



north lake tahoe
Chamber | CVB | Resort Association

June 2012 Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of May 31, 2012

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,735 Units ("MTRiP Census")

		2011/12	2010/11	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (May) changed by (-2.1%)	Occupancy (May) :	27.7%	28.3%	-2.1%
North Lake Tahoe Average Daily Rate for last month (May) changed by (4.4%)	ADR (May) :	\$153	\$146	4.4%
North Lake Tahoe RevPAR for last month (May) changed by (2.3%)	RevPAR (May) :	\$42	\$41	2.3%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (June) changed by (10.4%)	Occupancy (June)	37.3%	33.8%	10.4%
North Lake Tahoe Average Daily Rate for next month (June) changed by (4.1%)	ADR (June) :	\$190	\$183	4.1%
North Lake Tahoe RevPAR for next month (June) changed by (14.9%)	RevPAR (June) :	\$71	\$62	14.9%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-8.2%)	Occupancy	41.0%	44.7%	-8.2%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.8%)	ADR	\$225	\$234	-3.8%
North Lake Tahoe RevPAR for the prior 6 months changed by (-11.7%)	RevPAR	\$92	\$105	-11.7%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (16.6%)	Occupancy	25.4%	21.7%	16.6%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (2.2%)	ADR	\$208	\$203	2.2%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (19.3%)	RevPAR	\$53	\$44	19.3%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: May, 31, 2012 vs. Previous Year				
Rooms Booked during last month (May, 2012) compared to Rooms Booked during the same period last year (May, 2011) for all arrival dates has changed by (56.2%)	Booking Pace (May)	10.1%	6.5%	56.2%

MTRiP Census:

Destination Census: The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened or closed since that time. This number varies infrequently as new properties start, or existing properties close operations.

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 - 12 MONTH ROLLING SUMMARY GRAPHS

2011/12 YTD (as of May 31, 2012) vs. 2010/11 YTD (as of May 31, 2011) vs. 2010/11 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.

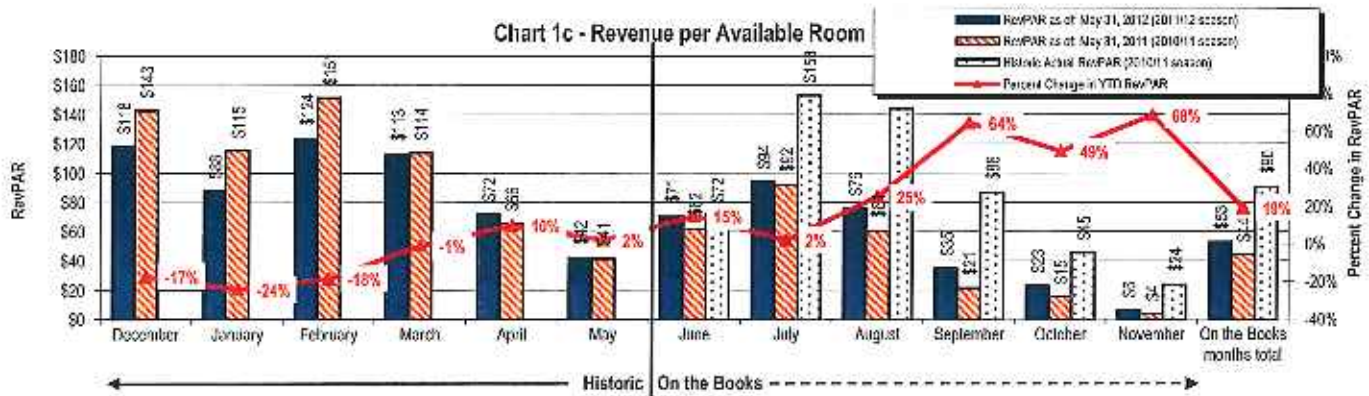
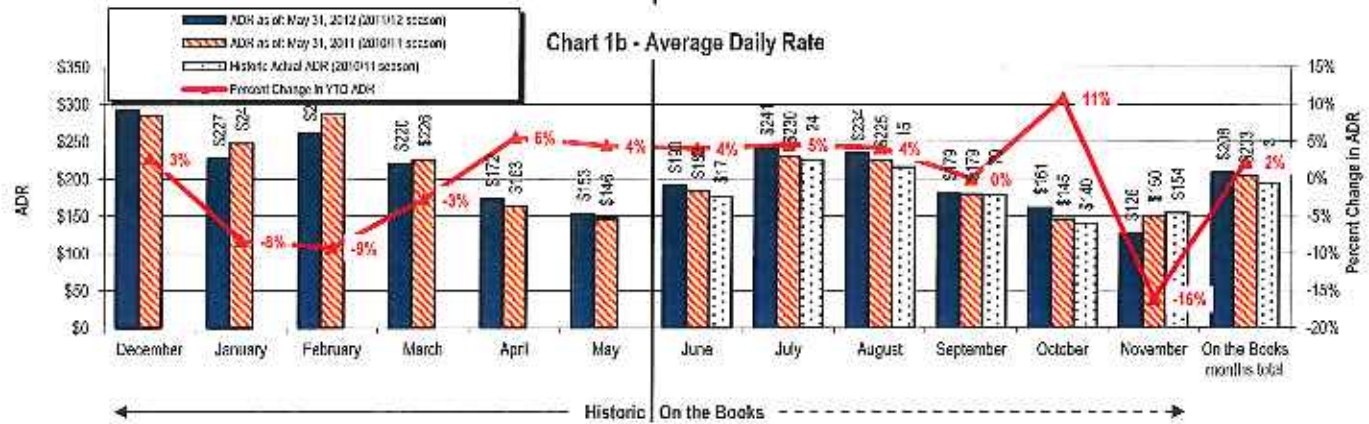
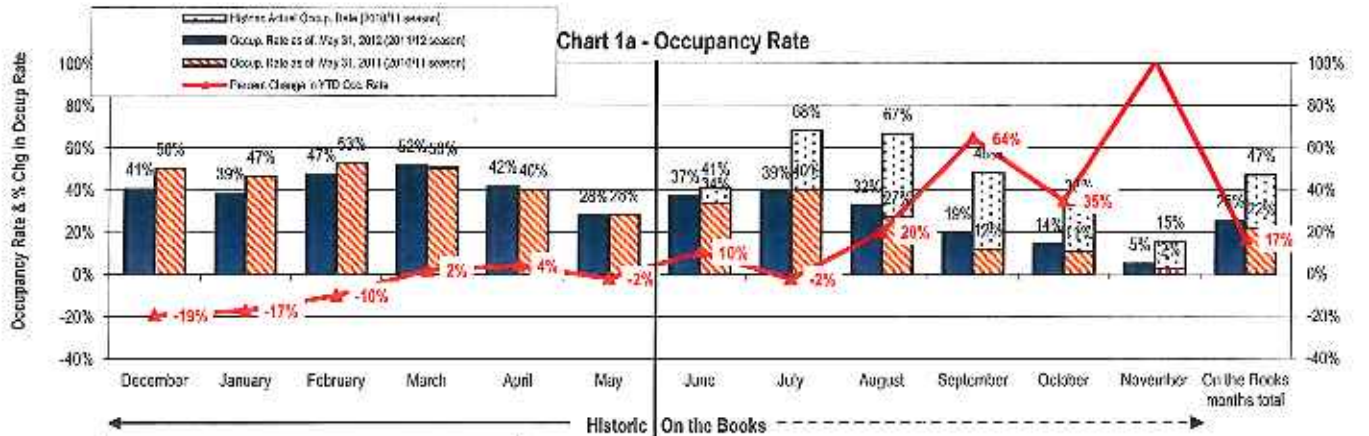
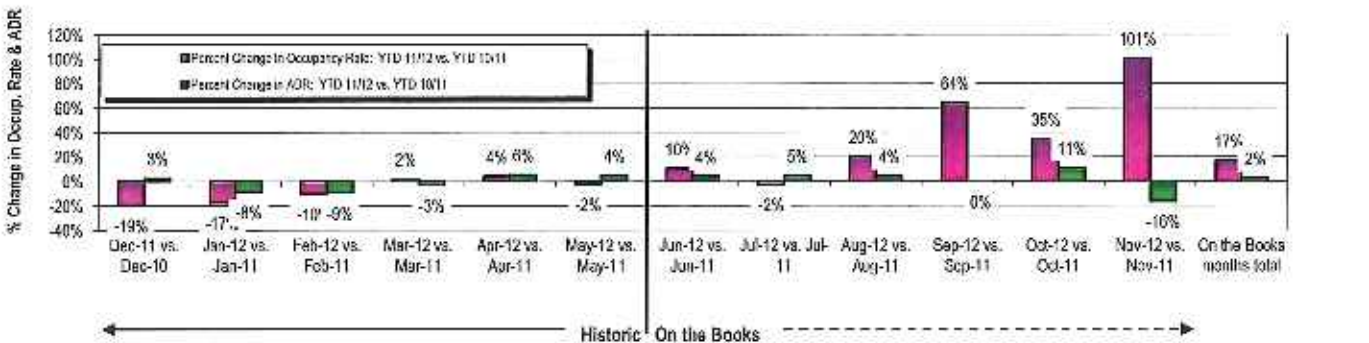


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of May 31, 2012) vs. 2011 YTD (as of May 31, 2011) vs. 2011 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

