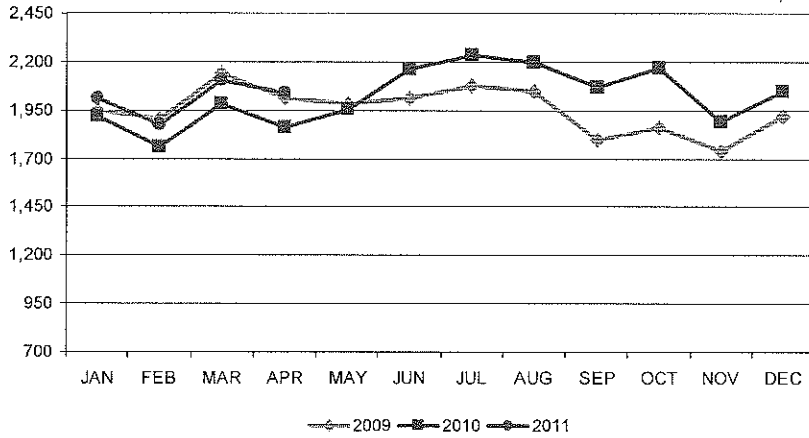


**Monthly Scheduled Departures**



**Schedule Changes Since April 2010**

**American Airlines**

- Started 3 daily flights to LAX in June 2010

**Alaska Airlines**

- Eliminated service to LAX in April 2011

**Continental Airlines**

- Started a daily service to IAH in February 2011

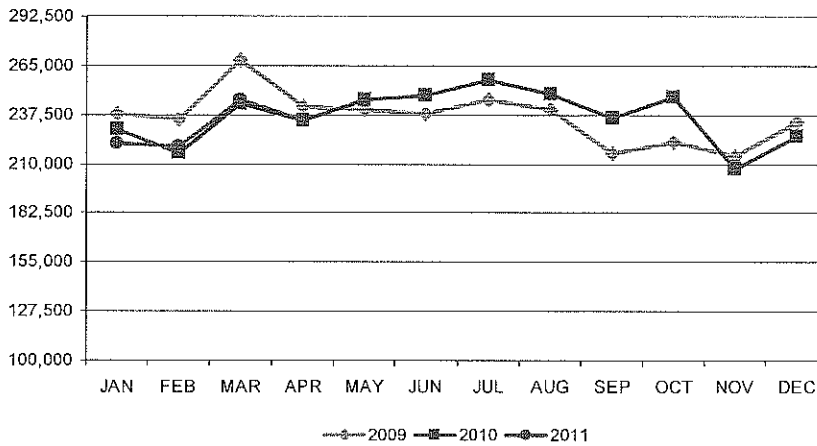
**US Airways**

- Added a daily flight to PHX in October 2010

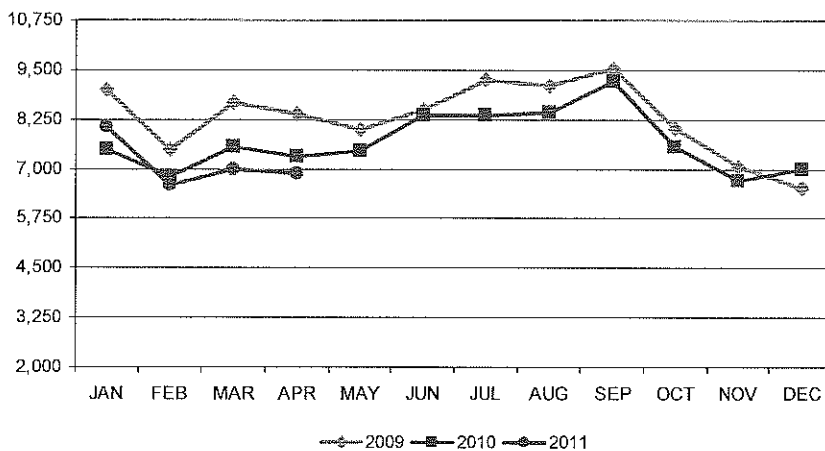
**Southwest Airlines**

- Added a daily flight to DEN in March 2011

**Monthly Scheduled Seats**



**Total Operations**



**TOTAL OPERATIONS**

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In April 2011, total operations were down (5.9%) versus the same period last year.

# Reno-Tahoe International Airport

Total Passengers April-11						
	Passengers			Percent Change	Passengers	
	2009	2010	2011		Percent Change	
JAN	295,827	293,756		-0.7%	300,125	2.2%
FEB	300,028	294,662		-1.8%	299,090	1.5%
MAR	336,652	346,846		3.0%	348,583	0.5%
<b>1st Quarter</b>	<b>932,507</b>	<b>935,264</b>		<b>0.3%</b>	<b>947,798</b>	<b>1.3%</b>
APR	304,829	309,533		1.5%	295,537	-4.5%
MAY	312,441	312,378		0.0%		
JUN	347,038	361,406		4.1%		
<b>2nd Quarter</b>	<b>964,308</b>	<b>983,317</b>		<b>2.0%</b>		
JUL	352,504	367,997		4.4%		
AUG	344,815	352,764		2.3%		
SEP	304,249	306,045		0.6%		
<b>3rd Quarter</b>	<b>1,001,568</b>	<b>1,026,806</b>		<b>2.5%</b>		
OCT	295,080	306,953		4.0%		
NOV	268,087	269,678		0.6%		
DEC	294,385	300,467		2.1%		
<b>4th Quarter</b>	<b>857,552</b>	<b>877,098</b>		<b>2.3%</b>		
<b>TOTAL</b>	<b>3,755,935</b>	<b>3,822,485</b>		<b>1.8%</b>		
YTD		1,244,797			1,243,335	-0.1%

