



March 2016

Marketing Standing
Reports

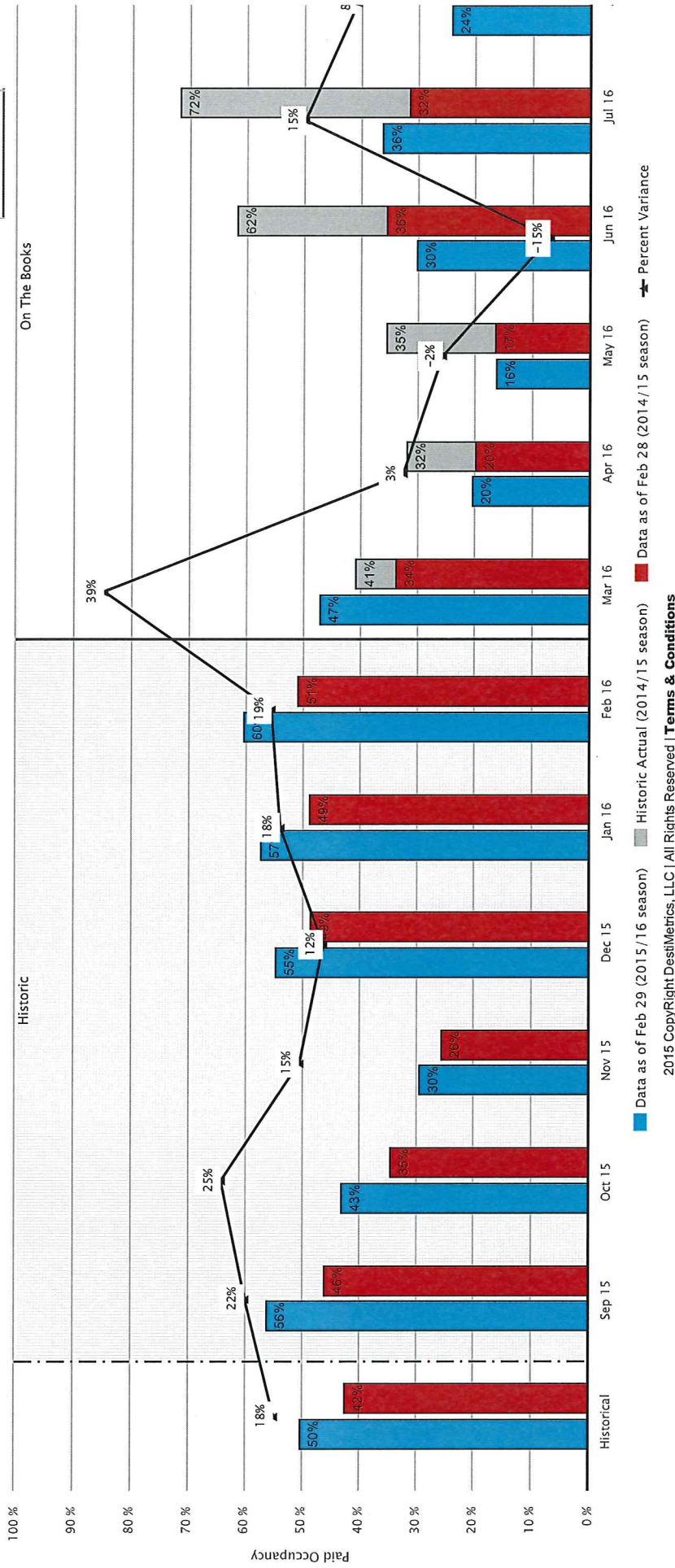


North Lake Tahoe Paid Occupancy (Most Recent Data)

Res Activity Outlook as of Feb 29, 2016

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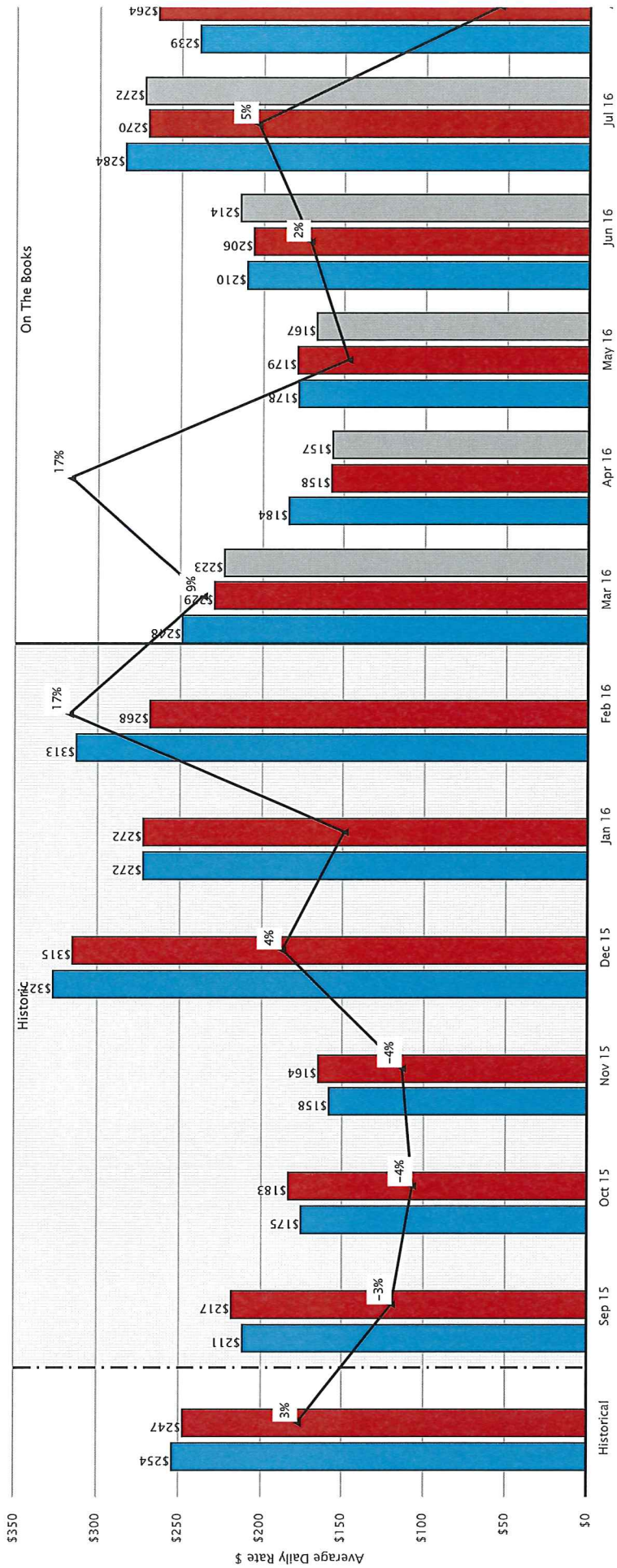
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North Lake Tahoe Average Daily Rate (Most Recent Data)

Res Activity Outlook as of Feb 29, 2016

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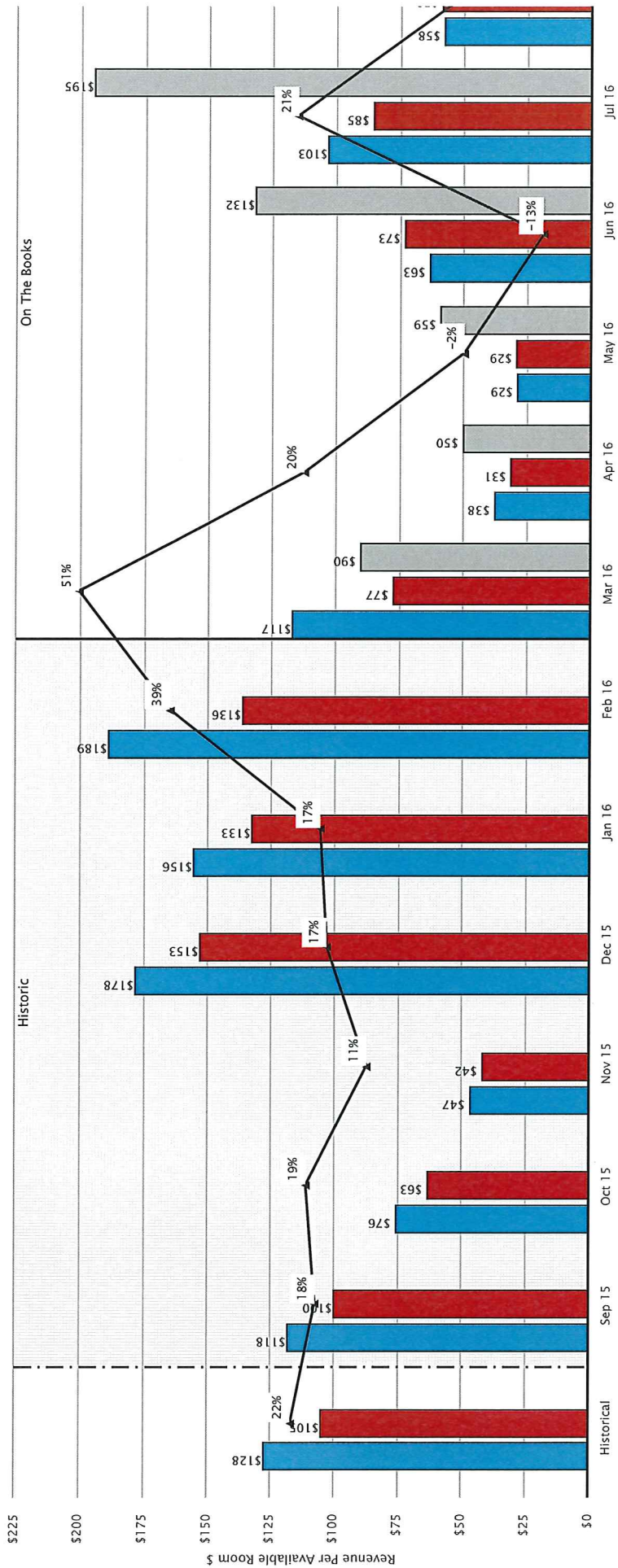


Resort Intelligence.

