



March 2017

Standing Reports

Monthly Report February 2017

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 16/17</u>	<u>FY 15/16</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/17:	\$2,975,823	\$3,028,014	-2%
Forecasted Commission for this Revenue:	\$96,391	\$164,211	-41%
Number of Room Nights:	16436	15465	6%
Number of Delegates:	18058	17043	6%
Annual Revenue Goal:	\$3,000,000	\$2,800,000	7%
Annual Commission Goal:	\$173,000	\$165,000	5%
Number of Tentative Bookings:	170	121	

<u>Monthly Detail/Activity</u>	<u>February-17</u>	<u>February-16</u>	
<u>Number of Groups Booked:</u>	0	7	
Revenue Booked:	\$0	\$351,190	-100%
Projected Commission:	\$0	\$7,690	-100%
Room Nights:	0	2118	-100%
Number of Delegates:	0	653	-100%
		4 Corp., 1	
		Assoc, 1	
		Incentive, 1	
Booked Group Types:		Film Crew	
Lost Business, # of Groups:		6	

<u>Arrived in the month</u>	<u>February-17</u>	<u>* Est.</u>	<u>February-16</u>
Number of Groups:	1		7
Revenue Arrived:	\$104,490		\$234,457
Projected Commission:	\$0		\$11,306
Room Nights:	900		709
Number of Delegates:	250		302
			4 Corp, 1
			Assoc, 1 TA, 1
Arrived Group Types:	1 Assoc.		Film Crew

<u>Monthly Detail/Activity</u>	<u>January-17</u>	<u>January-16</u>	
<u>Number of Groups Booked:</u>	2	7	
Revenue Booked:	\$178,405	\$204,738	-13%
Projected Commission:	\$0	\$9,150	-100%
Room Nights:	845	1332	-37%
Number of Delegates:	1600	512	213%
	1 Corp, 1 Non-	4 Corp, 2	
Booked Group Types:	Profit	Assoc., 1 Smf	
Lost Business, # of Groups:	8	2	

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</u>
Number of Groups:	0	3

Revenue Arrived:	\$0	\$173,010
Projected Commission:	\$0	\$1,155
Room Nights:	0	723
Number of Delegates:	0	212
Arrived Group Types:		2 Assoc, 1 Film

Monthly Detail/Activity	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$142,936	\$60,419	137%
Projected Commission:	\$6,683	\$2,655	152%
Room Nights:	837	393	113%
Number of Delegates:	358	128	180%
	2 Corp., 2		
Booked Group Types:	Assoc.	3 Corp, 1 Govt.	
Lost Business, # of Groups:	0	5	

<u>Arrived in the month</u>	<u>December-16</u>	*Est.	<u>December-15</u>	
Number of Groups:	2		1	
Revenue Arrived:	\$137,651		\$11,026	1148%
Projected Commission:	\$5,818		\$0	
Room Nights:	562		74	659%
Number of Delegates:	1125		35	3114%
Arrived Group Types:	3 Corp, 1 Smf		1 Corp.	

Monthly Detail/Activity	<u>November-16</u>		<u>November-15</u>	
<u>Number of Groups Booked:</u>	1		2	
Revenue Booked:	\$2,862		\$20,326	-86%
Projected Commission:	\$0		\$656	-100%
Room Nights:	14		113	-88%
Number of Delegates:	14		204	-93%
Booked Group Types:	1 Corp.		1 Corp, 1 Smf	
Lost Business, # of Groups:	6		5	

<u>Arrived in the month</u>	<u>November-16</u>		<u>November-15</u>	
Number of Groups:	5		0	
Revenue Arrived:	\$130,205		\$0	
Projected Commission:	\$6,139		\$0	
Room Nights:	920		0	
Number of Delegates:	1264		0	
	3 Corp, 1 Smf,			
Arrived Group Types:	1 Assoc.			

