



north lake tahoe

**NLT Coop Committee  
March 27, 2013**

**March 2013  
Standing Reports**



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jan 31, 2013

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,703 Units (\*MTRIP Census\*\*)

		2012/13	2011/12	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (January) changed by (31.8%)	Occupancy (January) :	51.5%	39.1%	31.8%
North Lake Tahoe Average Daily Rate for last month (January) changed by (15.2%)	ADR (January) :	\$262	\$227	15.2%
North Lake Tahoe RevPAR for last month (January) changed by (51.8%)	RevPAR (January) :	\$135	\$89	51.8%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (February) changed by (25.5%)	Occupancy (February)	49.8%	39.7%	25.5%
North Lake Tahoe Average Daily Rate for next month (February) changed by (1.5%)	ADR (February) :	\$280	\$276	1.5%
North Lake Tahoe RevPAR for next month (February) changed by (27.4%)	RevPAR (February) :	\$139	\$109	27.4%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (8.1%)	Occupancy	44.6%	41.2%	8.1%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (6.5%)	ADR	\$221	\$208	6.5%
North Lake Tahoe RevPAR for the prior 6 months changed by (15.1%)	RevPAR	\$99	\$86	15.1%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (27.1%)	Occupancy	24.2%	19.0%	27.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (3.7%)	ADR	\$237	\$228	3.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (31.8%)	RevPAR	\$57	\$43	31.8%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2013 vs. Previous Year</b>				
Rooms Booked during last month (January, 2013) compared to Rooms Booked during the same period last year (January, 2012) for all arrival dates has changed by (79.0%)	Booking Pace (January)	9.1%	5.1%	79.0%

\* **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.

**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

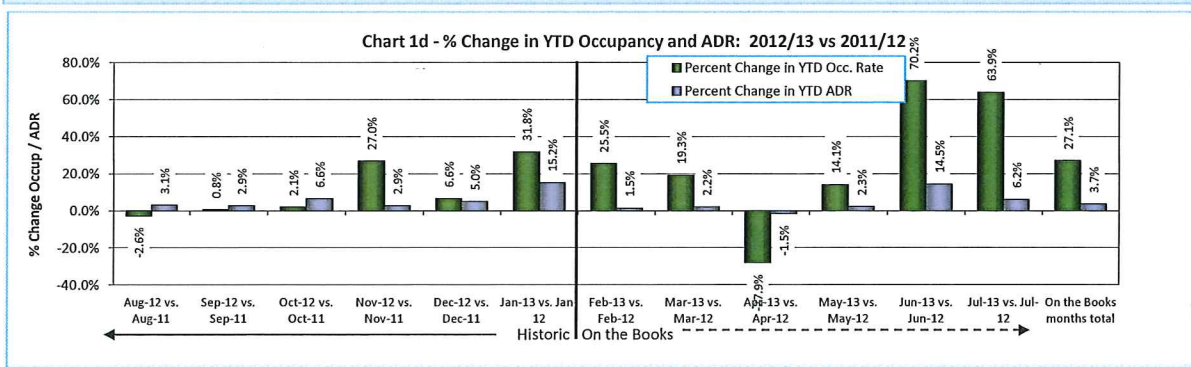
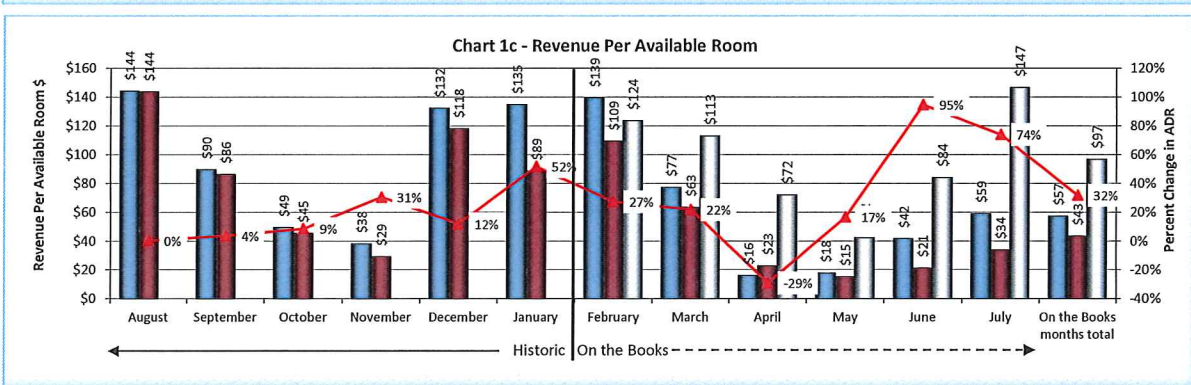
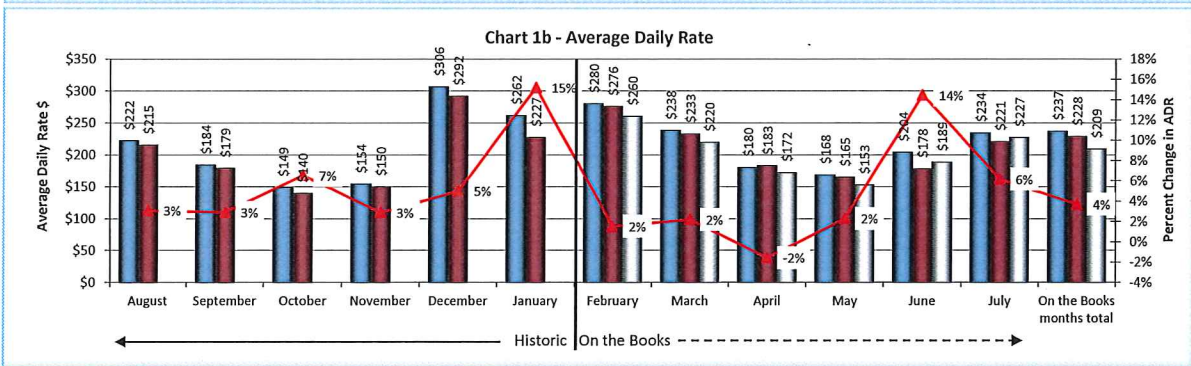
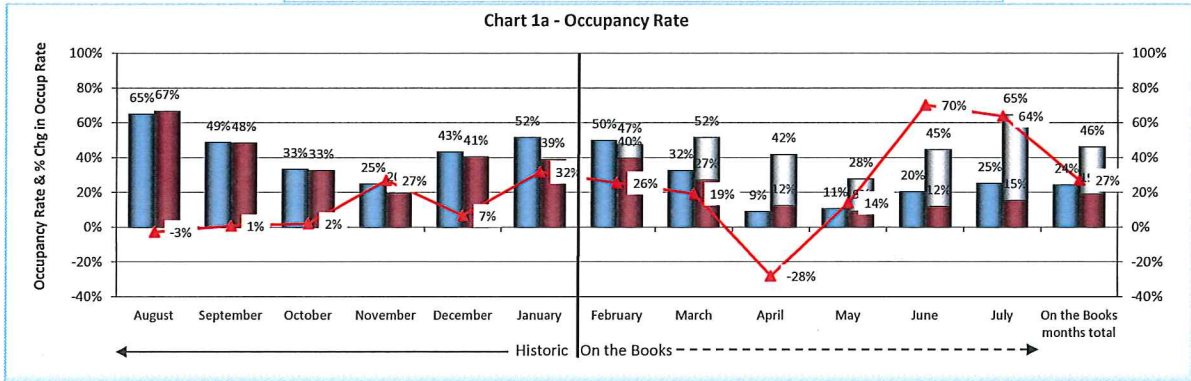
## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012/13 YTD (as of Jan 31, 2013) vs. 2011/12 YTD (as of Jan 31, 2012) vs. 2011/12 Historical

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**

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Historic Actual (2011/12 season)
  Data as of January 31, 2013 (2012/13 season)
  Data as of January 31, 2012 (2011/12 season)
  Percent Change