North Lake Tahoe Revenue Per Available Room (Most Recent Data) Res Activity Outlook as of Feb 29, 2016

■ Data as of Feb 29 (2015/16 season) ■ Data as of Feb 28 (2014/15 season) ■ Historic Actual (2014/15 season) ▲ Percent Variance

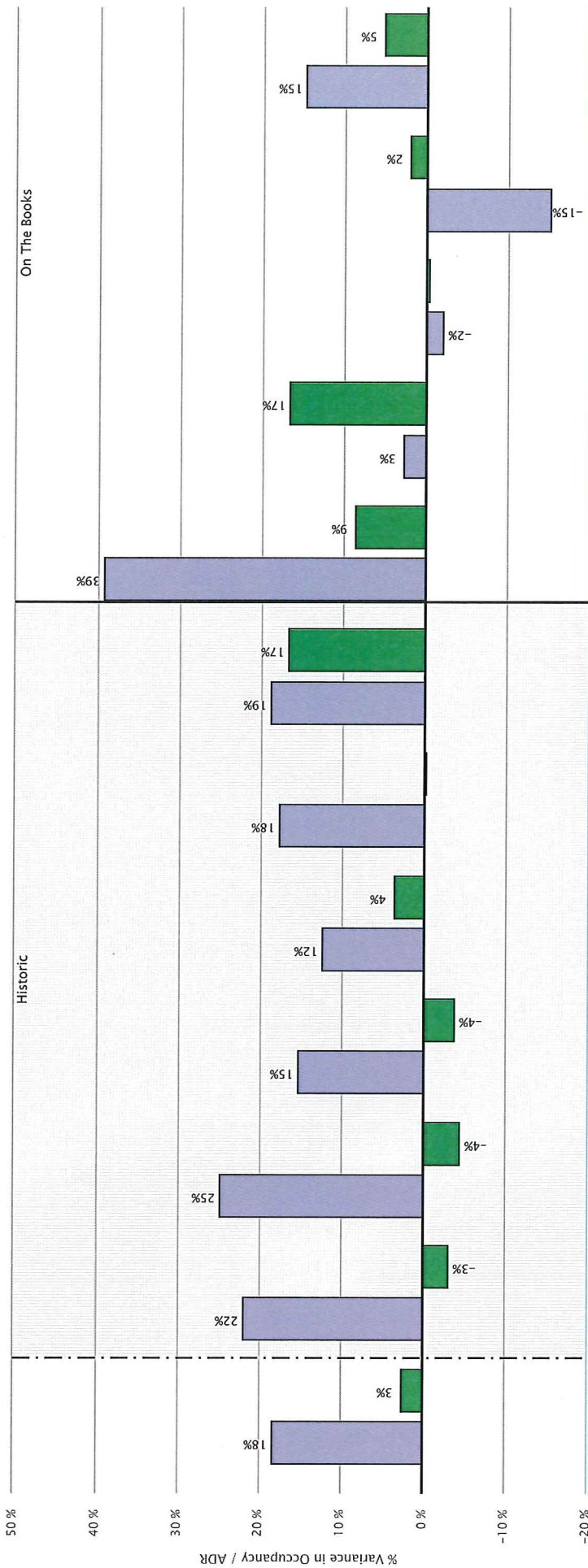
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North Lake Tahoe Variance in YTD Occupancy and ADR Res Activity Outlook 2015/16 vs 2014/15



Resort Intelligence.



Historical | On The Books

■ Percent Variance in YTD Occ. Rate ■ Percent Variance in YTD ADR

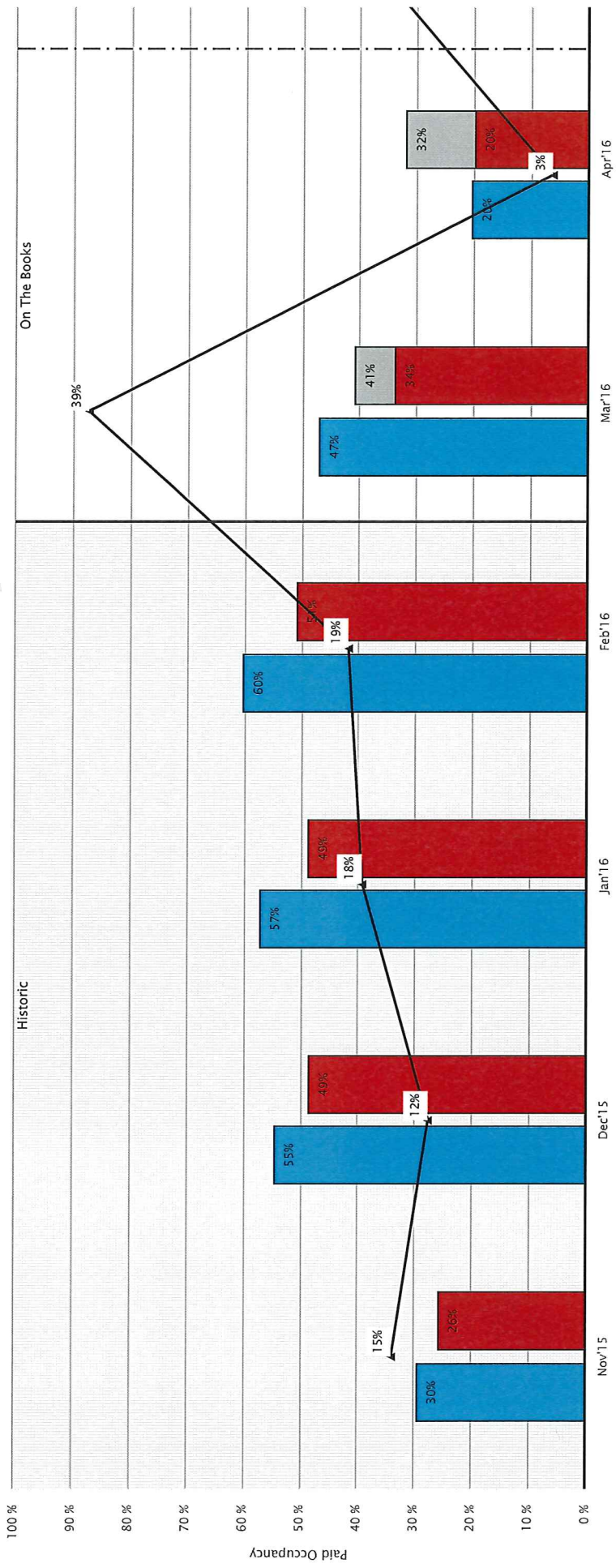
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North Lake Tahoe Paid Occupancy (Winter-to-date)

Res Activity Outlook as of Feb 29, 2016

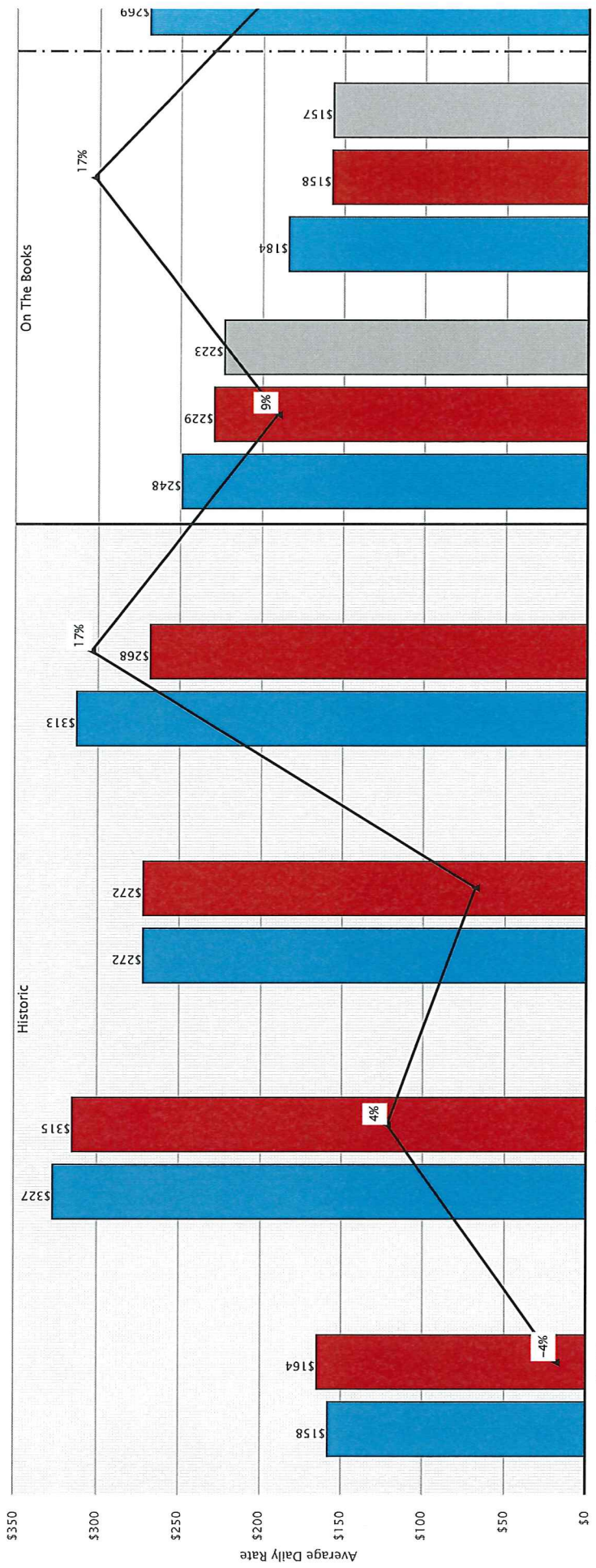


■ Data as of Feb 29 (2015/16 season)
 ■ Historic Actual (2014/15 season)
 ■ Data as of Feb 28 (2014/15 season)
 ■ Percent Variance
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North Lake Tahoe Average Daily Rate (Winter-to-date)