Total Scheduled Enplaned Passengers April-11				
	2009	2010	2011	YOY Change
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683		
JUN	172,383	173,887		
JUL	172,545	184,017		
AUG	170,315	174,797		
SEP	152,717	154,522		
OCT	147,848	154,380		
NOV	131,568	134,723		
DEC	142,084	145,532		
<b>TOTAL</b>	<b>1,860,815</b>	<b>1,901,031</b>		
YTD		624,490	625,955	0.2%

Total Cargo April-11					
	Cargo in Pounds			Cargo in Metric Tons	Percent Change
	2009	2010	2011		
JAN	8,777,047	8,695,804	8,959,543	4,063	3.0%
FEB	7,675,284	7,679,924	8,674,321	3,934	12.9%
MAR	8,237,243	8,814,895	10,513,446	4,768	19.3%
<b>1st Quarter</b>	<b>24,689,574</b>	<b>25,190,623</b>	<b>28,147,310</b>	<b>12,765</b>	<b>11.7%</b>
APR	7,841,936	8,633,892	8,870,669	4,023	2.7%
MAY	7,754,278	8,273,448			
JUN	7,870,143	8,737,038			
<b>2nd Quarter</b>	<b>23,466,357</b>	<b>25,644,378</b>			
JUL	7,967,294	9,113,694			
AUG	7,929,474	9,388,206			
SEP	8,553,601	9,871,400			
<b>3rd Quarter</b>	<b>24,450,369</b>	<b>28,373,300</b>			
OCT	8,509,360	9,915,411			
NOV	8,093,678	9,706,711			
DEC	13,149,429	14,186,519			
<b>4th Quarter</b>	<b>29,752,467</b>	<b>33,808,641</b>			
<b>TOTAL</b>	<b>102,358,767</b>	<b>113,016,942</b>			
YTD		33,824,515	37,017,979	16,788	9.4%

Total Deplaned Passengers April-11				
	2009	2010	2011	YOY Change
JAN	146,014	144,826	148,053	2.2%
FEB	149,134	148,506	149,837	0.9%
MAR	166,155	172,823	172,554	-0.2%
APR	152,144	152,986	146,617	-4.2%
MAY	156,476	155,702		
JUN	172,499	184,651		
JUL	178,092	183,031		
AUG	172,640	176,391		
SEP	149,944	150,035		
OCT	144,653	151,999		
NOV	134,078	134,409		
DEC	152,183	154,682		
<b>TOTAL</b>	<b>2,210,622</b>	<b>1,910,041</b>		
YTD		619,141	617,061	-0.3%

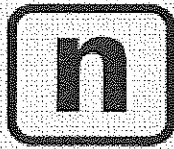
Load Factors April-11				
	Enplaned PAX	Apr-11	Apr-10	Diff.
Alaska	6,952	75.6%	81.6%	-6.0
American	16,349	78.4%	82.0%	-3.6
Delta	10,460	75.0%	82.3%	-7.2
Southwest	83,325	62.7%	65.9%	-3.2
United/Continental	21,021	75.2%	70.9%	4.2
US Airways	10,813	63.2%	67.8%	-4.6

Source: RNO Monthly Flight Activity Reports

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# Search Engine Marketing Report

for



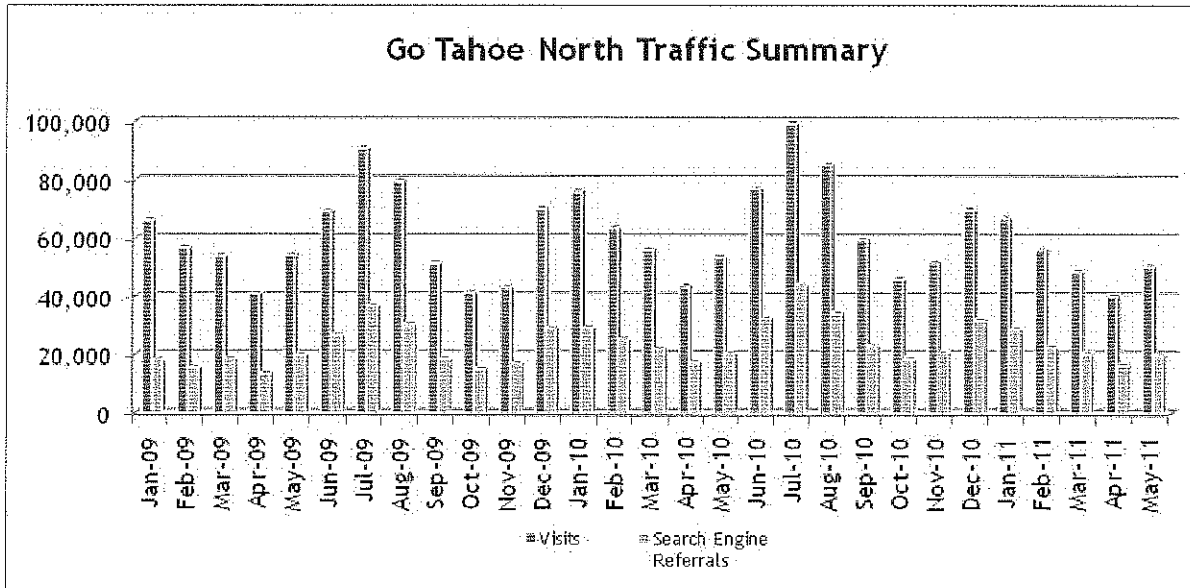
north lake tahoe

June 3, 2011

Presented by  
smith & jones

# Program Progress

- Organic Search Engine referrals make up approximately 39.3% of total visits in May.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%

