



north lake tahoe
Chamber | CVB | Resort Association

March 2014

Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of February 28, 2014

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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 1,531 Units ('DestiMetrics Census'*)

		2013/14	2012/13	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (February) changed by (-12.4%)	Occupancy (February) :	51.5%	58.8%	-12.4%
North Lake Tahoe Average Daily Rate for last month (February) changed by (1.9%)	ADR (February) :	\$284	\$279	1.9%
North Lake Tahoe RevPAR for last month (February) changed by (-10.7%)	RevPAR (February) :	\$146	\$164	-10.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (March) changed by (-22.2%)	Occupancy (March)	32.8%	42.2%	-22.2%
North Lake Tahoe Average Daily Rate for next month (March) changed by (4.1%)	ADR (March) :	\$249	\$240	4.1%
North Lake Tahoe RevPAR for next month (March) changed by (-19.0%)	RevPAR (March) :	\$82	\$101	-19.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-0.9%)	Occupancy	42.8%	43.2%	-0.9%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (8.7%)	ADR	\$253	\$233	8.7%
North Lake Tahoe RevPAR for the prior 6 months changed by (7.8%)	RevPAR	\$108	\$101	7.8%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (7.0%)	Occupancy	25.0%	23.3%	7.0%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (2.6%)	ADR	\$227	\$221	2.6%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (9.8%)	RevPAR	\$57	\$52	9.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Feb. 28, 2014 vs. Previous Year				
Rooms Booked during last month (February, 2014) compared to Rooms Booked during the same period last year (February, 2013) for arrival February to July has changed by (52.5%)	Booking Pace (February)	7.1%	4.6%	52.5%

* **DestiMetrics Census:** Total number of rooms reported by participating DestiMetrics 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 DestiMetrics's other participants.

As is the case in all DestiMetrics 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

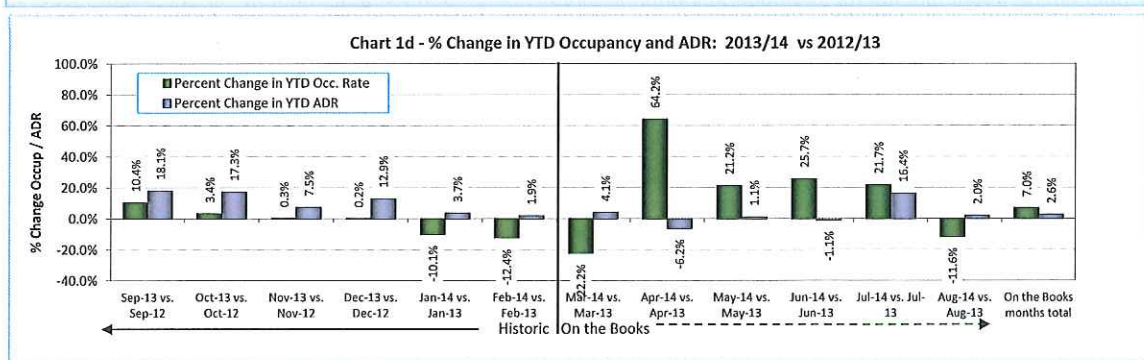
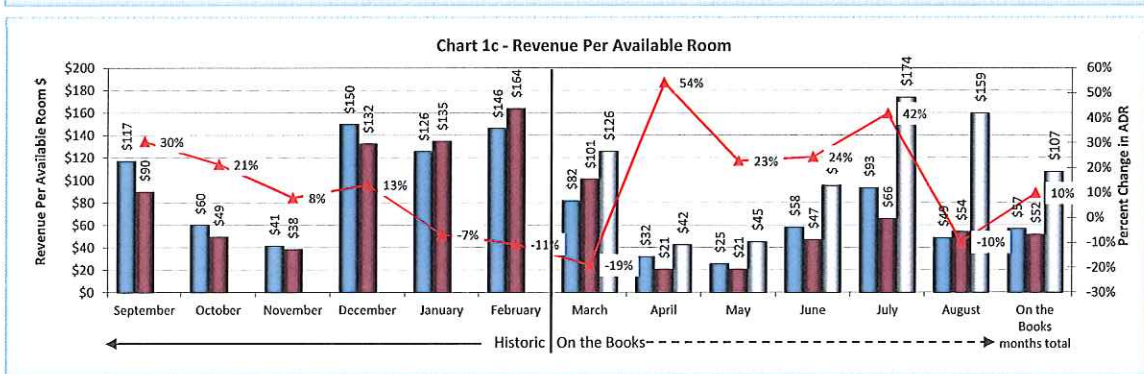
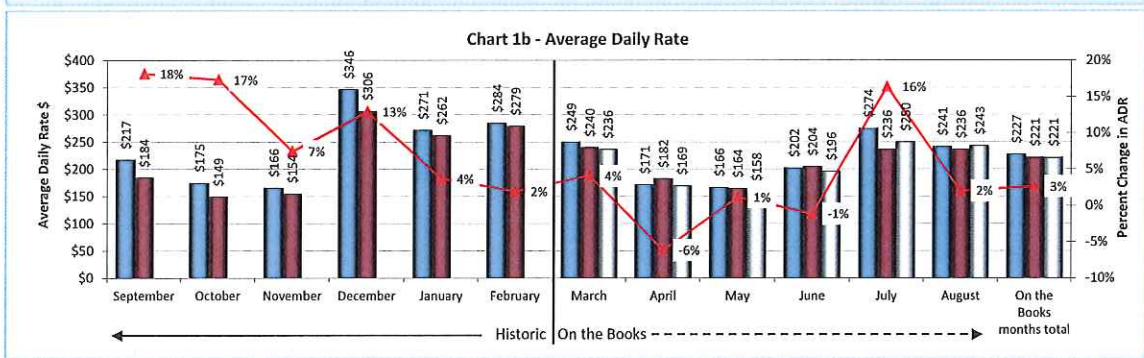
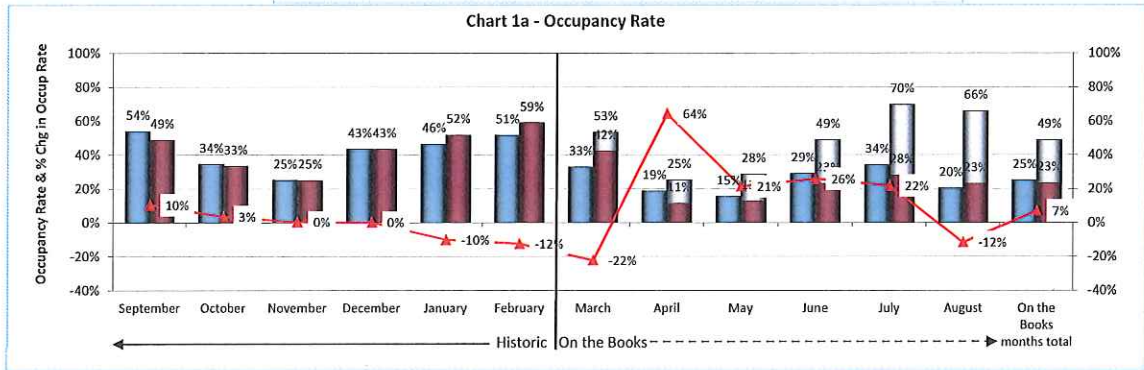
2013/14 YTD (as of February 28, 2014) vs. 2012/13 YTD (as of February 28, 2013) vs. 2012/13 Historical

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 (2012/13 season)
 Data as of February 28, 2014 (2013/14 season)