Res Activity Outlook as of Feb 29, 2016





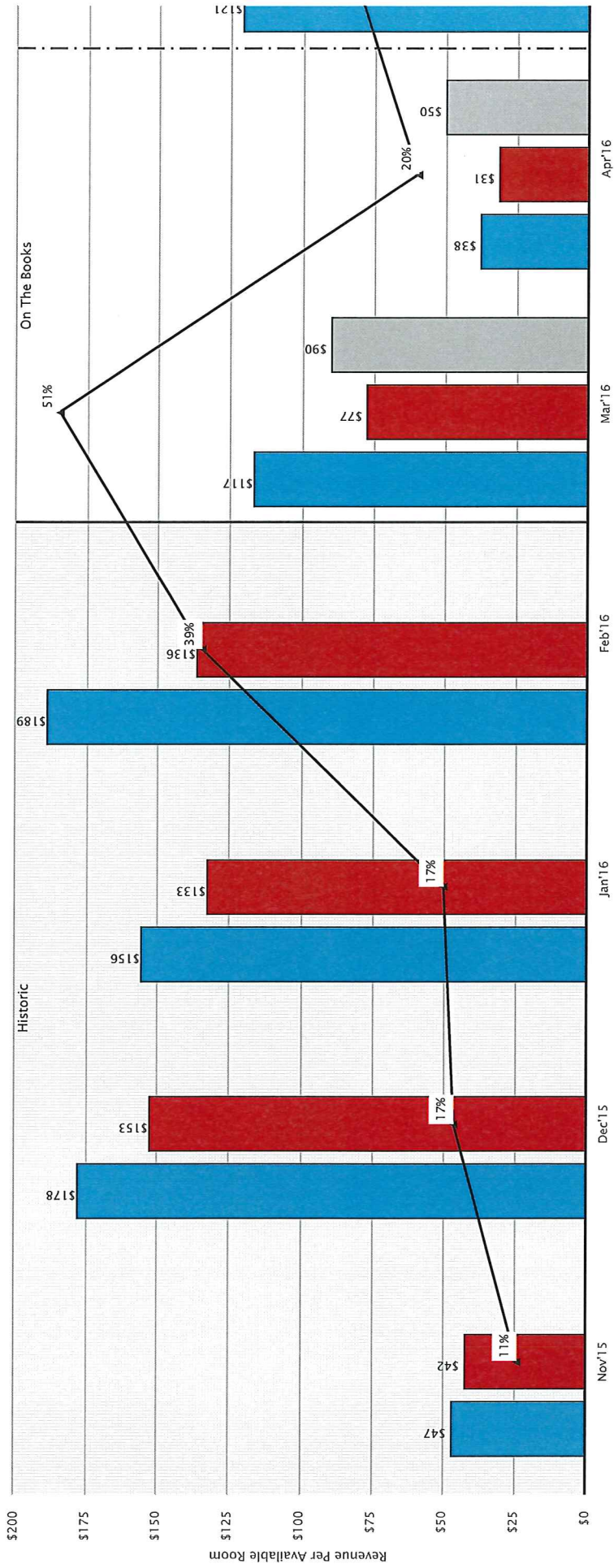
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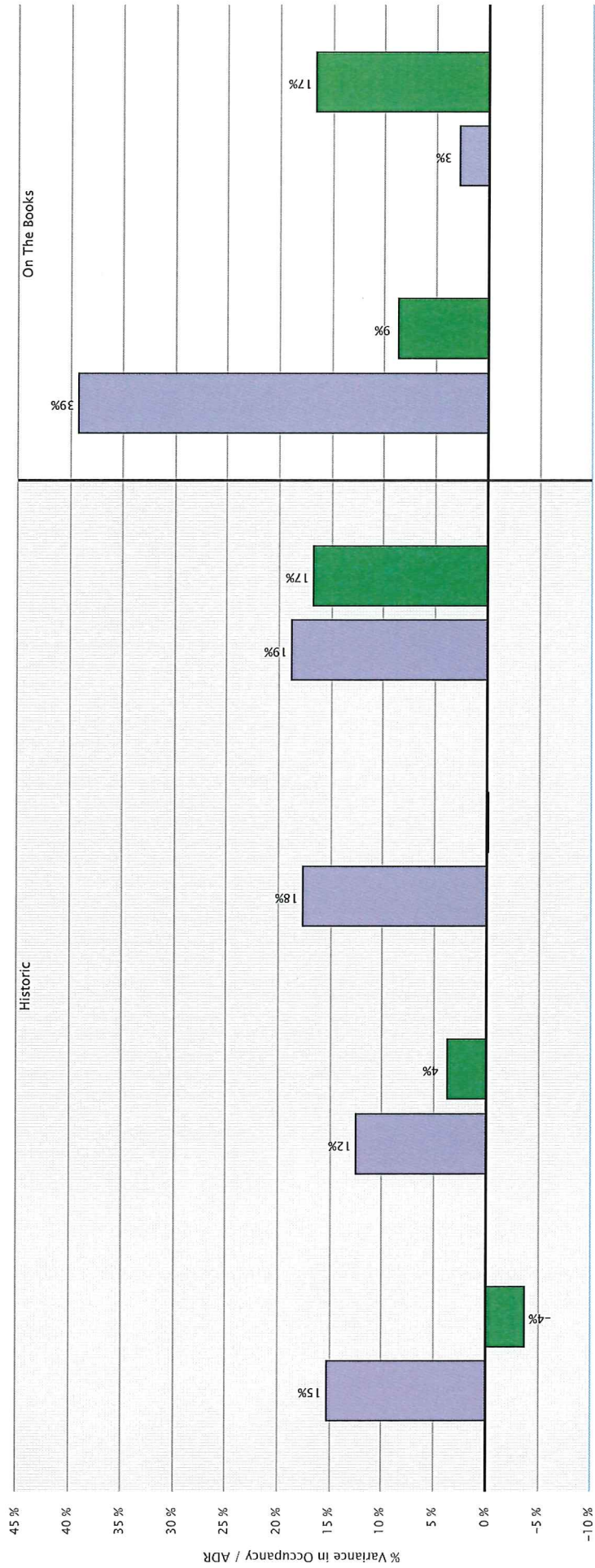
Resort Intelligence.

North Lake Tahoe Revenue Per Available Room (Winter-to-date) Res Activity Outlook as of Feb 29, 2016



North Lake Tahoe Variance in YTD Occupancy and ADR (Winter-to-date)
 Res Activity Outlook as of Feb 29, 2016



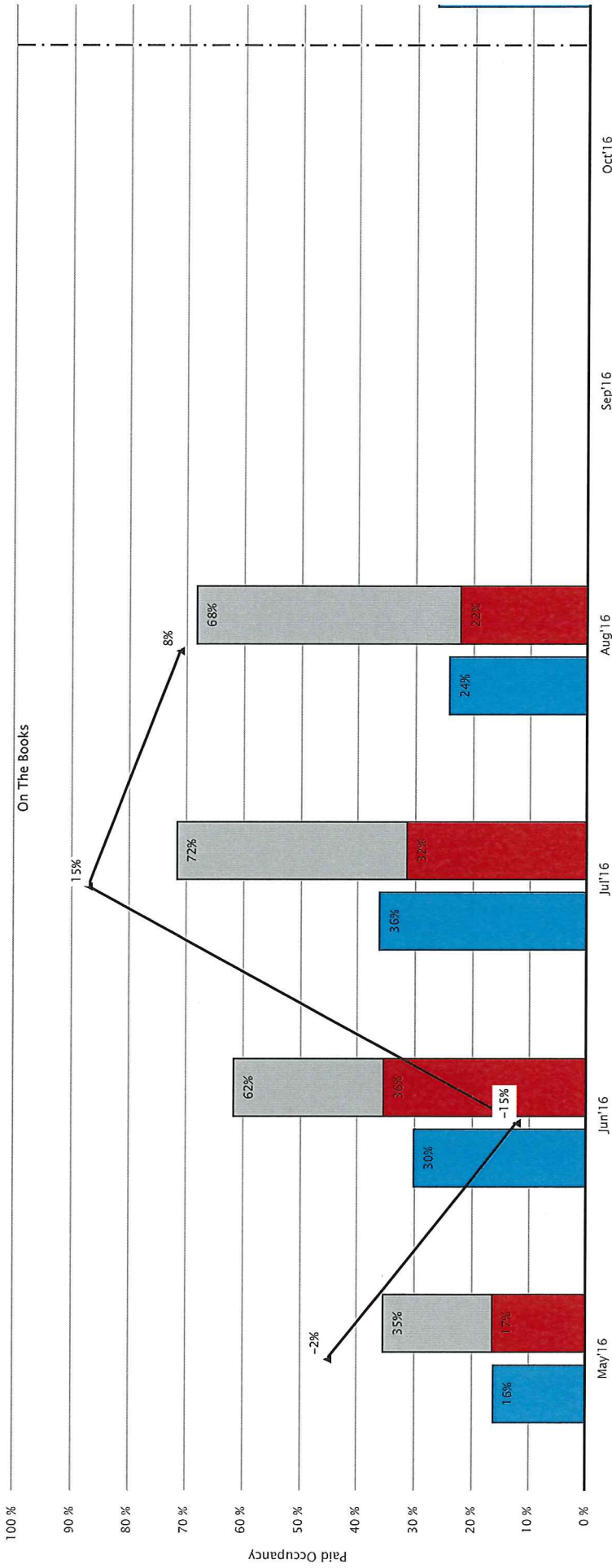


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North Lake Tahoe Paid Occupancy (Summer-to-date)

