



north lake tahoe

Chamber | CVB | Resort Association

March 2012 Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Feb 29, 2012

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,669 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 (February) changed by (-10.0%)	Occupancy (February) :	47.5%	52.8%	-10.0%
North Lake Tahoe Average Daily Rate for last month (February) changed by (-9.2%)	ADR (February) :	\$260	\$287	-9.2%
North Lake Tahoe RevPAR for last month (February) changed by (-18.3%)	RevPAR (February) :	\$124	\$151	-18.3%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (March) changed by (4.0%)	Occupancy (March)	37.6%	36.2%	4.0%
North Lake Tahoe Average Daily Rate for next month (March) changed by (-6.1%)	ADR (March) :	\$225	\$239	-6.1%
North Lake Tahoe RevPAR for next month (March) changed by (-2.4%)	RevPAR (March) :	\$85	\$87	-2.4%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-9.8%)	Occupancy	38.0%	42.1%	-9.8%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-5.2%)	ADR	\$218	\$230	-5.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (-14.5%)	RevPAR	\$83	\$97	-14.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (8.7%)	Occupancy	18.8%	17.3%	8.7%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-0.2%)	ADR	\$207	\$208	-0.2%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (8.5%)	RevPAR	\$39	\$36	8.5%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Feb. 29, 2012 vs. Previous Year				
Rooms Booked during last month (February, 2012) compared to Rooms Booked during the same period last year (February, 2011) for all arrival dates has changed by (-4.8%)	Booking Pace (February)	5.0%	5.2%	-4.8%

* **MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

** **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 / closed since that time. This number varies infrequently as new properties start, or existing properties cease 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 Feb 29, 2012) vs. 2010/11 YTD (as of Feb 28, 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

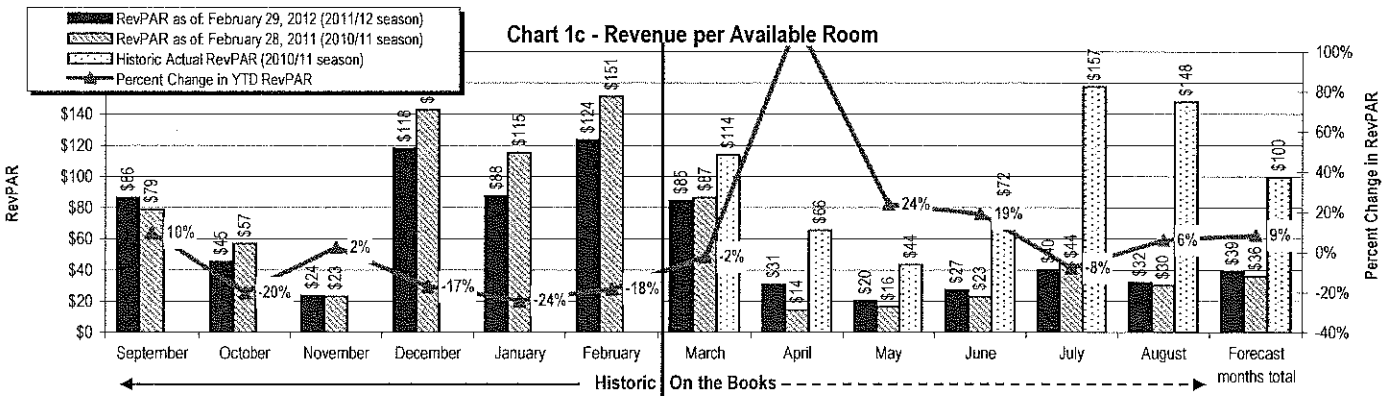
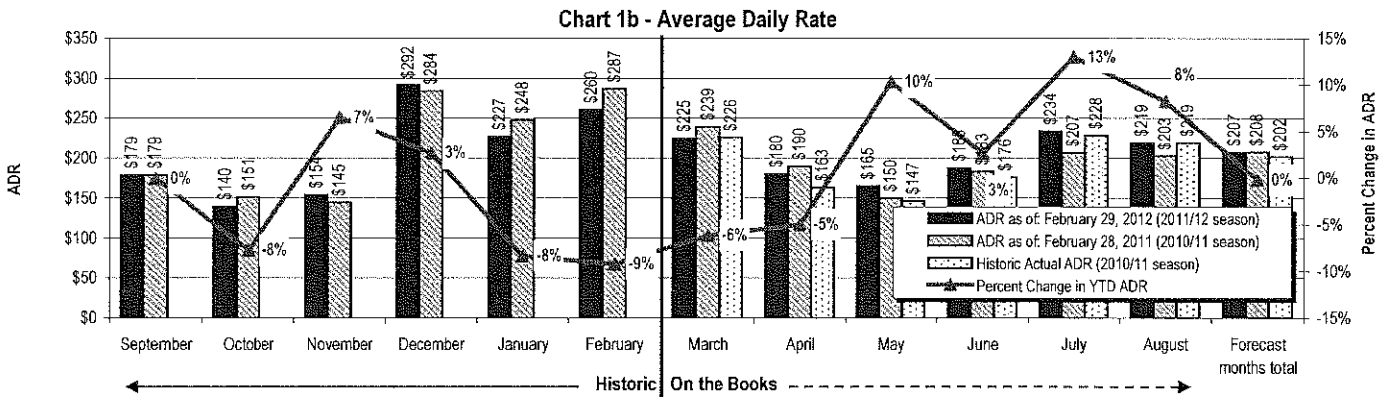
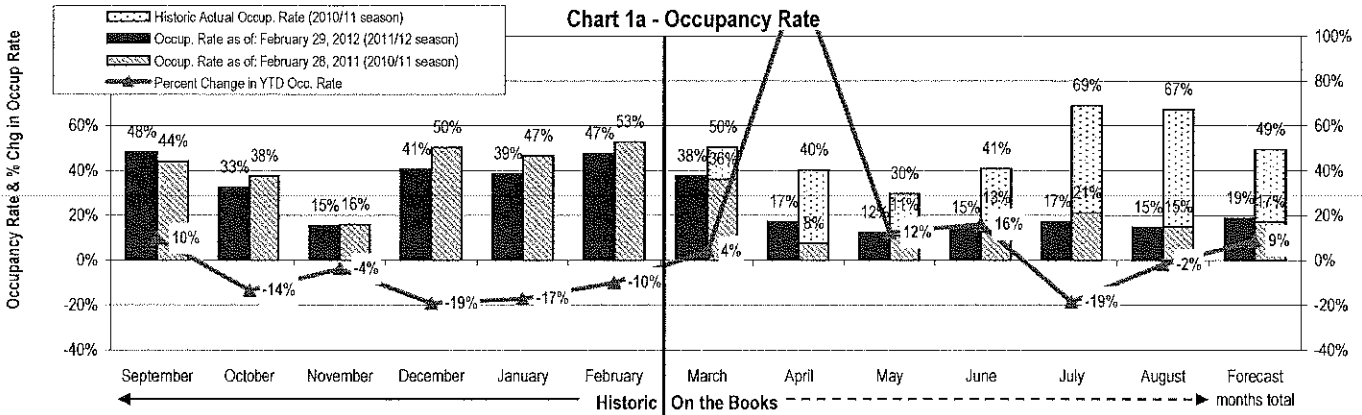
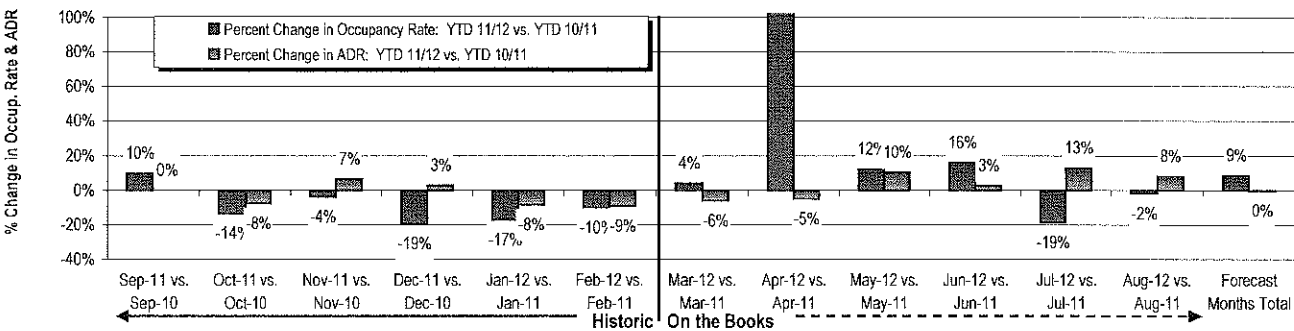


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2011/12 YTD (as of Feb 29, 2012) vs. 2010/11 YTD (as of Feb 28, 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

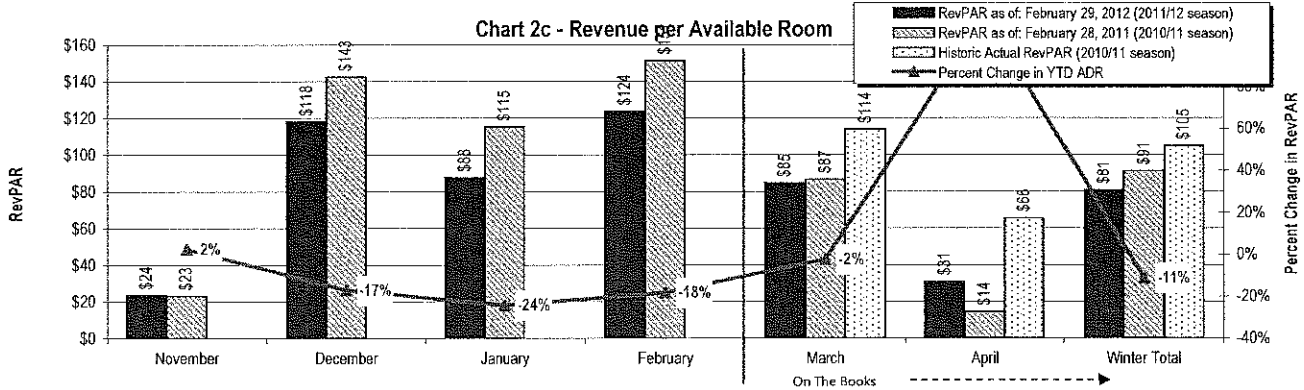
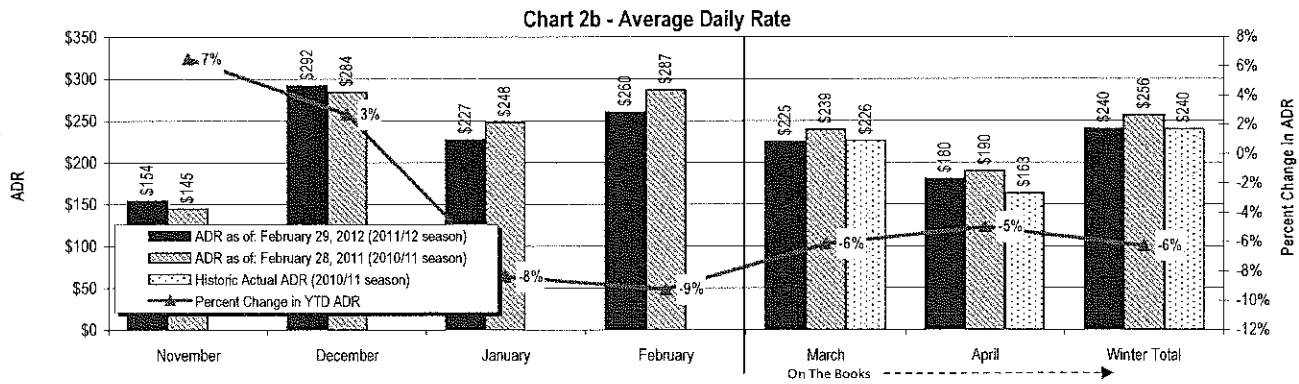
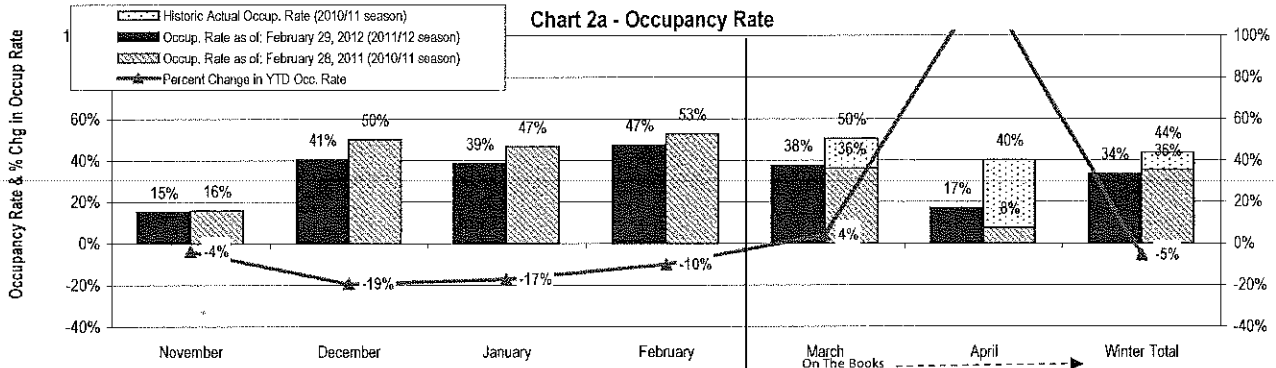
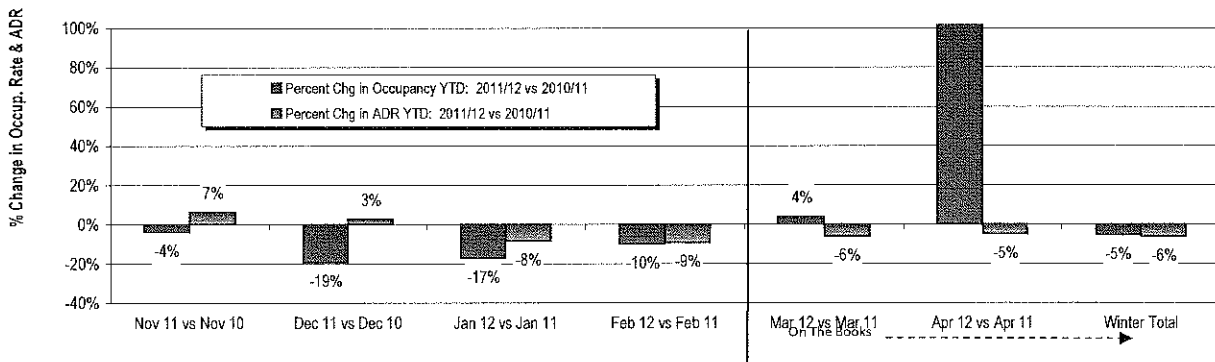