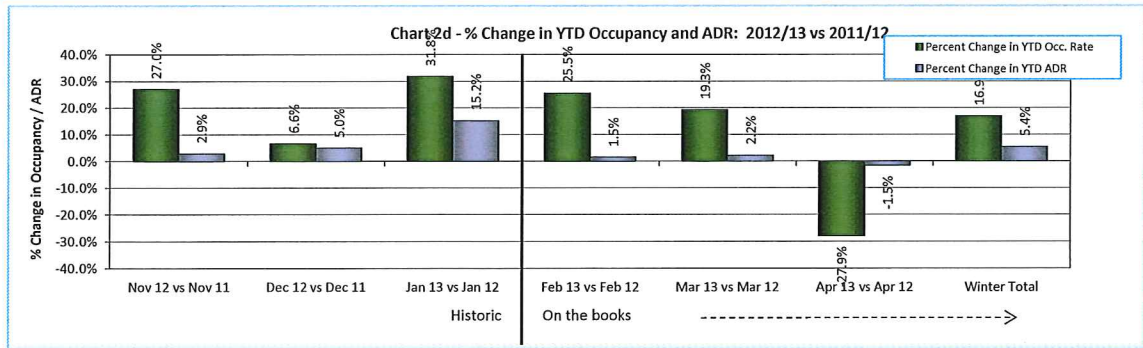
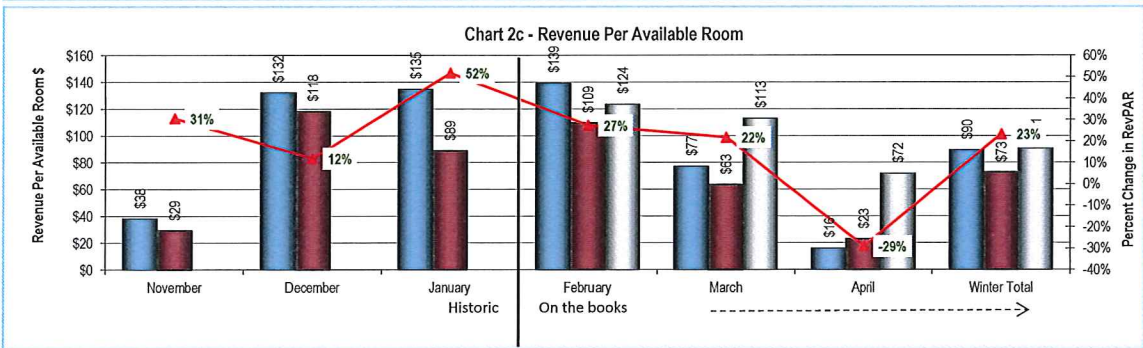
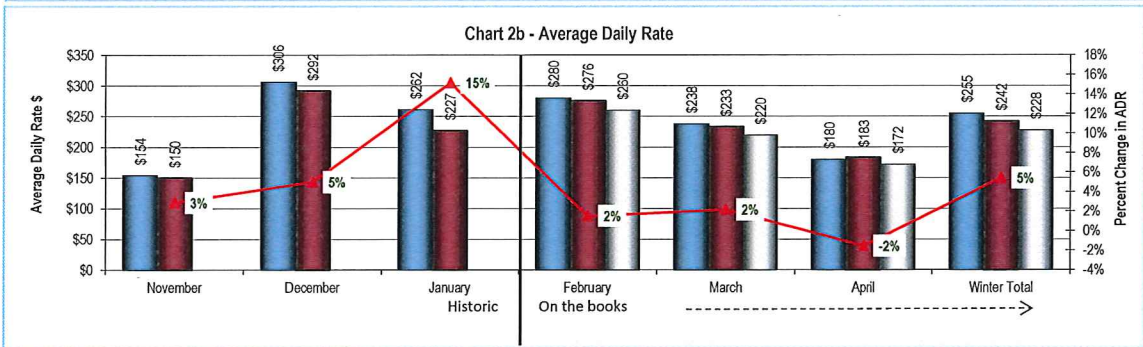
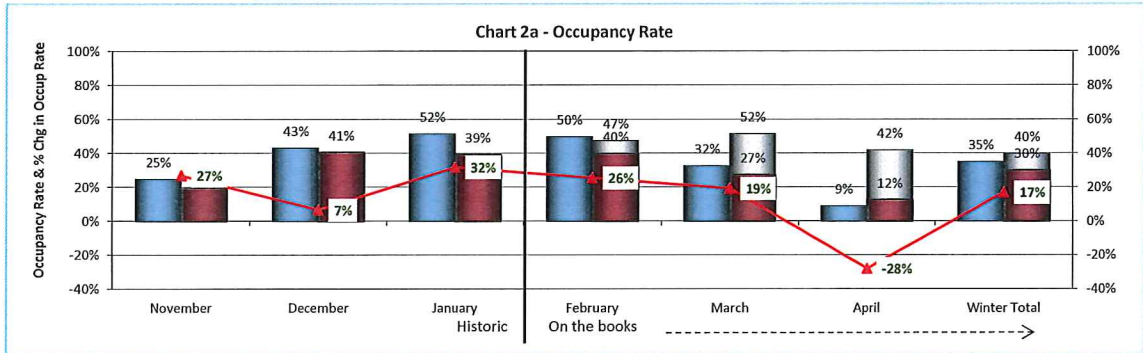


## RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of Jan 31, 2013) vs. 2011/12 YTD (as of Jan 31, 2012) vs. 2011/12 Historical

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**

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## RESERVATIONS ACTIVITY REPORT

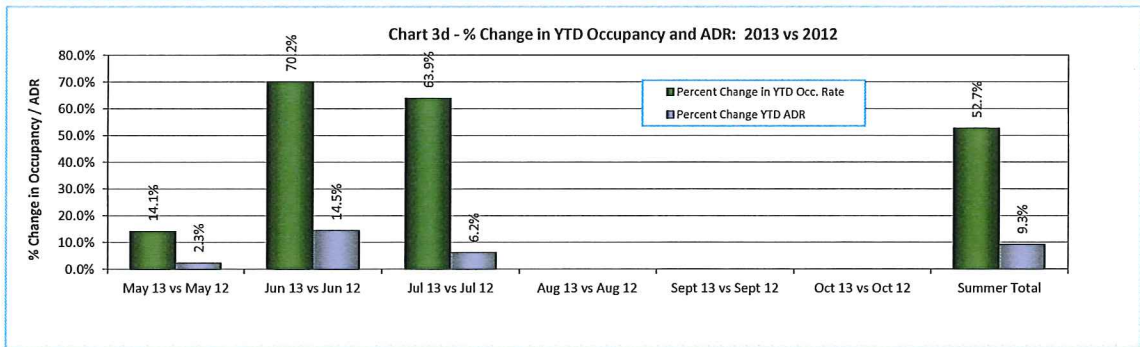
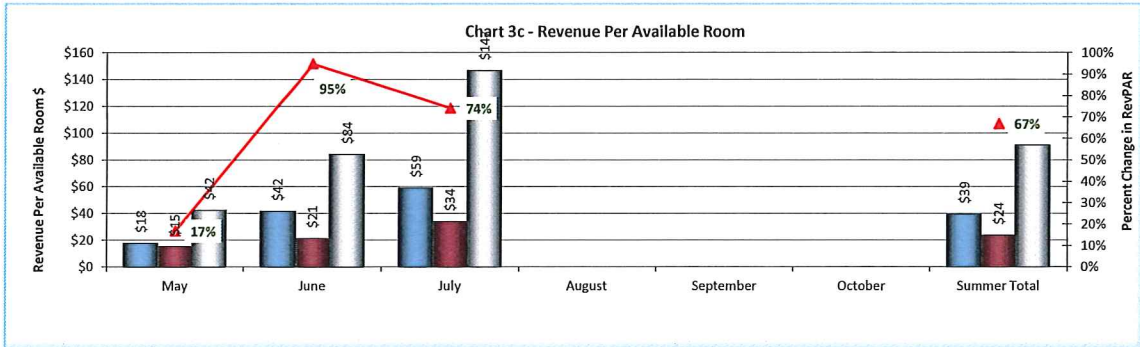
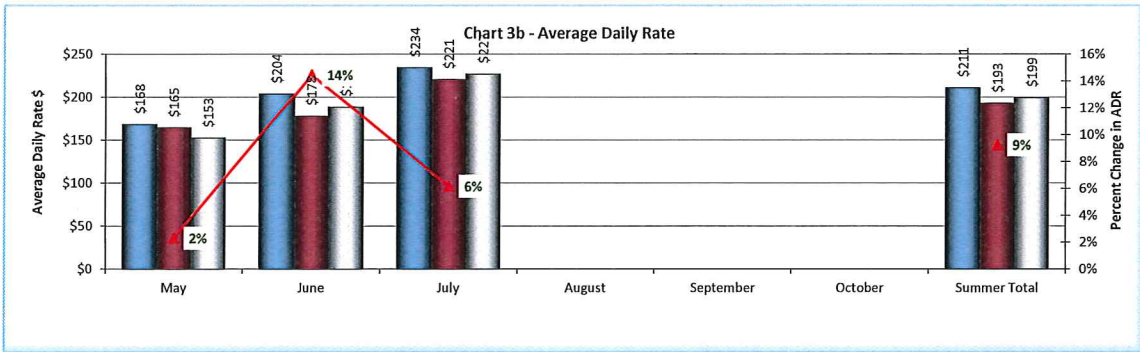
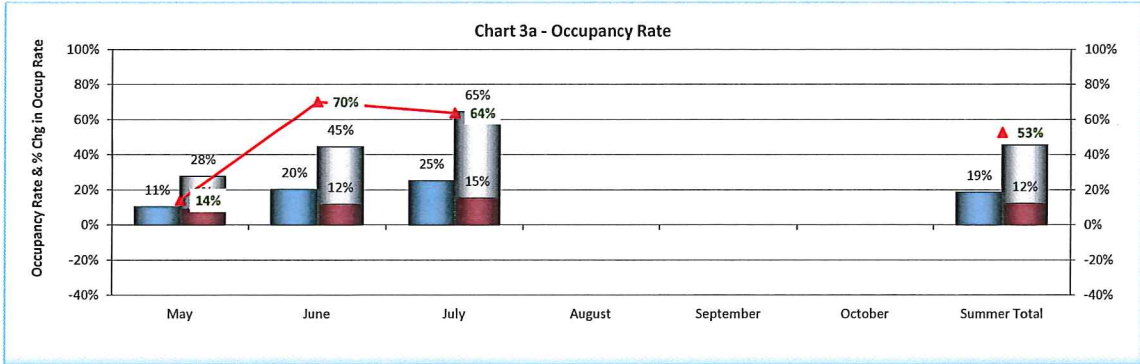
### SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of Jan 31, 2013) vs. 2012 YTD (as of Jan 31, 2012) vs. 2012 Historical