Res Activity Outlook as of Feb 29, 2016





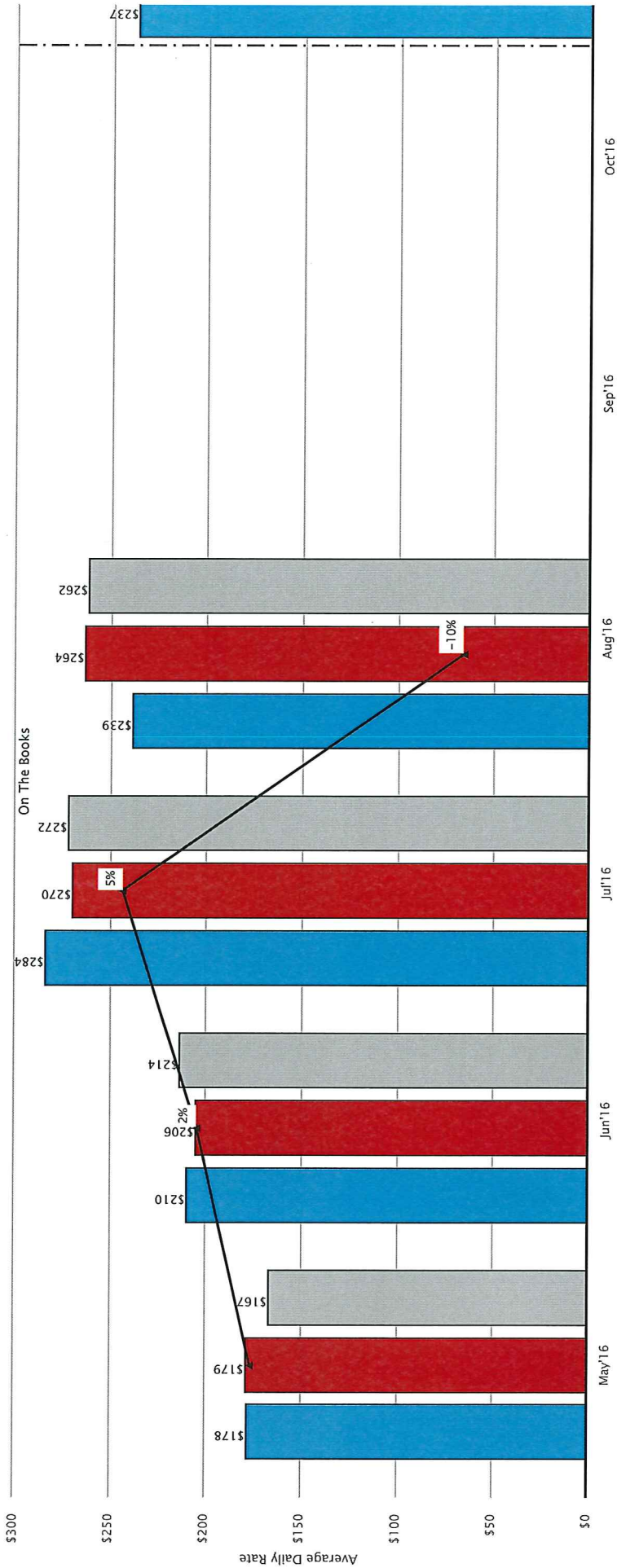
■ Data as of Feb 29 (2015/16 season)
 ■ Historic Actual (2014/15 season)
 ■ Data as of Feb 28 (2014/15 season)
 ↗ Percent Variance

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North Lake Tahoe Average Daily Rate (Summer-to-date)

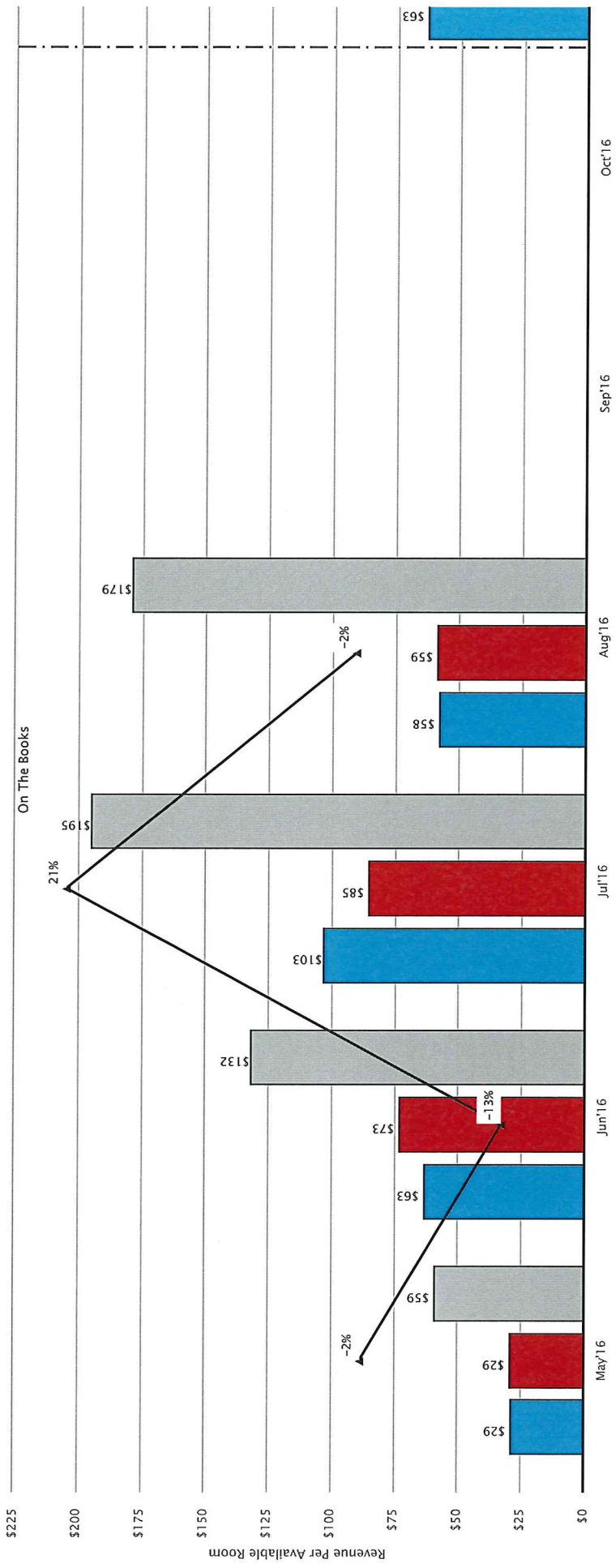
Res Activity Outlook as of Feb 29, 2016



North Lake Tahoe Revenue Per Available Room (Summer-to-date)
 Res Activity Outlook as of Feb 29, 2016



Resort Intelligence

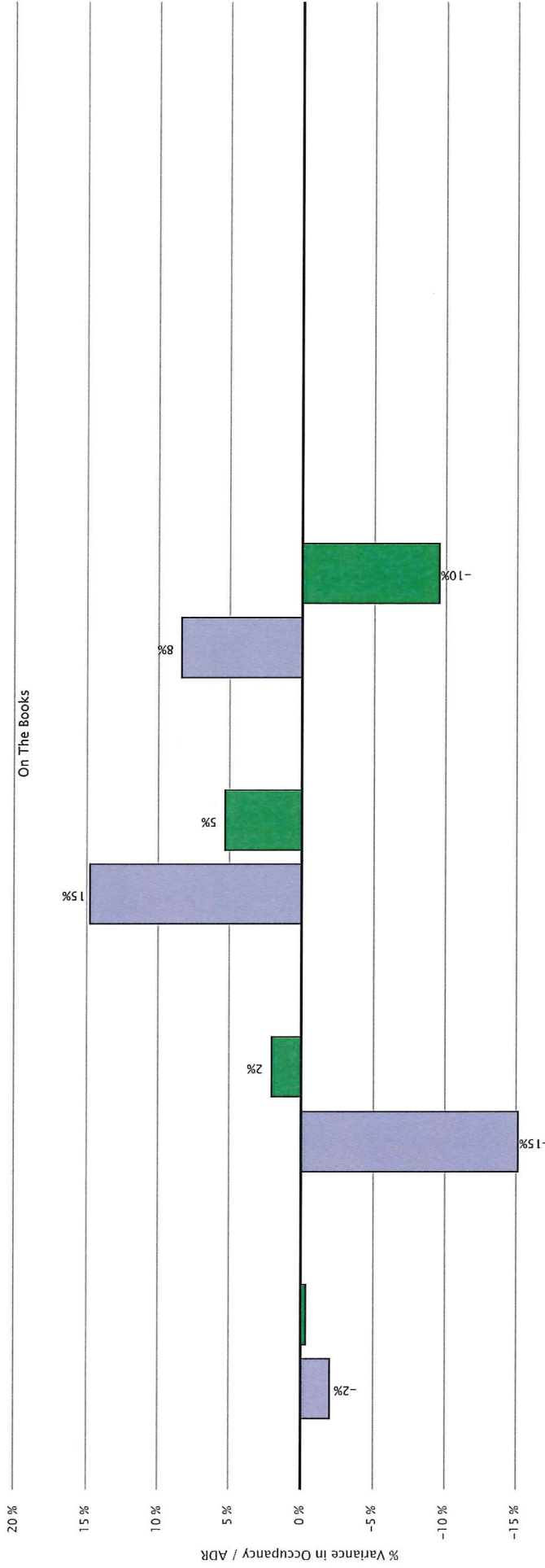


North Lake Tahoe Variance in YTD Occupancy and ADR (Summer-to-date)