Data as of February 28, 2013 (2012/13 season)
 Percent Change



RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

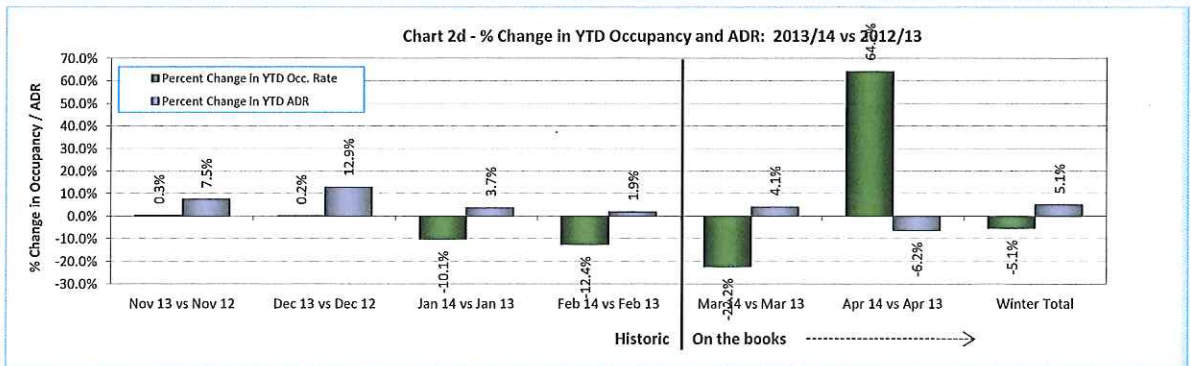
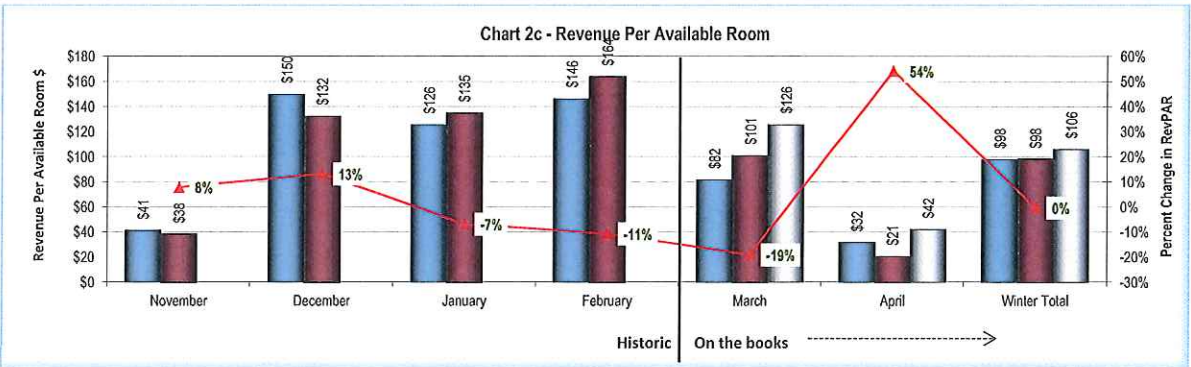
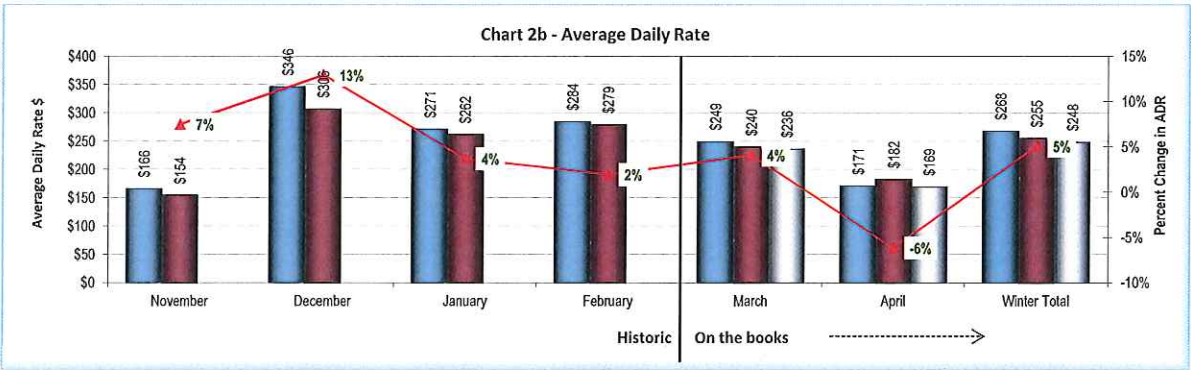
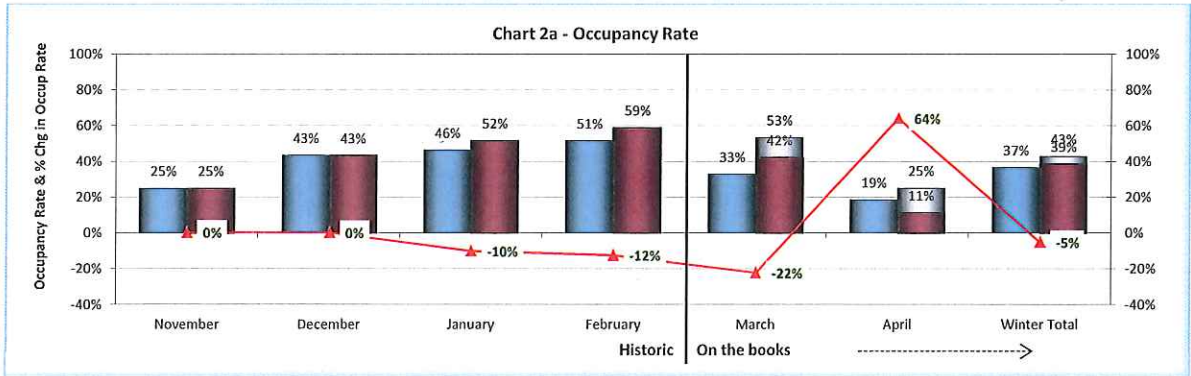
2013/14 YTD (as of February 28, 2014) vs. 2012/13 YTD (as of February 28, 2013) vs. 2012/13 Historical

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 (2012/13 season)
 Data as of February 28, 2014 (2013/14 season)

Data as of February 28, 2013 (2012/13 season)
 Percent Change





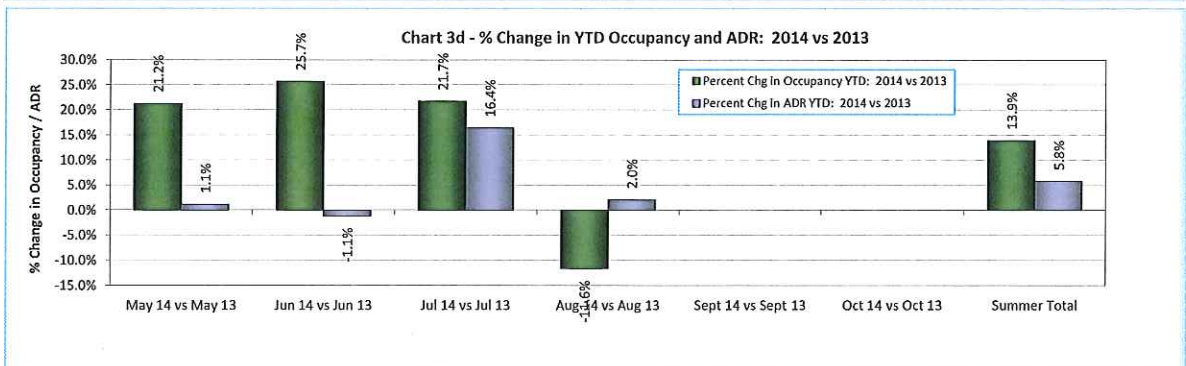
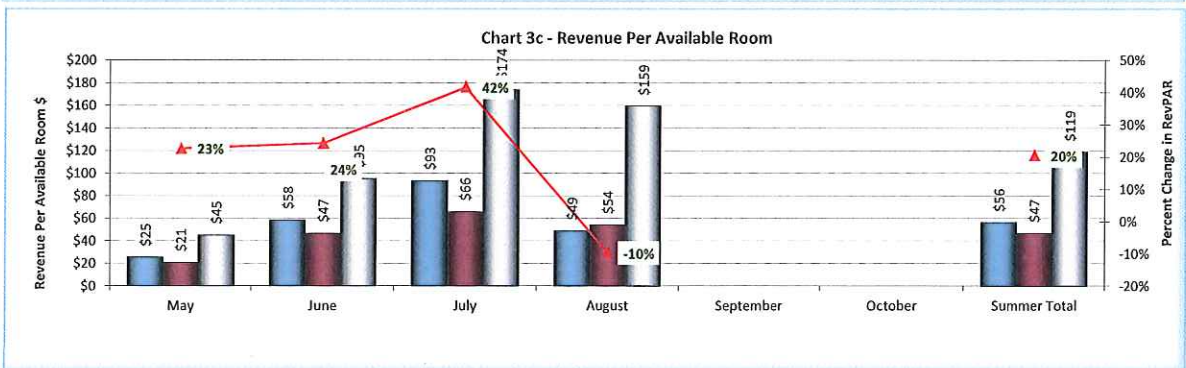
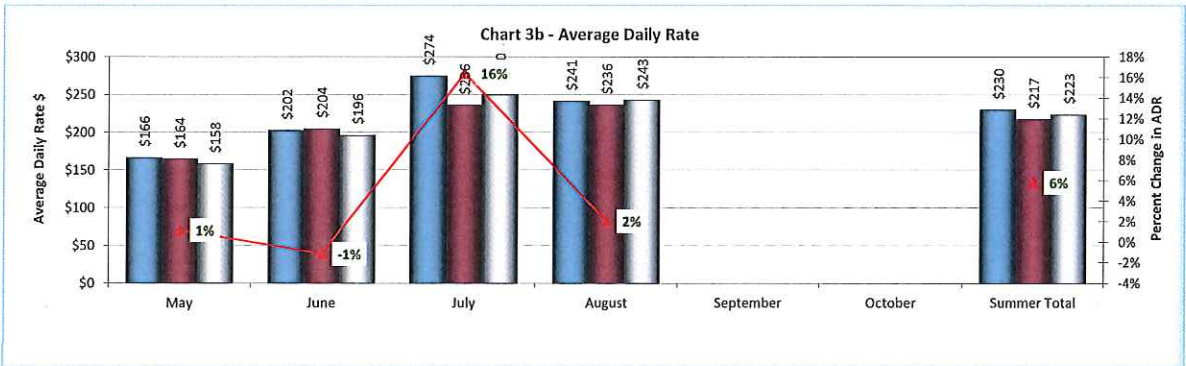
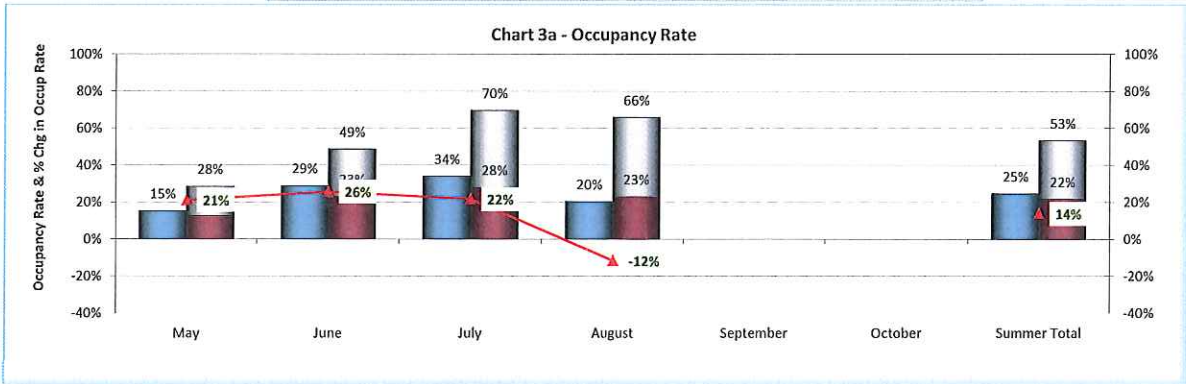
RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of February 28, 2014) vs. 2013 YTD (as of February 28, 2013) vs. 2013 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 (2013 season)
 Data as of February 28, 2014 (2014 season)
 Data as of February 28, 2013 (2013 season)
 Percent Change





