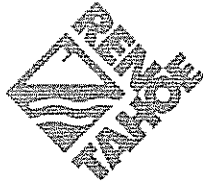




Marketing Committee  
January 29, 2009

January 2008  
Standing Reports



## Inter-Office Memo

### Reno-Tahoe Airport Authority

**Date:** January 2, 2009  
**To:** Statistics Recipients  
**From:** Tom Medland, Director Air Service Business Development  
**Subject:** **RENO-TAHOE INTERNATIONAL AIRPORT  
NOVEMBER 2008 PASSENGER STATISTICS**

#### U.S. DOMESTIC INDUSTRY OVERVIEW FOR NOVEMBER

<b>Average Load Factor:</b>	<b>77.0% (all RNO carriers)</b>
<b>Total Passengers:</b>	<b>Report not yet available</b>
<b>Air Fares:</b>	<b>Up 20% vs. same period last year</b>
<b>Air Cargo:</b>	<b>Report not yet available</b>
<b>Capacity of Flights:</b>	<b>Down 10.1%*</b>
<b>Capacity of Seats:</b>	<b>Down 9.4%*</b>
<b>Fuel:</b>	<b>\$50 per barrel ending November 2008</b>

\* Source: APGDat

\*\* Source: Airport Council International

#### RNO OVERVIEW FOR NOVEMBER

<b>Average Load Factor:</b>	<b>70.7%</b>
<b>Total Passengers:</b>	<b>Down 24.5%</b>
<b>Air Fares:</b>	<b>Up 22% on average</b>
<b>Air Cargo:</b>	<b>Down 17.2%</b>
<b>Capacity of Flights:</b>	<b>Down 21%</b>
<b>Capacity of Seats:</b>	<b>Down 18%</b>

#### RNO AIRPORT SUMMARY

RNO reported a 24.5% decline in total passengers during November 2008, or 92,207 fewer passengers, the greatest decline in total passengers during the month of November since 1991 and the second largest single month decline ever recorded at RNO. The November decline in total passengers also represents the tenth month this year where the monthly passenger totals have dropped below 2007 levels. Year-to-date, 4.12 million total passengers flew in and out of RNO representing an 11.6% decline, or 541,514 fewer passengers, from one year earlier. This decrease in passenger demand is a direct result of a severely struggling U.S. economy with over 6.7% unemployment nationwide, increased

air fares, a 300% increase in the cost of Jet fuel early in the year which resulted in historic airline capacity reductions throughout the United States.

RNO Air Cargo was down 17.2% at 8,811,895 pounds, or 3,996.3 metric tons, during the month of November. This is the ninth month this year that RNO air cargo has dropped below 2007 levels. Significant uncertainty remains in the global economy highlighted by FedEx reporting the worst economic conditions in the company's 35 year history resulting in FedEx's decision to reduce employee salaries 7 to 10% and significant cost reduction actions to contend with the decline in shipping trends and the very difficult current economic conditions. Year-to-date RNO air cargo is down 7.7%.

The November 2008 average airline load factor in RNO dipped less than one point year-over-year to 70.7%. It should be noted that in November capacity was reduced by 17 fewer daily flights and 1,503 fewer daily seats compared to November 2007 allowing the November load factor to remain relatively the same as last year with significantly fewer passengers.

### **RNO TOTAL PASSENGERS**

In November 2008, a total of 283,256 passengers traveled to and from RNO. This number is a decrease of 24.5%, or 92,207 fewer passengers, from the same period last year and the second largest year-over-year percentage decline recorded at RNO since the September 11, 2001 terrorist attack (-35%). The substantial decrease in November traffic is attributed to a severely struggling U.S. economy, the impact of the fuel crisis from earlier in the year that prompted most air carriers to slash capacity, a 20% year-over-year increase in airfares, and a significant drop in passenger demand for air travel to and from the Reno-Tahoe region. Year-to-date, a total 4,124,867 passengers have flown in and out of RNO which is an 11.6% decline, or 541,514 fewer passengers, versus the same period in 2007. The November year-to-date decrease reflects eight straight months of double-digit declines since April.

### **RNO TOTAL CARGO**

A total of 8,811,895 pounds, or 3,996.3 metric tons, was handled during the month of November for a 17.2% decrease compared to November 2007. Year-to-date 2008 RNO air cargo is down 7.7% for a total of 107,518,990 pounds or 48,761.4 metric tons and is a reflection of the eight percent decrease in total U.S. air cargo volumes in 2008. DHL posted the largest year-over-year decrease with a 54.3% decline in RNO volume as they complete their plans to cease all domestic operations in the United States in January 2009. UPS, FedEx and Southwest Airlines each posted November 2008 losses of 15.1%, 11.2% and 8.3% respectively compared to November 2007. FedEx states these are the worst economic conditions in the company's 35 year history with significant uncertainty in the global economy. In November, the United States Cass Information Systems Freight Index (an economic indicator of industrial shipment activity) fell at its sharpest rate ever plunging 18.2 percent, a sign that the recession continues to worsen.

## **AIRLINE LOAD FACTORS**

In the month of November, RNO airlines reported an average load factor of 70.7% which is approximately one point less than the average load factor in November 2007. A total of four airlines reported a monthly load factor of 70% or higher in November compared to eight airlines in November 2007. Allegiant Airlines was the only air carrier to break 90% load factor during the month with an average 90.1% resulting in a 37 point gain compared to one year earlier. Of significant concern, American, Delta, Southwest and United reported RNO load factors substantially lower than their domestic system-wide average for November. American Airlines reported a lack of demand for air travel to and from the Reno-Tahoe region resulting in a load factor 9.5 points lower than their system-wide average. Delta Air Lines reported an average load factor 19 points below their system-wide average. Southwest airlines reported a ten point decrease in monthly average load factor in November compared to their system-wide load factor of 63.2%. United Airlines also reported a RNO load factor 9.3 points lower than their system-wide load factor. US Airways reported a slight dip of 3.4 points in average load factor compared to their system-wide average. The lack of demand for air travel to the Reno-Tahoe region in the month of November is significant and alarming and is cause for airlines to further examine capacity reductions to Reno-Tahoe.

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Allegiant	90.1%	89.8%	0.3
Alaska/Horizon	77.9%	70.5%	7.4
US Airways	76.0%	79.4%	-3.4
Skywest - Delta Connection	70.0%	75.9%	-5.9
United	69.8%	79.1%	-9.3
American	68.2%	77.7%	-9.5
Delta	60.5%	80.0%	-19.5
Southwest	52.8%	63.2%	-10.4

November 2008 RNO Airline Load Factor and System-Wide Comparison

## **AIRLINE MARKET SHARE**

Several noticeable shifts in RNO's airline market share occurred in the month of November due to airline capacity changes in 2008. Most notable is ExpressJet who began operations with 5 daily departures from RNO in November 2007 and ceased all operations 10 months later, going out of business as ExpressJet. Additionally, Aloha Airlines ceased operations last March canceling Reno-Orange County service and Continental Airlines ceased operations in RNO effective September 3, 2008. As a result, RNO now provides seven major airlines offering 69 daily departures to 16 airports. Southwest Airlines currently maintains the largest market share in RNO with 53.9%, an increase of 4.8 market share points compared to November 2007. United Airlines continues to hold the second largest market share in RNO with 11.6% and gained one market share point compared to

2007. Alaska and American Airlines follow in sequence with 9.8% and 9.7% respectively.

<u>Airline</u>	<u>NOV. 2008</u>	<u>NOV. 2007</u>	<u>Change</u>
Alaska	9.87%	9.48%	0.39
Allegiant	0.76%	0.45%	0.31
American	9.67%	8.0%	1.67
Delta	1.93%	3.02%	-1.09
Delta Connection	3.65%	3.15%	0.50
Southwest	53.92%	49.10%	4.82
United	11.65%	10.56%	1.09
US Airways	7.46%	10.00%	-2.54
Non-Scheduled	1.08%	1.78%	-0.70

November 2008 RNO Airline Market Share

### **DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS**

Year-over-year, RNO charter traffic decreased 53.3% in November 2008 with a total of 3,060 charter passengers. This decrease in charter activity is a direct result of a new contract between Harrah's Charter and Allegiant Airlines to reduce long-haul charter flights to and from east coast markets. A total of 15 Harrah's charter flights, each using an MD-80 aircraft with 130 available seats, occurred in November 2008 compared to 26 charter flights in November 2007 and resulted in 2,695 fewer passengers. Total charter traffic through the first eleven months of 2008 is down 16.0%, or 9,677 passengers, compared to the same period in 2007.

### **SCHEDULED DEPARTURES AND SEATS**

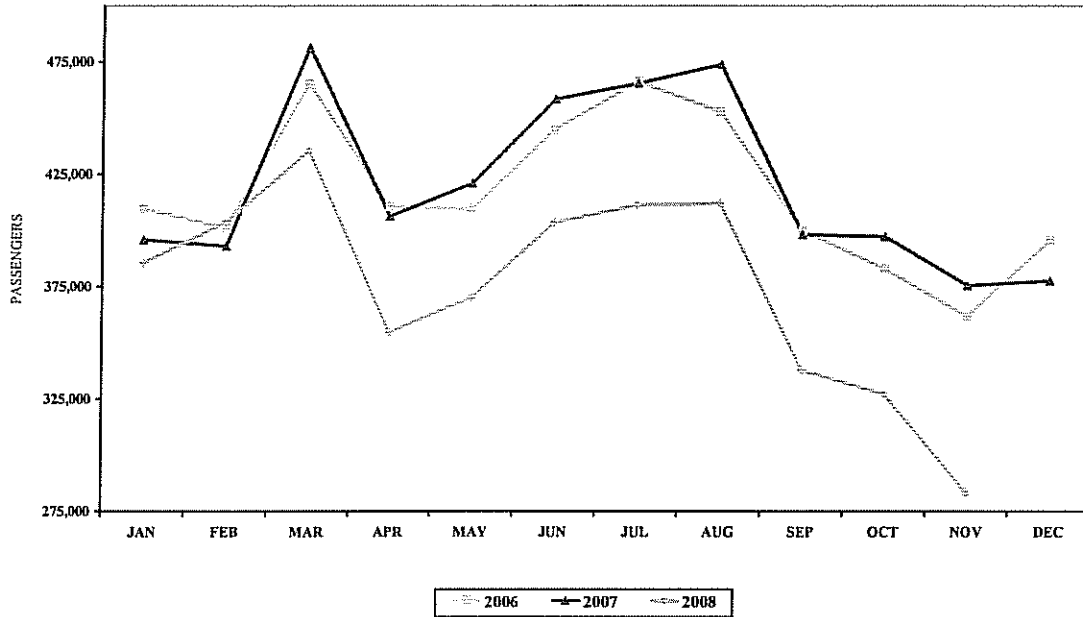
During the month of November, RNO reported 1,905 scheduled departures, or 20.9% fewer departures than November 2007. This decrease is part of a nation wide reduction in airline capacity as a direct result of increased fuel costs at the beginning of the year and a severely struggling U.S. economy. The RNO total monthly available seats of 230,707, in November 2008, represent a 17.6% decrease year-over-year which is a result of the reduction in daily departures and the downsizing of aircraft.