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)

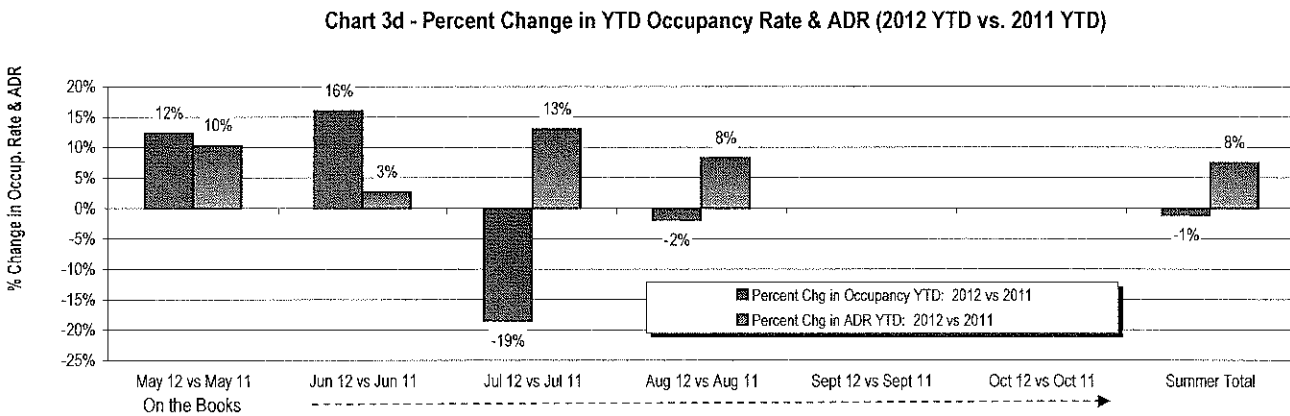
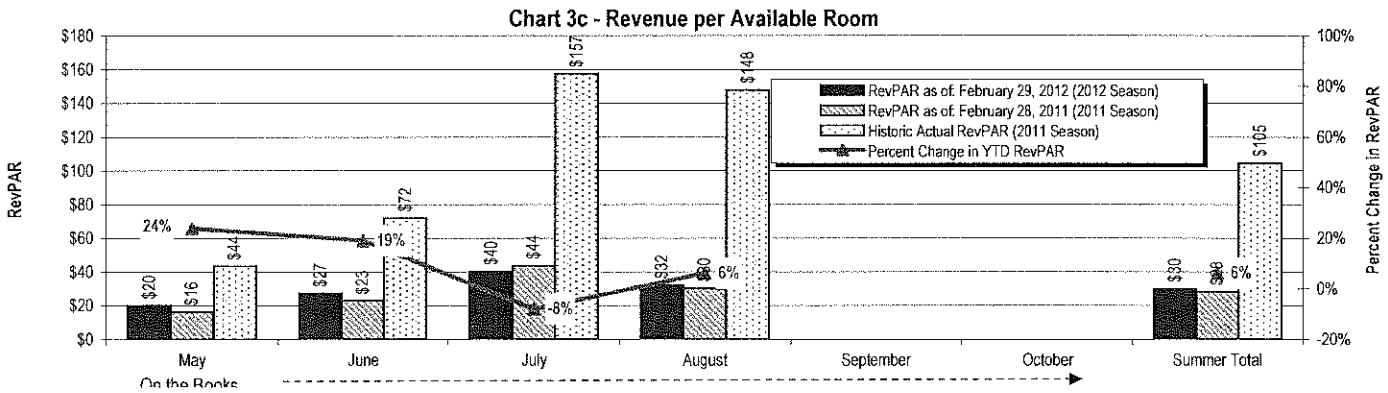
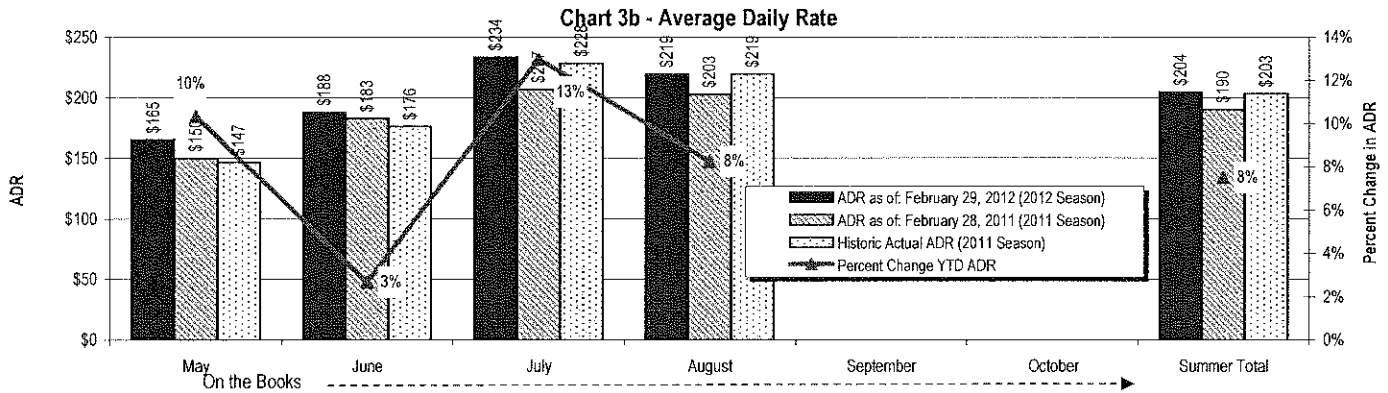
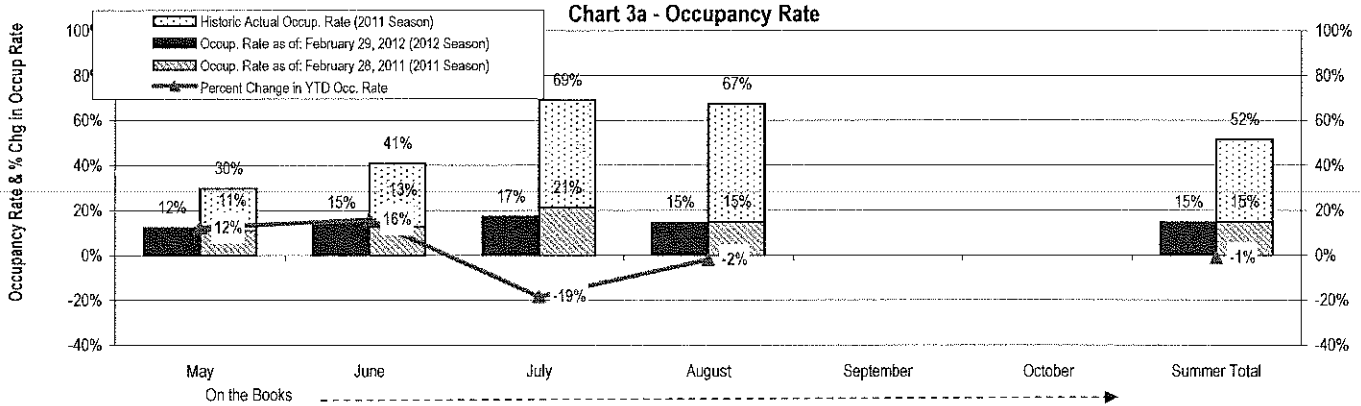


RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Feb 29, 2012) vs. 2011 YTD (as of Feb 28, 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

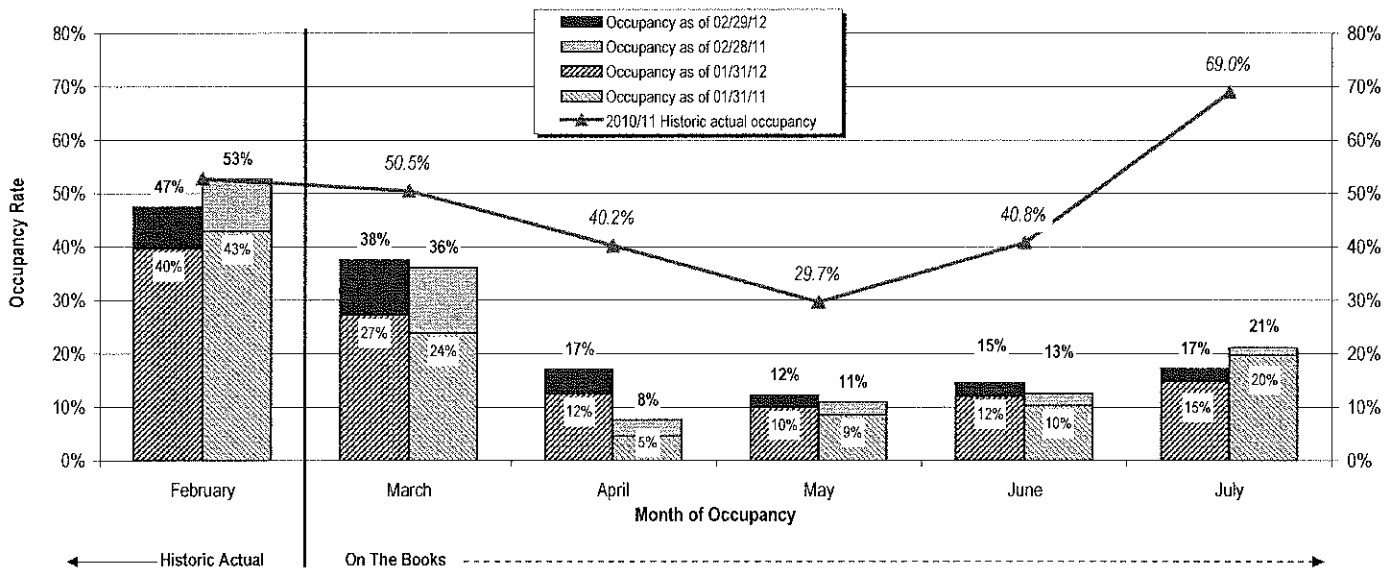


RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of Feb 29, 2012 and Jan. 31, 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 FEB 29			OCCUPANCY AS OF JAN 31			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 02/29/12	Occupancy as of 02/28/11	Absolute Change	Occupancy as of 01/31/12	Occupancy as of 01/31/11	Absolute Change	Incremental occupancy booked during Feb. 2012	Incremental occupancy booked during Feb. 2011	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	February	47.5%	52.8%	-5.3%	39.7%	42.9%	-3.2%	7.8%	9.9%	-2.1%	
March	37.6%	36.2%	1.5%	27.2%	23.8%	3.4%	10.4%	12.3%	-1.9%	-15.7%	50.5%
April	17.1%	7.6%	9.5%	12.5%	4.6%	7.9%	4.6%	3.0%	1.6%	53.9%	40.2%
May	12.3%	10.9%	1.3%	10.0%	8.6%	1.4%	2.3%	2.3%	0.0%	-1.3%	29.7%
June	14.6%	12.6%	2.0%	12.0%	10.3%	1.7%	2.6%	2.3%	0.3%	13.6%	40.8%
July	17.2%	21.2%	-3.9%	14.8%	19.7%	-4.9%	2.4%	1.4%	1.0%	68.4%	69.0%
Total	24.2%	23.3%	0.9%	19.2%	18.0%	1.2%	5.0%	5.2%	-0.2%	-4.8%	47.0%