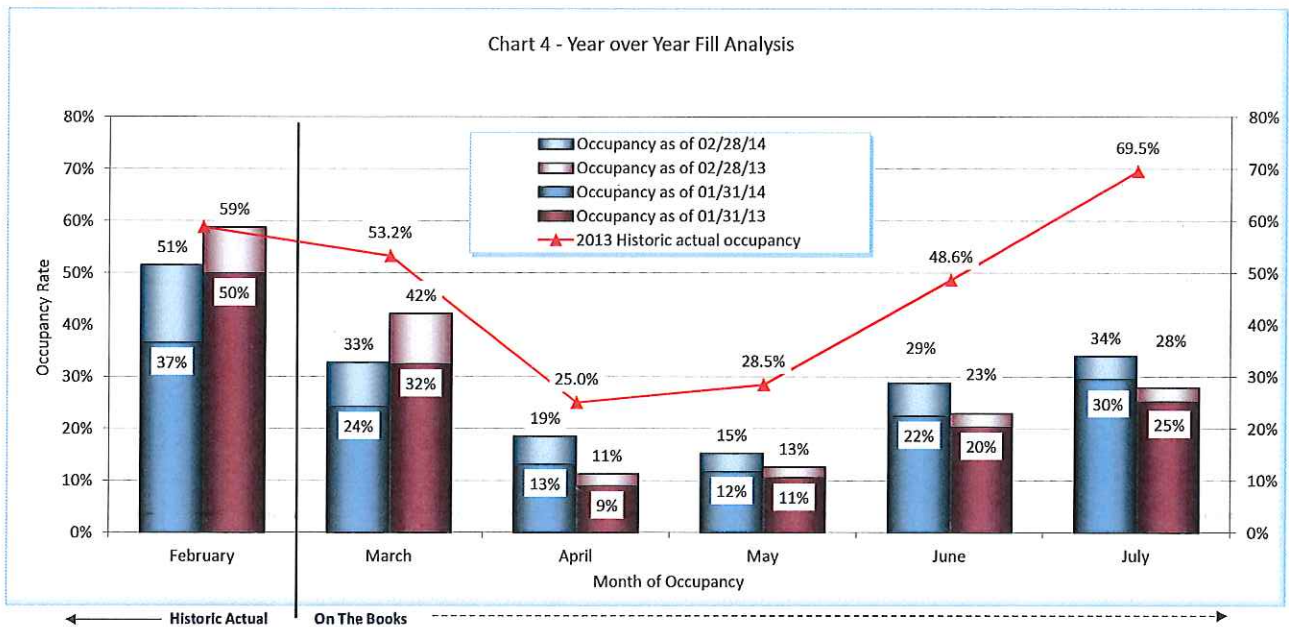
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of February 28, 2014) vs. 2013 Occupancy Pace (as of February 28, 2013) vs. same period 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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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF FEB 28			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)		2013 Historic actual occupancy
	Occupancy as of 02/28/14	Occupancy as of 02/28/13	Absolute Change	Occupancy as of 01/31/14	Occupancy as of 01/31/13	Absolute Change	Incremental occupancy booked during Feb. 2014	Incremental occupancy booked during Feb. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
February	51.5%	58.8%	-7.3%	36.6%	50.0%	-13.4%	14.9%	8.8%	6.1%	69.1%	58.8%
March	32.8%	42.2%	-9.4%	24.3%	32.5%	-8.2%	8.5%	9.7%	-1.1%	-11.8%	53.2%
April	18.6%	11.3%	7.3%	13.2%	9.0%	4.2%	5.4%	2.3%	3.1%	133.6%	25.0%
May	15.3%	12.6%	2.7%	11.8%	10.6%	1.2%	3.5%	2.0%	1.5%	71.3%	28.5%
June	28.8%	22.9%	5.9%	22.5%	20.4%	2.1%	6.3%	2.5%	3.8%	152.0%	48.6%
July	33.9%	27.9%	6.1%	29.6%	25.2%	4.3%	4.4%	2.7%	1.7%	64.5%	69.5%
Total	29.9%	28.9%	1.0%	22.8%	24.2%	-1.4%	7.1%	4.6%	2.4%	52.5%	47.2%

**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 February 28, 2014

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 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample	
		Occup. Rate as of: February 28, 2014 (2013/14 season)	Occup. Rate as of: February 28, 2013 (2012/13 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2013/14 & 2012/13)							
September	Historic Actual	53.8%	48.8%	10.4%		11	
October		34.4%	33.2%	3.4%		11	
November		24.9%	24.8%	0.3%		11	
December		43.3%	43.2%	0.2%		11	
January		46.3%	51.5%	-10.1%		11	
February		51.5%	58.8%	-12.4%		11	
March		On the Books	32.8%	42.2%	-22.2%	53.2%	11
April			18.6%	11.3%	64.2%	25.0%	11
May			15.3%	12.6%	21.2%	28.5%	11
June			28.8%	22.9%	25.7%	48.6%	11
July		33.9%	27.9%	21.7%	69.5%	11	
August		20.2%	22.9%	-11.6%	65.8%	11	
Grand total		33.7%	33.2%	1.7%	46.0%	11	
Historic months total		42.8%	43.2%	-0.9%	43.2%	11	
On the Books months total		25.0%	23.3%	7.0%	48.6%	11	

AVERAGE DAILY RATE		ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)	# of Properties in Sample	
		ADR as of: February 28, 2014 (2013/14 season)	ADR as of: February 28, 2013 (2012/13 season)	Percent Change in YTD ADR			
Month of Occupancy (2013/14 & 2012/13)							
September	Historic Actual	\$217	\$184	18.1%		11	
October		\$175	\$149	17.3%		11	
November		\$166	\$154	7.5%		11	
December		\$346	\$306	12.9%		11	
January		\$271	\$262	3.7%		11	
February		\$284	\$279	1.9%		11	
March		On the Books	\$249	\$240	4.1%	\$236	11
April			\$171	\$182	-6.2%	\$169	11
May			\$166	\$164	1.1%	\$158	11
June			\$202	\$204	-1.1%	\$196	11
July		\$274	\$236	16.4%	\$250	11	
August		\$241	\$236	2.0%	\$243	11	
Grand total		\$243	\$229	6.4%	\$227	11	
Historic months total		\$253	\$233	8.7%	\$233	11	
On the Books months total		\$227	\$221	2.6%	\$221	11	

REVENUE PER AVAILABLE ROOM		RevPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample	
		RevPAR as of: February 28, 2014 (2013/14 season)	RevPAR as of: February 28, 2013 (2012/13 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2013/14 & 2012/13)							
September	Historic Actual	\$117	\$90	30.4%		11	
October		\$60	\$49	21.3%		11	
November		\$41	\$38	7.8%		11	
December		\$150	\$132	13.1%		11	
January		\$126	\$135	-6.8%		11	
February		\$146	\$164	-10.7%		11	
March		On the Books	\$82	\$101	-19.0%	\$126	11
April			\$32	\$21	54.1%	\$42	11
May			\$25	\$21	22.6%	\$45	11
June			\$58	\$47	24.3%	\$95	11
July		\$93	\$66	41.6%	\$174	11	
August		\$49	\$54	-9.8%	\$159	11	
Grand total		\$82	\$76	8.2%	\$104	11	
Historic months total		\$108	\$101	7.8%	\$101	11	
On the Books months total		\$57	\$52	9.8%	\$107	11	



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING WINTER DATA TABLES
Winter Bookings as of February 28, 2014

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 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: February 28, 2014 (2013/14 season)	Occup. Rate as of: February 28, 2013 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	24.9%	24.8%	0.3%	
December	43.3%	43.2%	0.2%	
January	46.3%	51.5%	-10.1%	
February	Historic Actual 51.5%	58.8%	-12.4%	
March	On the books 32.8%	42.2%	-22.2%	53.2%
April	18.6%	11.3%	64.2%	25.0%
Winter Total	36.5%	38.5%	-5.1%	42.7%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: February 28, 2014 (2013/14 season)	ADR as of: February 28, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$166	\$154	7.5%	
December	\$346	\$306	12.9%	
January	\$271	\$262	3.7%	
February	Historic Actual \$284	\$279	1.9%	
March	On the book \$249	\$240	4.1%	\$236
April	\$171	\$182	-6.2%	\$169
Winter Total	\$268	\$255	5.1%	\$248

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: February 28, 2014 (2013/14 season)	RevPAR as of: February 28, 2013 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$41	\$38	7.8%	
December	\$150	\$132	13.1%	
January	\$126	\$135	-6.8%	
February	Historic Actual \$146	\$164	-10.7%	
March	On the books \$82	\$101	-19.0%	\$126
April	\$32	\$21	54.1%	\$42
Winter Total	\$98	\$98	-0.3%	\$106



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of February 28, 2014

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 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: February 28, 2014 (2014 season)	Occup. Rate as of: February 28, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)				
May	15.3%	12.6%	21.2%	28.5%
June	28.8%	22.9%	25.7%	48.6%
July	33.9%	27.9%	21.7%	69.5%
August	20.2%	22.9%	-11.6%	65.8%
September				
October				
Summer Total	24.5%	21.5%	13.9%	53.2%

AVERAGE DAILY RATE	<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
	ADR as of: February 28, 2014 (2014 season)	ADR as of: February 28, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)				
May	\$166	\$164	1.1%	\$158
June	\$202	\$204	-1.1%	\$196
July	\$274	\$236	16.4%	\$250
August	\$241	\$236	2.0%	\$243
September				
October				
Summer Total	\$230	\$217	5.8%	\$223

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
	RevPAR as of: February 28, 2014 (2014 season)	RevPAR as of: February 28, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)				
May	\$25	\$21	22.6%	\$45
June	\$58	\$47	24.3%	\$95
July	\$93	\$66	41.6%	\$174
August	\$49	\$54	-9.8%	\$159
September				
October				
Summer Total	\$56	\$47	20.5%	\$119

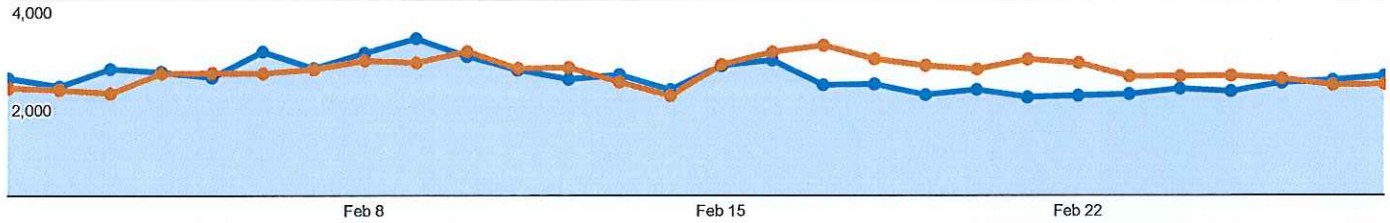
Audience Overview

Feb 1, 2014 - Feb 28, 2014
Compare to: Feb 1, 2013 - Feb 28, 2013

All Visits
+0.00%

Overview

Feb 1, 2014 - Feb 28, 2014: ● Visits
Feb 1, 2013 - Feb 28, 2013: ● Visits



Visits

-4.32%

68,039 vs 71,110



Unique Visitors

-1.70%

58,017 vs 59,019



Pageviews

-17.60%

197,387 vs 239,556



Pages / Visit

-13.88%

2.90 vs 3.37



Avg. Visit Duration

-23.55%

00:02:01 vs 00:02:38



Bounce Rate

11.59%

52.46% vs 47.01%



% New Visits

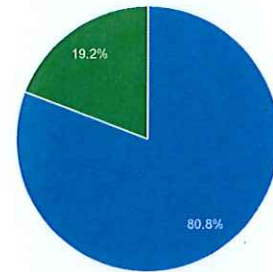
4.02%

80.73% vs 77.61%

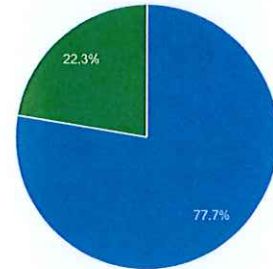


■ New Visitor ■ Returning Visitor

Feb 1, 2014 - Feb 28, 2014



Feb 1, 2013 - Feb 28, 2013



Language	Visits	% Visits
1. en-us		
Feb 1, 2014 - Feb 28, 2014	62,278	91.53%
Feb 1, 2013 - Feb 28, 2013	65,235	91.74%
% Change	-4.53%	-0.22%
2. en		
Feb 1, 2014 - Feb 28, 2014	913	1.34%
Feb 1, 2013 - Feb 28, 2013	2,264	3.18%
% Change	-59.67%	-57.85%
3. en-gb		
Feb 1, 2014 - Feb 28, 2014	774	1.14%
Feb 1, 2013 - Feb 28, 2013	598	0.84%
% Change	29.43%	35.27%
4. es-es		