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## Position Progress Summary

June 3, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	23
Total 1st Page Positions	51
Total 2nd Page Positions	15
Google #1 Positions	13
Google 1st Page Positions	28
Google 2nd Page Positions	7

Compared with

May 4, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	21
Total 1st Page Positions	45
Total 2nd Page Positions	23
Google #1 Positions	11
Google 1st Page Positions	24
Google 2nd Page Positions	12

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

### Recent Increases in Search Visibilities

2 New #1 Positions on Google for:

- Lake Tahoe summer
- Lake Tahoe summer activities

1 New #1 Position on Bing for:

- Incline Village Lake Tahoe

2 New First Page Positions on Google for:

- incline village vacation
- Lake Tahoe weddings

3 New First Page Positions on Bing for:

- Lake Tahoe entertainment
- Lake Tahoe vacations
- north lake tahoe camping

## Site Optimization

- smith + jones updated and optimized meta-tags for the following pages:
  - <http://www.gotahoenorth.com/resorts-and-towns/crystal-bay>
  - <http://www.gotahoenorth.com/resorts-and-towns/carnelian-bay>
  - <http://www.gotahoenorth.com/resorts-and-towns/alpine-meadows>
  - <http://www.gotahoenorth.com/resorts-and-towns/incline-village>
  - <http://www.gotahoenorth.com/resorts-and-towns/kings-beach>
  - <http://www.gotahoenorth.com/resorts-and-towns/northstar>
  - <http://www.gotahoenorth.com/resorts-and-towns/tahoe-city>
  - <http://www.gotahoenorth.com/resorts-and-towns/tahoe-vista>
  - <http://www.gotahoenorth.com/resorts-and-towns/truckee>
  - <http://www.gotahoenorth.com/resorts-and-towns/west-shore>
  - <http://www.gotahoenorth.com/weddings/wedding-services>
  - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>
  - <http://www.gotahoenorth.com/about-tahoe/vacation-guide>
  - <http://www.gotahoenorth.com/about-tahoe/newsletter>
  - <http://www.gotahoenorth.com/social>
  
- smith + jones is developing page specific meta-tags for the individual organization pages such as <http://www.gotahoenorth.com/stay/lodging-by-type/bed-and-breakfasts/stanford-alpine-chalet.html>
  
- 41 submissions were made to Social Media Web sites in the month of May. Details can be found in the attached spreadsheet.
  
- Continue to be active on Facebook and Twitter. Both social channels have built a great following of fans with over 3,600 likes on Facebook and 2,600 followers on Twitter.

# Organic Search Position Summary Historical Data

Keyword	Jun-11		May-11		Apr-11		Mar-11		Feb-11		Jan-11		Dec-10		Nov-10		Oct-10		May '07 Baseline	
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing
Incline Village	1	5	1	4	1	6	1	5	1	5	1	4	1	4	1	4	1	2	1	12
incline village lake tahoe	1	1	1	3	1	2	1	2	1	2	1	2	1	1	1	2	1	1		
incline village tahoe	1	2	1	2	1	3	1	3	1	3	1	3	1	3	1	3	1	3		
Incline Village vacation	5		13		8		9		8		5		5		5		4		15	
kings beach	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
kings beach lake tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Lake Tahoe Deals	2	2	3	1	4	1	4	1	4	2	5	2	4	1	4	2	7	2		
Lake Tahoe	12		12		15	11	14	14	11	11	13	17	14	19	13	11	12		9	
Lake Tahoe activities	4	11	7	11	8	13	10	13	10	12	8	12	9	8	5	8	9	3	15	10
lake tahoe activities in summer		18	13	19	10		12		10		3	1	3	1	3	1	3	1		
Lake Tahoe Chamber of Commerce	9		8		8		7		7		7		7		7		7		7	
Lake Tahoe entertainment	16	9	13	12	19	11	12	11	15	9	10	13	11	17	10	11	11	16		
lake tahoe events	3	5	3	4	5	5	4	5	4	4	6	5	6	5	4	5	3	5		
Lake Tahoe fishing	6	15	6	20	7	16					6	12	6	12	6	17	5	14		
Lake Tahoe golf courses	9		9	11	10	10					10	13	10	17	10	20	11	8	16	18
Lake Tahoe hotels	18		14		15		17		16		19		20		19		18		14	12
Lake Tahoe lodging	7	2	5	2	6	2	8	2	7	2	8	2	7	2	6	3	5	2	2	15
Lake Tahoe resorts	3	1	3	1	5	1	5	1	5	1	5	1	6	1	5	2	4	2	3	
Lake Tahoe ski				18					20				18		18		20			12
Lake Tahoe ski resorts		16		16	19	14											8		19	
Lake Tahoe skiing	19	19	18	18									18	19	17				19	
Lake Tahoe summer	1	14		10	20						1	1	1	1	1	1	1	1	3	2
lake tahoe summer activities	1	18	20	16			20		13		1	1	1	1	1	1	1	1		
Lake Tahoe vacation rentals																			9	
Lake Tahoe vacations	6	6	4	16	8		6	11	7	8	7	8	6	11	5	12	4	10	2	5
Lake Tahoe weddings	10		11		12		11		13		12		11		11		11	13		
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	4
north lake tahoe camping	11	8	11	13	19						1	1	1	1	1	1	1	1		
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
north lake tahoe rentals	6	7	8	4	2	7	3	9	2	7	6	11	2	6	2	6	3	3		
north lake tahoe restaurants	4	2	4	2	2	2	1	2	1	2	1	2	1	2	1	1	1	1		
north shore lake tahoe	2	2	2	2	2	1	2	1	2	2	2	2	2	1	2	1	2	1		
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Northstar																				
Northstar at Tahoe																				14
ski Tahoe	13	8	12	6	14	11	12	11	15	12	13	11	14	15	12	12	13	12		
ski vacations																				
Squaw Valley	14		16		17	16	19	14		13		16								
Tahoe City	2	2	3	2	3	2	2	2	2	2	3	2	4	2	3	2	4	3	3	7
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	1
Truckee California		18	18				20		19		19		17				12			