**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 Feb 29, 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: February 29, 2012 (2011/12 season)	Occup. Rate as of: February 28, 2011 (2010/11 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2011/12 & 2010/11)							
September	↑ Historic Actual On the Books ↓	48.4%	44.1%	9.8%		11	
October		32.6%	37.7%	-13.5%		11	
November		15.4%	16.0%	-3.8%		10	
December		40.5%	50.2%	-19.3%		11	
January		38.6%	46.6%	-17.2%		11	
February		Historic Actual	47.5%	52.8%	-10.0%		11
March		On the Books	37.6%	36.2%	4.0%	50.5%	11
April		↓	17.1%	7.6%	125.7%	40.2%	11
May		↓	12.3%	10.9%	12.3%	29.7%	10
June		↓	14.6%	12.6%	16.0%	40.8%	11
July		↓	17.2%	21.2%	-18.5%	69.0%	10
August	↓	14.6%	14.9%	-1.9%	67.3%	10	
Grand total		28.4%	29.6%	-3.7%	45.8%	11	
Historic months total		38.0%	42.1%	-9.8%	42.1%	11	
Forecast months total		18.8%	17.3%	8.7%	49.4%	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: February 29, 2012 (2011/12 season)	ADR as of: February 28, 2011 (2010/11 season)	Percent Change in YTD ADR			
Month of Occupancy (2011/12 & 2010/11)							
September	↑ Historic Actual On the Books ↓	\$179	\$179	-0.1%		11	
October		\$140	\$151	-7.7%		11	
November		\$154	\$145	6.5%		10	
December		\$292	\$284	2.7%		11	
January		\$227	\$248	-8.4%		11	
February		Historic Actual	\$260	\$287	-9.2%		11
March		On the Books	\$225	\$239	-6.1%	\$226	11
April		↓	\$180	\$190	-5.0%	\$163	11
May		↓	\$165	\$150	10.3%	\$147	10
June		↓	\$188	\$183	2.7%	\$176	11
July		↓	\$234	\$207	13.0%	\$228	10
August	↓	\$219	\$203	8.2%	\$219	10	
Grand total		\$215	\$224	-4.0%	\$215	11	
Historic months total		\$218	\$230	-5.2%	\$230	11	
Forecast months total		\$207	\$208	-0.2%	\$202	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: February 29, 2012 (2011/12 season)	RevPAR as of: February 28, 2011 (2010/11 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2011/12 & 2010/11)							
September	↑ Historic Actual On the Books ↓	\$86	\$79	9.7%		11	
October		\$45	\$57	-20.2%		11	
November		\$24	\$23	2.5%		10	
December		\$118	\$143	-17.1%		11	
January		\$88	\$115	-24.1%		11	
February		Historic Actual	\$124	\$151	-18.3%		11
March		On the Books	\$85	\$87	-2.4%	\$114	11
April		↓	\$31	\$14	114.5%	\$66	11
May		↓	\$20	\$16	23.9%	\$44	10
June		↓	\$27	\$23	19.1%	\$72	11
July		↓	\$40	\$44	-7.9%	\$157	10
August	↓	\$32	\$30	6.2%	\$148	10	
Grand total		\$61	\$66	-7.6%	\$98	11	
Historic months total		\$83	\$97	-14.5%	\$97	11	
Forecast months total		\$39	\$36	8.5%	\$100	11	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Feb 29, 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	<u>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual Occup. Rate (2010/11 season)
	Occup. Rate as of: February 29, 2012 (2011/12 season)	Occup. Rate as of: February 28, 2011 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)				
November	15.4%	16.0%	-3.8%	
December	40.5%	50.2%	-19.3%	
January	38.6%	46.6%	-17.2%	
February	47.5%	52.8%	-10.0%	
March	37.6%	36.2%	4.0%	50.5%
April	17.1%	7.6%	125.7%	40.2%
Winter Total	33.6%	35.5%	-5.4%	43.8%

AVERAGE DAILY RATE	<u>ADR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual ADR (2010/11 season)
	ADR as of: February 29, 2012 (2011/12 season)	ADR as of: February 28, 2011 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$154	\$145	6.5%	
December	\$292	\$284	2.7%	
January	\$227	\$248	-8.4%	
February	\$260	\$287	-9.2%	
March	\$225	\$239	-6.1%	\$226
April	\$180	\$190	-5.0%	\$163
Winter Total	\$240	\$256	-6.3%	\$240

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual RevPAR (2010/11 season)
	RevPAR as of: February 29, 2012 (2011/12 season)	RevPAR as of: February 28, 2011 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$24	\$23	2.5%	
December	\$118	\$143	-17.1%	
January	\$88	\$115	-24.1%	
February	\$124	\$151	-18.3%	
March	\$85	\$87	-2.4%	\$114
April	\$31	\$14	114.5%	\$66
Winter Total	\$81	\$91	-11.3%	\$105

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Feb 29, 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	<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: February 29, 2012 (2012 Season)	Occup. Rate as of: February 28, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	12.3%	10.9%	12.3%	29.7%
June	14.6%	12.6%	16.0%	40.8%
July	17.2%	21.2%	-18.5%	69.0%
August	14.6%	14.9%	-1.9%	67.3%
September				
October				
Summer Total	14.7%	14.9%	-1.1%	51.5%

AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2011 Season)
	ADR as of: February 29, 2012 (2012 Season)	ADR as of: February 28, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$165	\$150	10.3%	\$147
June	\$188	\$183	2.7%	\$176
July	\$234	\$207	13.0%	\$228
August	\$219	\$203	8.2%	\$219
September				
October				
Summer Total	\$204	\$190	7.5%	\$203

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2011 Season)
	RevPAR as of: February 29, 2012 (2012 Season)	RevPAR as of: February 28, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$20	\$16	23.9%	\$44
June	\$27	\$23	19.1%	\$72
July	\$40	\$44	-7.9%	\$157
August	\$32	\$30	6.2%	\$148
September				
October				
Summer Total	\$30	\$28	6.3%	\$105



**MULTI-DESTINATION COMPARATIVE REPORT
North Lake Tahoe**

Destination: North Lake Tahoe

Period: Bookings as of February 29, 2012

Executive Summary

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

a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Historic Actual Occupancy for Last Month	72.1%	41.8%	55.2%	47.5%
% Change in Historic Actual Occupancy for Last Month	18.8%	-10.5%	-1.8%	-10.0%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Historic Actual Average Daily Rate for Last Month	\$455	\$175	\$324	\$260
% Change in Historic Actual Average Daily Rate for Last Month	14.2%	-3.4%	2.8%	-9.2%

c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Occupancy On-The_Books for Next Month	65.9%	36.2%	47.7%	37.6%
% Change in Occupancy On-The-Books for Next Month	14.8%	-11.5%	-3.6%	4.0%

d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Average Daily Rate On-The_Books for Next Month	\$509	\$206	\$332	\$225
% Change in Average Daily Rate On-The-Books for Next Month	16.4%	-1.8%	1.1%	-6.1%

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.

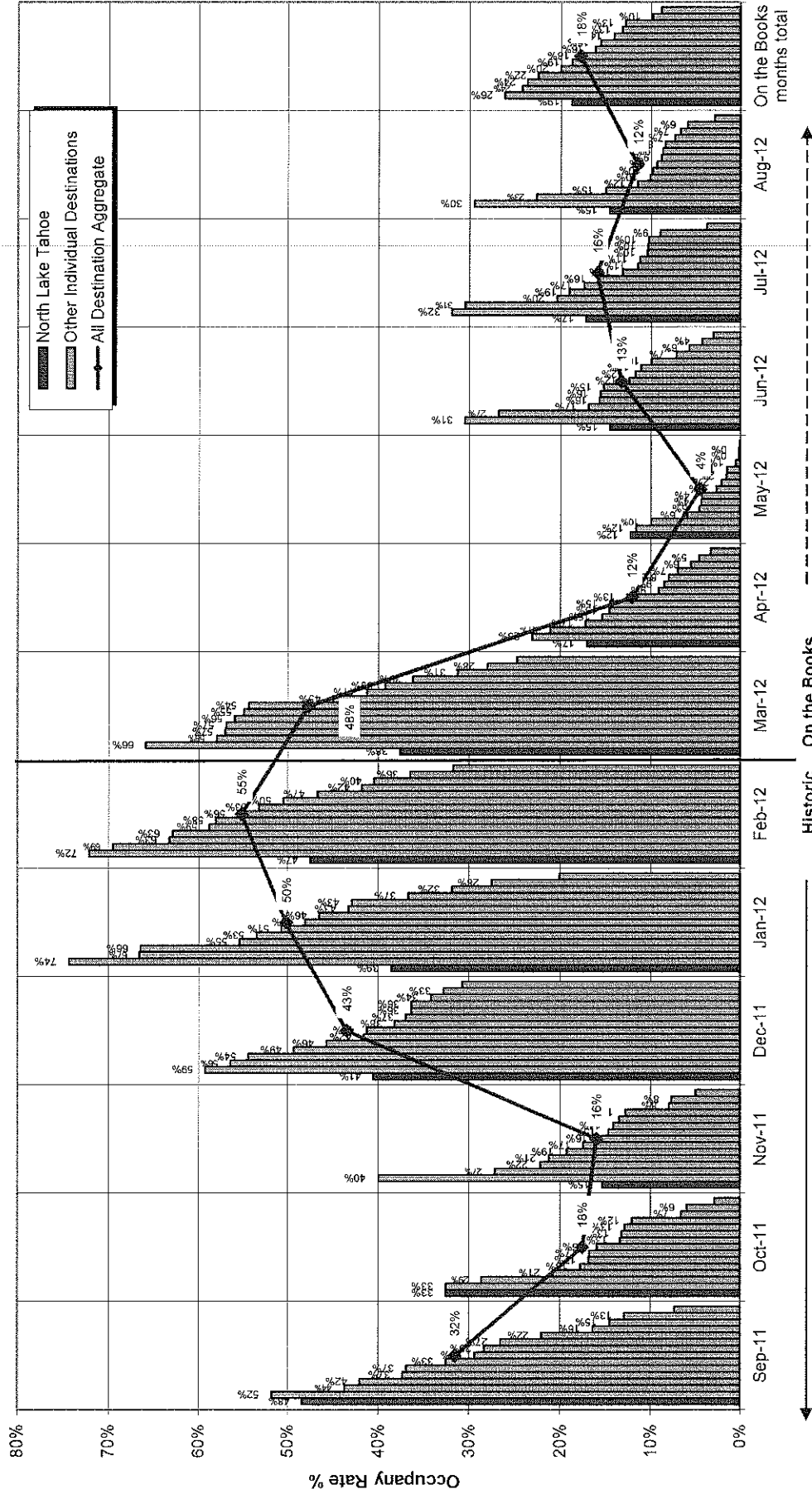
Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below

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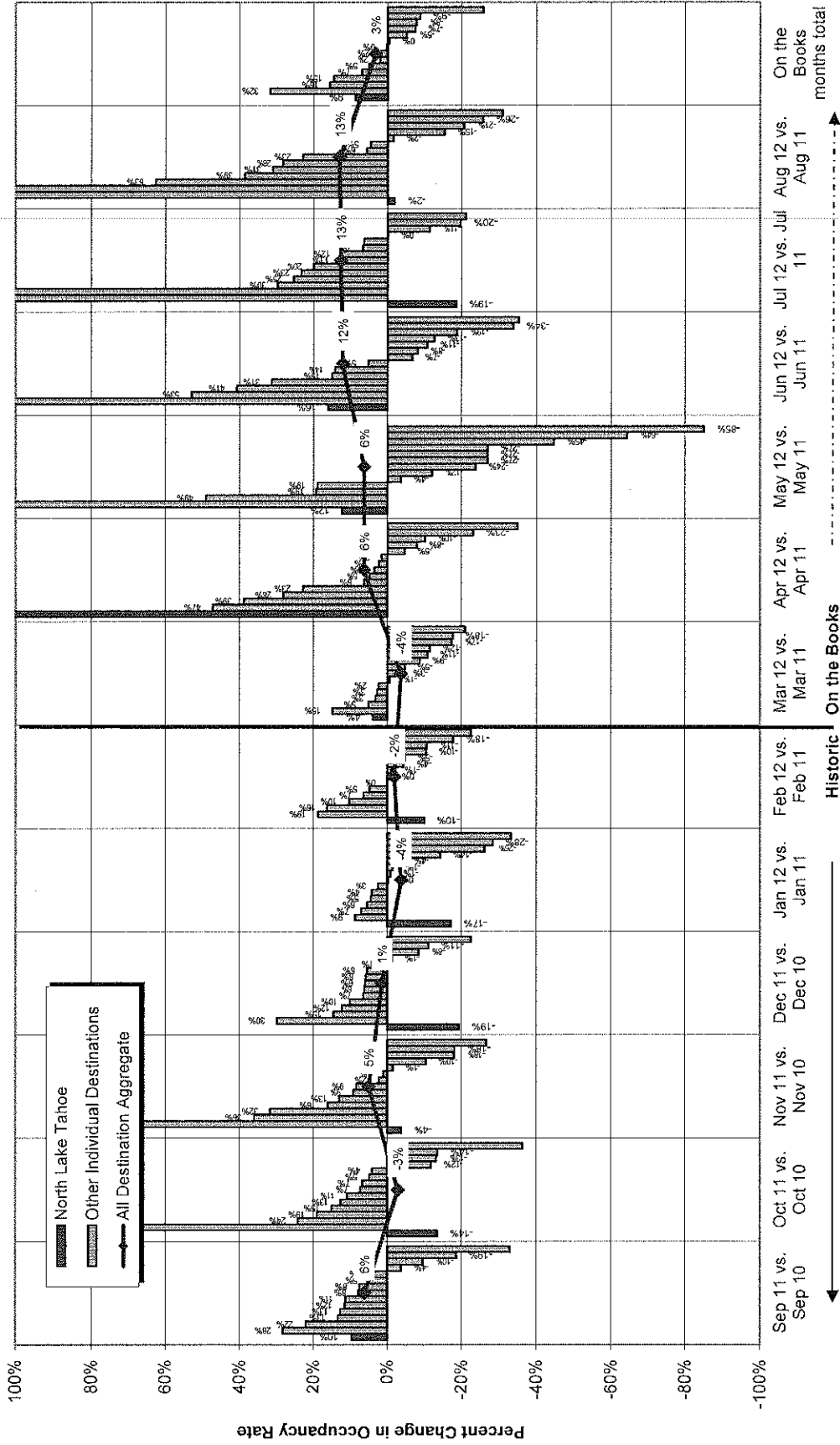
Occupancy Rate 2011/2012 Season as of Feb 29, 2012