### **TOTAL OPERATIONS**

Total RNO airport operations for the month of November declined 19.7% to 8,535 operations which is 2,089 fewer operations than November 2007. This decline is attributed to a decrease in scheduled service and general aviation flying to and from RNO. Total airport operations consists of scheduled air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs, and military aircraft operations. Year to date, total airport operations has decreased 10.5% in comparison to one year earlier.

KTB/as

## TOTAL PASSENGERS NOVEMBER 2008

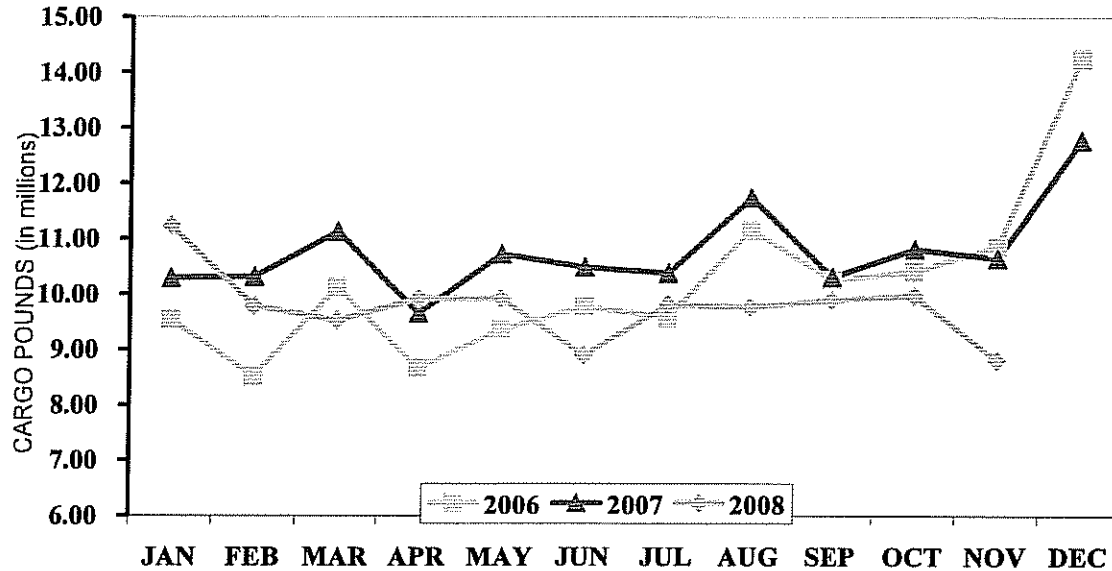


Month	PASSENGERS <sup>1</sup>			PASSENGERS <sup>1</sup>	
	2006	2007	Percent Change	2008	Percent Change
January	409,643	395,878	-3.36%	385,612	-2.59%
February	401,220	393,086	-2.03%	403,819	2.73%
March	465,381	481,370	3.44%	435,495	-9.53%
<b>1st Q Total</b>	<b>1,276,244</b>	<b>1,270,334</b>	<b>-0.46%</b>	<b>1,224,926</b>	<b>-3.57%</b>
April	410,562	406,237	-1.05%	354,768	-12.67%
May	409,498	421,078	2.83%	370,145	-12.10%
June	445,018	458,338	2.99%	403,441	-11.98%
<b>2nd Q Total</b>	<b>1,265,078</b>	<b>1,285,653</b>	<b>1.63%</b>	<b>1,128,354</b>	<b>-12.23%</b>
July	466,271	465,487	-0.17%	411,332	-11.63%
August	452,866	473,858	4.64%	412,002	-13.05%
September	399,922	398,219	-0.43%	337,851	-15.16%
<b>3rd Q Total</b>	<b>1,319,059</b>	<b>1,337,564</b>	<b>1.40%</b>	<b>1,161,185</b>	<b>-13.19%</b>
October	383,099	397,367	3.72%	327,146	-17.67%
November	361,711	375,463	3.80%	283,256	-24.56%
December	395,472	377,583	-4.52%	-	-
<b>4th Q Total</b>	<b>1,140,282</b>	<b>1,150,413</b>	<b>0.89%</b>	-	-
<b>TOTALS</b>	<b>5,000,663</b>	<b>5,043,964</b>	<b>0.87%</b>	<b>4,124,867</b>	<b>-11.60%</b>

<sup>1</sup>Per Landing Reports

↑  
% change YTD

# TOTAL CARGO NOVEMBER 2008



Month	CARGO (IN POUNDS)			METRIC TONS	PERCENT CHANGE
	2006	2007	2008		
January	9,545,594	10,293,920	11,231,880	5,093.8	9.11%
February	8,515,885	10,313,441	9,786,730	4,438.4	-5.11%
March	10,126,307	11,129,070	9,519,983	4,317.5	-14.46%
<b>Ist Quarter</b>	<b>28,187,786</b>	<b>31,736,431</b>	<b>30,538,593</b>	<b>13,850</b>	<b>-3.77%</b>
April	8,665,756	9,653,603	9,915,236	4,496.7	2.71%
May	9,363,233	10,718,860	9,923,064	4,500.3	-7.42%
June	9,772,322	10,483,160	8,893,972	4,033.5	-15.16%
<b>2nd Quarter</b>	<b>27,801,311</b>	<b>30,855,623</b>	<b>28,732,272</b>	<b>13,031</b>	<b>-6.88%</b>
July	9,580,355	10,377,947	9,811,115	4,449.5	-5.46%
August	11,153,394	11,736,465	9,763,038	4,427.7	-16.81%
September	10,256,974	10,311,212	9,890,572	4,485.5	-4.08%
<b>3rd Quarter</b>	<b>30,990,723</b>	<b>32,425,624</b>	<b>29,464,725</b>	<b>13,363</b>	<b>-9.13%</b>
October	10,408,180	10,813,406	9,971,505	4,522.2	-7.79%
November	10,859,489	10,646,261	8,811,895	3,996.3	-17.23%
December	14,242,702	12,772,059			
<b>4th Quarter</b>	<b>35,510,371</b>	<b>34,231,726</b>			
<b>TOTALS</b>	<b>122,490,191</b>	<b>129,249,404</b>	<b>107,518,990</b>	<b>48,761.4</b>	<b>-7.69%</b>

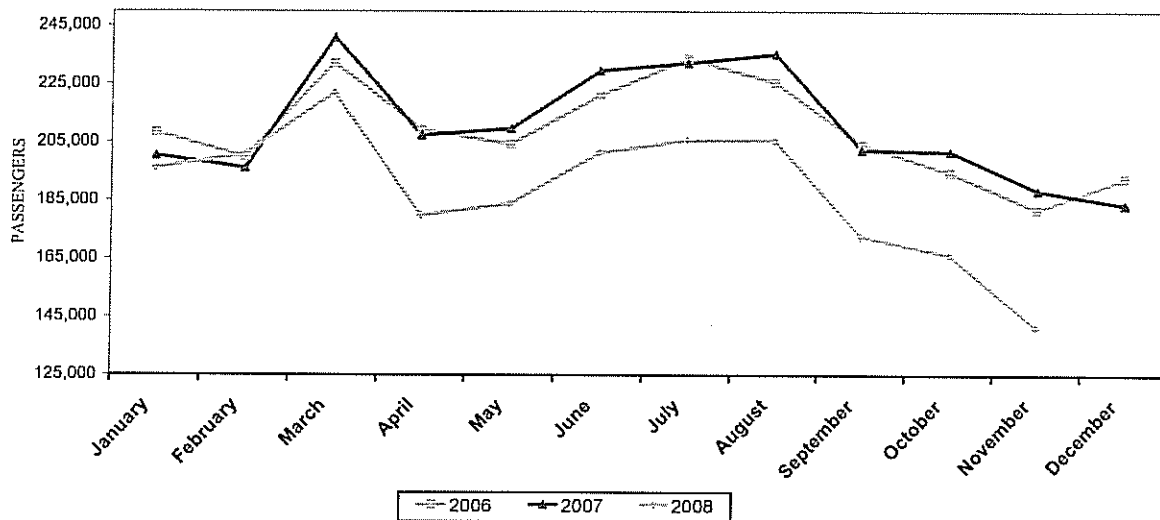
↑  
% change YTD

## MONTHLY ENPLANED PASSENGERS NOVEMBER 2008

Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2006	2007	2008	
January	208,252	200,334	195,981	-2.17%
February	199,930	195,997	200,851	2.48%
March	232,112	240,880	221,875	-7.89%
April	209,354	207,443	179,845	-13.30%
May	204,237	209,557	183,861	-12.26%
June	221,083	229,576	201,271	-12.33%
July	233,794	232,164	205,791	-11.36%
August	225,562	235,318	205,576	-12.64%
September	204,166	202,311	172,607	-14.68%
October	194,661	201,859	166,339	-17.60%
November	181,775	188,434	141,456	-24.93%
December	192,487	183,595		
<b>TOTALS</b>	<b>2,507,413</b>	<b>2,527,468</b>	<b>2,075,453</b>	<b>-11.45%</b>

