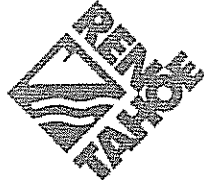




Marketing Committee
July 28, 2009

June 2009
Standing Reports



Inter-Office Memo

Reno-Tahoe Airport Authority

Date: June 30, 2009
To: Statistics Recipients
From: Krys T. Bart, A.A.E., President/CEO
Subject: **RENO-TAHOE INTERNATIONAL AIRPORT
MAY 2009 PASSENGER STATISTICS**

U.S. DOMESTIC INDUSTRY OVERVIEW FOR MAY 2009

Average Load Factor:	80.3% (all RNO carriers)
Number of Flights:	Down 8.1%*
Capacity of Seats:	Down 7.7%*
Fuel:	\$64.83 per barrel ending May 2009

* Source: APGDat

RNO OVERVIEW FOR MAY 2009

Average Load Factor:	78.7%
Total Passengers:	Down 15.6%
Air Cargo:	Down 23.2%
Number of Flights:	Down 17.3%
Capacity of Seats:	Down 13.7%

RNO AIRPORT SUMMARY

Total passengers for the month of May 2009 at RNO declined 15.6% compared to May 2008. This decrease in RNO traffic is a result of the sharp decline in air travel at RNO and across the nation due to the continuing recession and the 13.7% reduction in monthly seat capacity at RNO. For calendar year-to-date 2009 RNO traffic has dropped 20.5% to 1.55 million total passengers or 400,062 fewer passengers than the same period one year earlier. Fiscal year-to-date (July 2008 – May 2009) passenger total is down 18.31%.

While passenger traffic remains significantly down year-over-year from 2008, load factors improved in May 2009 over May 2008. Much of that has to do with carriers slashing ticket prices, reducing frequency and utilizing smaller aircraft where there is slacking demand. RNO airlines reported an improved load factor of 78.7% in May 2009 which

was 3.7 points greater than reported in May 2008 indicating that the carriers have reduced capacity to a level sufficient to fill 79% of their seats out of RNO. This reduction in capacity resulted in RNO carriers offering 17.3% fewer daily flights and 13.7% fewer seats for the month versus May 2008.

Air Cargo declined 23.2% in May compared to May 2008, for a total 7,619,402 pounds (3455.5 metric tons) of freight. This is the largest decrease in cargo seen at RNO as a result of the significant downturn in the economy and follows the nationwide shift in transportation modes to cheaper less time sensitive truck and rail in order to cut costs. Year-to-date RNO air cargo is down 20.3% in 2009.

RNO TOTAL PASSENGERS

A total of 312,441 passengers traveled through Reno during May 2009, a decrease of 15.6% and 57,704 fewer passengers compared to one year earlier. While the Women's U.S. Bowling Congress tournament, which is running through July 4, 2009, helped stem the loss of passengers for May 2009, airline reduction in capacity, the loss of flights from now defunct Express Jet and the discontinuation of service by Continental all contributed to the 15% decline in RNO traffic this month. Airline reductions in capacity for the month of May included Southwest Airlines reducing frequency by one daily flight each to three destinations (Phoenix, Seattle and Oakland) in an effort to match capacity to demand in these markets. And, Horizon Air eliminated their once daily flight to Portland and reduced one daily frequency to Los Angeles. This decrease in total passengers is a direct result of the global recession which is driving airlines to reduce flights and frequency and substitute smaller aircraft on low-demand or unprofitable routes. Also negatively impacting May 2009 passenger traffic in RNO and the nation was the H1N1 (Swine Flu) pandemic which kept some travelers from carrying out their travel plans during the month. Year-to-date through May 2009, RNO total passengers have declined by 20.5% or 400,062 fewer passengers.

AIRLINE LOAD FACTORS

RNO airlines reported an average load factor of 78.7% for the month of May which is a 3.6 point increase over one year earlier and a result of reduced seat capacity in the RNO market. Four airlines at RNO (Allegiant, American, Delta and Skywest) reported load factors over 80% in the month of May. Among those four airlines Skywest reported a load factor of 88.2% which is a 13.7 point increase compared to their May 2008 load factor and 8.1 points higher than their system load factor of 80.1%. American reported the second highest load factor of 84.5% that was 5.3 points higher than their system load factor of 79.2%. The two other airlines reporting over 80 percent load factor were Delta and Allegiant at 80.8% and 80.5% respectively. Additionally, Horizon reported a 78.7% load factor which was 7 points above their system load factor of 71.7% and Southwest reported a seemingly low 61.4% load factor which was actually one point higher than their May 2008 load factor performance in RNO.

May 2009 RNO Airline Load Factor and System-Wide Comparison

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	78.7%	71.7%	7.0
Allegiant	80.5%	88.0%	-7.5
American	84.5%	79.2%	5.3
Delta	80.8%	82.9%	-2.1
Skywest	88.2%	80.1%	8.1
Southwest	61.4%	74.6%	-13.2
United	78.1%	81.7%	-3.6
US Airways	77.7%	82.8%	-5.1

AIRLINE MARKET SHARE

Southwest Airlines maintains the largest market share in RNO for May 2009 with a 53.8% market share, which is an increase of 3.69 market share points compared to May 2008. United Airlines with a 13.3% share was second. Skywest showed a noteworthy increase in share compared to May 2008 jumping from 2% to 3.5% market share in RNO.

May 2009 RNO Market Share Comparison

<u>Airline</u>	<u>MAY 2009</u>	<u>May 2008</u>	<u>Change</u>
Alaska	8.62%	8.95%	-0.33
Allegiant	0.76%	0.65%	0.11
American	8.17%	8.47%	-0.30
Delta	2.54%	4.07%	-1.53
Skywest	3.53%	2.12%	1.41
Southwest	53.84%	50.15%	3.69
United	13.33%	12.46%	0.87
US Airways	7.51%	7.32%	0.19
Non-Scheduled	1.71%	1.32%	0.39

DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS

The seasonal trend in charter passenger traffic in 2009 has taken a surprising turn upward over the last two months! The number of charter passengers during April and May have characteristically dropped following a strong March over the last two years. Harrah's reversed this Spring seasonal drop in charter passenger activity by contracting for two additional charter flights to RNO in May 2009. For the first time this year, RNO charter traffic increased 9.4% with a total of 5,333 charter passengers in May 2009 as compared to 4,874 passengers in May 2008.

SCHEDULED DEPARTURES AND SEATS

During the month of May, RNO reported 1,984 scheduled departures, 17.3% less than one year earlier due to the reduction in airline capacity seen in RNO and throughout the nation as a direct result of a struggling economy. Monthly available seats totaling 240,560 represent a 13.7% decrease year-over-year. The reduction in seats is attributable to airline flight reductions and the downgrading of aircraft equipment to regional jets (RJ). There appears to be a balancing of capacity with demand in RNO as the average airline load factor has improved to 79% and slowed capacity reductions in RNO.

TOTAL OPERATIONS

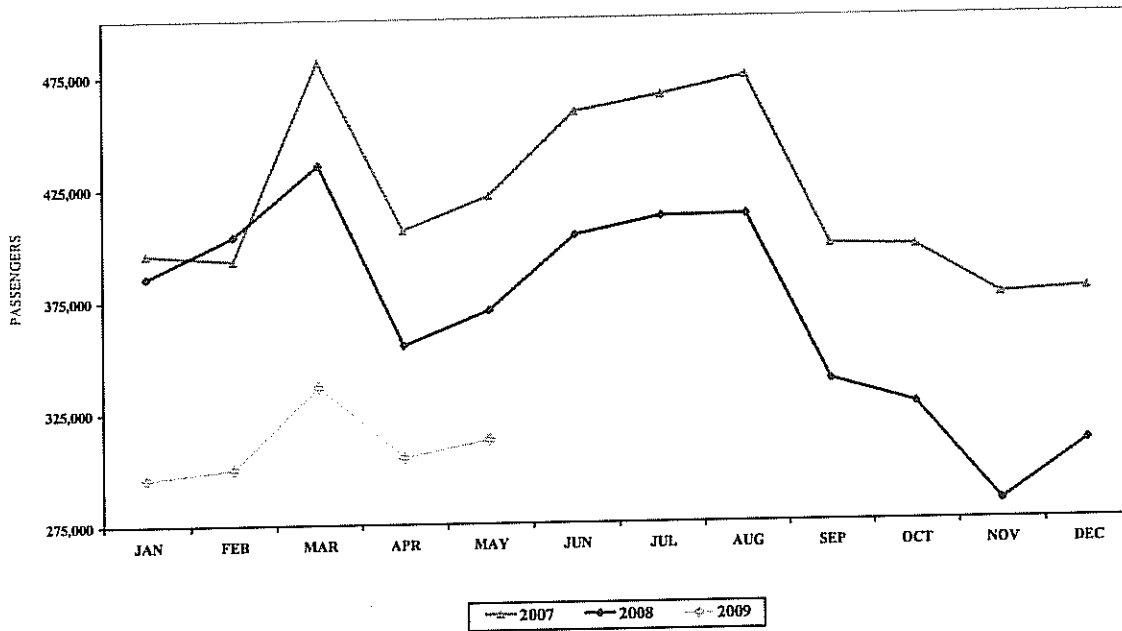
Total RNO airport operations declined 26.09% to 7,987 operations in May 2009. Total airport operations consists of air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs, and military aircraft operations. Year-to-date, total airport operations have decreased 21.37% compared to one year earlier.

RNO TOTAL CARGO

RNO Air Cargo reported a 23.22% decline for a total of 7,619,402 pounds or 3455.5 metric tons of freight during May 2009. This is the worst year-over-year decrease and the largest drop in RNO since September 2001. Businesses are reducing cargo shipments by not restocking their inventories due to slower sales and switching to less expensive truck and rail. A decline in RNO air cargo for the month was reported by UPS, Fed Ex and Southwest Airlines at -32.6%, -6.6% and -10.5% respectively. Year-to-date 2009 RNO air cargo at 40,150,912 pounds is down 20.3%.

KTB:cf

TOTAL PASSENGERS MAY 2009



Month	PASSENGERS ¹			PASSENGERS ¹	
	2007	2008	Percent Change	2009	Percent Change
January	395,878	385,612	-2.59%	295,827	-23.28%
February	393,086	403,819	2.73%	300,028	-25.70%
March	481,370	435,495	-9.53%	336,652	-22.70%
1st Q Total	1,270,334	1,224,926	-3.57%	932,507	-23.87%
April	406,237	354,768	-12.67%	304,829	-14.08%
May	421,078	370,145	-12.10%	312,441	-15.59%
June	458,338	403,441	-11.98%		
2nd Q Total	1,285,653	1,128,354	-12.23%		
July	465,487	411,332	-11.63%		
August	473,858	412,002	-13.05%		
September	398,219	337,851	-15.16%		
3rd Q Total	1,337,564	1,161,185	-13.19%		
October	397,367	327,146	-17.67%		
November	375,463	283,256	-24.56%		
December	377,706	309,771	-17.99%		
4th Q Total	1,150,536	920,173	-20.02%		
TOTALS	5,044,087	4,434,638	-12.08%	1,549,777	-20.52%

¹Per Landing Reports

↑
% change YTD

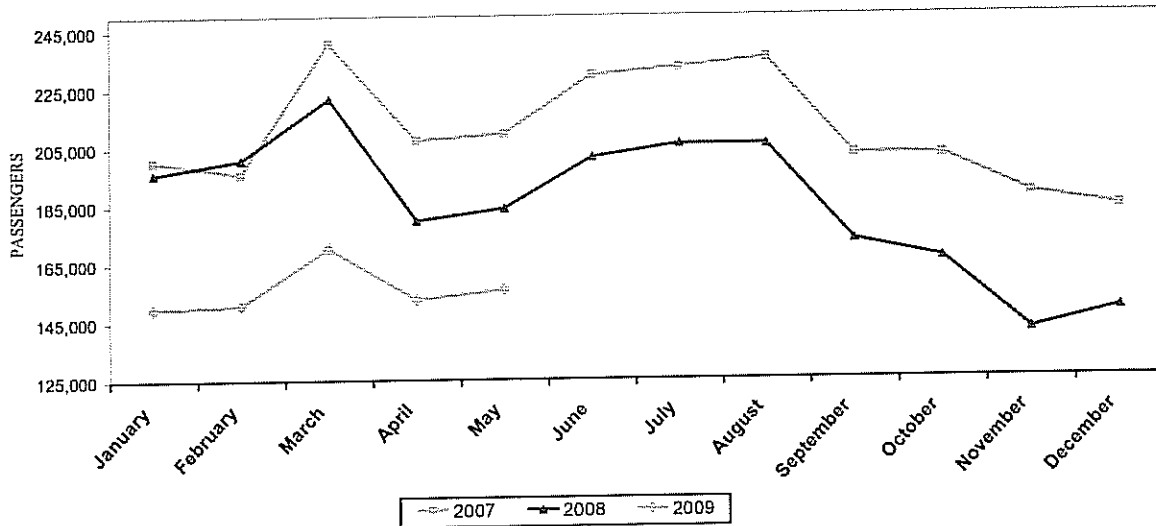
MONTHLY ENPLANED PASSENGERS

MAY 2009

Month	<u>PASSENGERS¹</u>			DIFFERENCE
	2007	2008	2009	
January	200,334	195,981	149,813	-23.56%
February	195,997	200,851	150,894	-24.87%
March	240,880	221,875	170,497	-23.16%
April	207,443	179,845	152,685	-15.10%
May	209,557	183,861	155,965	-15.17%
June	229,576	201,271		
July	232,164	205,791		
August	235,318	205,576		
September	202,311	172,607		
October	201,859	166,339		
November	188,434	141,456		
December	183,595	148,563		
TOTALS	2,527,468	2,224,016	779,854	