Historic and Forecast Data

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



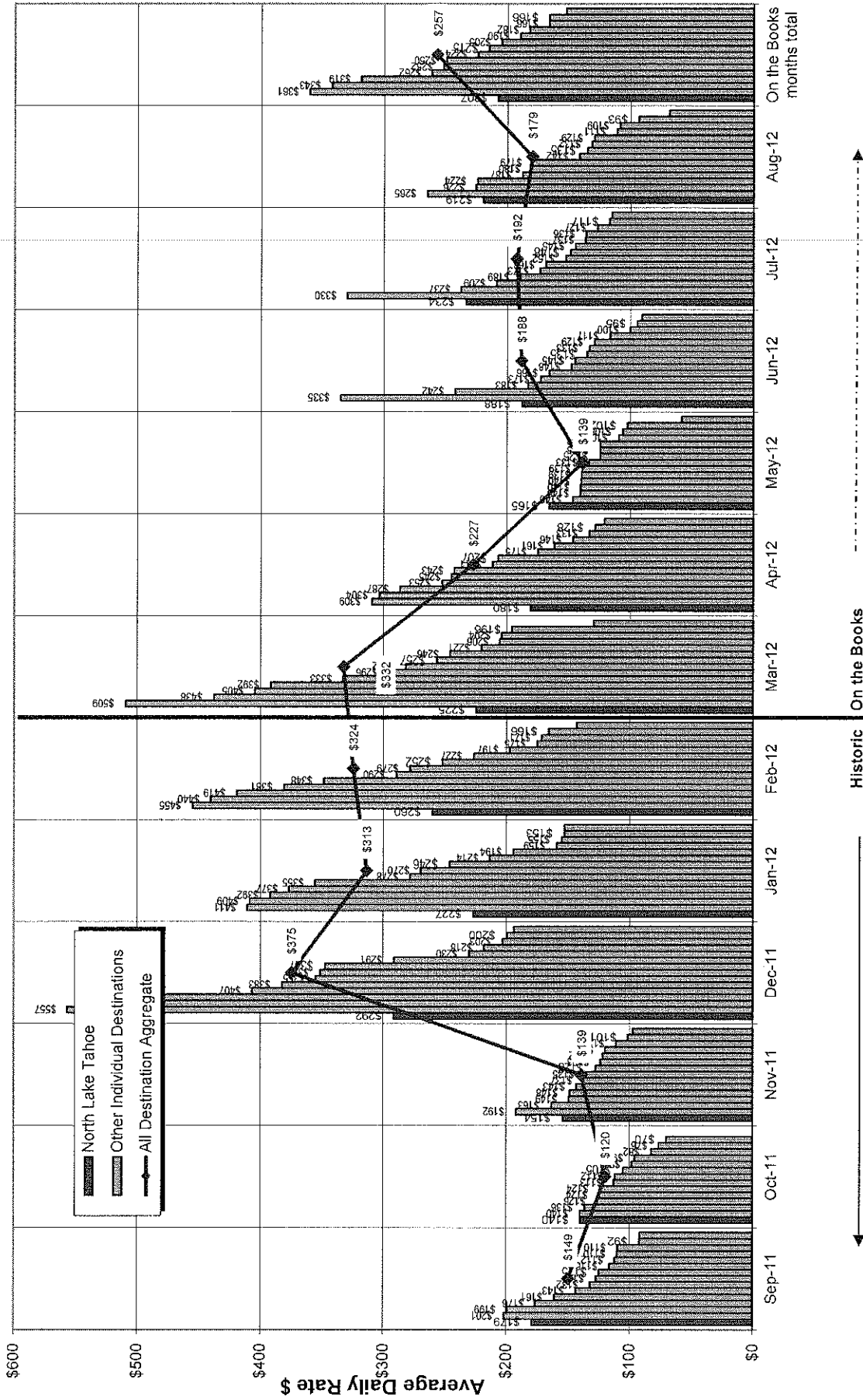
Percent Change in Occupancy Rate: 2011/2012 vs 2010/2011 as of February 29, 2012
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



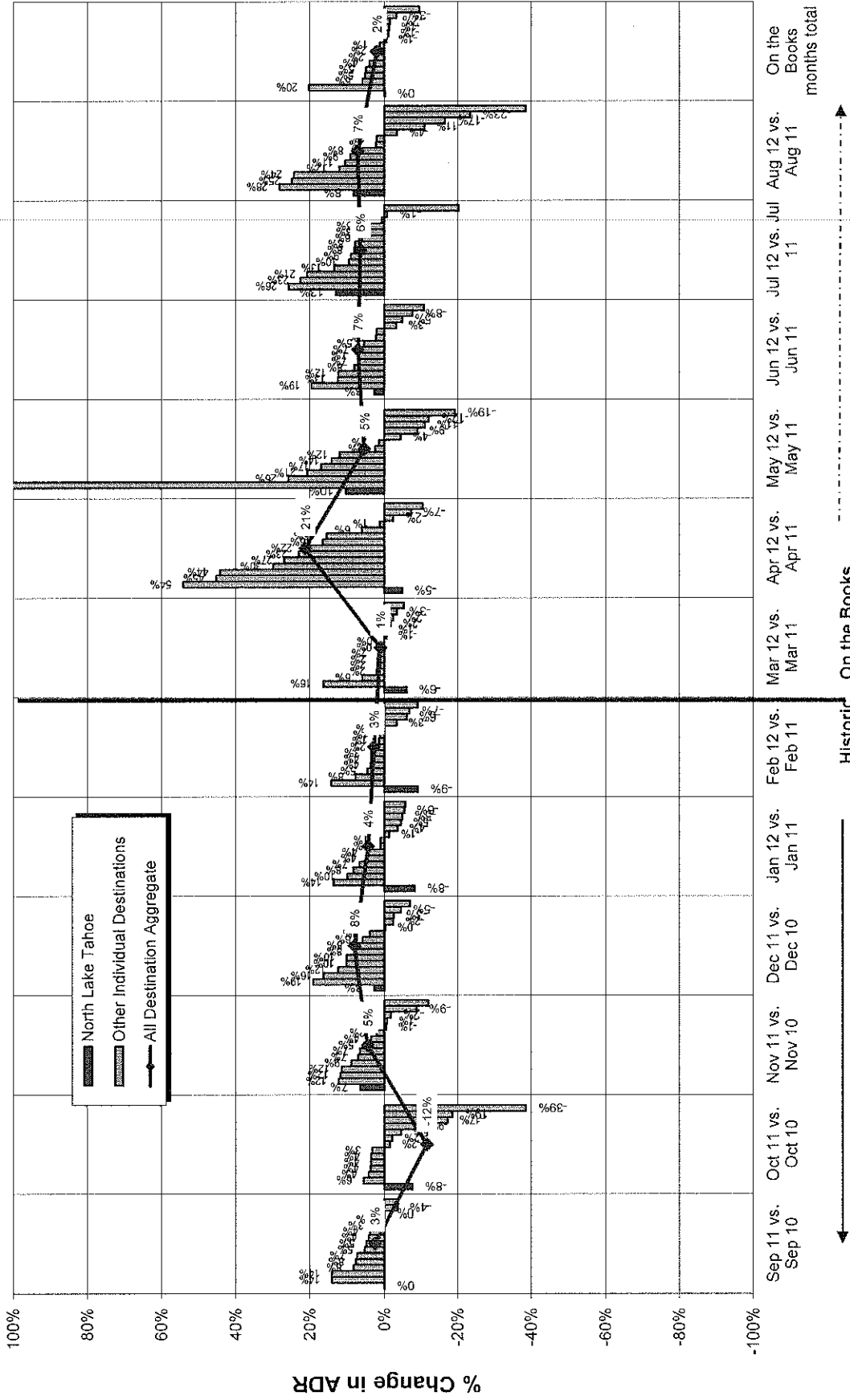
Average Daily Rate 2011/2012 Season as of Feb 29, 2012

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 February 29, 2012
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average



North Lake Tahoe Lodging Occupancy Report
Multi-Destination Comparative Report
As of February 29, 2012



Occupancy Rate as of February 29, 2012

Month of Occupancy	North Lake Tahoe										All Destination Aggregate	
	North Lake Tahoe	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		Next highest occupancy
Sep-11	48%	52%	44%	42%	37%	33%	29%	25%	21%	15%	13%	7%
Oct-11	38%	33%	29%	21%	18%	17%	16%	13%	13%	12%	7%	3%
Nov-11	15%	40%	27%	22%	21%	17%	16%	15%	14%	13%	8%	5%
Dec-11	41%	59%	55%	54%	49%	42%	41%	38%	37%	36%	34%	31%
Jan-12	39%	74%	67%	68%	55%	51%	48%	45%	43%	43%	37%	28%
Feb-12	47%	72%	69%	63%	63%	58%	56%	53%	50%	47%	40%	32%
Historic												
Mar-12	38%	66%	58%	57%	57%	55%	54%	48%	41%	39%	31%	25%
Apr-12	17%	23%	21%	17%	15%	15%	13%	9%	9%	8%	7%	5%
May-12	12%	12%	10%	6%	5%	4%	3%	2%	2%	1%	0%	0%
Jun-12	15%	31%	27%	17%	16%	15%	12%	12%	11%	10%	7%	4%
Jul-12	17%	32%	31%	20%	19%	18%	13%	11%	11%	10%	10%	9%
Aug-12	15%	30%	23%	15%	12%	10%	9%	9%	9%	8%	7%	6%
Grand total	28%	39%	36%	32%	29%	27%	27%	23%	23%	23%	20%	17%
Historic months total	38%	52%	46%	40%	38%	33%	33%	32%	30%	30%	26%	24%
On the Books months total	19%	26%	24%	24%	22%	19%	18%	16%	16%	14%	13%	9%

% Change in Occupancy Rate as of February 29, 2012

Occ Months Compared	North Lake Tahoe										All Destination Aggregate	
	North Lake Tahoe	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
Sep 11 vs. Sep 10	10%	28%	22%	13%	13%	12%	8%	8%	5%	4%	-10%	-33%
Oct 11 vs. Oct 10	-14%	76%	24%	19%	15%	13%	7%	7%	5%	4%	-13%	-36%
Nov 11 vs. Nov 10	-4%	84%	36%	32%	16%	13%	9%	2%	1%	-1%	-18%	-27%
Dec 11 vs. Dec 10	-19%	30%	15%	12%	10%	7%	6%	6%	6%	1%	-8%	-23%
Jan 12 vs. Jan 11	-17%	9%	7%	6%	5%	4%	0%	-1%	-1%	-4%	-28%	-38%
Feb 12 vs. Feb 11	-10%	19%	16%	10%	7%	5%	0%	0%	-4%	-5%	-11%	-18%
Historic												
Mar 12 vs. Mar 11	4%	15%	5%	3%	3%	2%	-3%	-5%	-9%	-11%	-17%	-21%
Apr 12 vs. Apr 11	126%	47%	39%	28%	23%	6%	4%	2%	2%	-5%	-10%	-23%
May 12 vs. May 11	12%	181%	49%	19%	18%	-4%	-24%	-21%	-27%	-27%	-64%	0%
Jun 12 vs. Jun 11	16%	164%	53%	41%	31%	15%	5%	-7%	-8%	-11%	-19%	-34%
Jul 12 vs. Jul 11	-19%	137%	104%	30%	25%	23%	13%	12%	7%	6%	0%	-21%
Aug 12 vs. Aug 11	-2%	142%	136%	63%	39%	31%	28%	23%	5%	-2%	-21%	-26%
Grand total	-4%	26%	10%	10%	10%	7%	3%	0%	-2%	-4%	-13%	-14%
Historic months total	-10%	15%	11%	11%	10%	7%	6%	0%	-2%	-3%	-10%	-15%
On the Books months total	9%	32%	16%	15%	7%	5%	2%	0%	0%	-7%	-8%	-26%

Andy,

Here is the March reporting. Sorry for the delay, thought I had already sent it on.

- Organic Search Engine referrals increased 26% in February 2012 when compared to February 2011.
- Organic Search Engine referrals make up 47.5% of total visits in February 2012.
- There were 40 submissions to Social Media Web sites made in February. The attached spreadsheet provides additional details.

Full details are in the attached doc.