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2012 Season)  
 Data as of January 31, 2013 (2013 Season)  
 Data as of January 31, 2012 (2012 Season)  
 Percent Change



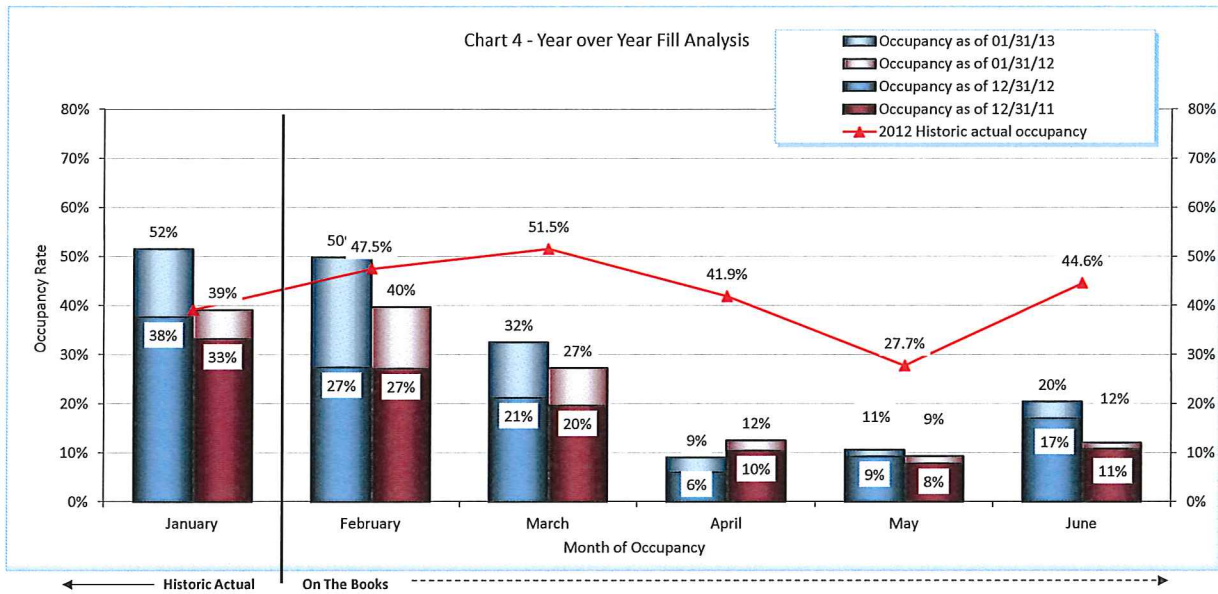


RESERVATIONS ACTIVITY REPORT  
SECTION 4 - FILL ANALYSIS

2012 Occupancy Pace as of Jan 31, 2013 and Dec 31, 2012 versus same period 2011

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF JAN 31			OCCUPANCY AS OF DEC 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012 Historic actual occupancy
	Occupancy as of 01/31/13	Occupancy as of 01/31/12	Absolute Change	Occupancy as of 12/31/12	Occupancy as of 12/31/11	Absolute Change	Incremental occupancy booked during Jan. 2013	Incremental occupancy booked during Jan. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
January	51.5%	39.1%	12.4%	37.6%	33.2%	4.4%	13.9%	5.9%	8.0%	136.1%	39.1%
February	49.8%	39.7%	10.1%	27.4%	27.1%	0.3%	22.5%	12.6%	9.9%	78.2%	47.5%
March	32.5%	27.2%	5.2%	21.2%	19.6%	1.6%	11.3%	7.6%	3.7%	48.0%	51.5%
April	9.0%	12.5%	-3.5%	6.0%	10.4%	-4.4%	3.0%	2.1%	0.9%	41.8%	41.9%
May	10.6%	9.3%	1.3%	9.2%	7.7%	1.4%	1.4%	1.5%	-0.1%	-9.0%	27.7%
June	20.4%	12.0%	8.4%	17.0%	10.7%	6.3%	3.4%	1.2%	2.2%	172.9%	44.6%
<b>Total</b>	<b>28.7%</b>	<b>23.2%</b>	<b>5.5%</b>	<b>19.6%</b>	<b>18.1%</b>	<b>1.5%</b>	<b>9.1%</b>	<b>5.1%</b>	<b>4.0%</b>	<b>79.0%</b>	<b>41.8%</b>

\*\*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 month just ended.



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5A - SUPPORTING DATA TABLES**  
 Bookings as of Jan 31, 2013

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	Occup. Rate as of: January 31, 2013 (2012/13 season)	Occup. Rate as of: January 31, 2012 (2011/12 season)		
August	65.0%	66.7%	-2.6%		11
September	48.8%	48.4%	0.8%		11
October	33.2%	32.6%	2.1%		11
November	24.8%	19.5%	27.0%		11
December	43.2%	40.5%	6.6%		11
January	51.5%	39.1%	31.8%		11
February	49.8%	39.7%	25.5%	47.5%	11
March	32.5%	27.2%	19.3%	51.5%	11
April	9.0%	12.5%	-27.9%	41.9%	11
May	10.6%	9.3%	14.1%	27.7%	11
June	20.4%	12.0%	70.2%	44.6%	11
July	25.2%	15.4%	63.9%	64.6%	11
Grand total	34.5%	30.3%	13.6%	43.7%	11
Historic months total	44.6%	41.2%	8.1%	41.2%	11
On the Books months total	24.2%	19.0%	27.1%	46.3%	11

AVERAGE DAILY RATE	ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	ADR as of: January 31, 2013 (2012/13 season)	ADR as of: January 31, 2012 (2011/12 season)		
August	\$222	\$215	3.1%		11
September	\$184	\$179	2.9%		11
October	\$149	\$140	6.6%		11
November	\$154	\$150	2.9%		11
December	\$306	\$292	5.0%		11
January	\$262	\$227	15.2%		11
February	\$280	\$276	1.5%	\$260	11
March	\$238	\$233	2.2%	\$220	11
April	\$180	\$183	-1.5%	\$172	11
May	\$168	\$165	2.3%	\$153	11
June	\$204	\$178	14.5%	\$189	11
July	\$234	\$221	6.2%	\$227	11
Grand total	\$227	\$214	5.9%	\$208	11
Historic months total	\$221	\$208	6.5%	\$208	11
On the Books months total	\$237	\$228	3.7%	\$209	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	RevPAR as of: January 31, 2013 (2012/13 season)	RevPAR as of: January 31, 2012 (2011/12 season)		
August	\$144	\$144	0.4%		11
September	\$90	\$86	3.7%		11
October	\$49	\$45	8.8%		11
November	\$38	\$29	30.6%		11
December	\$132	\$118	12.0%		11
January	\$135	\$89	51.8%		11
February	\$139	\$109	27.4%	\$124	11
March	\$77	\$63	21.9%	\$113	11
April	\$16	\$23	-29.0%	\$72	11
May	\$18	\$15	16.7%	\$42	11
June	\$42	\$21	94.8%	\$84	11
July	\$59	\$34	74.0%	\$147	11
Grand total	\$78	\$65	20.3%	\$91	11
Historic months total	\$99	\$86	15.1%	\$86	11
On the Books months total	\$57	\$43	31.8%	\$97	11



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Jan 31, 2013**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)
	Occup. Rate as of: January 31, 2013 (2012/13 season)	Occup. Rate as of: January 31, 2012 (2011/12 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012/13 & 2011/12)				
November	24.8%	19.5%	27.0%	
December	43.2%	40.5%	6.6%	
January	<b>Historic Actual</b> 51.5%	39.1%	31.8%	
February	<b>On the Books</b> 49.8%	39.7%	25.5%	47.5%
March	32.5%	27.2%	19.3%	51.5%
April	9.0%	12.5%	-27.9%	41.9%
Winter Total	35.1%	30.0%	16.9%	39.8%

AVERAGE DAILY RATE	ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)
	ADR as of: January 31, 2013 (2012/13 season)	ADR as of: January 31, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$154	\$150	2.9%	
December	\$306	\$292	5.0%	
January	<b>Historic Actual</b> \$262	\$227	15.2%	
February	<b>On the Books</b> \$280	\$276	1.5%	\$260
March	\$238	\$233	2.2%	\$220
April	\$180	\$183	-1.5%	\$172
Winter Total	\$255	\$242	5.4%	\$228

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)
	RevPAR as of: January 31, 2013 (2012/13 season)	RevPAR as of: January 31, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$38	\$29	30.6%	
December	\$132	\$118	12.0%	
January	<b>Historic Actual</b> \$135	\$89	51.8%	
February	<b>On the Books</b> \$139	\$109	27.4%	\$124
March	\$77	\$63	21.9%	\$113
April	\$16	\$23	-29.0%	\$72
Winter Total	\$90	\$73	23.3%	\$91