<sup>1</sup>Per Landing Reports

**Monthly Enplaned Passengers**



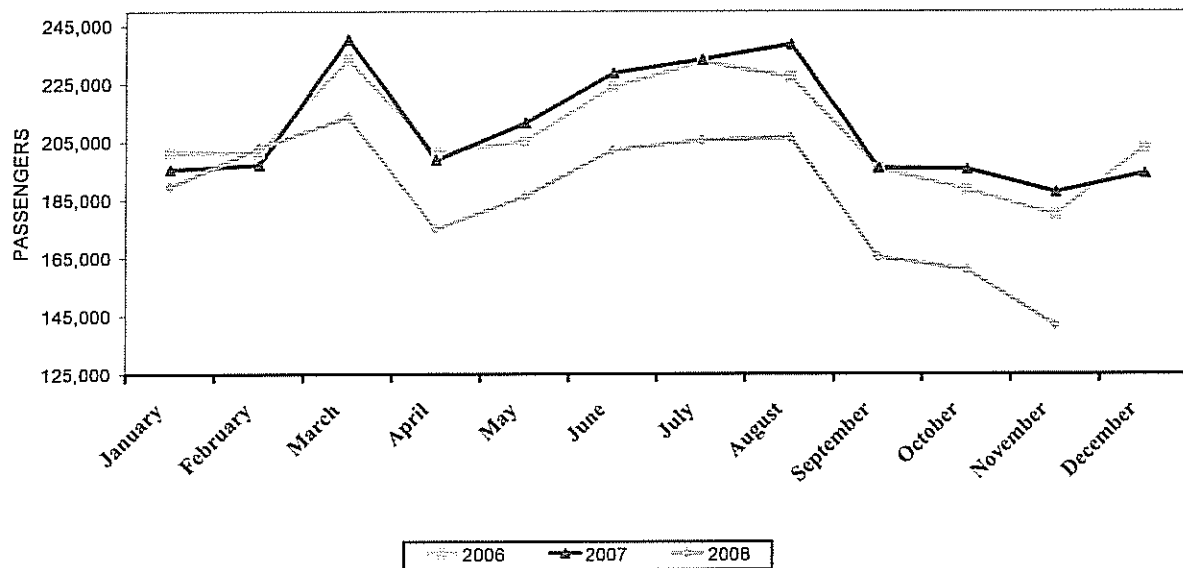


## MONTHLY DEPLANED PASSENGERS NOVEMBER 2008

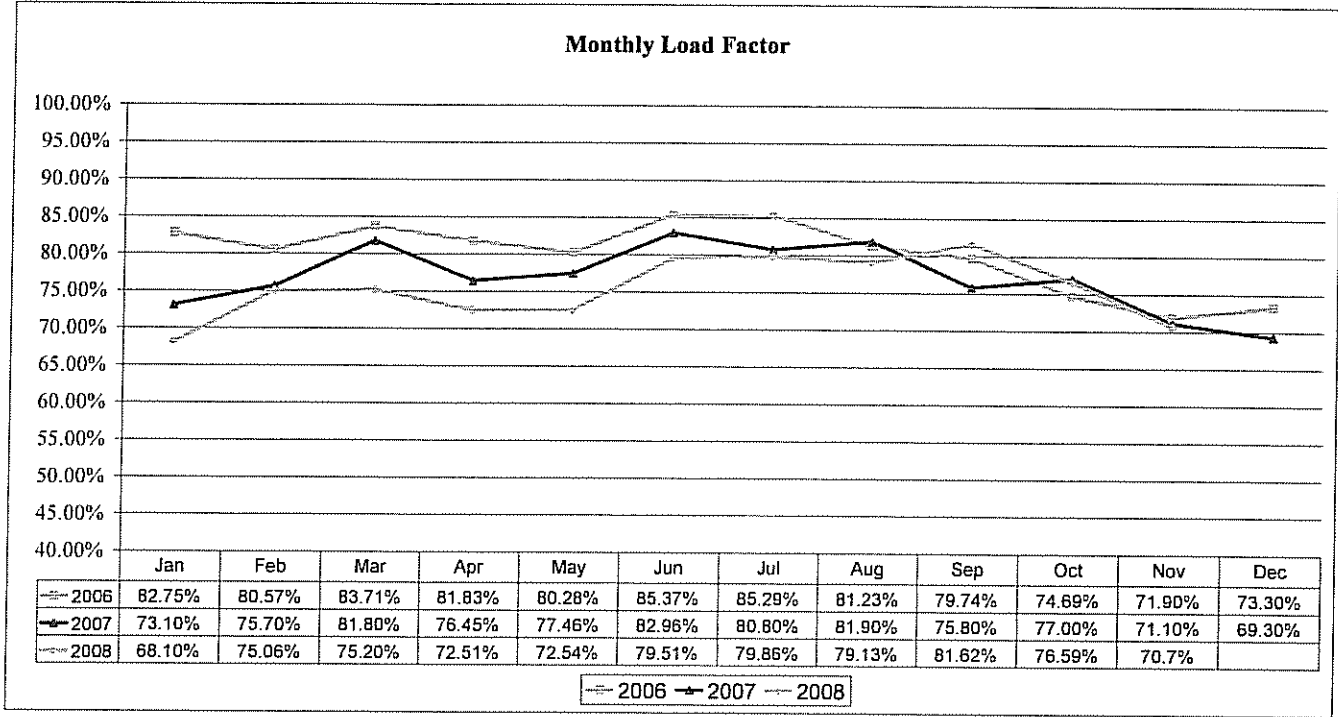
Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2006	2007	2008	
January	201,391	195,544	189,631	-3.02%
February	201,290	197,089	202,968	2.98%
March	233,269	240,490	213,620	-11.17%
April	201,208	198,794	174,923	-12.01%
May	205,261	211,521	186,284	-11.93%
June	223,935	228,762	202,170	-11.62%
July	232,477	233,323	205,541	-11.91%
August	227,304	238,540	206,426	-13.46%
September	195,756	195,908	165,244	-15.65%
October	188,438	195,508	160,807	-17.75%
November	179,936	187,635	141,800	-24.43%
December	202,985	194,111		
<b>TOTALS</b>	<b>2,493,250</b>	<b>2,517,225</b>	<b>2,049,414</b>	<b>-11.78%</b>

<sup>1</sup>Per Landing Reports - Scheduled and Charter

**Monthly Deplaned Passengers**



**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY  
NOVEMBER 2008**



Month	<u>ENPLANED PASSENGERS*</u>			<u>LOAD FACTOR (%)</u>			<u>DIFFERENCE (2008 / 2007)</u>
	2006	2007	2008	2006	2007	2008	
January	206,675	198,737	195,981	82.75	73.10	68.10	-5.0
February	197,016	193,576	200,851	80.57	75.65	75.06	-0.6
March	229,093	237,470	221,875	83.71	81.78	75.20	-6.6
April	205,569	204,156	179,845	81.83	76.45	72.51	-3.9
May	201,560	206,369	183,861	80.28	77.46	72.54	-4.9
June	218,312	226,577	201,271	85.37	82.96	79.51	-3.5
July	230,715	229,238	205,791	85.29	80.75	79.86	-0.9
August	222,404	232,031	205,576	81.23	81.89	79.13	-2.8
September	201,599	199,578	172,607	79.74	75.77	81.62	5.8
October	191,580	198,499	166,339	74.69	77.07	76.59	-0.5
November	177,581	184,384	141,456	71.86	71.48	70.67	-0.8
December	191,404	181,472		73.32	69.13		
***	<b>2,473,508</b>	<b>2,492,087</b>	<b>2,075,453</b>	<b>80.05</b>	<b>76.96</b>	<b>75.5</b>	<b>-2.1</b>

\* Per Landing Reports

\*\*\* AVERAGE OF AIRLINE LOAD FACTORS

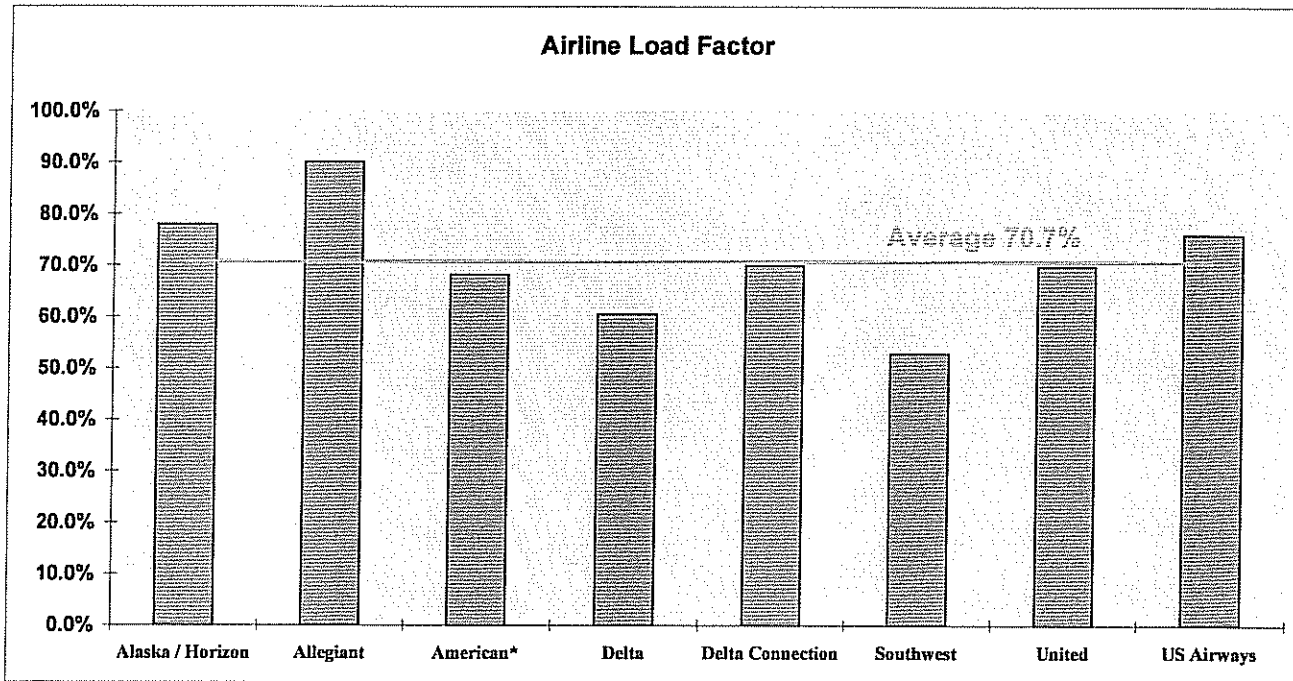
## LOAD FACTOR BY AIRLINE NOVEMBER 2008

Carrier	Seats Available	***Enplaned Passengers	2008 Load Factor (%)	2007 Load Factor (%)	Difference
Alaska / Horizon	17,990	14,018	77.9%	76.6%	1.3
Allegiant	1,200	1,081	90.1%	53.1%	37.0
American*	19,164	13,541	68.2%	77.1%	-8.9
Delta	4,200	2,541	60.5%	73.7%	-13.2
Delta Connection	7,700	5,392	70.0%	79.6%	-9.6
Southwest	143,867	76,027	52.8%	58.4%	-5.6
United	23,586	16,471	69.8%	74.3%	-4.5
US Airways	13,966	10,617	76.0%	87.4%	-11.4
<b>AVERAGE**</b>	<b>231,673</b>	<b>139,688</b>	<b>70.7%</b>	<b>71.5%</b>	<b>-0.8</b>