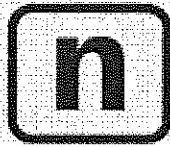
Thanks,

Mike

mike williams
smith + jones, inc.
775 831 6262 x207
530 448 1986 cell
sjmarketing.com

Search Engine Marketing Report

for

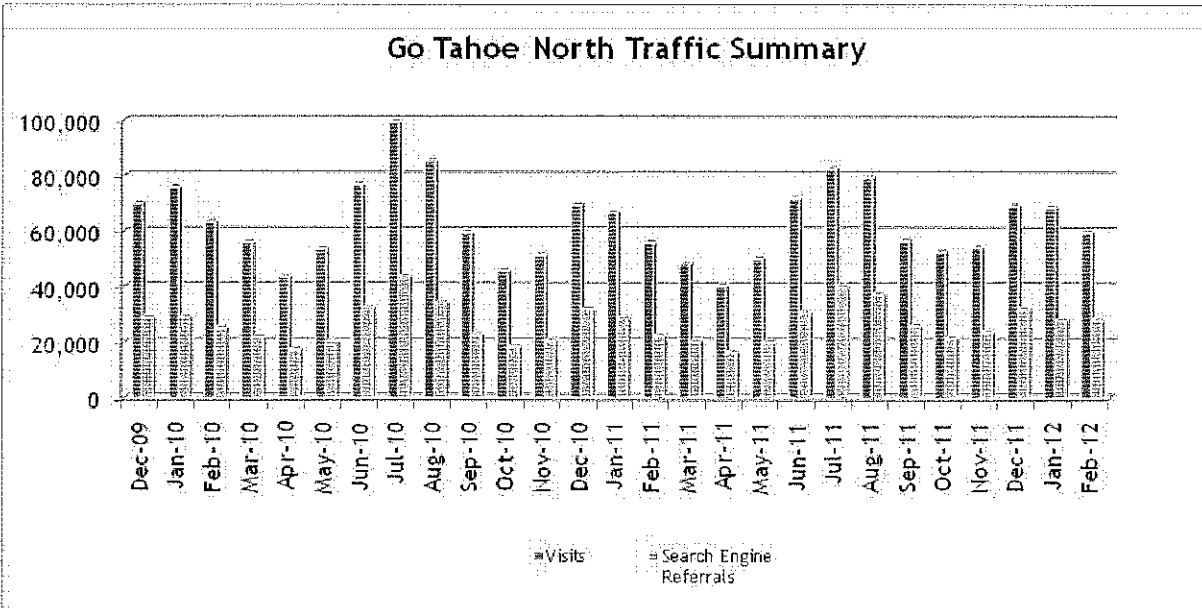


north lake tahoe

March 15, 2012

Presented by
smith & jones

- Organic Search Engine referrals increased 26% in February 2012 compared to February 2011.
- Organic Search Engine referrals made up 47.5% of total visits in February.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
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%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%

Position Progress Summary

March 15, 2012 GoTahoeNorth Search Positions	
Total #1 Positions	21
Total 1st Page Positions	52
Total 2nd Page Positions	15
Google #1 Positions	13
Google 1st Page Positions	32
Google 2nd Page Positions	6

Compared with

February 5, 2012 GoTahoeNorth Search Positions	
Total #1 Positions	21
Total 1st Page Positions	52
Total 2nd Page Positions	17
Google #1 Positions	13
Google 1st Page Positions	32
Google 2nd Page Positions	6

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

Site Optimization

- We suggest considering development of new content for the following areas of the website.
 - We 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-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 February:
 - <http://answers.yahoo.com/question/index?qid=20120221214853AAxbY0z>
 - <http://answers.yahoo.com/question/index?qid=20120221141253AAGspE4>
 - <http://answers.yahoo.com/question/index?qid=20120228052720AAGJ4Yd>

- 40 submissions were made to Social Media Web sites in the month of February. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

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

Search Positions By Engine												
#1 Positions	13	8	13	8	13	10	13	10	13	10	14	10
1st Page Positions	32	20	32	20	30	23	29	23	29	26	30	25
2nd Page Positions	6	9	6	11	7	7	8	6	8	5	9	3

Total Search Positions						
#1 Positions	21	21	23	23	23	24
1st Page Positions	52	52	53	52	55	55
2nd Page Positions	15	17	14	14	13	12

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://yubanet.com/regional/North-Lake-Tahoe-Recreation-Update0213.php#.T1UtPlcgfTo>
North Lake Tahoe Recreation Update

<https://twitter.com/#!/CloudyTags/statuses/174236701932269568>

<http://bit.ly/xQzcFH> Grab your gloves and beanies... SnowFest is coming. Taking place March 2-11, SnowFest is a North Lake Tahoe's 10-day carn

<http://www.tmcnet.com/usubmit/2012/03/01/6157192.htm>
AGOSTINI: Snow calling the shots in the Sierra

<http://www.sierrasun.com/ARTICLE/20120223/COMMUNITY/120229945/1036/RSS>
North Lake Tahoe hires new sales manager

<http://www.sierrasun.com/ARTICLE/20120228/NEWS/120229909/1001/RSS>
Tahoe welcomes 1.5 feet of new snow, more on the way

<http://www.sierrasun.com/ARTICLE/20120217/COMMUNITY/120219917/1066/RSS>
Announcing 2012 SnowFest! March 2-11

<http://www.linkedin.com/pub/adrienne-hill/22/a59/52>
Marketing Intern Incline Village Crystal Bay Visitors' Bureau
June 2009 - July 2009 (2 months) Incline Village, Nevada
Created graphs of visits to Gotahoenorth.com using Google Analytics and Excel, illustrating results such as number of hits and media drops. These graphs were presented to the Visitors' Bureau board of directors

<https://twitter.com/#!/glowmeetings/status/174208850218586113>
@TahoeNorth @skinorthstar @skilaketahoe @snowdotcom Beautiful! Going up this weekend. Can't wait!

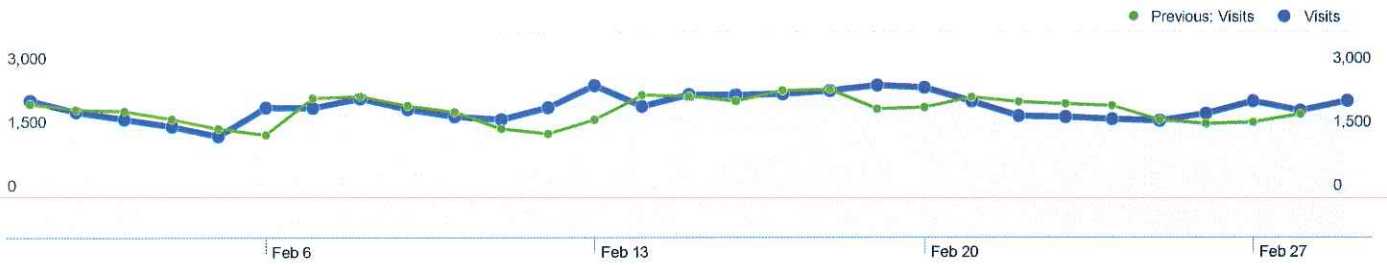
<https://twitter.com/#!/eamonwelch/status/175403547578474496>
Going to ski some of that Lake Tahoe powder tomorrow - Sunday. Any sweet deals out there @TahoeNorth ?

<https://twitter.com/#!/DavyRatchford/status/174600671578955776>
At the @TahoeNorth board meeting with some great folks like @tahoedeals. Discussing all things awesomeness with North Tahoe.

<https://twitter.com/#!/RedWolfSquaw/status/174276782722256896>

@TahoeNorth @allyxxvi @SkiNorthstar Great photo! Love fresh powder!





Site Usage

59,587 Visits

Previous: 56,185 (6.05%)

38.84% Bounce Rate

Previous: 34.59% (12.30%)

237,551 Pageviews

Previous: 262,556 (-9.52%)

00:03:01 Avg. Time on Site

Previous: 00:03:49 (-21.15%)

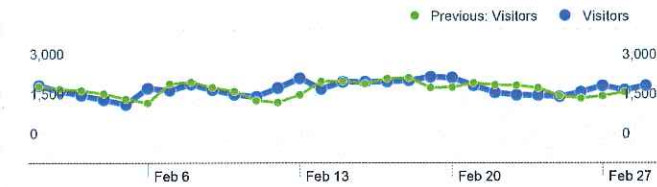
3.99 Pages/Visit

Previous: 4.67 (-14.69%)

77.92% % New Visits

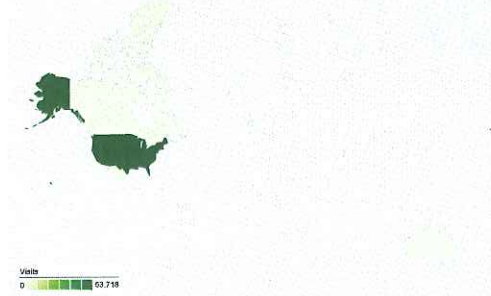
Previous: 78.93% (-1.28%)

Visitors Overview



Visitors
46,720

Map Overlay



Traffic Sources Overview



- **Search Engines**
28,304.00 (47.50%)
- **Referring Sites**
20,692.00 (34.73%)
- **Direct Traffic**
10,544.00 (17.70%)
- **Other**
47 (0.08%)

Goals Overview

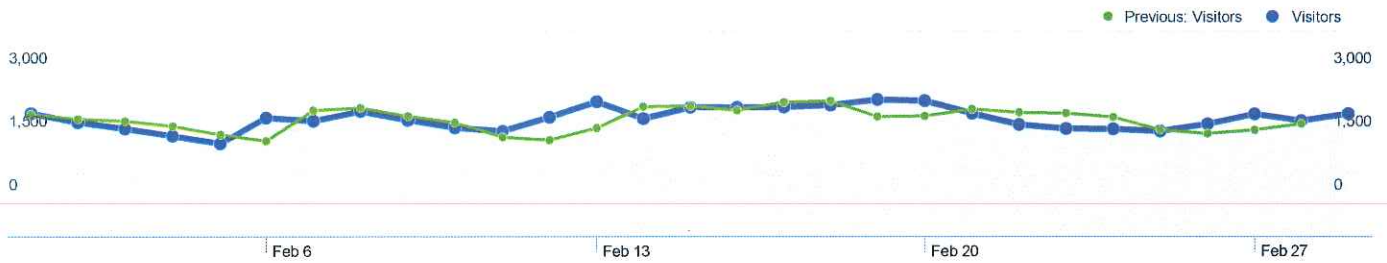


Goal Conversions

5,938

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2012 - Feb 29, 2012	21,076	8.87%
Feb 1, 2011 - Feb 28, 2011	17,339	6.60%
% Change	21.55%	34.35%
/external//return (true)		
Feb 1, 2012 - Feb 29, 2012	7,206	3.03%
Feb 1, 2011 - Feb 28, 2011	5,999	2.28%
% Change	20.12%	32.76%
/lodging		
Feb 1, 2012 - Feb 29, 2012	4,537	1.91%
Feb 1, 2011 - Feb 28, 2011	0	0.00%
% Change	100.00%	100.00%
/events		
Feb 1, 2012 - Feb 29, 2012	4,516	1.90%
Feb 1, 2011 - Feb 28, 2011	3,685	1.40%
% Change	22.55%	35.45%
/cool-deals		
Feb 1, 2012 - Feb 29, 2012	4,158	1.75%
Feb 1, 2011 - Feb 28, 2011	3,113	1.19%
% Change	33.57%	47.63%



46,720 people visited this site

59,587 Visits

Previous: 56,185 (6.05%)

46,720 Absolute Unique Visitors

Previous: 44,615 (4.72%)

237,551 Pageviews

Previous: 262,566 (-9.52%)

3.99 Average Pageviews

Previous: 4.67 (-14.69%)

00:03:01 Time on Site

Previous: 00:03:49 (-21.15%)

38.84% Bounce Rate

Previous: 34.59% (12.30%)

77.92% New Visits

Previous: 78.93% (-1.28%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Feb 1, 2012 - Feb 29, 2012	20,917	35.10%
Feb 1, 2011 - Feb 28, 2011	26,425	47.03%
% Change	-20.84%	-25.36%
Safari		
Feb 1, 2012 - Feb 29, 2012	16,351	27.44%
Feb 1, 2011 - Feb 28, 2011	12,307	21.90%
% Change	32.86%	25.27%

Firefox

Feb 1, 2012 - Feb 29, 2012	9,595	16.10%
Feb 1, 2011 - Feb 28, 2011	11,797	21.00%
% Change	-18.67%	-23.31%

Chrome

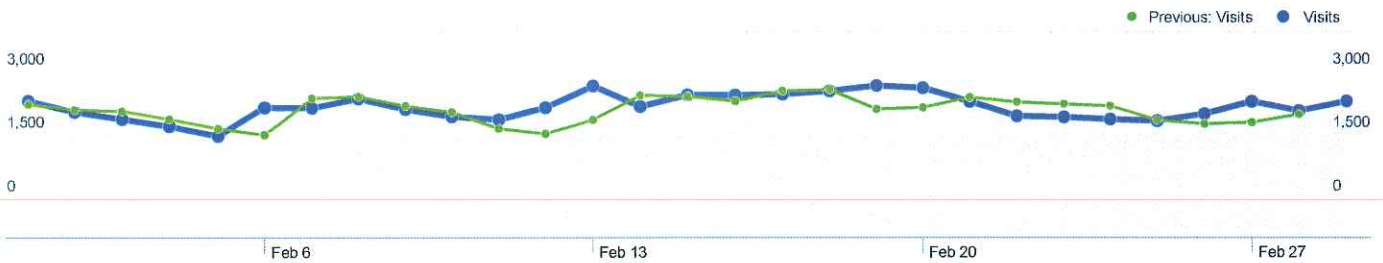
Feb 1, 2012 - Feb 29, 2012	8,237	13.82%
Feb 1, 2011 - Feb 28, 2011	4,897	8.72%
% Change	68.21%	58.60%

Android Browser

Feb 1, 2012 - Feb 29, 2012	2,896	4.86%
Feb 1, 2011 - Feb 28, 2011	0	0.00%
% Change	100.00%	100.00%

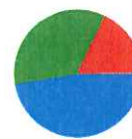
Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012
Comparing to: Feb 1, 2011 - Feb 28, 2011



All traffic sources sent a total of 59,587 visits

- 17.70% Direct Traffic**
Previous: 24.53% (-27.87%)
- 34.73% Referring Sites**
Previous: 35.45% (-2.04%)
- 47.50% Search Engines**
Previous: 39.94% (18.94%)