Monthly Detail/Activity	<u>October-16</u>		<u>October-15</u>	
<u>Number of Groups Booked:</u>	6		5	
Revenue Booked:	\$557,045		\$216,914	157%
Projected Commission:	\$7,726		\$16,653	-54%
Room Nights:	2716		503	440%
Number of Delegates:	11999		245	4798%

	3 Corp, 1 Smf, 1 Non-Profit, 1		
Booked Group Types:	Incentive	3 Corp, 2 Assn.	
Lost Business, # of Groups:	3	2	

	<u>October-16</u>	<u>October-15</u>	
<u>Arrived in the month</u>			
Number of Groups:	5	4	
Revenue Arrived:	\$187,132	\$378,115	-51%
Projected Commission:	\$7,478	\$37,381	-80%
Room Nights:	978	2214	-56%
Number of Delegates:	10220	10792	-5%
	3 Corp, 1		
Arrived Group Types:	Assoc, 1 Smf	3 Corp, 1 Smf	

Monthly Detail/Activity	<u>September-16</u>	<u>September-15</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$113,630	\$18,378	518%
Projected Commission:	\$2,245	\$693	224%
Room Nights:	962	150	541%
Number of Delegates:	987	70	1310%
	1 Corp, 1		
Booked Group Types:	Assoc, 1 Smf	1 Smf, 1 Assn	
Lost Business, # of Groups:	3	8	

	<u>September-16</u>	<u>September-15</u>	
<u>Arrived in the month</u>			
Number of Groups:	10	9	
Revenue Arrived:	\$788,598	\$593,894	33%
Projected Commission:	\$6,209	\$20,604	-70%
Room Nights:	4148	3170	31%
Number of Delegates:	1757	986	78%
	4 Corp, 3 Assn,	2 Corp, 5	
Arrived Group Types:	3 Smf	Assoc, 2 Smf	

Monthly Detail/Activity	<u>August-16</u>	<u>August-15</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$112,497	\$40,570	177%
Projected Commission:	\$892	\$3,884	-77%
Room Nights:	715	264	171%
Number of Delegates:	275	224	23%
Booked Group Types:	2 Assn., 1 Corp,	2 Corp., 1 Smf	
Lost Business, # of Groups:	0	7	

	<u>August-16</u>	<u>August-15</u>	
<u>Arrived in the month</u>			
Number of Groups:	6	7	
Revenue Arrived:	\$223,487	\$273,081	-18%
Projected Commission:	\$16,620	\$21,858	-24%
Room Nights:	1052	1723	-39%
Number of Delegates:	257	521	-51%
	4 Corp, 1		
Arrived Group Types:	Assoc, 1 Film	3 Corp., 2	
	Crew	Assn., 2 Govt.	

Monthly Detail/Activity	<u>July-16</u>	<u>July-15</u>	
<u>Number of Groups Booked:</u>	2	4	
Revenue Booked:	\$84,736	\$119,459	-29%
Projected Commission:	\$0	\$3,023	-100%
Room Nights:	655	850	-23%
Number of Delegates:	425	10390	-96%
		1 Ca Assoc., 1 Corp, 1 Smf, 1 Assoc.	
Booked Group Types:	1 Corp, 1 Govt.	Assoc.	
Lost Business, # of Groups:	3	4	

<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	5	7	
Revenue Arrived:	\$712,929	\$569,373	25%
Projected Commission:	\$39,282	\$18,614	111%
Room Nights:	3175	2686	18%
Number of Delegates:	1551	1790	-13%
Arrived Group Types:	2 Assoc., 1	4 Corp, 1 Assn.,	

For 2017/18:	\$452,645	\$500,000
For 2018/19:	\$462,146	\$250,000

NUMBER OF LEADS Generated as of 2/28/17:	176
YTD 1/31/16:	125
YTD 1/31/15:	99

Total Number of Leads Generated in Previous Years:

2015/16	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report February 2017

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 16/17

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>16/17</u>	<u>15/16</u>	<u>Variance</u>
Total Revenue Booked as of 2/28/17:	\$380,581	\$208,893	82%
Forecasted Commission for this Revenue:	\$11,403	\$18,500	-38%
Number of Room Nights:	3127	1597	96%
Number of Delegates:	991	797	24%
Annual Commission Projection:	\$15,000	\$10,000	50%

<u>Monthly Detail/Activity</u>	<u>February-17</u>	<u>February-16</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$12,000	\$0
Projected Commission:	\$648	\$0
Room Nights:	40	0
Number of Delegates:	20	0
Booked Group Types:	Corp.	