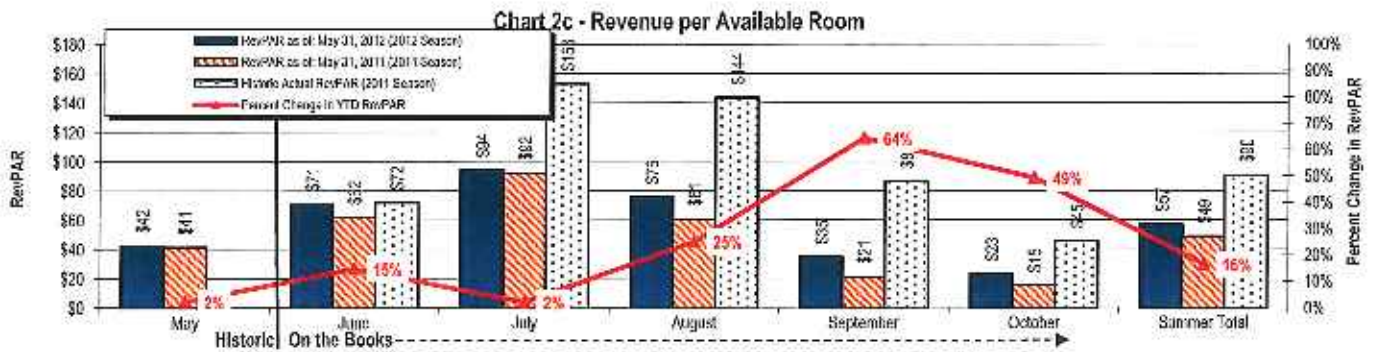
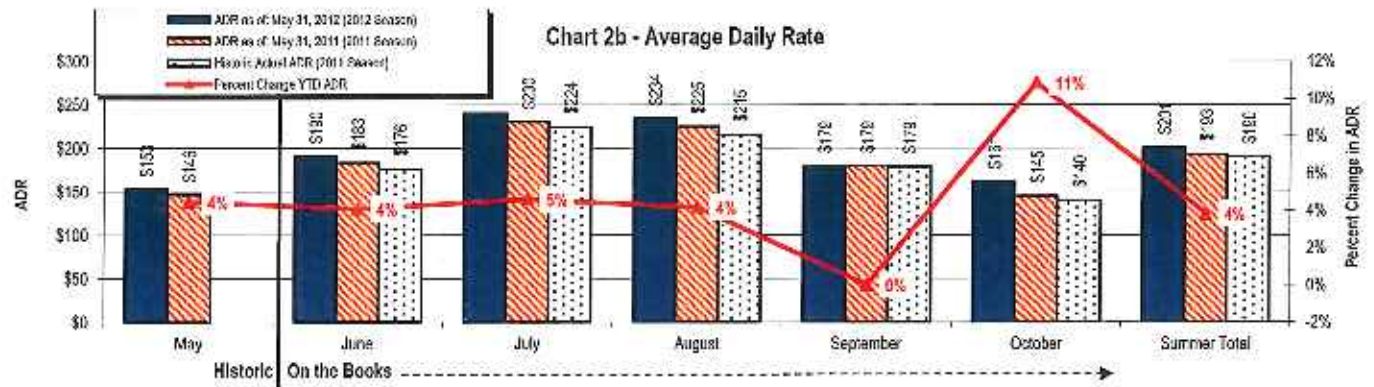
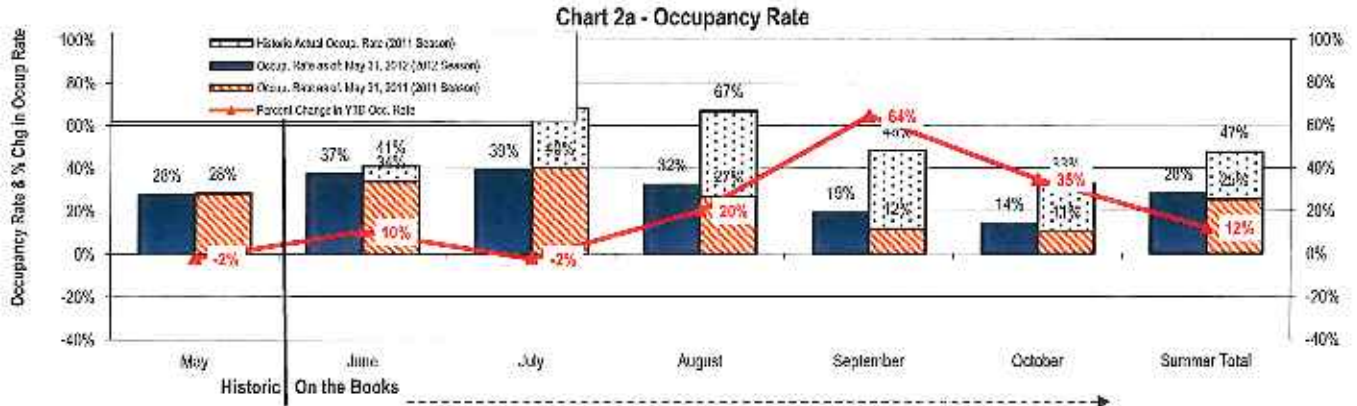
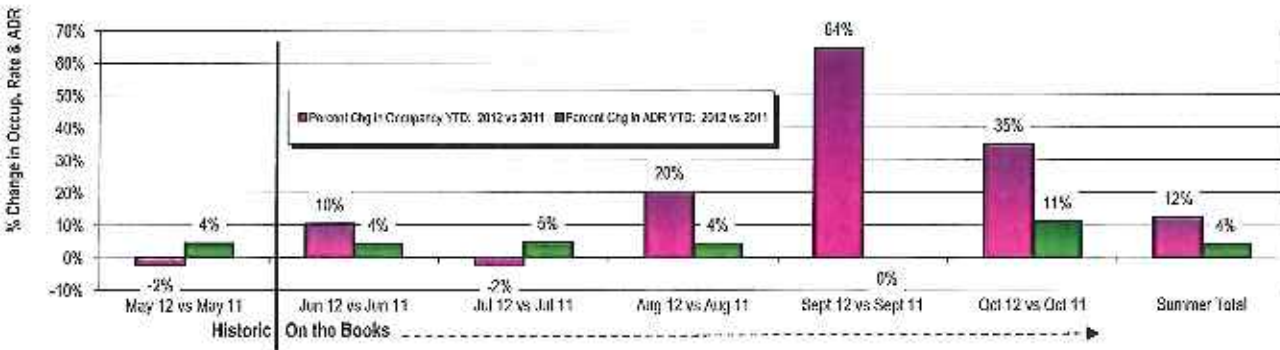


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2012 YTD vs. 2011 YTD)



RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of May 31, 2012) vs. 2011/12 YTD (as of May 31, 2011) vs. 2011/12 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 3a - Occupancy Rate