Feb 1, 2014 - Feb 28, 2014	478	0.70%
Feb 1, 2013 - Feb 28, 2013	367	0.52%
% Change	30.25%	36.12%
5. es-us		
Feb 1, 2014 - Feb 28, 2014	472	0.69%
Feb 1, 2013 - Feb 28, 2013	93	0.13%
% Change	407.53%	430.43%
6. de-de		
Feb 1, 2014 - Feb 28, 2014	300	0.44%
Feb 1, 2013 - Feb 28, 2013	333	0.47%
% Change	-9.91%	-5.84%
7. pt-br		
Feb 1, 2014 - Feb 28, 2014	298	0.44%
Feb 1, 2013 - Feb 28, 2013	290	0.41%
% Change	2.76%	7.40%
8. es		
Feb 1, 2014 - Feb 28, 2014	274	0.40%
Feb 1, 2013 - Feb 28, 2013	253	0.36%
% Change	8.30%	13.19%
9. es-419		
Feb 1, 2014 - Feb 28, 2014	249	0.37%
Feb 1, 2013 - Feb 28, 2013	33	0.05%
% Change	654.55%	688.60%
10. fr		
Feb 1, 2014 - Feb 28, 2014	188	0.28%
Feb 1, 2013 - Feb 28, 2013	182	0.26%
% Change	3.30%	7.96%

Feb 1, 2014 - Feb 28, 2014	1,049 (1.68%)	88.08%	924 (1.84%)	44.33%	3.34	00:02:12	12.77%	134 (1.15%)	\$134.00 (1.15%)
Feb 1, 2013 - Feb 28, 2013	1,445 (2.24%)	78.96%	1,141 (2.29%)	41.25%	3.97	00:02:50	6.71%	97 (2.70%)	\$97.00 (2.70%)
% Change	-27.40%	11.55%	-19.02%	7.47%	-15.77%	-22.68%	90.29%	38.14%	38.14
8. Washington									
Feb 1, 2014 - Feb 28, 2014	1,001 (1.60%)	83.42%	835 (1.67%)	43.96%	3.44	00:02:23	15.18%	152 (1.30%)	\$152.00 (1.30%)
Feb 1, 2013 - Feb 28, 2013	939 (1.45%)	81.15%	762 (1.53%)	44.73%	3.63	00:02:24	6.82%	64 (1.78%)	\$64.00 (1.78%)
% Change	6.60%	2.79%	9.58%	-1.73%	-5.20%	-1.15%	122.79%	137.50%	137.50
9. Arizona									
Feb 1, 2014 - Feb 28, 2014	963 (1.54%)	85.57%	824 (1.64%)	46.73%	3.30	00:02:21	15.99%	154 (1.32%)	\$154.00 (1.32%)
Feb 1, 2013 - Feb 28, 2013	733 (1.14%)	85.13%	624 (1.25%)	40.25%	3.72	00:02:39	6.28%	46 (1.28%)	\$46.00 (1.28%)
% Change	31.38%	0.51%	32.05%	16.11%	-11.33%	-11.05%	154.82%	234.78%	234.78
10. Pennsylvania									
Feb 1, 2014 - Feb 28, 2014	690 (1.10%)	88.84%	613 (1.22%)	41.16%	3.52	00:02:10	8.99%	62 (0.53%)	\$62.00 (0.53%)
Feb 1, 2013 - Feb 28, 2013	801 (1.24%)	84.27%	675 (1.35%)	40.45%	4.12	00:02:48	7.37%	59 (1.64%)	\$59.00 (1.64%)
% Change	-13.86%	5.42%	-9.19%	1.76%	-14.63%	-22.74%	21.89%	5.08%	5.08

All Traffic

Feb 1, 2014 - Feb 28, 2014

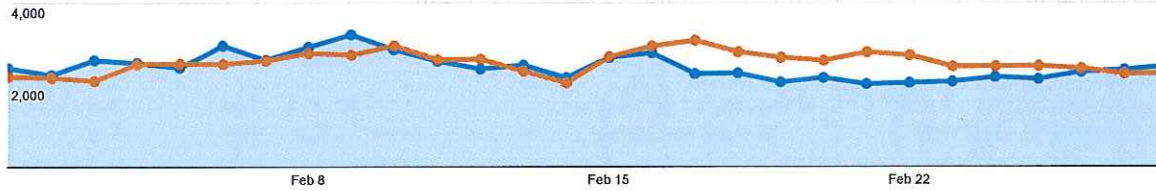
Compare to: Feb 1, 2013 - Feb 28, 2013



Explorer

Summary

Feb 1, 2014 - Feb 28, 2014: ● Visits
Feb 1, 2013 - Feb 28, 2013: ● Visits



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals P (Goal 1 Value)
	4.32% ↓ 68,039 vs 71,110	4.03% ↑ 80.78% vs 77.65%	0.46% ↓ 54,965 vs 55,218	11.59% ↓ 52.46% vs 47.01%	13.88% ↓ 2.90 vs 3.37	23.55% ↓ 00:02:01 vs 00:02:38	222.77% ↑ 17.73% vs 5.49%	208.83% ↑ 12,060 vs 3,905	208.83% \$12,060 vs \$3,905
1. google / organic									
Feb 1, 2014 - Feb 28, 2014	19,911 (29.26%)	75.74%	15,081 (27.44%)	54.21%	2.85	00:02:16	3.01%	600 (4.98%)	\$600.00 (4.98%)
Feb 1, 2013 - Feb 28, 2013	25,107 (35.31%)	71.88%	18,047 (32.68%)	47.59%	3.07	00:02:32	3.89%	977 (25.02%)	\$977.00 (25.02%)
% Change	-20.70%	5.37%	-16.43%	13.92%	-7.11%	-10.61%	-22.56%	-38.59%	-38.59%
2. visitinglaketaho.com / referral									
Feb 1, 2014 - Feb 28, 2014	17,367 (25.53%)	87.21%	15,145 (27.55%)	32.66%	3.97	00:02:36	12.04%	2,091 (17.34%)	\$2,091.00 (17.34%)
Feb 1, 2013 - Feb 28, 2013	15,312 (21.53%)	83.55%	12,793 (23.17%)	30.52%	4.60	00:03:04	9.70%	1,486 (38.05%)	\$1,486.00 (38.05%)
% Change	13.42%	4.38%	18.39%	7.02%	-13.66%	-15.15%	24.06%	40.71%	40.71%
3. (direct) / (none)									
Feb 1, 2014 - Feb 28, 2014	11,964 (17.58%)	75.89%	9,080 (16.52%)	73.60%	1.98	00:01:17	53.43%	6,392 (53.00%)	\$6,392.00 (53.00%)
Feb 1, 2013 - Feb 28, 2013	16,990 (23.89%)	82.17%	13,961 (25.28%)	56.89%	2.98	00:02:39	3.93%	668 (17.11%)	\$668.00 (17.11%)
% Change	-29.58%	-7.64%	-34.96%	29.37%	-33.50%	-51.36%	1,258.87%	856.89%	856.89%
4. ReachLocal / CPC									
Feb 1, 2014 - Feb 28, 2014	10,260 (15.08%)	87.52%	8,980 (16.34%)	54.61%	2.38	00:01:15	5.19%	533 (4.42%)	\$533.00 (4.42%)
Feb 1, 2013 - Feb 28, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
5. bing / organic									
Feb 1, 2014 - Feb 28, 2014	1,245 (1.83%)	74.14%	923 (1.68%)	43.13%	3.71	00:03:05	2.65%	33 (0.27%)	\$33.00 (0.27%)
Feb 1, 2013 - Feb 28, 2013	1,147 (1.61%)	71.32%	818 (1.48%)	37.66%	3.83	00:03:11	3.49%	40 (1.02%)	\$40.00 (1.02%)
% Change	8.54%	3.95%	12.84%	14.52%	-3.09%	-2.75%	-23.99%	-17.50%	-17.50%
6. yahoo / organic									
Feb 1, 2014 - Feb 28, 2014	1,224 (1.80%)	68.06%	833 (1.52%)	49.67%	2.85	00:02:46	2.61%	32 (0.27%)	\$32.00 (0.27%)
Feb 1, 2013 - Feb 28, 2013	1,732 (2.44%)	71.07%	1,231 (2.23%)	40.47%	3.54	00:02:49	2.83%	49 (1.25%)	\$49.00 (1.25%)
% Change	-29.33%	-4.25%	-32.33%	22.73%	-19.45%	-1.68%	-7.59%	-34.69%	-34.69%
7. servedby.flashtalking.com / referral									
Feb 1, 2014 - Feb 28, 2014	773 (1.14%)	92.37%	714 (1.30%)	89.78%	1.20	00:00:17	99.61%	770 (6.38%)	\$770.00 (6.38%)
Feb 1, 2013 - Feb 28, 2013	185 (0.26%)	72.97%	135 (0.24%)	75.14%	1.78	00:00:56	1.62%	3 (0.08%)	\$3.00 (0.08%)