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Jan 31, 2013**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 Season)
	Occup. Rate as of: January 31, 2013 (2013 Season)	Occup. Rate as of: January 31, 2012 (2012 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	10.6%	9.3%	14.1%	27.7%
June	20.4%	12.0%	70.2%	44.6%
July	25.2%	15.4%	63.9%	64.6%
August				
September				
October				
Summer Total	18.7%	12.3%	52.7%	45.6%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 Season)
	ADR as of: January 31, 2013 (2013 Season)	ADR as of: January 31, 2012 (2012 Season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$168	\$165	2.3%	\$153
June	\$204	\$178	14.5%	\$189
July	\$234	\$221	6.2%	\$227
August				
September				
October				
Summer Total	\$211	\$193	9.3%	\$199

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 Season)
	RevPAR as of: January 31, 2013 (2013 Season)	RevPAR as of: January 31, 2012 (2012 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$18	\$15	16.7%	\$42
June	\$42	\$21	94.8%	\$84
July	\$59	\$34	74.0%	\$147
August				
September				
October				
Summer Total	\$39	\$24	66.8%	\$91

http://www.GoTahoeNorth.com - http://www.gotahoenorth.com  
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## Traffic Sources Overview

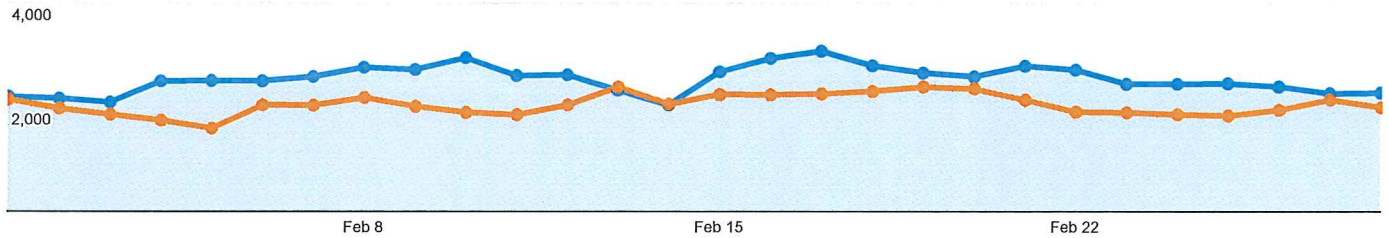
Feb 1, 2013 - Feb 28, 2013  
 Compare to: Feb 1, 2012 - Feb 28, 2012

change in % of visits: +0.00%

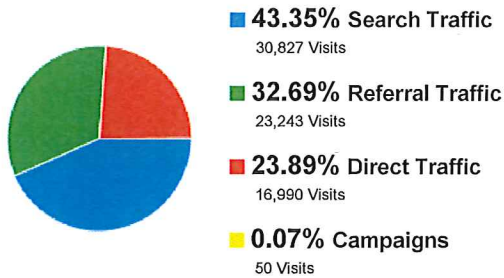
Overview

Feb 1, 2013 - Feb 28, 2013: Visits

Feb 1, 2012 - Feb 28, 2012: Visits



### 71,110 people visited this site



Keyword	Visits	% Visits
<b>1. (not provided)</b>		
Feb 1, 2013 - Feb 28, 2013	10,241	33.22%
Feb 1, 2012 - Feb 28, 2012	4,172	15.34%
<b>% Change</b>	<b>145.47%</b>	<b>116.60%</b>
<b>2. north lake tahoe</b>		
Feb 1, 2013 - Feb 28, 2013	694	2.25%
Feb 1, 2012 - Feb 28, 2012	854	3.14%
<b>% Change</b>	<b>-18.74%</b>	<b>-28.29%</b>
<b>3. incline village</b>		
Feb 1, 2013 - Feb 28, 2013	685	2.22%
Feb 1, 2012 - Feb 28, 2012	994	3.65%
<b>% Change</b>	<b>-31.09%</b>	<b>-39.19%</b>
<b>4. (not set)</b>		
Feb 1, 2013 - Feb 28, 2013	658	2.13%
Feb 1, 2012 - Feb 28, 2012	0	0.00%
<b>% Change</b>	<b>100.00%</b>	<b>100.00%</b>
<b>5. lake tahoe</b>		
Feb 1, 2013 - Feb 28, 2013	536	1.74%
Feb 1, 2012 - Feb 28, 2012	1,164	4.28%

<b>% Change</b>	<b>-53.95%</b>	<b>-59.37%</b>
<b>6. north lake tahoe hotels</b>		
Feb 1, 2013 - Feb 28, 2013	242	0.79%
Feb 1, 2012 - Feb 28, 2012	379	1.39%
<b>% Change</b>	<b>-36.15%</b>	<b>-43.66%</b>
<b>7. incline village lake tahoe</b>		
Feb 1, 2013 - Feb 28, 2013	122	0.40%
Feb 1, 2012 - Feb 28, 2012	155	0.57%
<b>% Change</b>	<b>-21.29%</b>	<b>-30.55%</b>
<b>8. kings beach tahoe</b>		
Feb 1, 2013 - Feb 28, 2013	108	0.35%
Feb 1, 2012 - Feb 28, 2012	114	0.42%
<b>% Change</b>	<b>-5.26%</b>	<b>-16.41%</b>
<b>9. kings beach</b>		
Feb 1, 2013 - Feb 28, 2013	102	0.33%
Feb 1, 2012 - Feb 28, 2012	131	0.48%
<b>% Change</b>	<b>-22.14%</b>	<b>-31.30%</b>
<b>10. kings beach lake tahoe</b>		
Feb 1, 2013 - Feb 28, 2013	101	0.33%
Feb 1, 2012 - Feb 28, 2012	114	0.42%
<b>% Change</b>	<b>-11.40%</b>	<b>-21.82%</b>

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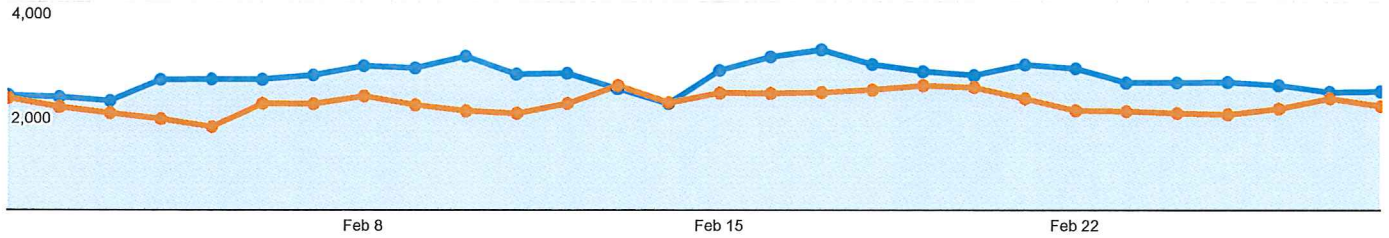
## Audience Overview

Feb 1, 2013 - Feb 28, 2013  
Compare to: Feb 1, 2012 - Feb 28, 2012

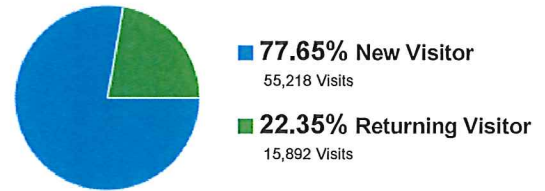
change in % of visits: +0.00%

Overview

Feb 1, 2013 - Feb 28, 2013: Visits  
Feb 1, 2012 - Feb 28, 2012: Visits



### 59,019 people visited this site



Language	Visits	% Visits
<b>1. en-us</b>		
Feb 1, 2013 - Feb 28, 2013	65,235	91.74%
Feb 1, 2012 - Feb 28, 2012	51,090	88.95%
<b>% Change</b>	<b>27.69%</b>	<b>3.13%</b>
<b>2. en</b>		
Feb 1, 2013 - Feb 28, 2013	2,264	3.18%
Feb 1, 2012 - Feb 28, 2012	3,141	5.47%
<b>% Change</b>	<b>-27.92%</b>	<b>-41.78%</b>
<b>3. en-gb</b>		
Feb 1, 2013 - Feb 28, 2013	598	0.84%
Feb 1, 2012 - Feb 28, 2012	564	0.98%
<b>% Change</b>	<b>6.03%</b>	<b>-14.36%</b>

4. <a href="#">es-es</a>		
Feb 1, 2013 - Feb 28, 2013	367	0.52%
Feb 1, 2012 - Feb 28, 2012	251	0.44%
<b>% Change</b>	<b>46.22%</b>	<b>18.10%</b>
5. <a href="#">de-de</a>		
Feb 1, 2013 - Feb 28, 2013	333	0.47%
Feb 1, 2012 - Feb 28, 2012	270	0.47%
<b>% Change</b>	<b>23.33%</b>	<b>-0.38%</b>
6. <a href="#">pt-br</a>		
Feb 1, 2013 - Feb 28, 2013	290	0.41%
Feb 1, 2012 - Feb 28, 2012	270	0.47%
<b>% Change</b>	<b>7.41%</b>	<b>-13.25%</b>
7. <a href="#">es</a>		
Feb 1, 2013 - Feb 28, 2013	253	0.36%
Feb 1, 2012 - Feb 28, 2012	271	0.47%
<b>% Change</b>	<b>-6.64%</b>	<b>-24.59%</b>
8. <a href="#">fr</a>		
Feb 1, 2013 - Feb 28, 2013	182	0.26%
Feb 1, 2012 - Feb 28, 2012	191	0.33%
<b>% Change</b>	<b>-4.71%</b>	<b>-23.04%</b>
9. <a href="#">de</a>		
Feb 1, 2013 - Feb 28, 2013	177	0.25%
Feb 1, 2012 - Feb 28, 2012	195	0.34%
<b>% Change</b>	<b>-9.23%</b>	<b>-26.69%</b>
10. <a href="#">zh-cn</a>		
Feb 1, 2013 - Feb 28, 2013	153	0.22%
Feb 1, 2012 - Feb 28, 2012	91	0.16%
<b>% Change</b>	<b>68.13%</b>	<b>35.80%</b>