<u>Arrived in the month</u>	<u>February-17</u>	<u>February-16</u>
Number of Groups:	3	1
Revenue Arrived:	\$37,687	\$97,336
Projected Commission:	\$1,040	\$14,600
Room Nights:	324	585
Number of Delegates:	178	170

<u>Monthly Detail/Activity</u>	<u>January-17</u>	<u>January-16</u>
<u>Number of Groups Booked:</u>	4	0
Revenue Booked:	\$107,412	\$0
Projected Commission:	\$5,370	\$0
Room Nights:	606	0
Number of Delegates:	228	0
Booked Group Types:	3 Corp., 1 Assoc.	

<u>Arrived in the month</u>	<u>January-17</u>	<u>January-16</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:		

<u>Monthly Detail/Activity</u>	<u>December-16</u>	<u>December-15</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$177,828	\$25,280	603%
Projected Commission:	\$0	\$0	
Room Nights:	866	241	259%

Number of Delegates:	240	150	60%
Booked Group Types:	1 Corp and 1 Assoc.	1 Assoc.	

<u>Arrived in the month</u>	<u>December-16</u>	<u>December-15</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$33,553	
Projected Commission:	\$0	\$563	
Room Nights:	0	347	
Number of Delegates:	0	132	
Arrived Group Types:		1 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>November-16</u>	<u>November-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$2,228	\$25,280	-91%
Projected Commission:	\$334	\$0	
Room Nights:	12	241	-95%
Number of Delegates:	6	150	-96%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>November-16</u>	<u>November-15</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$5,447	\$33,553	-84%
Projected Commission:	\$334	\$563	-41%
Room Nights:	33	347	-90%
Number of Delegates:	28	132	-79%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp, 1 Smf	

<u>Monthly Detail/Activity</u>	<u>October-16</u>	<u>October-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$5,547	\$3,592	54%
Projected Commission:	\$277	\$537	-48%
Room Nights:	45	20	125%
Number of Delegates:	45	20	125%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>October-16</u>	<u>October-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$10,842	\$44,564	-76%
Projected Commission:	\$0	\$2,099	
Room Nights:	50	187	-73%
Number of Delegates:	25	134	-81%
Arrived Group Types:	1 Assoc. - CA	1 Corp, 1 Assoc., 1 Smf	

<u>Monthly Detail/Activity</u>	<u>September-16</u>	<u>September-15</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$45,255	\$11,830	283%
Projected Commission:	\$0	\$0	
Room Nights:	420	101	316%
Number of Delegates:	160	96	67%
Booked Group Types:	1 Corp.	1 Assn., 2 Smf	

<u>Arrived in the month</u>	<u>September-16</u>	<u>September-15</u>	
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Number of Groups:	2	2	
Revenue Arrived:	\$47,420	\$33,553	41%
Projected Commission:	\$2,263	\$563	302%
Room Nights:	416	347	20%
Number of Delegates:	160	132	21%
Arrived Group Types:	1 Corp, 1 Smf	1 Corp, 1 Smf	

Monthly Detail/Activity	<u>August-16</u>	<u>August-15</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$7,209	\$139,320	-95%
Projected Commission:	\$1,081	\$6,966	-84%
Room Nights:	70	1220	-94%
Number of Delegates:	35	300	-88%
Booked Group Types:	1 Corp.	1 Assn.	

<u>Arrived in the month</u>	<u>August-16</u>	<u>August-15</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$146,529	\$0	
Projected Commission:	\$8,047	\$0	
Room Nights:	1290	0	
Number of Delegates:	335	0	
Arrived Group Types:	1 Corp., 1 Assn.		