¹Per Landing Reports

Monthly Enplaned Passengers

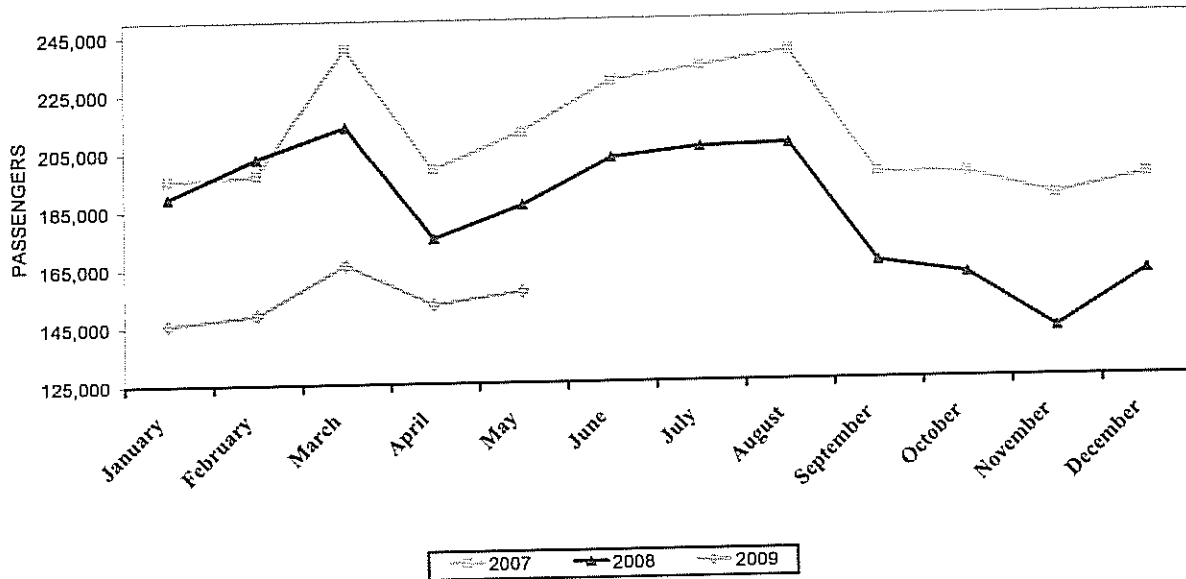


MONTHLY DEPLAINED PASSENGERS MAY 2009

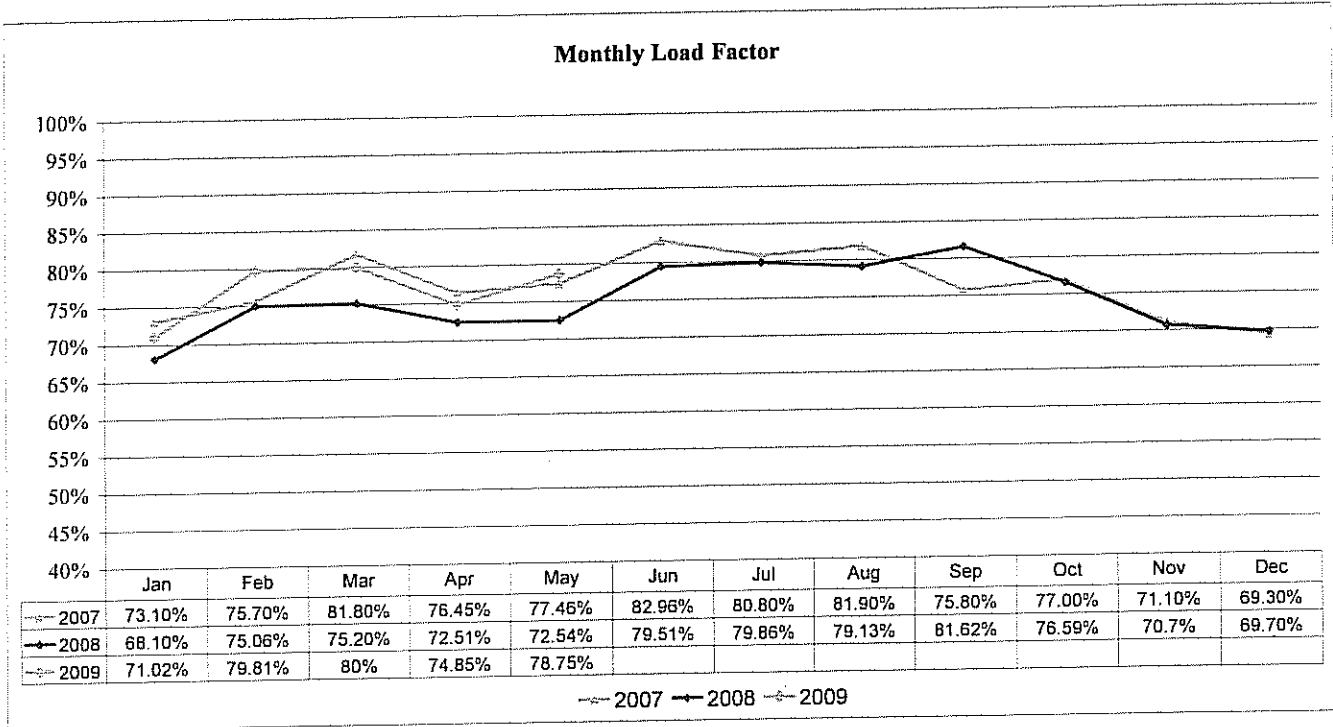
Month	<u>PASSENGERS¹</u>			DIFFERENCE
	2007	2008	2009	
January	195,544	189,631	146,014	-23.00%
February	197,089	202,968	149,134	-26.52%
March	240,490	213,620	166,155	-22.22%
April	198,794	174,923	152,144	-13.02%
May	211,521	186,284	156,476	-16.00%
June	228,762	202,170		
July	233,323	205,541		
August	238,540	206,426		
September	195,908	165,244		
October	195,508	160,807		
November	187,635	141,800		
December	194,111	161,208		
TOTALS	2,517,225	2,210,622	769,923	

¹Per Landing Reports - Scheduled and Charter

Monthly Deplained Passengers



**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY
MAY 2009**



Month	ENPLANED PASSENGERS*			LOAD FACTOR (%)			DIFFERENCE (2009 / 2008)
	2007	2008	2009	2007	2008	2009	
January	198,737	195,981	149,813	73.10	68.10	71.02	2.9
February	193,576	200,851	150,894	75.65	75.06	79.81	4.8
March	237,470	221,875	170,497	81.78	75.20	80.00	4.8
April	204,156	179,845	152,685	76.45	72.51	74.85	2.3
May	206,369	183,861	155,965	77.46	72.54	78.75	6.2
June	226,577	201,271		82.96	79.51		
July	229,238	205,791		80.75	79.86		
August	232,031	205,576		81.89	79.13		
September	199,578	172,607		75.77	81.62		
October	198,499	166,339		77.07	76.59		
November	184,384	141,456		71.48	70.67		
December	181,472	148,563		69.13	69.67		
***	2,492,087	2,224,016	779,854	76.96	75.04	76.88	4.2

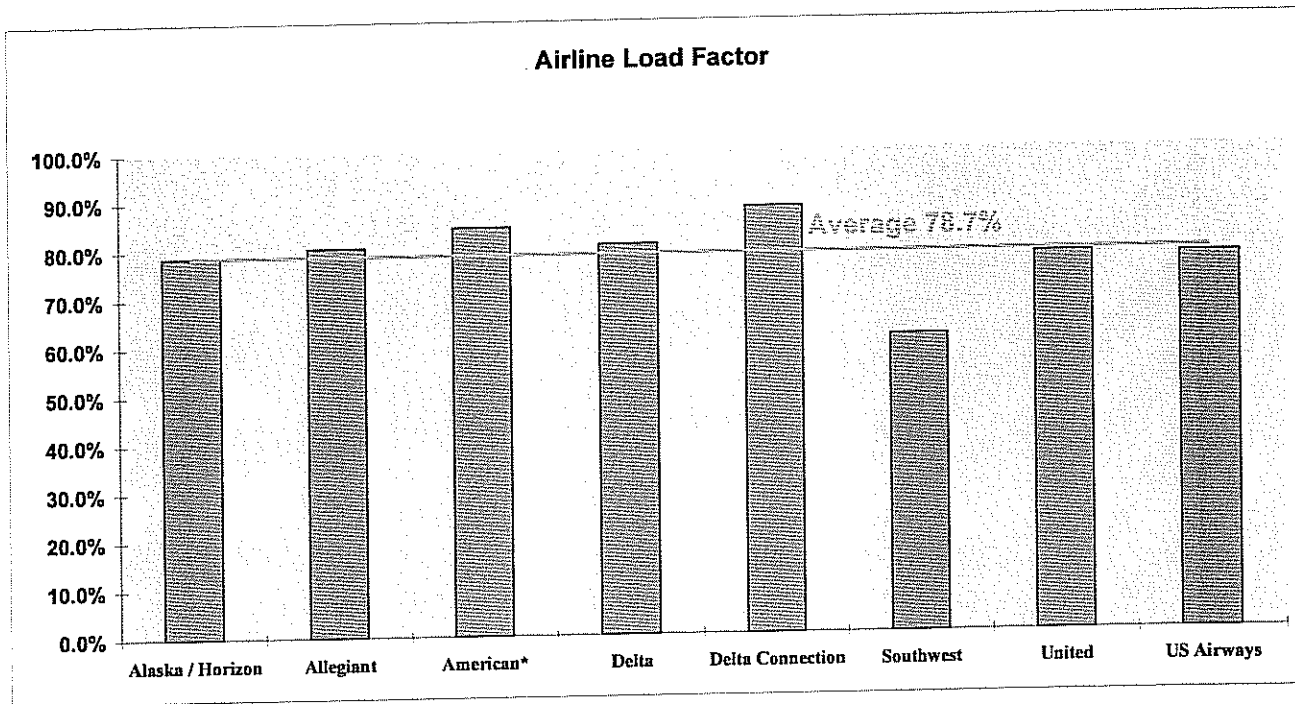
* Per Landing Reports

*** AVERAGE OF AIRLINE LOAD FACTORS

LOAD FACTOR BY AIRLINE MAY 2009

Carrier	Seats Available	***Enplaned Passengers	2009 Load Factor (%)	2008 Load Factor (%)	Difference
Alaska / Horizon	17,480	13,764	78.7%	78.9%	-0.2
Allegiant	1,500	1,208	80.5%	70.5%	10.0
American*	14,498	12,528	84.5%	83.3%	1.2
Delta	4,800	3,876	80.8%	80.2%	0.5
Delta Connection	6,307	5,562	88.2%	74.5%	13.7
Southwest	136,608	83,924	61.4%	60.7%	0.7
United	26,754	20,899	78.1%	70.4%	7.7
US Airways	14,809	11,511	77.7%	65.4%	12.3
AVERAGE**	222,756	153,272	78.7%	75.1%	3.7

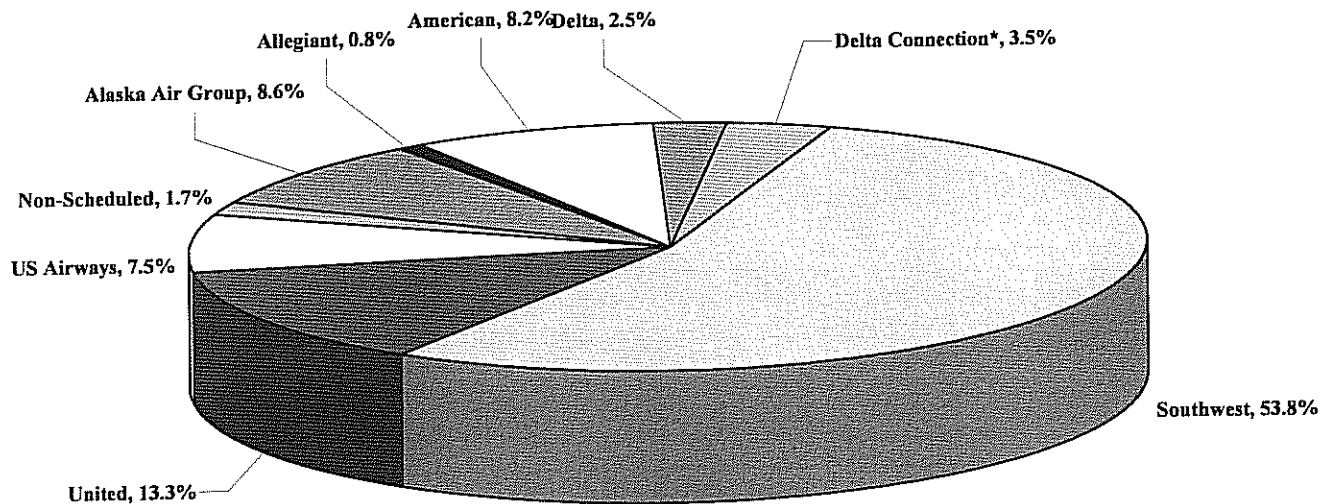
*LOAD FACTORS REPORTED BY AIRLINES
** ENPLANED PASSENGERS DOES NOT INCLUDE CHARTER PASSENGERS



TOTAL AIR CARRIER MARKET SHARE MAY 2009

Carrier	Passengers	Percentage of Total
Alaska Air Group	26,944	8.62%
Allegiant	2,378	0.76%
American	25,522	8.17%
Delta	7,934	2.54%
Delta Connection*	11,024	3.53%
Southwest	168,216	53.84%
United	41,638	13.33%
US Airways	23,452	7.51%
Non-Scheduled	5,333	1.71%
Totals	312,441	100.00%

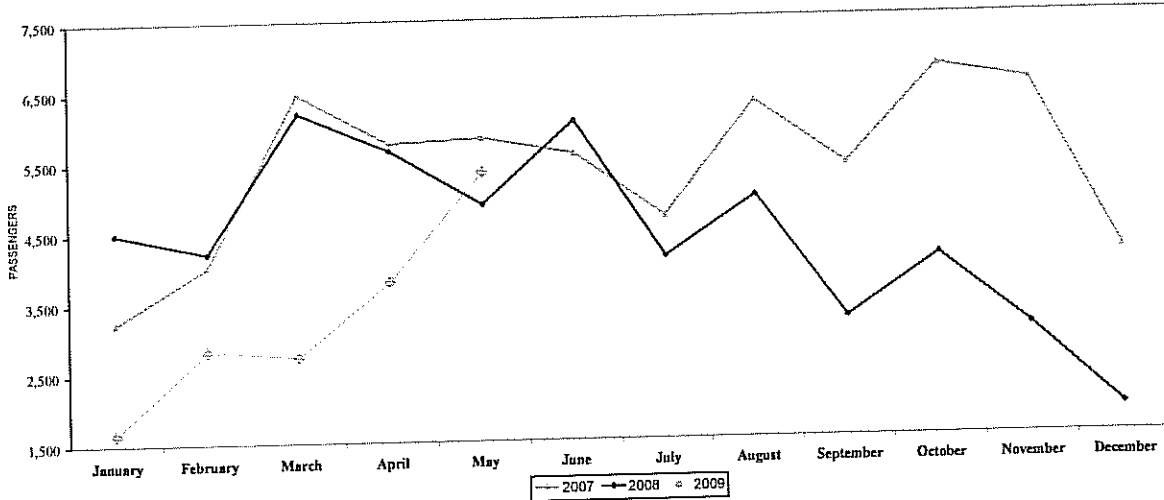
*Delta Connection carriers: ExpressJet and SkyWest