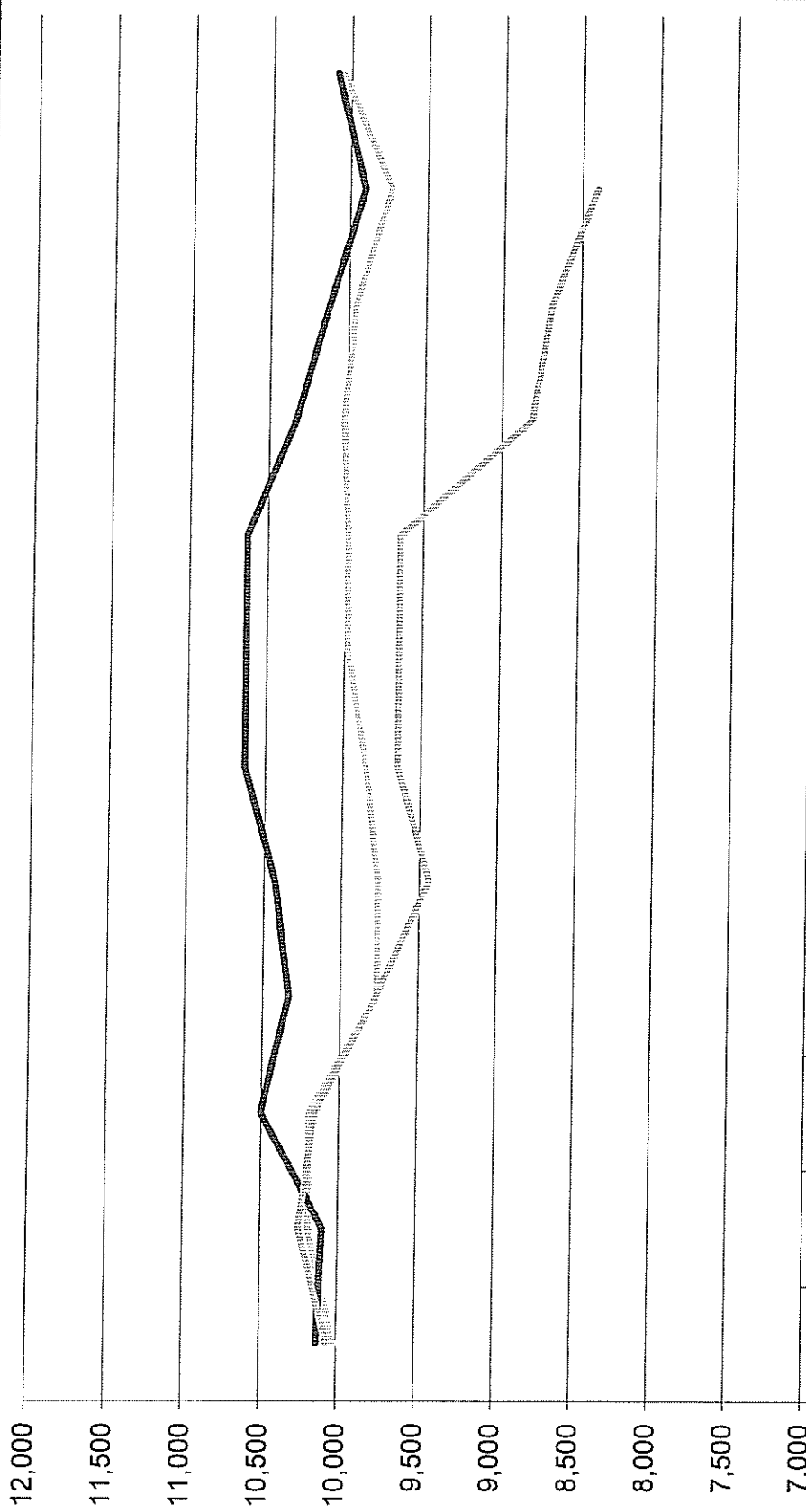
\*LOAD FACTORS REPORTED BY AIRLINES

\*\* TOTAL AVERAGE 2007 does not include Aloha, ExpressJet, or Frontier percentages

\*\*\* ENPLANED PASSENGERS DOES NOT INCLUDE CHARTER PASSENGERS



**DAILY ENPLANED SEATS AVAILABLE  
NOVEMBER 2008**

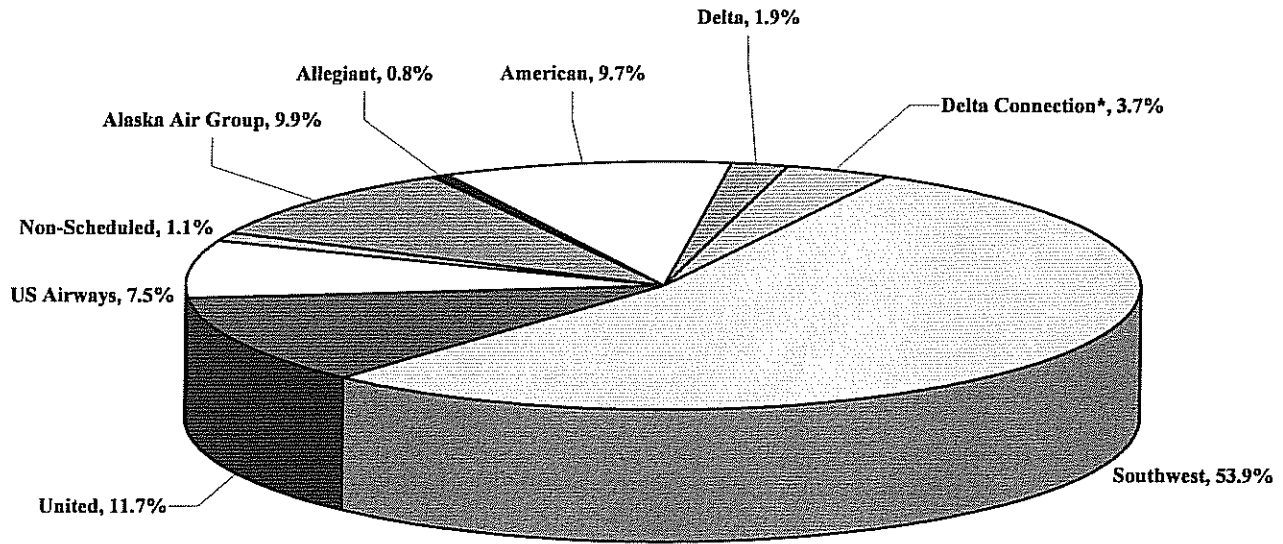


2006 2007 2008

# TOTAL AIR CARRIER MARKET SHARE NOVEMBER 2008

Carrier	Passengers	Percentage of Total
Alaska Air Group	27,967	9.87%
Allegiant	2,140	0.76%
American	27,390	9.67%
Delta	5,474	1.93%
Delta Connection*	10,342	3.65%
Southwest	152,733	53.92%
United	33,013	11.65%
US Airways	21,137	7.46%
Non-Scheduled	3,060	1.08%
<b>Totals</b>	<b>283,256</b>	<b>100.00%</b>

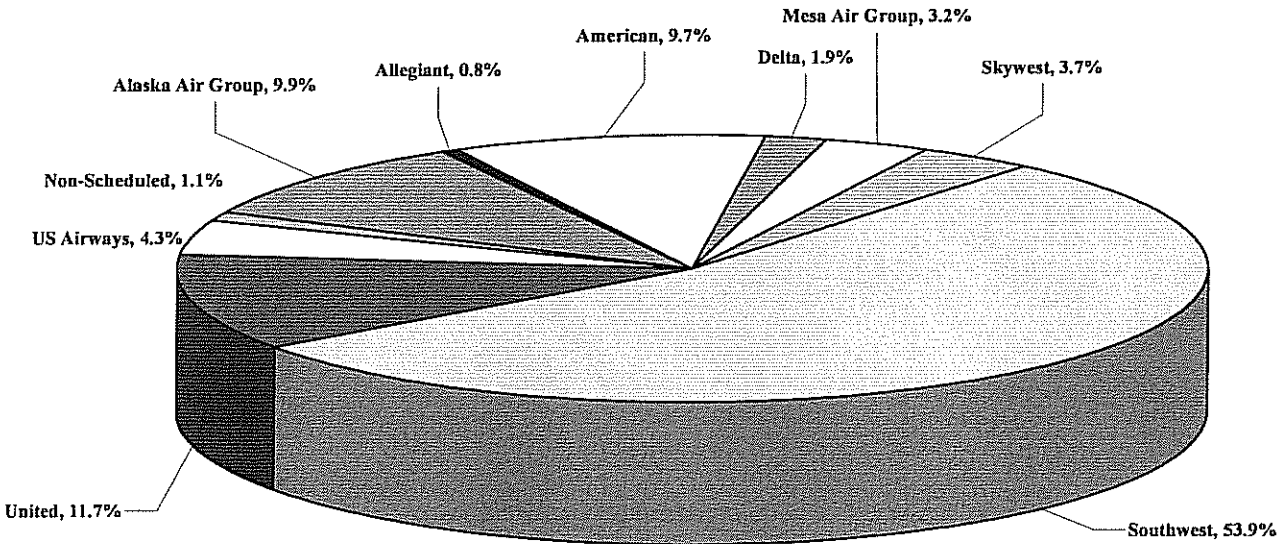
\*Delta Connection carriers: ExpressJet and SkyWest



# TOTAL AIRLINE MARKET SHARE NOVEMBER 2008

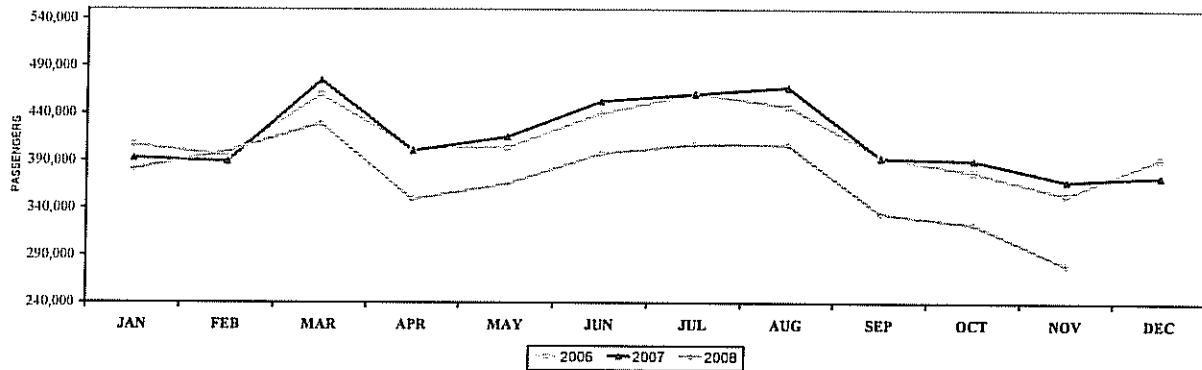
Carrier	Passengers	Percentage of Total
Alaska Air Group	27,967	9.87%
Allegiant	2,140	0.76%
American	27,390	9.67%
Delta	5,474	1.93%
Mesa Air Group	9,062	3.20%
Skywest	10,342	3.65%
Southwest	152,733	53.92%
United	33,013	11.65%
US Airways	12,075	4.26%
Non-Scheduled	3,060	1.08%
<b>Totals</b>	<b>283,256</b>	<b>100.0%</b>