[view full report](#)

**PROPERTY REFERRAL REPORT - Feb (Alpha Listing)****REFERRALS**

7-Pines Motel	37
Agate Bay Realty Vacation Rentals	124
Agate Bay Realty Vacation Rentals Cool Deals	22
Alpine Rental Group	46
Americas Best Value Inn Tahoe City	105
Aviva Inn	55
Brockway Springs Resort	139
Cal Neva Resort Casino Hotel	167
Cedar Glen Lodge	325
Chalet de Huttlinger	44
Chaney House	44
Chinquapin / Packard Realty	14
Club Tahoe Resort	33
Constellation Residences at Northstar	106
Cottage Inn at Lake Tahoe	135
Ferrari's Crown Resort	85
Firelite Lodge	66
Firelite Lodge Cool Deals	275
First Accommodations, Inc.	104
Franciscan Lakeside Lodge	102
Franciscan Lakeside Lodge Cool Deals	40
Goldfish Properties	51
Granlibakken Conference Center & Resort	160
Granlibakken Conference Center & Resort Cool Deals	306
Hauserman Rental Group	108
Holiday House	89
Hyatt Regency Lake Tahoe Resort, Spa and Casino	374
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	353
Ice Lakes Lodge at Royal Gorge XC Ski Resort	32
Incline at Tahoe Realty	101
Incline Vacation Rentals	79
Incline Vacation Rentals Cool Deals	52
Kingswood Village Vacation Rentals	45
Lake Tahoe Accommodations	37
Lake Tahoe Accommodations.	71
Lake Tahoe Deluxe Vacation Rentals	89
LakeFrontHouse.com	27
Martis Valley Associates Property Rentals	9
Meeks Bay Resort & Marina	65
Mother Natures Inn	51
Mourelatos Lakeshore Resort	117
Mourelatos Lakeshore Resort Cool Deals	107
North Tahoe Rental Company	60
Northstar Condominiums	118

Northstar Mountain Home Vacation Rentals	61
Northstar Resort	211
Northstar Resort Cool Deals	136
Olympic Village Inn	67
Painted Rock Lodge	87
Parkside Inn at Incline	74
PepperTree Inn	86
PlumpJack Squaw Valley Inn	111
Rainbow Lodge	90
Red Wolf Lakeside Lodge	51
Red Wolf Lodge at Squaw Valley	34
RedAwning.com Vacation Rentals	46
ReserveMyHome.com	1
Resort at Squaw Creek	152
Resort at Squaw Creek Cool Deals	34
River Ranch Lodge and Restaurant	100
River Ranch Lodge and Restaurant Cool Deals	171
Rustic Cottage Inn	9
Rustic Cottages	98
Rustic Cottages Cool Deals	78
Shooting Star Bed & Breakfast	66
Shore House at Lake Tahoe	128
Squaw Valley Lodge	80
Squaw Valley Lodge Cool Deals	125
Stanford Alpine Chalet	141
Stay In Lake Tahoe	180
Stevenson's Holliday Inn	67
Sunnyside Restaurant & Lodge	184
Tahoe Biltmore Lodge & Casino	152
Tahoe Biltmore Lodge & Casino Cool Deals	337
Tahoe City Inn	63
Tahoe City Inn Cool Deals	1
Tahoe Edgelake Beach Club	18
Tahoe Exclusive Properties - Carr Long Real Estate	41
Tahoe Exclusive Vacation Rentals	73
Tahoe Getaways Vacation Rentals	141
Tahoe Getaways Vacation Rentals Cool Deals	126
Tahoe Luxury Properties	169
Tahoe Luxury Properties Cool Deals	256
Tahoe Marina Lodge	46
Tahoe Mountain Club	52
Tahoe Mountain Resorts Lodging	89
Tahoe North Shore Lodge	20
Tahoe Sands Resort	51
Tahoe Signature Properties	130
Tahoe Tavern Properties	28
Tahoe Vista Lodge and Cabins	79

Tahoe Vistana Inn	66
Tahoe Woodside Vacation Rentals	54
TahoeRentals.com ~ Wells and Bennett Realtors	109
Tahoma Lodge	49
Tahoma Lodge Cool Deals	150
Tahoma Meadows Bed & Breakfast Cottages	114
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	305
Tamarack Lodge	24
The Border House	58
The Lodge at Sugar Bowl	90
The Ritz-Carlton, Lake Tahoe	173
The Ritz-Carlton, Lake Tahoe Cool Deals	28
The Village at Squaw Valley	161
The Village at Squaw Valley Cool Deals	435
Vacasa Rentals	239
Vacation Station, Inc.	65
Vacation Tahoe by O'Neal Brokers	40
Waters of Tahoe Properties	103
West Lake Properties at Tahoe	52
West Shore Cafe & Inn	94

11518



**PROPERTY REFERRAL REPORT - Feb (Totals Listing)****REFERRALS**

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And  
up we  
go.



February 2013  
Passenger and Cargo Traffic Statistics  
Reno-Tahoe International Airport

March 25, 2013



Reno-Tahoe  
Airport Authority



**U.S. DOMESTIC INDUSTRY OVERVIEW FOR FEBRUARY 2013**  
**All RNO Carriers Systemwide – year over year comparison**

Average Load Factor:	82.5%, Up 1.5 pts.
Number of Flights *:	Down (4.5%)
Capacity of Seats *:	Down (2.7%)
Crude Oil **:	\$96.21 per barrel in Feb. 2013 vs. \$101.32 per barrel in Feb. 2012

**RNO OVERVIEW FOR FEBRUARY 2013 – year over year comparison**

Total Passengers:	Down (2.2%)
Avg. Enplaned Load Factor:	84.7% Up 8.1 pts.
Passenger Flights:	Down (8.3%)
Total Seats:	Down (12.8%)
Total Cargo:	Up 4.4%

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

**HIGHLIGHTS**

**Feb. 2013 vs. Feb. 2012**

**Total Passengers**  
**Down (2.2%)**

**Enplaned Passengers**  
**Down (1.5%)**

**Deplaned Passengers**  
**Down (2.8%)**

**Average Enplaned Load  
Factor**  
**84.7%, Up 8.1 points**

**Total Cargo**  
**Up 4.4%**

**FEBRUARY 2013 SUMMARY**

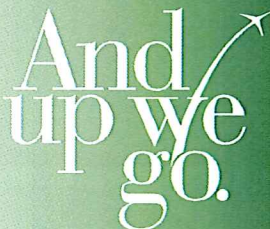
Reno-Tahoe International Airport (RNO) served 259,299 passengers in February 2013, a decrease of (2.2%) versus the same period last year. The extra day in February 2012, due to the leap year, created a notable year over year change in passenger traffic. Without the extra day last year, February 2013's year over year traffic would have been up 1.3%.

With respect to Air Cargo, RNO handled 8,635,807 pounds of cargo in February 2013, an increase of 4.4% versus February 2012. The growth in cargo volume is primarily driven by a general increase in domestic air cargo demand. The U.S. Census Bureau reported that overall retail sales increased 4.7% in February 2013 versus February 2012. Non-store retailers (i.e. e-commerce) sales increased 15.7% for the same period, a large contributor to northern Nevada air cargo. At RNO, the year-over-year cargo volume has been up for seven of the last eight months.

In February 2013, RNO was served by seven major airlines providing 57 nonstop departures each day to 15 destinations. RNO reported a (12.8%) decrease in total seats versus February 2012. Whereas, total flights were down (8.3%) for the same period. The U.S. airlines continue to reduce capacity by eliminating less profitable routes and down gauging aircraft size on certain routes, aligning it more closely with passenger demand to offset high operating costs.

Allegiant Air, however, began twice weekly non-stop flights between Reno and Las Vegas on February 1, 2013. The flights are timed to meet the needs of both leisure and business travelers alike. During the first month of service, Allegiant Air reported a load factor of nearly 90%.

Alaska Airlines began two non-stop daily flights between Reno and San Jose in June 2012, providing outstanding connections to the entire Alaska network each day.