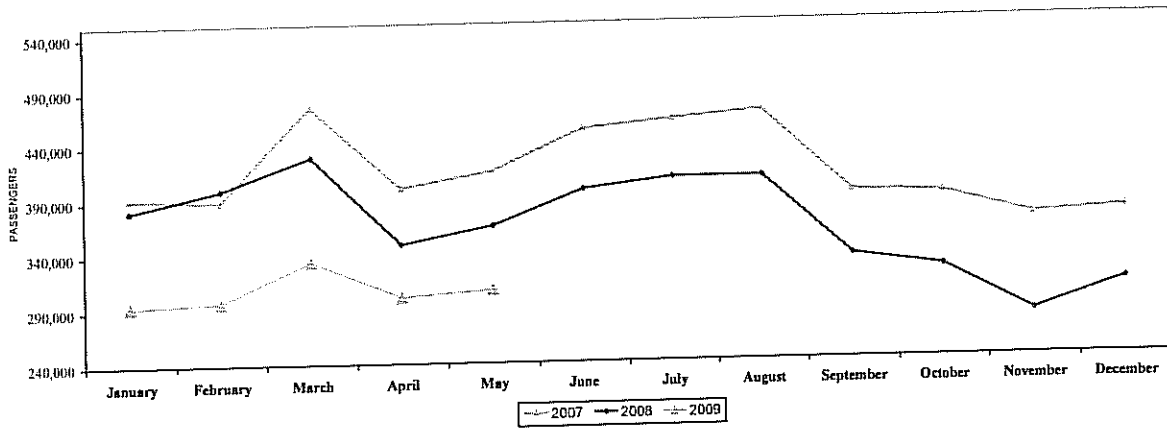
TOTAL PASSENGERS

MAY 2009

DOMESTIC CHARTER PASSENGERS



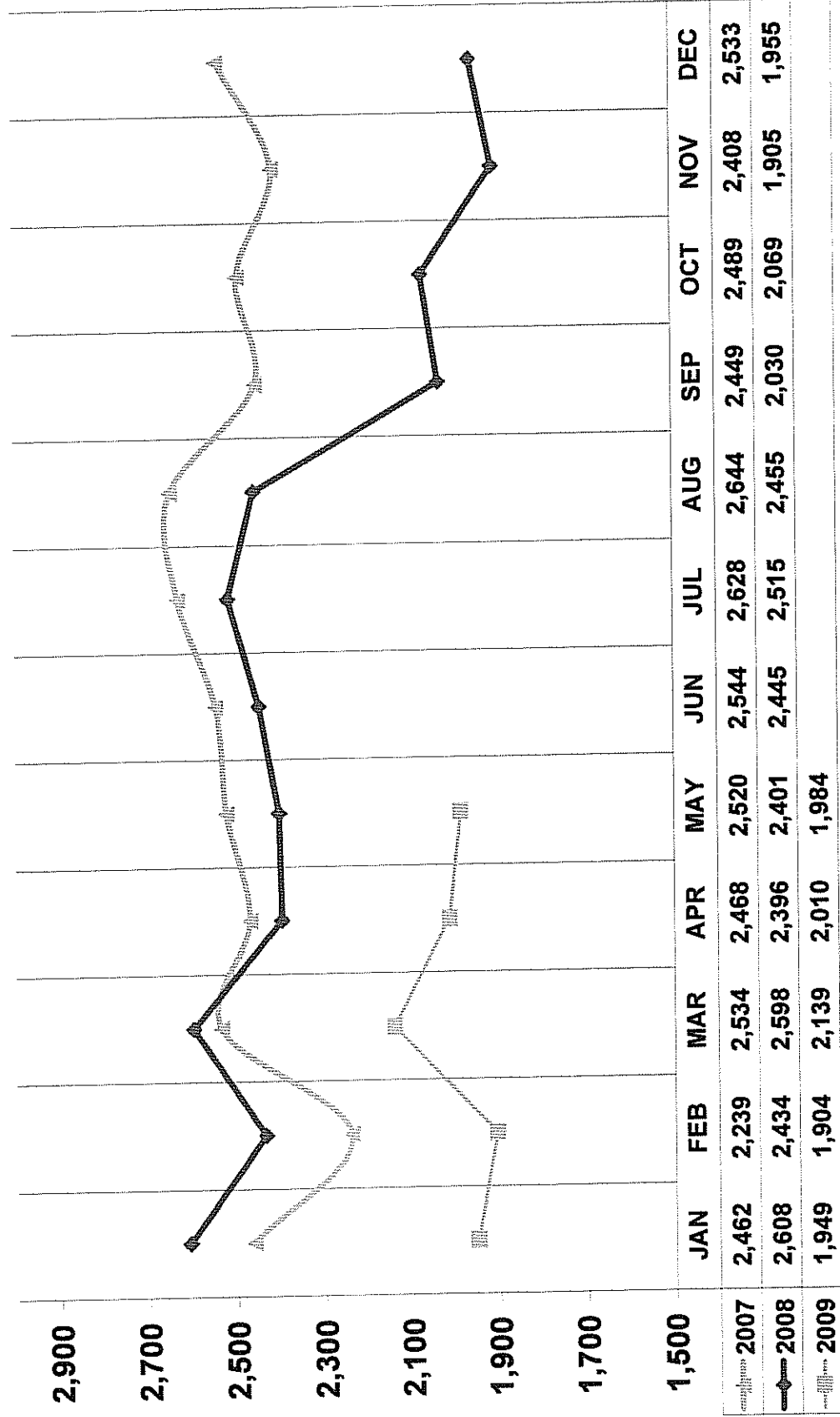
DOMESTIC SCHEDULED PASSENGERS



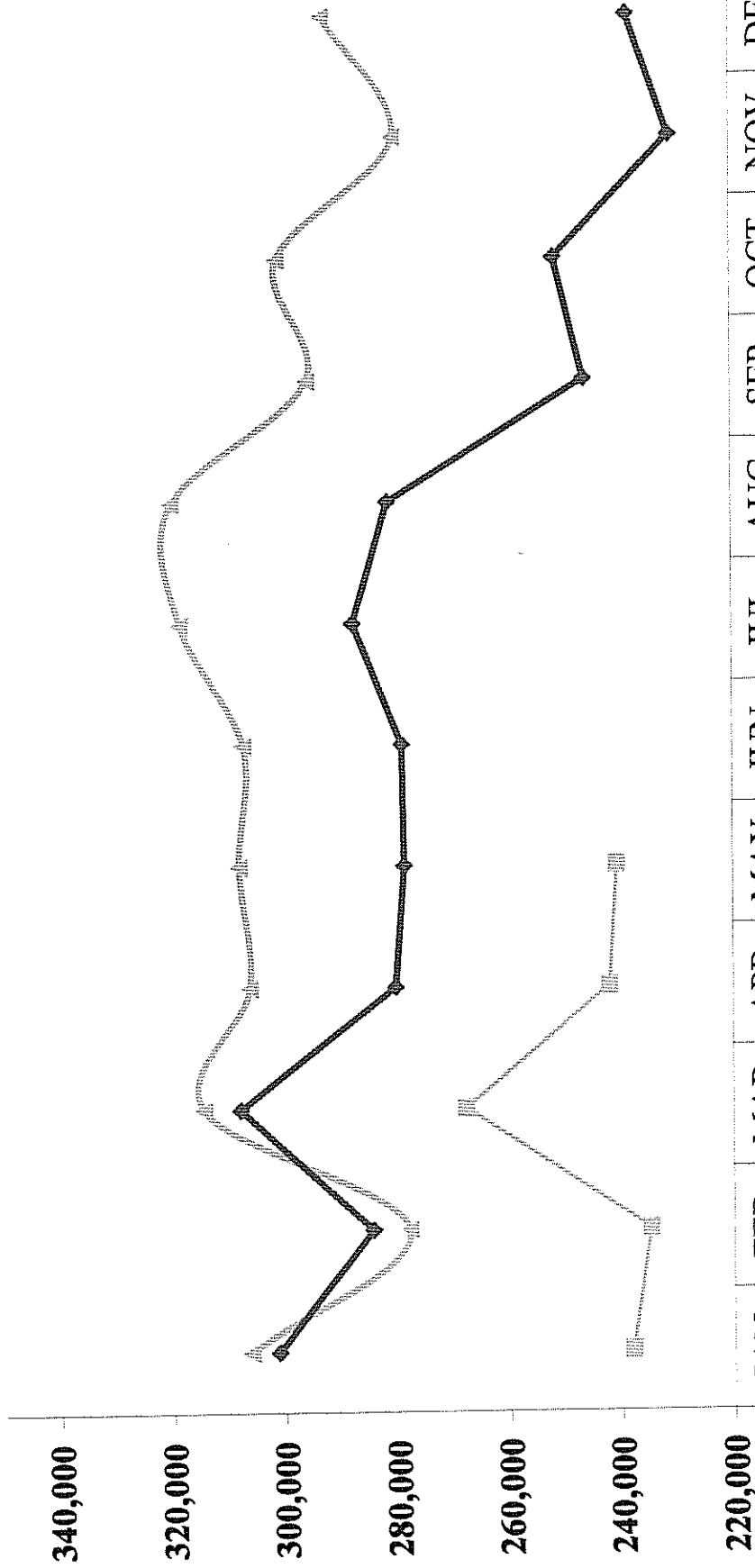
2009 MONTH	DOMESTIC ¹		INTERNATIONAL ¹		2009 TOTAL Passengers	2009 Charter Passengers	2008 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	294,166	1,661	0	0	295,827	1,661	4,509	-63.2%
February	297,201	2,827	0	0	300,028	2,827	4,217	-33.0%
March	333,916	2,736	0	0	336,652	2,736	6,202	-55.9%
April	301,037	3,792	0	0	304,829	3,792	5,655	-32.9%
May	307,108	5,333	0	0	312,441	5,333	4,874	9.4%
June								
July								
August								
September								
October								
November								
December								
TOTALS	1,533,428	16,349	0	0	1,549,777	16,349	25,457	-35.8%

¹ -w. Landing Reports

MONTHLY SCHEDULED DEPARTURES MAY 2009

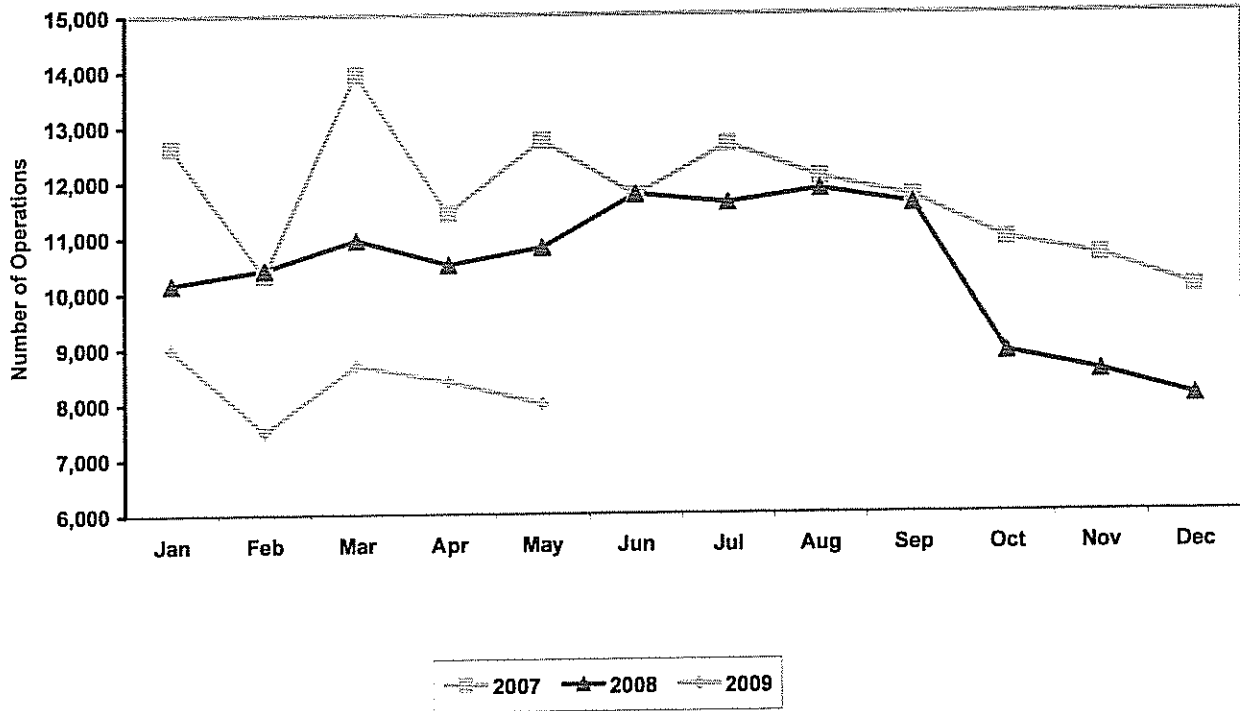



MONTHLY AVAILABLE SEATS MAY 2009



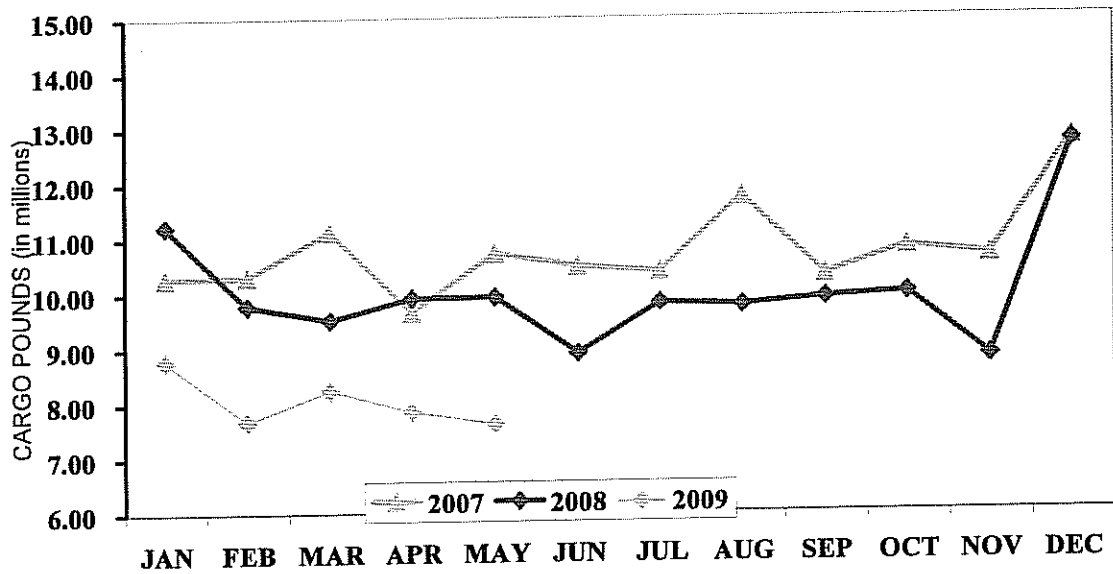
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2007	306,097	277,791	314,406	306,129	308,027	307,152	318,384	319,833	295,522	300,765	280,121	292,630
2008	301,118	284,419	307,910	280,220	278,666	278,969	287,630	281,406	246,105	251,452	230,707	238,225
2009	237,926	234,668	267,654	241,890	240,560							

TOTAL OPERATIONS MAY 2009



Month	Number of Operations			08 to 09 Percent
	2007	2008	2009	Change
January	12,628	10,163	8,985	-11.59%
February	10,322	10,420	7,498	-28.04%
March	13,933	10,948	8,686	-20.66%
April	11,424	10,501	8,391	-20.09%
May	12,734	10,807	7,987	-26.09%
June	11,733	11,753		
July	12,657	11,599		
August	12,057	11,837		
September	11,706	11,572		
October	10,934	8,889		
November	10,624	8,535		
December	10,054	8,083		
TOTALS	140,806	125,107	41,547	-21.37%
				 % change YTD

TOTAL CARGO MAY 2009



Month	CARGO (IN POUNDS)			METRIC TONS	PERCENT CHANGE
	2007	2008	2009		
January	10,293,920	11,231,880	8,777,047	3,980.5	-21.86%
February	10,313,441	9,786,730	7,675,284	3,480.9	-21.57%
March	11,129,070	9,519,983	8,237,243	3,735.7	-13.47%
1st Quarter	31,736,431	30,538,593	24,689,574	11,197	-19.15%
April	9,653,603	9,915,236	7,841,936	3,556.4	-20.91%
May	10,718,860	9,923,064	7,619,402	3,455.5	-23.22%
June	10,483,160	8,893,972			
2nd Quarter	30,855,623	28,732,272			
July	10,377,947	9,811,115			
August	11,736,465	9,763,038			
September	10,311,212	9,890,572			
3rd Quarter	32,425,624	29,464,725			
October	10,813,406	9,971,505			
November	10,646,261	8,811,895			
December	12,772,059	12,713,339			
4th Quarter	34,231,726	31,496,739			
TOTALS	129,249,404	120,232,329	40,150,912	18,209.0	-20.30%

↑
% change YTD

Go Tahoe North Search Engine Marketing Report

June 8, 2009



smith + jones

795 Mays Boulevard

Incline Village, Nevada

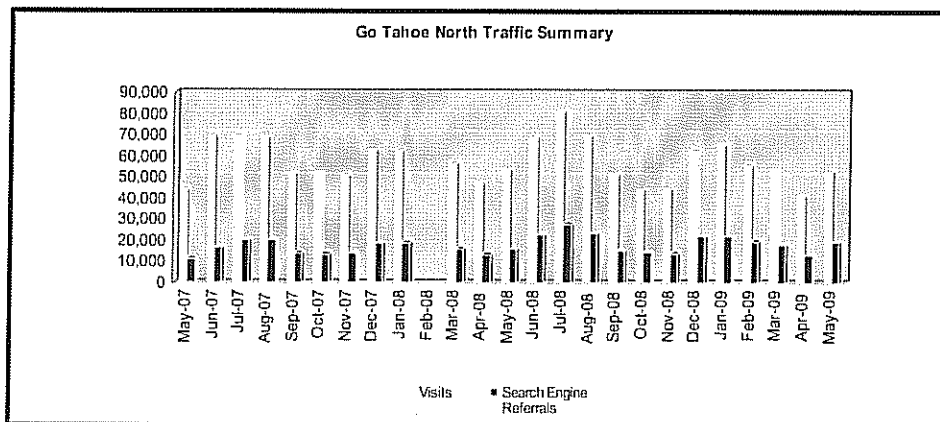
Phone: 775.831.6262

Email: mwilliams@sjmarketing.com

Web Site: <http://www.sjmarketing.com/>

Program Progress

- May 2009 Search Referral Traffic is up 22% compared to May 2008 Search Referral Traffic. However, total site traffic is down slightly in May 2009 compared to May 2008.
- To continue building on search referral traffic growth, Smith + Jones recommends the following actions:
 - Continue blogging. Posting informative content on a regular basis establishes yourself as an "expert" within your industry. An active Blog will also provide "stickiness" for the Web site. Smith + Jones is also able to submit relevant posts to Social Media Web sites.
 - Add interactivity features, to keep visitors on the Web site longer, thus telling the search engines that visitors like the Web site by staying on it longer.
 - Continue to add content around target key phrases to help build visibility for those key phrases.
 - Utilize Twitter to encourage visitors to click thru to GoTahoeNorth.com. Add links from GoTahoeNorth.com pointing to the Twitter profile. "Tweets" should be creative and interesting. "Tweet" new blog posts with links as well.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
May-09	53,385	19,039	35.66%
Apr-09	41,293	12,903	31.25%
Mar-09	53,582	17,571	32.79%
Feb-09	56,151	19,505	34.74%
Jan-09	65,255	21,694	33.24%
Dec-08	62,965	22,120	35.13%
Nov-08	43,929	14,091	32.08%
Oct-08	44,008	14,198	32.26%
Sep-08	51,571	15,198	29.47%
Aug-08	69,627	23,406	33.62%
Jul-08	81,336	27,874	34.27%
Jun-08	69,079	22,696	32.86%
May-08	53,611	15,558	29.02%
Apr-08	47,229	13,409	28.39%
Mar-08	56,720	16,071	28.33%
Feb-08	NA	NA	NA
Jan-08	62,949	18,724	29.74%



Position Progress Summary

- There was a gain of four first page positions.