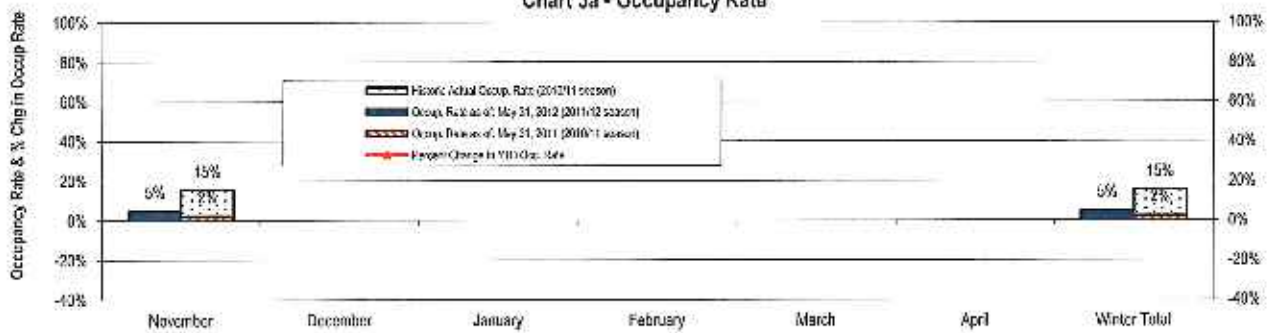


Chart 3b - Average Daily Rate

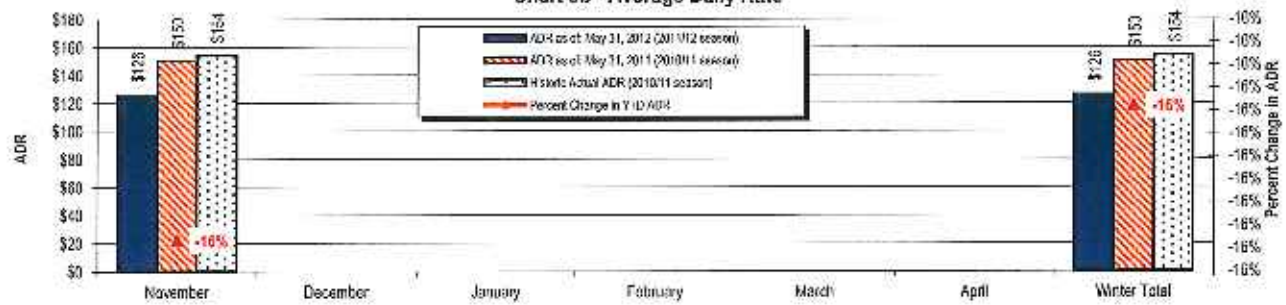


Chart 3c - Revenue per Available Room

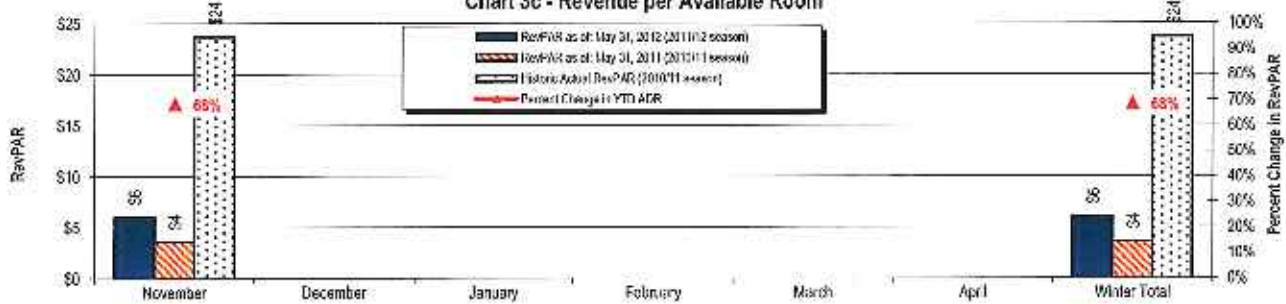
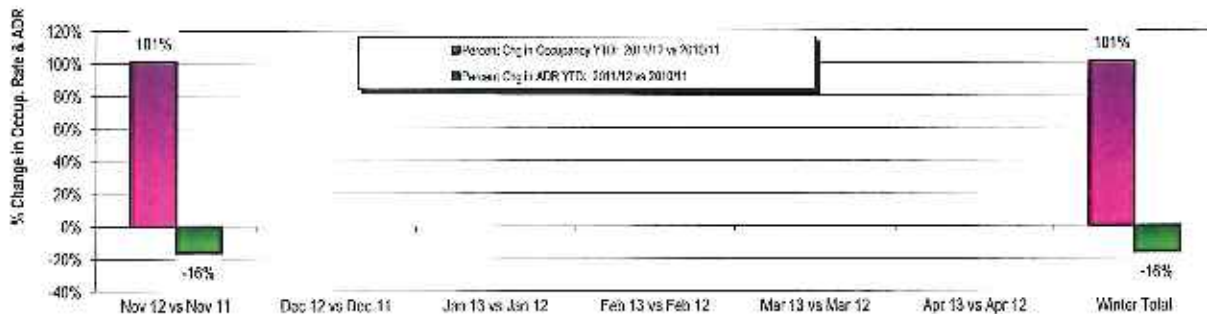


Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



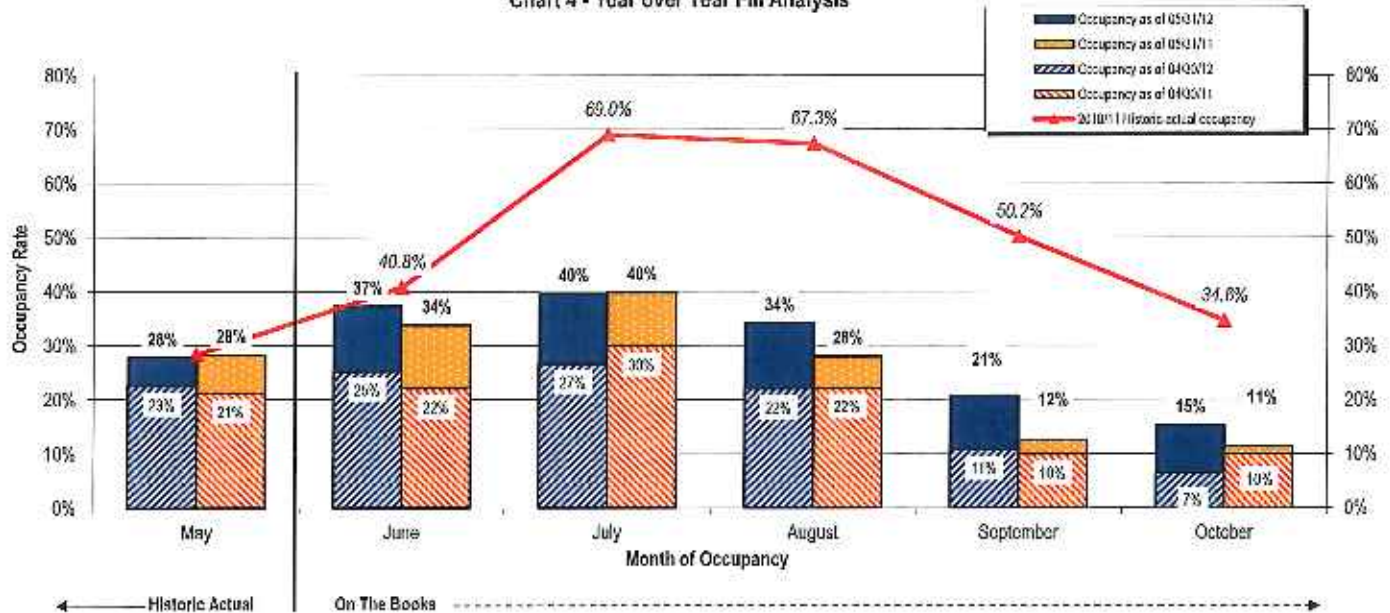
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of May 31, 2012 and Apr. 30, 2012 versus same period 2010/11

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 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

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)		2010/11 Historic actual occupancy
	Occupancy as of 05/31/12	Occupancy as of 05/31/11	Absolute Change	Occupancy as of 04/30/12	Occupancy as of 04/30/11	Absolute Change	Incremental occupancy booked during May, 2012	Incremental occupancy booked during May, 2011	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	May	27.7%	28.3%	-0.6%	22.5%	21.2%	1.3%	5.2%	7.1%	-1.9%	
June	37.3%	33.8%	3.5%	25.3%	22.1%	3.2%	12.0%	11.7%	0.3%	2.6%	40.8%
July	39.6%	39.8%	-0.3%	26.7%	29.9%	-3.3%	12.9%	9.9%	3.0%	30.2%	69.0%
August	34.1%	28.0%	6.1%	22.0%	22.2%	-0.2%	12.1%	5.8%	6.3%	107.4%	67.3%
September	20.8%	12.5%	8.3%	10.7%	9.9%	0.8%	10.0%	2.6%	7.4%	289.8%	50.2%
October	15.3%	11.4%	3.9%	6.5%	10.0%	-3.5%	8.7%	1.3%	7.4%	566.2%	34.6%
Total	29.2%	25.8%	3.4%	19.1%	19.3%	-0.2%	10.1%	6.5%	3.6%	56.2%	48.0%

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

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

RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
Bookings as of May 31, 2012

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)	# of Properties In Sample
		Occup. Rate as of: May 31, 2012 (2011/12 season)	Occup. Rate as of: May 31, 2011 (2010/11 season)	Percent Change In YTD Occ. Rate		
Month of Occupancy (2011/12 & 2010/11)						
December	↑ Historic Actual	40.5%	50.2%	-19.3%		11
January		38.6%	46.6%	-17.2%		11
February		47.5%	52.8%	-10.0%		11
March		51.5%	50.5%	2.1%		11
April		41.9%	40.2%	4.2%		11
May		27.7%	28.3%	-2.1%		11
June	On the Books	37.3%	33.8%	10.4%	40.8%	11
July	↓	39.1%	40.0%	-2.3%	68.2%	11
August		32.4%	27.0%	20.1%	68.7%	11
September		19.4%	11.8%	64.3%	48.4%	11
October		14.2%	10.5%	34.7%	32.6%	11
November		4.8%	2.4%	100.7%	15.4%	10
Grand total		33.2%	33.4%	-0.7%	45.7%	11
Historic months total		41.0%	44.7%	-8.2%	44.7%	11
On the Books months total		25.4%	21.7%	16.6%	46.8%	11

AVERAGE DAILY RATE		ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)	# of Properties In Sample
		ADR as of: May 31, 2012 (2011/12 season)	ADR as of: May 31, 2011 (2010/11 season)	Percent Change in YTD ADR		
Month of Occupancy (2011/12 & 2010/11)						
December	↑ Historic Actual	\$292	\$284	2.7%		11
January		\$227	\$248	-8.4%		11
February		\$280	\$287	-0.2%		11
March		\$220	\$226	-2.8%		11
April		\$172	\$163	5.6%		11
May		\$153	\$146	4.4%		11
June	On the Books	\$190	\$183	4.1%	\$176	11
July	↓	\$241	\$230	4.6%	\$224	11
August		\$234	\$225	4.1%	\$215	11
September		\$179	\$179	0.0%	\$179	11
October		\$161	\$145	10.8%	\$140	11
November		\$126	\$150	-16.1%	\$154	10
Grand total		\$219	\$224	-2.5%	\$214	11
Historic months total		\$225	\$234	-3.8%	\$234	11
On the Books months total		\$208	\$203	2.2%	\$193	11

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)	# of Properties In Sample
		RevPAR as of: May 31, 2012 (2011/12 season)	RevPAR as of: May 31, 2011 (2010/11 season)	Percent Change In YTD RevPAR		
Month of Occupancy (2011/12 & 2010/11)						
December	↑ Historic Actual	\$118	\$143	-17.1%		11
January		\$88	\$115	-24.1%		11
February		\$124	\$151	-18.3%		11
March		\$113	\$114	-0.8%		11
April		\$72	\$66	10.0%		11
May		\$42	\$41	2.3%		11
June	On the Books	\$71	\$62	14.9%	\$72	11
July	↓	\$94	\$92	2.2%	\$153	11
August		\$76	\$61	25.1%	\$144	11
September		\$35	\$21	64.3%	\$88	11
October		\$23	\$15	49.3%	\$15	11
November		\$0	\$4	68.4%	\$24	10
Grand total		\$73	\$75	-3.2%	\$98	11
Historic months total		\$92	\$105	-11.7%	\$105	11
On the Books months total		\$53	\$44	19.3%	\$90	11