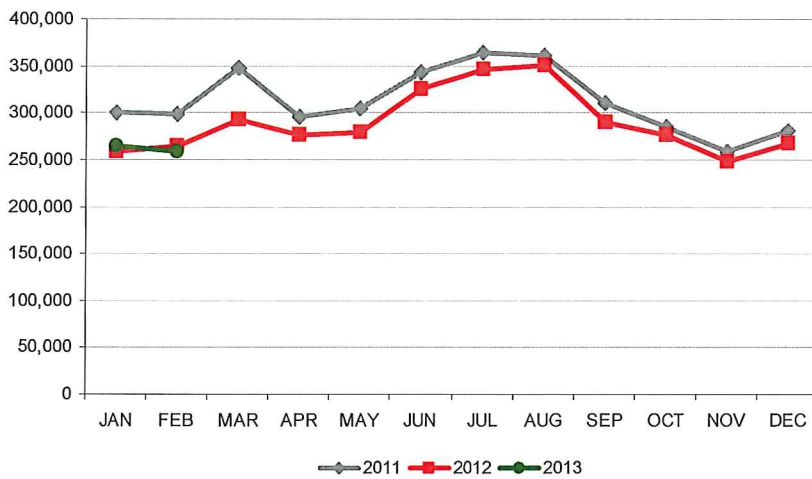




The non-stop seasonal flight to Houston on United Airlines was temporarily discontinued in January. This flight resumed service on March 1.

In February 2013, the average enplaned load factor for scheduled airlines was 84.7%, 8.1 load factor points higher than in February of the prior year. This represents the highest February on record, in terms of load factor.

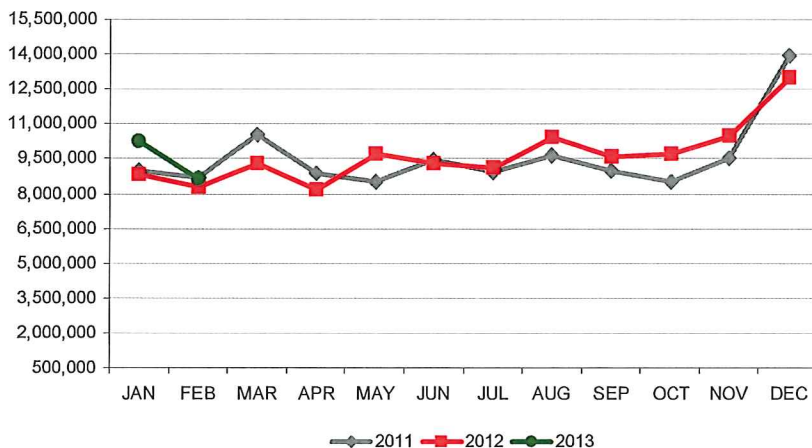
**Total Passengers**



**TOTAL PASSENGERS**

In February 2013, total passenger traffic at RNO decreased (2.2%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased 48.6%, due to the new non-stop flights to San Jose. With increased service to Los Angeles, American Airlines' passenger traffic grew 19.5% for the same period. Southwest Airlines' passenger traffic declined (3.6%) and US Airways reported a decrease of (9.1%). United Airlines reported a year-over-year passenger decline of (14.8%) due to the reduced seasonal capacity in all of its RNO markets. Delta Air Lines' year-over-year passenger traffic was decreased by (24.5%), partially due to the elimination non-stop flights to Minneapolis and reduced capacity to Salt Lake City.

**Total Cargo**

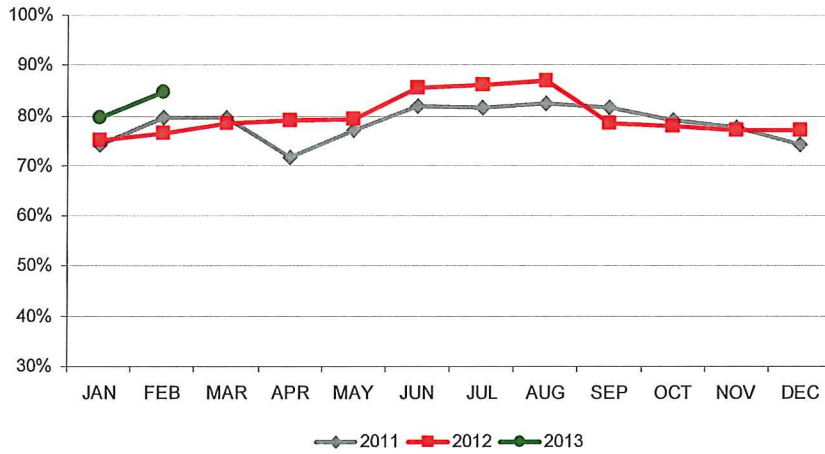


**TOTAL CARGO**

Total cargo volume at RNO increased 4.4% in February 2013 versus the same period last year. The year-over-year cargo volumes of UPS and FedEx increased 6.3% and 3.3% respectively. Ameriflight reported a year-over-year decrease of (9.5%) for the same period.

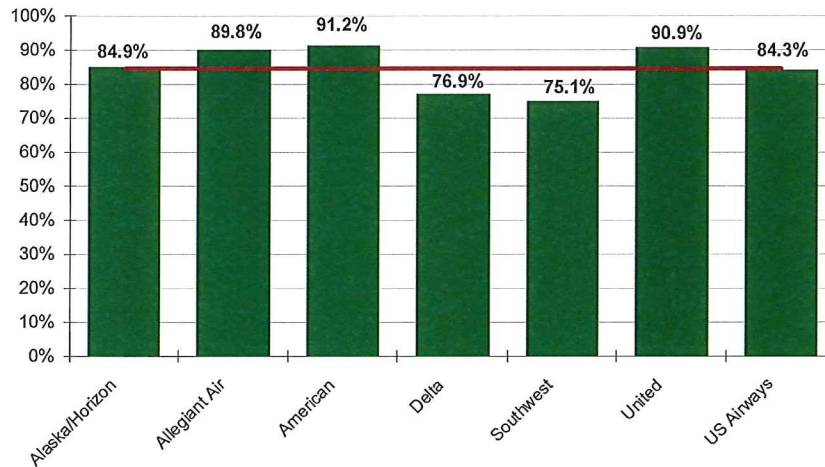


**Average Enplaned Load Factors**



Airline	RNO	Network	Difference
Alaska	84.9%	84.7%	0.3
Allegiant Air	89.8%	87.9%	1.9
American	91.2%	77.9%	13.3
Delta	76.9%	79.1%	(2.2)
Southwest	75.1%	75.8%	(0.7)
United	90.9%	78.7%	12.2
US Airways	84.3%	81.0%	3.3

**Enplaned Load Factors by Airlines**

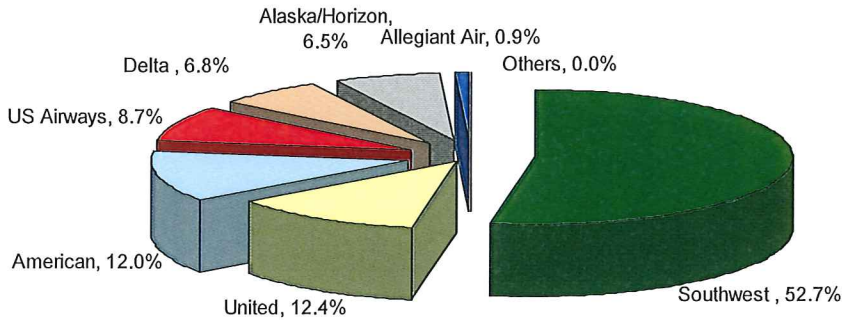


**AIRLINE LOAD FACTORS**

In February 2013, the average enplaned load factor at RNO was 84.7%, an increase of 8.1 load factor points versus last year.



**Air Carrier Market Share**



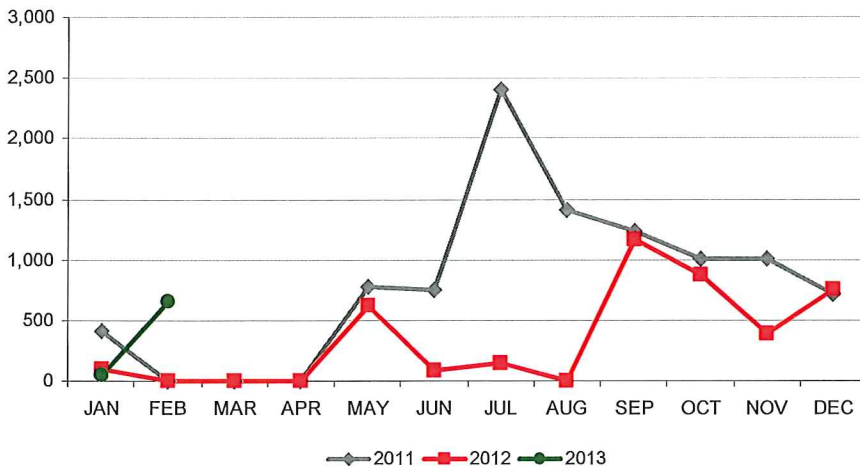
**AIRLINE MARKET SHARE**

In February 2013, Southwest Airlines carried a total of 136,643 passengers with a passenger market share of 52.7%. The next highest market share was United Airlines at 12.4% followed by American Airlines with 12.0%, US Airways with 8.7%, Delta Air Lines at 6.8% and Alaska Airlines carried 6.5% of the total passengers at Reno-Tahoe International Airport.

Allegiant Air, operated eight flights in February, carrying 0.9% of total passengers at RNO.

