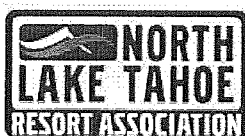


February 2011  
Standing Reports

## DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by MTRIP, LLC. Presented as a community service by the North Lake Tahoe MTRIP subscribing organization



Destination: North Lake Tahoe

Period: Bookings as of Jan 31, 2011

### Executive Summary - Year over Year Variance and Analysis

Data based on a sample of 10 properties in the North Lake Tahoe Community, representing 1,734 Units

**MARKET OVERVIEW:** January has certainly proven to be an interesting month with respect to the overall marketplace. A sharp increase in Consumer Confidence coupled with a significant decline in the National Unemployment Rate - and both following on the heels of significant consumerism over the holiday season in December - mark something of a shift from the past 20 months. Confidence increased over 13% to 60.6 points, while unemployment declined from 9.4% to 9.0%. In both cases these represent benchmark advances and we are hopeful that momentum can be maintained, despite the fact that unemployment declined as a result of people ceasing their job-search efforts, at which time they are not counted as unemployed, rather than due to jobs being added. As with previous months, the Travel Industry as a whole continues to perform admirably during recovery, with the Travel Price Index remaining well above last year (+3.8%) and increasing contrary to seasonal standards. National Occupancy rates continue to outpace last year (+6.5%) and even domestic enplanements, which struggled for most of the past 28 months, have been up over last year in each of the past four months. On preliminary data, the aggregate of MTRIP Destinations showed increases in both Occupancy (+6.3%) and Rate (+0.7%) in January over January 2010, with similar results (+7.5%, +1.0% respectively) for the Winter Season to-date (November - April). Locally, North Lake Tahoe Occupancy was down slightly in January (-1.1%) versus 2010, with a marginal increase in Rate (+0.9%). NLT Historic Actual Occupancy for the prior 6 months (August - January) is up sharply (+8.5%) compared to the same period in 2009/10, while rate is moderately down (-1.3%). Bookings taken in January for arrival January - June are up (+3.7%) compared to the same period last year, with a mixed bag with mixed performance in both short- and long-lead bookings.

		2010/11	2009/10	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates during last month (January, 2011) were down (-1.1%) compared to the same period last year (January, 2010) while Average Daily Rate was up (0.9%)	Occupancy (January)	46.6%	47.1%	-1.1%
	ADR (January)	\$248	\$246	0.9%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (February, 2011) are up (1.4%) compared to the same period last year, while Average Daily Rate is also up (4.5%)	Occupancy (February)	47.1%	46.4%	1.4%
	ADR (February)	\$298	\$285	4.5%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (August - January) are up (8.5%) compared to the same period last year, while Average Daily Rate is down (-1.3%)	Occ - 6 Month Historic	43.6%	40.2%	8.5%
	ADR - 6 Month Historic	\$212	\$215	-1.3%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (February - July) are up (13.1%) compared to the same period last year, while Average Daily Rate is also up (0.8%)	Occ % - 6 Month Future	19.7%	17.5%	13.1%
	ADR - 6 Month Future	\$242	\$240	0.8%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2011 vs. Previous Year</b>				
Rooms Booked during last month (January, 2011) compared to Rooms Booked during the same period last year (January, 2010) for all arrival dates are up by (3.7%)	Booking Pace (February)	8.8%	8.5%	3.7%

**LOOKING FORWARD:** Thus far the recovery has had two faces - the face of the financial markets, which have been keeping a good head of steam for many months now, and the face of the Consumer market, which has been erratic and struggled to find its footing. The latter has been primarily reliant on the return of the Consumer who, in turn, has been hesitant due to job stability and earnings concerns. It is worth noting that the decline in unemployment is not likely to be sustainable as more unemployed return to the job market in the coming months and are once again counted among the unemployed. For this reason, while we are hopeful that consumer confidence will build on the January gains, it is reasonable to expect that it will again decline as unemployment see-saws under the pressure of job seekers. That said, the travel industry has essentially performed separately from the greater economy and we may continue to benefit from both 'recession fatigue' and pent-up demand. Based on preliminary data, the aggregate of MTRIP destinations are showing increases in on-the-books Occupancy for February (+1.5%) with a slight decline in rates (-0.1%) compared to February 2010. The upcoming 6 months on-the-books are also outperforming 2010, with both Occupancy (+6.9%) and Rate (+0.7%) increasing compared to the same period last year. Locally, North Lake Tahoe Occupancy and Rate on the books for February are both up (+1.4% and +4.5% respectively) compared to last year. Business on the Books for the upcoming 6 months in aggregate is up (+13.1%) while Rate for the same period is also up, though slightly (+0.8%).

**For more information:**

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MTRIP, LLC Contact Information: 678 S Franklin St, Dever, CO 80209	<a href="mailto:info@mtrip.org">info@mtrip.org</a>	<a href="http://www.mtrip.org">www.mtrip.org</a>



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jan 31, 2011

### Executive Summary

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,729 Units

		2010/11	2009/10	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (January) changed by (-1.1%)	Occupancy (January) :	46.6%	47.1%	-1.1%
North Lake Tahoe Average Daily Rate for last month (January) changed by (0.9%)	ADR (January) :	\$248	\$246	0.9%
North Lake Tahoe RevPAR for last month (January) changed by (-0.2%)	RevPAR (January) :	\$115	\$116	-0.2%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (February) changed by (1.4%)	Occupancy (February) :	47.1%	46.4%	1.4%
North Lake Tahoe Average Daily Rate for next month (February) changed by (4.5%)	ADR (February) :	\$298	\$285	4.5%
North Lake Tahoe RevPAR for next month (February) changed by (5.9%)	RevPAR (February) :	\$140	\$132	5.9%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (8.5%)	Occupancy	43.6%	40.2%	8.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-1.3%)	ADR	\$212	\$215	-1.3%
North Lake Tahoe RevPAR for the prior 6 months changed by (7.1%)	RevPAR	\$93	\$86	7.1%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (13.1%)	Occupancy	19.7%	17.5%	13.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (0.8%)	ADR	\$242	\$240	0.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (14.0%)	RevPAR	\$48	\$42	14.0%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jan. 31, 2011 vs. Previous Year</b>				
Rooms Booked during last month (January, 2011) compared to Rooms Booked during the same period last year (January, 2010) for all arrival dates has changed by (3.7%)	Booking Pace (January) :	8.8%	8.5%	3.7%

Supporting Data Tables are provided in the last section of this Report, and provide a full set of supporting information. While neither as easy or convenient as the Summary or Charts, the Tables offer the most complete presentation of data that is available to MTRIP Subscribers.

**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 MTRIP's other participants.

As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

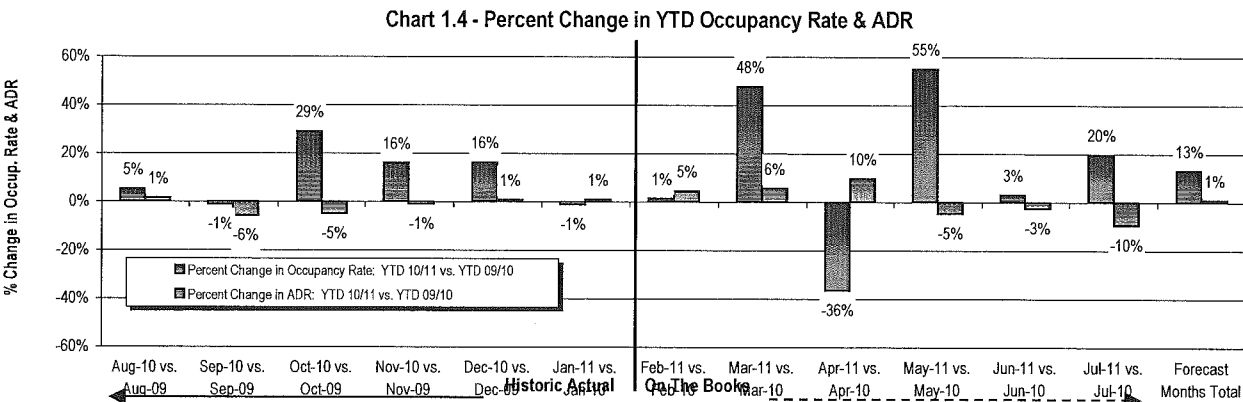
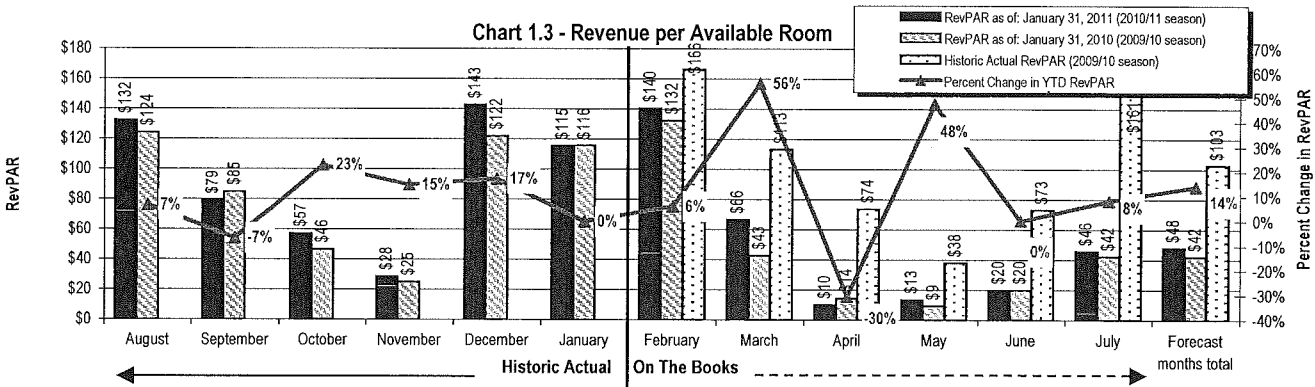
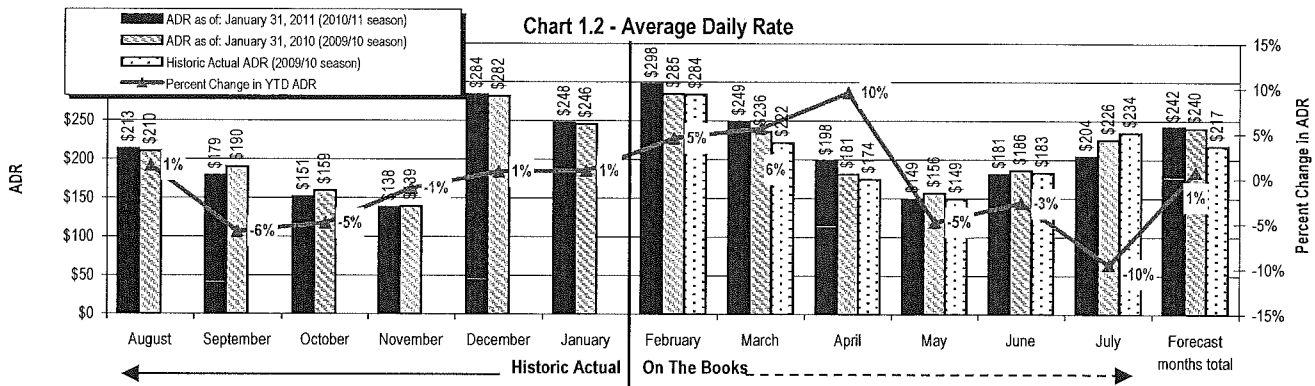
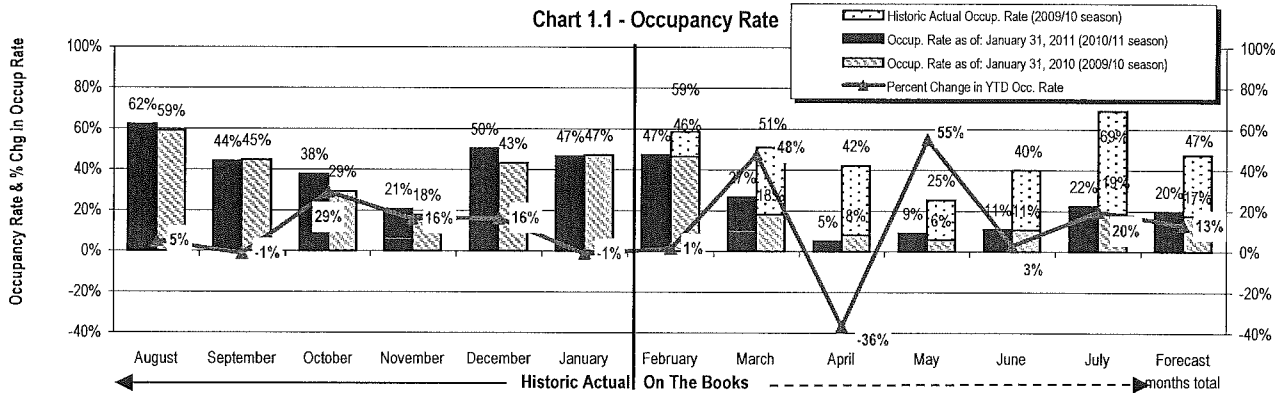
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Jan 31, 2011) vs. 2009/10 YTD (as of Jan 31, 2010) vs. 2009/10 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