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of May 31, 2012

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 2011 VS. YTD 2010			Historic Actual Occup. Rate (2011 Season)
		Occup. Rate as of: May 31, 2012 (2012 Season)	Occup. Rate as of: May 31, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)					
May	Historic Actual	27.7%	28.3%	-2.1%	
June	On the Books	37.3%	33.8%	10.4%	40.8%
July		39.1%	40.0%	-2.3%	68.2%
August		32.4%	27.0%	20.1%	66.7%
September		19.4%	11.8%	64.3%	48.4%
October		14.2%	10.5%	34.7%	32.6%
Summer Total		28.3%	25.3%	12.2%	47.5%

AVERAGE DAILY RATE		ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2011 Season)
		ADR as of: May 31, 2012 (2012 Season)	ADR as of: May 31, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)					
May	Historic Actual	\$153	\$146	4.4%	
June	On the Books	\$190	\$183	4.1%	\$176
July		\$241	\$230	4.8%	\$224
August		\$234	\$225	4.1%	\$215
September		\$179	\$179	0.0%	\$179
October		\$161	\$145	10.8%	\$140
Summer Total		\$201	\$193	3.8%	\$190

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2011 Season)
		RevPAR as of: May 31, 2012 (2012 Season)	RevPAR as of: May 31, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)					
May	Historic Actual	\$42	\$41	2.3%	
June	On the Books	\$71	\$62	14.9%	\$72
July		\$94	\$92	2.2%	\$153
August		\$76	\$61	25.1%	\$144
September		\$35	\$21	64.3%	\$86
October		\$23	\$15	49.3%	\$45
Summer Total		\$57	\$49	16.4%	\$90

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of May 31, 2012

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)
Month of Occupancy (2011/12 & 2010/11)		Occup. Rate as of: May 31, 2012 (2011/12 season)	Occup. Rate as of: May 31, 2011 (2010/11 season)	Percent Change in YTD Occ. Rate	
November	On the Books	4.8%	2.4%	100.7%	15.4%
December					
January					
February					
March					
April					
Winter Total		4.8%	2.4%	100.7%	

AVERAGE DAILY RATE		ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)
Month of Occupancy (2011/12 & 2010/11)		ADR as of: May 31, 2012 (2011/12 season)	ADR as of: May 31, 2011 (2010/11 season)	Percent Change in YTD ADR	
November	On the Books	\$126	\$150	-16.1%	\$154
December					
January					
February					
March					
April					
Winter Total		\$126	\$150	-16.1%	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)
Month of Occupancy (2011/12 & 2010/11)		RevPAR as of: May 31, 2012 (2011/12 season)	RevPAR as of: May 31, 2011 (2010/11 season)	Percent Change in YTD ADR	
November	On the Books	\$6	\$4	68.4%	\$24
December					
January					
February					
March					
April					
Winter Total		\$6	\$4	68.4%	



MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of May 31, 2012

Executive Summary

Overview Based on data from 15 reporting MTRIP Destinations (see Destination Listing at bottom of page 6)

	High	Low	Average	North Lake Tahoe
a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Historic Actual Occupancy for Last Month	29.6%	7.4%	15.2%	27.7%
% Change in Historic Actual Occupancy for Last Month	4039.3%	0.6%	13.6%	-2.1%
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	\$139	\$96	\$124	\$153
% Change in Historic Actual Average Daily Rate for Last Month	12.9%	-4.2%	0.6%	4.4%
c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Occupancy On-The_Books for Next Month	54.0%	15.9%	27.5%	37.3%
% Change in Occupancy On-The-Books for Next Month	52.3%	-1.7%	15.3%	10.4%
d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Average Daily Rate On-The_Books for Next Month	\$303	\$110	\$174	\$190
% Change in Average Daily Rate On-The-Books for Next Month	10.8%	1.8%	3.2%	4.1%

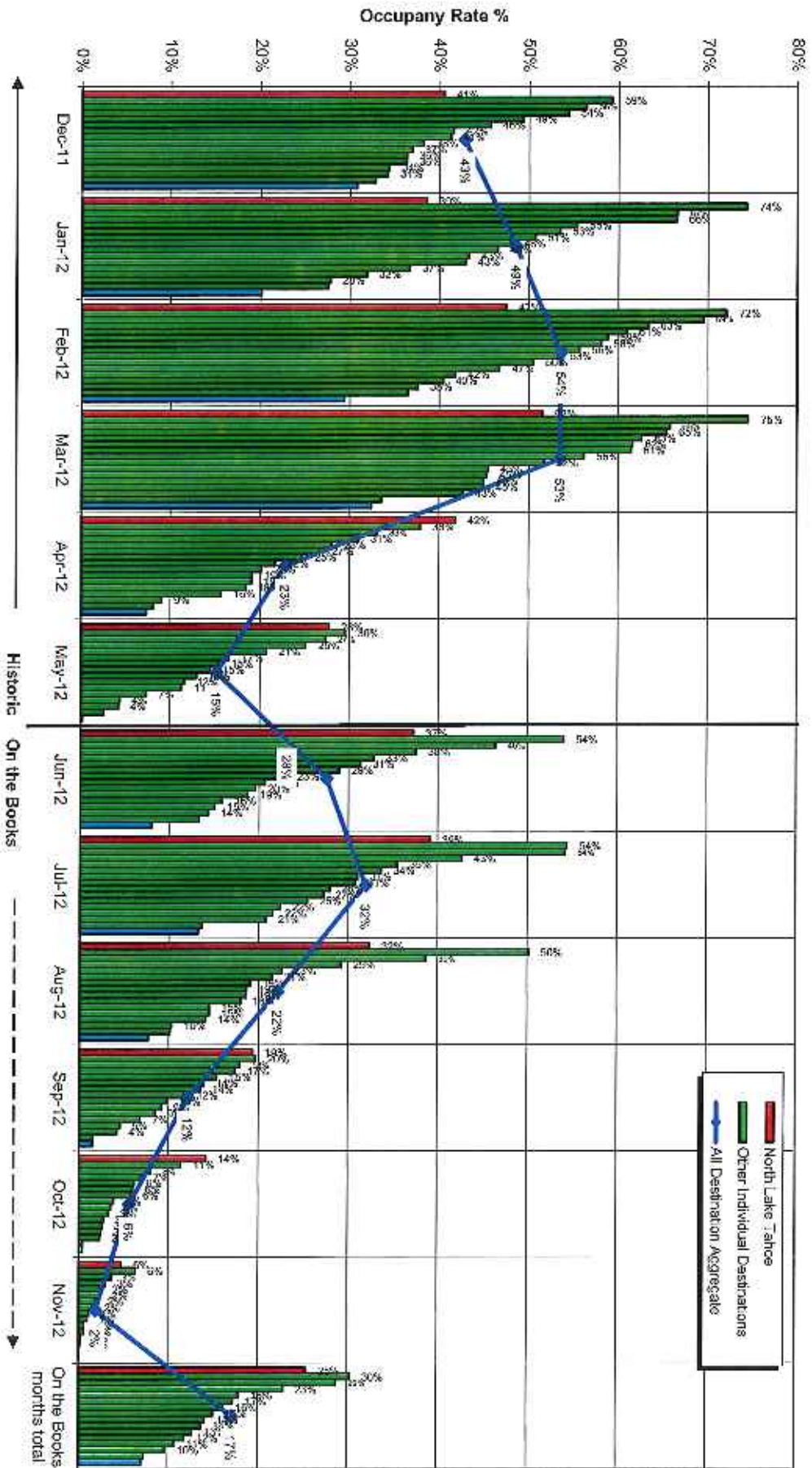
DESCRIPTION: The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRIP reporting destinations. In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