Monthly Detail/Activity	<u>July-16</u>	<u>July-15</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$26,320	\$7,662	244%
Projected Commission:	\$3,948	\$1,149	244%
Room Nights:	244	66	270%
Number of Delegates:	529	68	678%
Booked Group Types:	2 Corp.	2 Smf	

<u>Arrived in the month</u>	<u>July-16</u>	<u>July-15</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$19,384	\$30,232	-36%
Projected Commission:	\$0	\$1,749	
Room Nights:	48	211	-77%
Number of Delegates:	30	150	-80%
Arrived Group Types:	1 Corp.	1 Assoc., 2 Smf	

NUMBER OF LEADS Generated as of 2/28/17: 176

Total Number of Leads Generated in Previous Years:

2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209

Audience Overview

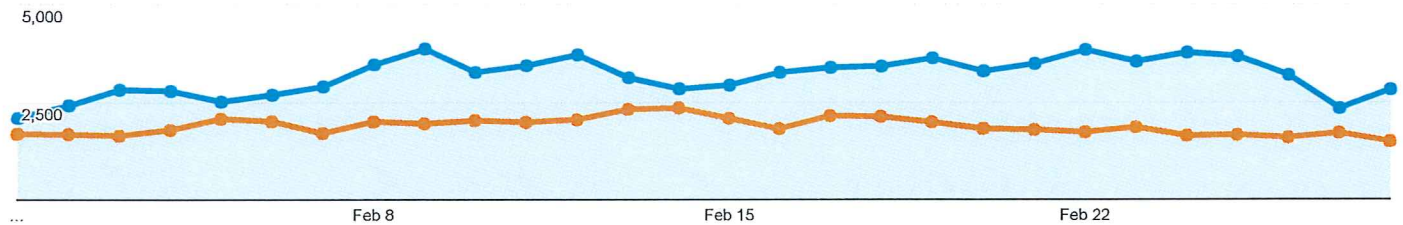
Feb 1, 2017 - Feb 28, 2017
Compare to: Feb 1, 2016 - Feb 28, 2016