\*Delta Connection carriers: ExpressJet and SkyWest

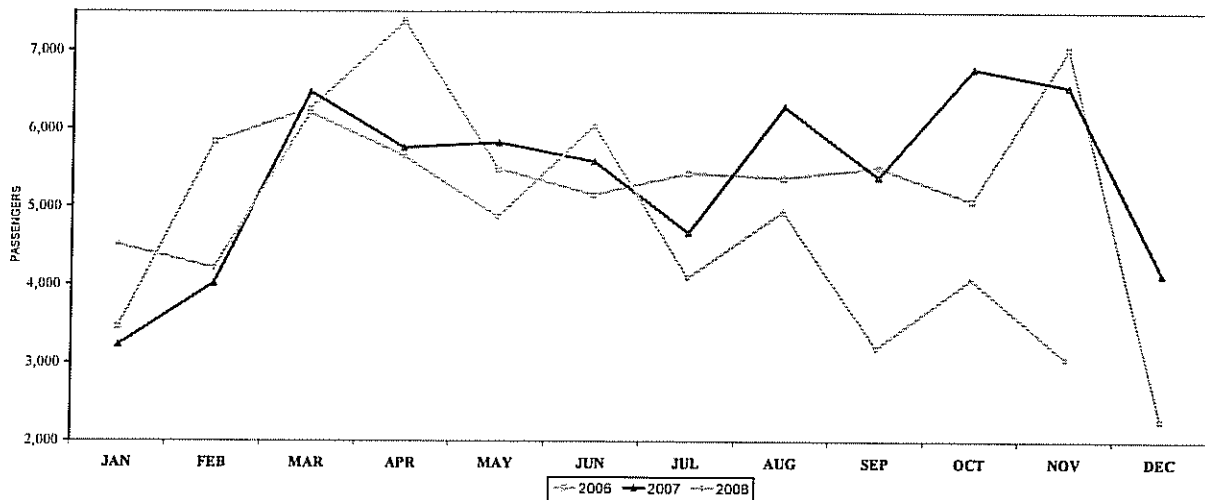


## TOTAL PASSENGERS DOMESTIC & INTERNATIONAL NOVEMBER 2008

### DOMESTIC SCHEDULED PASSENGERS



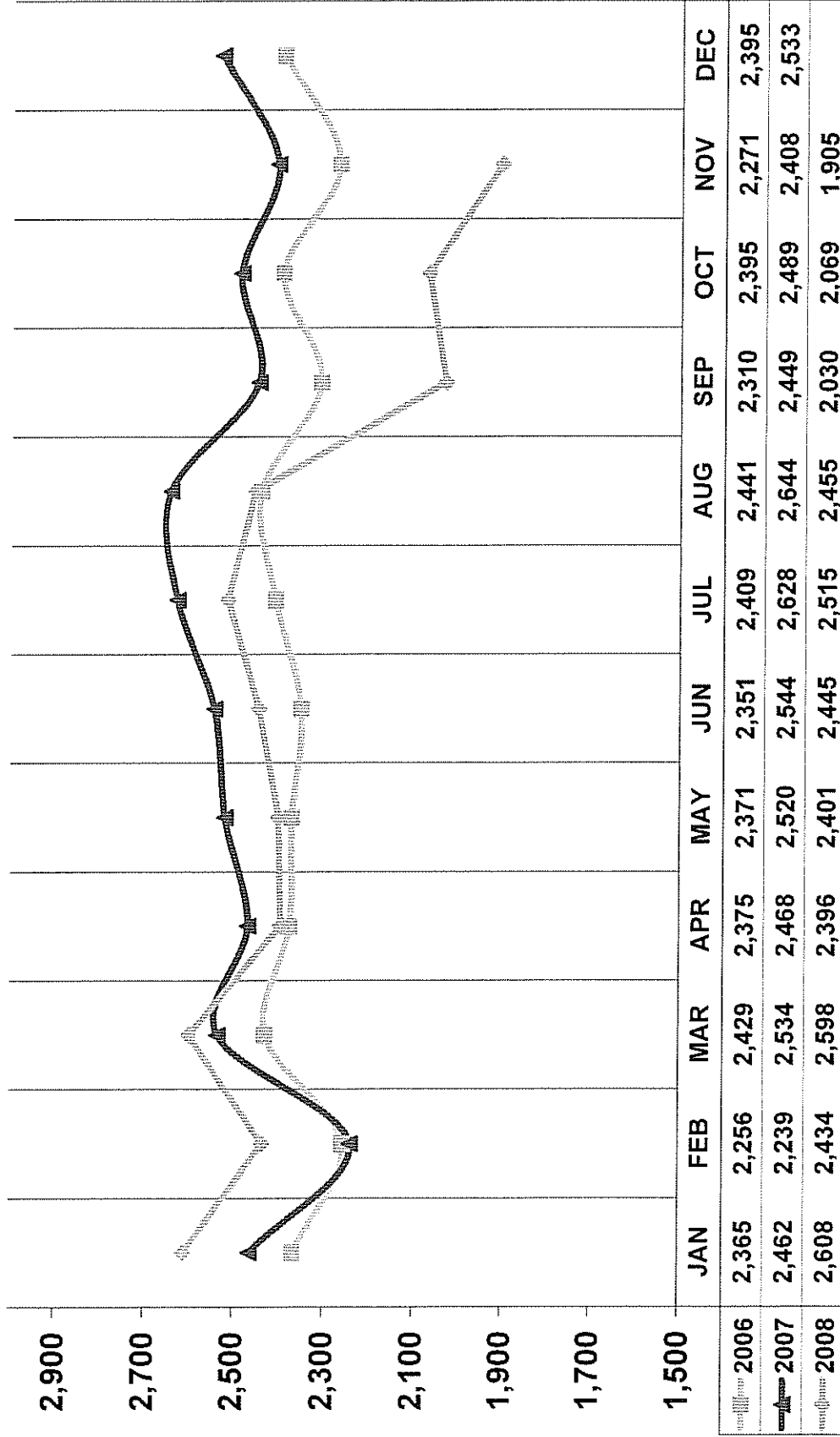
### DOMESTIC CHARTER PASSENGERS



2008 MONTH	DOMESTIC <sup>1</sup>		INTERNATIONAL <sup>1</sup>		2008 TOTAL Passengers	2008 Charter Passengers	2007 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	381,103	4,509	0	0	385,612	4,509	3,230	39.6%
February	399,602	4,217	0	0	403,819	4,217	4,021	4.9%
March	429,293	6,202	0	0	435,495	6,202	6,471	-4.2%
April	349,113	5,655	0	0	354,768	5,655	5,757	-1.8%
May	365,271	4,874	0	0	370,145	4,874	5,824	-16.3%
June	397,396	6,045	0	0	403,441	6,045	5,585	8.2%
July	407,235	4,097	0	0	411,332	4,097	4,673	-12.3%
August	407,055	4,947	0	0	412,002	4,947	6,291	-21.4%
September	334,651	3,200	0	0	337,851	3,200	5,388	-40.6%
October	323,066	4,080	0	0	327,146	4,080	6,775	-39.8%
November	280,196	3,060	0	0	283,256	3,060	6,548	-53.3%
December								
<b>TOTALS</b>	<b>4,073,981</b>	<b>50,886</b>	<b>0</b>	<b>0</b>	<b>4,124,867</b>	<b>50,886</b>	<b>60,563</b>	<b>-16.0%</b>