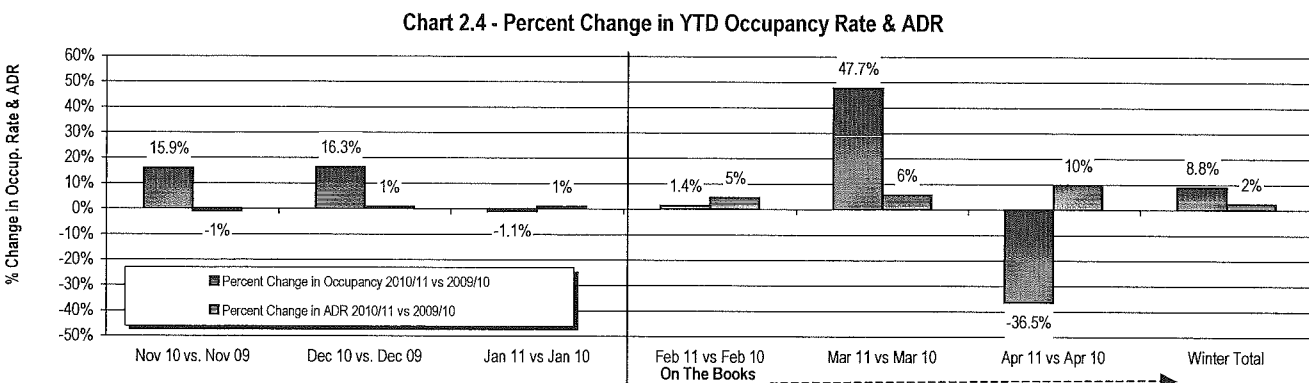
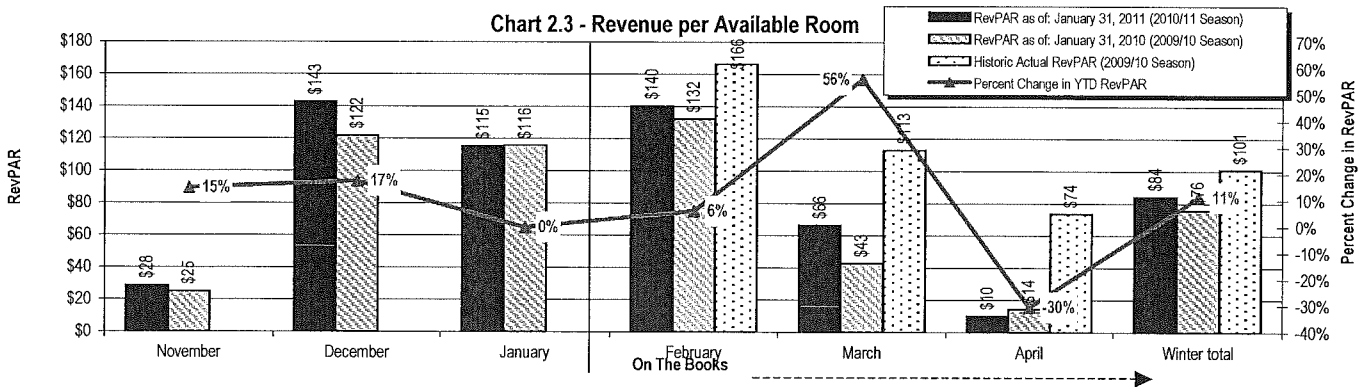
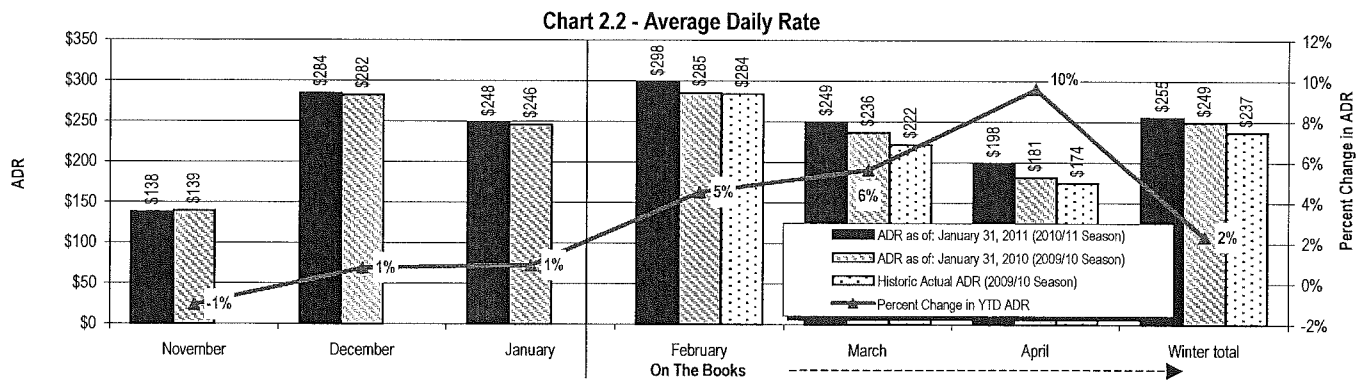
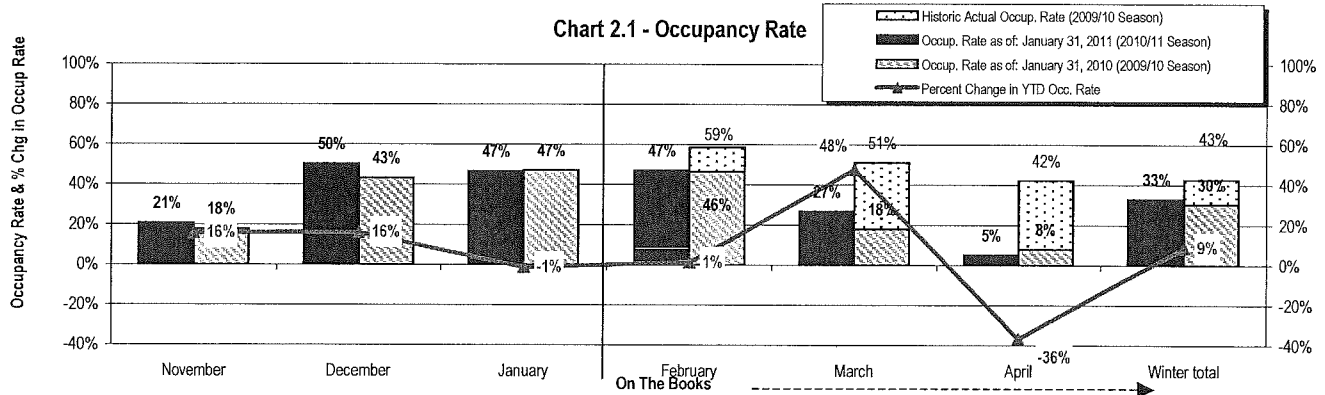


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

**2010/11 YTD (as of Jan 31, 2011) vs. 2009/10 YTD (as of Jan 31, 2010) vs. 2009/10 Historical**

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Jan 31, 2011) vs. 2010 YTD (as of Jan 31, 2010) vs. 2010 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 3.1 - Occupancy Rate

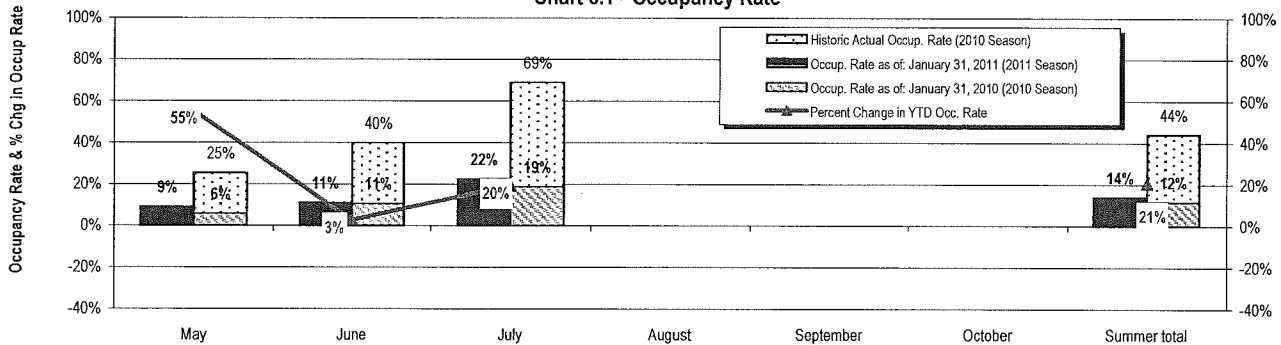


Chart 3.2 - Average Daily Rate

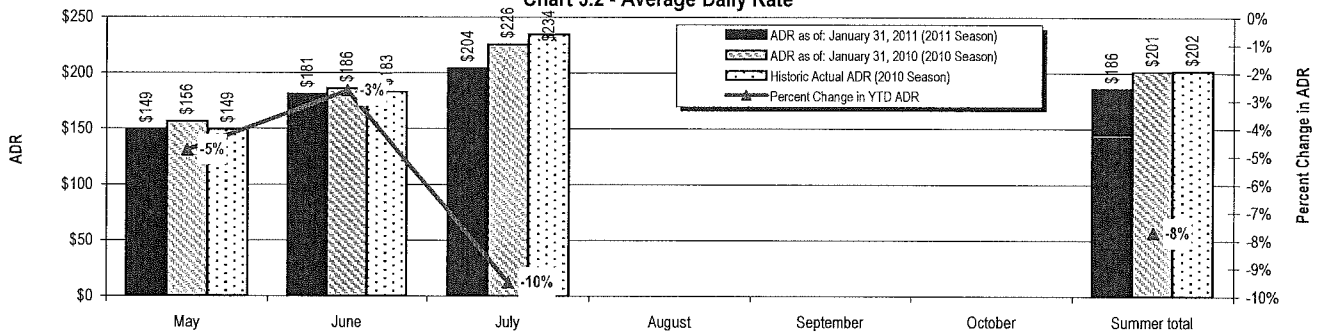


Chart 3.3 - Revenue per Available Room

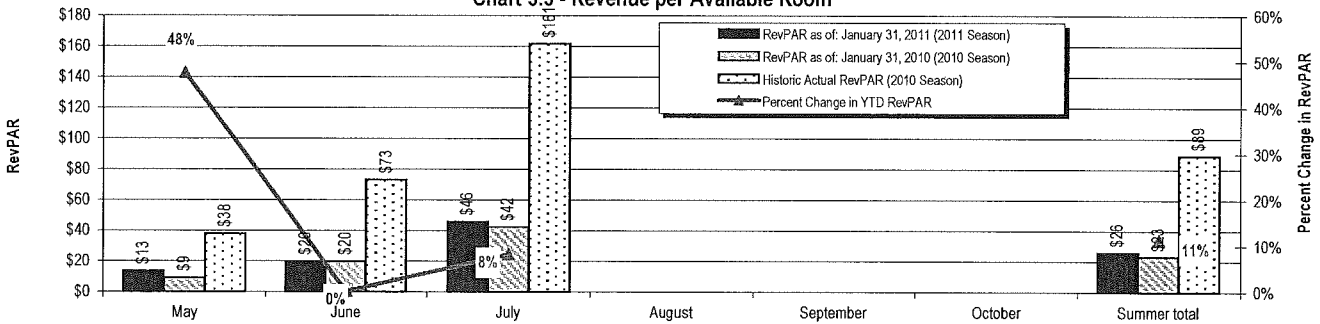
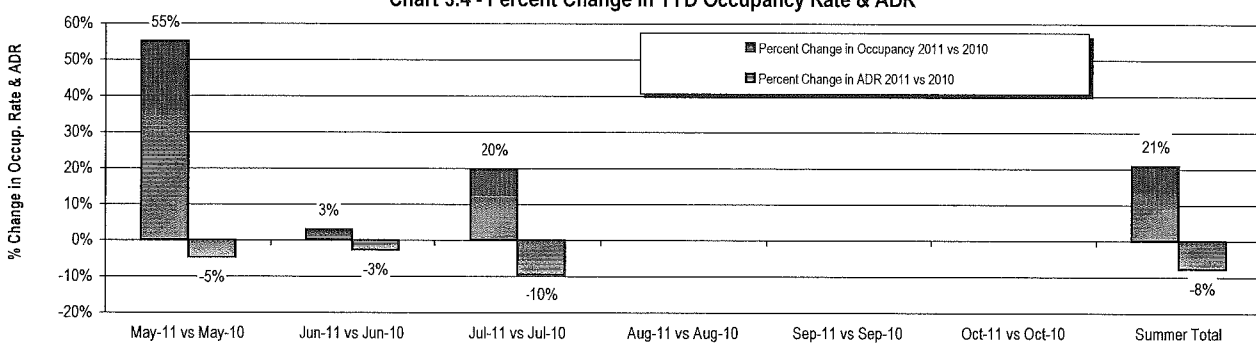


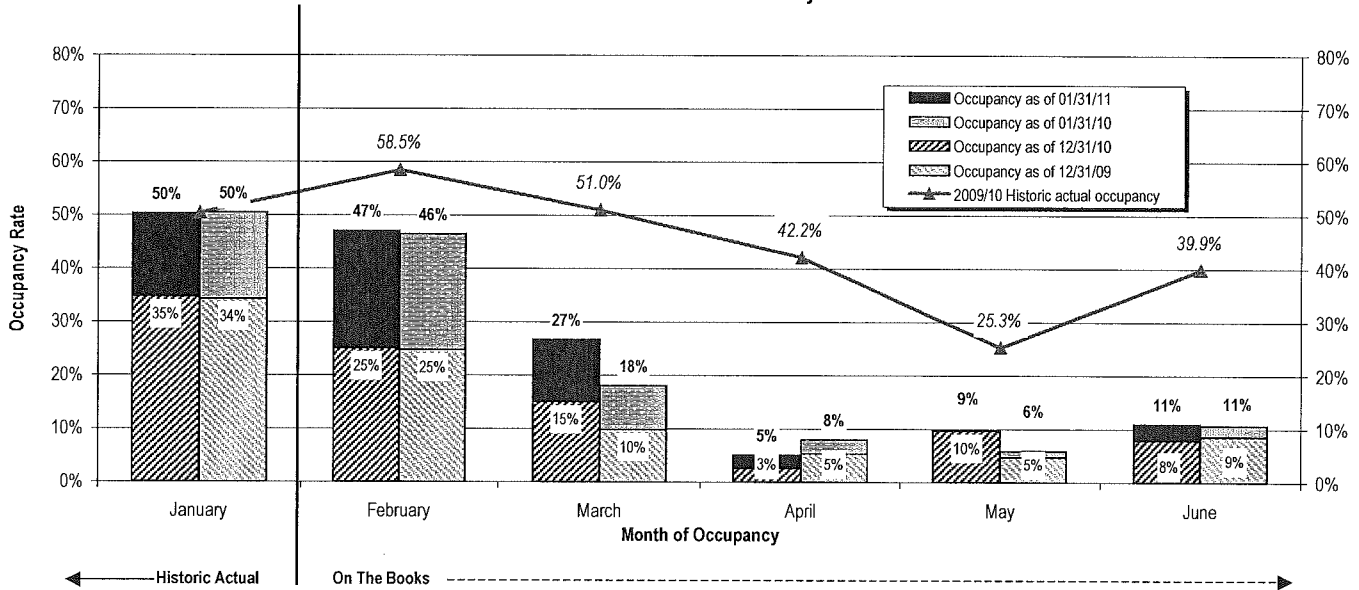
Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR



**RESERVATIONS ACTIVITY REPORT  
SECTION 4 - FILL ANALYSIS**

**2010/11 Occupancy Pace as of Jan 31, 2011 and Dec. 31, 2010 versus same period 2009/10 Occupancy Pace**

**Chart 4 - Year over Year Fill Analysis**



**Supporting Table for Chart 4\* & Change in Incremental Fill**

Month of Occupancy:	OCCUPANCY AS OF JAN 31			OCCUPANCY AS OF DEC 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2009/10 Historic actual occupancy
	Occupancy as of 01/31/11	Occupancy as of 01/31/10	Absolute Change	Occupancy as of 12/31/10	Occupancy as of 12/31/09	Absolute Change	Incremental occupancy booked during Jan. 2011	Incremental occupancy booked during Jan. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	January	50.3%	50.4%	-0.2%	34.7%	34.2%	0.4%	15.6%	16.2%	-0.6%	
February	47.1%	46.4%	0.6%	25.0%	24.7%	0.3%	22.1%	21.7%	0.3%	1.6%	58.5%
March	26.6%	18.0%	8.6%	15.0%	9.8%	5.2%	11.6%	8.3%	3.4%	40.7%	51.0%
April	5.1%	8.0%	-2.9%	2.6%	5.3%	-2.7%	2.5%	2.7%	-0.2%	-7.8%	42.2%
May	9.0%	5.8%	3.2%	9.7%	4.7%	5.0%	-0.6%	1.2%	-1.8%	-153.2%	25.3%
June	11.0%	10.6%	0.3%	7.8%	8.6%	-0.7%	3.1%	2.1%	1.0%	49.5%	39.9%
<b>Total</b>	<b>24.5%</b>	<b>22.9%</b>	<b>1.6%</b>	<b>15.7%</b>	<b>14.4%</b>	<b>1.3%</b>	<b>8.8%</b>	<b>8.5%</b>	<b>0.3%</b>	<b>3.7%</b>	<b>44.4%</b>

\*\*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 - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Jan 31, 2011

NOTE: Number of Properties in Sample Varies for Each Metric and Month (See Sample Size Column)

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample	
		Occup. Rate as of: January 31, 2011 (2010/11 season)	Occup. Rate as of: January 31, 2010 (2009/10 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2010/11 & 2009/10)							
August	↑ Historic Actual ↓ On The Books	62.0%	59.0%	5.0%		11	
September		44.1%	44.6%	-1.1%		11	
October		37.7%	29.2%	29.0%		11	
November		20.6%	17.8%	15.9%		11	
December		50.2%	43.2%	16.3%		11	
January		46.6%	47.1%	-1.1%		11	
February		47.1%	46.4%	1.4%	58.5%	9	
March		26.6%	18.0%	47.7%	51.0%	9	
April		5.1%	8.0%	-36.5%	42.2%	9	
May		9.0%	5.8%	55.0%	25.3%	9	
June		11.0%	10.6%	2.9%	39.9%	9	
July		22.4%	18.7%	19.6%	68.9%	8	
Grand total		32.6%	29.7%	9.8%	43.4%	11	
Historic months total			43.6%	40.2%	8.5%	40.2%	11
Forecast months total			19.7%	17.5%	13.1%	47.2%	9