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

June 8, 2009 Go Tahoe North Search Positions	
Total #1 Positions	10
Total 1st Page Positions	35
Total 2nd Page Positions	17
Google #1 Positions	3
Google 1st Page Positions	14
Google 2nd Page Positions	6

Compared with

May 11, 2009 Go Tahoe North Search Positions	
Total #1 Positions	10
Total 1st Page Positions	31
Total 2nd Page Positions	15
Google #1 Positions	3
Google 1st Page Positions	13
Google 2nd Page Positions	10

Compared with

March 07, 2007 Go Tahoe North Search Positions	
Total #1 Positions	0
Total 1st Page Positions	0
Total 2nd Page Positions	0
Google #1 Positions	0
Google 1st Page Positions	0
Google 2nd Page Positions	0



Site Optimization

Action Steps:

- Smith + Jones refreshed optimization on the following Information Pages:
 - <http://www.gotahoenorth.com/lake-tahoe.php>
 - <http://www.gotahoenorth.com/tahoe-hotels.php>
 - <http://www.gotahoenorth.com/ski-vacations.php>
 - <http://www.gotahoenorth.com/vacation-rentals.php>
 - <http://www.gotahoenorth.com/ski-resorts.php>
 - <http://www.gotahoenorth.com/activities.php>
 - <http://www.gotahoenorth.com/ski.php>
 - <http://www.gotahoenorth.com/skiing.php>
 - <http://www.gotahoenorth.com/ski-tahoe.php>
 - <http://www.gotahoenorth.com/vacations.php>

- Smith + Jones is finalizing technical details for search optimization on the Web site including redirects and updating links from a few of the old /neighborhood/ URLs.

- Aim to populate the new GoTahoeNorth Blog with informative content related to Lake Tahoe. Upcoming events, snow reports, and area news are all good topics to discuss. Aim to make at least 3 – 6 blog posts a month. More is better.

- There were 136 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://www.searchles.com/links/show/gotahoenorth.com/resorts-and-towns/northstar/activities?add_comment=true

<http://clipmarks.com/clipmark/3C7AEFFD-6EE8-4166-9EF2-62AAAB2FEA7F/>

<http://www.searchles.com/links/show/gotahoenorth.com/resorts-and-towns/northstar/activities>

<http://clipmarks.com/clipmark/5E6B6A1E-7DF0-416C-89E5-34F200454C8E/>

<http://www.simpfy.com/user/andyhiker/tag/special+events>

<http://www.clipclip.org/xigets/clips/detail/576315>

<http://cloudytags.com/index.php?idlink=75686&Section=linkdetails>

Random GoTahoeNorth Mentions and Links

<http://twitter.com/kristinyantis/statuses/1960761379>

Looks like another gorgeous weekend in Lake Tahoe! Boating? Beach time? Both? For events and activities check out www.gotahoenorth.com.

<http://yubanet.com/regional/North-Lake-Tahoe-Recreation-Update0420.php>

http://www.tripadvisor.com/ShowTopic-g45961-i606-k2758025-North_Shore_Condo_Review-Lake_Tahoe_Nevada.html

http://www.tripadvisor.com/ShowTopic-g155987-i338-k2781136-Wedding_July_2010-Lake_Tahoe_California.html

http://www.tripadvisor.com/ShowTopic-g155987-i338-k2799143-Kayaking_holiday_break-Lake_Tahoe_California.html

<http://unofficialsquaw.com/words/2009/05/01/weekend-outlook-may-12-and-3rd-2009/>

http://www.contracostatimes.com/travel/ci_12309594?nclink_check=1

<http://www.sacbee.com/384/story/1878712.html>

<http://www.taproot.com/wordpress/2009/05/21/2-day-taproot@-incident-investigation-and-root-cause-analysis-course-in-lake-tahoe-nevada-2/>



Search Position Summary

Engine	Keyword	Position	Page
Google US	Incline Village	1	1
Google US	Incline Village vacation	3	1
Google US	Lake Tahoe	12	1
Google US	Lake Tahoe activities	10	1
Google US	Lake Tahoe Chamber of Commerce	7	1
Google US	Lake Tahoe fishing	8	1
Google US	Lake Tahoe lodging	3	1
Google US	Lake Tahoe ski	19	2
Google US	Lake Tahoe ski resorts	10	1
Google US	Lake Tahoe skiing	8	1
Google US	Lake Tahoe summer	1	1
Google US	Lake Tahoe vacation rentals	13	2
Google US	Lake Tahoe vacations	3	1
Google US	North Lake Tahoe	1	1
Google US	Northstar	14	2
Google US	ski Tahoe	10	1
Google US	ski vacations	18	2
Google US	Tahoe City	5	1
Google US	Tahoe Vista	2	1
Google US	Truckee California	18	2
MSN US	Incline Village	1	1
MSN US	Incline Village vacation	6	1
MSN US	Lake Tahoe	6	1
MSN US	Lake Tahoe activities	4	1
MSN US	Lake Tahoe Chamber of Commerce	19	2
MSN US	Lake Tahoe fishing	13	2
MSN US	Lake Tahoe golf courses	7	2
MSN US	Lake Tahoe hotels	5	1
MSN US	Lake Tahoe lodging	2	1
MSN US	Lake Tahoe ski	4	2
MSN US	Lake Tahoe ski resorts	4	2
MSN US	Lake Tahoe skiing	6	2
MSN US	Lake Tahoe summer	1	1
MSN US	Lake Tahoe vacations	7	1
MSN US	Lake Tahoe weddings	14	2
MSN US	North Lake Tahoe	1	1
MSN US	Tahoe City	7	1
MSN US	Tahoe Vista	1	1
Yahoo! US	Lake Tahoe activities	3	1
Yahoo! US	Lake Tahoe entertainment	3	1
Yahoo! US	Lake Tahoe fishing	14	2
Yahoo! US	Lake Tahoe golf courses	9	1



Yahoo! US	Lake Tahoe lodging	1	1
Yahoo! US	Lake Tahoe ski resorts	18	2
Yahoo! US	Lake Tahoe summer	1	1
Yahoo! US	Lake Tahoe vacations	7	1
Yahoo! US	Lake Tahoe weddings	16	2
Yahoo! US	North Lake Tahoe	1	1
Yahoo! US	ski Tahoe	17	2
Yahoo! US	Squaw Valley	17	2
Yahoo! US	Tahoe City	3	1
Yahoo! US	Tahoe Vista	3	1

Total #1 Positions	10
Total 1st Page Positions	35
Total 2nd Page Positions	17

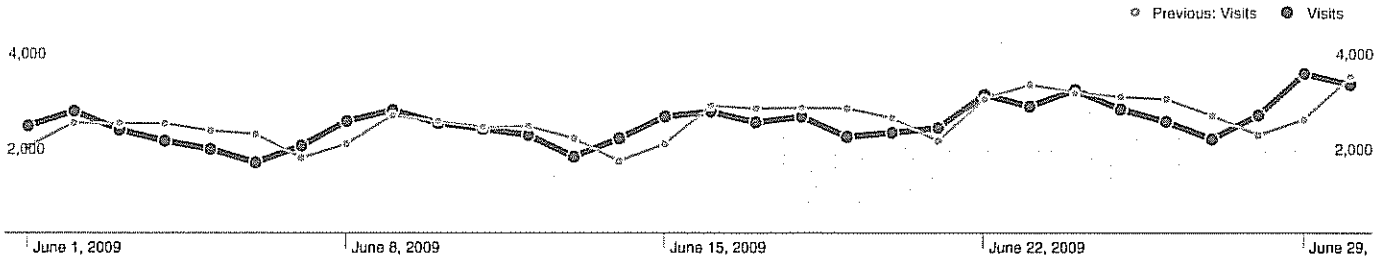


Google Historical Positions

Keyword	Jun-09	May-09	Apr-09	Mar-09	Feb-09	Jan-09
Incline Village	1	1	1	1	1	1
Incline Village vacation	3	3	3	3	3	3
Lake Tahoe	12	8	16	16	14	14
Lake Tahoe activities	10	10	14	7	7	16
Lake Tahoe Chamber of Commerce	7	6	7	8	11	
Lake Tahoe entertainment		14	14	13	14	
Lake Tahoe fishing	8	7	10	8	8	8
Lake Tahoe golf courses		19	20	19	18	12
Lake Tahoe hotels				19	12	
Lake Tahoe lodging	3	3	8	5	5	5
Lake Tahoe resorts						2
Lake Tahoe ski	19	19				18
Lake Tahoe ski resorts	10	20				19
Lake Tahoe skiing	8	20	6	6	20	6
Lake Tahoe summer	1	1	1	1	1	1
Lake Tahoe vacation rentals	13	14	17	16	13	15
Lake Tahoe vacations	3	3	3	3	2	2
Lake Tahoe weddings						
North Lake Tahoe	1	1	1	1	1	1
Northstar	14	19				
Northstar at Tahoe		8				
ski Tahoe	10	14	17	16	7	16
ski vacations	18	16				
Squaw Valley						
Tahoe City	5	5	6	3	6	6
Tahoe Vista	2	2	2	2	2	2
Truckee California	18	18				

#1 Positions	3	3	3	3	3	3
1st Page Positions	14	13	11	12	11	11
2nd Page Positions	6	10	6	6	7	7





Site Usage

69,254 Visits

Previous: 70,262 (-1.43%)

29.18% Bounce Rate

Previous: 27.42% (6.43%)

360,384 Pageviews

Previous: 404,725 (-10.96%)

00:04:38 Avg. Time on Site

Previous: 00:04:49 (-3.88%)

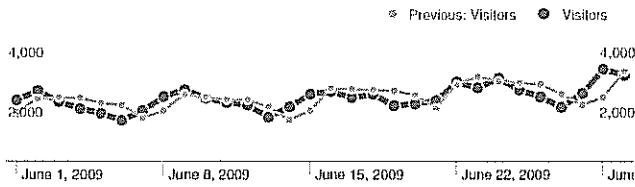
5.20 Pages/Visit

Previous: 5.76 (-9.66%)

79.13% % New Visits

Previous: 78.70% (0.55%)

Visitors Overview

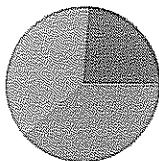


Visitors
58,258

Map Overlay world

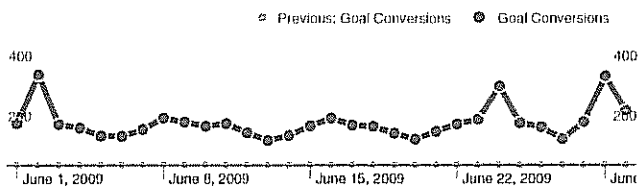


Traffic Sources Overview



- **Search Engines**
26,737.00 (38.61%)
- **Direct Traffic**
25,937.00 (37.45%)
- **Referring Sites**
16,579.00 (23.94%)
- **Other**
1 (> 0.00%)

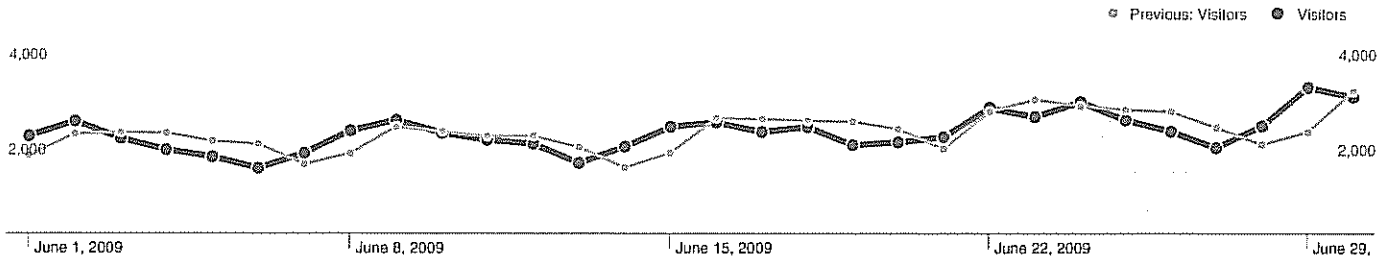
Goals Overview



Goal Conversions
4,229

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Jun 1, 2009 - Jun 30, 2009	21,069	5.85%
Jun 1, 2008 - Jun 30, 2008	6,221	1.54%
% Change	238.68%	280.35%
/lodging		
Jun 1, 2009 - Jun 30, 2009	18,386	5.10%
Jun 1, 2008 - Jun 30, 2008	12,125	3.00%
% Change	51.64%	70.29%
/events-and-activities/event-calendar		
Jun 1, 2009 - Jun 30, 2009	14,763	4.10%
Jun 1, 2008 - Jun 30, 2008	12,354	3.05%
% Change	19.50%	34.20%
/events-and-activities/summer		
Jun 1, 2009 - Jun 30, 2009	13,283	3.69%
Jun 1, 2008 - Jun 30, 2008	15,043	3.72%
% Change	-11.70%	-0.84%
/lodging/lodging-by-type		
Jun 1, 2009 - Jun 30, 2009	9,648	2.68%
Jun 1, 2008 - Jun 30, 2008	15,071	3.72%
% Change	-35.98%	-28.11%



58,258 people visited this site

69,254 Visits

Previous: 70,262 (-1.43%)

58,258 Absolute Unique Visitors

Previous: 58,817 (-0.95%)

360,384 Pageviews

Previous: 404,725 (-10.96%)

5.20 Average Pageviews

Previous: 5.76 (-9.66%)

00:04:38 Time on Site

Previous: 00:04:49 (-3.88%)

29.18% Bounce Rate

Previous: 27.42% (6.43%)

79.13% New Visits

Previous: 78.70% (0.55%)

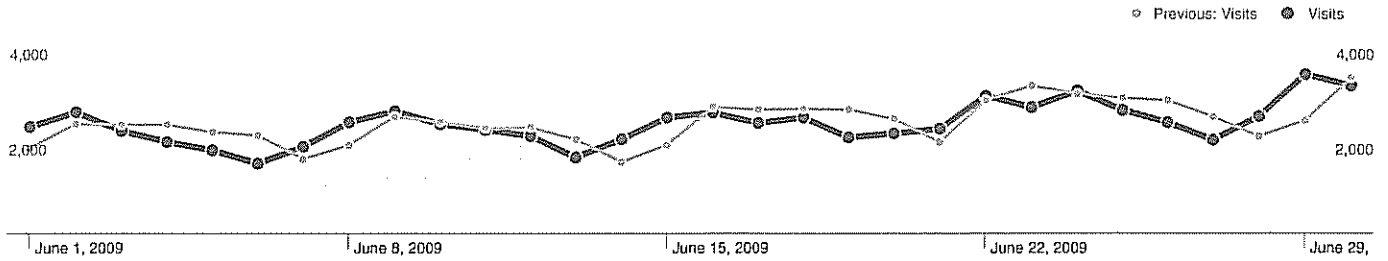
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Jun 1, 2009 - Jun 30, 2009	44,821	64.72%	Jun 1, 2009 - Jun 30, 2009	26,642	38.47%
Jun 1, 2008 - Jun 30, 2008	51,834	73.77%	Jun 1, 2008 - Jun 30, 2008	24,489	34.85%
% Change	-13.53%	-12.27%	% Change	8.79%	10.38%
Firefox			DSL		
Jun 1, 2009 - Jun 30, 2009	15,897	22.95%	Jun 1, 2009 - Jun 30, 2009	20,004	28.88%
Jun 1, 2008 - Jun 30, 2008	12,780	18.19%	Jun 1, 2008 - Jun 30, 2008	20,995	29.88%
% Change	24.39%	26.20%	% Change	-4.72%	-3.33%