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Search Positions By Engine																					
#1 Positions	13	10	11	10	11	11	12	11	12	9	15	13	15	16	15	14	15	15	2	1	
1st Page Positions	28	23	24	21	26	20	23	19	24	21	30	23	29	24	30	24	28	27	11	7	
2nd Page Positions	7	8	12	11	8	8	9	6	8	4	5	9	6	8	5	7	7	5	6	6	

Total Search Positions										
#1 Positions	23	21	22	23	21	28	31	29	30	3
1st Page Positions	51	45	46	42	45	53	53	54	55	18
2nd Page Positions	15	23	16	15	12	14	14	12	12	12

\*\*1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20\*\*

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## Buzz on the Web

With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of mentions of GoTahoeNorth and listed them below. Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web.

<http://twitter.com/#!/karikiel/statuses/76319768994525184>

@bluelaketahoe @TahoeNorth @NorthTahoeNews - is Farmers Market at commons beach canceled today? anyone know?

<http://twitter.com/#!/newmansculpture/statuses/76119823112876032>

I'm in. RT @TahoeNorth Head to Jakes on the Lake June 5 for the 18th annual Charity Fishing Derby & Raffle, \$1K top prize. <http://i.mp/jfEazd>

<http://twitter.com/#!/ekageyamaJandS/statuses/76038648642015232>

Headed to @MammothUnbound to catch some more fishies shortly. @TahoeNorthin July. Can't wait to hit the #Sierras #SummerTime

<http://twitter.com/#!/TahoeDavesSkis/statuses/75978461344309248>

RT @tahoenorth: Launching your boat at Tahoe? Know the details before you go, including inspection points and fees: [www.tahoercd.org](http://www.tahoercd.org)

<http://pinteractive.web.id/cape-may-hotels/major-vacation-planning-trouble-where-to-go-and-how-to-save-money.html>

Major vacation planning trouble. Where to go and how to save money??

Comment: well if you book way in advanced you can get 69-99 dollar airline tickets each way, with southwest, jetblue, allegiantair, and airtran i recommend cape code of those, but i think lake tahoe is way better <http://www.gotahoenorth.com>

<http://millymilltown.amplify.com/2011/05/19/north-lake-tahoe-vacation-lodging-options/>

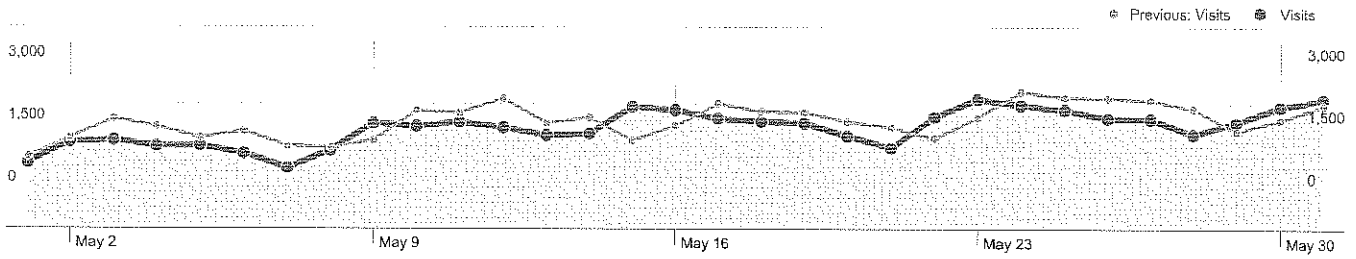
<http://find-best-driver.info/2011/05/smart-phone/top-cyclists-introduced-at-tahoese-opening-gala-for-the-2011-amgen-tour-of-california-3/>

Top Cyclists Introduced At Tahoe's Opening Gala for the 2011 Amgen Tour California

<http://clipmarks.com/clipmark/08693FBC-2849-4634-8E33-070B7C8EF9A4/>

<http://www.infobikes.com/bike-trials-riding/ten-days-of-parties-events-and-entertainment-leading-up-to-the-amgen-tour-of-california/>

Ten Days of Parties, Events and Entertainment Leading up to the Amgen Tour of California



**Site Usage**

**50,259 Visits**

Previous: 53,680 (-6.37%)

**31.16% Bounce Rate**

Previous: 30.92% (0.77%)

**272,779 Pageviews**

Previous: 273,277 (-0.18%)

**00:04:14 Avg. Time on Site**

Previous: 00:04:08 (2.40%)