AVERAGE DAILY RATE		ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample	
		ADR as of: January 31, 2011 (2010/11 season)	ADR as of: January 31, 2010 (2009/10 season)	Percent Change in YTD ADR			
Month of Occupancy (2010/11 & 2009/10)							
August	↑ Historic Actual ↓ On The Books	\$213	\$210	1.5%		11	
September		\$179	\$190	-5.8%		11	
October		\$151	\$159	-4.9%		11	
November		\$138	\$139	-1.0%		11	
December		\$284	\$282	0.8%		11	
January		\$248	\$246	0.9%		11	
February		\$298	\$285	4.5%	\$284	9	
March		\$249	\$236	5.6%	\$222	9	
April		\$198	\$181	9.6%	\$174	9	
May		\$149	\$156	-4.7%	\$149	9	
June		\$181	\$186	-2.6%	\$183	9	
July		\$204	\$226	-9.5%	\$234	8	
Grand total		\$221	\$222	-0.6%	\$216	11	
Historic months total			\$212	\$215	-1.3%	\$215	11
Forecast months total			\$242	\$240	0.8%	\$217	9

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample	
		RevPAR as of: January 31, 2011 (2010/11 season)	RevPAR as of: January 31, 2010 (2009/10 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2010/11 & 2009/10)							
August	↑ Historic Actual ↓ On The Books	\$132	\$124	6.6%		11	
September		\$79	\$85	-6.9%		11	
October		\$57	\$46	22.7%		11	
November		\$28	\$25	14.7%		11	
December		\$143	\$122	17.2%		11	
January		\$115	\$116	-0.2%		11	
February		\$140	\$132	5.9%	\$166	9	
March		\$66	\$43	56.0%	\$113	9	
April		\$10	\$14	-30.4%	\$74	9	
May		\$13	\$9	47.7%	\$38	9	
June		\$20	\$20	0.2%	\$73	9	
July		\$46	\$42	8.3%	\$161	8	
Grand total		\$72	\$66	9.2%	\$94	11	
Historic months total			\$93	\$86	7.1%	\$86	11
Forecast months total			\$48	\$42	14.0%	\$103	9



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES**  
 Winter Bookings as of Jan 31, 2011

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
		Occup. Rate as of: January 31, 2011 (2010/11 Season)	Occup. Rate as of: January 31, 2010 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)					
November		20.6%	17.8%	15.9%	
December		50.2%	43.2%	16.3%	
January	Historic Actual	46.6%	47.1%	-1.1%	
February	On the Books	47.1%	46.4%	1.4%	58.5%
March		26.6%	18.0%	47.7%	51.0%
April		5.1%	8.0%	-36.5%	42.2%
Winter total		33.1%	30.4%	8.8%	42.7%

AVERAGE DAILY RATE		<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
		ADR as of: January 31, 2011 (2010/11 Season)	ADR as of: January 31, 2010 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)					
November		\$138	\$139	-1.0%	
December		\$284	\$282	0.8%	
January	Historic Actual	\$248	\$246	0.9%	
February	On the Books	\$298	\$285	4.5%	\$284
March		\$249	\$236	5.6%	\$222
April		\$198	\$181	9.6%	\$174
Winter total		\$255	\$249	2.3%	\$237

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
		RevPAR as of: January 31, 2011 (2010/11 Season)	RevPAR as of: January 31, 2010 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)					
November		\$28	\$25	14.7%	
December		\$143	\$122	17.2%	
January	Historic Actual	\$115	\$116	-0.2%	
February	On the Books	\$140	\$132	5.9%	\$166
March		\$66	\$43	56.0%	\$113
April		\$10	\$14	-30.4%	\$74
Winter total		\$84	\$76	11.3%	\$101

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Jan 31, 2011

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2010 Season)
	Occup. Rate as of: January 31, 2011 (2011 Season)	Occup. Rate as of: January 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	9.0%	5.8%	55.0%	25.3%
June	11.0%	10.6%	2.9%	39.9%
July	22.4%	18.7%	19.6%	68.9%
August				
September				
October				
Summer total	13.9%	11.5%	20.8%	44.1%

AVERAGE DAILY RATE	<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2010 Season)
	ADR as of: January 31, 2011 (2011 Season)	ADR as of: January 31, 2010 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$149	\$156	-4.7%	\$149
June	\$181	\$186	-2.6%	\$183
July	\$204	\$226	-9.5%	\$234
August				
September				
October				
Summer total	\$186	\$201	-7.7%	\$202

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2010 Season)
	RevPAR as of: January 31, 2011 (2011 Season)	RevPAR as of: January 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$13	\$9	47.7%	\$38
June	\$20	\$20	0.2%	\$73
July	\$46	\$42	8.3%	\$161
August				
September				
October				
Summer total	\$26	\$23	11.5%	\$89

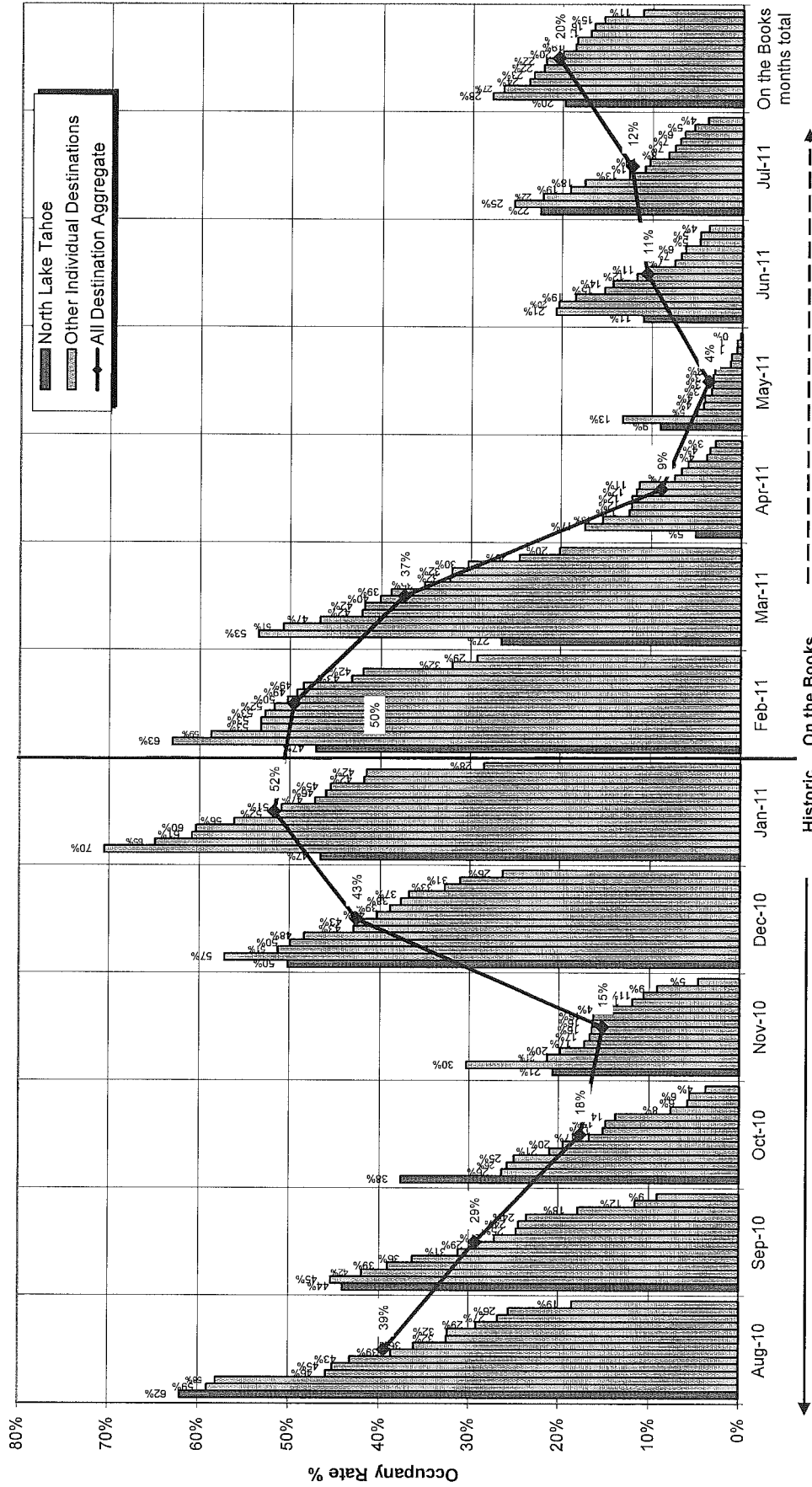




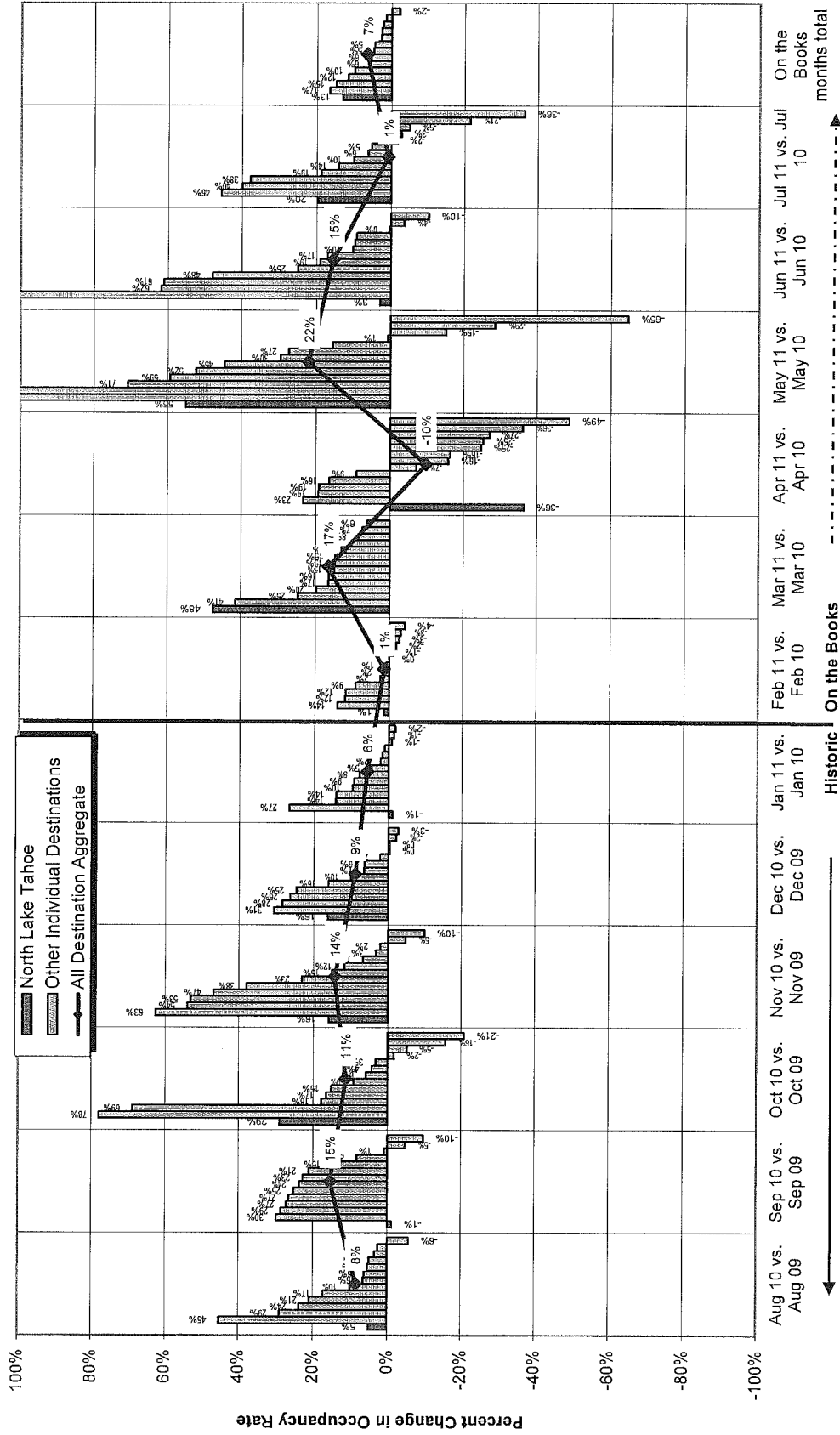
# Occupancy Rate 2010/2011 Season as of Jan 31, 2011

## Historic and Forecast Data

### North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



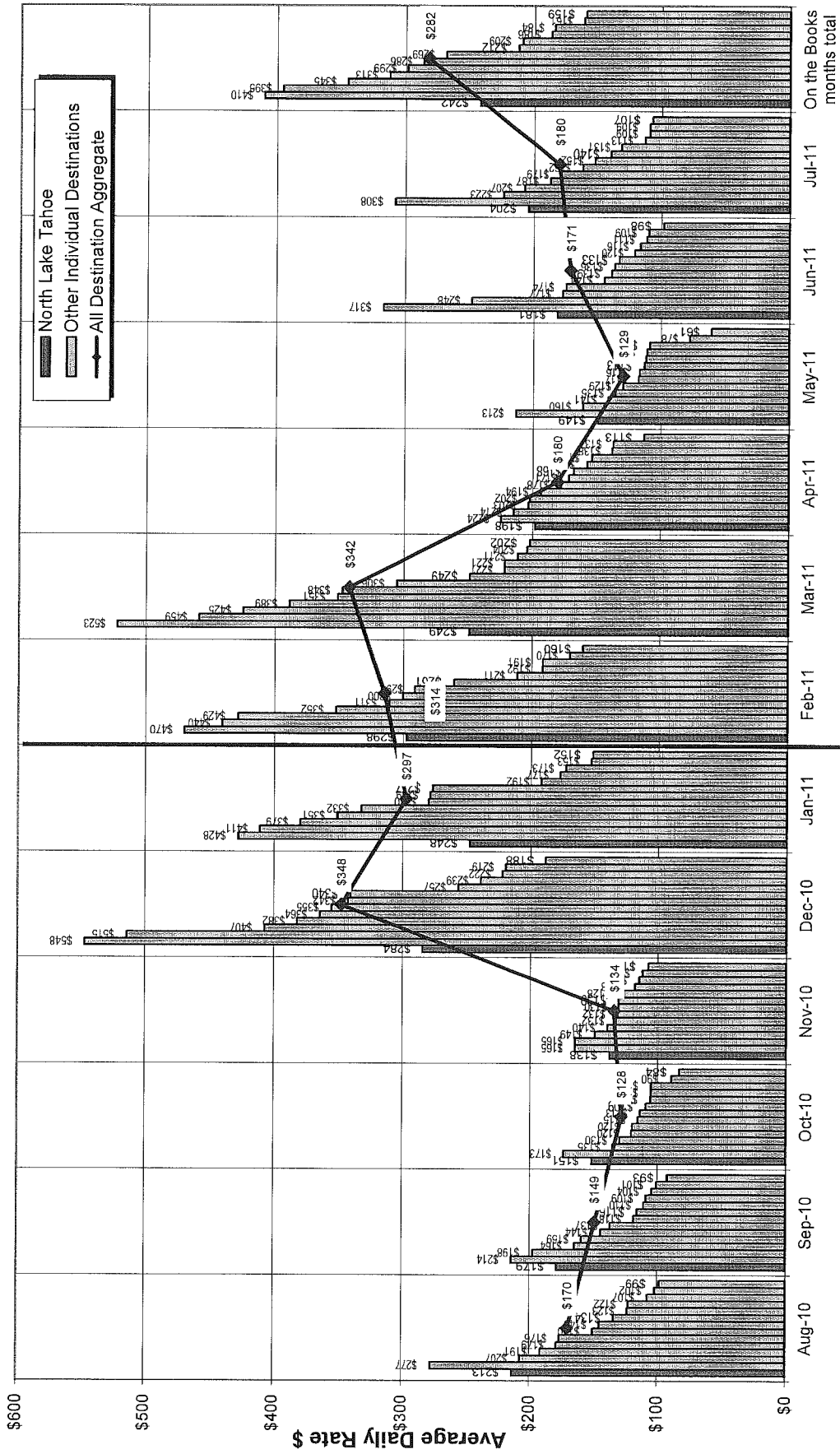
**Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of January 31, 2011**  
**North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average**