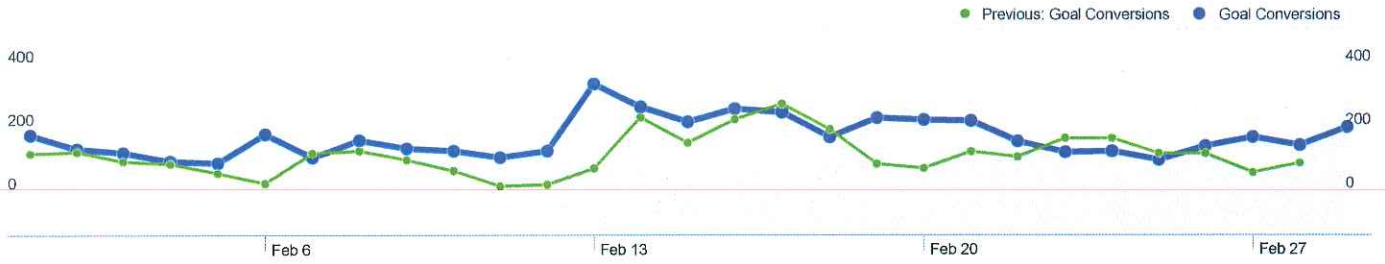


- **Search Engines**
28,304.00 (47.50%)
- **Referring Sites**
20,692.00 (34.73%)
- **Direct Traffic**
10,544.00 (17.70%)
- **Other**
47 (0.08%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			(not provided)		
Feb 1, 2012 - Feb 29, 2012	24,560	41.22%	Feb 1, 2012 - Feb 29, 2012	4,339	15.33%
Feb 1, 2011 - Feb 28, 2011	18,547	33.01%	Feb 1, 2011 - Feb 28, 2011	0	0.00%
% Change	32.42%	24.86%	% Change	100.00%	100.00%
visitinglaketahoe.com (referral)			lake tahoe		
Feb 1, 2012 - Feb 29, 2012	14,644	24.58%	Feb 1, 2012 - Feb 29, 2012	1,230	4.35%
Feb 1, 2011 - Feb 28, 2011	9,447	16.81%	Feb 1, 2011 - Feb 28, 2011	457	2.04%
% Change	55.01%	46.16%	% Change	169.15%	113.37%
(direct) ((none))			incline village		
Feb 1, 2012 - Feb 29, 2012	10,544	17.70%	Feb 1, 2012 - Feb 29, 2012	1,031	3.64%
Feb 1, 2011 - Feb 28, 2011	13,784	24.53%	Feb 1, 2011 - Feb 28, 2011	1,077	4.80%
% Change	-23.51%	-27.87%	% Change	-4.27%	-24.11%
yahoo (organic)			north lake tahoe		
Feb 1, 2012 - Feb 29, 2012	1,666	2.80%	Feb 1, 2012 - Feb 29, 2012	889	3.14%
Feb 1, 2011 - Feb 28, 2011	1,804	3.21%	Feb 1, 2011 - Feb 28, 2011	1,323	5.90%
% Change	-7.65%	-12.92%	% Change	-32.80%	-46.73%
bing (organic)			north lake tahoe hotels		

Feb 1, 2012 - Feb 29, 2012	1,266	2.12%	Feb 1, 2012 - Feb 29, 2012	395	1.40%
Feb 1, 2011 - Feb 28, 2011	1,353	2.41%	Feb 1, 2011 - Feb 28, 2011	624	2.78%
% Change	-6.43%	-11.77%	% Change	-36.70%	-49.82%



Visitors completed 5,938 goal conversions

5,472 conversions, Goal 1: Cool Deals Page

Previous: 4,720 (15.93%)

466 conversions, Goal 3: Email Signup

Previous: 0 (0.00%)

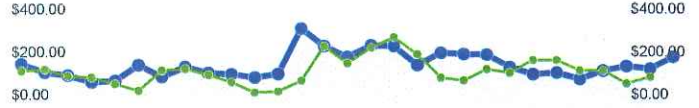
Goal Performance

Goal Conversion Rate

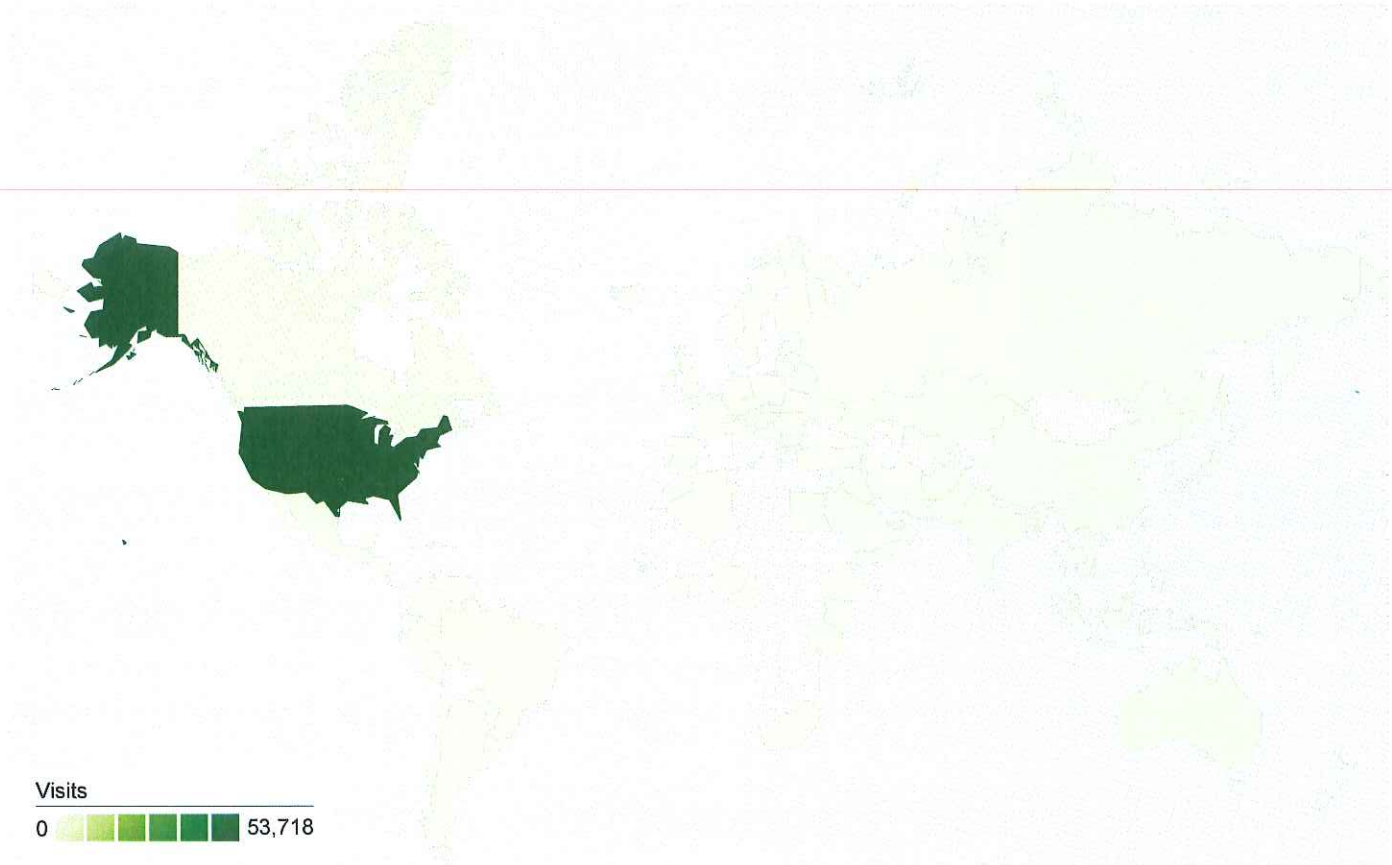


Goal Conversion Rate
9.97%

Total Goal Value



Total Goal Value
\$5,472.00



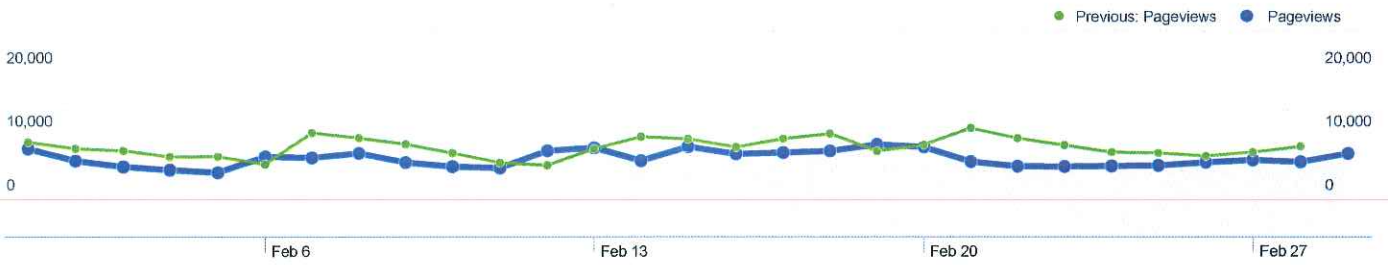
59,587 visits came from 134 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
59,587 Previous: 56,185 (6.05%)	3.99 Previous: 4.67 (-14.69%)	00:03:01 Previous: 00:03:49 (-21.15%)	77.94% Previous: 78.94% (-1.27%)	38.84% Previous: 34.59% (12.30%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
February 1, 2012 - February 29, 2012	53,718	4.02	00:03:04	77.23%	38.60%
February 1, 2011 - February 28, 2011	50,986	4.74	00:03:54	78.34%	33.88%
% Change	5.36%	-15.17%	-21.10%	-1.42%	13.93%
United Kingdom					
February 1, 2012 - February 29, 2012	1,157	3.95	00:02:30	86.78%	39.07%
February 1, 2011 - February 28, 2011	1,055	4.31	00:02:53	82.75%	40.66%
% Change	9.67%	-8.23%	-13.33%	4.87%	-3.93%
Canada					
February 1, 2012 - February 29, 2012	797	3.61	00:02:08	88.33%	41.53%

February 1, 2011 - February 28, 2011	761	3.81	00:02:38	89.22%	40.87%
% Change	4.73%	-5.41%	-19.25%	-1.00%	1.62%
Australia					
February 1, 2012 - February 29, 2012	459	3.77	00:02:49	80.39%	40.74%
February 1, 2011 - February 28, 2011	325	4.00	00:03:01	83.38%	37.54%
% Change	41.23%	-5.83%	-6.90%	-3.59%	8.53%
Mexico					
February 1, 2012 - February 29, 2012	375	4.29	00:03:52	70.40%	31.73%
February 1, 2011 - February 28, 2011	330	4.67	00:05:59	74.55%	33.64%
% Change	13.64%	-8.12%	-35.29%	-5.56%	-5.66%
Germany					
February 1, 2012 - February 29, 2012	375	3.70	00:01:50	90.67%	38.40%
February 1, 2011 - February 28, 2011	360	3.95	00:02:31	85.56%	38.89%
% Change	4.17%	-6.50%	-26.69%	5.97%	-1.26%
Brazil					
February 1, 2012 - February 29, 2012	275	3.65	00:02:02	82.18%	38.91%
February 1, 2011 - February 28, 2011	242	4.16	00:03:52	83.06%	33.88%
% Change	13.64%	-12.26%	-47.35%	-1.05%	14.83%
India					
February 1, 2012 - February 29, 2012	184	3.26	00:02:41	85.33%	40.76%
February 1, 2011 - February 28, 2011	111	6.36	00:08:08	77.48%	48.65%
% Change	65.77%	-48.73%	-66.95%	10.13%	-16.21%
France					
February 1, 2012 - February 29, 2012	133	3.77	00:01:46	81.95%	42.86%
February 1, 2011 - February 28, 2011	122	3.46	00:01:52	87.70%	47.54%
% Change	9.02%	8.90%	-5.33%	-6.56%	-9.85%
Netherlands					
February 1, 2012 - February 29, 2012	117	3.72	00:02:13	82.91%	32.48%
February 1, 2011 - February 28, 2011	113	3.53	00:04:03	85.84%	49.56%
% Change	3.54%	5.30%	-45.51%	-3.42%	-34.46%

1 - 10 of 134



Pages on this site were viewed a total of 237,551 times

237,551 Pageviews

Previous: 262,556 (-9.52%)

183,556 Unique Views

Previous: 195,389 (-6.06%)

38.84% Bounce Rate

Previous: 34.59% (12.30%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2012 - Feb 29, 2012	21,076	8.87%
Feb 1, 2011 - Feb 28, 2011	17,339	6.60%
% Change	21.55%	34.35%
/external//return (true)		
Feb 1, 2012 - Feb 29, 2012	7,206	3.03%
Feb 1, 2011 - Feb 28, 2011	5,999	2.28%
% Change	20.12%	32.76%
/lodging		
Feb 1, 2012 - Feb 29, 2012	4,537	1.91%
Feb 1, 2011 - Feb 28, 2011	0	0.00%
% Change	100.00%	100.00%
/events		
Feb 1, 2012 - Feb 29, 2012	4,516	1.90%
Feb 1, 2011 - Feb 28, 2011	3,685	1.40%
% Change	22.55%	35.45%
/cool-deals		

Feb 1, 2012 - Feb 29, 2012	4,158	1.75%
Feb 1, 2011 - Feb 28, 2011	3,113	1.19%
% Change	33.57%	47.63%

PROPERTY REFERRAL - FEBRAURY 2012 (Alpha Listing)

REFERRAL

Agate Bay Realty Vacation Rentals	130
Agate Bay Realty Vacation Rentals Cool Deals	50
Alpine Rental Group	48
Americas Best Value Inn Tahoe City	141
Book Tahoe Rentals	9
Brockway Springs Resort	187
Cal Neva Resort Casino Hotel	273
Cal Neva Resort Casino Hotel Cool Deals	334
Cedar Glen Lodge	235
Cedar Glen Lodge Cool Deals	202
Chaney House	56
Chinquapin / Packard Realty	14
Club Tahoe Resort	120
Cottage Inn at Lake Tahoe	118
Ferrari's Crown Resort	106
Ferrari's Crown Resort Cool Deals	8
Firelite Lodge	58
Firelite Lodge Cool Deals	50
Franciscan Lakeside Lodge	164
Goldfish Properties	72
Granlibakken Conference Center & Resort	204
Granlibakken Conference Center & Resort Cool Deals	98
Hauserman Rental Group	131
Hauserman Rental Group Cool Deals	41
Holiday House	105
Holiday House Cool Deals	38
Hyatt Regency Lake Tahoe Resort, Spa and Casino	528
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	388
Ice Lakes Lodge at Royal Gorge XC Ski Resort	54
Incline at Tahoe Realty	137
Incline at Tahoe Realty Cool Deals	68
Incline Vacation Rentals	107
Incline Vacation Rentals Cool Deals	78
Kingswood Village Vacation Rentals	24
Lake of the Sky Motor Inn	41
Lake Tahoe Accommodations	41
Lake Tahoe Accommodations.	88
Lake Tahoe Accommodations. Cool Deals	70
Lake Tahoe Deluxe Vacation Rentals	102
LakeFrontHouse.com	53
Martis Valley Associates Property Rentals	14
Meeks Bay Resort & Marina	73
Mother Natures Inn	58
Mourelatos Lakeshore Resort	130