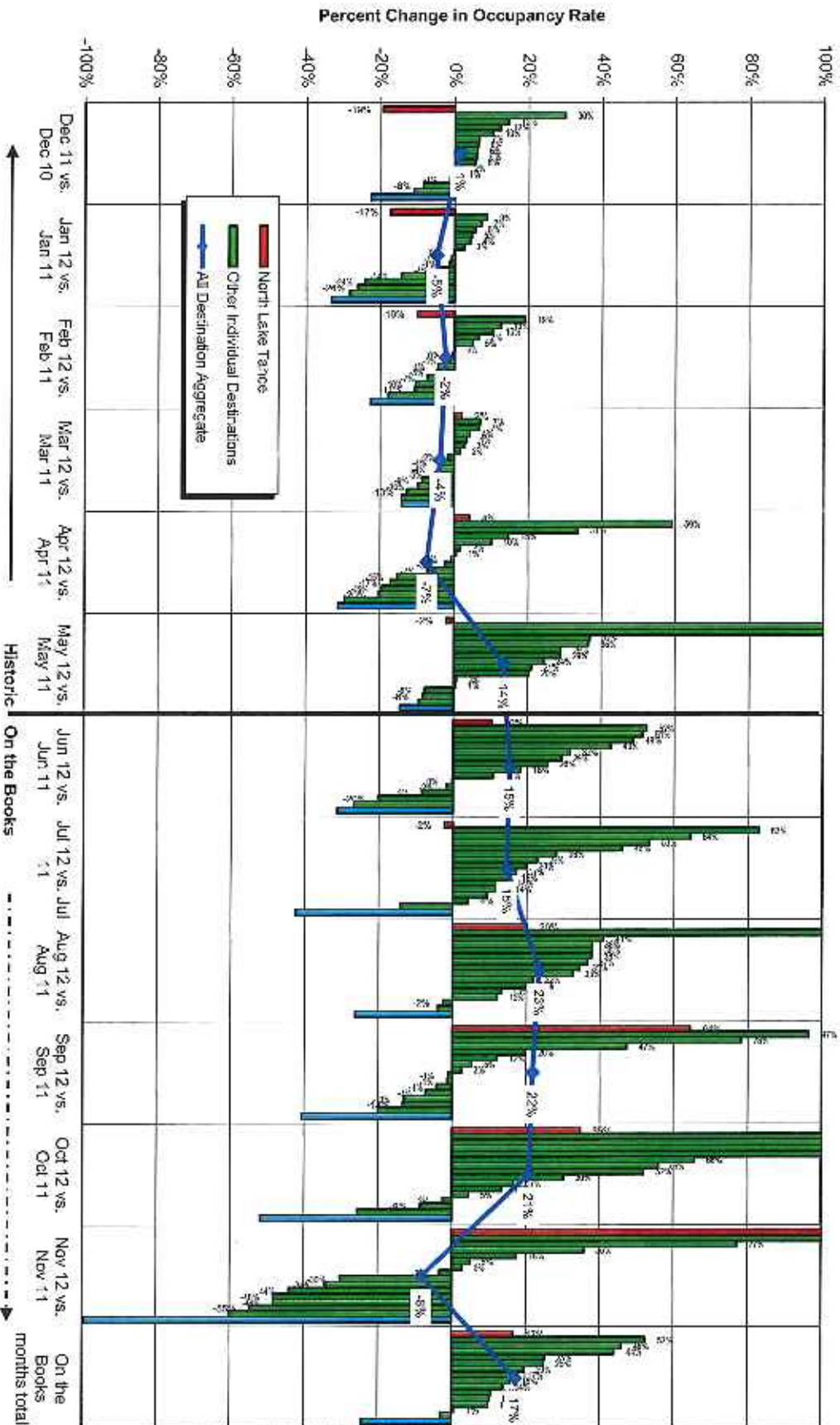
Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below.

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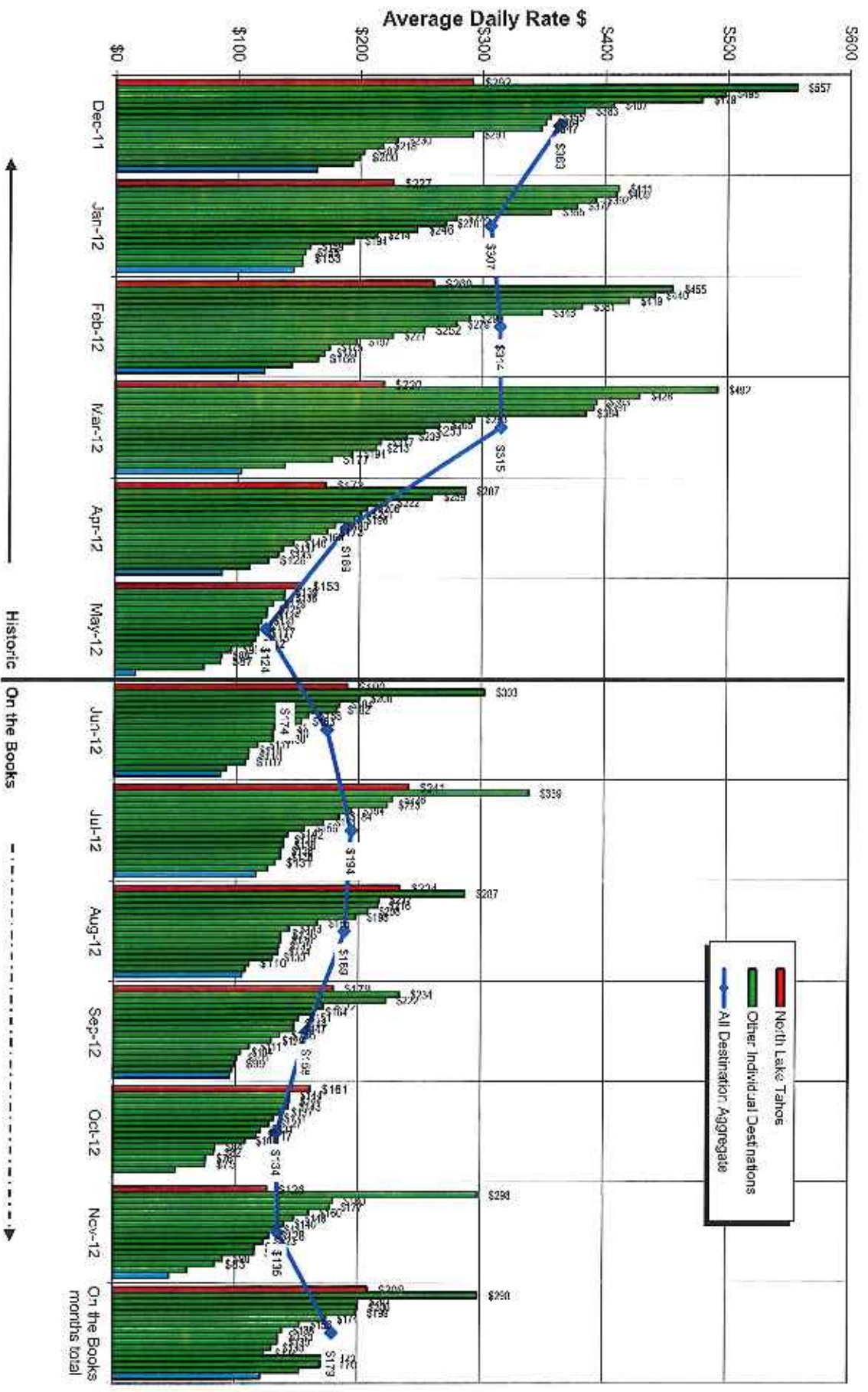
Occupancy Rate 2011/2012 Season as of May 31, 2012
Historic and Forecast Data
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



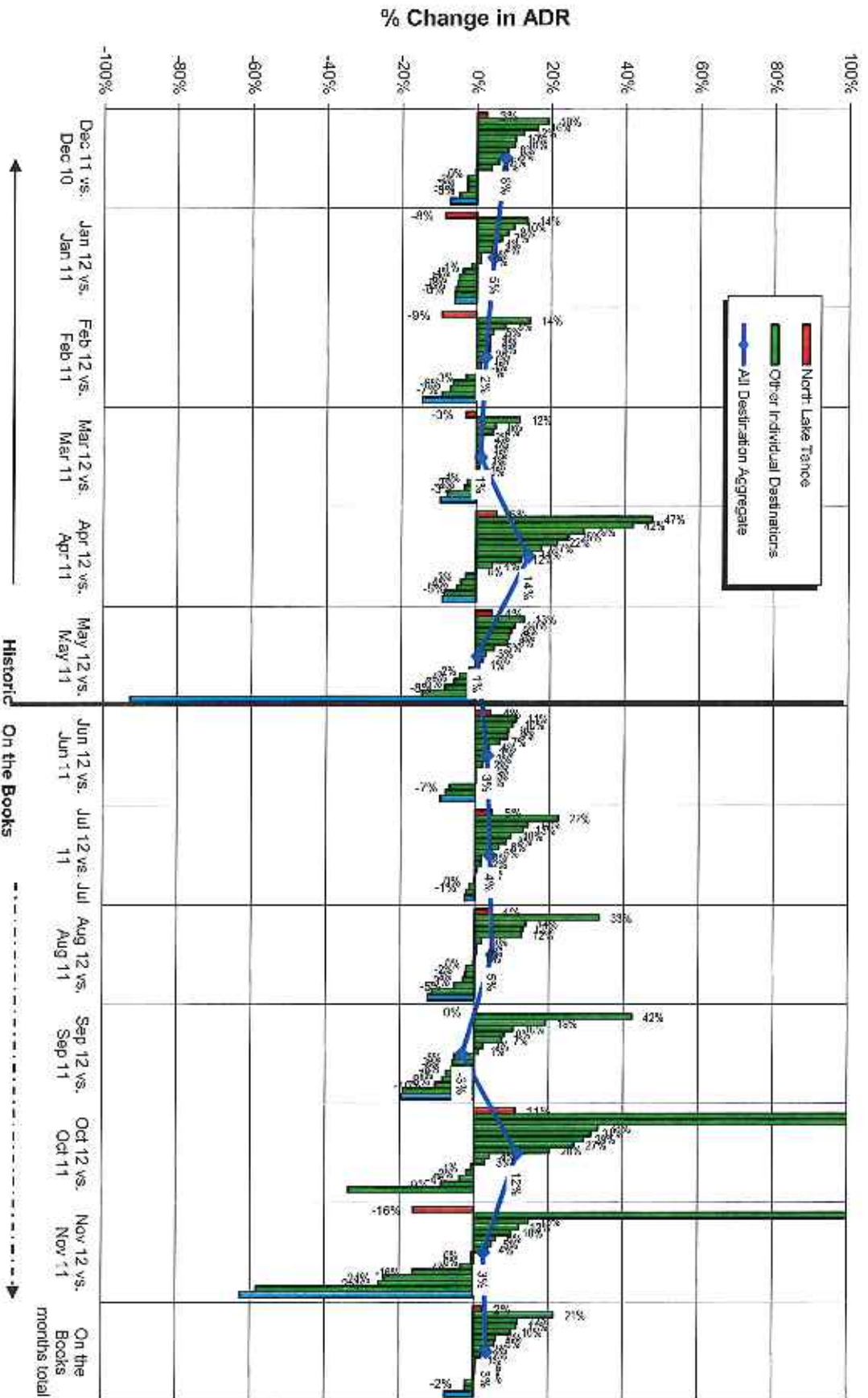
Percent Change in Occupancy Rate: 2011/2012 vs 2010/2011 as of May 31, 2012
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2011/2012 Season as of May 31, 2012
Historic and Forecast Data
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Percent Change in Average Daily Rate: 2011/2012 vs 2010/2011 as of May 31, 2012
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Aggregate