Res Activity Outlook 2015/16 vs 2014/15



On The Books



May'16 vs May'15 Jun'16 vs Jun'15 Jul'16 vs Jul'15 Aug'16 vs Aug'15 Sep'16 vs Sep'15 Oct'16 vs Oct'15

■ Percent Variance in YTD Occ. Rate ■ Percent Variance in YTD ADR
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North Lake Tahoe Paid Occupancy Fill Analysis
 Res Activity Outlook as of Feb 29, 2016

Mar 16	47.1%	33.8%	39.3%	40.5%	11
Apr 16	20.5%	19.9%	2.8%	32.2%	11
May 16	16.2%	16.5%	-2.0%	35.1%	11
Jun 16	30.2%	35.5%	-15.2%	61.7%	11
Jul 16	36.3%	31.6%	14.8%	71.8%	11
Aug 16	24.2%	22.3%	8.4%	68.4%	11
Grand Total	39.6%	34.4%	15.0%	47.1%	11
Historical Months Total	50.3%	42.5%	18.4%	42.5%	11
On the Books Total	29.1%	26.6%	9.4%	51.7%	11

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North Lake Tahoe Average Daily Rate (Most Recent Data) Res Activity Outlook as of Feb 29, 2016

Average Daily Rate: YTD 2015/16 VS. YTD 2014/15					
Month of Occupancy	ADR as of Feb 29, 2016	ADR as of Feb 28, 2015	ADR Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
Sep 15	\$ 211	\$ 217	-3.1%		11
Oct 15	\$ 175	\$ 183	-4.3%		10
Nov 15	\$ 158	\$ 164	-3.7%		11
Dec 15	\$ 327	\$ 315	3.7%		11
Jan 16	\$ 272	\$ 272	-0.1%		11
Feb 16	\$ 313	\$ 268	16.7%		11
Mar 16	\$ 248	\$ 229	8.6%	\$ 223	11
Apr 16	\$ 184	\$ 158	16.6%	\$ 157	11
May 16	\$ 178	\$ 179	-0.3%	\$ 167	11
Jun 16	\$ 210	\$ 206	2.1%	\$ 214	11
Jul 16	\$ 284	\$ 270	5.3%	\$ 272	11
Aug 16	\$ 239	\$ 264	-9.5%	\$ 262	11
Grand Total	\$ 247	\$ 238	3.7%	\$ 237	11
Historical Months Total	\$ 254	\$ 247	2.7%	\$ 247	11
On the Books Total	\$ 234	\$ 223	5.0%	\$ 229	11

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North Lake Tahoe Revenue Per Available Room (Most Recent Data) Res Activity Outlook as of Feb 29, 2016

Month of Occupancy	RevPAR as of Feb 29, 2016	RevPAR Rate: YTD 2015/16 VS. YTD 2014/15	RevPAR as of Feb 28, 2015	RevPAR Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	# of Properties in sample
Sep 15	\$ 118		\$ 100	18.2%		11
Oct 15	\$ 76		\$ 63	19.4%		10
Nov 15	\$ 47		\$ 42	11.0%		11
Dec 15	\$ 178		\$ 153	16.6%		11
Jan 16	\$ 156		\$ 133	17.5%		11
Feb 16	\$ 189		\$ 136	38.6%		11
Mar 16	\$ 117		\$ 77	51.2%	\$ 90	11
Apr 16	\$ 38		\$ 31	19.9%	\$ 50	11
May 16	\$ 29		\$ 29	-2.3%	\$ 59	11
Jun 16	\$ 63		\$ 73	-13.4%	\$ 132	11
Jul 16	\$ 103		\$ 85	20.9%	\$ 195	11
Aug 16	\$ 58		\$ 59	-1.9%	\$ 179	11
Grand Total	\$ 98		\$ 82	19.3%	\$ 112	11
Historical Months Total	\$ 128		\$ 105	21.6%	\$ 105	11
On the Books Total	\$ 68		\$ 59	14.8%	\$ 118	11

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Resort Intelligence.

North Lake Tahoe Data Tables (Winter-to-date) Res Activity Outlook as of Feb 29, 2016

Month of Occupancy	Occ Rate as of Feb 29, 2016	Winter Bookings: Occ Rate: YTD 2015/16 VS. YTD 2014/15	Occ Rate as of Feb 28, 2015	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample
Nov 15	29.6%		25.7%	15.3%		11
Dec 15	54.5%		48.5%	12.4%		11
Jan 16	57.3%		48.7%	17.7%		11
Feb 16	60.4%		50.8%	18.8%		11
Mar 16	47.1%		33.8%	39.3%	40.5%	11
Apr 16	20.5%		19.9%	2.8%	32.2%	11

Winter Total	45.0%	37.9%	18.7%	41.1%	11
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Resort Intelligence.

North Lake Tahoe Average Daily Rate (Winter-to-date)
Res Activity Outlook as of Feb 29, 2016

Month of Occupancy	ADR as of Feb 29, 2016	ADR as of Feb 28, 2015	Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
Nov 15	\$ 158	\$ 164	-3.7%		11
Dec 15	\$ 327	\$ 315	3.7%		11
Jan 16	\$ 272	\$ 272	-0.1%		11
Feb 16	\$ 313	\$ 268	16.7%		11
Mar 16	\$ 248	\$ 229	8.6%	\$ 223	11
Apr 16	\$ 184	\$ 158	16.6%	\$ 157	11
Winter Total	\$ 269	\$ 252	6.7%	\$ 246	11

Winter Bookings: Average Daily Rate: YTD 2015/16 VS. YTD 2014/15

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Resort Intelligence.

North Lake Tahoe Revenue Per Available Room (Winter-to-date)
Res Activity Outlook as of Feb 29, 2016

Month of Occupancy	RevPAR as of Feb 29, 2016	RevPAR as of Feb 28, 2015	Percent Variance in YTD RevPAR	Historic Actual RevPAR	# of Properties in sample
Nov 15	\$ 47	\$ 42	11.0%		11
Dec 15	\$ 178	\$ 153	16.6%		11
Jan 16	\$ 156	\$ 133	17.5%		11
Feb 16	\$ 189	\$ 136	38.6%		11
Mar 16	\$ 117	\$ 77	51.2%	\$ 90	11
Apr 16	\$ 38	\$ 31	19.9%	\$ 50	11
Winter Total	\$ 121	\$ 96	26.6%	\$ 101	11

Winter Bookings: Revenue Per Available Room: YTD 2015/16 VS. YTD 2014/15

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North Lake Tahoe Executive Summary

Res Activity Outlook as of Feb 29, 2016

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Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1521 Units (DestiMetrics Census*) and 47.10% of 3229 total units in the North Lake Tahoe destination. (Destination Census**)

Last Month Performance: Current YTD vs. Previous YTD

	2015/16	2014/15	YOY % Variance
North Lake Tahoe Occupancy for last month (Feb) changed by (18.8%)	Occupancy (Feb) : 60.4%	50.8%	18.8%
North Lake Tahoe ADR for last month (Feb) changed by (16.7%)	ADR (Feb) : \$ 313	\$ 268	16.7%
North Lake Tahoe RevPAR for last month (Feb) changed by (38.6%)	RevPAR (Feb) : \$ 189	\$ 136	38.6%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Mar) changed by (39.3%)	Occupancy (Mar) : 47.1%	33.8%	39.3%
North Lake Tahoe ADR for next month (Mar) changed by (8.6%)	ADR (Mar) : \$ 248	\$ 229	8.6%
North Lake Tahoe RevPAR for next month (Mar) changed by (51.2%)	RevPAR (Mar) : \$ 117	\$ 77	51.2%

Historical 6 Month Actual Performance: Current YTD vs. Previous YTD

North Lake Tahoe Occupancy for the past 6 months changed by (18.4%)	Occupancy	50.3%	42.5%	18.4%
North Lake Tahoe ADR for the past 6 months changed by (2.7%)	ADR	\$ 254	\$ 247	2.7%
North Lake Tahoe RevPAR for the past 6 months changed by (21.6%)	RevPAR	\$ 128	\$ 105	21.6%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (9.4%)	Occupancy	29.1%	26.6%	9.4%
North Lake Tahoe ADR for the future 6 months changed by (5.0%)	ADR	\$ 234	\$ 223	5.0%
North Lake Tahoe RevPAR for the future 6 months changed by (14.8%)	RevPAR	\$ 68	\$ 59	14.8%

Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 29, 2016 vs. Previous Year

Rooms Booked during last month (Feb,16) compared to Rooms Booked during the same period last year (Feb,15) for all arrival dates has changed by (10.8%)	Booking Pace (Feb)	4.1%	3.7%	10.8%
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* 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. ** Destination Census: The total number of rooms available for rental within the community as established by the and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestilMetrics's other participants. As is the case in all DestilMetrics 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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Monthly Report February 2016
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 15/16

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 15/16</u>	<u>FY 14/15</u>	<u>Variance</u>
Total Revenue Booked as of 2/29/16:	\$2,866,421	\$2,118,112	35%
Forecasted Commission for this Revenue:	\$151,592	\$113,487	34%
Number of Room Nights:	15137	10428	45%
Number of Delegates:	17329	5732	202%
Annual Revenue Goal:	\$2,800,000	\$2,500,000	12%
Annual Commission Goal:	\$165,000	\$140,000	18%
Number of Tentative Bookings:	121	97	25%

<u>Monthly Detail/Activity</u>	<u>February-16</u>	<u>February-15</u>	
<u>Number of Groups Booked:</u>	7	5	
Revenue Booked:	\$351,190	\$416,981	-16%
Projected Commission:	\$7,690	\$32,217	-76%
Room Nights:	2118	2223	-5%
Number of Delegates:	653	902	-28%
	4 Corp., 1 Assn., 1 Incentive		
Booked Group Types:	House, 1 Film Crew	2 Corp., 2 Smf, 1 Assn.	
Lost Business, # of Groups:	6	2	

<u>Arrived in the month</u>	<u>February-16</u>	<u>* Est.</u>	<u>February-15</u>	
Number of Groups:	7		1	
Revenue Arrived:	\$232,521		\$19,368	1101%
Projected Commission:	\$11,785		\$1,936	509%
Room Nights:	762		82	829%
Number of Delegates:	513		100	413%
	4 Corp, 1 Assn., 1 TA/Incentive			
Arrived Group Types:	House, 1 Film Crew		1 Smf.	

<u>Monthly Detail/Activity</u>	<u>January-16</u>	<u>January-15</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$204,738	\$109,861	86%
Projected Commission:	\$9,150	\$6,498	41%
Room Nights:	1332	833	60%
Number of Delegates:	512	325	58%
	4 Corp, 2 Assoc. 1 Film		
Booked Group Types:	Crew	2 Assoc.	

Lost Business, # of Groups:	2		9	
<u>Arrived in the month</u>	<u>January-16</u>	* Est.	<u>January-15</u>	
Number of Groups:	3		3	
Revenue Arrived:	\$142,035		\$29,309	385%
Projected Commission:	\$1,039		\$250	316%
Room Nights:	723		121	498%
Number of Delegates:	212		89	138%
Arrived Group Types:	2 Assoc, 1 Film crew		1 Corp, 2 Assn.	
Arrived Group Types:	2 Assoc, 1 Film crew		1 Corp, 2 Assn.	

Monthly Detail/Activity	<u>December-15</u>		<u>December-14</u>	
<u>Number of Groups Booked:</u>	4		3	
Revenue Booked:	\$60,419		\$96,912	-38%
Projected Commission:	\$2,655		\$4,564	-42%
Room Nights:	393		740	-47%
Number of Delegates:	128		540	-76%
Booked Group Types:	3 Corp, 1 Govt.		3 Smf	
Lost Business, # of Groups:	2		5	

<u>Arrived in the month</u>	<u>December-15</u>	* Est.	<u>December-14</u>	
Number of Groups:	1		0	
Revenue Arrived:	\$9,119		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	68		0	
Number of Delegates:	35		0	
Arrived Group Types:	1 Corp.		0	
Arrived Group Types:	1 Corp.		0	

Monthly Detail/Activity	<u>November-15</u>		<u>November-14</u>	
<u>Number of Groups Booked:</u>	2		5	
Revenue Booked:	\$20,326		\$225,094	-91%
Projected Commission:	\$656		\$9,249	-93%
Room Nights:	113		1360	-92%
Number of Delegates:	204		1533	-87%
Booked Group Types:	1 Corp, 1 Smf		1 Film, 1 Corp, 1 Smf, 2 Assn.	
Lost Business, # of Groups:	5		6	

<u>Arrived in the month</u>	<u>November-15</u>		<u>November-14</u>	
Number of Groups:	0		1	
Revenue Arrived:	\$0		\$12,375	
Projected Commission:	\$0		\$1,856	
Room Nights:	0		75	
Number of Delegates:	0		18	
Arrived Group Types:	0		1 Film crew	

Monthly Detail/Activity	<u>October-15</u>		<u>October-14</u>	
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<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$216,914	\$44,208	391%
Projected Commission:	\$16,653	\$895	1761%
Room Nights:	503	260	93%
Number of Delegates:	245	180	36%

Booked Group Types:	3 Corp., 2 Assn.	1 Corp, 3 Smf
Lost Business, # of Groups:	2	6

<u>Arrived in the month</u>	<u>October-15</u>	<u>October-14</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$378,115	\$74,408	408%
Projected Commission:	\$37,596	\$1,160	3141%
Room Nights:	2214	510	334%
Number of Delegates:	10792	568	1800%
Arrived Group Types:	3 Corp, 1 Smf	2 Corp, 1 Assn. 1 Smf	

Monthly Detail/Activity

<u>Number of Groups Booked:</u>	<u>September-15</u>	<u>September-14</u>	
Revenue Booked:	\$18,378	\$367,511	-95%
Projected Commission:	\$693	\$28,336	-98%
Room Nights:	150	3417	-96%
Number of Delegates:	70	2115	-97%
Booked Group Types:	1 Smf, 1 Ca Assoc.	2 Corp, 6 Assoc.	
Lost Business, # of Groups:	8	5	

<u>Arrived in the month</u>	<u>September-15</u>	<u>September-14</u>	
Number of Groups:	9	9	
Revenue Arrived:	\$593,894	\$537,101	11%
Projected Commission:	\$20,604	\$7,879	162%
Room Nights:	3170	2782	14%
Number of Delegates:	986	1675	-41%
Arrived Group Types:	2 Corp, 2	4 Assoc., 1	

Monthly Detail/Activity

<u>Number of Groups Booked:</u>	<u>August-15</u>	<u>August-14</u>	
Revenue Booked:	\$40,570	\$328,584	-88%
Projected Commission:	\$3,884	\$14,879	-74%
Room Nights:	264	1452	-82%
Number of Delegates:	224	723	-69%
Booked Group Types:	2 Corp. 1 Smf	4 Smf, 2 Corp., 1 Assn., 1 Govt	
Lost Business, # of Groups:	7	4	

<u>Arrived in the month</u>	<u>August-15</u>	<u>August-14</u>	
Number of Groups:	7	8	
Revenue Arrived:	\$273,081	\$44,210	518%
Projected Commission:	\$21,858	\$1,739	1157%

Room Nights:	1723	252	584%
Number of Delegates:	521	278	87%
Arrived Group Types:	3 Corp., 2	2 Corp, 1	

Monthly Detail/Activity

	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	4	4	
Revenue Booked:	\$119,459	\$156,104	-23%
Projected Commission:	\$3,023	\$1,075	181%
Room Nights:	850	636	34%
Number of Delegates:	10390	390	2564%
	1 Ca Assoc, 1 Corp, 1 Smf, 1		
Booked Group Types:	Assoc.	2 Assoc, 2 Corp	
Lost Business, # of Groups:	4	1	

Arrived in the month

	<u>July-15</u>	<u>July-14</u>	
Number of Groups:	7	12	
Revenue Arrived:	\$569,373	\$546,907	4%
Projected Commission:	\$18,614	\$23,673	-21%
Room Nights:	2686	2103	28%
Number of Delegates:	1790	898	99%
	4 Corp., 1 Ca Assoc., 1 Smf, 1	6 Smf, 2 Corp, 2 Assoc. 2	
Arrived Group Types:	Govt.	Seminars	

For 2016/17:	\$1,660,771	\$2,000,000
For 2017/18:	\$387,254	\$750,000

NUMBER OF LEADS Generated as of 2/29/16:	125
YTD 2/28/15:	99
YTD 2/28/14:	117

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
2006/2007:	205

Monthly Report February 2016
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 15/16

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>15/16</u>	<u>14/15</u>	<u>Variance</u>
Total Revenue Booked as of 2/29/16:	\$206,772	\$735,009	-72%
Forecasted Commission for this Revenue:	\$18,180	\$29,842	-39%
Number of Room Nights:	1637	5121	-68%
Number of Delegates:	797	2381	-67%
Annual Commission Projection:	\$10,000	\$30,000	-67%

<u>Monthly Detail/Activity</u>	<u>February-16</u>		<u>February-15</u>	
<u>Number of Groups Booked:</u>	0		2	
Revenue Booked:	\$0		\$43,804	
Projected Commission:	\$0		\$0	
Room Nights:	0		345	
Number of Delegates:	0		235	
Booked Group Types:			1 Corp. 1 Assoc.	

<u>Arrived in the month</u>	<u>February-16</u>	<u>*Est.</u>	<u>February-15</u>	
Number of Groups:	1		2	
Revenue Arrived:	\$95,215		\$9,973	855%
Projected Commission:	\$14,282		\$368	3781%
Room Nights:	626		56	1018%
Number of Delegates:	170		19	795%
Arrived Group Types:	1 Corp.		1 Smf., 1 Corp.	