Mourelatos Lakeshore Resort Cool Deals	110
North Tahoe Rental Company	85
Northstar Condominiums	123
Northstar Mountain Home Vacation Rentals	36
Northstar Resort	304
Northstar Resort Cool Deals	391
Olympic Village Inn	103
Painted Rock Lodge	146
Parkside Inn at Incline	127
PepperTree Inn	101
PlumpJack Squaw Valley Inn	184
Prudential California Realty	1
Rainbow Lodge	92
Red Wolf Lakeside Lodge	79
Red Wolf Lodge at Squaw Valley	60
ReserveMyHome.com	55
Resort at Squaw Creek	202
Resort at Squaw Creek Cool Deals	164
River Ranch Lodge and Restaurant	176
River Ranch Lodge and Restaurant Cool Deals	65
Rustic Cottage Inn	89
Shooting Star Bed & Breakfast	67
Shore House at Lake Tahoe	158
Squaw Valley Lodge	119
Squaw Valley Lodge Cool Deals	88
Stanford Alpine Chalet	275
Stanford Alpine Chalet Cool Deals	46
Stay In Lake Tahoe	180
Stevenson's Holliday Inn	51
Sunnyside Restaurant & Lodge	141
Sunnyside Restaurant & Lodge Cool Deals	134
Tahoe Biltmore Lodge & Casino	284
Tahoe Biltmore Lodge & Casino Cool Deals	289
Tahoe City Inn	61
Tahoe City Inn Cool Deals	159
Tahoe Edgelake Beach Club	14
Tahoe Getaways Vacation Rentals	220
Tahoe Getaways Vacation Rentals Cool Deals	202
Tahoe Luxury Properties	148
Tahoe Marina Lodge	56
Tahoe Mountain Resorts Lodging	119
Tahoe Mountain Resorts Lodging Cool Deals	184
Tahoe North Shore Lodge	23
Tahoe Real Estate Group	3
Tahoe Sands Resort	56
Tahoe Tavern Properties	34
Tahoe Vistana Inn	66

Tahoe Woodside Vacation Rentals	53
TahoeRentals.com ~ Wells and Bennett Realtors	109
Tahoma Lodge	90
Tahoma Lodge Cool Deals	153
Tahoma Meadows Bed & Breakfast	77
Tahoma Meadows Bed & Breakfast Cool Deals	341
Tamarack Lodge	43
The Border House	105
<hr/>	
The Lodge at Sugar Bowl	93
The Ritz-Carlton, Lake Tahoe	229
The Ritz-Carlton, Lake Tahoe Cool Deals	201
The Village at Squaw Valley	195
The Village at Squaw Valley Cool Deals	186
Vacation Station, Inc.	95
Vacation Tahoe by O'Neal Brokers	32
Waters of Tahoe Properties	74
West Lake Properties at Tahoe	68
West Shore Cafe & Inn	115
TOTALS	13175

PROPERTY REFERRAL - FEBRAURY 2012 (Totals Listing)

REFERRAL

Hyatt Regency Lake Tahoe Resort, Spa and Casino	528
Northstar Resort Cool Deals	391
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	388
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The Ritz-Carlton, Lake Tahoe Cool Deals	201
The Village at Squaw Valley	195
Brockway Springs Resort	187
The Village at Squaw Valley Cool Deals	186
PlumpJack Squaw Valley Inn	184
Tahoe Mountain Resorts Lodging Cool Deals	184
Stay In Lake Tahoe	180
River Ranch Lodge and Restaurant	176
Franciscan Lakeside Lodge	164
Resort at Squaw Creek Cool Deals	164
Tahoe City Inn Cool Deals	159
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Tahoma Lodge Cool Deals	153
Tahoe Luxury Properties	148
Painted Rock Lodge	146
Americas Best Value Inn Tahoe City	141
Sunnyside Restaurant & Lodge	141
Incline at Tahoe Realty	137
Sunnyside Restaurant & Lodge Cool Deals	134
Hauserman Rental Group	131
Agate Bay Realty Vacation Rentals	130
Mourelatos Lakeshore Resort	130
Parkside Inn at Incline	127
Northstar Condominiums	123
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Cottage Inn at Lake Tahoe	118
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Firelite Lodge	58
Mother Natures Inn	58
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Tahoe Marina Lodge	56
Tahoe Sands Resort	56
ReserveMyHome.com	55
Ice Lakes Lodge at Royal Gorge XC Ski Resort	54
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Firelite Lodge Cool Deals	50
Alpine Rental Group	48

Stanford Alpine Chalet Cool Deals	46
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Tahoe Real Estate Group	3
Prudential California Realty	1
TOTALS	13175



Reno-Tahoe International Airport

January 2012 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



And
up we
go.

March 1, 2012



U.S. DOMESTIC INDUSTRY OVERVIEW FOR JANUARY 2012
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	78.8%, up 1.7 pts.
Number of Flights *:	Down (5.3%)
Capacity of Seats *:	Down (5.1%)
Crude Oil **::	\$100.27 per barrel Jan. 2012 vs. \$89.17 per barrel Jan. 2011

RNO OVERVIEW FOR JANUARY 2012 – year over year comparison

Total Passengers:	Down (13.7%)
Avg. Enplaned Load Factor:	74.9% up 0.8 pts.
Passenger Flights:	Down (17.6%)
Total Seats:	Down (13.2%)
Total Cargo:	Down (1.6%)

*Source: RNO Monthly Flight Activity Reports; *APGDat; ** U.S. Energy Information Administration*

JANUARY 2012 SUMMARY

Reno-Tahoe International Airport served 259,012 passengers in January 2012, a decrease of (13.7%) versus the same period last year. The main reasons for the year-over-year passenger decline at RNO include the low amount of ski traffic caused by unseasonably warm and dry January in Northern Nevada as well as the lack of traffic generated by Safari Club International, which did not hold their annual conference in Reno/Sparks this year. In addition, high fuel costs, which are typically passed on to travelers, coupled with softening demand also contributed in year-over-year passenger decline at RNO. After about a dozen fare increases last year, U.S. carriers have already imposed two more across-the-board fare increases this year to offset high fuel costs.

Reno-Tahoe International Airport handled 8,813,491 pounds of cargo in January 2012, a decrease of (1.6%) versus last year. The decrease in cargo numbers reflects a general decline in global air cargo market which is affected by high fuel costs and weaker demand across the cargo sector, resulting in low load factors. As an example of the international cargo decline, Cathay Pacific, one of the world's largest cargo carriers, reported a decline of (19.5%) in January 2012 versus the same period last year.

In January 2012, RNO was served by six major airlines providing 54 nonstop departures each day to 15 destinations. RNO reported a (17.6%) decrease in the number of flights versus last year. These flight decreases are mainly caused by the seasonal reductions in flights which are expected to return in March, the peak travel month at RNO. In addition to the seasonal decreases, Alaska Airlines and Southwest Airlines eliminated non-stop flights to Los Angeles and Boise from their networks respectively. However, new non-stop flights to Minneapolis on Delta Air Lines remain strong.

HIGHLIGHTS

Jan. 2012 vs. Jan. 2011

**Total Passengers
Down (13.7%)**

**Enplaned Passengers
Down (13.3%)**

**Deplaned Passengers
Down (14.1%)**

**Average Enplaned Load
Factor
74.9%, up 0.8 points**

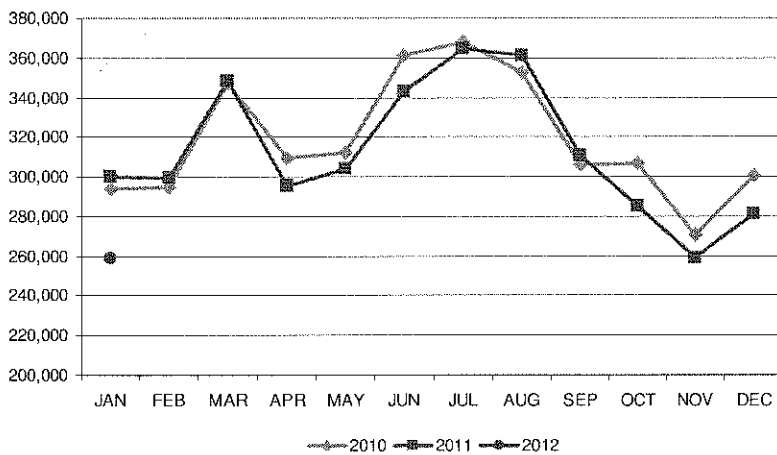
**Total Cargo
Down (1.6%)**



Total seat capacity was down (13.2%) in January 2012 versus the same period last year. The U.S. domestic airlines are reducing seat capacity and eliminating costly routes from their networks to offset high fuel prices and potentially sagging travel demand.

Average enplaned load factor for scheduled airlines was 74.9%, 0.8 load factor points higher than the prior year.

Total Passengers

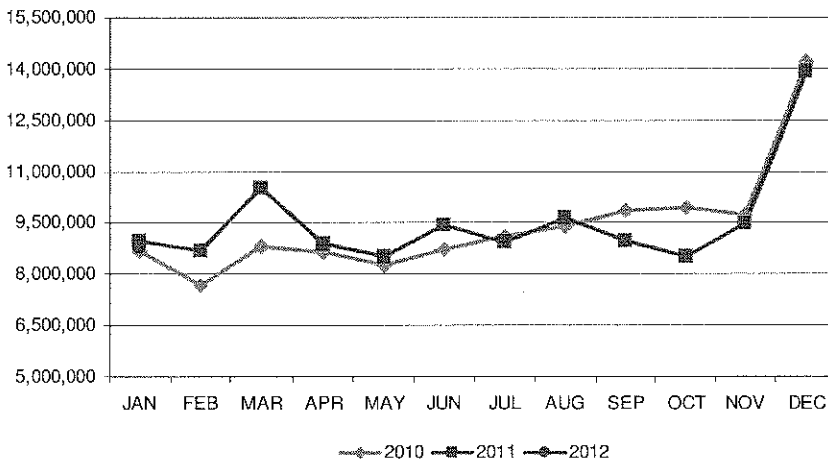


TOTAL PASSENGERS

In January 2012, total passenger traffic at RNO decreased (13.7%) versus last year. Year-over-year passenger traffic of Delta Air Lines increased 9.9%. American Airlines' passenger traffic decreased (7.5%), United Airlines was down (8.5%), US Airways was down (11.8%) and Southwest Airlines was down (16.9%). Alaska Airlines experienced a passenger traffic decline of (40.7%) for the same period as a result of ending their flights from Reno to Los Angeles.

Effective June 4, 2012, Alaska Airlines will begin two new non-stop daily flights to San Jose, CA. Flights will be timed to meet all of Alaska's Hawaii flights as well as having an early morning Reno departure to benefit business travelers.

Total Cargo

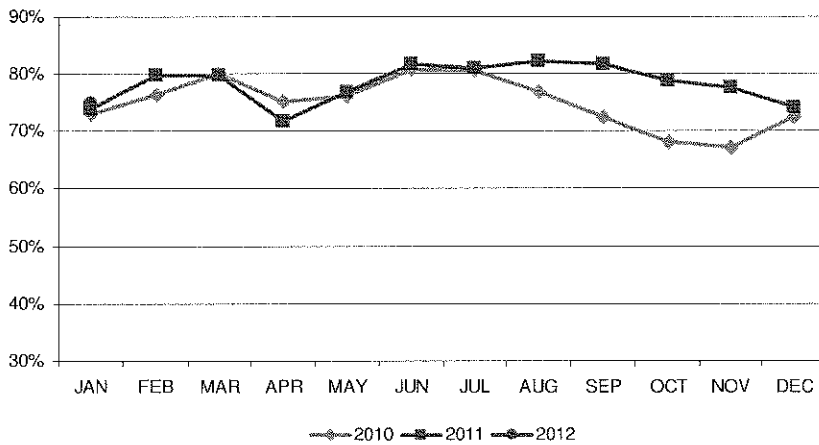


TOTAL CARGO

In January 2012, total cargo volume decreased (1.6%) versus the same period last year. Year-over-year cargo volume of Ameriflight and UPS increased 11.5% and 4.0% respectively. FedEx cargo volumes decreased (4.7%) for the same period.

