

**PROPERTY REFERRAL REPORT - MAY 2011
ALFA LISTING**

REFERRALS

Agate Bay Realty	161
Agate Bay Realty Cool Deals	44
Alpine Rental Group	44
Americas Best Value Inn Tahoe City	145
Book Tahoe Rentals	2
Brockway Springs Resort	327
Cal Neva Resort Casino Hotel	599
Cedar Glen Lodge	305
Cedar Glen Lodge Cool Deals	38
Chaney House	113
Chinquapin / Packard Realty	43
Club Tahoe Resort	218
Coldwell Banker Rentals	238
Coldwell Banker Rentals Cool Deals	2
Cottage Inn at Lake Tahoe	297
Ferrari's Crown Resort	204
Ferrari's Crown Resort Cool Deals	22
Firelite Lodge	118
Firelite Lodge Cool Deals	36
First Accommodations	139
Franciscan Lakeside Lodge	242
Goldfish Properties	80
Granlibakken Conference Center & Resort	388
Granlibakken Conference Center & Resort Cool Deals	203
Granlibakken Resort Ski Area	3
Hauserman Rental Group	172
Hauserman Rental Group Cool Deals	2
Holiday House	194
Holiday House Cool Deals	32
Hyatt Regency Lake Tahoe Resort, Spa and Casino	836
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	400
Ice Lakes Lodge at Royal Gorge XC Ski Resort	35
Incline at Tahoe Realty	123
Incline Vacation Rentals	117
Incline Vacation Rentals Cool Deals	15
Kingswood Village Vacation Rentals	28
Lake of the Sky Motor Inn	109
Lake Tahoe Accommodations	67
Lake Tahoe Accommodations.	127
Lake Tahoe Accommodations. Cool Deals	75
Lake Tahoe Deluxe Vacation Rentals	105
LakeFrontHouse.com	91
Meeks Bay Resort & Marina	119
Mother Natures Inn	136
Mourelatos Lakeshore Resort	226
Mourelatos Lakeshore Resort Cool Deals	5
North Tahoe Rental Company	141
Northstar Condominiums	110
Northstar Mountain Home Vacation Rentals	58
Northstar Resort	302

Northstar Resort Cool Deals	392
Olympic Village Inn	124
Painted Rock Lodge	139
Parkside Inn at Incline	255
PepperTree Inn	242
PlumpJack Squaw Valley Inn	129
Rainbow Lodge	148
Red Wolf Lakeside Lodge	149
Red Wolf Lodge at Squaw Valley	33
ReserveMyHome.com	80
Resort at Squaw Creek	244
Resort at Squaw Creek Cool Deals	89
River Ranch Lodge and Restaurant	265
River Ranch Lodge and Restaurant Cool Deals	241
Rustic Cottage Resort	6
Shooting Star Bed & Breakfast	156
Shore House at Lake Tahoe	325
Shore House at Lake Tahoe Cool Deals	25
Squaw Valley Lodge	77
Squaw Valley Lodge Cool Deals	25
Stanford Alpine Chalet	282
Stevenson's Holliday Inn	112
Sunnyside Steakhouse & Lodge	520
Sunnyside Steakhouse & Lodge Cool Deals	107
Tahoe Biltmore Lodge & Casino	506
Tahoe Biltmore Lodge & Casino Cool Deals	137
Tahoe City Inn	140
Tahoe City Inn Cool Deals	262
Tahoe Edgelake Beach Club	65
Tahoe Getaways Vacation Rentals	135
Tahoe Luxury Properties	155
Tahoe Marina Lodge	92
Tahoe Mountain Resorts Lodging	123
Tahoe Mountain Resorts Lodging Cool Deals	115
Tahoe Real Estate Group	5
Tahoe Sands Resort	59
Tahoe Tavern Properties	82
Tahoe Vistana Inn	102
Tahoe Woodside Vacation Rentals	116
Tahoma Lodge	187
Tahoma Lodge Cool Deals	16
Tahoma Meadows Bed & Breakfast	119
Tahoma Meadows Bed & Breakfast Cool Deals	157
Tamarack Lodge	32
The Border House	214
The Lodge at Sugar Bowl	55
The Ritz-Carlton, Lake Tahoe	284
The Village at Squaw Valley USA	157
The Village at Squaw Valley USA Cool Deals	32
Vacation Station, Inc.	222
Vacation Tahoe by O'Neal Brokers	80
Waters of Tahoe Properties	148