Air Carrier Market Share			
	Feb-13	Feb-12	YOY Change
Alaska/Horizon	6.5%	4.3%	2.2
Allegiant Air	0.9%	n/a	n/a
American	12.0%	9.9%	2.2
Delta	6.8%	8.8%	(2.0)
Southwest	52.7%	53.5%	(0.8)
United	12.4%	14.2%	(1.8)
US Airways	8.7%	9.3%	(0.7)
Others	0.0%	0.0%	0.0

**Total Domestic Charter Passengers**



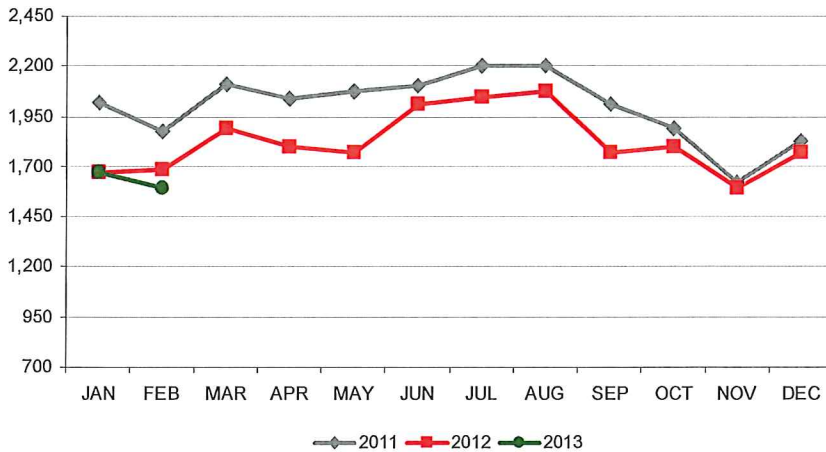
**DOMESTIC CHARTER PASSENGERS**

RNO served 656 domestic charter passengers during the month of February 2013. RNO reported no charter activity in February 2012.

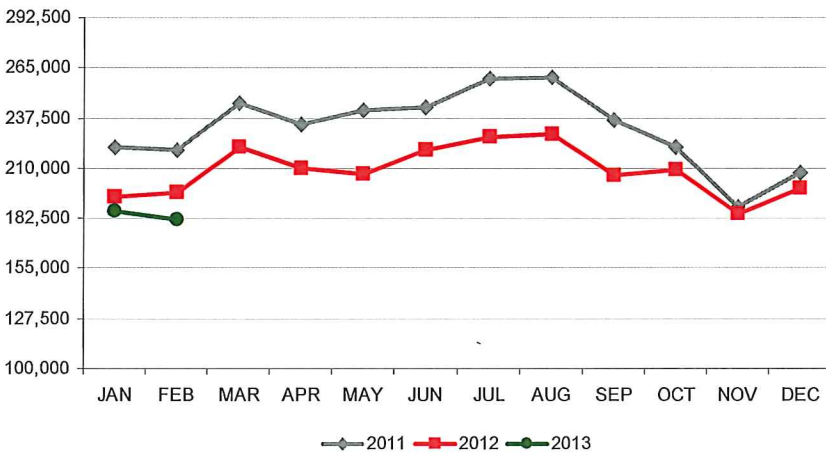




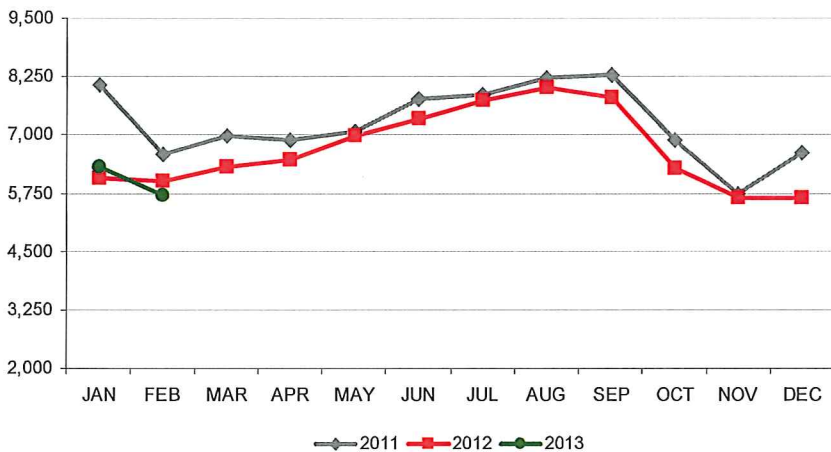
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Alaska Airlines**

- Started twice daily non-stop service to San Jose in June 2012.

**Allegiant Air**

- Started twice weekly non-stop service to Las Vegas in February 2013.

**American Airlines**

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day in August 2012.

**Southwest Airlines**

- Eliminated non-stop service to San Jose in April 2012.
- Eliminated non-stop service to Salt Lake City in February 2013.
- Operated non-stop daily flight to Ontario, CA for two months, starting January 2013.
- Will eliminate non-stop service to Oakland in June 2013 (announced).

**United Airlines**

- Non-stop daily flight to Houston was temporarily discontinued for the months of January and February, but returned March 1st.

**TOTAL OPERATIONS**

A total of 5,718 operations occurred at RNO in February 2013, down (4.9%) 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 February-13					
	Passengers		YOY % Change	Passengers	
	2011	2012		2013	
JAN	300,125	259,012	-13.7%	264,265	
FEB	299,090	265,017	-11.4%	259,299	
MAR	348,583	292,939	-16.0%		
<b>1st Quarter</b>	<b>947,798</b>	<b>816,968</b>	<b>-13.8%</b>		
APR	295,537	275,926	-6.6%		
MAY	304,220	279,857	-8.0%		
JUN	343,054	325,260	-5.2%		
<b>2nd Quarter</b>	<b>942,811</b>	<b>881,043</b>	<b>-6.6%</b>		
JUL	364,849	347,060	-4.9%		
AUG	361,348	350,934	-2.9%		
SEP	311,031	290,311	-6.7%		
<b>3rd Quarter</b>	<b>1,037,228</b>	<b>988,305</b>	<b>-4.7%</b>		
OCT	285,490	277,030	-3.0%		
NOV	259,425	248,067	-4.4%		
DEC	281,403	267,739	-4.9%		
<b>4th Quarter</b>	<b>826,318</b>	<b>792,836</b>	<b>-4.1%</b>		
<b>TOTAL</b>	<b>3,754,155</b>	<b>3,479,152</b>	<b>-7.3%</b>		
<b>YTD Total</b>		524,029		523,564	-0.1%

Total Scheduled Enplaned Passengers February-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163		
APR	148,920	138,938		
MAY	151,672	138,309		
JUN	169,309	161,607		
JUL	179,717	172,563		
AUG	178,906	173,097		
SEP	158,663	149,113		
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
<b>TOTAL</b>	<b>1,873,627</b>	<b>1,737,376</b>		
<b>YTD Total</b>		262,685	262,722	0.0%

Total Deplaned Passengers February-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776		
APR	146,617	136,988		
MAY	152,207	141,282		
JUN	173,343	163,571		
JUL	183,814	174,432		
AUG	181,611	177,837		
SEP	151,844	140,626		
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
<b>TOTAL</b>	<b>1,875,588</b>	<b>1,739,550</b>		
<b>YTD Total</b>		260,995	260,595	-0.2%

Total Cargo February-13							
	2011		2012	2013			
	Cargo in Pounds		YOY % Change	Pounds	Metric Tons	YOY % Change	
JAN	8,959,543		8,813,491	-1.6%	10,269,546	4,657	16.5%
FEB	8,674,321		8,274,037	-4.6%	8,635,807	3,916	4.4%
MAR	10,513,446		9,304,722	-11.5%			
<b>1st Quarter</b>	<b>28,147,310</b>	<b>26,392,250</b>	<b>-6.2%</b>				
APR	8,870,669		8,175,766	-7.8%			
MAY	8,510,228		9,706,074	14.1%			
JUN	9,437,259		9,302,777	-1.4%			
<b>2nd Quarter</b>	<b>26,818,156</b>	<b>27,184,617</b>	<b>1.4%</b>				
JUL	8,932,737		9,096,013	1.8%			
AUG	9,646,833		10,398,754	7.8%			
SEP	8,958,988		9,573,812	6.9%			
<b>3rd Quarter</b>	<b>27,538,558</b>	<b>29,068,579</b>	<b>5.6%</b>				
OCT	8,527,399		9,677,334	13.5%			
NOV	9,494,432		10,469,628	10.3%			
DEC	13,928,256		13,007,942	-6.6%			
<b>4th Quarter</b>	<b>31,950,087</b>	<b>33,154,904</b>	<b>3.8%</b>				
<b>TOTAL</b>	<b>114,454,111</b>	<b>115,800,350</b>	<b>1.2%</b>				
<b>YTD Total</b>		17,087,528		18,905,353	8,574	10.6%	

Enplaned Passengers & Load Factor				
	Enplaned PAX	Feb-13	Feb-12	Diff.
Alaska/Horizon	8,456	84.9%	85.0%	0.0
Allegiant Air	1,193	89.8%	n/a	n/a
American	15,809	91.2%	84.2%	6.9
Delta	8,749	76.9%	71.7%	5.3
Southwest	67,820	75.1%	66.0%	9.1
United	16,133	90.9%	76.2%	14.7
US Airways	11,123	84.3%	76.5%	7.8