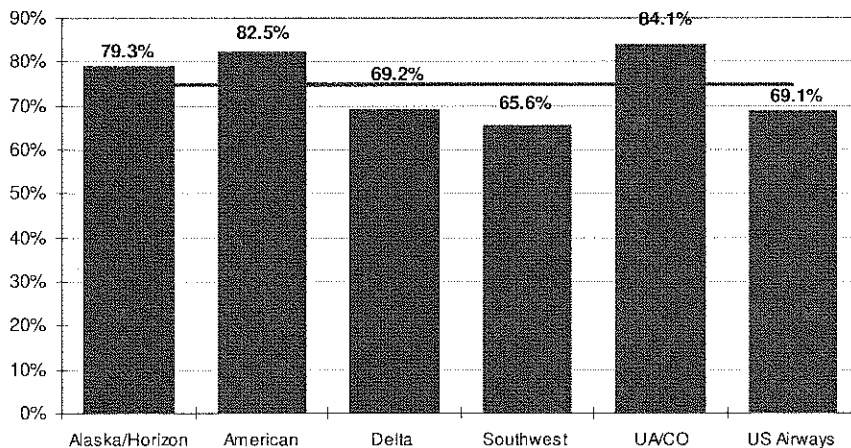


Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska	79.3%	82.7%	(3.4)
American	82.5%	77.6%	4.8
Delta	69.2%	77.5%	(8.3)
Southwest	65.6%	74.3%	(8.7)
UA/CO	84.1%	77.7%	6.4
US Airways	69.1%	78.2%	(9.1)

Enplaned Load Factors by Airlines

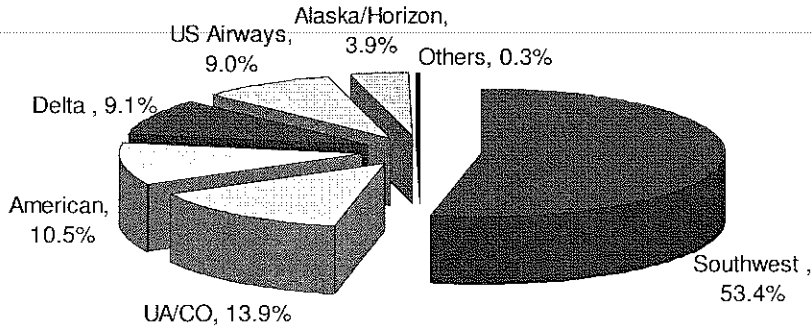


AIRLINE LOAD FACTORS

In January 2012, the average enplaned load factor at RNO was 74.9%, an increase of 0.8 load factor points versus last year. Alaska Airlines reported the highest year-over-year load factor difference of 7.0 points, while Southwest Airlines experienced a decrease of (1.0) point for the same period.



Air Carrier Market Share

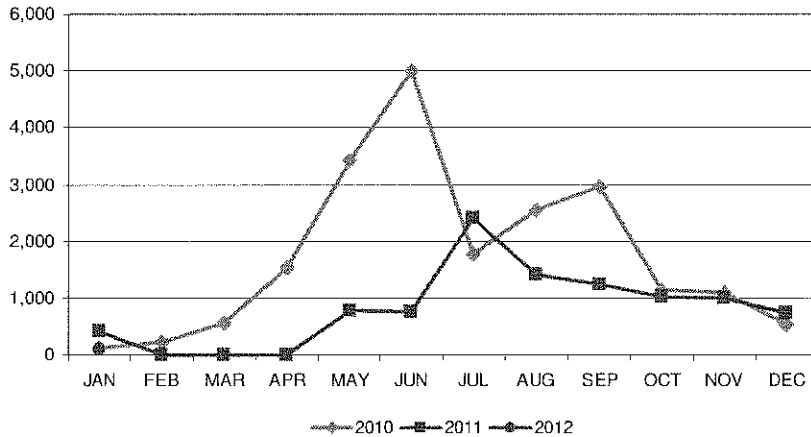


AIRLINE MARKET SHARE

In January 2012, Southwest Airlines carried a total of 138,197 passengers with a passenger market share of 53.4%. The next highest market share was United/Continental at 13.9% followed by American Airlines with 10.5%, Delta Air Lines with 9.1%, US Airways at 9.0% and Alaska Airlines carried 3.9% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share			
	Jan-12	Jan-11	YOY Change
Alaska/Horizon	3.9%	5.6%	(1.8)
American	10.5%	9.8%	0.7
Delta	9.1%	7.2%	2.0
Southwest	53.4%	55.4%	(2.1)
UA/CO	13.9%	13.1%	0.8
US Airways	9.0%	8.8%	0.2
Others	0.3%	0.1%	0.2

Total Domestic Charter Passengers

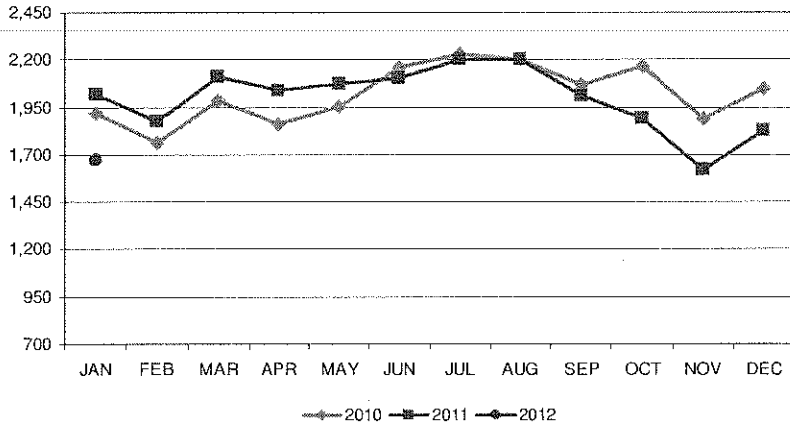


DOMESTIC CHARTER PASSENGERS

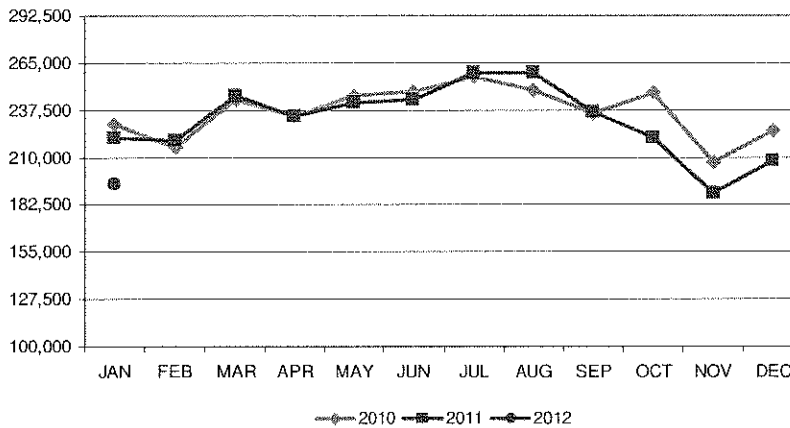
In January 2012, RNO served 103 domestic charter passengers, a decrease of (75.2%) versus the same period last year.



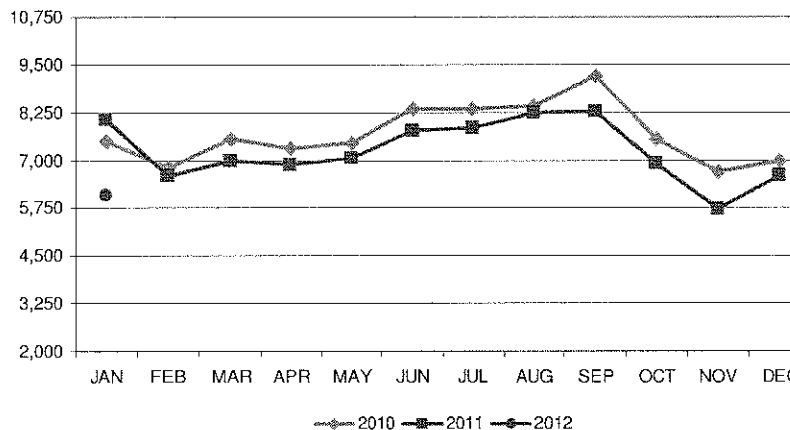
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

Eliminated non-stop service to Los Angeles in April 2011.

Continental Airlines

- Started non-stop daily flight to Houston in February 2011.
- The average load factor of the Houston flight was 74% from the time service began in February through September.

Delta Air Lines

- Started non-stop daily flight to Minneapolis in July 2011.
- The average load factor of the Minneapolis flight was 83% during the first four months of service.

Southwest Airlines

- Added a daily flight to Denver in March 2011.
- Added a daily flight to Seattle in June 2011.
 - During Summer 2011, Southwest Airlines carried 62% more passengers on RNO-SEA route versus the same period a year ago.

TOTAL OPERATIONS

In January 2011, total operations were down (5.5%) versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers January-12					
	Passengers		YOY %	Passengers 2011	YOY %
	2010	2011	Change		Change
JAN	293,756	300,125	2.2%	259,012	-13.7%
FEB	294,662	299,090	1.5%		-100.0%
MAR	346,846	348,583	0.5%		-100.0%
1st Quarter	935,264	947,798	1.3%		-100.0%
APR	309,533	295,537	-4.5%		-100.0%
MAY	312,378	304,220	-2.6%		-100.0%
JUN	361,406	343,054	-5.1%		-100.0%
2nd Quarter	983,317	942,811	-4.1%		-100.0%
JUL	367,997	364,849	-0.9%		-100.0%
AUG	352,764	361,348	2.4%		-100.0%
SEP	306,045	311,031	1.6%		-100.0%
3rd Quarter	1,026,806	1,037,228	1.0%		-100.0%
OCT	306,953	285,490	-7.0%		-100.0%
NOV	270,586	259,425	-4.1%		-100.0%
DEC	300,467	281,403	-6.3%		-100.0%
4th Quarter	878,006	826,318	-5.9%		-100.0%
TOTAL	3,823,393	3,754,155	-1.8%		
YTD Total		300,125		259,012	-13.7%

Total Scheduled Enplaned Passengers January-12				
	2010	2011	2012	YOY % Change
	JAN	148,805	151,753	131,484
FEB	145,935	149,253		
MAR	173,783	176,029		
APR	155,967	148,920		
MAY	154,683	151,672		
JUN	173,887	169,309		
JUL	184,017	179,717		
AUG	174,797	178,906		
SEP	154,522	158,663		
OCT	154,380	143,851		
NOV	134,723	129,071		
DEC	145,532	136,483		
TOTAL	1,901,031	1,873,627		
YTD Total		151,753	131,484	-13.4%

Total Deplaned Passengers January-12				
	2010	2011	2012	YOY % Change
	JAN	144,826	148,053	127,179
FEB	148,506	149,837		
MAR	172,823	172,554		
APR	152,986	146,617		
MAY	155,702	152,207		
JUN	184,651	173,343		
JUL	183,031	183,814		
AUG	176,391	181,611		
SEP	150,035	151,844		
OCT	151,999	141,158		
NOV	134,860	129,993		
DEC	154,682	144,557		
TOTAL	1,910,492	1,875,588		
YTD Total		148,053	127,179	-14.1%

Total Cargo January-12						
	2010		YOY % Change	2012		YOY % Change
	Cargo in Pounds			Pounds	Metric Tons	
JAN	8,695,804	8,959,543	3.0%	8,813,491	3,997	-1.6%
FEB	7,679,924	8,674,321	12.9%			-100.0%
MAR	8,814,895	10,513,446	19.3%			-100.0%
1st Quarter	25,190,623	28,147,310	11.7%			-100.0%
APR	8,633,892	8,870,669	2.7%			-100.0%
MAY	8,273,448	8,510,228	2.9%			-100.0%
JUN	8,737,038	9,437,259	8.0%			-100.0%
2nd Quarter	25,644,378	26,818,156	4.6%			-100.0%
JUL	9,113,694	8,932,737	-2.0%			-100.0%
AUG	9,388,206	9,646,833	2.8%			-100.0%
SEP	9,871,400	8,958,988	-9.2%			-100.0%
3rd Quarter	28,373,300	27,538,558	-2.9%			-100.0%
OCT	9,915,411	8,527,399	-14.0%			-100.0%
NOV	9,706,711	9,494,432	-2.2%			-100.0%
DEC	14,186,519	13,928,256	-1.8%			-100.0%
4th Quarter	33,808,641	31,950,087	-5.5%			-100.0%
TOTAL	102,358,767	113,016,942	10.4%			
YTD Total		8,959,543		8,813,491	3,997	-1.6%

Load Factors January-12				
	Enplaned PAX	Jan-12	Jan-11	Diff.
Alaska/Horizon	5,182	79.3%	72.3%	7.0
American	13,921	82.5%	83.6%	-1.1
Delta	11,787	69.2%	70.3%	-1.1
Southwest	70,509	65.6%	66.6%	-1.0
United/Continental	18,489	84.1%	81.8%	2.3
US Airways	11,596	69.1%	70.1%	-1.1

Source: RNO Monthly Flight Activity Reports

Monthly Report February 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 2/29/12:	\$1,855,402	\$1,639,480	13%
Forecasted Commission for this Revenue:	\$129,701	\$100,314	29%
Number of Room Nights:	10210	9822	4%
Number of Delegates:	4584	4780	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	39	43	-9%

<u>Monthly Detail/Activity</u>	<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>Est.</u>	<u>February-11</u>	
Number of Groups:	3		2	
Revenue Arrived:	\$115,121		\$49,579	132%
Projected Commission:	\$5,754		\$4,385	31%
Room Nights:	492		257	91%
Number of Delegates:	185		115	61%
Arrived Group Types:	2 Assn., 1 TA		1 Assoc.	

<u>Monthly Detail/Activity</u>	<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 Smerf	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 Smerf	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 Smerf	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$719,382	\$750,000
For 2014/15:	\$1,348,108	\$500,000

NUMBER OF LEADS Generated as of 2/29/12: 64

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 February 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 2/29/12:	\$79,845	\$473,721	-83%
Forecasted Commission for this Revenue:	\$9,668	\$33,267	-71%
Number of Room Nights:	772	4217	-82%
Number of Delegates:	475	1656	-71%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	30	37	-19%

<u>Monthly Detail/Activity</u>	<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:	\$13,689	\$20,013	-32%
Projected Commission:	\$1,413	\$3,002	-53%
Room Nights:	90	225	-60%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

<u>Monthly Detail/Activity</u>	<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	
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:			

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:	\$88,918	\$100,000
For 2014/15:	\$257,562	\$50,000

NUMBER OF LEADS Generated as of 2/29/12: 45

Total Number of Leads Generated in Previous Years:

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