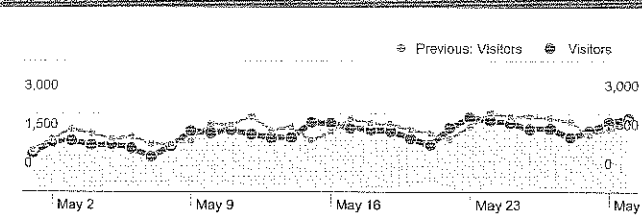
**5.43 Pages/Visit**

Previous: 5.09 (6.61%)

**78.19% % New Visits**

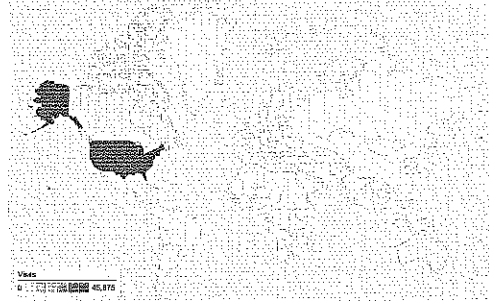
Previous: 79.55% (-1.71%)

**Visitors Overview**



**Visitors**  
**42,059**

**Map Overlay**



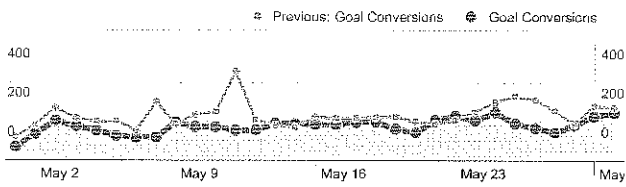
**Traffic Sources Overview**



- Search Engines**  
19,768.00 (39.33%)
- Referring Sites**  
15,981.00 (31.80%)
- Direct Traffic**  
14,430.00 (28.71%)
- Other**  
80 (0.16%)

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### Goals Overview



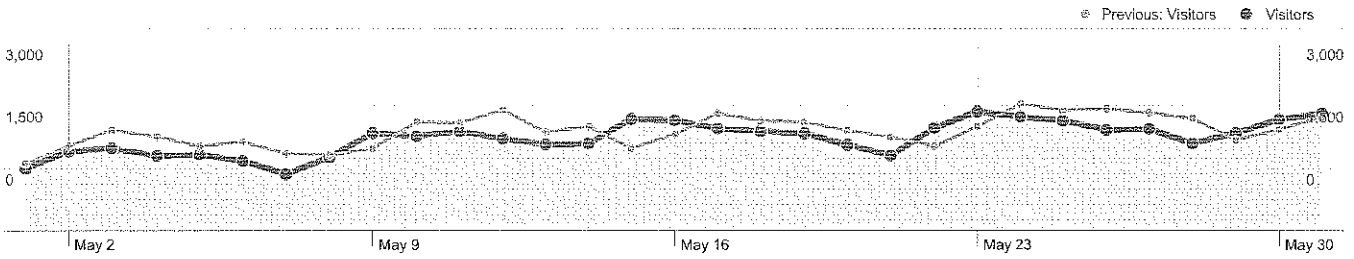
### Content Overview

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
May 1, 2011 - May 31, 2011	12,669	4.64%
May 1, 2010 - May 31, 2010	13,329	4.88%
% Change	-4.95%	-4.78%
<b>/external//return (true)</b>		
May 1, 2011 - May 31, 2011	7,713	2.83%
May 1, 2010 - May 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/events</b>		
May 1, 2011 - May 31, 2011	7,565	2.77%
May 1, 2010 - May 31, 2010	19	0.01%
% Change	39,715.79%	39,788.45%
<b>/stay/lodging-by-type</b>		
May 1, 2011 - May 31, 2011	5,104	1.87%
May 1, 2010 - May 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		
May 1, 2011 - May 31, 2011	4,188	1.54%
May 1, 2010 - May 31, 2010	1,533	0.56%
% Change	173.19%	173.69%

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# Visitors Overview

May 1, 2011 - May 31, 2011  
 Comparing to: May 1, 2010 - May 31, 2010



## 42,059 people visited this site

**50,259** Visits

Previous: 53,680 (-6.37%)

**42,059** Absolute Unique Visitors

Previous: 45,600 (-7.77%)

**272,779** Pageviews

Previous: 273,277 (-0.18%)

**5.43** Average Pageviews

Previous: 5.09 (6.61%)

**00:04:14** Time on Site

Previous: 00:04:08 (2.40%)

**31.16%** Bounce Rate

Previous: 30.92% (0.77%)

**78.19%** New Visits

Previous: 79.55% (-1.71%)

## Technical Profile

Browser	Visits	% visits
<b>Internet Explorer</b>		
May 1, 2011 - May 31, 2011	25,016	49.77%
May 1, 2010 - May 31, 2010	30,865	57.50%
% Change	-18.95%	-13.43%
<b>Firefox</b>		
May 1, 2011 - May 31, 2011	10,070	20.04%
May 1, 2010 - May 31, 2010	11,889	22.15%
% Change	-15.30%	-9.53%

Connection Speed	Visits	% visits
<b>Unknown</b>		
May 1, 2011 - May 31, 2011	50,259	100.00%
May 1, 2010 - May 31, 2010	10,469	19.50%
% Change	380.07%	412.76%
<b>T1</b>		
May 1, 2011 - May 31, 2011	0	0.00%
May 1, 2010 - May 31, 2010	6,328	11.79%
% Change	-100.00%	-100.00%

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Safari		
May 1, 2011 - May 31, 2011	9,425	18.75%
May 1, 2010 - May 31, 2010	7,405	13.79%
% Change	27.28%	35.94%