Safari			Unknown		
Jun 1, 2009 - Jun 30, 2009	6,778	9.79%	Jun 1, 2009 - Jun 30, 2009	13,734	19.83%
Jun 1, 2008 - Jun 30, 2008	5,069	7.21%	Jun 1, 2008 - Jun 30, 2008	14,642	20.84%
% Change	33.71%	35.66%	% Change	-6.20%	-4.84%
Chrome			T1		
Jun 1, 2009 - Jun 30, 2009	1,274	1.84%	Jun 1, 2009 - Jun 30, 2009	6,519	9.41%
Jun 1, 2008 - Jun 30, 2008	0	0.00%	Jun 1, 2008 - Jun 30, 2008	6,884	9.80%
% Change	100.00%	100.00%	% Change	-5.30%	-3.92%
Mozilla			Dialup		
Jun 1, 2009 - Jun 30, 2009	218	0.31%	Jun 1, 2009 - Jun 30, 2009	1,245	1.80%
Jun 1, 2008 - Jun 30, 2008	273	0.39%	Jun 1, 2008 - Jun 30, 2008	1,652	2.35%
% Change	-20.15%	-18.98%	% Change	-24.64%	-23.54%

Traffic Sources Overview

Jun 1, 2009 - Jun 30, 2009
Comparing to: Jun 1, 2008 - Jun 30, 2008



All traffic sources sent a total of 69,254 visits

37.45% Direct Traffic

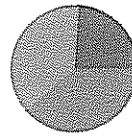
Previous: 44.02% (-14.92%)

23.94% Referring Sites

Previous: 21.05% (13.73%)

38.61% Search Engines

Previous: 34.93% (10.53%)

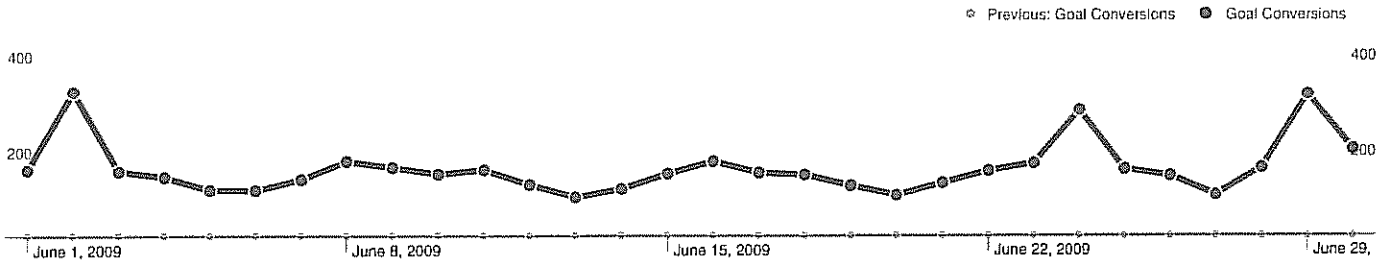


- Search Engines
26,737.00 (38.61%)
- Direct Traffic
25,937.00 (37.45%)
- Referring Sites
16,579.00 (23.94%)
- Other
1 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))			incline village		
Jun 1, 2009 - Jun 30, 2009	25,937	37.45%	Jun 1, 2009 - Jun 30, 2009	1,436	5.37%
Jun 1, 2008 - Jun 30, 2008	30,930	44.02%	Jun 1, 2008 - Jun 30, 2008	1,228	5.00%
% Change	-16.14%	-14.92%	% Change	16.94%	7.34%
google (organic)			north lake tahoe		
Jun 1, 2009 - Jun 30, 2009	21,258	30.70%	Jun 1, 2009 - Jun 30, 2009	1,311	4.90%
Jun 1, 2008 - Jun 30, 2008	19,544	27.82%	Jun 1, 2008 - Jun 30, 2008	1,265	5.15%
% Change	8.77%	10.35%	% Change	3.64%	-4.87%
visitinglaketahoe.com (referral)			lake tahoe resorts		
Jun 1, 2009 - Jun 30, 2009	9,278	13.40%	Jun 1, 2009 - Jun 30, 2009	839	3.14%
Jun 1, 2008 - Jun 30, 2008	7,385	10.51%	Jun 1, 2008 - Jun 30, 2008	690	2.81%
% Change	25.63%	27.46%	% Change	21.59%	11.61%
yahoo (organic)			north lake tahoe hotels		
Jun 1, 2009 - Jun 30, 2009	3,417	4.93%	Jun 1, 2009 - Jun 30, 2009	684	2.56%
Jun 1, 2008 - Jun 30, 2008	2,620	3.73%	Jun 1, 2008 - Jun 30, 2008	340	1.39%
% Change	30.42%	32.32%	% Change	101.18%	84.66%
bing (organic)			lake tahoe		

Jun 1, 2009 - Jun 30, 2009	1,106	1.60%	Jun 1, 2009 - Jun 30, 2009	567	2.12%
Jun 1, 2008 - Jun 30, 2008	0	0.00%	Jun 1, 2008 - Jun 30, 2008	450	1.83%
% Change	100.00%	100.00%	% Change	26.00%	15.66%



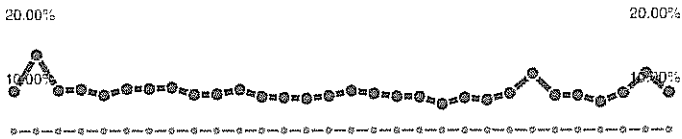
Visitors completed 4,229 goal conversions

 **4,229 conversions, Goal 1: Cool Deals Page**

Previous: 0 (0.00%)

Goal Performance

Goal Conversion Rate

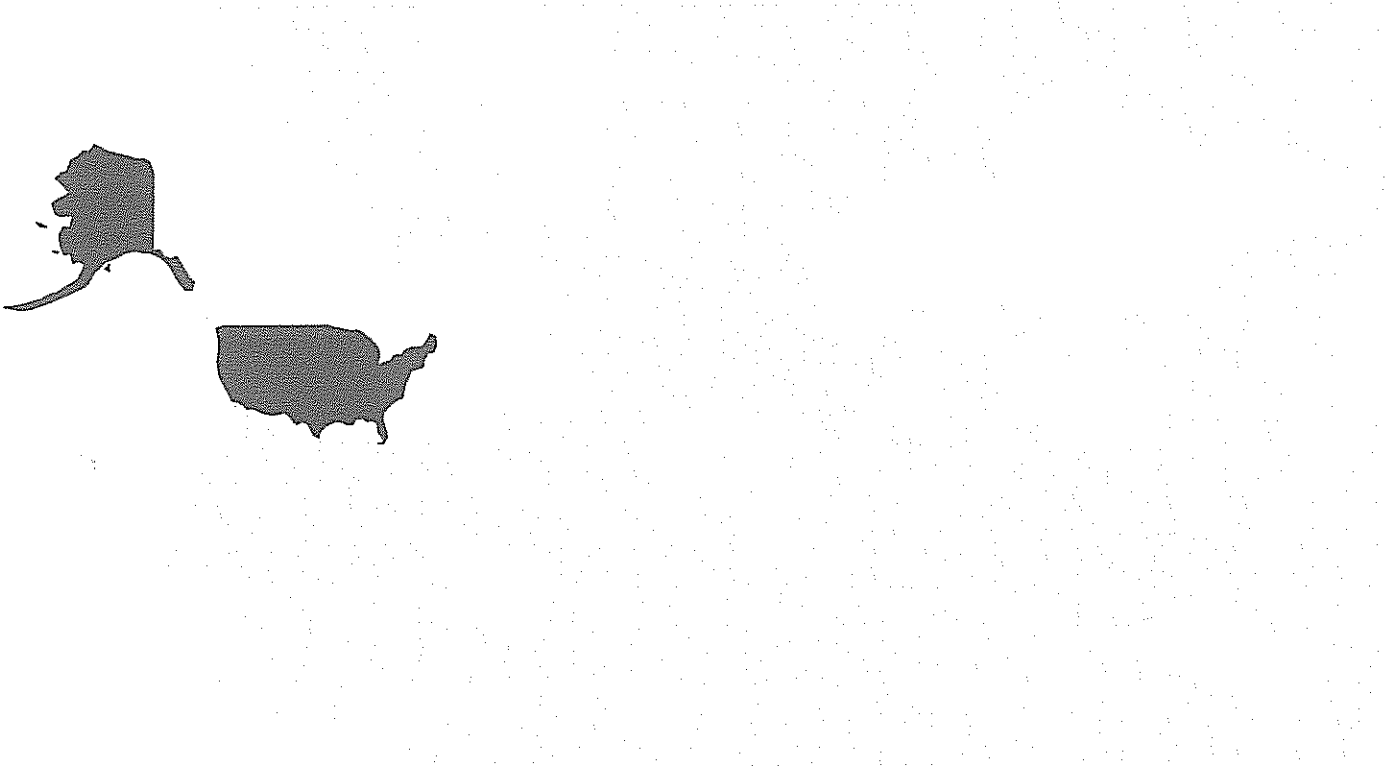


Goal Conversion Rate
6.11%

Total Goal Value



Total Goal Value
\$4,229.00



69,254 visits came from 135 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
69,254	5.20	00:04:38	79.25%	29.18%	
Previous: 70,262 (-1.43%)	Previous: 5.76 (-9.66%)	Previous: 00:04:49 (-3.88%)	Previous: 78.81% (0.56%)	Previous: 27.42% (6.43%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
June 1, 2009 - June 30, 2009	64,358	5.29	00:04:44	78.67%	28.13%
June 1, 2008 - June 30, 2008	64,012	5.90	00:04:57	78.39%	25.92%
% Change	0.54%	-10.32%	-4.34%	0.35%	8.51%
United Kingdom					
June 1, 2009 - June 30, 2009	978	4.42	00:03:45	87.32%	43.35%
June 1, 2008 - June 30, 2008	1,424	4.03	00:02:59	79.42%	52.04%
% Change	-31.32%	9.77%	25.59%	9.94%	-16.69%
Canada					
June 1, 2009 - June 30, 2009	868	4.24	00:03:02	88.82%	43.43%

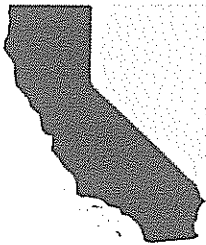
June 1, 2008 - June 30, 2008	869	4.58	00:03:04	87.80%	37.74%
% Change	-0.12%	-7.31%	-1.23%	1.16%	15.07%
Germany					
June 1, 2009 - June 30, 2009	326	3.82	00:03:31	91.72%	43.25%
June 1, 2008 - June 30, 2008	331	5.21	00:04:20	85.20%	35.95%
% Change	-1.51%	-26.69%	-18.98%	7.65%	20.30%
Australia					
June 1, 2009 - June 30, 2009	304	4.15	00:04:02	82.57%	38.16%
June 1, 2008 - June 30, 2008	433	3.63	00:02:51	68.36%	51.04%
% Change	-29.79%	14.27%	41.87%	20.78%	-25.24%
Brazil					
June 1, 2009 - June 30, 2009	190	4.41	00:04:45	86.84%	30.00%
June 1, 2008 - June 30, 2008	217	4.80	00:05:09	85.71%	29.49%
% Change	-12.44%	-8.15%	-7.98%	1.32%	1.72%
Mexico					
June 1, 2009 - June 30, 2009	166	4.69	00:03:31	84.34%	31.33%
June 1, 2008 - June 30, 2008	211	5.77	00:05:40	85.31%	28.91%
% Change	-21.33%	-18.81%	-37.83%	-1.14%	8.35%
France					
June 1, 2009 - June 30, 2009	131	5.11	00:03:15	86.26%	44.27%
June 1, 2008 - June 30, 2008	148	4.84	00:04:04	85.81%	32.43%
% Change	-11.49%	5.41%	-20.21%	0.52%	36.51%
Ireland					
June 1, 2009 - June 30, 2009	130	2.33	00:01:06	93.08%	68.46%
June 1, 2008 - June 30, 2008	163	2.98	00:02:18	95.09%	63.80%
% Change	-20.25%	-21.83%	-52.13%	-2.12%	7.30%
Netherlands					
June 1, 2009 - June 30, 2009	103	4.42	00:03:11	92.23%	38.83%
June 1, 2008 - June 30, 2008	166	4.71	00:03:41	83.13%	40.36%
% Change	-37.95%	-6.23%	-13.59%	10.95%	-3.78%

1 - 10 of 135

Country/Territory Detail:

United States

Jun 1, 2009 - Jun 30, 2009
 Comparing to: Jun 1, 2008 - Jun 30, 2008



Visits



This country/territory sent 64,358 visits via 52 regions

Site Usage

	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits	64,358	5.29	00:04:44	78.67%	28.13%
Previous:	64,012 (0.54%)	5.90 (-10.32%)	00:04:57 (-4.34%)	78.39% (0.35%)	25.92% (8.51%)
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
California					
June 1, 2009 - June 30, 2009	32,856	5.15	00:04:43	77.36%	28.55%
June 1, 2008 - June 30, 2008	30,472	5.80	00:05:04	77.14%	26.47%
% Change	7.82%	-11.25%	-6.85%	0.28%	7.84%
Nevada					
June 1, 2009 - June 30, 2009	4,408	4.61	00:04:41	67.31%	33.67%
June 1, 2008 - June 30, 2008	4,221	5.09	00:03:59	66.90%	33.07%
% Change	4.43%	-9.38%	17.67%	0.61%	1.79%
Texas					

June 1, 2009 - June 30, 2009	3,742	5.99	00:05:06	80.63%	22.18%
June 1, 2008 - June 30, 2008	3,717	6.74	00:05:34	78.83%	20.04%
% Change	0.67%	-11.14%	-8.51%	2.28%	10.67%
New York					
June 1, 2009 - June 30, 2009	2,253	5.21	00:04:27	81.49%	30.98%
June 1, 2008 - June 30, 2008	1,735	5.61	00:04:21	80.63%	28.07%
% Change	29.86%	-7.08%	2.39%	1.06%	10.37%
Illinois					
June 1, 2009 - June 30, 2009	1,505	5.81	00:04:58	79.93%	25.32%
June 1, 2008 - June 30, 2008	1,678	6.04	00:04:41	81.82%	24.08%
% Change	-10.31%	-3.87%	6.02%	-2.31%	5.15%
Arizona					
June 1, 2009 - June 30, 2009	1,441	6.07	00:05:10	81.26%	24.71%
June 1, 2008 - June 30, 2008	1,458	6.51	00:05:13	82.37%	20.71%
% Change	-1.17%	-6.90%	-1.04%	-1.35%	19.27%
Florida					
June 1, 2009 - June 30, 2009	1,366	5.42	00:04:30	84.04%	26.06%
June 1, 2008 - June 30, 2008	1,651	6.09	00:04:36	81.10%	25.74%
% Change	-17.26%	-10.92%	-2.37%	3.62%	1.24%
Washington					
June 1, 2009 - June 30, 2009	1,239	5.45	00:04:35	84.58%	26.47%
June 1, 2008 - June 30, 2008	1,338	6.29	00:05:07	81.99%	24.22%
% Change	-7.40%	-13.35%	-10.37%	3.17%	9.32%
Oregon					
June 1, 2009 - June 30, 2009	1,019	5.40	00:05:03	79.49%	24.93%
June 1, 2008 - June 30, 2008	942	5.95	00:05:00	82.80%	23.99%
% Change	8.17%	-9.21%	1.04%	-4.00%	3.90%
Pennsylvania					
June 1, 2009 - June 30, 2009	966	5.76	00:04:29	80.33%	27.02%
June 1, 2008 - June 30, 2008	964	6.32	00:04:48	82.57%	23.44%
% Change	0.21%	-8.84%	-6.48%	-2.71%	15.25%