	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013
% Change	317.84%	26.58%	428.89%	19.49%	-32.99%	-69.37%	6,042.73%	25,566.67%	25,566	
8. skilaketahoe.com / referral										
Feb 1, 2014 - Feb 28, 2014	660 (0.97%)	86.67%	572 (1.04%)	40.76%	3.43	00:02:48	33.33%	220 (1.82%)	\$220.00 (1	
Feb 1, 2013 - Feb 28, 2013	848 (1.19%)	81.01%	687 (1.24%)	39.27%	3.90	00:03:00	30.90%	262 (6.71%)	\$262.00 (6	
% Change	-22.17%	6.98%	-16.74%	3.79%	-12.01%	-6.49%	7.89%	-16.03%	-16	
9. r.search.yahoo.com / referral										
Feb 1, 2014 - Feb 28, 2014	442 (0.65%)	79.41%	351 (0.64%)	41.40%	3.39	00:02:54	2.26%	10 (0.08%)	\$10.00 (0	
Feb 1, 2013 - Feb 28, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0	
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	
10. cdn.flashtalking.com / referral										
Feb 1, 2014 - Feb 28, 2014	436 (0.64%)	88.07%	384 (0.70%)	93.35%	1.10	00:00:15	99.31%	433 (3.59%)	\$433.00 (3	
Feb 1, 2013 - Feb 28, 2013	322 (0.45%)	90.68%	292 (0.53%)	84.47%	1.38	00:00:27	0.93%	3 (0.08%)	\$3.00 (0	
% Change	35.40%	-2.88%	31.51%	10.51%	-20.50%	-42.49%	10,559.48%	14,333.33%	14,333	

Rows 1 - 10 of 120

PROPERTY REFERRAL - MARCH (ALPHA LISTING)	REFERRALS
7-Pines Motel	23
Agate Bay Realty Vacation Rentals	60
Agate Bay Realty Vacation Rentals Cool Deals	20
Alpine Rental Group	29
Americas Best Value Inn Tahoe City	39
Aviva Inn	97
Aviva Inn Cool Deals	14
Book Tahoe Rentals	1
Brockway Springs Resort	107
Brockway Springs Resort Cool Deals	103
Cal Neva Resort Casino Hotel	18
Cedar Glen Lodge	278
Cedar Glen Lodge Cool Deals	7
Chalet de Huttlinger	24
Chaney House	55
Chinquapin / Packard Realty	14
Christy Lodge	24
Club Tahoe Resort	14
Constellation Residences at Northstar	73
Cottage Inn at Lake Tahoe	115
Ferrari's Crown Resort	44
Ferrari's Crown Resort Cool Deals	69
Firelite Lodge	24
Firelite Lodge Cool Deals	32
First Accommodations, Inc.	82
Fox Den Cottages	6
Franciscan Lakeside Lodge	59
Goldfish Properties	56
Granlibakken Conference Center & Resort	94
Granlibakken Conference Center & Resort Cool Deals	75
Hauserman Rental Group	93
Holiday House	41
Holiday House Cool Deals	107
Hyatt Regency Lake Tahoe Resort, Spa and Casino	375
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool De.	296
Ice Lakes Lodge at Royal Gorge XC Ski Resort	29
Incline at Tahoe Realty	73
Incline at Tahoe Realty Cool Deals	17
Incline Vacation Rentals	78
Incline Vacation Rentals Cool Deals	12
Kingswood Village Vacation Rentals	37
Lake Tahoe Accommodations	29
Lake Tahoe Accommodations.	57
Lake Tahoe Accommodations. Cool Deals	53
Lake Tahoe Deluxe Vacation Rentals	64

LakeFrontHouse.com	32
Martis Valley Associates Property Rentals	4
Meeks Bay Resort & Marina	45
Mother Natures Inn	29
Mourelatos Lakeshore Resort	81
Mourelatos Lakeshore Resort Cool Deals	9
North Tahoe Rental Company	38
Northstar Condominiums	86
Northstar Mountain Home Vacation Rentals	49
Northstar Resort	238
Northstar Resort Cool Deals	167
Olympic Village Inn	49
Painted Rock Lodge	75
Parkside Inn at Incline	73
PepperTree Inn	33
PlumpJack Squaw Valley Inn	86
PlumpJack Squaw Valley Inn Cool Deals	85
Pullen Realty Group	10
Rainbow Lodge	11
Red Wolf Lakeside Lodge	58
Red Wolf Lodge at Squaw Valley	29
RedAwning.com Vacation Rentals	13
Resort at Squaw Creek	143
Resort at Squaw Creek Cool Deals	207
River Ranch Lodge and Restaurant	75
River Ranch Lodge and Restaurant Cool Deals	11
Rockwood Lodge	22
Rustic Cottage Inn	2
Rustic Cottages	55
Rustic Cottages Cool Deals	47
Shooting Star Bed & Breakfast	43
Shore House at Lake Tahoe	92
Shore House at Lake Tahoe Cool Deals	12
Sierra Mountain Properties	9
Sierra Vacation Rentals/Sales	83
Squaw Valley Lodge	84
Squaw Valley Lodge Cool Deals	126
Stanford Alpine Chalet	61
Stay In Lake Tahoe	86
Stevenson's Holliday Inn	33
Sunnyside Restaurant & Lodge	156
Tahoe Biltmore Lodge & Casino	98
Tahoe Biltmore Lodge & Casino Cool Deals	100
Tahoe City Inn	43
Tahoe City Inn Cool Deals	36
Tahoe Edgelake Beach Club	6
Tahoe Exclusive Properties - Carr Long Real Estate	30

Tahoe Exclusive Vacation Rentals	44
Tahoe Getaways Vacation Rentals	143
Tahoe Getaways Vacation Rentals Cool Deals	122
Tahoe Luxury Properties	124
Tahoe Luxury Properties Cool Deals	33
Tahoe Marina Lodge	37
Tahoe Moon Properties	154
Tahoe Mountain Club	49
Tahoe Mountain Resorts Lodging	106
Tahoe Mountain Resorts Lodging Cool Deals	80
Tahoe North Shore Lodge	9
Tahoe Real Estate Group	4
Tahoe Sands Resort	18
Tahoe Signature Properties	118
Tahoe Tavern Properties	17
Tahoe Vista Lodge and Cabins	47
Tahoe Vistana Inn	60
Tahoe Vistana Inn Cool Deals	35
Tahoe Woodside Vacation Rentals	38
TahoeRentals.com ~ Wells and Bennett Realtors	55
Tahoma Lodge	30
Tahoma Meadows Bed & Breakfast Cottages	94
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	154
Tamarack Lodge	8
The Border House	57
The Lodge at Obexers	31
The Lodge at Sugar Bowl	72
The Ritz-Carlton, Lake Tahoe	160
The Ritz-Carlton, Lake Tahoe Cool Deals	418
The Village at Squaw Valley	136
The Village at Squaw Valley Cool Deals	210
VACA North Tahoe	157
Vacasa Rentals	115
Vacasa Rentals Cool Deals	23
Vacation Station, Inc.	42
Vacation Tahoe by O'Neal Brokers	33
Waters of Tahoe Properties	87
West Lake Properties at Tahoe	33
West Shore Cafe & Inn	63
TOTAL	9193

PROPERTY REFERRAL - MARCH (TOTALS LISTING)	REFERRALS
The Ritz-Carlton, Lake Tahoe Cool Deals	418
Hyatt Regency Lake Tahoe Resort, Spa and Casino	375
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool De.	296
Cedar Glen Lodge	278
Northstar Resort	238
The Village at Squaw Valley Cool Deals	210
Resort at Squaw Creek Cool Deals	207
Northstar Resort Cool Deals	167
The Ritz-Carlton, Lake Tahoe	160
VACA North Tahoe	157
Sunnyside Restaurant & Lodge	156
Tahoe Moon Properties	154
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	154
Resort at Squaw Creek	143
Tahoe Getaways Vacation Rentals	143
The Village at Squaw Valley	136
Squaw Valley Lodge Cool Deals	126
Tahoe Luxury Properties	124
Tahoe Getaways Vacation Rentals Cool Deals	122
Tahoe Signature Properties	118
Cottage Inn at Lake Tahoe	115
Vacasa Rentals	115
Brockway Springs Resort	107
Holiday House Cool Deals	107
Tahoe Mountain Resorts Lodging	106
Brockway Springs Resort Cool Deals	103
Tahoe Biltmore Lodge & Casino Cool Deals	100
Tahoe Biltmore Lodge & Casino	98
Aviva Inn	97
Granlibakken Conference Center & Resort	94
Tahoma Meadows Bed & Breakfast Cottages	94
Hauserman Rental Group	93
Shore House at Lake Tahoe	92
Waters of Tahoe Properties	87
Northstar Condominiums	86
PlumpJack Squaw Valley Inn	86
Stay In Lake Tahoe	86
PlumpJack Squaw Valley Inn Cool Deals	85
Squaw Valley Lodge	84
Sierra Vacation Rentals/Sales	83
First Accommodations, Inc.	82
Mourelatos Lakeshore Resort	81
Tahoe Mountain Resorts Lodging Cool Deals	80
Incline Vacation Rentals	78
Granlibakken Conference Center & Resort Cool Deals	75

Painted Rock Lodge	75
River Ranch Lodge and Restaurant	75
Constellation Residences at Northstar	73
Incline at Tahoe Realty	73
Parkside Inn at Incline	73
The Lodge at Sugar Bowl	72
Ferrari's Crown Resort Cool Deals	69
Lake Tahoe Deluxe Vacation Rentals	64
West Shore Cafe & Inn	63
Stanford Alpine Chalet	61
Agate Bay Realty Vacation Rentals	60
Tahoe Vistana Inn	60
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Lake Tahoe Accommodations. Cool Deals	53
Northstar Mountain Home Vacation Rentals	49
Olympic Village Inn	49
Tahoe Mountain Club	49
Rustic Cottages Cool Deals	47
Tahoe Vista Lodge and Cabins	47
Meeks Bay Resort & Marina	45
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Tahoe Exclusive Vacation Rentals	44
Shooting Star Bed & Breakfast	43
Tahoe City Inn	43
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PepperTree Inn	33
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River Ranch Lodge and Restaurant Cool Deals	11
Pullen Realty Group	10
Mourelatos Lakeshore Resort Cool Deals	9
Sierra Mountain Properties	9
Tahoe North Shore Lodge	9
Tamarack Lodge	8
Cedar Glen Lodge Cool Deals	7
Fox Den Cottages	6
Tahoe Edgelake Beach Club	6
Martis Valley Associates Property Rentals	4
Tahoe Real Estate Group	4
Rustic Cottage Inn	2
Book Tahoe Rentals	1
TOTAL	9193

And
up we
go.