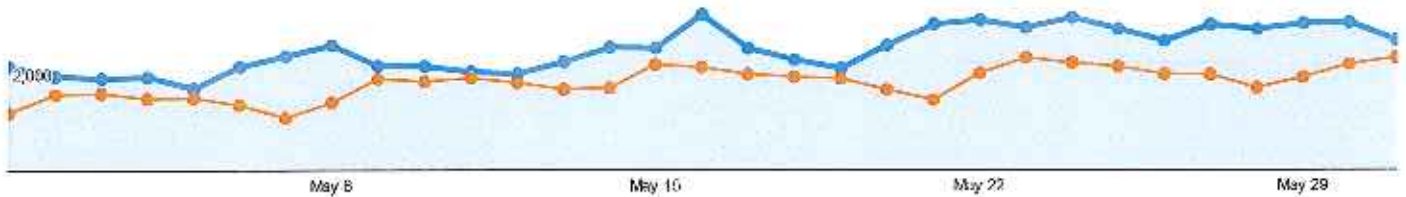


Visitors Overview

● ● % of visits : +0.00%

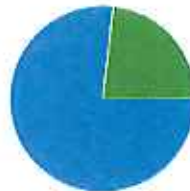
Overview

● Visits ● Visits
4,000



56,729 people visited this site













- Visits: 38.28%**
69,498 vs 50,259
- Unique Visitors: 34.88%**
56,729 vs 42,069
- Pageviews: 11.96%**
305,409 vs 272,778
- Pages / Visit: -19.03%**
4.39 vs 5.43
- Avg. Visit Duration: -24.51%**
00:03:11 vs 00:04:14
- Bounce Rate: 12.15%**
34.95% vs 31.16%
- % New Visits: -1.94%**
76.67% vs 78.19%



■ **76.74% New Visitor**
53,332 Visits

■ **23.26% Returning Visitor**
16,167 Visits

Language	Visits	% Visits
1. en-us		
May 1, 2012 - May 31, 2012	63,328	91.12%
May 1, 2011 - May 31, 2011	47,049	93.81%
% Change	34.60%	-2.66%
2. en		
May 1, 2012 - May 31, 2012	3,241	4.66%
May 1, 2011 - May 31, 2011	891	1.77%
% Change	263.75%	163.05%
3. en-gb		
May 1, 2012 - May 31, 2012	513	0.74%
May 1, 2011 - May 31, 2011	336	0.67%
% Change	52.68%	10.41%
4. de-de		
May 1, 2012 - May 31, 2012	292	0.42%
May 1, 2011 - May 31, 2011	57	0.11%

		412.28%	270.46%
5.	es		
	May 1, 2012 - May 31, 2012	226	 0.33%
	May 1, 2011 - May 31, 2011	187	 0.37%
	% Change	20.86%	-12.60%
6.	pt-br		
	May 1, 2012 - May 31, 2012	192	 0.28%
	May 1, 2011 - May 31, 2011	167	 0.33%
	% Change	14.97%	-16.86%
7.	de		
	May 1, 2012 - May 31, 2012	177	 0.25%
	May 1, 2011 - May 31, 2011	340	 0.68%
	% Change	-47.94%	-62.35%
8.	fr		
	May 1, 2012 - May 31, 2012	158	 0.23%
	May 1, 2011 - May 31, 2011	169	 0.34%
	% Change	-6.51%	-32.39%
9.	es-es		
	May 1, 2012 - May 31, 2012	157	 0.23%
	May 1, 2011 - May 31, 2011	07	 0.10%
	% Change	61.86%	17.05%
10.	en-us		
	May 1, 2012 - May 31, 2012	98	 0.14%
	May 1, 2011 - May 31, 2011	24	 0.05%
	% Change	308.33%	195.29%

[view full report](#)

Search Engine Marketing Report

for



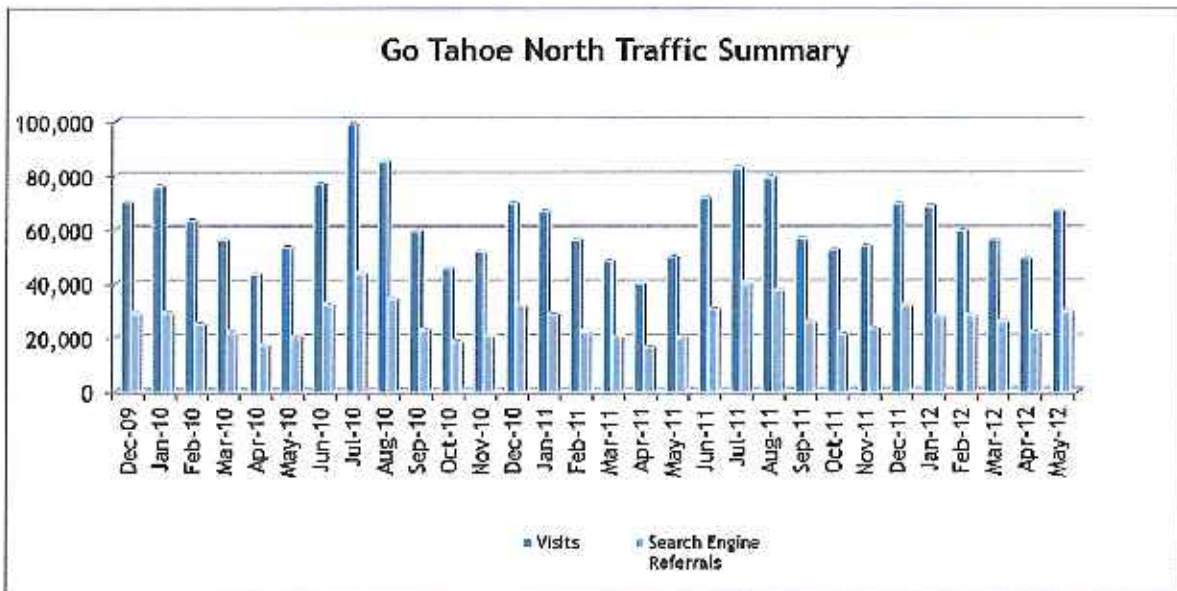
north lake tahoe

June 4, 2012

Presented by
smith + jones

Program Progress

- Organic Search Engine referrals increased 50.4% in May 2012 compared to May 2011.
- Organic Search Engine referrals made up 44.3% of total visits in May.
- Overall Website traffic increased 33.5% in May 2012 compared to May 2011.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
May-12	67,089	29,731	44.32%
Apr-12	49,425	22,149	44.81%
Mar-12	56,339	25,896	45.96%
Feb-12	59,587	28,304	47.50%
Jan-12	68,658	28,111	40.94%
Dec-11	69,425	32,096	46.23%
Nov-11	54,268	23,711	43.69%
Oct-11	52,713	21,504	40.79%
Sep-11	56,768	25,747	45.35%
Aug-11	79,334	37,415	47.16%
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%

Position Progress Summary

June 4, 2012 GoTahoeNorth Search Positions

Total #1 Positions	26
Total 1st Page Positions	53
Total 2nd Page Positions	15
Google #1 Positions	15
Google 1st Page Positions	28
Google 2nd Page Positions	9

Compared with

May 3, 2012 GoTahoeNorth Search Positions

Total #1 Positions	24
Total 1st Page Positions	56
Total 2nd Page Positions	10
Google #1 Positions	14
Google 1st Page Positions	32
Google 2nd Page Positions	5

Compared with

May 23, 2007 GoTahoeNorth Search Positions

Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

1 New #1 Position on Google for:

- north shore Lake Tahoe

2 New First Page Positions on Bing for:

- Lake Tahoe entertainment
- Lake Tahoe vacations

2 New #1 Positions on Bing for:

- north Lake Tahoe camping
- north shore Lake Tahoe

Site Optimization

- o Please make development of new content for the following areas of the Website a top priority:
 - smith + jones researched highly searched phrases that GoTahoeNorth should add content focused on to the Website. Monthly search frequencies are listed with each key phrase.
 - 9900 Lake Tahoe restaurants
 - 6600 Things to Do in Lake Tahoe
 - 5400 Lake Tahoe shows
 - 720 Lake Tahoe beach weddings
 - 880 Lake Tahoe tourism
 - smith + jones recommends that static content be created for the following pages. 100 - 200 words near the top of the page, before the individual listings.
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-course-map>
 - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
 - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
 - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
 - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
 - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
 - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
 - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>

- <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>
 - <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
 - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
 - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
 - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
 - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
 - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- smith + jones discussed the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
 - http://www.gotahoenorth.com/weddings/wedding-services/beauty-services_spas
 - http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers
 - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
 - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
 - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>
 - Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories. Currently, unless a visitor looks over to the left navigation, they may not see the additional wedding topics GoTahoeNorth offers information on.