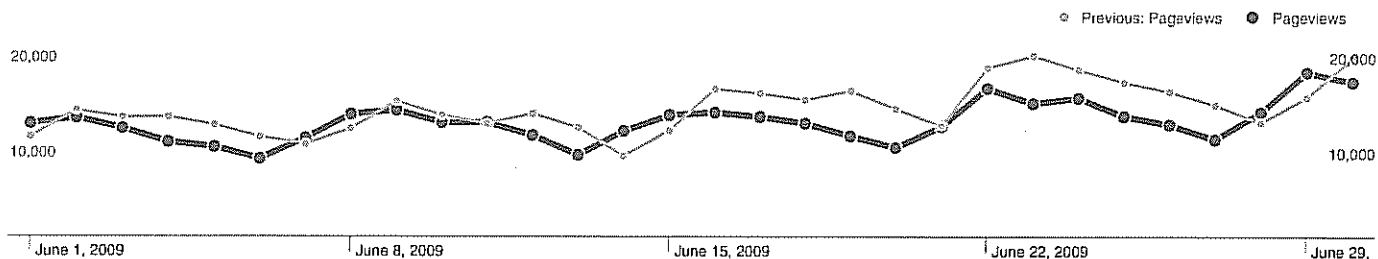
This state sent 32,856 visits via 937 cities

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
32,856	5.15	00:04:43	77.36%	28.55%	
Previous: 30,472 (7.82%)	Previous: 5.80 (-11.25%)	Previous: 00:05:04 (-6.85%)	Previous: 77.14% (0.28%)	Previous: 26.47% (7.84%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
San Francisco					
June 1, 2009 - June 30, 2009	4,355	4.82	00:04:34	76.97%	31.16%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Sacramento					
June 1, 2009 - June 30, 2009	3,663	4.71	00:04:15	71.69%	31.29%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Los Angeles					

June 1, 2009 - June 30, 2009	2,169	5.14	00:04:41	79.02%	28.68%
June 1, 2008 - June 30, 2008	620	6.61	00:05:28	80.65%	23.39%
% Change	249.84%	-22.33%	-14.48%	-2.01%	22.62%
San Jose					
June 1, 2009 - June 30, 2009	1,222	5.16	00:04:19	77.50%	27.66%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Piedmont					
June 1, 2009 - June 30, 2009	938	5.19	00:05:01	80.92%	27.40%
June 1, 2008 - June 30, 2008	338	6.07	00:05:57	75.74%	27.51%
% Change	177.51%	-14.50%	-15.70%	6.84%	-0.42%
Sunnyvale					
June 1, 2009 - June 30, 2009	619	4.95	00:04:37	79.16%	27.63%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Alameda					
June 1, 2009 - June 30, 2009	613	5.16	00:05:24	75.04%	32.46%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Modesto					
June 1, 2009 - June 30, 2009	508	5.26	00:04:56	82.48%	26.57%
June 1, 2008 - June 30, 2008	294	5.41	00:04:51	77.89%	29.93%
% Change	72.79%	-2.84%	1.58%	5.89%	-11.22%
San Diego					
June 1, 2009 - June 30, 2009	505	5.86	00:04:54	79.80%	25.94%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%
Truckee					
June 1, 2009 - June 30, 2009	426	3.47	00:03:04	55.87%	42.02%
June 1, 2008 - June 30, 2008	0	0.00	00:00:00	0.00%	0.00%
% Change	100.00%	100.00%	100.00%	100.00%	100.00%

1 - 10 of 937



Pages on this site were viewed a total of 360,384 times

360,384 Pageviews

Previous: 404,725 (-10.96%)

270,372 Unique Views

Previous: 287,574 (-5.99%)

29.18% Bounce Rate

Previous: 27.42% (6.43%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Jun 1, 2009 - Jun 30, 2009	21,069	5.85%
Jun 1, 2008 - Jun 30, 2008	6,221	1.54%
% Change	238.68%	280.35%
/lodging		
Jun 1, 2009 - Jun 30, 2009	18,386	5.10%
Jun 1, 2008 - Jun 30, 2008	12,125	3.00%
% Change	51.64%	70.29%
/events-and-activities/event-calendar		
Jun 1, 2009 - Jun 30, 2009	14,763	4.10%
Jun 1, 2008 - Jun 30, 2008	12,354	3.05%
% Change	19.50%	34.20%
/events-and-activities/summer		
Jun 1, 2009 - Jun 30, 2009	13,283	3.69%
Jun 1, 2008 - Jun 30, 2008	15,043	3.72%
% Change	-11.70%	-0.84%
/lodging/lodging-by-type		

Jun 1, 2009 - Jun 30, 2009	9,648	2.68%
Jun 1, 2008 - Jun 30, 2008	15,071	3.72%
% Change	-35.98%	-28.11%

PROPERTY REFERRAL REPORTS - JUNE 2009

PROPERTY	% total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.90%
Cal Neva Resort Casino Hotel	5.20%
Tahoe Biltmore Lodge & Casino Restaurants	4.50%
Northstar Resort	3.50%
Sunnyside Resort	3.50%
Resort at Squaw Creek	3.30%
Brockway Springs Resort	3.00%
River Ranch Lodge and Restaurant	2.80%
Mourelatos Lakeshore Resort	2.40%
Ferrari's Crown Resort	2.30%
Granlibakken Resort Ski Area	2.30%
Cottage Inn at Lake Tahoe	2.20%
Pullen Rental Group	2.10%
Holiday House	2.10%
Shore House at Lake Tahoe	2.10%
Franciscan Lakeside Lodge	1.80%
Tahoe Lake Cottages	1.80%
Lake Tahoe Accommodations	1.70%
Tahoe Sands Resort	1.60%
Tahoe Luxury Properties	1.60%
Parkside Inn at Incline	1.60%
Squaw Valley Lodge	1.60%
Hauserman Rental Group	1.50%
Coldwell Banker Rentals	1.50%
Red Wolf Lakeside Lodge	1.40%
Stanford Alpine Chalet	1.40%
Lake of the Sky Motor Inn	1.30%
Cedar Glen Lodge	1.30%
Mother Natures Inn	1.30%
PepperTree Inn	1.20%
Americas Best Value Inn Tahoe City	1.10%
Incline Vacation Rentals	1.10%
Club Tahoe Resort	1.10%
Village at Northstar (tm)	1.10%
Firelite Lodge	1.00%
Incline at Tahoe Realty	1.00%
The Village at Squaw Valley USA	1.00%
Sierra Vacation Rentals/Sales	1.00%
PlumpJack Squaw Valley	1.00%
Olympic Village Inn	1.00%
Tahoma Lodge	1.00%
Tahoe Inn	1.00%
Vacation Station, Inc.	0.90%
Rainbow Lodge	0.90%
Chaney House	0.90%
Meeks Bay Resort & Marina	0.90%
Tahoe Moon Properties	0.90%
Tahoe City Inn	0.90%
Agate Bay Realty	0.80%

North Tahoe Rental Company	0.70%
Shooting Star Bed & Breakfast	0.70%
Tahoma Meadows Bed & Breakfast	0.70%
First Accommodations, Inc.	0.70%
Tahoe Marina Lodge	0.70%
West Shore Cafe & Inn	0.60%
Tahoe Vistana Inn	0.60%
Tahoe Mountain Resorts Lodging	0.60%
Vacation Tahoe by O'Neal Brokers	0.60%
Tahoe Woodside Vacation Rentals	0.50%
West Lake Properties	0.40%
Tamarack Lodge	0.40%
Assist 2 Sell - All Service Realty	0.40%
ReserveMyHome.com	0.40%
Goldfish Properties	0.40%
Waters of Tahoe Properties	0.40%
LakeFrontHouse.com	0.30%
Red Wolf Lodge at Squaw Valley	0.30%
Sierra Mountain Properties	0.30%
Squaw Valley Accommodations - Realty/Rentals	0.20%
Alpine Rental Group	0.20%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.20%
Tahoe Resort Property Management Inc.	0.20%
Martis Valley Vacation Rentals	0.20%
O'Neal Brokers of Lake Tahoe	0.20%
Tahoe Real Estate Group	0.10%
Martis Valley Associates Property Rentals	0.10%
Tahoe Tavern Condominiums	0.10%
Cal Lodge Hostel	0.10%
Chinquapin / Packard Realty	0.10%



RESERVATION ACTIVITY OUTLOOK REPORT

Destination: North Lake Tahoe

Period: Bookings as of Jun 30, 2009

Index and Summary

1. Year to Date Comparison Series – As of: Jun. 30, 2009

a. Last Month Performance: Current YTD vs Previous YTD

1	Occupancy for last month (June) changed by:	-11.5%
2	ADR for last month (June) changed by:	-7.7%
3	RevPAR for last month (June) changed by:	-18.3%

b. Next Month Performance: Current YTD vs Previous YTD

1	Occupancy for next month (July) changed by:	-28.5%
2	ADR for next month (July) changed by:	-7.2%
3	RevPAR for next month (July) changed by:	-33.6%

c. 6 Month On The Books Performance: Current YTD vs Previous YTD

1	Occupancy for the forward looking 6 months has changed by:	-32.4%
2	ADR for the forward looking 6 months has changed by:	-6.9%
3	RevPAR for the forward looking 6 months has changed by:	-37.1%

d. Compilation - Percent Change in Occupancy Rate & ADR: 2008/09 YTD Compared to 2007/08 YTD

1 The Compilation Chart shows the graphic relationship between occupancy and rate, for purposes of yield management.

e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2009 vs. Previous Year

1	Rooms Booked during last month (June 2009) compared to Rooms Booked during the same period last year (June 2008) for all arrival dates has changed by:	-13.4%
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2. Supporting Data Tables

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.

3. Participating Properties:

RESPONDENTS TO Jun 30, 2009 SURVEY:

Ferraris Crown Resort, Mourelais Lakeshore Resort, Norstar-at-Tahoe, Plumpjack Squaw Valley Inn, DHR - NLT-Resort at Squaw Creek, Squaw Valley Lodge, JW - NLT-Village at Squaw Valley, Tahoe Mountain Resorts Lodging, Granlibakken Resort, Hyatt Regency Lake Tahoe Resort and Spa

Report Represents (1704) Rooms

4. About the Reservation Activity Outlook

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

2008/09 YTD (as of Jun 30, 2009) vs. 2007/08 YTD (as of Jun 30, 2008) vs. 2007/08 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 1.1 - Occupancy Rate

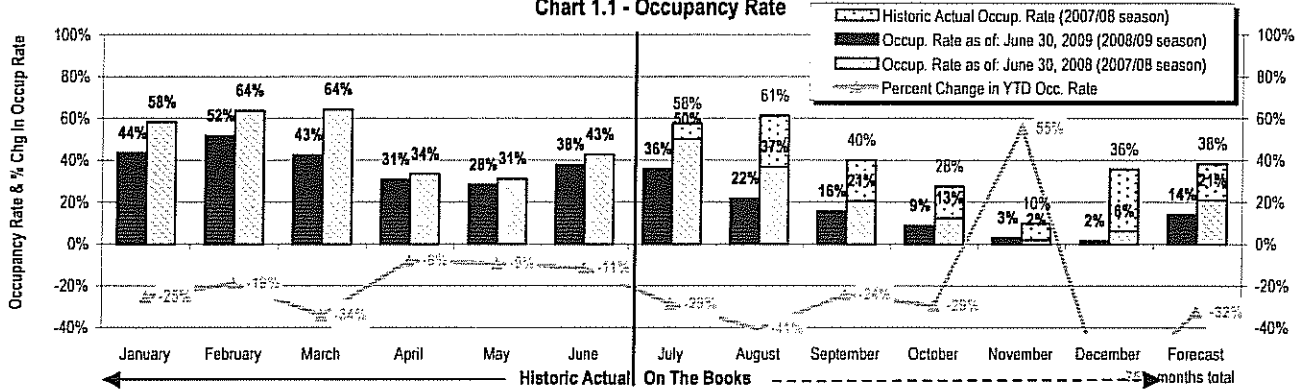


Chart 1.2 - Average Daily Rate

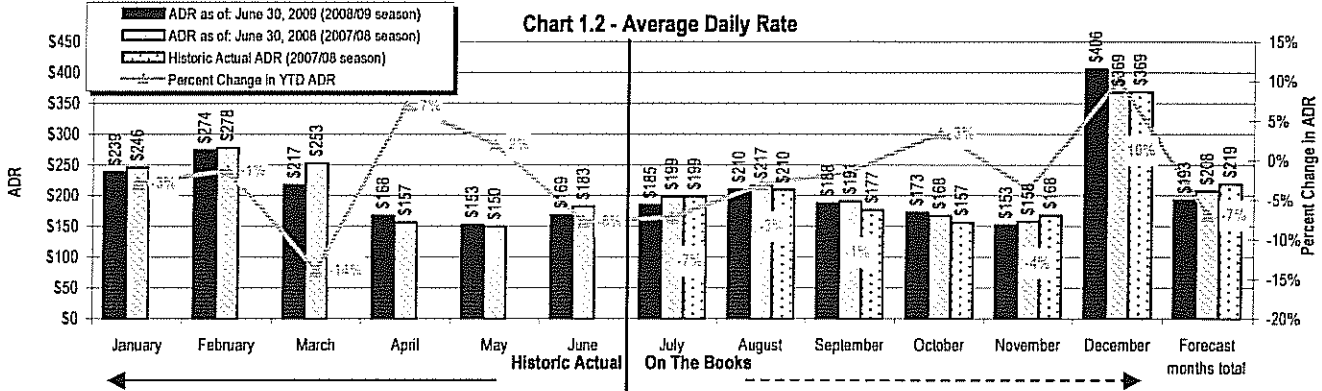


Chart 1.3 - Revenue per Available Room

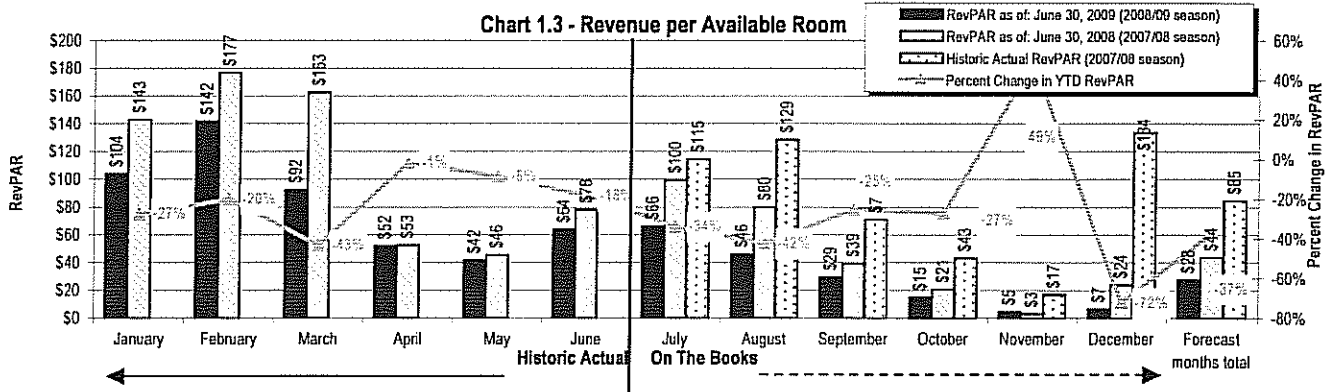
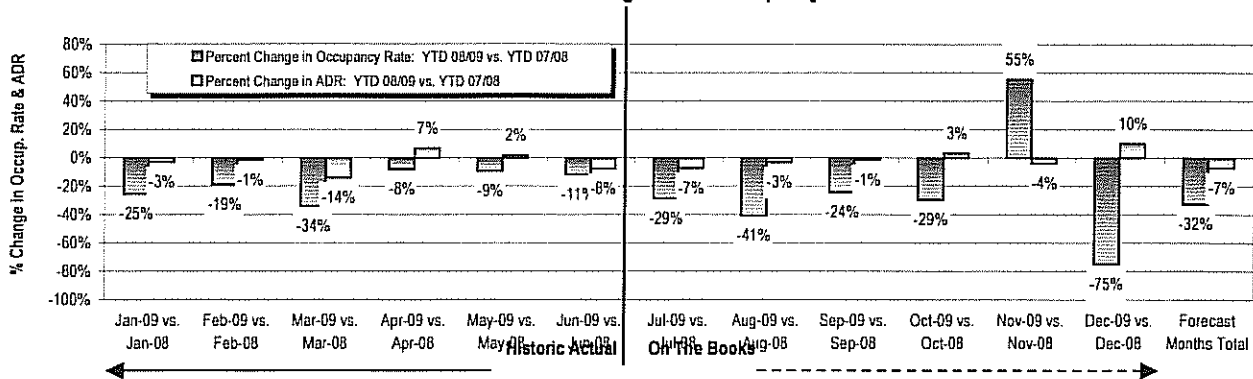


