreciation/Re	2,100	3,250	(1,150)	3,250	(35%)
	2,220	0	2,220	0	0%	Depreciation	2,220	0	2,220	0	0%
	50,903	36,582	14,321	42,427	39%	Bad Debt	385,765	370,515	15,250	408,786	4%
	(13,729)	371	(14,099)	(18,732)	*****	Total Expense	(48,432)	(985)	(47,447)	(8,944)	*****
						Changes in Unrestricted Net Assets					

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Ten Months Ending April 30, 2010

	CURRENT MONTH				YEAR-TO-DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg.	Actual	Budget	Variance	Prior YR	% Chg.
Revenue and Other Support										
Commissions & Booking Fees	0	0	0	0	0%	1,185	0	1,185	1,730	0%
Retail Sales & Other	367	920	(553)	584	(60%)	8,125	9,200	(1,075)	9,812	(12%)
Placer County Funding	12,833	12,834	(1)	14,500	0%	128,330	128,340	(10)	145,000	0%
Total Revenue and Other Support	13,200	13,754	(554)	15,084	(4%)	137,640	137,540	100	156,542	0%
Expenses										
Salaries and benefits	7,943	8,053	(110)	8,535	(1%)	86,388	90,661	(4,273)	96,259	(5%)
Rent & Utilities	475	658	(183)	448	(28%)	4,534	6,580	(2,046)	4,734	(31%)
Telephone Services	125	190	(65)	164	(34%)	1,667	1,900	(233)	1,876	(12%)
Mail Expenses	28	10	18	0	179%	123	100	23	70	23%
Insurance & Bonding	55	75	(20)	75	(26%)	586	750	(164)	765	(22%)
Supplies	318	110	208	134	189%	984	1,100	(116)	1,060	(11%)
Equipment Sup.& Maint.	346	210	136	78	65%	2,712	2,100	612	1,951	29%
Taxes, Licenses & Fees	0	0	0	0	0%	172	255	(83)	252	(32%)
Equip. Rental / Leasing	348	300	48	341	16%	3,086	3,000	86	2,935	3%
Training & Seminars	0	0	0	0	0%	107	0	107	0	0%
Cost of Goods Sold	855	667	188	612	28%	6,356	6,670	(314)	7,890	(5%)
Associate Relations	0	0	0	0	0%	891	735	156	421	21%
Credit Card Fees	30	30	0	24	0%	338	300	38	275	13%
Automobile Expenses	0	5	(5)	0	(100%)	77	50	27	57	54%
Local Meals & Entertainment	0	20	(20)	0	(100%)	105	200	(95)	156	(48%)
Allocated	2,173	2,173	0	2,784	0%	21,730	21,730	0	27,840	0%
Total Expense Before Depreciation/Re	12,696	12,501	195	13,195	2%	129,856	136,131	(6,274)	146,543	(5%)
Depreciation	210	325	(115)	325	(35%)	2,100	3,250	(1,150)	3,250	(35%)
Total Expense	12,906	12,826	80	13,520	1%	131,956	139,381	(7,424)	149,793	(5%)
Changes in Unrestricted Net Assets	294	928	(634)	1,564	(68%)	5,684	(1,841)	7,525	6,748	(409%)