All Users
+0.00% Sessions

Overview

Feb 1, 2017 - Feb 28, 2017: Sessions

Feb 1, 2016 - Feb 28, 2016: Sessions



Sessions

67.68%
88,568 vs 52,821



Users

69.40%
77,358 vs 45,666



Pageviews

36.92%
252,871 vs 184,687



Pages / Session

-18.34%
2.86 vs 3.50



Avg. Session Duration

-39.73%
00:01:17 vs 00:02:08



Bounce Rate

18.24%
36.33% vs 30.72%



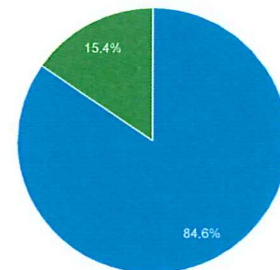
% New Sessions

1.60%
84.50% vs 83.17%

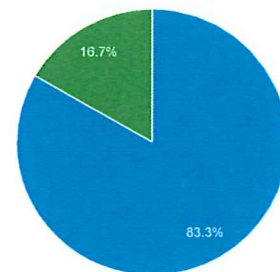


New Visitor Returning Visitor

Feb 1, 2017 - Feb 28, 2017



Feb 1, 2016 - Feb 28, 2016



Language

Sessions % Sessions

1. en-us

Feb 1, 2017 - Feb 28, 2017

81,227 91.71%

Feb 1, 2016 - Feb 28, 2016

49,895 94.46%

% Change

62.80% **-2.91%**

2. es-us

Feb 1, 2017 - Feb 28, 2017

1,391 1.57%

Feb 1, 2016 - Feb 28, 2016

104 0.20%

% Change

1,237.50% **697.67%**

3. en-us,en;q=0.5

Feb 1, 2017 - Feb 28, 2017

1,264 1.43%

Feb 1, 2016 - Feb 28, 2016

0 0.00%

% Change

100.00% **100.00%**

4. en-gb

108

Feb 1, 2017 - Feb 28, 2017	916	1.03%
Feb 1, 2016 - Feb 28, 2016	549	1.04%
% Change	66.85%	-0.49%
5. es-xl		
Feb 1, 2017 - Feb 28, 2017	534	0.60%
Feb 1, 2016 - Feb 28, 2016	168	0.32%
% Change	217.86%	89.57%
6. es-419		
Feb 1, 2017 - Feb 28, 2017	424	0.48%
Feb 1, 2016 - Feb 28, 2016	187	0.35%
% Change	126.74%	35.22%
7. ru		
Feb 1, 2017 - Feb 28, 2017	251	0.28%
Feb 1, 2016 - Feb 28, 2016	16	0.03%
% Change	1,468.75%	835.59%
8. es-es		
Feb 1, 2017 - Feb 28, 2017	224	0.25%
Feb 1, 2016 - Feb 28, 2016	192	0.36%
% Change	16.67%	-30.42%
9. zh-cn		
Feb 1, 2017 - Feb 28, 2017	201	0.23%
Feb 1, 2016 - Feb 28, 2016	96	0.18%
% Change	109.38%	24.87%
10. en-ca		
Feb 1, 2017 - Feb 28, 2017	165	0.19%
Feb 1, 2016 - Feb 28, 2016	97	0.18%
% Change	70.10%	1.45%

Lodging Book Now Referrals - 2/1/17-2/28/17	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	91	88
The Village at Squaw Valley	75	69
Northstar California Resort	55	48
Tahoe Mountain Lodging	45	41
PlumpJack Squaw Valley Inn	41	40
Resort at Squaw Creek	40	39
The Ritz-Carlton, Lake Tahoe	39	37
Cottage Inn at Lake Tahoe	37	34
Squaw Valley Lodge	37	36
Cedar Glen Lodge	36	36
Basecamp Hotel Tahoe City	32	24
Cedar Crest Cottages	30	30
Sunnyside Restaurant & Lodge	30	27
Mourelatos Lakeshore Resort	26	25
Stay In Lake Tahoe	26	22
Tahoe Biltmore Lodge & Casino	26	25
West Shore Cafe & Inn	22	21
Tahoe Moon Properties	20	20
The Lodge at Sugar Bowl	20	20
Tahoe Getaways Vacation Rentals	19	19
Constellation Residences at Northstar	18	18
Granlibakken Tahoe	18	18
Parkside Inn at Incline	18	16
Tahoe Signature Properties	17	16
Red Wolf Lodge at Squaw Valley	16	16
Vacation Station, Inc.	16	15
Tahoma Meadows Bed & Breakfast Cottages	15	15
Incline Vacation Rentals	14	14
Lake Tahoe Accommodations Incline Village	14	13
Sun Bear Realty & Vacation Rentals	14	13
Tahoe Vistana Inn	14	12
Chaney House	13	13
Meeks Bay Resort & Marina	13	12
North Tahoe Rental Company	13	13
Sierra Vacation Rentals/Sales	13	12
Tahoe Luxury Properties	13	13
Tamarack Lodge	13	12
Alpine Rental Group	12	11
Brockway Springs Resort	12	10
Americas Best Value Inn Tahoe City	11	11
Ferrari's Crown Resort	11	9
Hauserman Rental Group	11	10
Tahoe Exclusive Vacation Rentals	11	11
The Lodge at Obexers	11	11
Vacation Tahoe by O'Neal Brokers	11	11
Goldfish Properties	10	9
Holiday House	10	10
PepperTree Inn	10	10
Tahoe Rentals by Wells and Bennett Realtors	10	9
Tahoe Sands Resort	10	10
Tahoe Time Vacation Rental	10	10
First Accommodations, Inc.	9	9
Red Wolf Lakeside Lodge	9	9
Tahoe Marina Lodge	9	8
Waters of Tahoe Properties	9	7
Chalet de Huttlinger	8	8
Firelite Lodge	8	8
Tahoe City Inn	8	8
The Border House at Crystal Bay Casino	8	8
Agate Bay Realty Vacation Rentals	7	7
Kingswood Village Vacation Rentals	7	7
Tahoe Real Estate Group	7	6
VACAY North Tahoe	7	7
Vacasa	6	6
Lake Tahoe Accommodations Tahoe City	5	4
SellMyTimeShareNow.com	5	5
Tahoe Woodside Vacation Rentals	5	5
Sierra Mountain Properties	4	4
Tahoe Rental Company	4	4
West Lake Properties at Tahoe	4	4
GRAND TOTAL	1,278	1,208