Chrome		
May 1, 2011 - May 31, 2011	5,126	10.20%
May 1, 2010 - May 31, 2010	2,892	5.39%
% Change	77.25%	89.31%

Mozilla Compatible Agent		
May 1, 2011 - May 31, 2011	221	0.44%
May 1, 2010 - May 31, 2010	137	0.26%
% Change	61.31%	72.29%

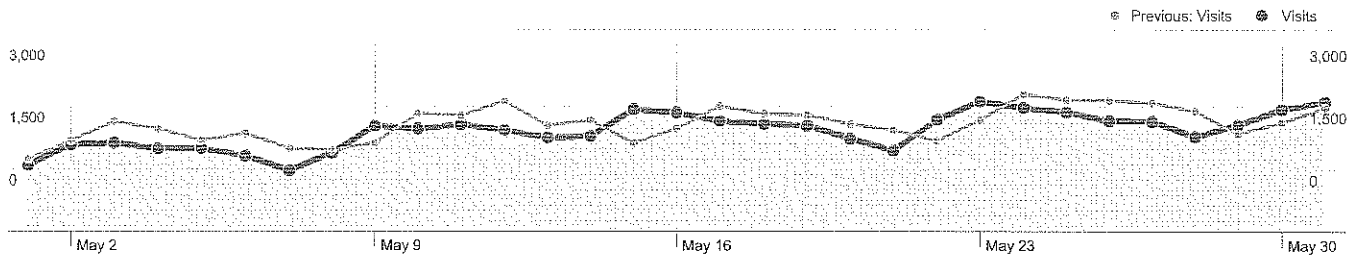
Cable		
May 1, 2011 - May 31, 2011	0	0.00%
May 1, 2010 - May 31, 2010	21,513	40.08%
% Change	-100.00%	-100.00%

Dialup		
May 1, 2011 - May 31, 2011	0	0.00%
May 1, 2010 - May 31, 2010	661	1.23%
% Change	-100.00%	-100.00%

DSL		
May 1, 2011 - May 31, 2011	0	0.00%
May 1, 2010 - May 31, 2010	14,233	26.51%
% Change	-100.00%	-100.00%

# Traffic Sources Overview

May 1, 2011 - May 31, 2011  
Comparing to: May 1, 2010 - May 31, 2010



## All traffic sources sent a total of 50,259 visits

**28.71% Direct Traffic**

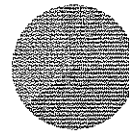
Previous: 36.21% (-20.71%)

**31.80% Referring Sites**

Previous: 25.87% (22.92%)

**39.33% Search Engines**

Previous: 37.92% (3.73%)



- Search Engines  
19,768.00 (39.33%)
- Referring Sites  
15,981.00 (31.80%)
- Direct Traffic  
14,430.00 (28.71%)
- Other  
80 (0.16%)

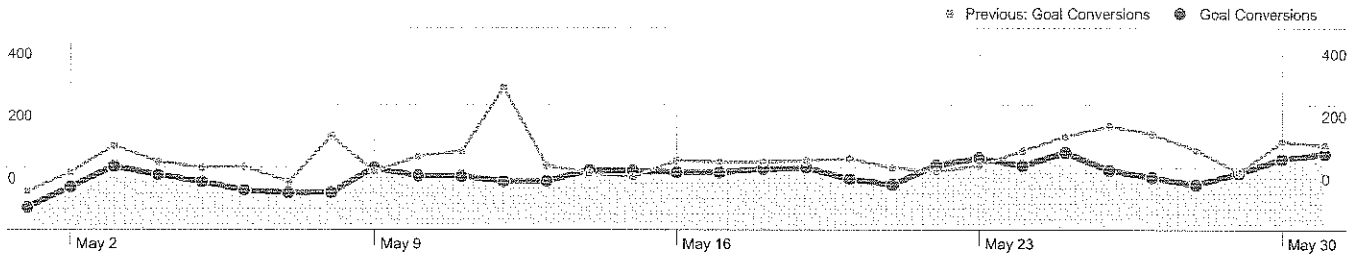
## Top Traffic Sources

Sources	Visits	% visits
google (organic)		
May 1, 2011 - May 31, 2011	16,230	32.29%
May 1, 2010 - May 31, 2010	17,117	31.89%
% Change	-5.18%	1.27%
(direct) ((none))		
May 1, 2011 - May 31, 2011	14,430	28.71%
May 1, 2010 - May 31, 2010	19,438	36.21%
% Change	-25.76%	-20.71%
visitinglaketahoe.com (referral)		
May 1, 2011 - May 31, 2011	11,632	23.14%
May 1, 2010 - May 31, 2010	9,731	18.13%
% Change	19.54%	27.67%
yahoo (organic)		
May 1, 2011 - May 31, 2011	1,581	3.15%
May 1, 2010 - May 31, 2010	1,356	2.53%
% Change	16.59%	24.53%
bing (organic)		

Keywords	Visits	% visits
north lake tahoe		
May 1, 2011 - May 31, 2011	1,058	5.35%
May 1, 2010 - May 31, 2010	1,123	5.52%
% Change	-5.79%	-3.00%
incline village		
May 1, 2011 - May 31, 2011	834	4.22%
May 1, 2010 - May 31, 2010	582	2.86%
% Change	43.30%	47.55%
north lake tahoe hotels		
May 1, 2011 - May 31, 2011	417	2.11%
May 1, 2010 - May 31, 2010	370	1.82%
% Change	12.70%	16.04%
lake tahoe resorts		
May 1, 2011 - May 31, 2011	352	1.78%
May 1, 2010 - May 31, 2010	652	3.20%
% Change	-46.01%	-44.41%
lake tahoe		