Chart 1.4 - Percent Change in YTD Occupancy Rate & ADR

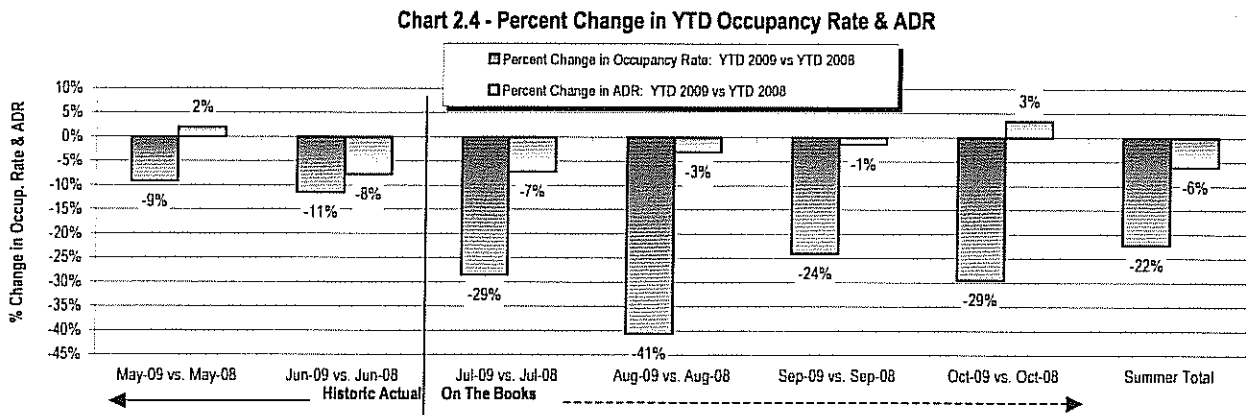
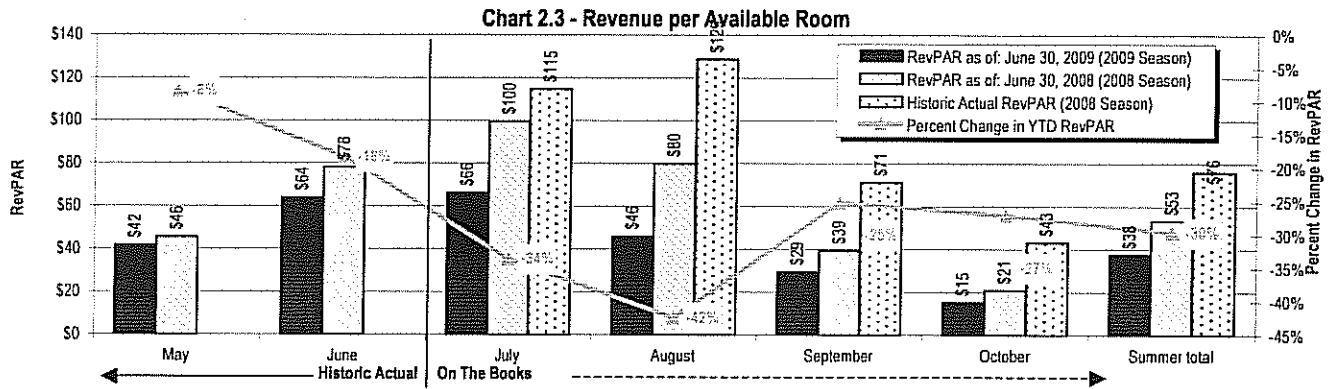
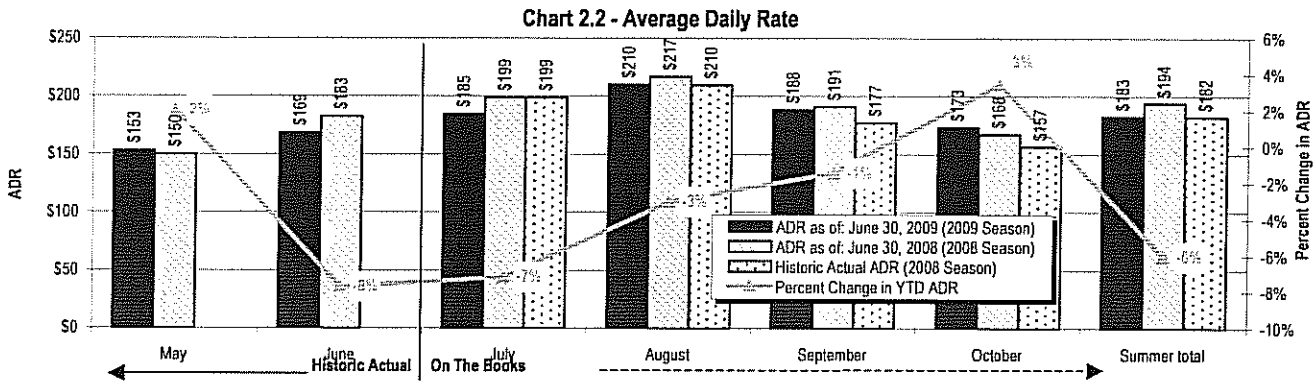
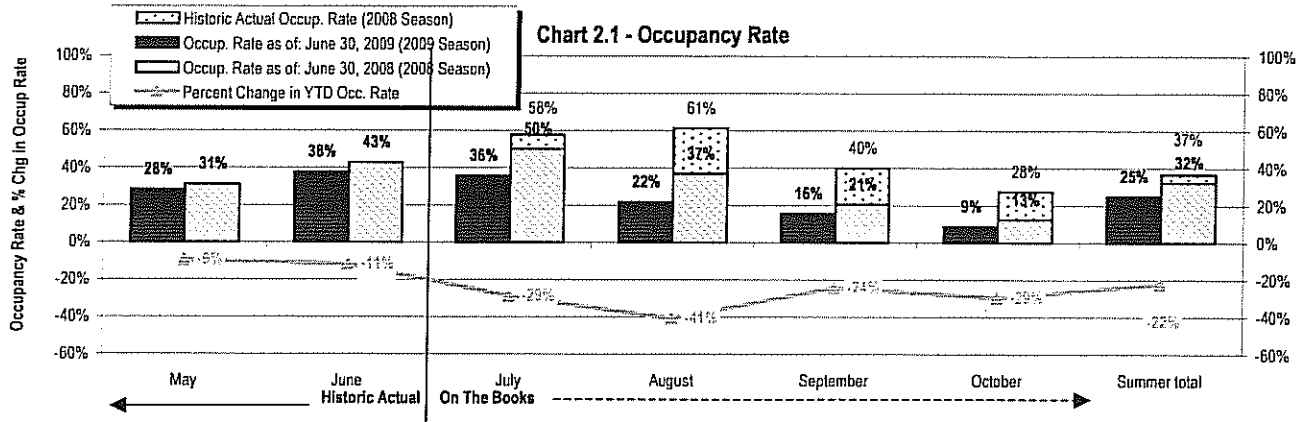


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC SUMMER SEASON SUMMARY GRAPHS

2009 YTD (as of Jun 30, 2009) vs. 2008 YTD (as of Jun 30, 2008) vs. 2008 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

2008/09 YTD (as of Jun 30, 2009) vs. 2007/08 YTD (as of Jun 30, 2008) vs. 2007/08 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 3.1 - Occupancy Rate

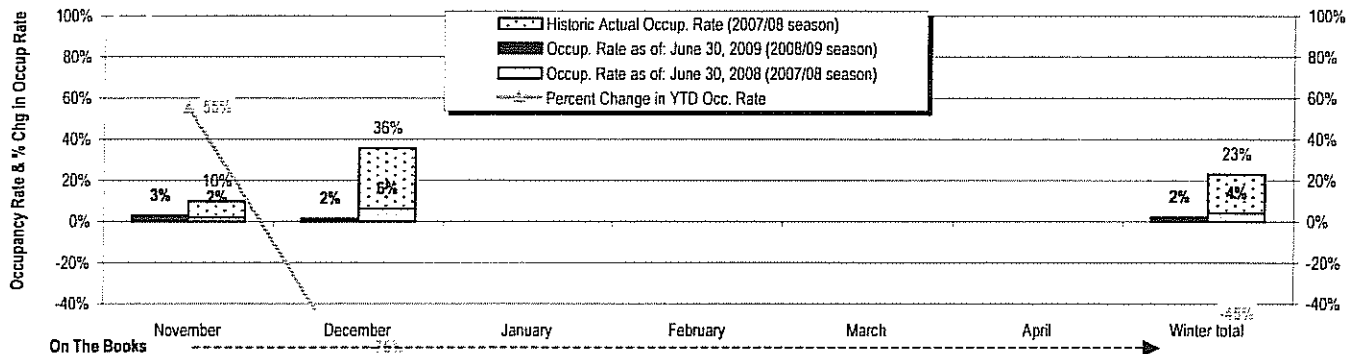


Chart 3.2 - Average Daily Rate

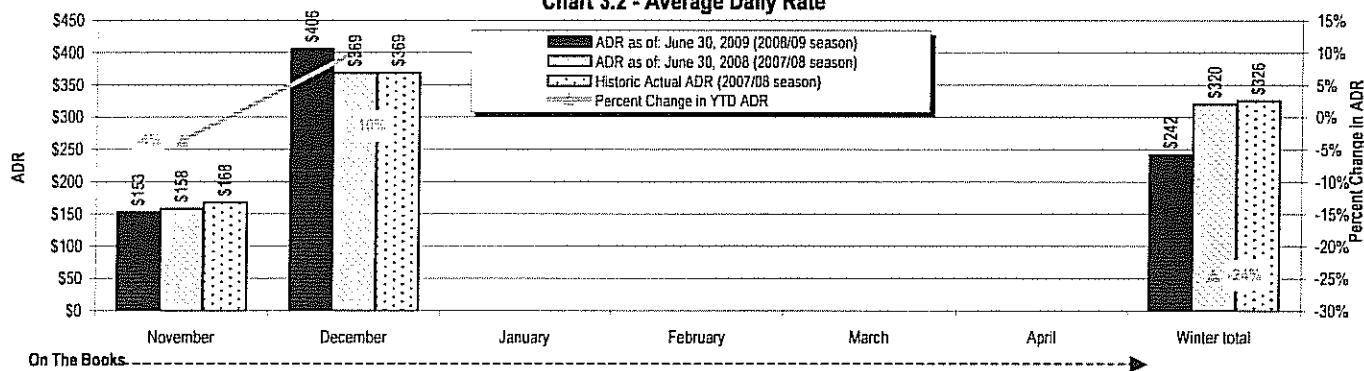


Chart 3.3 - Revenue per Available Room

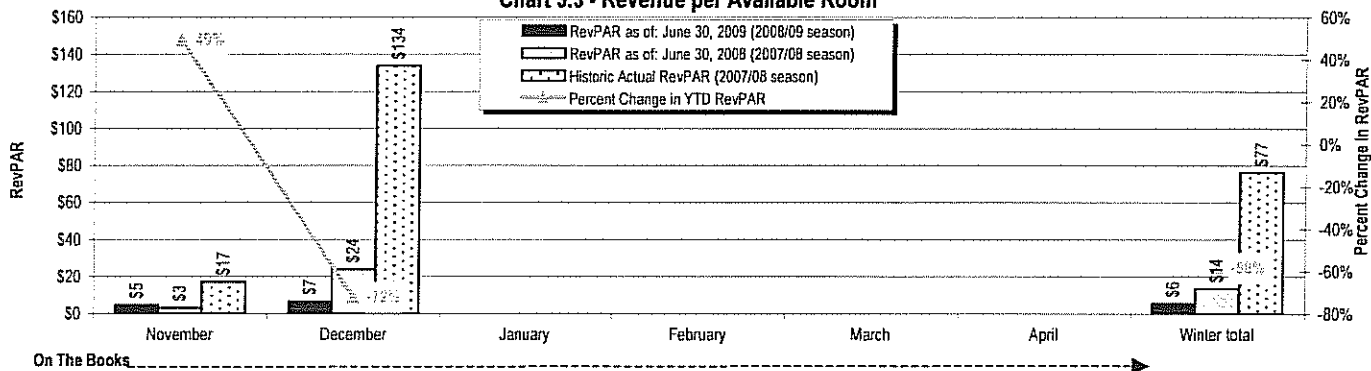
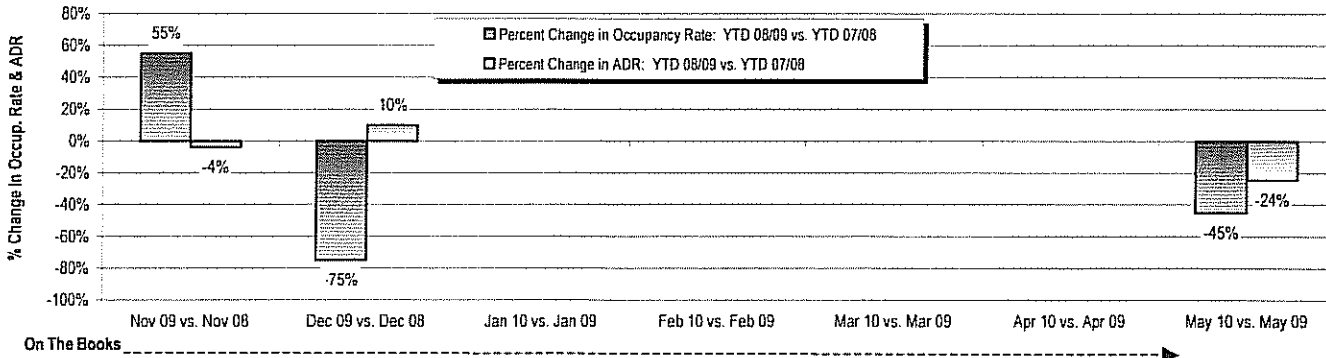


Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR

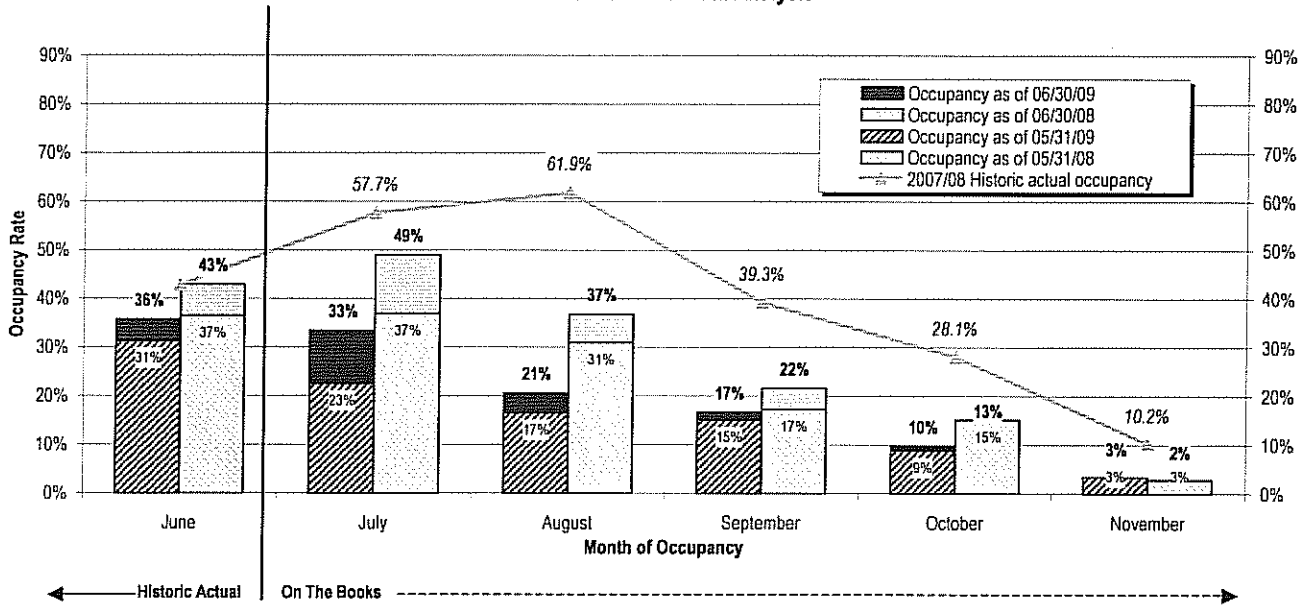


RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

Occupancy Pace as of Jun 30, 2009 and May 31, 2009 versus same period 2007/08 Occupancy Pace