**December 2013
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport**

January 24, 2014





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

Average Load Factor: 85.1%, Up 3.0 pts.
 Number of Flights *: Up 1.1%
 Capacity of Seats *: Up 3.2%
 Crude Oil **: \$97.63 per barrel in DEC 2013
 vs. \$87.86 per barrel in DEC 2012

RNO OVERVIEW FOR DECEMBER 2013 – year over year comparison

Total Passengers: Up 0.9%
 Avg. Enplaned Load Factor: 79.3% Up 2.3 pts.
 Scheduled Departures: Down (4.4%)
 Scheduled Departing Seats: Down (6.0%)
 Total Cargo: Up 7.6%

*Source: RNO Monthly Flight Activity Reports; *Diao Mi*

HIGHLIGHTS

December 2013 vs. December 2012

Total Passengers	Up 0.9%
Enplaned Passengers	Up 1.2%
Deplaned Passengers	Up 0.7%
Average Enplaned Load Factor	79.3% Up 2.3 pts.
Total Cargo	Up 7.6%

Full Year 2013 vs. Full Year 2012

Total Passengers	Down (1.4%)
Enplaned Passengers	Down (1.4%)
Deplaned Passengers	Down (1.4%)
Average Enplaned Load Factor	82.2% Up 2.5 pts.
Total Cargo	Up 4.5%

DECEMBER 2013 SUMMARY

Reno-Tahoe International Airport (RNO) served 270,051 passengers in December 2013, an increase of 0.9% versus December 2012. A later than normal Thanksgiving travel season likely contributed to the higher numbers as passengers' travel plans carried into early December. Despite a decrease of (7.0%) in full year scheduled capacity, total passengers only decreased (1.4%) to 3,431,986 in 2013 compared to 2012, resulting in significantly higher load factors.

Southwest Airlines saw the largest decrease in total passengers, carrying 10,830 fewer passengers in December 2013 compared to December 2012. For the full year Southwest was down 113,366 total passengers compared to 2012. The loss of Oakland and Salt Lake City service, coupled with Portland and Chicago-Midway service reductions, decreased the scheduled monthly totals by 182 departures with 25,462 departing seats. Overall, Southwest's scheduled departures were down (17.1%) in December 2013 versus December 2012.

Alaska Airlines, Allegiant Air, American Airlines, United Airlines, and US Airways all saw year-over-year December increases in the amount of 14,242 combined total passengers.

With respect to air cargo, RNO handled 13,998,438 pounds of cargo in December 2013, showing an increase of 7.6% over December 2012. Like passenger traffic, a later than normal Thanksgiving pushed major shopping/shipping days into December. UPS alone had its highest monthly cargo total since at least 2010 carrying 27.4% more cargo this December compared to 2012. In 2013, RNO handled 121,032,995 pounds of cargo, which was a 4.5% increase compared to the prior year and is the highest annual total since 2007.



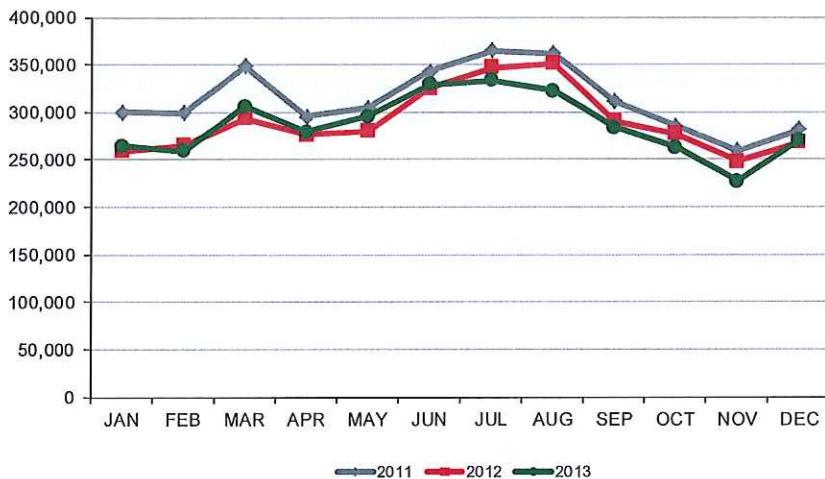


In December 2013, RNO was served by seven major airlines providing 57 peak daily departures to 14 non-stop destinations. For December, our partner airlines reported a (6.0%) decrease in scheduled passenger seats compared to December 2012.

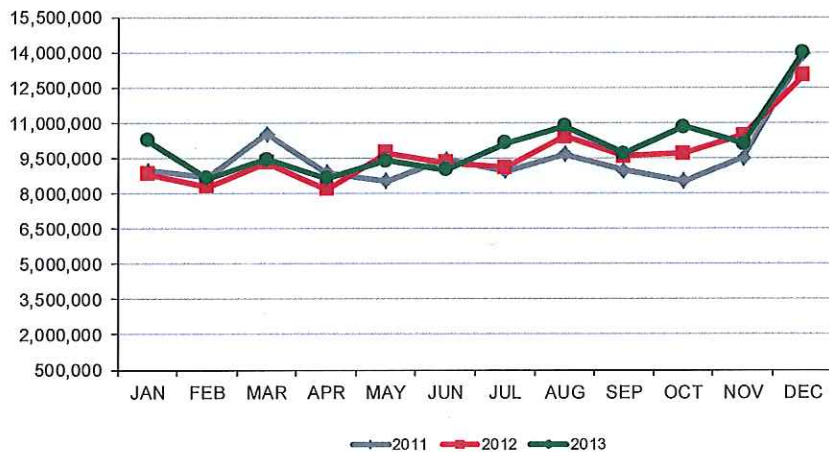
TOTAL PASSENGERS

In December 2013, total passenger traffic at RNO increased 0.9% versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to Las Vegas, Bellingham, and Oakland which were discontinued in January 2014 and November 2013 respectively. With respect to December, all airlines except United Airlines showed year-over-year increases in load factors. American Airlines' passenger traffic increased 3.5% on 8.1 percentage point increase in load factor. United reported a increase of 17.7%, on increased capacity to all its markets. Alaska Airlines traffic increased 10.8% as a result of increased load factors and new service to Portland. Delta Air Lines decreased (2.4%) on declining capacity to/from Salt Lake City. Southwest Airlines decreased (7.5%) with the loss of Oakland and Salt Lake City service as well as reductions to Chicago-Midway and Portland service compared to last year. US Airways traffic increased 6.9%, resulting in a 4.5 point increase in load factor.

Total Passengers



Total Cargo

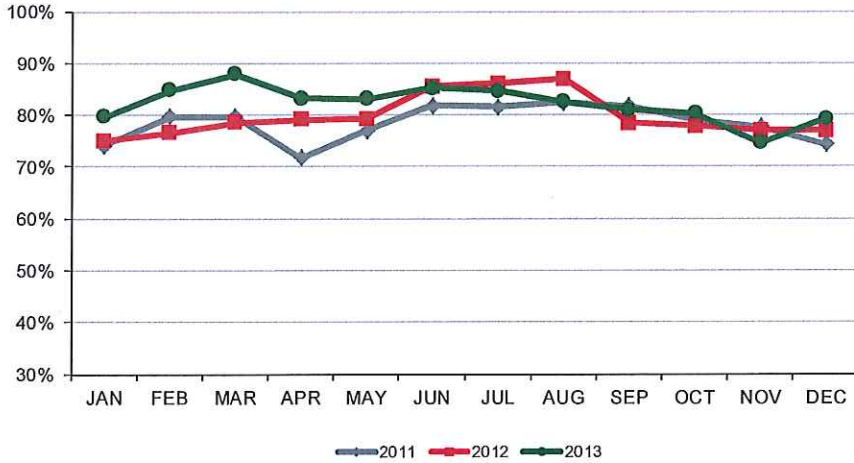


TOTAL CARGO

Total cargo volume at RNO increased 7.6% in December 2013 versus the same period last year. This was largely driven by a 27.4% year-over-year increase from UPS. FedEx saw a year-over-year decrease of (5.5%), while Ameriflight was down (1.1%) over the same period. The annual total of over 121 million pounds represents the largest volumes on record since 2007.



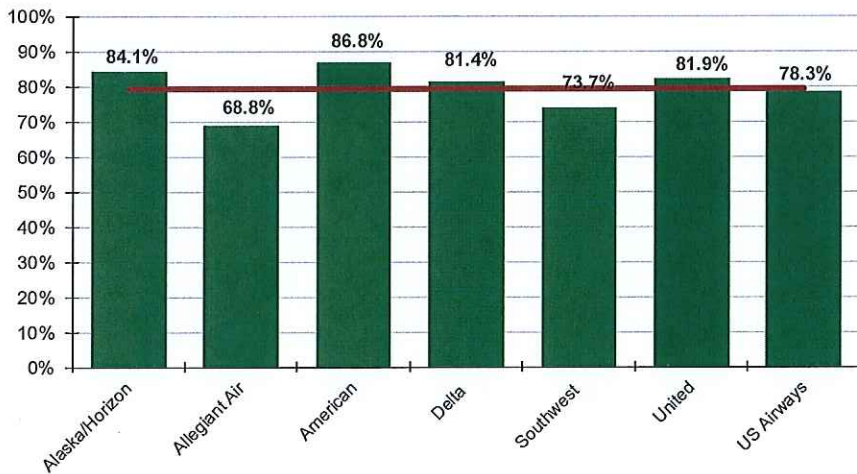
Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska/Horizon	84.1%	82.5%	1.6
Allegiant Air	68.8%	85.2%	(16.4)
American	86.8%	84.7%	2.1
Delta	81.4%	84.9%	(3.5)
Southwest	73.7%	82.8%	(9.1)
United	81.9%	88.0%	(6.1)
US Airways	78.3%	87.7%	(9.4)

Source: Airline Traffic Reports, December 2013
 Load Factors are for domestic service only, where applicable
 Horizon Air figures are used for Alaska

Enplaned Load Factors by Airlines

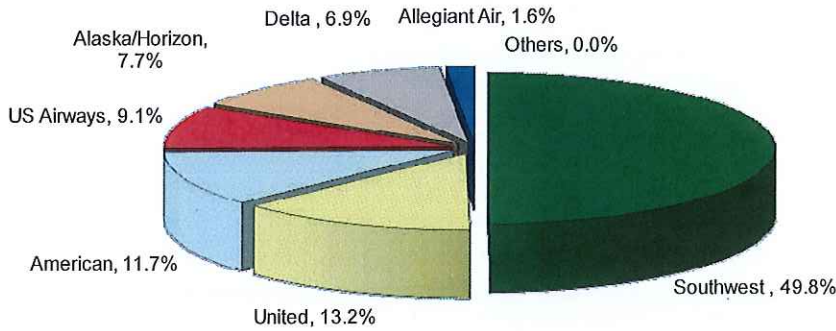


AIRLINE LOAD FACTORS

In December 2013, the average enplaned load factor at RNO was 79.3%, an increase of 2.3 percentage points versus last year. All airlines except United, showed a year-over-year increase in average load factor. American itself increased 8.1 percentage points compared to the same time period last year.