- smith + jones posted the following forum posts linking to GoTahoeNorth in May:
 - <http://answers.yahoo.com/question/index?qid=20120507122710AA2igG5>
 - <http://answers.yahoo.com/question/index?qid=20120521083127AAB9gcU>
 - <http://answers.yahoo.com/question/index?qid=20120526163403AAJVEoH>
- 40 submissions were made to Social Media Web sites in the month of May. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

Keyword	Jun-12		May-12		Mar-12		Feb-12		Jan-12		Dec-11	
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo
Incline Village	1	2	1	2	1	3	1	4	1	5	1	4
incline village lake tahoe	1	2	1	1	1	2	1	3	1	3	1	3
incline village tahoe	1	2	1	2	1	2	1	2	1	2	1	2
Incline Village vacation	10		9	20	3	19	4		5		3	14
kings beach	1	1	1	1	1	1	1	1	1	1	1	1
kings beach lake tahoe	1	1	1	1	1	1	1	1	1	1	1	1
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1
Lake Tahoe Deals	4	2	4	2	3	3	3	2	3	2	3	2
Lake Tahoe	16	10	18	9	18	17	20	12	17	13	17	16
Lake Tahoe activities	4	10	4	5	6	11	7	16	7	9	6	9
lake tahoe activities in summer	2	14	2		3		3		3		2	
Lake Tahoe Chamber of Commerce	6	12	6	10	7		7		10		7	
Lake Tahoe entertainment	13	10	8	12	10	15	10	13	14	13	15	14
lake tahoe events	3	3	3	3	4	7	4	5	4	5	4	5
Lake Tahoe fishing	11	3	6	3	4	3	5	7	4	8	3	7
Lake Tahoe golf courses	7	9	7	8	6	13	8	13	10	17	9	14
Lake Tahoe hotels	17	20	15		14	20	18	19	16	17	15	
Lake Tahoe lodging	14	6	4	4	6	4	7	5	10	5	7	5
Lake Tahoe resorts	4	2	4	2	4	2	4	2	4	2	4	2
Lake Tahoe ski	15		18		9		9				17	
Lake Tahoe ski resorts	18		20	19	17	17	15	18		16		15
Lake Tahoe skiing	16		8		11		12		17		17	
Lake Tahoe summer	1	16	1	16	1		1	18	1		1	15
lake tahoe summer activities	2	20	2		2		2	20	2		2	
Lake Tahoe vacation rentals					18				20			
Lake Tahoe vacations	7	8	7	11	8	11	8	18	7	4	7	9
Lake Tahoe weddings	14		16		11		11	16	13	17	12	
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe camping	1	1	1	3	2	3	2	3	2	3	2	3
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1
north lake tahoe rentals	7	18	7		7	20	7	19	3	20	4	
north lake tahoe restaurants	1	1	1	1	1	1	1	1	1	1	1	1
north shore lake tahoe	1	1	2	2	3	2	2	2	2	1	2	1
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1

Northstar												
Northstar at Tahoe												
ski Tahoe	10		7		9		8		7	9	15	7
ski vacations												
Squaw Valley							17		18		18	
Tahoe City	4	2	2	2	3	2	2	2	2	2	2	6
Tahoe Vista	1	1	1	1	1	2	1	2	1	1	1	1
Truckee California												

Search Positions By Engine												
#1 Positions	15	11	14	10	13	8	13	8	13	10	13	10
1st Page Positions	28	25	32	24	32	20	32	20	30	23	29	23
2nd Page Positions	9	6	5	5	6	9	6	11	7	7	8	6

Total Search Positions						
#1 Positions	26	24	21	21	23	23
1st Page Positions	53	56	52	52	53	52
2nd Page Positions	15	10	15	17	14	14

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

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 mentions of 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.

<http://richardcharles.blogspot.com/2012/05/ode-to-chuck-bluth-and-nevada.html>
Ode to Chuck Bluth and Nevada Entrepreneurs With Political Courage

http://www.sacbee.com/2012/05/25/4512440/country-is-king-this-weekend-at.html#mi_rss=Music
Mel Shields: Country is king this weekend at Nugget in Sparks

<http://www.sierrasun.com/ARTICLE/20120524/COMMUNITY/120529960/1087/RSS>
Kick off summer with North Lake Tahoe's Opening Day at the Lake

<http://www.fodors.com/community/united-states/help-us-find-a-perfect-honeymoon-spot-on-the-west-coast.cfm#comment-7647594>

Help us find a perfect honeymoon spot on the West Coast!

"Victoria on Vancouver Island is nice -

http://www.hellobc.com/victoria.aspx?gclid=CI3Q2_jGgLACFQ5rhwodgBPSSg like a semi-trip to London - as are other places over toward the Olympic Peninsula. Lake Tahoe is gorgeous but might be busy then. <http://www.gotahoenorth.com/>"

<http://twitter.com/kristimarcelle/status/207878814796226560>

Check out what @TahoeNorth offers families in the summer @SquawCreek.

<http://bit.ly/M7Hhyh> @CiaoBambino

<http://twitter.com/RKPRInc/status/208234252964331521>

<http://twitter.com/AllyFreedland/status/208234306966003712>

RT @tahoenorth: Be sure to enter Adventure Sports Week giveaway! Package includes Lodging, F & B, race credit and more! <http://ow.ly/bh4dN>

<http://twitter.com/nternetbiz/status/208240771189575683>

Getting ready to go up to @inclinevillage and tour some of the new things they have at @TahoeNorth

Andy Chapman

From: Mike Williams [mwilliams@sjmarketing.com]
Sent: Friday, June 15, 2012 11:32 AM
To: Andy Chapman; Bill Hoffman
Subject: GoTahoeNorth June 2012 Search Report
Attachments: Report060412GoTahoeNorthSMM.xlsx; Report060412GoTahoeNorth.docx

Hello,

Here is the June SEO reporting:

- Organic Search Engine referrals increased 50.4% in May 2012 when compared to May 2011.
- Organic Search Engine referrals made up 44.3% of total visits in May.
- Overall Website traffic increased 33.5% in May 2012 compared to May 2011.
- Recent increases in organic search positions include:

1 New #1 Position on Google for:

- north shore Lake Tahoe

2 New First Page Positions on Bing for:

- Lake Tahoe entertainment
- Lake Tahoe vacations

2 New #1 Positions on Bing for:

- north Lake Tahoe camping
- north shore Lake Tahoe

- There were 40 submissions to Social Media Web sites made in May. The attached spreadsheet provides additional details.

- Full details are in the attached word doc.

Let me know if you have questions.

Thanks,

Mike

[mike williams](mailto:mike.williams@sjmarketing.com)
smith + jones, inc.
775 831 6262 x207
530 448 1986 cell
sjmarketing.com

PROPERTY REFERRAL REPORT - JUNE (Alpha Listing)

PROPERTY	REFERRALS
Agate Bay Realty Vacation Rentals	226
Alpine Rental Group	27
Americas Best Value Inn Tahoe City	154
Brockway Springs Resort	300
Cal Neva Resort Casino Hotel	303
Cal Neva Resort Casino Hotel Cool Deals	441
Cedar Glen Lodge	252
Chaney House	75
Chinquapin / Packard Realty	17
Club Tahoe Resort	94
Constellation Residences at Northstar	6
Cottage Inn at Lake Tahoe	165
Ferrari's Crown Resort	187
Firelite Lodge	71
Firelite Lodge Cool Deals	442
Franciscan Lakeside Lodge	270
Goldfish Properties	88
Granlibakken Conference Center & Resort	212
Granlibakken Conference Center & Resort Cool Deals	57
Hauserman Rental Group	208
Hauserman Rental Group Cool Deals	93
Holiday House	183
Holiday House Cool Deals	87
Hyatt Regency Lake Tahoe Resort, Spa and Casino	680
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	299
Ice Lakes Lodge at Royal Gorge XC Ski Resort	35
Incline at Tahoe Realty	164
Incline Vacation Rentals	117
Incline Vacation Rentals Cool Deals	81
Kingswood Village Vacation Rentals	43
Lake of the Sky Motor Inn	59
Lake Tahoe Accommodations	38
Lake Tahoe Accommodations Cool Deals	1
Lake Tahoe Accommodations.	99
Lake Tahoe Accommodations. Cool Deals	8
Lake Tahoe Deluxe Vacation Rentals	122
LakeFrontHouse.com	87
Martis Valley Associates Property Rentals	10
Meeks Bay Resort & Marina	132
Mother Natures Inn	82
Mourelatos Lakeshore Resort	185
Mourelatos Lakeshore Resort Cool Deals	174
North Tahoe Rental Company	107
Northstar Condominlums	75