Average Daily Rate 2010/2011 Season as of Jan 31, 2011

Historic and Forecast Data

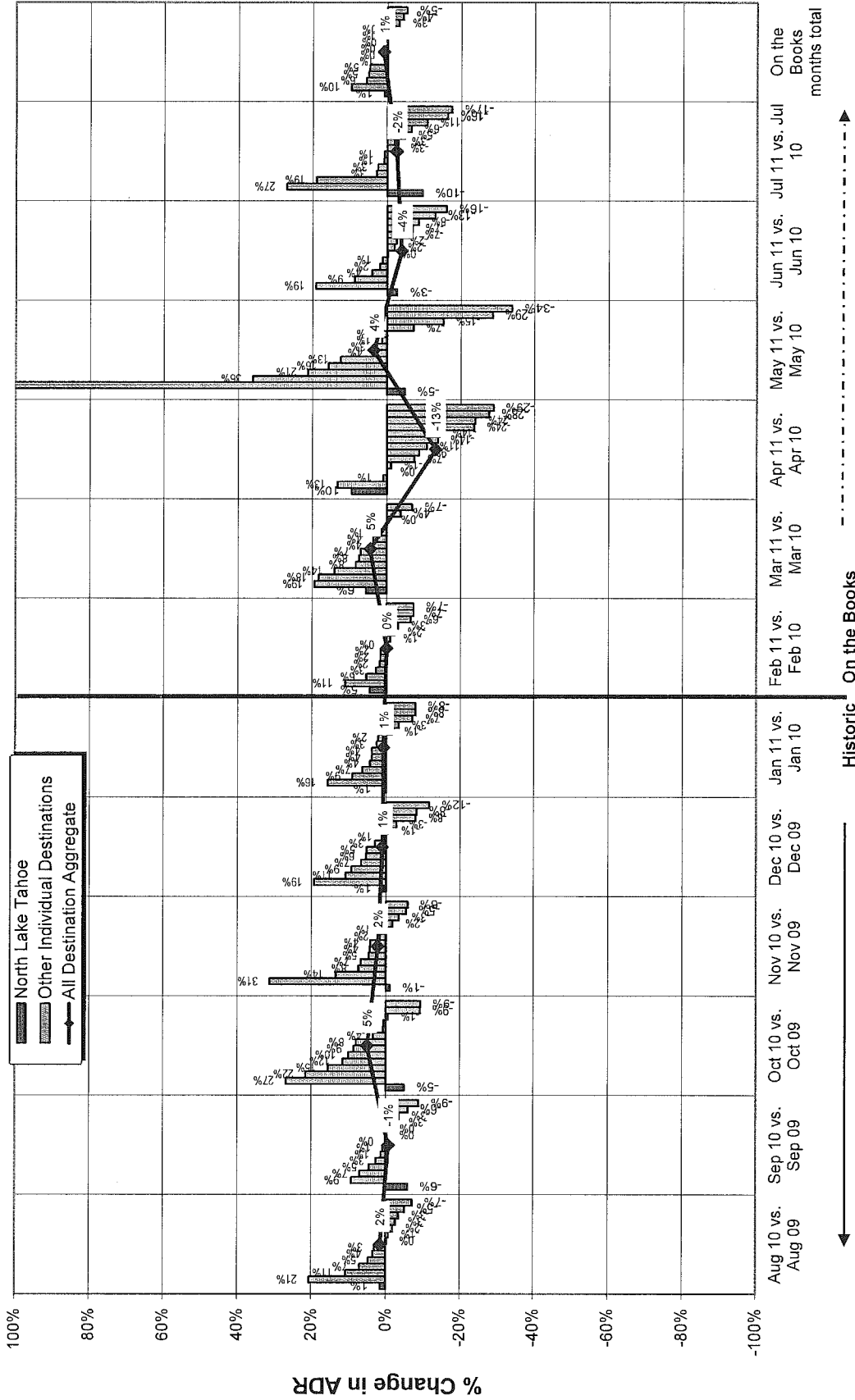
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



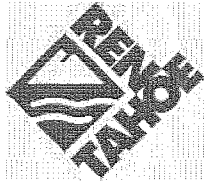
Historic On the Books

Percent Change in Average Daily Rate: 2010/2011 YTD vs 2009/2010 as of December 31, 2010

North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average







## Inter-Office Memo

### Reno-Tahoe Airport Authority

**Date:** February 3, 2011  
**To:** Chairman and Board of Trustees  
**From:** Krys T. Bart, A.A.E., President/CEO  
**Subject:** **RENO-TAHOE INTERNATIONAL AIRPORT**  
**DECEMBER 2010 PASSENGER & CARGO STATISTICS**

#### **U.S. DOMESTIC INDUSTRY OVERVIEW FOR DECEMBER 2010** **All RNO Carriers Systemwide – year over year comparison**

<b>Average Load Factor:</b>	<b>80.7% up 0.8 pts</b>
<b>Number of Flights: *</b>	<b>1.1% up</b>
<b>Capacity of Seats: *</b>	<b>1.9% up</b>
<b>U.S. Crude Oil: **</b>	<b>\$89.1 per barrel December 2010</b> <b>vs. \$74.5 per barrel December 2009</b>

#### **RNO OVERVIEW FOR DECEMBER 2010 – year over year comparison**

<b>Total Passengers:</b>	<b>Up 2.1%</b>
<b>Average Load Factor:</b>	<b>72.4% down (1.7) pts</b>
<b>Actual Flights:</b>	<b>Up 11.7%</b>
<b>Actual Seats:</b>	<b>Up 1.4%</b>
<b>Total Cargo:</b>	<b>Up 7.9%</b>

*Source: \*APGDat – Delta Air Lines includes Northwest Airlines for last year  
RNO Monthly Flight Activity Reports. \*\* U.S. Energy Information Administration*

### **YEAR-END SUMMARY**

Reno-Tahoe International Airport ended 2010 with another positive month in December. Positive passenger growth was experienced for the seventh consecutive month with respect to year over year monthly increases. Total passengers at RNO increased 2.1% to 300,467 in December 2010 versus the same period last year. For the year ending December 2010, total passenger count was 3,823,393 which is 1.8% above calendar year 2009. Significant snowfalls early in the winter season helped resort open early and draw record traffic.

In terms of total cargo, Reno-Tahoe International Airport handled 14,186,519 pounds in December 2010, up 7.9% versus last year. December's volumes represent the second

highest December on record, less than one-half percent below the all-time high. This is the second consecutive month this year that cargo volume has exceeded 2008 levels. For the year ending December 2010, RNO handled 113 million pounds of cargo, which is 10.6 million pounds greater than the cargo volume carried last year, an increase of 10.4%. Year over year cargo carried at RNO has been up for the past eleven months.

RNO is served by six major airlines providing 66 nonstop departures each day to 15 destinations. During the month of December 2010, RNO reported 11.7% increase in flights versus December 2009. This increase was due to the additional capacity by American Airlines to Los Angeles, United Airlines to Denver and Los Angeles and US Airways to Phoenix. Southwest Airlines started daily service to Denver at the beginning of last year.

In addition, the actual seat capacity, at 206,061 seats, increased 1.4% in December 2010 versus the same period last year. Average load factor for scheduled airlines was 72.4%, which is 1.7 load factor points below the same period last year.

#### **TOTAL PASSENGERS**

In December 2010, the passenger increase of 2.1% versus last year was driven by American Airlines, Southwest Airlines and United Airlines. Year over year passenger count for American Airlines was up 21.8%, Southwest Airlines was up 3.7% and United Airlines was up 2.2%. Delta Air Lines was down (9.1%), Alaska Airlines passenger count was down (7.9%) and US Airways passenger count decreased (7.3%) versus last year.

For the year ending December 2010, American Airlines passenger traffic grew 20.8% versus 2009, the highest passenger growth rate at RNO. Delta Air Lines passenger traffic was up 5.6%, United Airlines was up 3.8% and Southwest Airlines was up 1.3%. Whereas US Airways and Alaska Airlines passenger traffic was down (3.8%) and (6.0%), respectively, versus last year.

#### **AIRLINE LOAD FACTORS**

In December 2010, average enplaned load factor at RNO was 72.4% which is (1.7) load factor points less than last year. RNO passenger market is catching up with the capacity added in 2010 summer. Average enplaned load factor for calendar year 2010 was 75%, 5.1 load factor points below last year.

December 2010 Load Factors  
RNO vs. Domestic Systemwide Comparison

Airline	Reno Load Factor	System Load Factor	Difference
Alaska/Horizon	75.5%	78.6%	(3.1)
American	79.2%	79.8%	(0.6)
Delta	69.8%	79.6%	(9.8)
Southwest	69.0%	80.4%	(11.4)
United	71.2%	82.8%	(11.6)
US Airways	69.5%	81.0%	(11.5)

**AIRLINE MARKET SHARE**

In December 2010, Southwest Airlines carried 169,700 passengers with a passenger market share of 56.5%. The next highest market share was United Airlines at 11.8% followed by American Airlines with 9.4%, US Airways at 8.2%, Delta Air Lines 7.2% and Alaska/Horizon Airlines carried 6.8% of the total passengers at Reno-Tahoe International Airport.

For the year ending December 2010, Southwest Airlines carried 2,059,889 passengers at RNO, a market share of 53.9%. Last year, passenger market share of Southwest Airlines was 54.1%.

**DOMESTIC CHARTER PASSENGERS**

RNO domestic charter traffic increased 18.2% in December 2010 versus December 2009. Ryan International and Berry Aviation charter flights carried a combined total of 526 passengers in December 2010.

In calendar year 2010, charter passengers decreased 62.1% versus year 2009, a drop of 30,297 passengers. Last year, the vast majority of charter traffic was driven by the Harrah's charter program which was scaled back in year 2010.

**Schedule Changes Since January 2010**

American Airlines started 3 daily flights to LAX in June 2010 and added a daily flight to DFW in March 2010. United Airlines added a daily DEN and LAX flight in January 2010 and added 2 daily flights to LAX in July 2010. US Airways added a daily flight to PHX in October 2010. Southwest Airlines started a daily service to DEN in January 2010. Seasonal reduction in flights to LAS, LAX, OAK, SJC and BOI were observed in November 2010 for Southwest Airlines.

**Total Cargo**

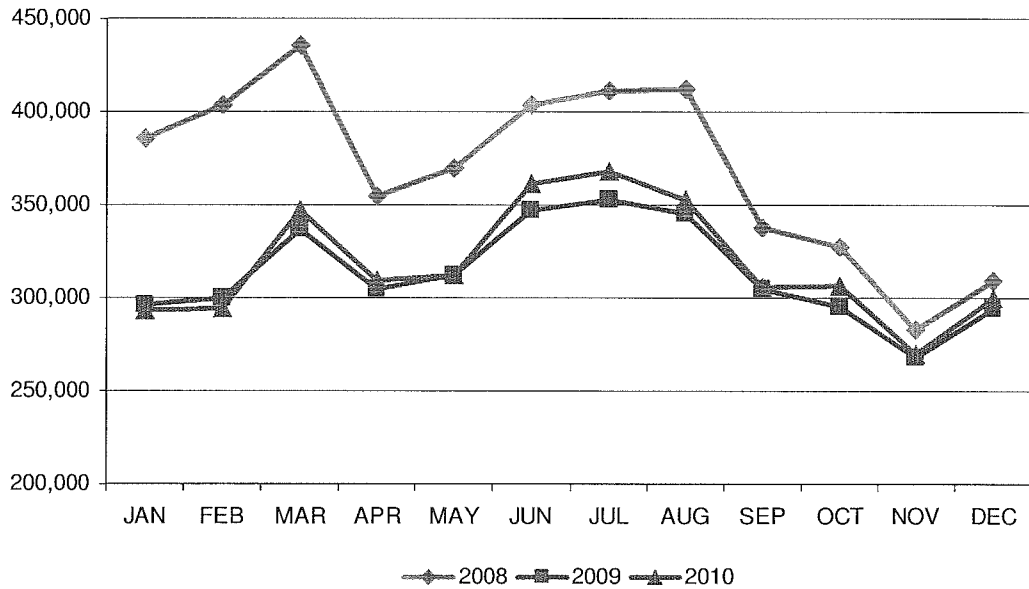
In December 2010, Reno-Tahoe International Airport handled 14,186,519 pounds of cargo, a 7.9% increase versus December 2009. In December 2010, cargo volumes for Ameriflight

were up 18.9% and FedEx were up 16.9% versus the same period last year. UPS carried 5.9 million pounds of cargo, (3.0%) less cargo than December 2009. ATI/Capital Cargo started cargo service at Reno-Tahoe International Airport on November 1, 2010, carrying 187,342 pounds of cargo in December 2010. The U.S. Census Bureau reported that overall retail sales increased 8.2% in December 2010 versus December 2009. Nonstore retailer (i.e. e-commerce) sales increased 15% for the same period, a large contributor to northern Nevada air cargo.

Total cargo handled at RNO in calendar year 2010 was 113,016,942 pounds, up 10.4% versus year 2009. FedEx handled 69.1 million pounds of cargo with a market share of 61.2%. For the year ending December 2010, UPS carried 37.6 million pounds of cargo with a market share of 33.3%. Ameriflight recorded the highest year over year growth of 33.9% versus last year based on weight carrying 2.4 million pounds of cargo.

## Passengers and Cargo Statistics – December 2010 Reno-Tahoe International Airport

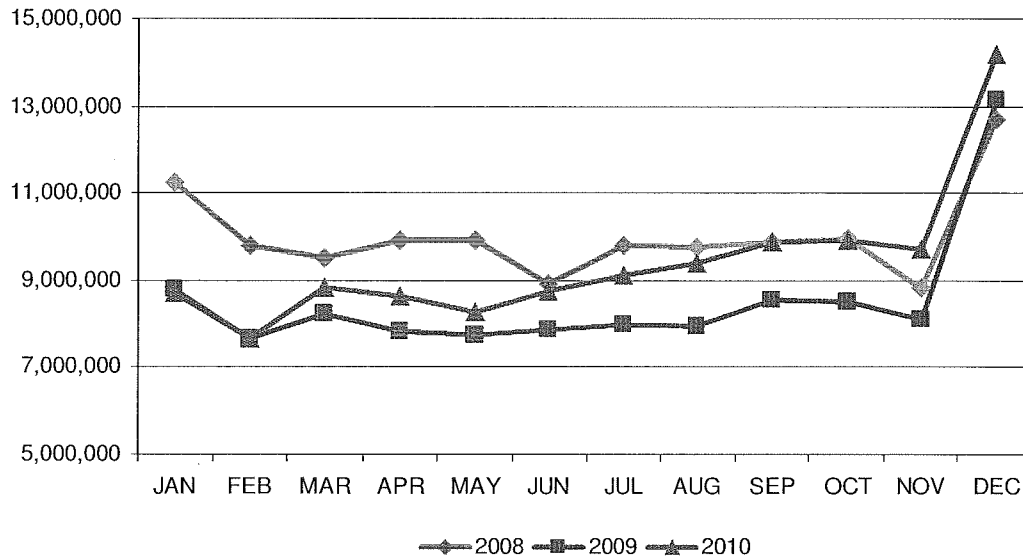
**Total Passengers**



**Total Passengers**

	2008	2009	2010	YOY Change
JAN	385,612	295,827	293,756	-0.7%
FEB	403,819	300,028	294,662	-1.8%
MAR	435,495	336,652	346,846	3.0%
APR	354,768	304,829	309,533	1.5%
MAY	370,145	312,441	312,378	0.0%
JUN	403,441	347,038	361,406	4.1%
JUL	411,332	352,504	367,997	4.4%
AUG	412,002	344,815	352,764	2.3%
SEP	337,851	304,249	306,045	0.6%
OCT	327,146	295,080	306,953	4.0%
NOV	283,256	268,087	269,678	0.6%
DEC	309,771	294,385	300,467	2.1%
<b>TOTAL</b>	<b>4,434,638</b>	<b>3,755,935</b>	<b>3,822,485</b>	<b>1.8%</b>
	YTD	3,755,935	3,822,485	1.8%