Air Carrier Market Share



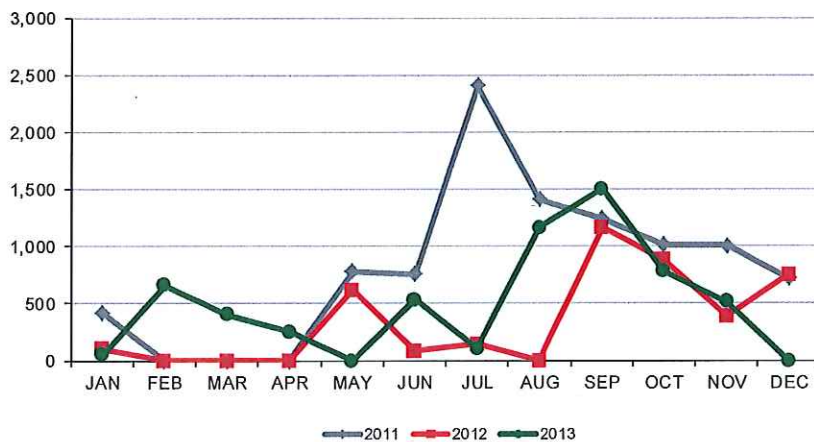
AIRLINE MARKET SHARE

In December 2013, Southwest Airlines carried a total of 134,440 passengers resulting in a market share of 49.8%. The next highest market shares were: United Airlines with 13.2%, American Airlines with 11.7%, US Airways with 9.1%, Alaska Airlines carried 7.7%, Delta Air Lines at 6.9%, and Allegiant Air rounded out the carriers with 1.6% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Dec-13	Dec-12	YOY Change
Alaska/Horizon	7.7%	7.0%	0.7
Allegiant Air	1.6%	n/a	n/a
American	11.7%	11.4%	0.3
Delta	6.9%	7.1%	(0.2)
Southwest	49.8%	54.2%	(4.5)
United	13.2%	11.3%	1.9
US Airways	9.1%	8.6%	0.5
Others	0.0%	0.3%	(0.3)

Total Domestic Charter Passengers

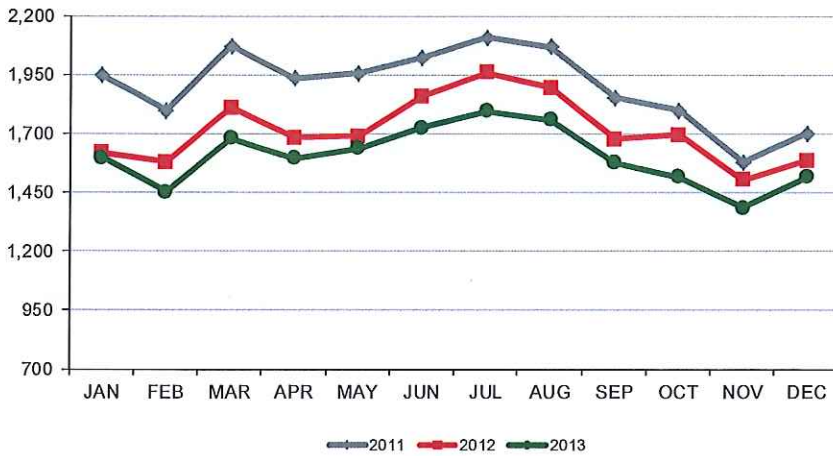


DOMESTIC CHARTER PASSENGERS

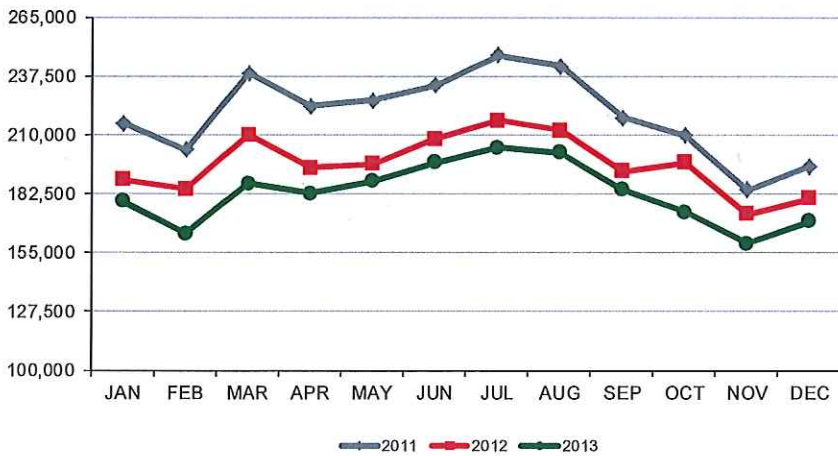
During the month of December 2013, no domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 750 charter passengers reported in December 2012. For 2013, RNO saw a total of 5,957 domestic charter passengers, which is a 44.6% increase compared to 2012.



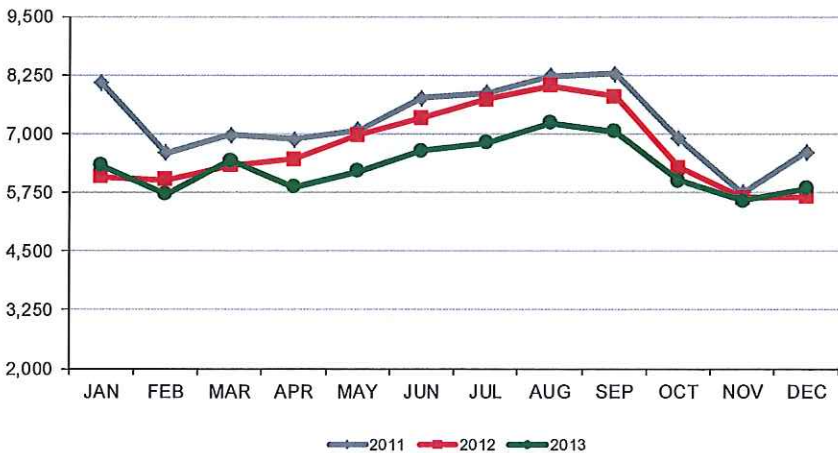
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Allegiant Air

- Started twice weekly non-stop service to Las Vegas in February 2013
- Operated twice weekly flights to Bellingham from June 6th, 2013 to January 19th, 2014
- Operated twice weekly flights to Oakland on August 30th, 2013 thru October 10th, 2013

Alaska Airlines

- Temporarily reduced some midweek (Tuesday & Wednesday) service to San Jose from two to one daily flight in February 2013, which is expected to return to full twice daily service in March 2014

Southwest Airlines

- Eliminated non-stop service to Salt Lake City in January 2013
- Eliminated non-stop service to Oakland in June 2013
- Transitioned Chicago-Midway service to seasonal, scheduled to return February 2014
- Reduced non-stop service to Portland from two to one daily in November 2013
- Will eliminate service to Seattle and Portland in June 2014

TOTAL OPERATIONS

A total of 5,835 operations occurred at RNO in December 2013, leading to an increase of 3.2% versus December 2012. YTD RNO is down (5.8%) year-over-year. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers December-13						
	Passengers		YOY % Change	Passengers		YOY % Change
	2011	2012		2013		
JAN	300,125	259,012	-13.7%	264,265	2.0%	
FEB	299,090	265,017	-11.4%	259,299	-2.2%	
MAR	348,583	292,939	-16.0%	306,049	4.5%	
1st Quarter	947,798	816,968	-13.8%	829,613	1.5%	
APR	295,537	275,926	-6.6%	279,418	1.3%	
MAY	304,220	279,857	-8.0%	295,494	5.6%	
JUN	343,054	325,260	-5.2%	328,755	1.1%	
2nd Quarter	942,811	881,043	-6.6%	903,667	2.6%	
JUL	364,849	347,060	-4.9%	333,321	-4.0%	
AUG	361,348	350,934	-2.9%	322,083	-8.2%	
SEP	311,031	290,311	-6.7%	283,565	-2.3%	
3rd Quarter	1,037,228	988,305	-4.7%	938,969	-5.0%	
OCT	285,490	277,030	-3.0%	262,473	-5.3%	
NOV	259,425	248,067	-4.4%	227,213	-8.4%	
DEC	281,403	267,739	-4.9%	270,051	0.9%	
4th Quarter	826,318	792,836	-4.1%	759,737	-4.2%	
TOTAL	3,754,155	3,479,152	-7.3%			
YTD Total		3,479,152		3,431,986	-1.4%	

Total Cargo December-13						
	2011		YOY % Change	2013		YOY % Change
	Cargo in Pounds	2012		Pounds	Metric Tons	
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%	9,457,376	4,289	1.6%
1st Quarter	28,147,310	26,392,250	-6.2%	28,362,729	12,863	7.5%
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%	9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%	9,001,339	4,082	-3.2%
2nd Quarter	26,818,156	27,184,617	1.4%	27,038,783	12,262	-0.5%
JUL	8,932,737	9,096,013	1.8%	10,149,807	4,603	11.6%
AUG	9,646,833	10,398,754	7.8%	10,859,694	4,925	4.4%
SEP	8,958,988	9,573,812	6.9%	9,689,115	4,394	1.2%
3rd Quarter	27,538,558	29,068,579	5.6%	30,698,616	13,922	5.6%
OCT	8,527,399	9,677,334	13.5%	10,834,930	4,914	12.0%
NOV	9,494,432	10,469,628	10.3%	10,099,499	4,580	-3.5%
DEC	13,928,256	13,007,942	-6.6%	13,998,438	6,348	7.6%
4th Quarter	31,950,087	33,154,904	3.8%	34,932,867	15,843	5.4%
TOTAL	114,454,111	115,800,350	1.2%			
YTD Total		115,800,350		121,032,995	54,890	4.5%

Total Scheduled Enplaned Passengers December-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	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563	165,218	-4.3%
AUG	178,906	173,097	160,091	-7.5%
SEP	158,663	149,113	144,896	-2.8%
OCT	143,851	139,927	132,347	-5.4%
NOV	129,071	123,267	113,903	-7.6%
DEC	136,483	129,707	131,328	1.2%
TOTAL	1,873,627	1,737,376	1,713,752	-1.4%
YTD Total		1,737,376	1,713,752	-1.4%