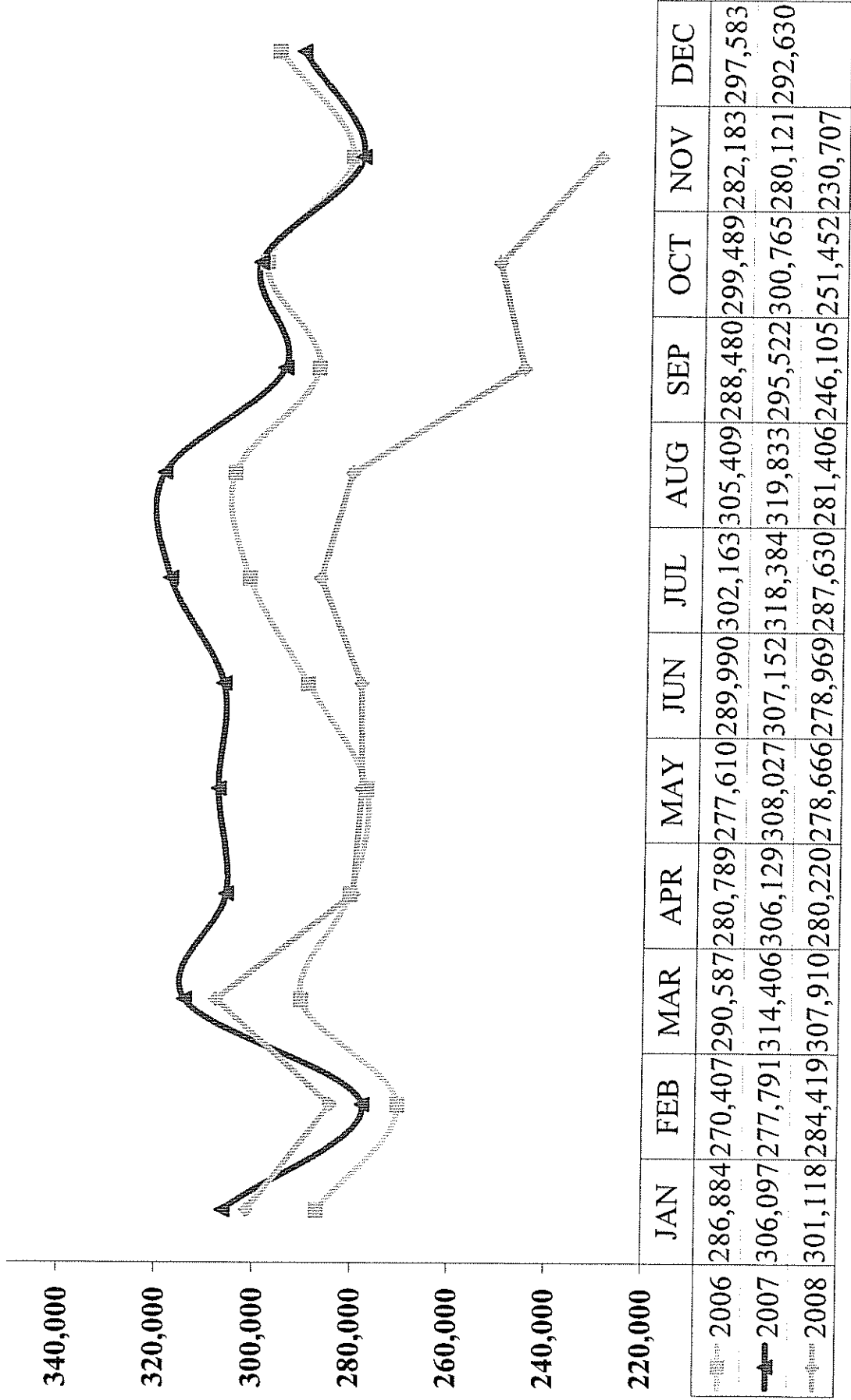
<sup>1</sup>The Landing Report

# MONTHLY SCHEDULED DEPARTURES NOVEMBER 2008

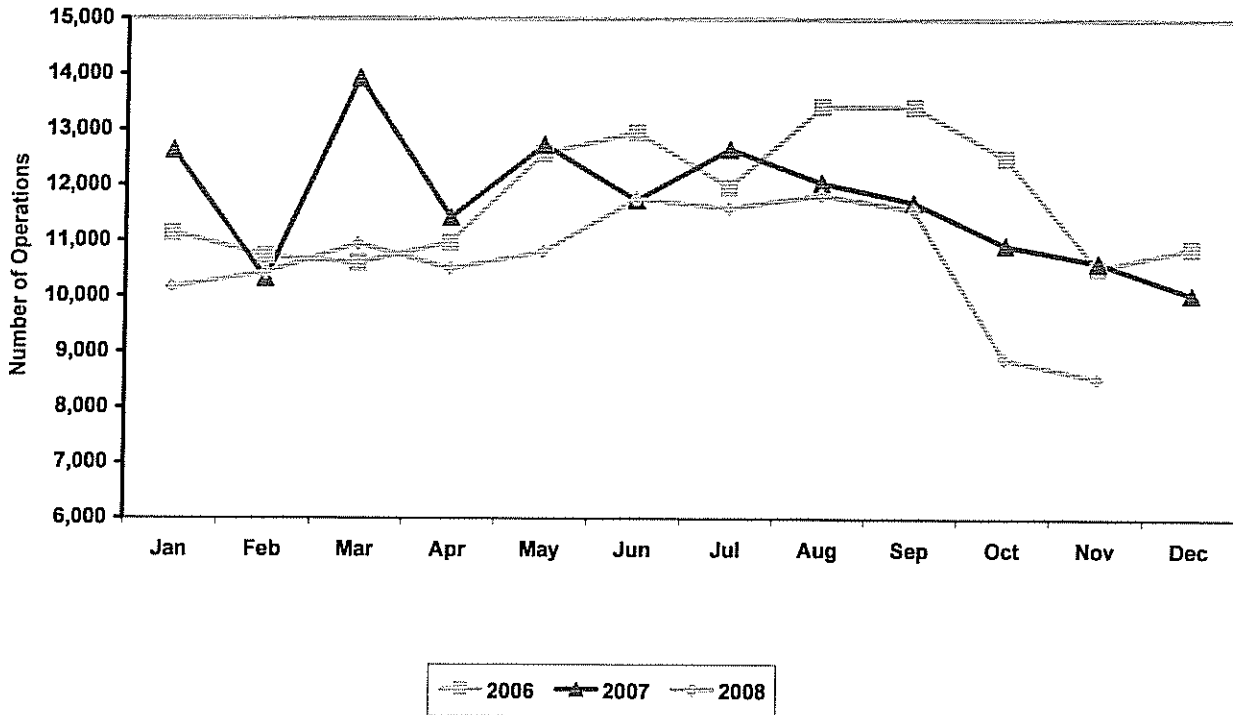





# MONTHLY AVAILABLE SEATS NOVEMBER 2008



# TOTAL OPERATIONS NOVEMBER 2008

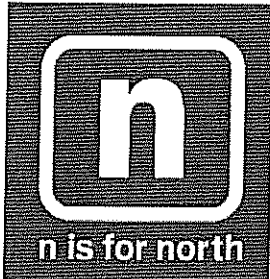


Month	Number of Operations			07 to 08 Percent Change
	2006	2007	2008	
January	11,147	12,628	10,163	-19.52%
February	10,730	10,322	10,420	0.95%
March	10,595	13,933	10,948	-21.42%
April	10,979	11,424	10,501	-8.08%
May	12,579	12,734	10,807	-15.13%
June	12,956	11,733	11,753	0.17%
July	11,977	12,657	11,599	-8.36%
August	13,421	12,057	11,837	-1.82%
September	13,430	11,706	11,572	-1.14%
October	12,494	10,934	8,889	-18.70%
November	10,528	10,624	8,535	-19.66%
December	10,891	10,054		
<b>TOTALS</b>	<b>141,727</b>	<b>140,806</b>	<b>117,024</b>	<b>-10.50%</b>
				 % change YTD

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# Go Tahoe North Search Engine Marketing Report

## January 9, 2009



smith @ jones

795 Mays Boulevard

Incline Village, Nevada

Phone: 775.831.6262

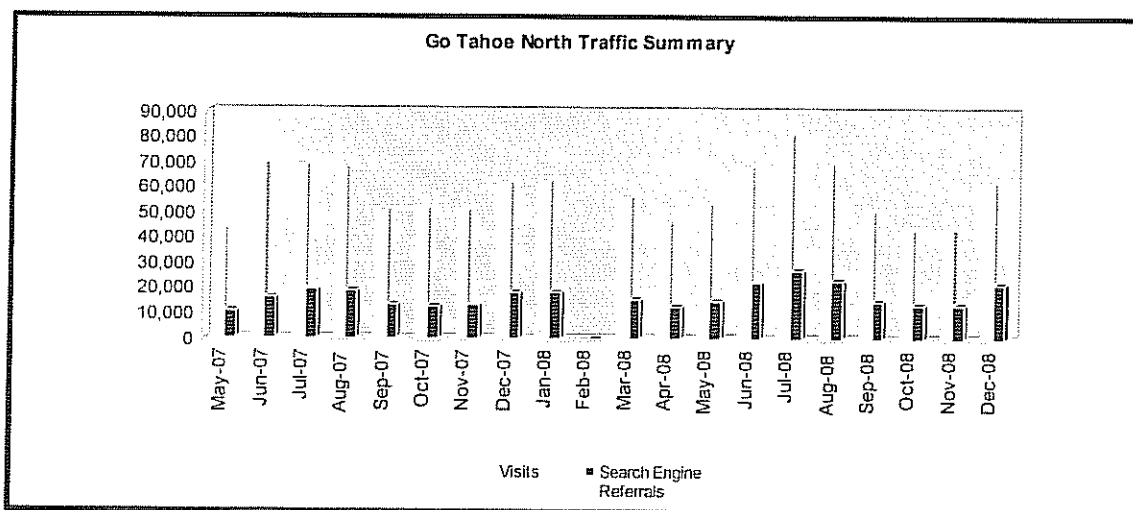
Email: [mwilliams@sjmarketing.com](mailto:mwilliams@sjmarketing.com)

Web Site: <http://www.sjmarketing.com/>

# Program Progress

## Traffic:

- ❖ Search Referral traffic accounts for 35% of total site traffic.
- ❖ Search Referral traffic is up 19% in December 2008 compared to December 2007.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Dec-08	62,965	22,120	35.13%
Nov-08	43,929	14,091	32.08%
Oct-08	44,008	14,198	32.26%
Sep-08	51,571	15,198	29.47%
Aug-08	69,627	23,406	33.62%
Jul-08	81,336	27,874	34.27%
Jun-08	69,079	22,696	32.86%
May-08	53,611	15,558	29.02%
Apr-08	47,229	13,409	28.39%
Mar-08	56,720	16,071	28.33%
Feb-08	NA	NA	NA
Jan-08	62,949	18,724	29.74%
Dec-07	62,443	18,632	29.84%
Nov-07	51,207	13,612	26.58%
Oct-07	52,241	13,314	25.49%
Sep-07	51,339	14,012	27.29%
Aug-07	68,590	19,767	28.82%
Jul-07	69,885	19,793	28.32%
Jun-07	69,910	16,589	23.73%
May-07	44,288	11,315	25.55%

## Position Progress Summary

### Summary of Progress:

- ❖ There was no change in top search positions.

Search positions on Google, Yahoo & MSN compared with last month.

January 9, 2009 Go Tahoe North Search Positions	
Total #1 Positions	10
Total 1st Page Positions	33
Total 2nd Page Positions	16
Google #1 Positions	3
Google 1st Page Positions	11
Google 2nd Page Positions	7

### **Compared with**

December 4, 2008 Go Tahoe North Search Positions	
Total #1 Positions	10
Total 1st Page Positions	33
Total 2nd Page Positions	16
Google #1 Positions	4
Google 1st Page Positions	10
Google 2nd Page Positions	5

### **Compared with**

March 07, 2007 Go Tahoe North Search Positions	
Total #1 Positions	0
Total 1st Page Positions	0
Total 2nd Page Positions	0
Google #1 Positions	0
Google 1st Page Positions	0
Google 2nd Page Positions	0

## Site Optimization

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### Action Steps:

- ❖ We are following up on broken links on the site that need attention. We ran a Xenu link checking report to identify the broken links that need to be resolved. These are a high priority.
- ❖ Continue to post informative, non-marketing content on the website such as travel guides, or top places to visit in North Lake Tahoe. The search engines continue to reward websites that continually add new content.
- ❖ Smith + Jones aligned the DNS details for tahoeallcelebration.com with the other GoTahoeNorth domains.
- ❖ There were 154 submissions to social media marketing sites made in December 2008. The attached spreadsheet provides further details.

## Search Position Summary

Engine	Keyword	Position	Page
Google US	Incline Village	1	1
Google US	Incline Village vacation	3	1
Google US	Lake Tahoe	14	2
Google US	Lake Tahoe activities	16	2
Google US	Lake Tahoe fishing	8	1
Google US	Lake Tahoe golf courses	12	2
Google US	Lake Tahoe lodging	5	1
Google US	Lake Tahoe resorts	2	1
Google US	Lake Tahoe ski	18	2
Google US	Lake Tahoe ski resorts	19	2
Google US	Lake Tahoe skiing	6	1
Google US	Lake Tahoe summer	1	1
Google US	Lake Tahoe vacation rentals	15	2
Google US	Lake Tahoe vacations	2	1
Google US	North Lake Tahoe	1	1
Google US	ski Tahoe	16	2
Google US	Tahoe City	6	1
Google US	Tahoe Vista	2	1
MSN US	Incline Village	4	1
MSN US	Lake Tahoe	8	1
MSN US	Lake Tahoe activities	5	1
MSN US	Lake Tahoe Chamber of Commerce	11	2
MSN US	Lake Tahoe entertainment	5	1
MSN US	Lake Tahoe fishing	12	2
MSN US	Lake Tahoe golf courses	12	2
MSN US	Lake Tahoe lodging	2	1
MSN US	Lake Tahoe ski	5	1
MSN US	Lake Tahoe ski resorts	18	2
MSN US	Lake Tahoe skiing	7	1
MSN US	Lake Tahoe summer	1	1
MSN US	Lake Tahoe vacations	4	1
MSN US	Lake Tahoe weddings	12	2
MSN US	North Lake Tahoe	1	1
MSN US	ski Tahoe	5	1
MSN US	Tahoe City	3	1
MSN US	Tahoe Vista	1	1
Yahoo! US	Incline Village	4	1
Yahoo! US	Lake Tahoe activities	3	1
Yahoo! US	Lake Tahoe entertainment	7	1
Yahoo! US	Lake Tahoe fishing	11	2
Yahoo! US	Lake Tahoe golf courses	18	2
Yahoo! US	Lake Tahoe lodging	1	1
Yahoo! US	Lake Tahoe skiing	12	2
Yahoo! US	Lake Tahoe summer	1	1
Yahoo! US	Lake Tahoe vacations	11	2
Yahoo! US	North Lake Tahoe	1	1

Yahoo! US	ski Tahoe	6	1
Yahoo! US	Tahoe City	4	1
Yahoo! US	Tahoe Vista	1	1

Total #1 Positions	10
Total 1st Page Positions	33
Total 2nd Page Positions	16



## Google Historical Positions

Keyword	Jan-09	Dec-08	Nov-08	Oct-08	Sep-08	Aug-08
Incline Village	1	1	1	1	1	1
Incline Village vacation	3	3	3	3	3	
Lake Tahoe	14	15	15	13	13	19
Lake Tahoe activities	16	17	12	15	17	4
Lake Tahoe Chamber of Commerce			8	6	6	11
Lake Tahoe entertainment						19
Lake Tahoe fishing	8	10	9	10	11	7
Lake Tahoe golf courses	12	16	16	15	16	18
Lake Tahoe hotels			19			19
Lake Tahoe lodging	5	9	9	7	9	5
Lake Tahoe resorts	2	1	2	3	3	2
Lake Tahoe ski	18			18	20	20
Lake Tahoe ski resorts	19	19	20	7	15	16
Lake Tahoe skiing	6			19	8	15
Lake Tahoe summer	1	1	1	1	1	1
Lake Tahoe vacation rentals	15		16	18		13
Lake Tahoe vacations	2	2	2	3	3	2
Lake Tahoe weddings						
North Lake Tahoe	1	1	1	1	1	1
Northstar						
Northstar at Tahoe						
ski Tahoe	16		16	19	17	17
ski vacations						
Squaw Valley						
Tahoe City	6	9	7	9	9	6
Tahoe Vista	2	2	2	1	1	1
Truckee California		19	15	20	20	18

<b>#1 Positions</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>1st Page Positions</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>10</b>
<b>2nd Page Positions</b>	<b>7</b>	<b>5</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>11</b>



Name **GoTahoeNorth Home Page**

Move your mouse over the bars below for more information. Click on the bars in the graph, to see the data 'behind' the bar.