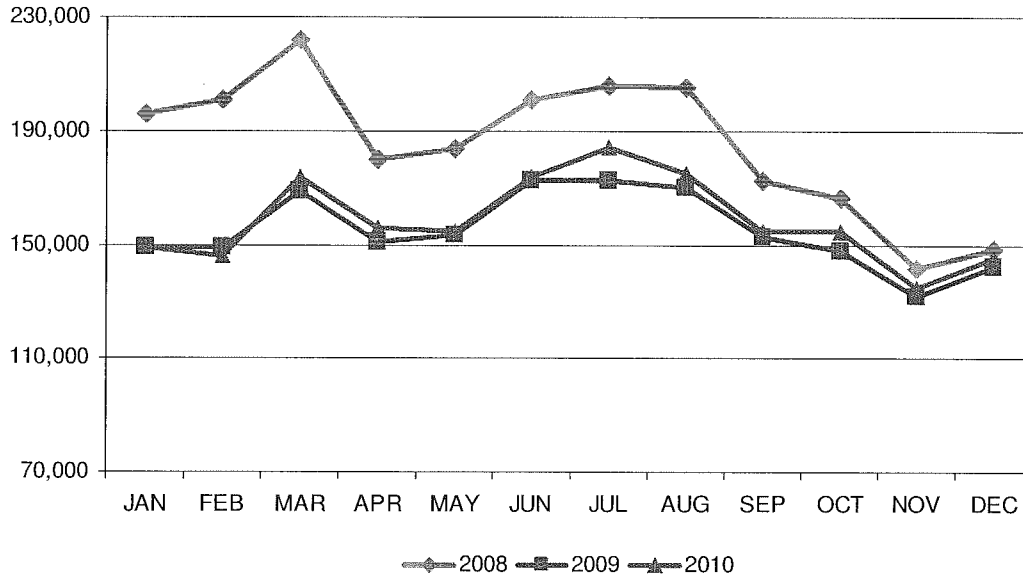
### Total Cargo



### Total Cargo

	2008	2009	2010	YOY Change
JAN	11,231,880	8,777,047	8,695,804	-0.9%
FEB	9,786,730	7,675,284	7,679,924	0.1%
MAR	9,519,983	8,237,243	8,814,895	7.0%
APR	9,915,236	7,841,936	8,633,892	10.1%
MAY	9,923,064	7,754,278	8,273,448	6.7%
JUN	8,893,972	7,870,143	8,737,038	11.0%
JUL	9,811,115	7,967,294	9,113,694	14.4%
AUG	9,763,038	7,929,474	9,388,206	18.4%
SEP	9,890,572	8,553,601	9,871,400	15.4%
OCT	9,971,505	8,509,360	9,915,411	16.5%
NOV	8,811,895	8,093,678	9,706,711	19.9%
DEC	12,713,339	13,149,429	14,186,519	7.9%
<b>TOTAL</b>	<b>120,232,329</b>	<b>102,358,767</b>	<b>113,016,942</b>	<b>10.4%</b>
YTD		102,358,767	113,016,942	10.4%

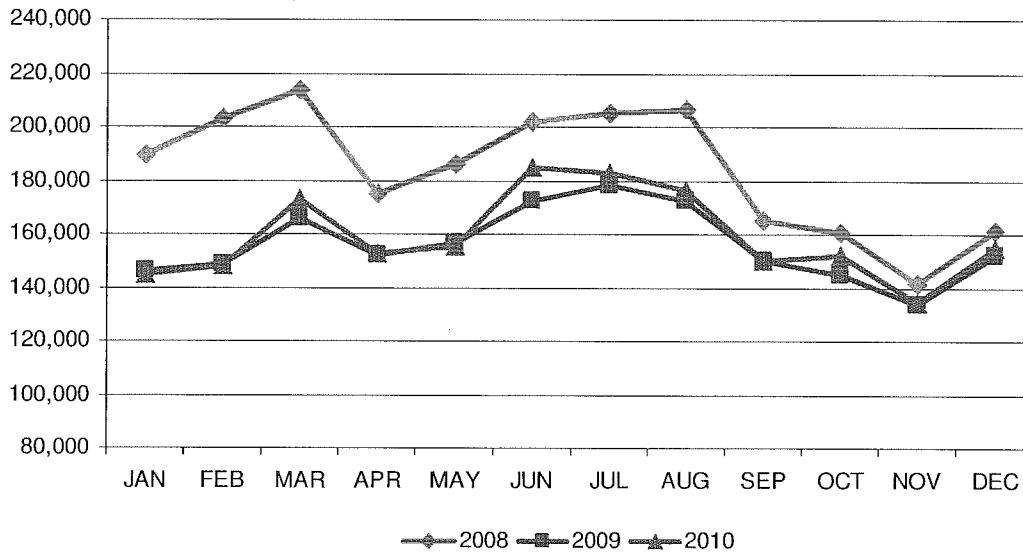
### Total Scheduled Enplaned Passengers



### Total Scheduled Enplaned Passengers

	2008	2009	2010	YOY Change
JAN	195,981	149,107	148,805	-0.2%
FEB	200,851	149,239	145,935	-2.2%
MAR	221,875	168,873	173,783	2.9%
APR	179,845	150,864	155,967	3.4%
MAY	183,861	153,272	154,683	0.9%
JUN	201,271	172,383	173,887	0.9%
JUL	205,791	172,545	184,017	6.6%
AUG	205,576	170,315	174,797	2.6%
SEP	172,607	152,717	154,522	1.2%
OCT	166,224	147,848	154,380	4.4%
NOV	141,456	131,568	134,723	2.4%
DEC	148,563	142,084	145,532	2.4%
<b>TOTAL</b>	<b>2,223,901</b>	<b>1,860,815</b>	<b>1,901,031</b>	<b>2.2%</b>
<b>YTD</b>		<b>1,860,815</b>	<b>1,901,031</b>	<b>2.2%</b>

### Total Deplanned Passengers

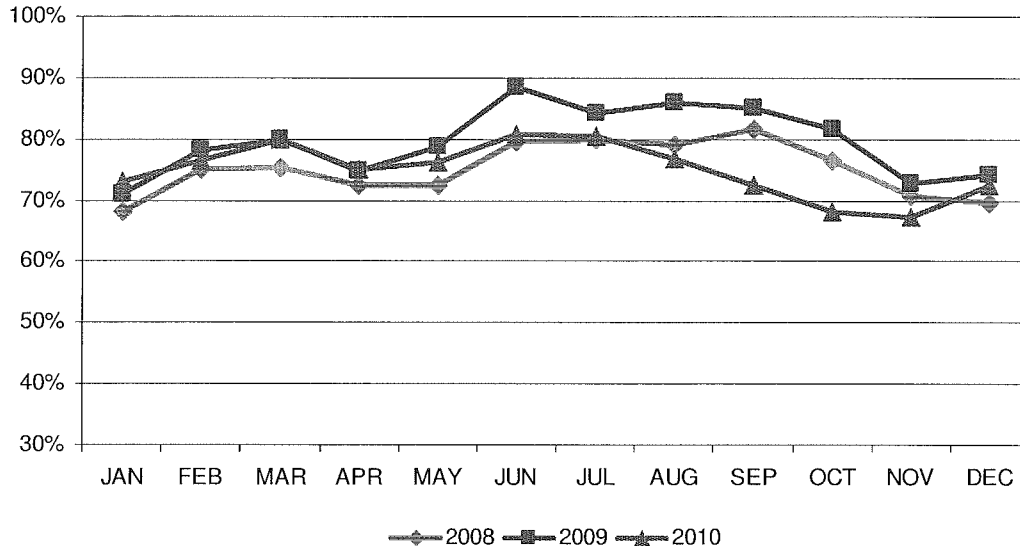


### Total Deplanned Passengers

	2008	2009	2010	YOY Change
JAN	189,631	146,014	144,826	-0.8%
FEB	202,968	149,134	148,506	-0.4%
MAR	213,620	166,155	172,823	4.0%
APR	174,923	152,144	152,986	0.6%
MAY	186,284	156,476	155,702	-0.5%
JUN	202,170	172,499	184,651	7.0%
JUL	205,541	178,092	183,031	2.8%
AUG	206,426	172,640	176,391	2.2%
SEP	165,244	149,944	150,035	0.1%
OCT	160,807	144,653	151,999	5.1%
NOV	141,800	134,078	134,409	0.2%
DEC	161,208	152,183	154,682	1.6%
<b>TOTAL</b>	<b>2,210,622</b>	<b>1,874,012</b>	<b>1,910,041</b>	<b>1.9%</b>
<b>YTD</b>		<b>1,874,012</b>	<b>1,910,041</b>	<b>1.9%</b>



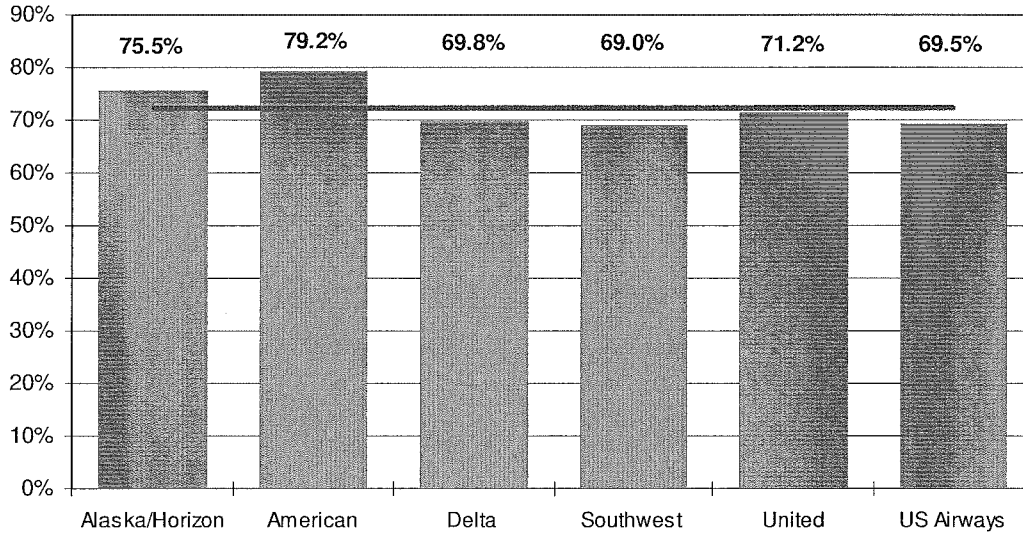
### Average Enplaned Load Factors



### Average Enplaned Load Factors

	2008	2009	2010	YOY Change
JAN	68.1%	71.0%	73.0%	2.0
FEB	75.1%	78.2%	76.4%	(1.8)
MAR	75.2%	80.0%	80.0%	(0.0)
APR	72.5%	74.9%	75.1%	0.2
MAY	72.5%	78.8%	76.1%	(2.6)
JUN	79.5%	88.6%	80.7%	(7.9)
JUL	79.9%	84.3%	80.5%	(3.7)
AUG	79.1%	85.9%	76.8%	(9.1)
SEP	81.6%	85.2%	72.5%	(12.6)
OCT	76.6%	81.6%	68.2%	(13.4)
NOV	70.7%	72.6%	67.2%	(5.4)
DEC	69.7%	74.1%	72.4%	(1.6)

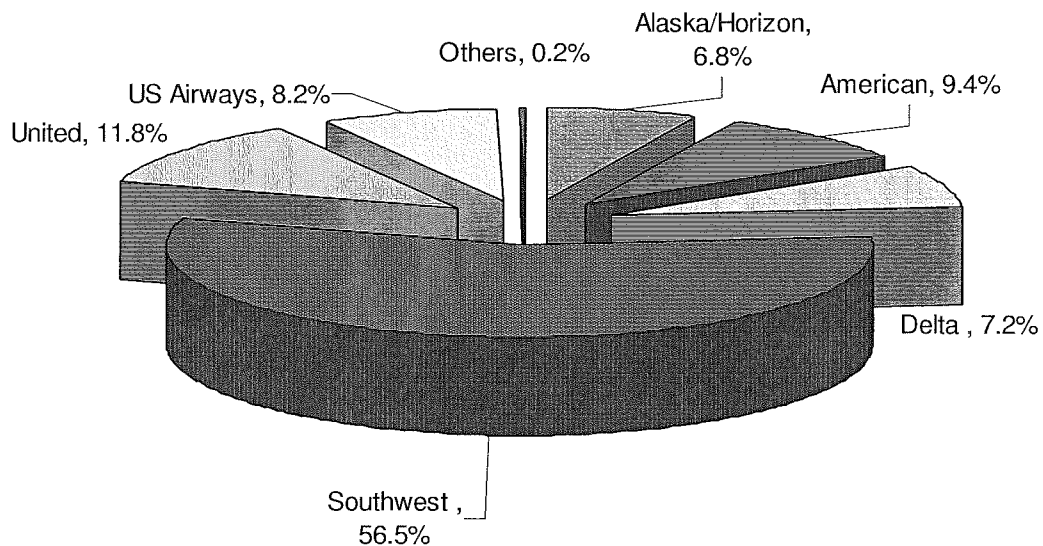
### Enplaned Load Factors by Airlines



### Enplaned Passengers and Load Factors by Airlines

	YOY			YOY		
	Dec-10	Dec-09	Change	Dec-10	Dec-09	Change
Alaska/Horizon	75.5%	75.7%	-0.2	10,328	10,765	-4.1%
American	79.2%	85.7%	-6.5	13,459	10,770	25.0%
Delta	69.8%	80.4%	-10.7	10,387	11,660	-10.9%
Southwest	69.0%	67.2%	1.8	82,526	79,788	3.4%
United	71.2%	66.7%	4.5	16,969	16,571	2.4%
US Airways	69.5%	68.5%	1.0	11,863	12,530	-5.3%
<b>Average</b>	<b>72.4%</b>	<b>74.1%</b>	<b>-1.7</b>	<b>145,532</b>	<b>142,084</b>	<b>2.4%</b>

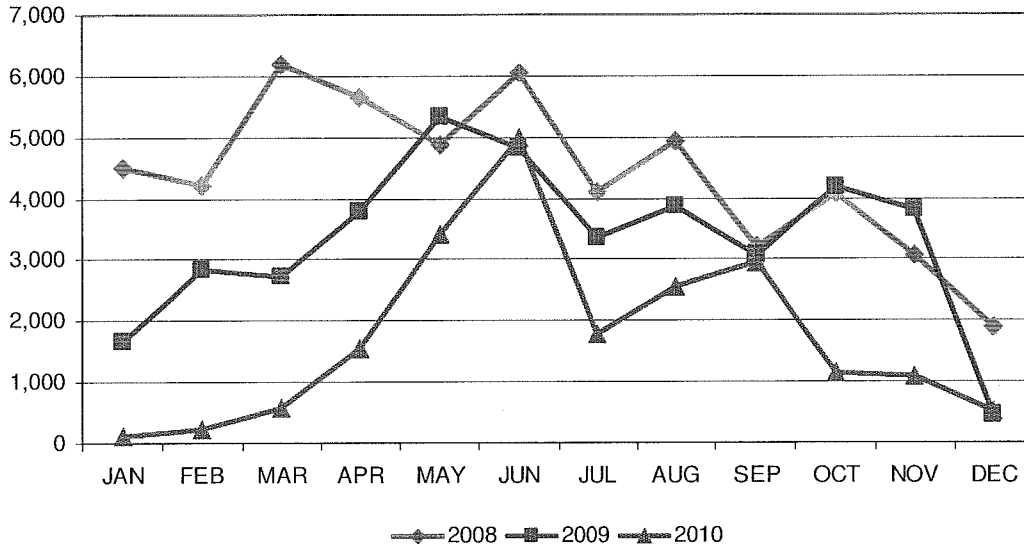
### Air Carrier Market Share



### Air Carrier Market Share

	Dec-10	Dec-09	YOY Change
Alaska/Horizon	6.8%	7.6%	-0.7
American	9.4%	7.8%	1.5
Delta	7.2%	8.1%	-0.9
Southwest	56.5%	55.6%	0.9
United	11.8%	11.8%	0.0
US Airways	8.2%	9.0%	-0.8
Others	0.2%	0.2%	0.0
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	