Total Deplaned Passengers December-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	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432	168,053	-3.7%
AUG	181,611	177,837	161,513	-9.2%
SEP	151,844	140,626	137,942	-1.9%
OCT	141,158	136,719	129,736	-5.1%
NOV	129,993	124,676	113,051	-9.3%
DEC	144,557	137,648	138,723	0.8%
TOTAL	1,875,588	1,739,550	1,715,247	-1.4%
YTD Total		1,739,550	1,715,247	-1.4%

Enplaned Passengers & Load Factor				
	Enplaned PAX	Dec-13	Dec-12	Diff.
Alaska/Horizon	10,101	84.1%	79.0%	5.1
Allegiant Air	2,056	68.8%	n/a	n/a
American	15,520	86.8%	78.7%	8.1
Delta	9,266	81.4%	78.4%	3.0
Southwest	65,233	73.7%	69.8%	3.9
United	17,469	81.9%	82.4%	-0.5
US Airways	11,683	78.3%	73.7%	4.5

Source: RNO Monthly Flight Activity Reports

Monthly Report February 2014
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/14:	\$2,124,179	\$1,349,156	57%
Forecasted Commission for this Revenue:	\$157,300	\$59,307	165%
Number of Room Nights:	11325	7856	44%
Number of Delegates:	6563	3542	85%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	101	86	17%

<u>Monthly Detail/Activity</u>	<u>February-14</u>	<u>February-13</u>	
<u>Number of Groups Booked:</u>	3	11	
Revenue Booked:	\$58,460	\$226,355	-74%
Projected Commission:	\$6,098	\$4,642	31%
Room Nights:	288	1750	-84%
Number of Delegates:	154	872	-82%

Booked Group Types:	2 Corp., 1 Film crew	1 Corp, 5 Assoc, 3 Film , 1 Tour Operator, 1 Smf
Lost Business, # of Groups:	3	5

<u>Arrived in the month</u>	<u>February-14</u>	* Est.	<u>February-13</u>	
Number of Groups:	3		5	
Revenue Arrived:	\$18,990		\$85,979	-78%
Projected Commission:	\$1,213		\$1,076	13%
Room Nights:	110		299	-63%
Number of Delegates:	61		150	-59%
Arrived Group Types:	1 Corp, 1 Smf, 1 Film Crew		2 Corp, 1 Assoc. 1 Smf, 1 Tour Operator	

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	8	7	
Revenue Booked:	\$52,456	\$203,022	-74%
Projected Commission:	\$4,173	\$13,107	-68%
Room Nights:	435	1210	-64%
Number of Delegates:	346	469	-26%
Booked Group Types:	1 Corp, 1 Assoc, 6 Smf	1 Corp, 2 Smf, 1 Govt, 2 Univ. and 1 Seminar	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>January-14</u>	* Est.	<u>January-13</u>	
Number of Groups:	7		1	
Revenue Arrived:	\$168,319		\$33,919	396%
Projected Commission:	\$12,459		\$1,696	635%
Room Nights:	846		136	522%
Number of Delegates:	386		55	602%
Arrived Group Types:	3 Corp, 2 Assoc, 1 TA and 1 Assoc. 1 Govt			

<u>Monthly Detail/Activity</u>	<u>December-13</u>	<u>December-12</u>	
<u>Number of Groups Booked:</u>	12	0	
Revenue Booked:	\$672,078	\$0	
Projected Commission:	\$47,775	\$0	
Room Nights:	5038	0	
Number of Delegates:	3225	0	
Booked Group Types:	1 Corp, 6		
Lost Business, # of Groups:	5	6	

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$5,103	
Projected Commission:	\$0	\$510	
Room Nights:	0	27	
Number of Delegates:	0	13	
Arrived Group Types:		1 Corp.	

<u>Monthly Detail/Activity</u>	<u>November-13</u>	<u>November-12</u>	
<u>Number of Groups Booked:</u>	3	7	
Revenue Booked:	\$10,800	\$211,573	-95%
Projected Commission:	\$459	\$9,494	-95%
Room Nights:	90	1119	-92%
Number of Delegates:	80	591	-86%
Booked Group Types:	3 Smf	2 Govt, 1 Smf, 2 Assoc, 1 Corp, 1 dmc	
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>November-13</u>	<u>November-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$13,351	\$14,643	-9%
Projected Commission:	\$0	\$732	-100%
Room Nights:	75	145	-48%
Number of Delegates:	40	62	-35%
Arrived Group Types:	1 Corp	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$163,439	\$59,386	175%
Projected Commission:	\$12,807	\$3,055	319%
Room Nights:	1080	585	85%
Number of Delegates:	473	225	110%

Booked Group Types:	5 Corp, 1 Smf, 1 Corp.	1 Corp, 1 Smf	
Lost Business, # of Groups:	2	2	
<u>Arrived in the month</u>	<u>October-13</u>	<u>October-12</u>	
Number of Groups:	5	6	
Revenue Arrived:	\$158,725	\$165,774	-4%
Projected Commission:	\$13,718	\$5,482	150%
Room Nights:	980	1185	-17%
Number of Delegates:	675	735	-8%
Arrived Group Types:	2 Assoc, 1 Smf 1 Non-Profit, 1 TA	2 Assoc., 2 Smf, 2 Film crew	

Monthly Detail/Activity	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	6	8	
Revenue Booked:	\$59,226	\$145,737	-59%
Projected Commission:	\$5,421	\$8,299	-35%
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
	1 Corp., 2 Assoc. and 3	1 Corp, 5 Assoc. 2 Film Crew	
Booked Group Types:	Smerf	Crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
Number of Groups:	12	8	
Revenue Arrived:	\$848,564	\$124,013	584%
Projected Commission:	\$78,408	\$13,900	464%
Room Nights:	4052	689	488%
Number of Delegates:	2148	347	519%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt. 1 Film Crew, 4 Smerf	4 Corp., 2 Assoc 2 Smerf	

Monthly Detail/Activity	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2 Film Crew and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	15	6	
Revenue Arrived:	\$552,037	\$372,770	48%
Projected Commission:	\$31,949	\$23,733	35%
Room Nights:	2457	2033	21%
Number of Delegates:	1064	656	62%
Arrived Group Types:	6 Corp, 7 Assoc, 1 Smf 1 Film crew	2 Corp, 2 Assoc. 1 Smf 1 Film crew	

Monthly Detail/Activity	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	6	9	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
	4 Assoc., 6	5 Corp, 1	
Booked Group Types:	Smf, 1 Govt.	Assoc, 3 Smf	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	10	2	
Revenue Arrived:	\$177,016	\$82,912	113%
Projected Commission:	\$5,685	\$0	
Room Nights:	1256	426	195%
Number of Delegates:	1086	192	466%
Arrived Group Types:	3 Assoc, 5 Smf, 1 Corp, 1 Govt.	1 Corp, 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

For 2014/15:	\$1,744,389	(Goal) \$2,000,000
For 2015/16:	\$4,137,968	\$4,000,000

NUMBER OF LEADS Generated as o 2/28/14:

Total Number of Leads Generated in Previous Years:	117
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report February 2014
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/14:	\$475,963	\$558,230	-15%
Forecasted Commission for this Revenue:	\$7,411	\$14,836	-50%
Number of Room Nights:	4270	5587	-24%
Number of Delegates:	1327	2147	-38%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>February-14</u>	<u>February-13</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:		

<u>Arrived in the month</u>	<u>February-14</u>	<u>February-13</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$15,717
Projected Commission:	\$0	\$0
Room Nights:	0	102
Number of Delegates:	0	70
Arrived Group Types:		1 TA

<u>Monthly Detail/Activity</u>	<u>January-14</u>	<u>January-13</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$1,350	\$20,943	-94%
Projected Commission:	\$202	\$644	-69%
Room Nights:	20	130	-85%
Number of Delegates:	25	85	-71%
Booked Group Types:	1 Corp.	1 Assoc. 1 Smf	

<u>Arrived in the month</u>	<u>January-14</u>	<u>January-13</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-13</u>	<u>December-12</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:		

<u>Arrived in the month</u>	<u>December-13</u>	<u>December-12</u>
Number of Groups:	1	1
Revenue Arrived:	\$382,681	\$401,031
Projected Commission:	\$0	\$0
Room Nights:	3769	4345
Number of Delegates:	1000	1200
Arrived Group Types:	1 Corp.	1 Corp.

Monthly Detail/Activity	<u>November-13</u>	<u>November-12</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$28,800	\$0
Projected Commission:	\$4,320	\$0
Room Nights:	93	0
Number of Delegates:	30	0
Booked Group Types:	1 Smf.	

<u>Arrived in the month</u>	<u>November-13</u>	<u>November-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:		

Monthly Detail/Activity	<u>October-13</u>	<u>October-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,841	\$18,731	-47%
Projected Commission:	\$1,476	\$426	246%
Room Nights:	105	167	-37%
Number of Delegates:	35	113	-69%
Booked Group Types:	1 Corp.	1 Corp., 1 Tour C	

<u>Arrived in the month</u>	<u>October-13</u>	<u>October-12</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$8,573
Projected Commission:	\$0	\$0
Room Nights:	0	66
Number of Delegates:	0	180
Arrived Group Types:		1 Smerf

Monthly Detail/Activity	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$36,000	\$21,917	64%
Projected Commission:	\$1,800	\$1,113	62%
Room Nights:	490	206	138%
Number of Delegates:	220	302	-27%
Booked Group Types:	1 CA Assoc.	1 Assoc. 1 Smerf	

<u>Arrived in the month</u>	<u>September-13</u>	<u>September-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$5,046	\$10,648	-53%
Projected Commission:	\$756	\$1,597	
Room Nights:	29	104	
Number of Delegates:	47	75	
Arrived Group Types:	1 Ca Assoc.	1 Assoc. and 1 Smf	

Monthly Detail/Activity	<u>August-13</u>	<u>August-12</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:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$8,792	\$31,325	
Projected Commission:	\$1,318	\$4,698	
Room Nights:	48	175	
Number of Delegates:	40	90	
Arrived Group Types:	1 Assoc.	1 Corp.	

Monthly Detail/Activity	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$49,294	\$10,103	
Projected Commission:	\$813	\$1,515	
Room Nights:	311	60	
Number of Delegates:	185	40	
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf	1 Smerf	

NUMBER OF LEADS Generated as of 2/28/14: 117

Total Number of Leads Generated in Previous Years:

2012/13:	171
2011/2012:	119
2010/2011:	92
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