Select View:

Date  Region

City  Country

Sort by Value

Enter Date Range:

From: Dec 01, 2008

To: Dec 31, 2008

[Generate New Report!](#)

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Monday, Jan 26 2009 12:56PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=region>

[CLICK HERE to see realtime data!](#)

Region	Country	Number of Visitors (CLICK ON REGION BAR FOR DETAIL)		
California	United States	26636	39.94%	
New York	United States	7026	10.53%	
Texas	United States	3363	5.04%	
Nevada	United States	2511	3.76%	
Florida	United States	2163	3.24%	
Illinois	United States	1407	2.11%	
England	United Kingdom	1018	1.53%	
Washington	United States	987	1.48%	
New Jersey	United States	914	1.37%	
Ohio	United States	886	1.33%	
Pennsylvania	United States	853	1.28%	
Georgia	United States	849	1.27%	
Arizona	United States	836	1.25%	
Virginia	United States	766	1.15%	
Michigan	United States	636	0.95%	
Ontario	Canada	626	0.94%	
Maryland	United States	620	0.93%	
Massachusetts	United States	597	0.90%	
North Carolina	United States	592	0.89%	
Colorado	United States	521	0.78%	
Oregon	United States	481	0.72%	
Minnesota	United States	462	0.69%	
Missouri	United States	460	0.69%	
Tennessee	United States	454	0.68%	
Louisiana	United States	449	0.67%	
Wisconsin	United States	409	0.61%	
Connecticut	United States	402	0.60%	
Arkansas	United States	368	0.55%	
Hawaii	United States	304	0.46%	
Oklahoma	United States	281	0.42%	
Indiana	United States	270	0.40%	
Alabama	United States	265	0.40%	
Utah	United States	261	0.39%	
South Carolina	United States	250	0.37%	
District of Columbia	United States	230	0.34%	
Kansas	United States	217	0.33%	
British Columbia	Canada	202	0.30%	
Kentucky	United States	200	0.30%	
New Mexico	United States	182	0.27%	
Berlin	Germany	177	0.27%	



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Select View:

- Date  Region
- City  Country

Enter Date Range:

From: Dec 01, 2008

To: Dec 31, 2008

Sort by Value

[Generate New Report](#)

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Monday, Jan 26 2009 12:58PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

**Cities in California, United States**      **Number of Visitors**  
 (CLICK ON CITY BAR FOR DETAIL)

Los Angeles	3163	11.87%	
San Jose	3042	11.42%	
Sacramento	2247	8.44%	
San Francisco	2145	8.05%	
San Diego	1026	3.85%	
Santa Clara	706	2.65%	
Oakland	658	2.47%	
Fremont	409	1.54%	
San Rafael	357	1.34%	
South Lake Tahoe	285	1.07%	
Irvine	283	1.06%	
Berkeley	282	1.06%	
Pleasanton	272	1.02%	
Truckee	266	1.00%	
Huntington Beach	232	0.87%	
Sunnyvale	222	0.83%	
Fresno	220	0.83%	
San Mateo	219	0.82%	
South San Francisco	212	0.80%	
Long Beach	203	0.76%	
Hayward	196	0.74%	
Stockton	196	0.74%	
Milpitas	189	0.71%	
Tracy	188	0.71%	
Santa Rosa	173	0.65%	
Modesto	163	0.61%	
Bakersfield	157	0.59%	
Salinas	151	0.57%	
San Ramon	140	0.53%	
Rocklin	137	0.51%	
Pinole	136	0.51%	
Redwood City	126	0.47%	
Chico	119	0.45%	
Concord	119	0.45%	
Livermore	118	0.44%	
Torrance	116	0.44%	
Santa Barbara	115	0.43%	
Citrus Heights	111	0.42%	
Oceanside	109	0.41%	
Fairfield	101	0.38%	



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Select View:

Date  Region

City  Country

Sort by Value

Enter Date Range:

From: Dec 01, 2008

To: Dec 31, 2008

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Current Time Monday, Jan 26 2009 12:58PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

Cities in New York, Number of Visitors  
 United States (CLICK ON CITY BAR FOR DETAIL)

City	Visitors	Percentage
New York	5994	85.31%
Brooklyn	109	1.55%
Bronx	67	0.95%
Monroe	62	0.88%
Rochester	55	0.78%
Yonkers	46	0.65%
Albany	39	0.56%
Syracuse	27	0.38%
Buffalo	21	0.30%
Hampton Bays	19	0.27%
New City	17	0.24%
Poughkeepsie	17	0.24%
Staten Island	16	0.23%
Ithaca	16	0.23%
Montauk	15	0.21%
Rosedale	14	0.20%
Binghamton	13	0.19%
Plattsburgh	12	0.17%
Jamaica	12	0.17%
Fairport	10	0.14%
Clifton Park	10	0.14%
Flushing	10	0.14%
Glen Cove	9	0.13%
Cortland	9	0.13%
Schenectady	9	0.13%
Valley Stream	8	0.11%
West Babylon	8	0.11%
Garden City	8	0.11%
Elmont	8	0.11%
Chester	8	0.11%
Horseheads	8	0.11%
East Meadow	8	0.11%
Corona	7	0.10%
Holbrook	7	0.10%
West Point	7	0.10%
Spring Valley	7	0.10%
Roosevelt	7	0.10%
Warwick	7	0.10%
Wyandanch	6	0.09%
Pittsford	6	0.09%



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Sort by Value ▾

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Current Time Monday, Jan 26 2009 12:58PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

**Cities in Texas, United States**      **Number of Visitors**  
 (CLICK ON CITY BAR FOR DETAIL)

Houston	814	24.20%	
Dallas	531	15.79%	
Austin	324	9.63%	
San Antonio	241	7.17%	
Fort Worth	113	3.36%	
Keller	53	1.58%	
Sugar Land	51	1.52%	
Plano	46	1.37%	
College Station	44	1.31%	
Waco	34	1.01%	
Lubbock	32	0.95%	
Irving	31	0.92%	
Lufkin	30	0.89%	
Mesquite	30	0.89%	
Victoria	29	0.86%	
Corpus Christi	27	0.80%	
Arlington	27	0.80%	
Richardson	26	0.77%	
Round Rock	25	0.74%	
Humble	25	0.74%	
Allen	24	0.71%	
Beaumont	24	0.71%	
El Paso	21	0.62%	
Tyler	21	0.62%	
Conroe	20	0.59%	
Katy	19	0.56%	
McAllen	19	0.56%	
Killeen	18	0.54%	
Pearland	17	0.51%	
Mckinney	16	0.48%	
The Woodlands	15	0.45%	
Joshua	15	0.45%	
Midland	15	0.45%	
New Braunfels	14	0.42%	
Rowlett	13	0.39%	
Temple	13	0.39%	
Garland	13	0.39%	
Carrollton	13	0.39%	
Laredo	12	0.36%	
Lewisville	12	0.36%	



**Print Page**

**Report:** Summary - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008

First Time Unique Visitors	51,093.00
Prior Unique Visitors	2,430.00
Total Unique Visitors	53,523.00
Average First Time Unique Visitors Per Day	1,648.16
Average Prior Unique Visitors Per Day	78.39
Average Unique Visitors Per Day	1,726.55
Initial Sessions	53,523.00
Repeat Sessions	9,441.00
Total Unique Visitor Sessions	62,964.00
Average Initial Session Per Day	1,726.55
Average Repeat Sessions Per Day	304.55
Average Unique Visitor Sessions Per Day	2,031.10

**? Help Information:**

**Visitors & Sessions Summary**

This report is broken down into four sections: Visitor Totals, Visitor Averages, Session Totals, and Session Averages. Totals are calculated for the selected Date Range and averages are computed by dividing the totals by the number of non-zero days in the selected Date Range.

- **First Time Unique Visitors:** Visitors that have not been on your site at any time prior to the current Date Range.
- **Prior Unique Visitors:** Visitors that have been on your site at least once prior to the Date Range.
- **Total Unique Visitors:** A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range, either as a First Time Unique Visitor or a Prior Unique Visitor.
- **Initial Sessions:** Only a Visitor's first Session during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- **Repeat Sessions:** If a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.
- **Total Unique Visitor Sessions:** A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions are tracked for each Unique Visitor and classified as either an Initial Session or a Repeat Session.

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**Report:** Entrance Pages - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008

Entrance Pages	Pageviews	Percent
1. /index.php	43,634	69.93%
2. /events-and-activities/winter/skiing-and-boarding/interchangeable-lift-ticket	1,604	2.57%
3. /lodging	1,487	2.38%
4. /events-and-activities/winter/snowmobiling	1,203	1.93%
5. /events-and-activities/event-calendar	1,132	1.81%
6. /resorts-and-towns/incline-village	678	1.09%
7. /events-and-activities/event-calendar/learn-to-ski-and-board-2008-12-13.html	619	0.99%
8. /events-and-activities/winter/skiing-and-boarding	556	0.89%
9. /land.html	490	0.79%
10. /cool-deals/cool-deals-and-more	386	0.62%
<b>View Total:</b>	51,789	83.00%
<b>Total:</b>	62,397	100.00%



**Help Information:**

**Entrance Pages**

This report shows the first Page viewed for each Session in the currently selected Date Range. This is where Visitors entered your website. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.



Print Page

**Report:** Exit Pages - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008

Exit Pages	Pageviews	Percent	
1. /index.php	18,631	29.77%	
2. /events-and-activities/winter/skiing-and-boarding/interchangeable-lift-ticket	2,383	3.81%	
3. /lodging	2,010	3.21%	
4. /cool-deals/cool-deals-and-more	1,383	2.21%	
5. /events-and-activities/event-calendar	1,380	2.21%	
6. /events-and-activities/winter	1,368	2.19%	
7. /events-and-activities/winter/snow-report	1,282	2.05%	
8. /cool-deals	964	1.54%	
9. /map.php	790	1.26%	
10. /resorts-and-towns/incline-village	758	1.21%	
<b>View Total:</b>	<b>30,949</b>	<b>49.45%</b>	
<b>Total:</b>	<b>62,583</b>	<b>100.00%</b>	

**? Help Information:**

**Exit Pages**

This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

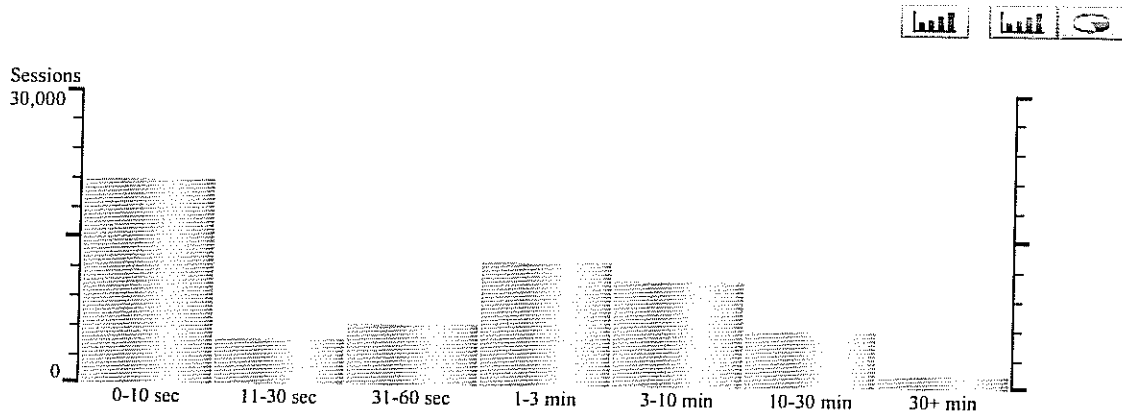
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**Report:** Length of Session - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008



**? Help Information:**

**Length of Session**

This histogram report shows how much time Visitors are spending on your site. For each session, the duration is calculated and the appropriate data point is incremented. For example, if a particular Visitor spent 45 seconds on your site during a Session, then the '31-60 sec' data point is incremented by one for that Session.