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 JUN 30			OCCUPANCY AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2007/08 Historic actual occupancy
	Occupancy as of 06/30/09	Occupancy as of 06/30/08	Absolute Change	Occupancy as of 05/31/09	Occupancy as of 05/31/08	Absolute Change	Incremental occupancy booked during Jun. 2009	Incremental occupancy booked during Jun. 2008	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	June	35.8%	42.9%	-7.1%	31.4%	36.5%	-5.1%	4.4%	6.4%	-2.0%	
July	33.5%	49.0%	-15.5%	22.6%	37.0%	-14.5%	10.9%	12.0%	-1.2%	-9.8%	57.7%
August	20.6%	36.9%	-16.3%	16.6%	31.0%	-14.4%	4.0%	5.9%	-1.5%	-21.2%	61.9%
September	16.7%	21.7%	-5.0%	15.2%	17.4%	-2.2%	1.5%	4.3%	-2.6%	-54.3%	39.3%
October	9.7%	13.1%	-3.4%	8.9%	15.2%	-6.3%	0.8%	-2.1%	3.0%	Undefined	28.1%
November	3.4%	2.1%	1.3%	3.4%	2.9%	0.5%	0.0%	-0.7%	0.7%	Undefined	10.2%
Total	19.9%	27.4%	-7.5%	16.3%	23.2%	-6.9%	3.6%	4.2%	-0.6%	-13.4%	39.7%

**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 Jun 30, 2009

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 2008/09 VS. YTD 2007/08			Historic Actual Occup. Rate (2007/08 season)	# of Properties in Sample
		Occup. Rate as of: June 30, 2009 (2008/09 season)	Occup. Rate as of: June 30, 2008 (2007/08 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2008/09 & 2007/08)						
January	Historic Actual ↑	43.6%	58.2%	-25.2%		9
February		51.8%	63.7%	-18.8%		10
March		42.5%	64.4%	-34.0%		10
April		30.9%	33.6%	-7.8%		10
May		28.4%	31.2%	-9.2%		8
June		37.9%	42.9%	-11.5%		8
July	On The Books ↓	35.9%	50.2%	-28.5%	57.8%	7
August		21.9%	36.9%	-40.6%	61.4%	7
September		15.6%	20.6%	-24.0%	40.2%	7
October		8.8%	12.5%	-29.4%	27.6%	8
November		3.0%	1.9%	55.4%	10.0%	8
December		1.6%	6.3%	-74.9%	35.7%	8
Grand total		29.1%	37.8%	-23.1%	44.8%	10
Historic months total		39.2%	49.1%	-20.2%	49.1%	10
Forecast months total		14.2%	21.0%	-32.4%	38.4%	8

AVERAGE DAILY RATE		ADR: YTD 2008/09 VS. YTD 2007/08			Historic Actual ADR (2007/08 season)	# of Properties in Sample
		ADR as of: June 30, 2009 (2008/09 season)	ADR as of: June 30, 2008 (2007/08 season)	Percent Change in YTD ADR		
Month of Occupancy (2008/09 & 2007/08)						
January	Historic Actual ↑	\$239	\$246	-2.9%		9
February		\$274	\$278	-1.2%		10
March		\$217	\$253	-13.9%		10
April		\$168	\$157	6.9%		10
May		\$153	\$150	2.0%		8
June		\$169	\$183	-7.7%		8
July	On The Books ↓	\$185	\$199	-7.2%	\$199	7
August		\$210	\$217	-3.0%	\$210	7
September		\$188	\$191	-1.4%	\$177	7
October		\$173	\$168	3.5%	\$157	8
November		\$153	\$158	-3.6%	\$168	7
December		\$406	\$369	10.1%	\$369	7
Grand total		\$210	\$222	-5.5%	\$224	10
Historic months total		\$214	\$226	-5.4%	\$226	10
Forecast months total		\$193	\$208	-6.9%	\$219	8

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2008/09 VS. YTD 2007/08			Historic Actual RevPAR (2007/08 season)	# of Properties in Sample
		RevPAR as of: June 30, 2009 (2008/09 season)	RevPAR as of: June 30, 2008 (2007/08 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2008/09 & 2007/08)						
January	Historic Actual ↑	\$104	\$143	-27.3%		9
February		\$142	\$177	-19.8%		10
March		\$92	\$163	-43.1%		10
April		\$52	\$53	-1.5%		10
May		\$42	\$46	-8.4%		9
June		\$64	\$78	-18.3%		8
July	On The Books ↓	\$66	\$100	-33.6%	\$115	7
August		\$46	\$80	-42.4%	\$129	7
September		\$29	\$39	-25.1%	\$71	7
October		\$15	\$21	-27.0%	\$43	8
November		\$5	\$3	49.4%	\$17	7
December		\$7	\$24	-72.2%	\$134	7
Grand total		\$61	\$84	-27.3%	\$100	10
Historic months total		\$83	\$110	-24.6%	\$110	10
Forecast months total		\$28	\$44	-37.1%	\$85	8

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Jun 30, 2009

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		<i>OCCUPANCY RATE: YTD 2009 VS. YTD 2008</i>			Historic Actual Occup. Rate (2008 Season)
		Occup. Rate as of: June 30, 2009 (2009 Season)	Occup. Rate as of: June 30, 2008 (2008 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2009 & 2008)					
May		28.4%	31.2%	-9.2%	
June	Historic Actual	37.9%	42.9%	-11.5%	
July	On the Books	35.9%	50.2%	-28.5%	57.8%
August	↓	21.9%	36.9%	-40.6%	61.4%
September	↓	15.6%	20.6%	-24.0%	40.2%
October	↓	8.8%	12.5%	-29.4%	27.6%
Summer total		25.1%	32.3%	-22.2%	36.8%

AVERAGE DAILY RATE		<i>ADR: YTD 2009 VS. YTD 2008</i>			Historic Actual ADR (2008 Season)
		ADR as of: June 30, 2009 (2009 Season)	ADR as of: June 30, 2008 (2008 Season)	Percent Change in YTD ADR	
Month of Occupancy (2009 & 2008)					
May		\$153	\$150	2.0%	
June	Historic Actual	\$169	\$183	-7.7%	
July	On the Books	\$185	\$199	-7.2%	\$199
August	↓	\$210	\$217	-3.0%	\$210
September	↓	\$188	\$191	-1.4%	\$177
October	↓	\$173	\$168	3.5%	\$157
Summer total		\$183	\$194	-6.0%	\$182

REVENUE PER AVAILABLE ROOM		<i>REVPAR: YTD 2009 VS. YTD 2008</i>			Historic Actual RevPAR (2008 Season)
		RevPAR as of: June 30, 2009 (2009 Season)	RevPAR as of: June 30, 2008 (2008 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2009 & 2008)					
May		\$42	\$46	-8.4%	
June	Historic Actual	\$64	\$78	-18.3%	
July	On the Books	\$66	\$100	-33.6%	\$115
August	↓	\$46	\$80	-42.4%	\$129
September	↓	\$29	\$39	-25.1%	\$71
October	↓	\$15	\$21	-27.0%	\$43
Summer total		\$38	\$53	-29.6%	\$76

RESERVATIONS ACTIVITY REPORT
SECTION 5c - STATIC WINTER SEASON SUPPORTING DATA TABLES
Winter Bookings as of Jun 30, 2009

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 2008/09 VS. YTD 2007/08</u>			Historic Actual Occup. Rate (2007/08 season)
		Occup. Rate as of: June 30, 2009 (2008/09 season)	Occup. Rate as of: June 30, 2008 (2007/08 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2008/09 & 2007/08)					
November	On the Books	3.0%	1.9%	55.4%	10.0%
December	↓	1.6%	6.3%	-74.9%	35.7%
January					
February					
March					
April	↓				
Winter total		2.3%	4.2%	-44.9%	23.1%

AVERAGE DAILY RATE		<u>ADR: YTD 2008/09 VS. YTD 2007/08</u>			Historic Actual ADR (2007/08 season)
		ADR as of: June 30, 2009 (2008/09 season)	ADR as of: June 30, 2008 (2007/08 season)	Percent Change in YTD ADR	
Month of Occupancy (2008/09 & 2007/08)					
November	On the Books	\$153	\$158	-3.6%	\$168
December	↓	\$406	\$369	10.1%	\$369
January					
February					
March					
April	↓				
Winter total		\$242	\$320	-24.4%	\$326

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2008/09 VS. YTD 2007/08</u>			Historic Actual RevPAR (2007/08 season)
		RevPAR as of: June 30, 2009 (2008/09 season)	RevPAR as of: June 30, 2008 (2007/08 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2008/09 & 2007/08)					
November	On the Books	\$5	\$3	49.4%	\$17
December	↓	\$7	\$24	-72.2%	\$134
January					
February					
March					
April	↓				
Winter total		\$6	\$14	-58.3%	\$77

**NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST
DESTINATION COMPARATIVE REPORT
Bookings as of June 30, 2009**

Occupancy Rate as of June 30, 2009: Destination Comparisons

Month of Occupancy	NORTH LAKE TAHOE										AGGREGATE TOTAL		
	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Lowest occupancy			
Jan-09	44%	70%	59%	57%	56%	56%	52%	51%	49%	47%	41%	37%	50%
Feb-09	52%	69%	65%	63%	60%	60%	55%	53%	52%	49%	49%	38%	54%
Mar-09	43%	62%	60%	58%	56%	50%	50%	50%	50%	45%	43%	37%	49%
Apr-09	31%	44%	31%	28%	26%	25%	23%	19%	17%	13%	11%	10%	24%
May-09	28%	26%	20%	18%	14%	12%	8%	7%	7%	4%	3%	0%	13%
Jun-09	38%	47%	34%	34%	32%	29%	26%	25%	19%	7%	6%	5%	27%
Jul-09	Historic	35%	45%	38%	37%	35%	30%	29%	26%	25%	25%	17%	31%
Aug-09	Forecast	22%	30%	28%	23%	21%	17%	15%	14%	14%	11%	10%	18%
Sep-09		16%	16%	15%	13%	13%	12%	10%	7%	6%	6%	5%	10%
Oct-09		9%	9%	9%	9%	9%	8%	4%	2%	2%	1%	0%	6%
Nov-09		3%	13%	5%	5%	3%	2%	1%	1%	0%	0%	0%	2%
Dec-09		2%	17%	13%	12%	12%	8%	7%	6%	5%	5%	4%	8%
Grand total	29%	35%	33%	29%	28%	26%	23%	23%	22%	22%	21%	19%	26%
Historic months total	39%	49%	47%	43%	39%	37%	37%	34%	33%	32%	31%	27%	37%
Forecast months total	14%	21%	17%	15%	15%	14%	12%	12%	11%	9%	9%	7%	13%

Percent Change in Occupancy Rate: 2008/09 YTD vs. 2007/08 YTD: Destination Comparisons

Month of Occupancy	NORTH LAKE TAHOE										AGGREGATE TOTAL		
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Weakest pacing			
Jan-09 vs. Jan-08	-25%	-4%	-7%	-8%	-14%	-14%	-15%	-17%	-17%	-17%	-20%	-23%	-16%
Feb-09 vs. Feb-08	-19%	-8%	-12%	-13%	-14%	-16%	-16%	-17%	-18%	-19%	-21%	-22%	-15%
Mar-09 vs. Mar-08	-34%	-13%	-14%	-17%	-18%	-19%	-20%	-24%	-24%	-27%	-29%	-31%	-21%
Apr-09 vs. Apr-08	-8%	45%	30%	14%	10%	10%	1%	-12%	-18%	-20%	-25%	-33%	0%
May-09 vs. May-08	-9%	26%	0%	-3%	-22%	-26%	-28%	-34%	-42%	-43%	-44%	-80%	-15%
Jun-09 vs. Jun-08	Historic	9%	7%	-8%	-8%	-11%	-12%	-23%	-23%	-31%	-32%	-47%	-14%
Jul-09 vs. Jul-08	Forecast	-29%	5%	-1%	-10%	-15%	-19%	-25%	-27%	-30%	-31%	-38%	-21%
Aug-09 vs. Aug-08		-41%	-15%	-19%	-19%	-29%	-33%	-38%	-39%	-43%	-48%	-52%	-29%
Sep-09 vs. Sep-08		-24%	140%	21%	-7%	-33%	-36%	-36%	-46%	-47%	-50%	-53%	-29%
Oct-09 vs. Oct-08		-29%	27%	9%	-5%	-8%	-33%	-36%	-41%	-47%	-53%	-72%	-26%
Nov-09 vs. Nov-08		55%	34%	15%	-16%	-30%	-38%	-41%	-49%	-62%	-77%	-78%	-18%
Dec-09 vs. Dec-08		-75%	19%	2%	-19%	-20%	-24%	-24%	-31%	-38%	-46%	-57%	-25%
Grand total	-23%	-8%	-12%	-12%	-13%	-16%	-16%	-17%	-22%	-24%	-28%	-34%	-17%
Historic months total	-20%	-7%	-9%	-10%	-11%	-14%	-15%	-15%	-16%	-20%	-24%	-29%	-15%
Forecast months total	-32%	3%	-14%	-18%	-21%	-22%	-23%	-30%	-32%	-37%	-39%	-40%	-24%

**NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST
DESTINATION COMPARATIVE REPORT
Bookings as of June 30, 2009**

ADR: 2008/09 YTD vs. 2007/08 YTD: Destination Comparisons

Month of ADR	NORTH LAKE TAHOE													AGGREGATE TOTAL
	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Lowest ADR	
Jan-09	\$239	\$526	\$526	\$438	\$416	\$341	\$296	\$241	\$218	\$194	\$183	\$143		
Feb-09	\$274	\$595	\$465	\$456	\$417	\$357	\$304	\$247	\$226	\$203	\$194	\$176		
Mar-09	\$217	\$557	\$427	\$409	\$404	\$322	\$307	\$244	\$230	\$217	\$210	\$164		
Apr-09	\$168	\$274	\$227	\$220	\$191	\$171	\$169	\$153	\$149	\$146	\$130	\$101		
May-09	\$153	\$134	\$134	\$122	\$116	\$116	\$109	\$102	\$101	\$96	\$89	\$79		
Jun-09	\$169	\$257	\$181	\$178	\$145	\$142	\$126	\$122	\$122	\$114	\$109	\$83		
Historic months total	\$214	\$467	\$401	\$379	\$334	\$295	\$276	\$220	\$202	\$186	\$182	\$145	\$282	

Percent Change in ADR: 2008/09 YTD vs. 2007/08 YTD: Destination Comparisons

Month of ADR	NORTH LAKE TAHOE													AGGREGATE TOTAL
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Weakest pacing	
Jan-09 vs. Jan-08	-3%	0%	-2%	-4%	-7%	-8%	-10%	-11%	-12%	-12%	-13%	-17%	-18%	
Feb-09 vs. Feb-08	-1%	0%	-2%	-3%	-6%	-10%	-11%	-12%	-12%	-13%	-14%	-16%	-8%	
Mar-09 vs. Mar-08	-14%	-7%	-9%	-10%	-14%	-15%	-17%	-17%	-19%	-20%	-21%	-22%	-16%	
Apr-09 vs. Apr-08	7%	21%	20%	19%	7%	3%	0%	0%	-4%	-5%	-6%	-7%	8%	
May-09 vs. May-08	2%	39%	22%	19%	6%	1%	0%	-3%	-5%	-14%	-17%	-32%	-5%	
Jun-09 vs. Jun-08	-8%	7%	1%	-7%	-8%	-10%	-11%	-13%	-13%	-16%	-16%	-16%	-10%	
Historic months total	-5%	-2%	-6%	-9%	-9%	-10%	-10%	-12%	-13%	-14%	-15%	-17%	-11%	

RESORTS INCLUDED IN COMPARISONS:

Aspen	Keystone	Snowmass
Beaver Creek	North Lake Tahoe	Telluride
Breckenridge	Park City	Vail
Copper Mountain	Steamboat Springs	Winter Park

NOTES:

Resort names are hidden to preserve confidentiality.
Each time period has a unique sorting
(e.g. the best-performing resort in Nov. is not necessarily the best-performing resort in March).