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May 1, 2011 - May 31, 2011	1,289	2.56%	May 1, 2011 - May 31, 2011	262	1.33%
May 1, 2010 - May 31, 2010	1,231	2.29%	May 1, 2010 - May 31, 2010	245	1.20%
% Change	4.71%	11.84%	% Change	6.94%	10.11%

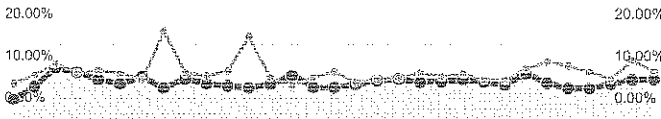


**Visitors completed 3,657 goal conversions**

**3,657** conversions, Goal 1: Cool Deals Page  
 Previous: 4,630 (-24.29%)

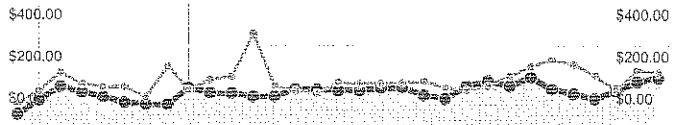
**Goal Performance**

**Goal Conversion Rate**



**Goal Conversion Rate**  
**7.28%**

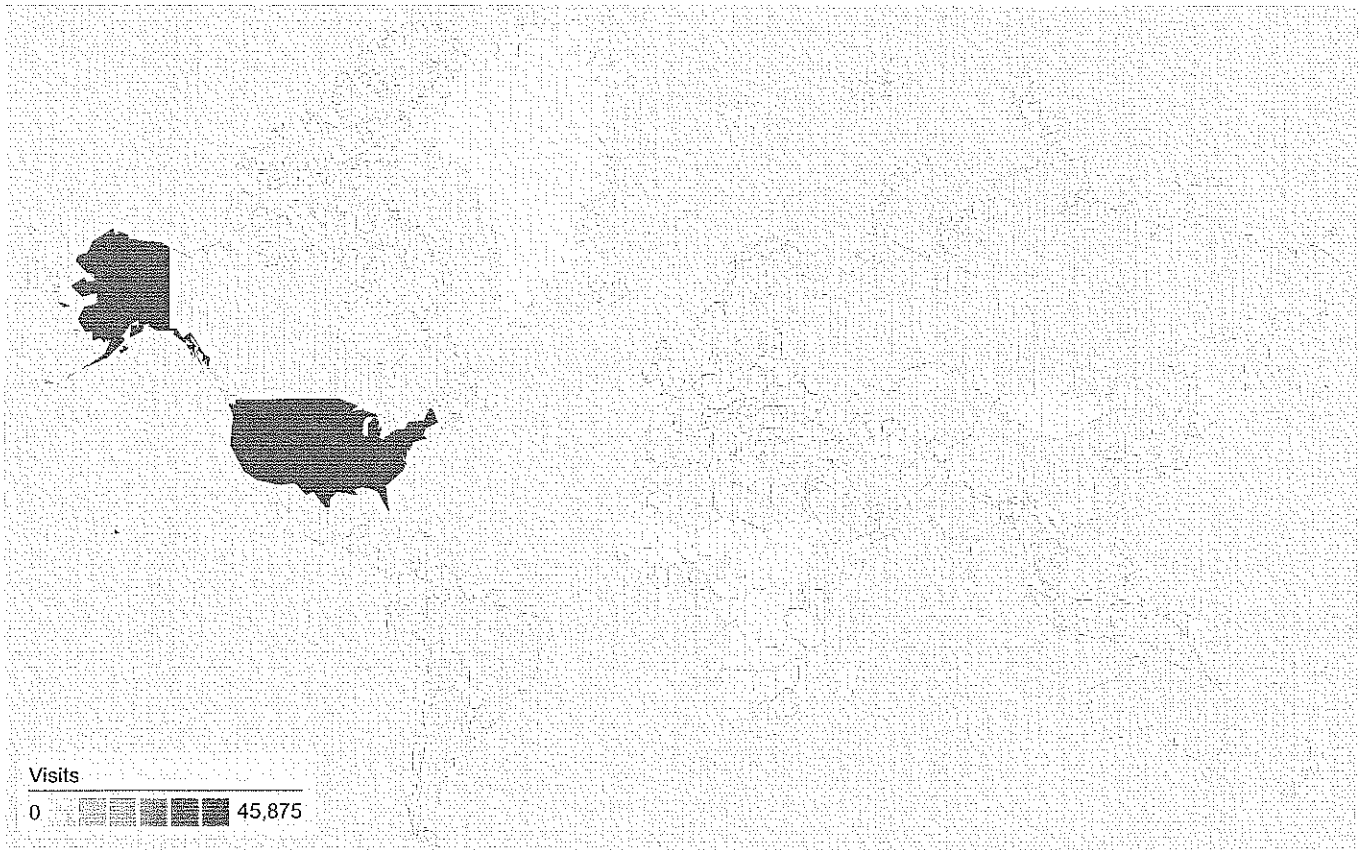
**Total Goal Value**



**Total Goal Value**  
**\$3,657.00**

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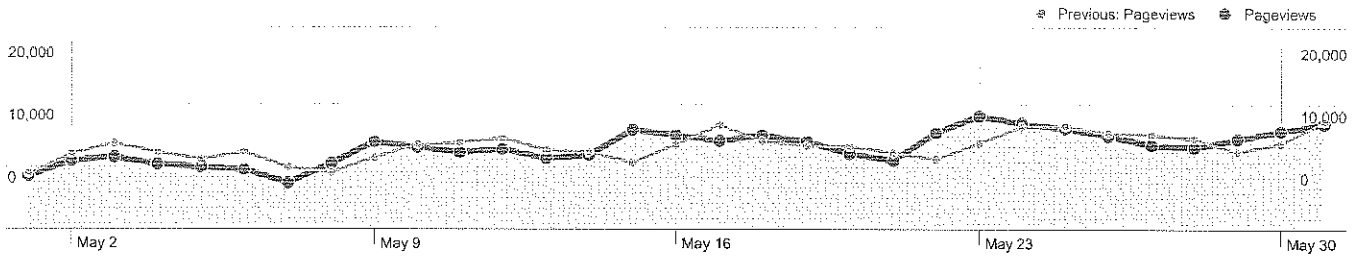


## 50,259 visits came from 136 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>50,259</b> Previous: 53,680 (-6.37%)	<b>5.43</b> Previous: 5.09 (6.61%)	<b>00:04:14</b> Previous: 00:04:08 (2.40%)	<b>78.19%</b> Previous: 79.62% (-1.81%)	<b>31.16%</b> Previous: 30.92% (0.77%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>United States</b>						
May 1, 2011 - May 31, 2011	<b>45,875</b>	5.52	00:04:18	77.77%	30.37%	
May 1, 2010 - May 31, 2010	<b>48,809</b>	5.18	00:04:12	79.07%	29.91%	
% Change	<b>-6.01%</b>	6.60%	2.40%	-1.65%	1.56%	
<b>United Kingdom</b>						
May 1, 2011 - May 31, 2011	<b>835</b>	4.82	00:03:43	76.65%	37.60%	
May 1, 2010 - May 31, 2010	<b>769</b>	5.05	00:04:04	81.79%	36.15%	
% Change	<b>8.58%</b>	-4.44%	-8.62%	-6.29%	4.02%	
<b>Canada</b>						
May 1, 2011 - May 31, 2011	<b>534</b>	5.17	00:02:52	87.45%	32.02%	

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May 1, 2010 - May 31, 2010	706	4.52	00:03:00	84.99%	34.42%
% Change	-24.36%	14.38%	-4.58%	2.90%	-6.98%
Australia					
May 1, 2011 - May 31, 2011	402	4.22	00:03:15	77.86%	41.29%
May 1, 2010 - May 31, 2010	285	4.38	00:03:36	85.61%	38.95%
% Change	-41.05%	-3.73%	-9.81%	-9.06%	6.02%
Germany					
May 1, 2011 - May 31, 2011	285	4.53	00:02:46	87.02%	39.30%