West Lake Properties	98
West Shore Cafe & Inn	185
TOTAL	15881

**PROPERTY REFERRAL REPORT - MAY 2011
TOTAL CLICKS LISTING**

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Tahoe Getaways Vacation Rentals	135
PlumpJack Squaw Valley Inn	129
Lake Tahoe Accommodations.	127

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Olympic Village Inn	124
Incline at Tahoe Realty	123
Tahoe Mountain Resorts Lodging	123
Meeks Bay Resort & Marina	119
Tahoma Meadows Bed & Breakfast	119
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Book Tahoe Rentals	2

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Hauserman Rental Group Cool Deals	2
TOTAL	15881

North Shore:						
April '11						
Groups Booked: 4						
Placer County:	1	Room Nights:	162	Delegates:	80	Revenue: \$39,220
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
Groups Arrived: 2						
Placer County:	1	Room Nights:	1050	Delegates:	300	Revenue: \$99,225
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
May '11						
Groups Booked: 1						
Placer County:	1	Room Nights:	162	Delegates:	56	Revenue: \$18,808
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 0						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
June '11						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter total by county:						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:

Monthly Report May 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/11:	\$1,643,995	\$1,028,948	60%
Forecasted Commission for this Revenue:	\$100,765	\$51,364	96%
Number of Room Nights:	9857	5227	89%
Number of Delegates:	4805	2474	94%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	45	43	5%

Monthly Detail/Activity	<u>May-11</u>	<u>May-10</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$18,808	\$183,097	-90%
Projected Commission:	\$0	\$18,309	-100%
Room Nights:	162	1262	-87%
Number of Delegates:	56	462	-88%
Booked Group Types:	1 TA	1 Corp., 2 Assoc., 1 Film	
Lost Business, # of Groups:	2	7	

<u>Arrived in the month</u>	<u>May-11</u>	<u>May-10</u>	
Number of Groups:	0	3	
Revenue Arrived:	\$0	\$160,019	
Projected Commission:	\$0	\$1,227	
Room Nights:	0	859	
Number of Delegates:	0	262	
Arrived Group Types:	0	2 Assoc., 1 Film	

Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$95,192	\$22,002	333%
Projected Commission:	\$5,239	\$1,169	348%
Room Nights:	812	113	619%
Number of Delegates:	635	63	908%
Booked Group Types:	2 Assoc., 1 Film, 1 TA	1 TA, 1 Film Crew	
Lost Business, # of Groups:	4	8	

<u>Arrived in the month</u>	<u>April-11</u>	<u>Est.</u>	<u>April-10</u>	
Number of Groups:	2		3	
Revenue Arrived:	\$103,740		\$83,099	25%
Projected Commission:	\$10,374		\$8,309	25%
Room Nights:	1085		572	90%
Number of Delegates:	325		239	36%
Arrived Group Types:	1 Govt., 1 Film Crew		1 Assoc., 1 Govt and 1 Film	

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Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$34,141	\$105,325	-68%
Projected Commission:	\$3,414	\$10,532	-68%
Room Nights:	340	665	-49%
Number of Delegates:	140	205	-32%
Booked Group Types:	1 Smerf	2 Corp.	
Lost Business, # of Groups:	6	6	

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$91,524	\$17,885	412%
Projected Commission:	\$0	\$645	-100%
Room Nights:	488	79	518%
Number of Delegates:	150	26	477%
Arrived Group Types:	1 Corp.	1 Corp. 1 TA	

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</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:	0	0	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$49,579	\$187,426	-74%
Projected Commission:	\$4,384	\$9,371	-53%
Room Nights:	257	360	-29%
Number of Delegates:	115	225	-49%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$6,412	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	28	0	
Number of Delegates:	14	0	
Arrived Group Type:	1 Assoc.		