<u>Monthly Detail/Activity</u>	<u>January-16</u>		<u>January-15</u>	
<u>Number of Groups Booked:</u>	0		2	
Revenue Booked:	\$0		\$21,882	
Projected Commission:	\$0		\$1,289	
Room Nights:	0		175	
Number of Delegates:	0		118	
Booked Group Types:			1 Corp. 1 Assoc.	

<u>Arrived in the month</u>	<u>January-16</u>		<u>January-15</u>	
Number of Groups:	0		1	
Revenue Arrived:	\$0		\$3,141	
Projected Commission:	\$0		\$0	
Room Nights:	0		29	
Number of Delegates:	0		15	
Arrived Group Types:			1 Smf	

Monthly Detail/Activity	<u>December-15</u>	<u>December-14</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$95,215	\$0
Projected Commission:	\$14,282	\$0
Room Nights:	626	0
Number of Delegates:	170	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>December-15</u>	<u>December-14</u>
Number of Groups:	1	0
Revenue Arrived:	\$3,592	\$0
Projected Commission:	\$537	\$0
Room Nights:	20	0
Number of Delegates:	20	0
Arrived Group Types:	1 Corp.	

Monthly Detail/Activity	<u>November-15</u>	<u>November-14</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$25,280	\$20,898	21%
Projected Commission:	\$0	\$0	
Room Nights:	241	180	34%
Number of Delegates:	150	60	150%
Booked Group Types:	1 Assn.	1 Corp.	

<u>Arrived in the month</u>	<u>November-15</u>	<u>November-14</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-15</u>	<u>October-14</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$3,592	\$0
Projected Commission:	\$537	\$0
Room Nights:	20	0
Number of Delegates:	20	0
Booked Group Types:	1 Corp.	

<u>Arrived in the month</u>	<u>October-15</u>	<u>October-14</u>
Number of Groups:	3	0
Revenue Arrived:	\$44,564	\$0
Projected Commission:	\$2,099	\$0
Room Nights:	187	0
Number of Delegates:	134	0
Arrived Group Types:	1 Corp, 1 Assn., 1 Smf	

Monthly Detail/Activity	<u>September-15</u>	<u>September-14</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$11,830	\$38,493	-69%
Projected Commission:	\$0	\$1,925	
Room Nights:	101	230	-56%
Number of Delegates:	96	200	-52%
Booked Group Types:	1 Ca Assn., 2 Smf	1 Smf.	

<u>Arrived in the month</u>	<u>September-15</u>	<u>September-14</u>	
Number of Groups:	2	4	
Revenue Arrived:	\$31,347	\$521,681	-94%
Projected Commission:	\$1,567	\$27,677	-94%
Room Nights:	270	3664	-93%
Number of Delegates:	120	1645	-93%
Arrived Group Types:	1 Corp., 1 Smf	2 Corp., 1 Assn., 1 Smf	

Monthly Detail/Activity	<u>August-15</u>	<u>August-14</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$139,320	\$9,603	1351%
Projected Commission:	\$6,966	\$481	
Room Nights:	1220	80	1425%
Number of Delegates:	300	30	900%
Booked Group Types:	1 Assn.	2 Smf	

<u>Arrived in the month</u>	<u>August-15</u>	<u>August-14</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$32,748	-100%
Projected Commission:	\$0	\$4,912	-100%
Room Nights:	0	93	-100%
Number of Delegates:	0	30	-100%
Arrived Group Types:	0	1 Smf.	

Monthly Detail/Activity	<u>July-15</u>	<u>July-14</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$7,662	\$10,800	-29%
Projected Commission:	\$1,149	\$0	
Room Nights:	66	55	20%
Number of Delegates:	68	40	70%
Booked Group Types:	2 Smf	1 Smf.	

<u>Arrived in the month</u>	<u>July-15</u>	<u>July-14</u>	
Number of Groups:	3	1	
Revenue Arrived:	\$30,232	\$32,748	-8%
Projected Commission:	\$1,749	\$4,912	-64%
Room Nights:	211	93	127%
Number of Delegates:	156	30	420%
Arrived Group Types:	1 Assoc., 2 Smf	1 Smf.	

NUMBER OF LEADS Generated as of 2/29/16: 125

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
2006/2007:	205

Audience Overview

Feb 1, 2016 - Feb 29, 2016
Compare to: Feb 1, 2015 - Feb 28, 2015

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

****Note:** Prior to June 2015 Google counted every *Unique Visitor* and *Page View* twice due to the construction of the old GoTahoeNorth.com



Unique Visitors

Feb 1, 2016 - Feb 29, 2016

46,846

% of Total: 100.00% (46,846)



Feb 1, 2015 - Feb 28, 2015

53,794

% of Total: 100.00% (53,794)



Visits

Feb 1, 2016 - Feb 29, 2016

54,243

% of Total: 100.00% (54,243)



Feb 1, 2015 - Feb 28, 2015

63,298

% of Total: 100.00% (63,298)



Type of Visitors

Feb 1, 2016 - Feb 29, 2016

46,846

% of Total: 100.00% (46,846)



Feb 1, 2015 - Feb 28, 2015

53,794

% of Total: 100.00% (53,794)



Pageviews

Feb 1, 2016 - Feb 29, 2016

189,868

% of Total: 100.00% (189,868)



Feb 1, 2015 - Feb 28, 2015

169,587

% of Total: 100.00% (169,587)



Bounce Rate

Feb 1, 2016 - Feb 29, 2016

30.72%

Avg for View: 30.72% (0.00%)



Feb 1, 2015 - Feb 28, 2015

56.71%

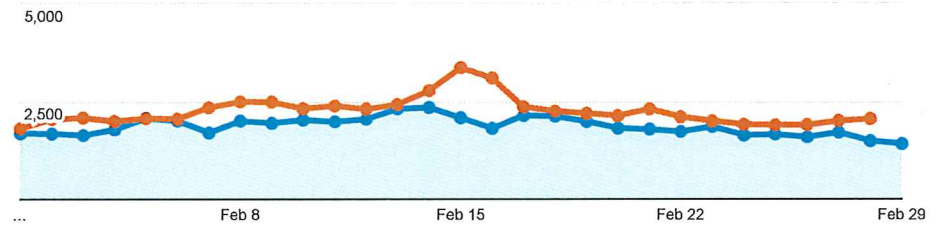
Avg for View: 56.71% (0.00%)



Visits

Feb 1, 2016 - Feb 29, 2016: ● Sessions

Feb 1, 2015 - Feb 28, 2015: ● Sessions



Average Pages per Visit

Feb 1, 2016 - Feb 29, 2016

3.50

Avg for View: 3.50 (0.00%)



Feb 1, 2015 - Feb 28, 2015

2.68

Avg for View: 2.68 (0.00%)



Average Visit Duration

Feb 1, 2016 - Feb 29, 2016

00:02:08

Avg for View: 00:02:08 (0.00%)



Feb 1, 2015 - Feb 28, 2015

00:01:51

Avg for View: 00:01:51 (0.00%)

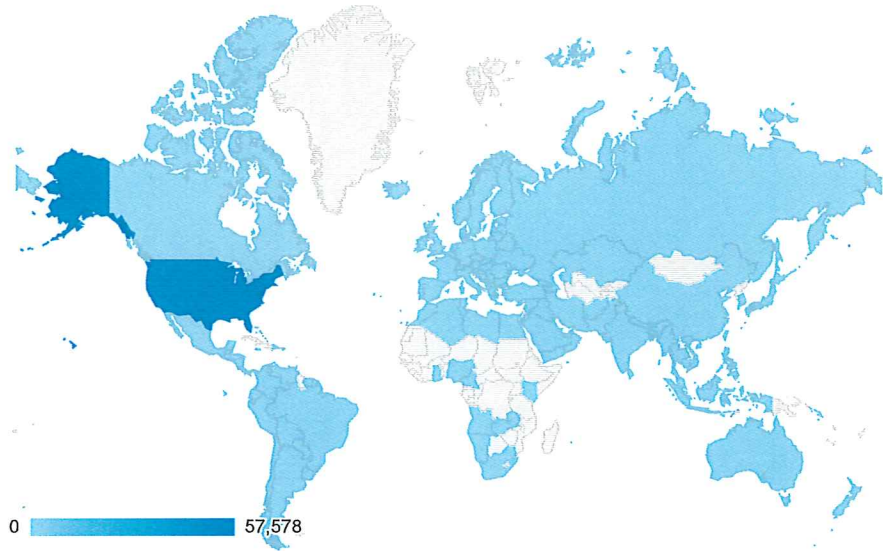


Known Demographics (Affinities)

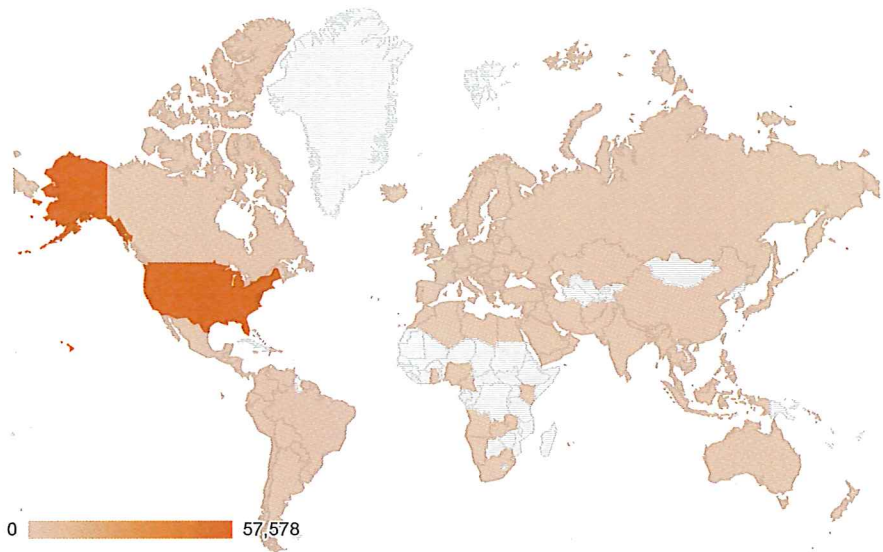
There is no data for this view.