May 1, 2010 - May 31, 2010	301	3.58	00:01:59	91.69%	46.51%
% Change	-5.32%	26.70%	39.56%	-5.10%	-15.51%
Brazil					
May 1, 2011 - May 31, 2011	213	4.01	00:03:38	81.69%	38.50%
May 1, 2010 - May 31, 2010	183	3.62	00:04:04	87.98%	35.52%
% Change	16.39%	10.96%	-10.91%	-7.15%	8.39%
Mexico					
May 1, 2011 - May 31, 2011	158	4.57	00:03:21	87.34%	33.54%
May 1, 2010 - May 31, 2010	175	4.42	00:03:35	88.00%	36.57%
% Change	-9.71%	3.32%	-6.50%	-0.75%	-8.28%
France					
May 1, 2011 - May 31, 2011	121	4.94	00:03:31	71.90%	38.84%
May 1, 2010 - May 31, 2010	204	3.83	00:03:04	88.73%	53.92%
% Change	-40.69%	28.93%	14.83%	-18.96%	-27.96%
Switzerland					
May 1, 2011 - May 31, 2011	96	5.38	00:03:46	83.33%	29.17%
May 1, 2010 - May 31, 2010	124	4.04	00:02:15	92.74%	47.58%
% Change	-22.58%	33.03%	67.84%	-10.14%	-36.70%
India					
May 1, 2011 - May 31, 2011	94	3.89	00:03:42	94.68%	43.62%
May 1, 2010 - May 31, 2010	147	3.47	00:04:35	93.20%	46.26%
% Change	-36.05%	12.23%	-19.43%	1.59%	-5.71%
					1 - 10 of 136



**Pages on this site were viewed a total of 272,779 times**

**272,779 Pageviews**

Previous: 273,277 (-0.18%)

**203,612 Unique Views**

Previous: 203,693 (-0.04%)

**31.16% Bounce Rate**

Previous: 30.92% (0.77%)

**Top Content**

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
May 1, 2011 - May 31, 2011	12,669	4.64%
May 1, 2010 - May 31, 2010	13,329	4.88%
% Change	-4.95%	-4.78%
<b>/external//return (true)</b>		
May 1, 2011 - May 31, 2011	7,713	2.83%
May 1, 2010 - May 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/events</b>		
May 1, 2011 - May 31, 2011	7,565	2.77%
May 1, 2010 - May 31, 2010	19	0.01%
% Change	39,715.79%	39,783.48%
<b>/stay/lodging-by-type</b>		
May 1, 2011 - May 31, 2011	5,104	1.87%
May 1, 2010 - May 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		

May 1, 2011 - May 31, 2011	4,188	1.54%
May 1, 2010 - May 31, 2010	1,533	0.56%
% Change	173.15%	173.89%

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