Northstar Mountain Home Vacation Rentals	40
Northstar Resort	283
Northstar Resort Cool Deals	266
Olympic Village Inn	69
Painted Rock Lodge	112
Parkside Inn at Incline	192
PepperTree Inn	145
PlumpJack Squaw Valley Inn	72
Prudential California Realty	1
Rainbow Lodge	68
Red Wolf Lakeside Lodge	125
Red Wolf Lodge at Squaw Valley	32
Resort at Squaw Creek	170
Resort at Squaw Creek Cool Deals	202
River Ranch Lodge and Restaurant	148
River Ranch Lodge and Restaurant Cool Deals	144
Rustic Cottage Inn	62
Shooting Star Bed & Breakfast	61
Shore House at Lake Tahoe	200
Squaw Valley Lodge	64
Stanford Alpine Chalet	143
Stanford Alpine Chalet Cool Deals	52
Stay In Lake Tahoe	272
Stay In Lake Tahoe Cool Deals	72
Stevenson's Holiday Inn	96
Sunnyside Restaurant & Lodge	290
Tahoe Biltmore Lodge & Casino	412
Tahoe Biltmore Lodge & Casino Cool Deals	15
Tahoe City Inn	66
Tahoe City Inn Cool Deals	274
Tahoe Edgelake Beach Club	32
Tahoe Getaways Vacation Rentals	798
Tahoe Getaways Vacation Rentals Cool Deals	281
Tahoe Luxury Properties	150
Tahoe Marina Lodge	87
Tahoe Mountain Club	15
Tahoe Mountain Resorts Lodging	90
Tahoe Mountain Resorts Lodging Cool Deals	227
Tahoe North Shore Lodge	19
Tahoe Real Estate Group	9
Tahoe Sands Resort	67
Tahoe Tavern Properties	44
Tahoe Vistana Inn	77
Tahoe Woodside Vacation Rentals	85
TahoeRentals.com ~ Wells and Bennett Realtors	145
Tahoma Lodge	128
Tahoma Meadows Bed & Breakfast	78

Tahoma Meadows Bed & Breakfast Cool Deals	205
Tamarack Lodge	39
The Border House	104
The Lodge at Sugar Bowl	54
The Ritz-Carlton, Lake Tahoe	207
The Ritz-Carlton, Lake Tahoe Cool Deals	528
The Village at Squaw Valley	124
The Village at Squaw Valley Cool Deals	484
Vacation Station, Inc.	138
Vacation Tahoe by O'Neal Brokers	57
Waters of Tahoe Properties	108
West Lake Properties at Tahoe	68
West Shore Cafe & Inn	125
TOTAL	15277

PROPERTY REFERRAL REPORT - JUNE (Totals Listing)

PROPERTY	REFERRALS
Tahoe Getaways Vacation Rentals	798
Hyatt Regency Lake Tahoe Resort, Spa and Casino	680
The Ritz-Carlton, Lake Tahoe Cool Deals	528
The Village at Squaw Valley Cool Deals	484
Firelite Lodge Cool Deals	442
Cal Neva Resort Casino Hotel Cool Deals	441
Tahoe Biltmore Lodge & Casino	412
Cal Neva Resort Casino Hotel	303
Brockway Springs Resort	300
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	299
Sunnyside Restaurant & Lodge	290
Northstar Resort	283
Tahoe Getaways Vacation Rentals Cool Deals	281
Tahoe City Inn Cool Deals	274
Stay in Lake Tahoe	272
Franciscan Lakeside Lodge	270
Northstar Resort Cool Deals	266
Cedar Glen Lodge	252
Tahoe Mountain Resorts Lodging Cool Deals	227
Agate Bay Realty Vacation Rentals	226
Granlibakken Conference Center & Resort	212
Hauserman Rental Group	208
The Ritz-Carlton, Lake Tahoe	207
Tahoma Meadows Bed & Breakfast Cool Deals	205
Resort at Squaw Creek Cool Deals	202
Shore House at Lake Tahoe	200
Parkside Inn at Incline	192
Ferrari's Crown Resort	187
Mourelatos Lakeshore Resort	185
Holiday House	183
Mourelatos Lakeshore Resort Cool Deals	174
Resort at Squaw Creek	170
Cottage Inn at Lake Tahoe	165
Incline at Tahoe Realty	164
Americas Best Value Inn Tahoe City	154
Tahoe Luxury Properties	150
River Ranch Lodge and Restaurant	148
PepperTree Inn	145
TahoeRentals.com ~ Wells and Bennett Realtors	145
River Ranch Lodge and Restaurant Cool Deals	144
Stanford Alpine Chalet	143
Vacation Station, Inc.	138
Meeks Bay Resort & Marina	132
Tahoma Lodge	128

Red Wolf Lakeside Lodge	125
West Shore Cafe & Inn	125
The Village at Squaw Valley	124
Lake Tahoe Deluxe Vacation Rentals	122
Incline Vacation Rentals	117
Painted Rock Lodge	112
Waters of Tahoe Properties	108
North Tahoe Rental Company	107
The Border House	104
Lake Tahoe Accommodations.	99
Stevenson's Holliday Inn	96
Club Tahoe Resort	94
Hauserman Rental Group Cool Deals	93
Tahoe Mountain Resorts Lodging	90
Goldfish Properties	88
Holiday House Cool Deals	87
LakeFrontHouse.com	87
Tahoe Marina Lodge	87
Tahoe Woodside Vacation Rentals	85
Mother Natures Inn	82
Incline Vacation Rentals Cool Deals	81
Tahoma Meadows Bed & Breakfast	78
Tahoe Vistana Inn	77
Chaney House	75
Northstar Condominiums	75
PlumpJack Squaw Valley Inn	72
Stay In Lake Tahoe Cool Deals	72
Firelite Lodge	71
Olympic Village Inn	69
Rainbow Lodge	68
West Lake Properties at Tahoe	68
Tahoe Sands Resort	67
Tahoe City Inn	66
Squaw Valley Lodge	64
Rustic Cottage Inn	62
Shooting Star Bed & Breakfast	61
Lake of the Sky Motor Inn	59
Granlibakken Conference Center & Resort Cool Deals	57
Vacation Tahoe by O'Neal Brokers	57
The Lodge at Sugar Bowl	54
Stanford Alpine Chalet Cool Deals	52
Tahoe Tavern Properties	44
Kingswood Village Vacation Rentals	43
Northstar Mountain Home Vacation Rentals	40
Tamarack Lodge	39
Lake Tahoe Accommodations	38
Ice Lakes Lodge at Royal Gorge XC Ski Resort	35

Red Wolf Lodge at Squaw Valley	32
Tahoe Edgelake Beach Club	32
Alpine Rental Group	27
Tahoe North Shore Lodge	19
Chinquapin / Packard Realty	17
Tahoe Biltmore Lodge & Casino Cool Deals	15
Tahoe Mountain Club	15
Martis Valley Associates Property Rentals	10
Tahoe Real Estate Group	9
Lake Tahoe Accommodations. Cool Deals	8
Constellation Residences at Northstar	6
Lake Tahoe Accommodations Cool Deals	1
Prudential California Realty	1
TOTAL	15277

Monthly Report May 2012

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/12:	\$1,955,500	\$1,638,814	19%
Forecasted Commission for this Revenue:	\$131,368	\$100,247	31%
Number of Room Nights:	10713	9716	10%
Number of Delegates:	4800	4785	0%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	57	45	27%

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

<u>Arrived in the month</u>	<u>May-12</u>	<u>Est.</u>	<u>May-11</u>
Number of Groups:	2		0
Revenue Arrived:	\$143,824		\$0
Projected Commission:	\$13,613		\$0
Room Nights:	935		0
Number of Delegates:	460		0
Arrived Group Types:	1 Assoc., 1 Smerf		

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$872,367	(Goal) \$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 5/31/12: 105

Total Number of Leads Generated in Previous Years:

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

Monthly Report May 2012

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/12:	\$85,059	\$216,150	-61%
Forecasted Commission for this Revenue:	\$9,997	\$23,170	-57%
Number of Room Nights:	848	1993	-57%
Number of Delegates:	506	1220	-59%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	45	42	7%

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

<u>Arrived in the month</u>	<u>May-12</u>	<u>May-11</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$14,007	
Projected Commission:	\$0	\$0	
Room Nights:	0	203	
Number of Delegates:	0	79	
Arrived Group Types:		1 Corp.	

<u>Monthly Detail/Activity</u>	<u>April-12</u>	<u>April-11</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$45,432	\$0	
Projected Commission:	\$2,271	\$0	
Room Nights:	370	0	
Number of Delegates:	250	0	
Booked Group Types:	1 Assoc.	0	
Lost Business, # of Groups:	0	1	
<u>Arrived in the month</u>	<u>April-12</u>	<u>Est.</u>	<u>April-11</u>
Number of Groups:	1		1
Revenue Arrived:	\$4,455		\$1,193
Projected Commission:	\$0		\$179
Room Nights:	50		7
Number of Delegates:	90		10
Arrived Group Types:	1 Assoc.		1 Corp.
			273%
			614%
			800%

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$5,148	
Projected Commission:	\$0	\$558	
Room Nights:	0	80	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp, 1 TA	
Lost Business, # of Groups:	0	8	
<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$98,226	
Projected Commission:	\$0	\$12,964	
Room Nights:	0	832	
Number of Delegates:	0	495	
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit	

Future Year Bookings, booked in this fiscal year:

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

NUMBER OF LEADS Generated as of 5/31/12: 105

Total Number of Leads Generated in Previous Years:

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

NORTH SHORE 4 QUARTER - FY.2011/12						
Apr-12						
Groups Booked: 2						
Placer County:	1	Room Nights:	105	Delegates:	55	Revenue: \$15,970
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	525	Delegates:	546	Revenue: \$87,343
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
May-12						
Groups Booked: 3						
Placer County:	3	Room Nights:	360	Delegates:	152	Revenue: \$51,424
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 2						
Placer County:	2	Room Nights:	935	Delegates:	460	Revenue: \$143,824
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Jun-12						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter totals by county:						
Groups Booked: 5						
Placer County:	4	Room Nights:	465	Delegates:	207	Revenue: \$67,394
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	5		620	Delegates:	297	\$101,571
Groups Arrived: 4						
Placer County:	4	Room Nights:	1460	Delegates:	1006	Revenue: \$231,167
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
TOTAL:	4		1460		1006	\$231,167