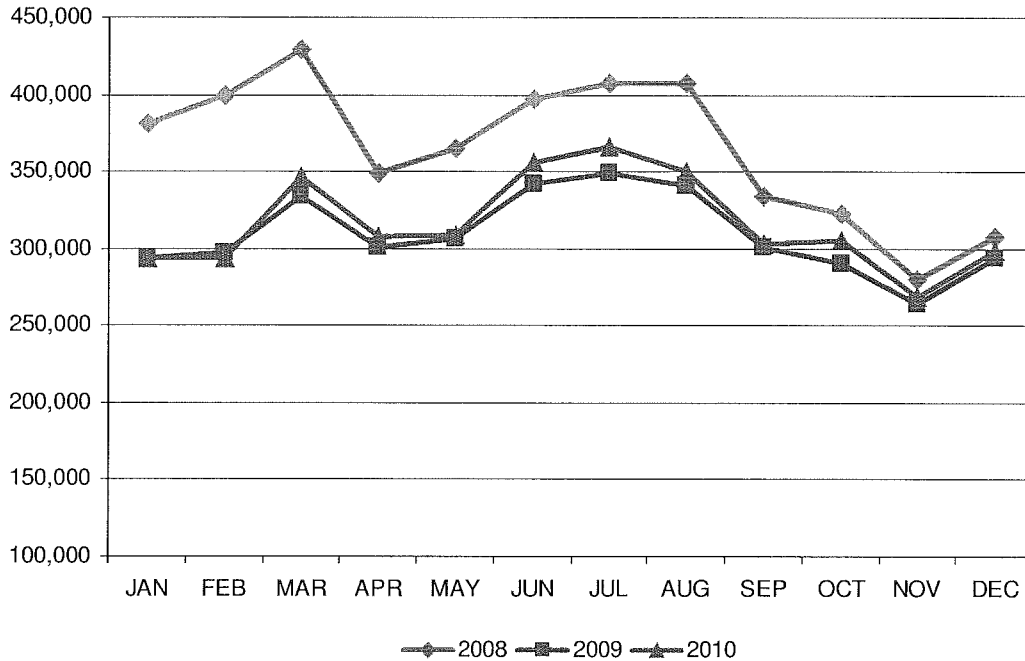
### Total Domestic Charter Passengers



### Total Domestic Charter Passengers

	2008	2009	2010	YOY Change
JAN	4,509	1,661	125	-92.5%
FEB	4,217	2,827	221	-92.2%
MAR	6,202	2,736	570	-79.2%
APR	5,655	3,792	1,537	-59.5%
MAY	4,874	5,333	3,427	-35.7%
JUN	6,045	4,819	5,005	3.9%
JUL	4,097	3,369	1,766	-47.6%
AUG	4,947	3,859	2,559	-33.7%
SEP	3,200	3,056	2,954	-3.3%
OCT	4,080	4,184	1,143	-72.7%
NOV	3,060	3,816	1,093	-71.4%
DEC	1,895	445	526	18.2%
<b>TOTAL</b>	<b>52,781</b>	<b>39,897</b>	<b>20,926</b>	<b>-47.5%</b>
YTD		39,897	20,926	-47.5%

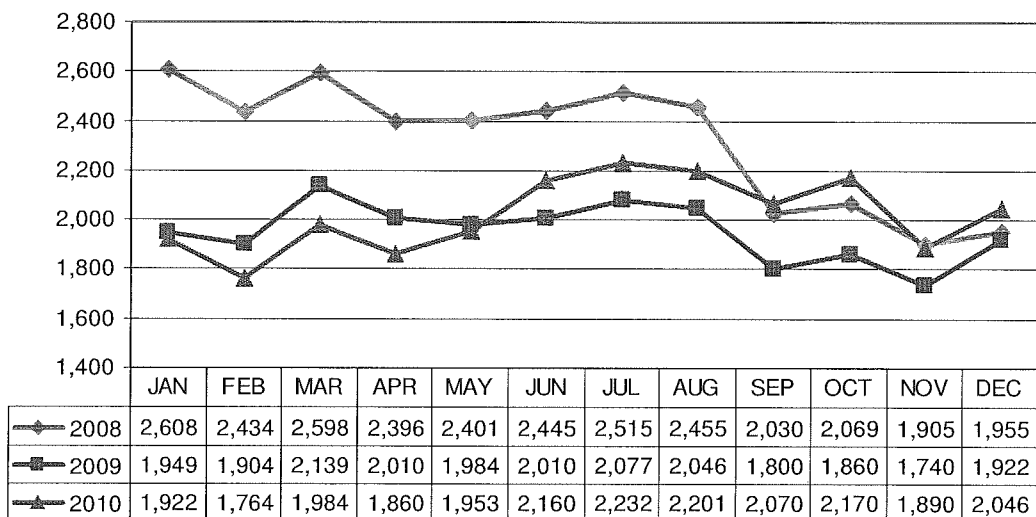
### Total Domestic Scheduled Passengers



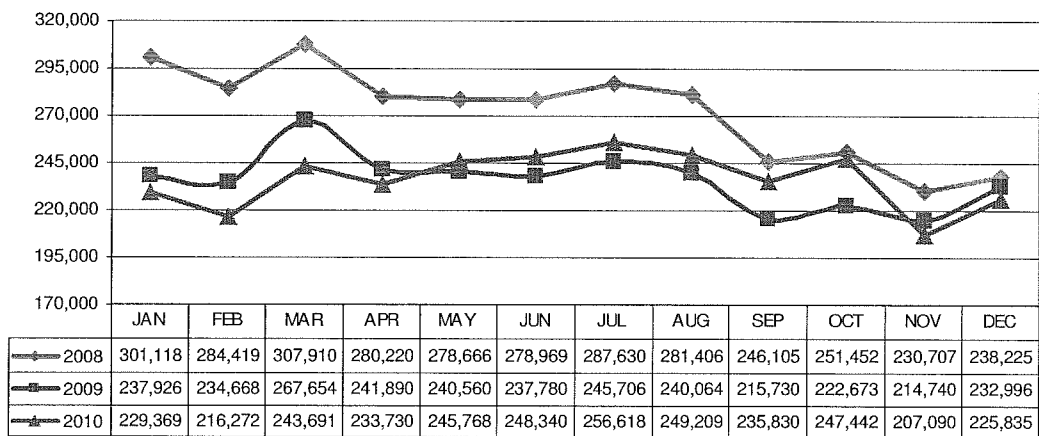
### Total Domestic Scheduled Passengers

	2008	2009	2010	YOY Change
JAN	381,103	294,166	293,631	-0.2%
FEB	399,602	297,201	294,441	-0.9%
MAR	429,293	333,916	346,363	3.7%
APR	349,113	301,037	307,996	2.3%
MAY	365,271	307,108	308,951	0.6%
JUN	397,396	342,219	356,401	4.1%
JUL	407,235	349,135	366,231	4.9%
AUG	407,055	340,956	350,205	2.7%
SEP	334,651	301,193	303,091	0.6%
OCT	323,066	290,896	305,810	5.1%
NOV	280,196	263,679	268,588	1.9%
DEC	307,876	293,940	298,941	1.7%
<b>TOTAL</b>	<b>4,381,857</b>	<b>3,715,446</b>	<b>3,800,649</b>	<b>2.3%</b>
YTD		3,715,446	3,800,649	2.3%

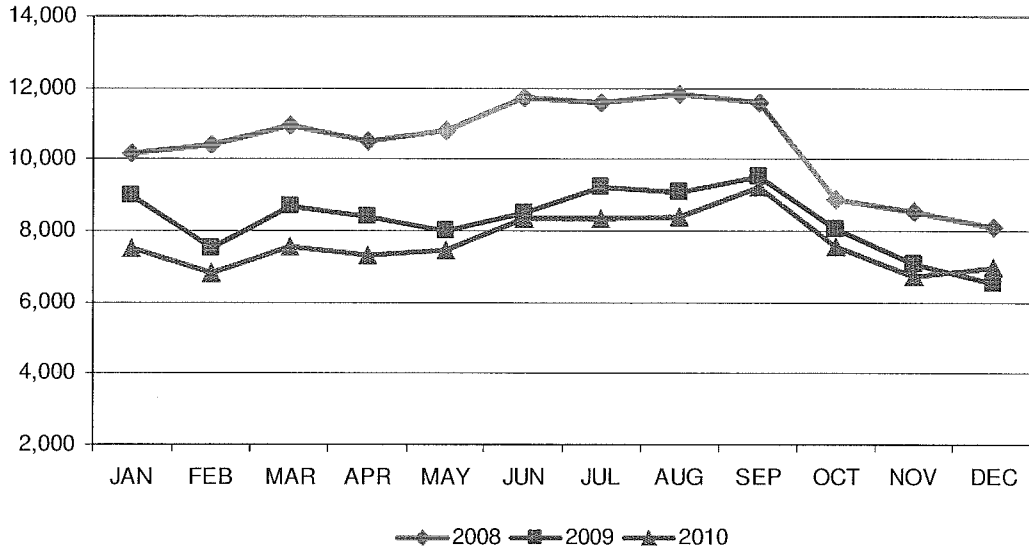
### Monthly Scheduled Departures



### Monthly Scheduled Seats

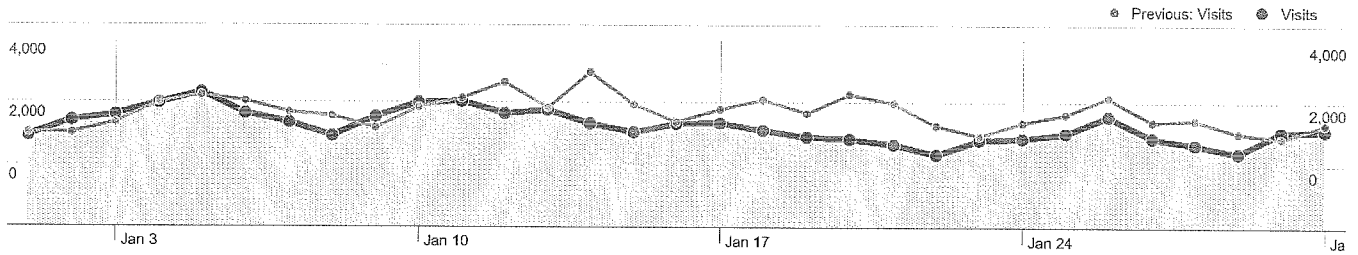


### Total Operations

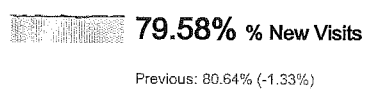
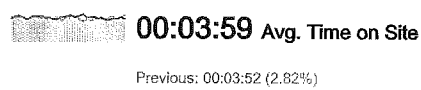
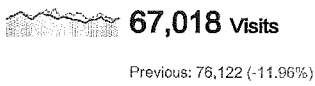


### Total Operations

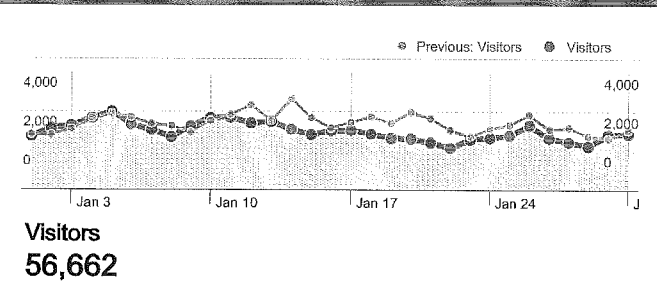
	2008	2009	2010	YOY Change
JAN	10,163	8,985	7,485	-16.7%
FEB	10,420	7,498	6,813	-9.1%
MAR	10,948	8,686	7,569	-12.9%
APR	10,501	8,391	7,313	-12.8%
MAY	10,807	7,987	7,454	-6.7%
JUN	11,753	8,492	8,361	-1.5%
JUL	11,599	9,229	8,363	-9.4%
AUG	11,837	9,086	8,402	-7.5%
SEP	11,572	9,516	9,209	-3.2%
OCT	8,889	8,036	7,547	-6.1%
NOV	8,535	7,064	6,711	-5.0%
DEC	8,083	6,531	6,991	7.0%
<b>TOTAL</b>	<b>125,107</b>	<b>99,501</b>	<b>92,218</b>	<b>-7.3%</b>
YTD		99,501	92,218	-7.3%



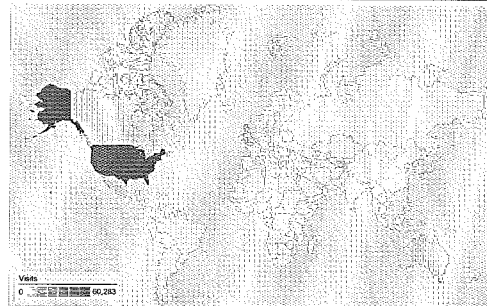
**Site Usage**



**Visitors Overview**



**Map Overlay**



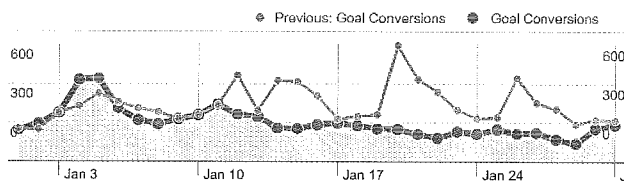
**Traffic Sources Overview**



- **Search Engines**  
28,772.00 (42.93%)
- **Referring Sites**  
20,323.00 (30.32%)
- **Direct Traffic**  
17,920.00 (26.74%)
- **Other**  
3 (> 0.00%)



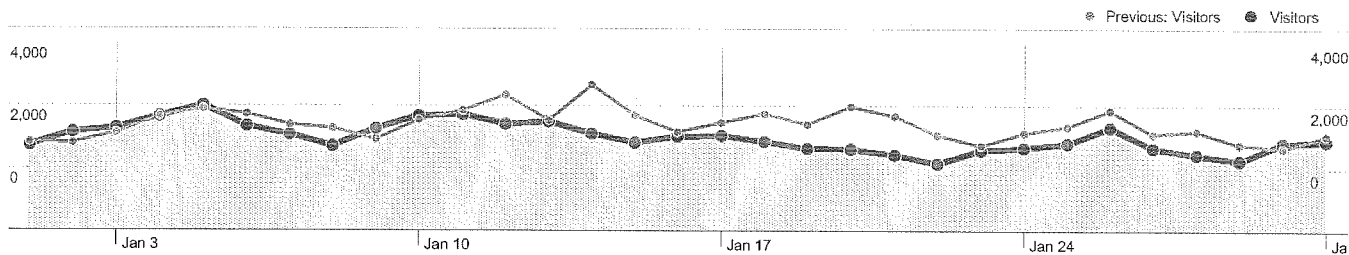
## Goals Overview



**Goal Conversions**  
**6,238**

## Content Overview

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jan 1, 2011 - Jan 31, 2011	19,606	5.87%
Jan 1, 2010 - Jan 31, 2010	25,937	7.52%
% Change	-24.41%	-21.94%
<b>/stay</b>		
Jan 1, 2011 - Jan 31, 2011	7,136	2.14%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//return (true)</b>		
Jan 1, 2011 - Jan 31, 2011	6,664	2.00%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		
Jan 1, 2011 - Jan 31, 2011	6,333	1.90%
Jan 1, 2010 - Jan 31, 2010	3,120	0.90%
% Change	102.98%	109.60%
<b>/stay/lodging-by-type</b>		
Jan 1, 2011 - Jan 31, 2011	6,179	1.85%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%