Source: RNO Monthly Flight Activity Reports

**Monthly Report February 2013**  
**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/13:	\$1,336,277	\$1,922,367	-30%
Forecasted Commission for this Revenue:	\$59,934	\$129,146	-54%
Number of Room Nights:	7860	10479	-25%
Number of Delegates:	3555	4634	-23%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	86	39	121%

<u>Monthly Detail/Activity</u>	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	<b>11</b>	<b>3</b>	
Revenue Booked:	\$226,355	\$109,989	106%
Projected Commission:	\$4,642	\$8,640	-46%
Room Nights:	1750	731	139%
Number of Delegates:	872	375	133%

Booked Group Types: 1 Corp, 5 Assoc, 3 Film, 1 Corp, 1 Smf, 1 Seminar

Lost Business, # of Groups: 1 Tour Operator, 4, 5

<u>Arrived in the month</u>	<u>February-13</u> * Est	<u>February-12</u>	
Number of Groups:	10	3	
Revenue Arrived:	\$108,351	\$153,869	-30%
Projected Commission:	\$2,566	\$7,917	-68%
Room Nights:	497	650	-24%
Number of Delegates:	221	210	5%
Arrived Group Types:	2 Corp, 1 Assoc, 1 Smf, 3 film crew, 2 Univ, 1 Tour Operator	2 Assoc., 1 TA	

<u>Monthly Detail/Activity</u>	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	<b>7</b>	<b>1</b>	
Revenue Booked:	\$203,022	\$8,019	2432%
Projected Commission:	\$13,107	\$802	1534%
Room Nights:	1210	90	1244%
Number of Delegates:	469	50	838%
Booked Group Types:	1 Corp, 2 Smf, 1 Govt, 2 Univ, 1 Sem.	1 Assoc.	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>January-13</u>	* Est	<u>January-12</u>	
Number of Groups:	2		6	
Revenue Arrived:	\$41,965		\$706,729	-94%
Projected Commission:	\$1,603		\$39,489	
Room Nights:	196		2844	-93%
Number of Delegates:	75		975	-92%
Arrived Group Types:	2 Assoc.		5 Corp., 1 Assoc.	

**Monthly Detail/Activity**

	<u>December-12</u>	<u>December-11</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$4,500	
Projected Commission:	\$0	\$450	
Room Nights:	0	50	
Number of Delegates:	0	34	
Booked Group Types:		1 Smf.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,103	\$4,176	22%
Projected Commission:	\$510	\$0	
Room Nights:	27	48	-44%
Number of Delegates:	13	18	-28%
Arrived Group Types:	1 Corp.	1 Govt.	

**Monthly Detail/Activity**

	<u>November-12</u>	<u>November-11</u>	
<u>Number of Groups Booked:</u>	7	3	133%
Revenue Booked:	\$211,573	\$54,885	285%
Projected Commission:	\$9,494	\$0	
Room Nights:	1119	380	194%
Number of Delegates:	591	210	181%
Booked Group Types:	2 Govt. 1 SMF 2 Assoc, 1 corp 1 DMC	1 Assn., 1 Film Crew, 1 society	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>November-12</u>	<u>November-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,643	\$13,352	10%
Projected Commission:	\$732	\$0	
Room Nights:	145	105	38%
Number of Delegates:	62	60	3%
Arrived Group Types:	1 Assoc.	1 Film Crew	

<b>Monthly Detail/Activity</b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	<b>100%</b>
Revenue Booked:	\$59,386	\$7,546	687%
Projected Commission:	\$3,055	\$377	710%
Room Nights:	585	30	1850%
Number of Delegates:	225	65	246%
Booked Group Types:	1 Corp. 1 Smf	1 TA	
Lost Business, # of Groups:	2	0	
<b><u>Arrived in the month</u></b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
Number of Groups:	6	4	
Revenue Arrived:	\$165,774	\$371,268	-55%
Projected Commission:	\$5,482	\$36,583	-85%
Room Nights:	1185	541	119%
Number of Delegates:	735	220	234%
Arrived Group Types:	2 Assoc. 2 Smerf, 2 Film	1 Corp., 1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>8</b>	<b>5</b>	<b>60%</b>
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf, .	
Lost Business, # of Groups:	2	0	
<b><u>Arrived in the month</u></b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
Number of Groups:	8	4	
Revenue Arrived:	\$124,013	\$371,268	-67%
Projected Commission:	\$13,900	\$36,583	-62%
Room Nights:	689	541	27%
Number of Delegates:	347	220	58%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>5</b>	<b>-80%</b>
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, .	
Lost Business, # of Groups:	3	0	
<b><u>Arrived in the month</u></b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>9</b>	<b>5</b>	<b>80%</b>
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	
<b><u>Arrived in the month</u></b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	

**Future Year Bookings, booked in this fiscal year:**

		(Goal)
<b>For 2013/14:</b>	<b>\$1,547,493</b>	<b>\$1,200,000</b>
<b>For 2014/15:</b>	<b>\$3,031,194</b>	<b>\$800,000</b>

**NUMBER OF LEADS Generated as of 2/28/13: 106**

**Total Number of Leads Generated in Previous Years:**

2011/2012: 119  
2010/2011: 92  
2009/2010: 107  
2008/2009: 151  
2007/2008: 209  
2006/2007: 205

**Monthly Report February 2013**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/13:	\$558,401	\$85,060	556%
Forecasted Commission for this Revenue:	\$14,836	\$9,997	48%
Number of Room Nights:	5612	848	562%
Number of Delegates:	2150	506	325%
Annual Commission Projection:	\$16,000	\$15,000	

<u>Monthly Detail/Activity</u>	<u>February-13</u>	<u>February-12</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$166,374	-100%
Projected Commission:	\$0	\$0	
Room Nights:	0	2340	-100%
Number of Delegates:	0	1800	-100%
Booked Group Types:		2 Assoc.	

<u>Arrived in the month</u>	<u>February-13</u>	<u>February-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$15,887	\$14,265	
Projected Commission:	\$0	\$1,510	
Room Nights:	127	85	
Number of Delegates:	73	150	
Arrived Group Types:	1 TA	2 Corp	

<u>Monthly Detail/Activity</u>	<u>January-13</u>	<u>January-12</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$20,943	\$9,997	109%
Projected Commission:	\$644	\$0	
Room Nights:	130	92	41%
Number of Delegates:	85	70	21%
Booked Group Types:	1 Assoc. 1 Smf	1 Corp.1 Smf	

<u>Arrived in the month</u>	<u>January-13</u>	<u>January-12</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:			

<b>Monthly Detail/Activity</b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>
Revenue Booked:	\$0	\$9,423
Projected Commission:	\$0	\$1,413
Room Nights:	0	30
Number of Delegates:	0	120
Booked Group Types:		1 Corp.

<b><u>Arrived in the month</u></b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>
Number of Groups:	1	0
Revenue Arrived:	\$401,031	\$0
Projected Commission:	\$0	\$0
Room Nights:	4345	0
Number of Delegates:	1200	0
Arrived Group Types:	1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:		

<b><u>Arrived in the month</u></b>	<b><u>November-12</u></b>	<b><u>November-11</u></b>
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:		

<b>Monthly Detail/Activity</b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>0</b>
Revenue Booked:	\$18,731	\$0
Projected Commission:	\$426	\$0
Room Nights:	167	0
Number of Delegates:	113	0
Booked Group Types:	1 Corp., 1 Tour Operator	

<b><u>Arrived in the month</u></b>	<b><u>October-12</u></b>	<b><u>October-11</u></b>	
Number of Groups:	1	2	
Revenue Arrived:	\$8,573	\$15,354	-44%
Projected Commission:	\$0	\$767	-100%
Room Nights:	66	132	-50%
Number of Delegates:	180	90	100%
Arrived Group Types:	1 Smerf	1 Smf	



<b>Monthly Detail/Activity</b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$21,917	\$4,455	392%
Projected Commission:	\$1,113	\$668	67%
Room Nights:	206	50	312%
Number of Delegates:	302	50	504%
Booked Group Types:	1 Assoc. and 1 Smf	1 Smf	

<b><u>Arrived in the month</u></b>	<b><u>September-12</u></b>	<b><u>September-11</u></b>	
Number of Groups:	2	1	
Revenue Arrived:	\$10,648	\$4,459	139%
Projected Commission:	\$1,597	\$668	139%
Room Nights:	104	47	121%
Number of Delegates:	75	50	50%
Arrived Group Types:	1 Assoc. and 1 Smf.	1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:		0	

<b><u>Arrived in the month</u></b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>	
Number of Groups:	1	1	
Revenue Arrived:	\$31,325	\$33,959	
Projected Commission:	\$4,698	\$5,093	
Room Nights:	175	372	
Number of Delegates:	90	75	
Arrived Group Types:	1 Corp.	1 Govt.	

<b>Monthly Detail/Activity</b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>	
Revenue Booked:	\$5,004	\$0	
Projected Commission:	\$500	\$0	
Room Nights:	40	0	
Number of Delegates:	40	0	
Booked Group Types:	1 Assoc.	0	
Lost Business, # of Groups:	0	2	

<b><u>Arrived in the month</u></b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$10,103	\$0	
Projected Commission:	\$1,515	\$0	
Room Nights:	60	0	
Number of Delegates:	40	0	
Arrived Group Types:	1 Smerf	0	

**NUMBER OF LEADS Generated as of 2/28/13: 106**

**Total Number of Leads Generated in Previous Years:**

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