<u>Monthly Detail/Activity</u>	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

<u>Monthly Detail/Activity</u>	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	
 <u>Arrived in the month</u>	 <u>September-10</u>	 <u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn. 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	
 <u>Arrived in the month</u>	 <u>August-10</u>	 <u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$833,909	\$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 5/31/11: 88

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484

Monthly Report May 2011

CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 5/31/11:	\$218,894	\$426,655	-49%
Forecasted Commission for this Revenue:	\$23,170	\$31,369	-26%
Number of Room Nights:	2038	3991	-49%
Number of Delegates:	1310	1586	-17%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	42	46	-9%

Monthly Detail/Activity	<u>May-11</u>		<u>May-10</u>	
<u>Number of Groups Booked:</u>	1		2	
Revenue Booked:	\$34,042		\$19,269	77%
Projected Commission:	\$5,106		\$2,890	77%
Room Nights:	425		110	286%
Number of Delegates:	80		157	-49%
Booked Group Types:	1 SMF		1 Assoc., 1 SMF	
Lost Business, # of Groups:	2		7	
 <u>Arrived in the month</u>	 <u>May-11</u>	 Est.	 <u>May-10</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$12,295		\$38,791	-68%
Projected Commission:	\$0		\$5,818	-100%
Room Nights:	198		494	-60%
Number of Delegates:	79		150	-47%
Arrived Group Types:	1 Corp.		1 Corp.	

Monthly Detail/Activity	<u>April-11</u>		<u>April-10</u>	
<u>Number of Groups Booked:</u>	0		2	
Revenue Booked:	\$0		\$19,269	
Projected Commission:	\$0		\$2,890	
Room Nights:	0		110	
Number of Delegates:	0		157	
Booked Group Types:	0		1 Assoc., 1 SMF	
Lost Business, # of Groups:	5			
 <u>Arrived in the month</u>	 <u>April-11</u>	 Est.	 <u>April-10</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$5,648		\$0	
Projected Commission:	\$179		\$0	
Room Nights:	57		0	
Number of Delegates:	100		0	
Arrived Group Types:	1 TA, 1 Corp.		0	

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Monthly Detail/Activity	<u>March-11</u>	<u>March-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$72,000
Projected Commission:	\$0	\$10,800
Room Nights:	0	800
Number of Delegates:	0	350
Booked Group Types:	0	1 Smerf
Lost Business, # of Groups:	5	6

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$4,791	\$0
Projected Commission:	\$718	\$0
Room Nights:	39	0
Number of Delegates:	50	0
Arrived Group Types:	1 Corp. 1 Assn.	0

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</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:	0	0
Lost Business, # of Groups:	6	3

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$20,013	\$187,426	-89%
Projected Commission:	\$3,002	\$9,371	-68%
Room Nights:	225	360	-38%
Number of Delegates:	150	225	-33%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>January 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-59%
Room Nights:	25	198	-91%
Number of Delegates:	10	89	-49%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>
Number of Groups:	0	0
Revenue Arrived:	\$0	\$0
Projected Commission:	\$0	\$0
Number of Room Nights:	0	0
Number of Delegates:	0	0
Arrived Group Type:		

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Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

N-55

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	
 <u>Arrived in the month</u>	 <u>September-10</u>	 <u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn. 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	
 <u>Arrived in the month</u>	 <u>August-10</u>	 <u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$49,135	(Goal) \$100,000
For 2012/13:		\$50,000

NUMBER OF LEADS Generated as of 5/31/11: 63

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484