**56,662 people visited this site**

**67,018 Visits**  
 Previous: 76,122 (-11.96%)

**56,662 Absolute Unique Visitors**  
 Previous: 65,027 (-12.86%)

**333,928 Pageviews**  
 Previous: 344,823 (-3.18%)

**4.98 Average Pageviews**  
 Previous: 4.53 (10.00%)

**00:03:59 Time on Site**  
 Previous: 00:03:52 (2.82%)

**33.14% Bounce Rate**  
 Previous: 33.66% (-1.55%)

**79.58% New Visits**  
 Previous: 80.64% (-1.33%)

**Technical Profile**

Browser	Visits	% visits
<b>Internet Explorer</b>		
Jan 1, 2011 - Jan 31, 2011	31,791	47.44%
Jan 1, 2010 - Jan 31, 2010	42,542	55.89%
% Change	-25.27%	-15.12%
<b>Safari</b>		
Jan 1, 2011 - Jan 31, 2011	14,510	21.65%
Jan 1, 2010 - Jan 31, 2010	11,318	14.87%
% Change	28.20%	45.62%

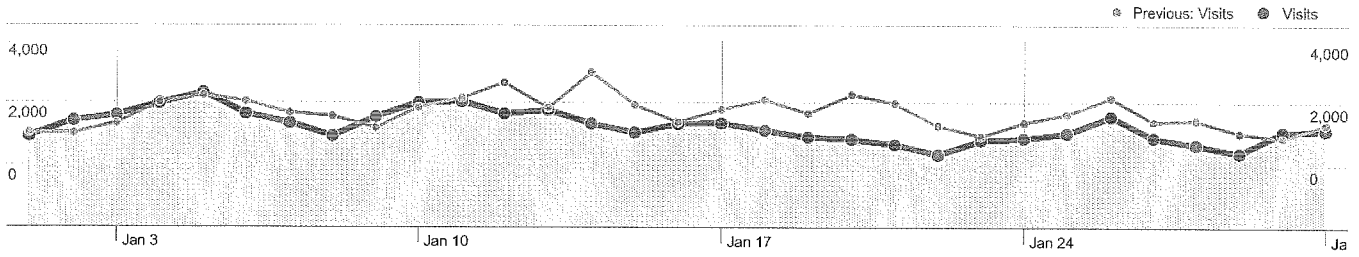
Connection Speed	Visits	% visits
<b>Cable</b>		
Jan 1, 2011 - Jan 31, 2011	28,783	42.95%
Jan 1, 2010 - Jan 31, 2010	32,001	42.04%
% Change	-10.06%	2.16%
<b>DSL</b>		
Jan 1, 2011 - Jan 31, 2011	16,424	24.51%
Jan 1, 2010 - Jan 31, 2010	21,053	27.66%
% Change	-21.99%	-11.39%

Firefox		
Jan 1, 2011 - Jan 31, 2011	14,221	21.22%
Jan 1, 2010 - Jan 31, 2010	18,405	24.18%
% Change	-22.73%	-12.24%
Chrome		
Jan 1, 2011 - Jan 31, 2011	5,715	8.53%
Jan 1, 2010 - Jan 31, 2010	2,976	3.91%
% Change	92.04%	118.12%
Mozilla Compatible Agent		
Jan 1, 2011 - Jan 31, 2011	292	0.44%
Jan 1, 2010 - Jan 31, 2010	134	0.18%
% Change	117.91%	147.51%

Unknown		
Jan 1, 2011 - Jan 31, 2011	13,373	19.95%
Jan 1, 2010 - Jan 31, 2010	14,670	19.27%
% Change	-8.84%	3.54%
T1		
Jan 1, 2011 - Jan 31, 2011	7,499	11.19%
Jan 1, 2010 - Jan 31, 2010	6,751	8.87%
% Change	11.08%	26.17%
Dialup		
Jan 1, 2011 - Jan 31, 2011	630	0.94%
Jan 1, 2010 - Jan 31, 2010	1,054	1.38%
% Change	-40.23%	-32.11%

# Traffic Sources Overview

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



## All traffic sources sent a total of 67,018 visits

**26.74% Direct Traffic**

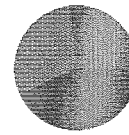
Previous: 30.98% (-13.70%)

**30.32% Referring Sites**

Previous: 30.59% (-0.86%)

**42.93% Search Engines**

Previous: 38.42% (11.74%)



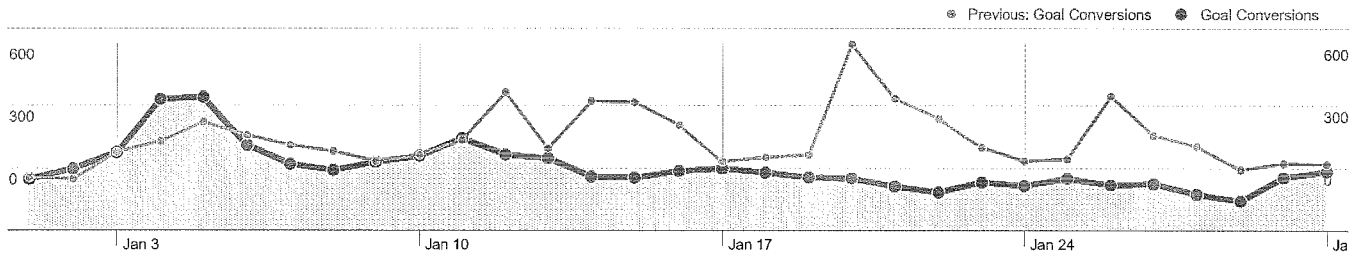
- Search Engines  
28,772.00 (42.93%)
- Referring Sites  
20,323.00 (30.32%)
- Direct Traffic  
17,920.00 (26.74%)
- Other  
3 (> 0.00%)

## Top Traffic Sources


Sources	Visits	% visits
google (organic)		
Jan 1, 2011 - Jan 31, 2011	24,076	35.92%
Jan 1, 2010 - Jan 31, 2010	24,508	32.20%
% Change	-1.76%	11.58%
(direct) ((none))		
Jan 1, 2011 - Jan 31, 2011	17,920	26.74%
Jan 1, 2010 - Jan 31, 2010	23,586	30.98%
% Change	-24.02%	-13.70%
visitinglaketahoe.com (referral)		
Jan 1, 2011 - Jan 31, 2011	11,983	17.88%
Jan 1, 2010 - Jan 31, 2010	10,466	13.75%
% Change	14.49%	30.05%
yahoo (organic)		
Jan 1, 2011 - Jan 31, 2011	2,221	3.31%
Jan 1, 2010 - Jan 31, 2010	2,532	3.33%
% Change	-12.28%	-0.37%
skilaketahoe.com (referral)		

Keywords	Visits	% visits
north lake tahoe		
Jan 1, 2011 - Jan 31, 2011	1,601	5.56%
Jan 1, 2010 - Jan 31, 2010	1,297	4.43%
% Change	23.44%	25.48%
incline village		
Jan 1, 2011 - Jan 31, 2011	1,444	5.02%
Jan 1, 2010 - Jan 31, 2010	1,186	4.06%
% Change	21.75%	23.76%
lake tahoe		
Jan 1, 2011 - Jan 31, 2011	790	2.75%
Jan 1, 2010 - Jan 31, 2010	560	1.91%
% Change	41.07%	43.40%
north lake tahoe hotels		
Jan 1, 2011 - Jan 31, 2011	773	2.69%
Jan 1, 2010 - Jan 31, 2010	702	2.40%
% Change	10.11%	11.93%
tahoe city		

Jan 1, 2011 - Jan 31, 2011	2,042	3.05%	Jan 1, 2011 - Jan 31, 2011	482	1.68%
Jan 1, 2010 - Jan 31, 2010	2,260	2.97%	Jan 1, 2010 - Jan 31, 2010	119	0.41%
% Change	-9.65%	2.63%	% Change	305.04%	311.73%

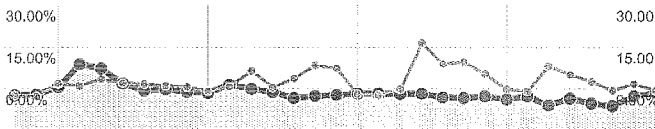


**Visitors completed 6,238 goal conversions**

 **6,238 conversions, Goal 1: Cool Deals Page**  
 Previous: 9,115 (-31.56%)

**Goal Performance**

**Goal Conversion Rate**



**Goal Conversion Rate**  
**9.31%**

**Total Goal Value**



**Total Goal Value**  
**\$6,238.00**

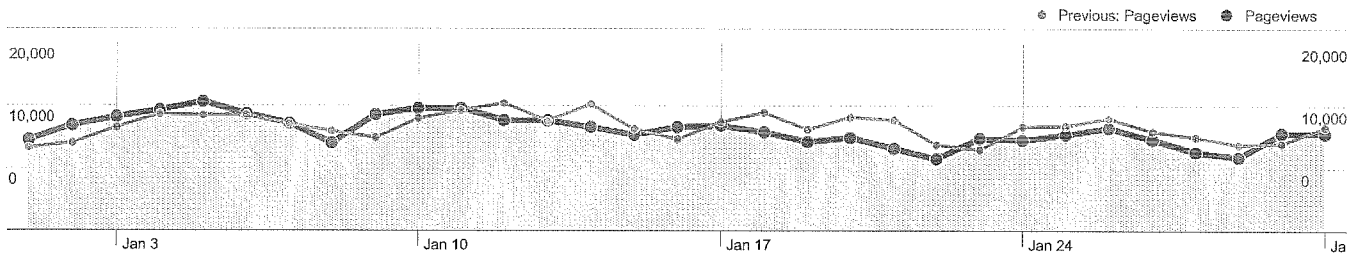


## 67,018 visits came from 139 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>67,018</b> Previous: 76,122 (-11.96%)	<b>4.98</b> Previous: 4.53 (10.00%)	<b>00:03:59</b> Previous: 00:03:52 (2.62%)	<b>79.59%</b> Previous: 80.73% (-1.40%)	<b>33.14%</b> Previous: 33.66% (-1.55%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
January 1, 2011 - January 31, 2011	60,283	5.04	00:04:02	79.00%	32.49%	
January 1, 2010 - January 31, 2010	68,828	4.57	00:03:55	80.28%	33.13%	
% Change	-12.42%	10.15%	2.80%	-1.59%	-1.95%	
United Kingdom						
January 1, 2011 - January 31, 2011	1,318	4.96	00:03:31	84.37%	35.96%	
January 1, 2010 - January 31, 2010	1,569	4.71	00:03:56	84.58%	33.40%	
% Change	-16.00%	5.24%	-10.90%	-0.24%	7.68%	
Canada						
January 1, 2011 - January 31, 2011	918	4.54	00:03:11	86.27%	39.11%	

January 1, 2010 - January 31, 2010	1,111	3.77	00:02:40	81.55%	43.83%
% Change	-17.37%	20.39%	19.02%	5.80%	-10.79%
Australia					
January 1, 2011 - January 31, 2011	527	5.08	00:04:11	77.42%	29.22%
January 1, 2010 - January 31, 2010	518	4.63	00:04:22	81.66%	34.75%
% Change	1.74%	9.82%	-4.04%	-5.19%	-15.91%
Mexico					
January 1, 2011 - January 31, 2011	485	5.27	00:05:04	75.46%	32.99%
January 1, 2010 - January 31, 2010	464	4.88	00:05:17	83.41%	30.39%
% Change	4.53%	8.14%	-4.16%	-9.52%	8.56%
Germany					
January 1, 2011 - January 31, 2011	449	4.59	00:03:21	86.41%	38.31%
January 1, 2010 - January 31, 2010	631	3.60	00:02:22	91.76%	39.46%
% Change	-28.84%	27.53%	41.15%	-5.82%	-2.92%
Brazil					
January 1, 2011 - January 31, 2011	425	4.51	00:03:21	81.88%	33.18%
January 1, 2010 - January 31, 2010	302	5.28	00:04:51	85.76%	26.49%
% Change	40.73%	-14.60%	-30.72%	-4.52%	25.24%
Switzerland					
January 1, 2011 - January 31, 2011	163	5.90	00:06:45	86.50%	33.74%
January 1, 2010 - January 31, 2010	143	4.18	00:01:55	81.12%	34.97%
% Change	13.99%	40.98%	251.73%	6.64%	-3.50%
France					
January 1, 2011 - January 31, 2011	160	4.24	00:02:55	85.00%	39.38%
January 1, 2010 - January 31, 2010	142	3.88	00:02:38	85.92%	36.62%
% Change	12.68%	9.21%	10.91%	-1.07%	7.52%
Netherlands					
January 1, 2011 - January 31, 2011	138	4.38	00:03:04	84.78%	38.41%
January 1, 2010 - January 31, 2010	149	4.07	00:02:39	89.26%	38.26%
% Change	-7.38%	7.61%	16.18%	-5.02%	0.39%
1 - 10 of 139					





**Pages on this site were viewed a total of 333,928 times**

**333,928 Pageviews**  
 Previous: 344,823 (-3.16%)

**248,830 Unique Views**  
 Previous: 263,020 (-5.40%)

**33.14% Bounce Rate**  
 Previous: 33.68% (-1.55%)

**Top Content**

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jan 1, 2011 - Jan 31, 2011	19,606	5.87%
Jan 1, 2010 - Jan 31, 2010	25,937	7.52%
% Change	-24.41%	-21.94%
<b>/stay</b>		
Jan 1, 2011 - Jan 31, 2011	7,136	2.14%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//return (true)</b>		
Jan 1, 2011 - Jan 31, 2011	6,664	2.00%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		
Jan 1, 2011 - Jan 31, 2011	6,333	1.90%
Jan 1, 2010 - Jan 31, 2010	3,120	0.90%
% Change	102.98%	109.60%
<b>/stay/lodging-by-type</b>		

Jan 1, 2011 - Jan 31, 2011	6,179	1.85%
Jan 1, 2010 - Jan 31, 2010	0	0.00%
% Change	100.00%	100.00%

## PROPERTY REFERRAL REPORT - JANUARY 2011

PROPERTY	% of Total
Agate Bay Realty	0.64%
Agate Bay Realty Cool Deals	0.40%
Alpine Rental Group	0.93%
Americas Best Value Inn Tahoe City	1.14%
Assist 2 Sell - All Service Realty	0.04%
Book Tahoe Rentals	0.02%
Brockway Springs Resort	1.01%
Cal Neva Resort Casino Hotel	2.12%
Cedar Glen Lodge	1.27%
Cedar Glen Lodge Cool Deals	0.47%
Chaney House	0.39%
Chinquapin / Packard Realty	0.13%
Club Tahoe Resort	0.79%
Coldwell Banker Rentals	3.39%
Cottage Inn at Lake Tahoe	1.48%
Ferrari's Crown Resort	0.80%
Ferrari's Crown Resort Cool Deals	0.15%
Firelite Lodge	0.54%
Firelite Lodge Cool Deals	0.48%
First Accommodations	0.97%
Franciscan Lakeside Lodge	0.76%
Goldfish Properties	0.50%
Granlibakken Resort	3.42%
Granlibakken Resort Cool Deals	1.00%
Granlibakken Resort Ski Area	0.02%
Hauserman Rental Group	0.98%
Holiday House	0.68%
Holiday House Cool Deals	0.78%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	3.21%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	2.50%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.47%
Incline at Tahoe Realty	0.27%
Incline Vacation Rentals	0.80%
Lake of the Sky Motor Inn	0.74%
Lake Tahoe Accommodations	1.70%
Lake Tahoe Accommodations Cool Deals	0.40%
Lake Tahoe Deluxe Vacation Rentals	1.01%
LakeFrontHouse.com	0.30%
Martis Valley Associates Property Rentals	0.04%
Meeks Bay Resort & Marina	0.44%
Mother Natures Inn	0.70%
Mourelatos Lakeshore Resort	1.52%
Mourelatos Lakeshore Resort Cool Deals	0.25%
North Tahoe Rental Company	0.73%
Northstar Condominiums	1.19%
Northstar Mountain Home Vacation Rentals	0.51%
Northstar Resort	2.41%
Northstar Resort Cool Deals	2.86%
Olympic Village Inn	1.56%