Visits by Location

Feb 1, 2016 - Feb 29, 2016



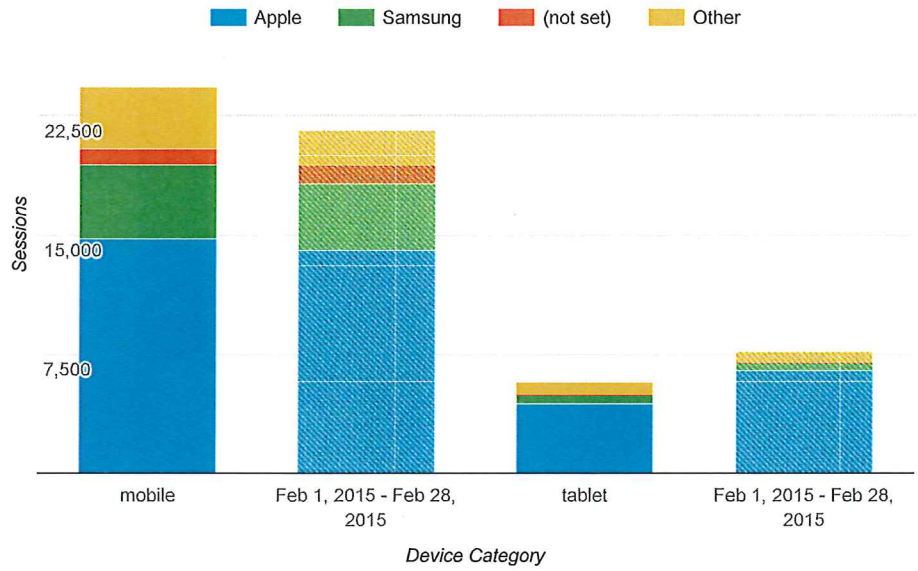
Feb 1, 2015 - Feb 28, 2015



Visits by Device

Device Category	Sessions	Bounce Rate
mobile		
Feb 1, 2016 - Feb 29, 2016	24,332	43.83%
Feb 1, 2015 - Feb 28, 2015	21,638	58.94%
% Change	12.45%	-25.64%
desktop		
Feb 1, 2016 - Feb 29, 2016	24,133	15.80%
Feb 1, 2015 - Feb 28, 2015	33,989	56.05%
% Change	-29.00%	-71.81%
tablet		
Feb 1, 2016 - Feb 29, 2016	5,778	37.83%
Feb 1, 2015 - Feb 28, 2015	7,671	53.33%
% Change	-24.68%	-29.06%

Tablet and Mobile Visits



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Lodging Referrals - 2/16/16-3/15/16	Total Lodging Listing Site	Unique Lodging Listing Site	Total Lodging Book Now	Unique Lodging Book Now
7-Pines Motel	15	15	0	0
Agate Bay Realty Vacation Rentals	28	25	5	5
Alpine Rental Group	10	10	6	6
Americas Best Value Inn Tahoe City	9	9	2	2
Aviva Inn	24	21	13	11
Beesley's Cottages	85	53	0	0
BEST. VACATION. EVER... InvitedHome.com	6	6	0	0
Big 7 Motel	32	21	0	0
Brockway Springs Resort	33	31	13	12
Cal Lodge Hostel	15	9	0	0
Castle Peak Vacation Rentals	16	16	0	0
Cedar Crest Cottages	67	65	34	31
Cedar Glen Lodge	83	79	32	30
Chalet de Huttlinger	11	11	5	5
Chaney House	24	22	6	6
Chinquapin / Packard Realty	9	9	0	0
Christy Lodge	29	25	0	0
Club Tahoe Resort	12	12	0	0
Cobblestone Center Shopping Mall	17	16	0	0
Constellation Residences at Northstar	23	23	27	24
Cottage Inn at Lake Tahoe	70	68	26	26
Dockside 700 Bar & Grill	6	6	0	0
Donner Summit Rentals	15	14	0	0
Event Label	0	0	0	0
Ferrari's Crown Resort	15	14	2	2
Firelite Lodge	32	31	10	10
First Accommodations, Inc.	15	14	9	8
Fox Den Cottages	62	35	0	0
Franciscan Lakeside Lodge	40	38	0	0
Goldfish Properties	19	17	8	8
Granlibakken Tahoe	39	32	29	29
Hauserman Rental Group	26	26	9	8
Holiday House	16	16	5	5
Hostel Tahoe in Kings Beach	57	32	0	0
Hyatt Regency Lake Tahoe Resort Spa & Cas	192	185	102	102
Incline at Tahoe Realty	18	16	2	2
Incline Vacation Rentals	39	39	16	15
Kingswood Village Vacation Rentals	16	16	6	5
Lake Tahoe Accommodations Incline Village	11	10	5	5
Lake Tahoe Accommodations Tahoe City	7	7	7	7
Lake Tahoe Deluxe Vacation Rentals	37	35	0	0
LakeFrontHouse.com	23	23	0	0
Marmot Vacation Rentals	36	35	0	0
Martis Valley Associates Property Rentals	8	8	0	0

Martis Valley Vacation Rentals	24	13	0	0
Meeks Bay Resort & Marina	57	57	15	15
Mother Natures Inn	19	19	0	0
Mourelatos Lakeshore Resort	54	52	25	24
North Tahoe Rental Company	31	24	11	10
Northstar California Resort	97	93	46	41
Northstar Lodge by Welk Resorts	41	38	0	0
Northwood Pines Motel	27	12	0	0
Olympic Village Inn	66	53	0	0
Parkside Inn at Incline	26	25	18	18
PepperTree Inn	9	9	4	4
PlumpJack Squaw Valley Inn	41	40	53	49
Pullen Realty Group	5	3	0	0
Red Wolf Lakeside Lodge	29	26	8	8
Red Wolf Lodge at Squaw Valley	16	15	21	19
Resort at Squaw Creek	39	34	65	62
River Ranch Lodge and Restaurant	40	40	0	0
Rockwood Lodge	30	30	0	0
Rustic Cottages	33	33	0	0
Sandy's Pub at the Resort at Squaw Creek	3	2	0	0
SellMyTimeShareNow.com	4	4	2	2
Shooting Star Bed & Breakfast	39	30	22	20
Sierra Mountain Properties	8	7	1	1
Sierra Vacation Rentals/Sales	21	18	12	10
Squaw Valley Lodge	29	27	48	44
Stanford Alpine Chalet	27	27	0	0
Stay In Lake Tahoe	46	41	20	14
Stevenson's Holliday Inn	33	22	0	0
Sugar Bowl Resort	33	29	0	0
Sunnyside Restaurant & Lodge	73	65	26	26
Ta-Tel Lodge	30	17	0	0
Tahoe Biltmore Lodge & Casino	92	87	25	23
Tahoe City Inn	16	15	5	5
Tahoe Edgelake Beach Club	7	7	0	0
Tahoe Exclusive Vacation Rentals	20	19	6	5
Tahoe Getaways Vacation Rentals	86	83	0	0
Tahoe Luxury Properties	37	34	13	12
Tahoe Marina Lodge	10	10	4	4
Tahoe Moon Properties	44	43	15	13
Tahoe Mountain Properties	14	14	0	0
Tahoe Mountain Resorts Lodging	57	55	30	29
Tahoe North Shore Lodge	10	9	0	0
Tahoe Real Estate Group	12	11	5	5
Tahoe Rentals by Wells and Bennett Realtor	35	31	6	6
Tahoe Sands Resort	7	7	9	9
Tahoe Signature Properties	33	31	12	12
Tahoe Tavern Properties	12	12	0	0
Tahoe Truckee Factory Stores	41	35	0	0

Tahoe Vista Lodge and Cabins	49	47	0	0
Tahoe Vistana Inn	23	23	4	3
Tahoe Woodside Vacation Rentals	20	20	4	4
Tahoma Lodge	18	17	0	0
Tahoma Meadows Bed & Breakfast Cottages	35	33	10	8
Tamarack Lodge	14	14	5	4
The Border House	22	22	6	6
The Cedar House Sport Hotel	1	1	0	0
The Lodge at Obexers	11	9	6	6
The Lodge at Sugar Bowl	25	25	18	17
The Ritz-Carlton, Lake Tahoe	85	78	37	35
The Village at Squaw Valley	67	64	111	103
Vacasa	24	22	9	9
Vacation Station, Inc.	24	22	5	5
Vacation Tahoe by O'Neal Brokers	13	13	9	9
VACAY North Tahoe	31	30	11	11
Waters of Tahoe Properties	31	30	9	9
West Lake Properties at Tahoe	27	25	7	6
West Shore Cafe & Inn	53	48	14	14
West Shore Sports	4	4	0	0
Grand Total	3487	3150	1171	1103