Painted Rock Lodge	1.07%
Parkside Inn at Incline	1.10%
PepperTree Inn	1.09%
PlumpJack Squaw Valley	1.89%
Rainbow Lodge	0.97%
Red Wolf Lakeside Lodge	0.41%
Red Wolf Lodge at Squaw Valley	0.42%
ReserveMyHome.com	0.31%
Resort at Squaw Creek	1.82%
Resort at Squaw Creek Cool Deals	0.34%
River Ranch Lodge and Restaurant	2.43%
River Ranch Lodge and Restaurant Cool Deals	1.08%
Rustic Cottage Resort	0.06%
Shooting Star Bed & Breakfast	0.40%
Shore House at Lake Tahoe	0.71%
Shore House at Lake Tahoe Cool Deals	0.69%
Sierra Mountain Properties	0.00%
Sierra Vacation Rentals/Sales	0.17%
Squaw Valley Lodge	1.23%
Squaw Valley Lodge Cool Deals	0.87%
Squaw Valley Realty/Rentals	0.15%
Stanford Alpine Chalet	2.66%
Stanford Alpine Chalet Cool Deals	0.39%
Stevenson's Holliday Inn	0.60%
Sun 'N Sand Lodge	0.06%
Sunnyside Steakhouse & Lodge	1.63%
Tahoe Biltmore Lodge & Casino	3.06%
Tahoe Biltmore Lodge & Casino Cool Deals	1.25%
Tahoe City Inn	1.03%
Tahoe Edgelake Beach Club	0.12%
Tahoe Inn	0.09%
Tahoe Luxury Properties	1.54%
Tahoe Marina Lodge	0.35%
Tahoe Moon Properties	0.07%
Tahoe Mountain Resorts Lodging	1.16%
Tahoe Real Estate Group	0.02%
Tahoe Resort Property Management Inc.	0.04%
Tahoe Sands Resort	0.86%
Tahoe Tavern Properties	0.28%
Tahoe Vistana Inn	0.61%
Tahoe Woodside Vacation Rentals	0.46%
Tahoma Lodge	0.79%
Tahoma Lodge Cool Deals	1.79%
Tahoma Meadows Bed & Breakfast	0.50%
Tahoma Meadows Bed & Breakfast Cool Deals	0.42%
Tamarack Lodge	0.28%
The Border House	0.87%
The Lodge at Sugar Bowl	1.02%
The Ritz-Carlton, Lake Tahoe	1.65%
The Village at Squaw Valley USA	1.90%
Vacation Station, Inc.	1.25%
Vacation Station, Inc. Cool Deals	0.26%

Vacation Tahoe by O'Neal Brokers	0.48%
Village at Northstar (tm)	4.61%
Waters of Tahoe Properties	0.56%
West Lake Properties	0.39%
West Shore Cafe & Inn	0.77%

## PROPERTY REFERRAL REPORT - DECEMBER (ALPHA LISTING)

PROPERTY	% of Total
Village at Northstar (tm)	5.01%
Granlibakken Resort	3.72%
Coldwell Banker Rentals	3.69%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	3.49%
Tahoe Biltmore Lodge & Casino	3.32%
Northstar Resort Cool Deals	3.11%
Stanford Alpine Chalet	2.89%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	2.72%
River Ranch Lodge and Restaurant	2.64%
Northstar Resort	2.62%
Cal Neva Resort Casino Hotel	2.31%
The Village at Squaw Valley USA	2.07%
PlumpJack Squaw Valley	2.06%
Resort at Squaw Creek	1.98%
Tahoma Lodge Cool Deals	1.94%
Lake Tahoe Accommodations	1.85%
The Ritz-Carlton, Lake Tahoe	1.79%
Sunnyside Steakhouse & Lodge	1.77%
Olympic Village Inn	1.70%
Tahoe Luxury Properties	1.68%
Mourelatos Lakeshore Resort	1.65%
Cottage Inn at Lake Tahoe	1.61%
Cedar Glen Lodge	1.38%
Tahoe Biltmore Lodge & Casino Cool Deals	1.36%
Vacation Station, Inc.	1.36%
Squaw Valley Lodge	1.34%
Northstar Condominiums	1.30%
Tahoe Mountain Resorts Lodging	1.26%
Americas Best Value Inn Tahoe City	1.24%
Parkside Inn at Incline	1.19%
PepperTree Inn	1.19%
River Ranch Lodge and Restaurant Cool Deals	1.17%
Painted Rock Lodge	1.16%
Tahoe City Inn	1.12%
The Lodge at Sugar Bowl	1.11%
Lake Tahoe Deluxe Vacation Rentals	1.10%
Brockway Springs Resort	1.09%
Granlibakken Resort Cool Deals	1.08%
Hauserman Rental Group	1.07%
First Accommodations	1.06%
Rainbow Lodge	1.05%
Alpine Rental Group	1.01%
Squaw Valley Lodge Cool Deals	0.95%
The Border House	0.95%
Tahoe Sands Resort	0.94%
Ferrari's Crown Resort	0.87%
Incline Vacation Rentals	0.87%
Tahoma Lodge	0.86%
Club Tahoe Resort	0.86%

Holiday House Cool Deals	0.85%
West Shore Cafe & Inn	0.84%
Franciscan Lakeside Lodge	0.83%
Lake of the Sky Motor Inn	0.80%
North Tahoe Rental Company	0.79%
Shore House at Lake Tahoe	0.77%
Mother Natures Inn	0.77%
Shore House at Lake Tahoe Cool Deals	0.75%
Holiday House	0.74%
Agate Bay Realty	0.69%
Tahoe Vistana Inn	0.66%
Stevenson's Holliday Inn	0.65%
Waters of Tahoe Properties	0.61%
Firelite Lodge	0.58%
Northstar Mountain Home Vacation Rentals	0.55%
Goldfish Properties	0.54%
Tahoma Meadows Bed & Breakfast	0.54%
Vacation Tahoe by O'Neal Brokers	0.52%
Firelite Lodge Cool Deals	0.52%
Cedar Glen Lodge Cool Deals	0.52%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.52%
Tahoe Woodside Vacation Rentals	0.50%
Meeks Bay Resort & Marina	0.48%
Red Wolf Lodge at Squaw Valley	0.46%
Tahoma Meadows Bed & Breakfast Cool Deals	0.45%
Red Wolf Lakeside Lodge	0.45%
Agate Bay Realty Cool Deals	0.44%
Lake Tahoe Accommodations Cool Deals	0.44%
Shooting Star Bed & Breakfast	0.43%
Chaney House	0.43%
Stanford Alpine Chalet Cool Deals	0.42%
West Lake Properties	0.42%
Tahoe Marina Lodge	0.38%
Resort at Squaw Creek Cool Deals	0.37%
ReserveMyHome.com	0.34%
LakeFrontHouse.com	0.32%
Tahoe Tavern Properties	0.31%
Tamarack Lodge	0.31%
Incline at Tahoe Realty	0.29%
Vacation Station, Inc. Cool Deals	0.28%
Mourelatos Lakeshore Resort Cool Deals	0.27%
Sierra Vacation Rentals/Sales	0.19%
Squaw Valley Realty/Rentals	0.17%
Ferrari's Crown Resort Cool Deals	0.16%
Chinquapin / Packard Realty	0.14%
Tahoe Edgelake Beach Club	0.13%
Tahoe Inn	0.10%
Tahoe Moon Properties	0.07%
Rustic Cottage Resort	0.07%
Sun 'N Sand Lodge	0.07%
Martis Valley Associates Property Rentals	0.05%
Assist 2 Sell - All Service Realty	0.04%

Tahoe Resort Property Management Inc.	0.04%
Tahoe Real Estate Group	0.03%
Book Tahoe Rentals	0.02%
Granlibakken Resort Ski Area	0.02%
Sierra Mountain Properties	0.00%

**PROPERTY REFERRAL REPORT - JANUARY 2011**



## Monthly Report January 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 12/31/10:	\$1,685,589	\$1,172,774	44%
Forecasted Commission for this Revenue:	\$107,393	\$59,910	79%
Number of Room Nights:	10163	6287	62%
Number of Delegates:	4825	3644	32%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	37	40	-8%

Monthly Detail/Activity	<u>January-11</u>	<u>January-10</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>4</b>	
Revenue Booked:	<b>\$3,225</b>	<b>\$53,353</b>	-94%
Projected Commission:	\$145	\$4,999	-97%
Room Nights:	25	346	-93%
Number of Delegates:	10	139	-93%
Booked Group Types:	1 Corp	4 Association	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	<b>1</b>	<b>0</b>	
Revenue Arrived:	<b>\$27,300</b>	<b>\$0</b>	
Projected Commission:	\$0	\$0	
Number of Room Nights:	78	0	
Number of Delegates:	14	0	
Arrived Group Type:	1 - Corp	0	

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>3</b>	
Revenue Booked:	<b>\$36,491</b>	<b>\$96,066</b>	-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:	<b>0</b>	<b>1</b>	
Revenue Arrived:	<b>\$0</b>	<b>\$2,550</b>	-100%
Projected Commission:	\$0	\$255	-100%
Number of Room Nights:	0	34	-100%

Number of Delegates:	0	18	-100%
Arrived Group Type:	0	1 Govt.	

**Monthly Detail/Activity**

	<u>November-10</u>	<u>November-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	<b>\$176,553</b>	<b>\$60,389</b>	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	

**Arrived in the month**

	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	<b>0</b>	<b>1</b>	
Revenue Arrived:	<b>\$0</b>	<b>\$40,363</b>	
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>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	<b>\$293,259</b>	<b>\$70,173</b>	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	

**Arrived in the month**

	<u>October-10</u>	Estimated	<u>October-09</u>	
Number of Groups:	<b>8</b>		<b>3</b>	
Revenue Arrived:	<b>\$428,921</b>		<b>\$74,371</b>	477%
Projected Commission:	\$36,298		\$3,217	1028%
Number of Room Nights:	2987		480	522%
Number of Delegates:	1708		199	758%
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>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>	
Revenue Booked:	<b>\$26,865</b>	<b>\$0</b>	
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	

**Arrived in the month**

	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	<b>4</b>	<b>2</b>	
Revenue Arrived:	<b>\$145,651</b>	<b>\$42,522</b>	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>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>	<b>3</b>	
Revenue Booked:	<b>\$52,758</b>	<b>\$117,185</b>	-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:	<b>8</b>	<b>5</b>	
Revenue Arrived:	<b>\$219,566</b>	<b>\$101,663</b>	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>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>2</b>	
Revenue Booked:	<b>\$47,336</b>	<b>\$213,831</b>	-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:	<b>8</b>	<b>7</b>	
Revenue Arrived:	<b>\$579,888</b>	<b>\$293,154</b>	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:	\$687,379	(Goal) \$650,000
For 2012/13:	\$526,577	\$250,000

**NUMBER OF LEADS Generated as of 12/31/10: 43**

**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



**Montly Report for January 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 12/31/10:	\$229,410	\$472,920	-51%
Forecasted Commission for this Revenue:	\$24,747	\$33,293	-26%
Number of Room Nights:	2277	4217	-46%
Number of Delegates:	1400	1656	-15%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	32	40	

<u>Monthly Detail/Activity</u>	<u>January-11</u>	<u>January-10</u>	
<u>Number of Groups Booked:</u>	<b>2</b>	<b>3</b>	
Revenue Booked:	<b>\$16,137</b>	<b>\$35,536</b>	-55%
Projected Commission:	\$1,752	\$3,217	-46%
Room Nights:	250	233	7%
Number of Delegates:	190	99	92%
Booked Group Types:	1-Assn, 1-TA	3 - Assn	
Lost Business, # of Groups:	3		

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

<u>Monthly Detail/Activity</u>	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	<b>0</b>	<b>1</b>	
Revenue Booked:	<b>\$0</b>	<b>\$13,410</b>	
Projected Commission:	\$0	\$670	
Room Nights:	0	100	
Number of Delegates:	0	50	
Booked Group Types:	0	1 TA	
Lost Business, # of Groups:	2	5	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	<b>0</b>	<b>0</b>	
Revenue Arrived:	<b>\$0</b>	<b>\$0</b>	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	0	
Number of Delegates:	0	0	

Arrived Group Type:	0	0
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<u>Monthly Detail/Activity</u>	<u>November-10</u>	<u>November-09</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	<b>\$0</b>	<b>\$0</b>
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	2	1

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	<b>1</b>	<b>2</b>	-50%
Revenue Arrived:	<b>\$927</b>	<b>\$67,401</b>	-99%
Projected Commission:	\$0	\$0	
Number of Room Nights:	13	715	-98%
Number of Delegates:	8	390	-98%
Arrived Group Type:	1 TA	2 Assn.	

<u>Monthly Detail/Activity</u>	<u>October-10</u>	<u>October-09</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>
Revenue Booked:	<b>\$0</b>	<b>\$10,800</b>
Projected Commission:	\$0	\$540
Room Nights:	0	50
Number of Delegates:	0	100
Booked Group Types:	0	1 TA
Lost Business, # of Groups:	4	3

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	<b>1</b>	<b>1</b>	
Revenue Arrived:	<b>\$5,280</b>	<b>\$4,784</b>	10%
Projected Commission:	\$264	\$717	-63%
Number of Room Nights:	48	52	-8%
Number of Delegates:	100	70	43%
Arrived Group Type:	1 Assn.	1 Smf	

<u>Monthly Detail/Activity</u>	<u>September-10</u>	<u>September-09</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	<b>\$0</b>	<b>\$0</b>
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	4	0

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	<b>4</b>	<b>4</b>	
Revenue Arrived:	<b>\$67,983</b>	<b>\$186,678</b>	-64%
Projected Commission:	\$6,042	\$20,303	-70%

Number of Room Nights:	616	1750	-65%
Number of Delegates:	291	522	-44%
Arrived Group Type:	2 Corp., 1 Assn. 1 Smf	1 Corp., 2 Assn. 1 TA	

**Monthly Detail/Activity**

	<u>August-10</u>	<u>August-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>1</b>	
Revenue Booked:	<b>\$37,580</b>	<b>\$4,063</b>	825%
Projected Commission:	\$3,724	\$609	511%
Room Nights:	484	35	1283%
Number of Delegates:	296	17	1641%
Booked Group Types:	1 Corp., 1 Assn., 1 Smf	1 Assn.	
Lost Business, # of Groups:	8	4	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	<b>2</b>	<b>1</b>	
Revenue Arrived:	<b>\$34,749</b>	<b>\$25,269</b>	38%
Projected Commission:	\$503	\$1,263	-60%
Number of Room Nights:	780	171	356%
Number of Delegates:	387	105	269%
Arrived Group Type:	1 Assn., 1 Smf	1 TA	

**Monthly Detail/Activity**

	<u>July-10</u>	<u>July-09</u>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>0</b>	
Revenue Booked:	<b>\$5,148</b>	<b>\$0</b>	
Projected Commission:	\$558	\$0	
Room Nights:	80	0	
Number of Delegates:	30	0	
Booked Group Types:	1 Corp. and 1 TA	0	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	<b>4</b>	<b>2</b>	
Revenue Arrived:	<b>\$98,226</b>	<b>\$35,159</b>	179%
Projected Commission:	\$12,964	\$375	3357%
Number of Room Nights:	832	226	268%
Number of Delegates:	495	82	504%
Arrived Group Type:	1 Corp. 2 Smf 1 Non-Profit	1 TA, 1 Corp.	

**Future Year Bookings, booked in this fiscal year:**

<b>For 2011/12:</b>	<b>\$15,093</b>	(Goal) <b>\$100,000</b>
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**For 2012/13:**

**\$**

**\$50,000**

**NUMBER OF LEADS Generated as of 12/31/10: 32**

**Total Number of Leads Generated in Previous Years:**

2009/2010: 84  
2008/2009: 113  
2007/2008: 203  
2006/2007: 155  
2005/2006: 213  
2004/2005: 183  
2003/2004: 194  
2002/2003: 233  
2001/2002: 257  
2000/2001: 248  
1999/2000: 323  
1998/1999: 366

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