**Calculation Methodology**

The duration of a Session is calculated as the difference between the load time of the first Pageview and the load time of the last Pageview in the Session. Sessions with only one Pageview are considered to be 0-10 seconds. It should be noted that Visitors may spend more time looking at the last Pageview of a Session, but that only the load time is recorded.

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**Report:** Referrals - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008

Referrals	Sessions	Percent	
1. (no referral)	25,010	39.72%	
2. www.google.com/search	16,794	26.67%	
3. www.visitinglaketahoe.com/trackerNLTRA.php	7,610	12.09%	
4. search.yahoo.com/search	2,017	3.20%	
5. skilaketahoe.com/cms/	1,241	1.97%	
6. search.msn.com/results.aspx	496	0.79%	
7. www.onthesnow.com/news/deals/a/5077/62day-ski-tahoe-north-interchangeable-lift-ticket-packages	357	0.57%	
8. www.onthesnow.com/news/deals/a/3071/60-northstar-three-pack	329	0.52%	
9. www.slidingonthecheap.com/	286	0.45%	
10. www.onthesnow.com/news/deals/a/5075/62day-ski-tahoe-north-interchangeable-lift-ticket-packages	196	0.31%	
<b>View Total:</b>	54,336	86.30%	
<b>Total:</b>	62,965	100.00%	

**? Help Information:**

**Referrals**

This report ranks referring URLs (external web pages) that brought traffic to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing in the URL directly, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site. Click any referring page to view it in a new browser window.

**Calculation Methodology**

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.

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Print Page

**Report:** Search Terms - gotahoenorth.com  
**Date Range:** 12/01/2008 - 12/31/2008

Search Terms	Sessions	Percent	
1. incline village	1,953	8.83%	
2. north lake tahoe	1,050	4.75%	
3. lake tahoe resorts	754	3.41%	
4. lake taho	390	1.76%	
5. north lake tahoe hotels	329	1.49%	
6. north lake tahoe lodging	313	1.42%	
7. north lake tahoe rentals	206	0.93%	
8. incline village, nv	191	0.86%	
9. north tahoe	165	0.75%	
10. lake tahoe vacation resort	164	0.74%	
<b>View Total:</b>	<b>5,515</b>	<b>24.93%</b>	
<b>Total:</b>	<b>22,120</b>	<b>100.00%</b>	

**? Help Information:**

**Search Terms**

This report lists the actual keywords/phrases people typed into search engines to find your site. Entries are ranked by the number of Sessions each was responsible for. To list all phrases with a particular word, enter the word in the Filter at the top and press Enter. The Total at the bottom of the report will now represent the total number of search phrases that contain that word.

**Calculation Methodology**

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the term is entered and incremented. The list of search variables can be controlled in Urchin's configuration.



Print Page

**Report:** Summary - gotahoenorth.com  
**Date Range:** 12/01/2007 - 12/31/2007

First Time Unique Visitors	50,614.00
Prior Unique Visitors	2,570.00
Total Unique Visitors	53,184.00
Average First Time Unique Visitors Per Day	1,632.71
Average Prior Unique Visitors Per Day	82.90
Average Unique Visitors Per Day	1,715.61
Initial Sessions	53,184.00
Repeat Sessions	9,256.00
Total Unique Visitor Sessions	62,440.00
Average Initial Session Per Day	1,715.61
Average Repeat Sessions Per Day	298.58
Average Unique Visitor Sessions Per Day	2,014.19

**Help Information:**

**Visitors & Sessions Summary**

This report is broken down into four sections: Visitor Totals, Visitor Averages, Session Totals, and Session Averages. Totals are calculated for the selected Date Range and averages are computed by dividing the totals by the number of non-zero days in the selected Date Range.

- **First Time Unique Visitors:** Visitors that have not been on your site at any time prior to the current Date Range.
- **Prior Unique Visitors:** Visitors that have been on your site at least once prior to the Date Range.
- **Total Unique Visitors:** A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range, either as a First Time Unique Visitor or a Prior Unique Visitor.
- **Initial Sessions:** Only a Visitor's first Session during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- **Repeat Sessions:** If a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.
- **Total Unique Visitor Sessions:** A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions are tracked for each Unique Visitor and classified as either an Initial Session or a Repeat Session.

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## PROPERTY REFERRAL REPORT - DECEMBER 2008

PROPERTY	%
Northstar Resort	5.4%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.1%
Granlibakken Resort Ski Area	4.3%
Tahoe Biltmore Lodge & Casino Restaurants	4.2%
Pullen Rental Group	3.4%
Resort at Squaw Creek	3.3%
Village at Northstar (tm)	2.7%
Cal Neva Resort Casino Hotel	2.7%
River Ranch Lodge and Restaurant	2.6%
Stanford Alpine Chalet	2.6%
PlumpJack Squaw Valley Inn	2.4%
Squaw Valley Lodge	2.4%
Coldwell Banker Rentals	2.3%
Parkside Inn at Incline	2.2%
Sunnyside Resort	2.1%
Cottage Inn at Lake Tahoe	1.9%
Sierra Vacation Rentals/Sales	1.9%
Tahoe Lake Cottages	1.9%
Tahoe Mountain Resorts Lodging	1.8%
Lake Tahoe Accommodations	1.8%
Village at Squaw Valley USA	1.6%
Brockway Springs Resort	1.6%
Holiday House	1.5%
Olympic Village Inn	1.5%
Lake of the Sky Motor Inn	1.3%
PepperTree Inn	1.2%
Incline at Tahoe Realty	1.2%
Squaw Valley Accommodations - Realty/Rentals	1.2%
Vacation Station	1.1%
Incline Vacation Rentals	1.1%
Cedar Glen Lodge	1.1%
Alpine Rental Group	1.0%
Hauserman Rental Group	1.0%
Mourelatos Lakeshore Resort	1.0%
Tahoe Sands Resort	1.0%
Red Wolf Lakeside Lodge	1.0%
Club Tahoe Resort	1.0%
Ferrari's Crown Resort	1.0%
Tahoma Lodge	0.9%
Americas Best Value Inn Tahoe City	0.9%
Martis Valley Vacation Rentals	0.9%
Red Wolf Lodge at Squaw Valley	0.9%
Tahoe Moon Properties	0.9%
Mother Natures Inn	0.9%
Franciscan Lakeside Lodge	0.9%
Firelite Lodge	0.9%
Tahoma Meadows Bed & Breakfast	0.8%
Tahoe Woodside Vacation Rentals	0.8%
Vacation Tahoe by O'Neal Brokers	0.7%
Rockwood Lodge	0.7%

Stevenson's Holliday Inn	0.7%
Chaney House	0.7%
Tahoe Inn	0.6%
Cal Lodge Hostel	0.6%
Shore House at Lake Tahoe	0.6%
Tahoe Resort Property Management Inc.	0.6%
Tahoe Marina Lodge	0.5%
First Accommodations, Inc.	0.5%
Martis Valley Associates Property Rentals	0.5%
Tahoe Vistana Inn	0.5%
Goldfish Properties	0.5%
Shooting Star Bed & Breakfast	0.5%
West Lake Properties	0.5%
Rainbow Lodge	0.4%
Tamarack Lodge	0.4%
Agate Bay Realty	0.4%
Assist 2 Sell - All Service Realty	0.4%
Old Greenwood Villas Vacation Rentals	0.4%
Sierra Mountain Properties	0.3%
R.R.E.N.T. Realty	0.3%
West Shore Cafe & Inn	0.3%
Waters of Tahoe Properties	0.3%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.2%
Meeks Bay Resort & Marina	0.2%
O'Neal Brokers of Lake Tahoe	0.2%
Tahoe Real Estate Group	0.2%
Tahoe Tavern Condominiums	0.1%
U.S. Vacation Rentals LLC	0.1%
Chinquapin / Packard Realty	0.1%

## RESERVATION ACTIVITY OUTLOOK REPORT



### We have added a new metric to the RAO 3 View report!

**New this month: "Incremental Booking Pace"** The incremental Booking Pace is a new feature to the RAO that allows Users to compare Bookings made during the most recent month (in this case December 2008) against bookings made during the same month one year ago. This data is presented in aggregate on the Executive Summary (front) page of the RAO and is presented at a monthly level of granularity in the supporting data tables of Section 4 - "Fill Analysis" of the report. An MTRIP Industry-Wide view of this same data is available each month in the Mtn Monitor Report, published on or about the 15th of each month and posted to the mtrip web portal at [www.mtrip.org](http://www.mtrip.org)

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# RESERVATION ACTIVITY OUTLOOK REPORT

Destination: North Lake Tahoe

Period: Bookings as of Dec. 31, 2008

## Index and Summary

### 1. Year to Date Comparison Series – As of: Dec. 31, 2008

#### a. Last Month Performance: Current YTD vs Previous YTD

1	Occupancy for last month (December) changed by:	-1.1%
2	ADR for last month (December) changed by:	-11.9%
3	RevPAR for last month (December) changed by:	-12.8%

#### b. Next Month Performance: Current YTD vs Previous YTD

1	Occupancy for next month (January) changed by:	-10.8%
2	ADR for next month (January) changed by:	-8.4%
3	RevPAR for next month (January) changed by:	-18.3%

#### c. 6 Month Forecast Performance: Current YTD vs Previous YTD

1	Occupancy for the forward looking 6 months has changed by:	-6.9%
2	ADR for the forward looking 6 months has changed by:	-9.1%
3	RevPAR for the forward looking 6 months has changed by:	-15.4%

#### d. Compilation - Percent Change in Occupancy Rate & ADR: 2008/09 YTD Compared to 2007/08 YTD

1	The Compilation Chart shows the graphic relationship between occupancy and rate, for purposes of yield management.	
---	--	--

#### e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Dec. 31, 2008 vs. Previous Year

1	Rooms Booked during last month (December, 2008) compared to Rooms Booked during the same period last year (December, 2007) has changed by:	-7.5%
---	--	-------

### 2. Supporting Data Tables

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.

### 3. Participating Properties:

#### RESPONDENTS TO Dec. 31, 2008 SURVEY:

Ferraris Crown Resorts, Mourelatos Lakeshore Resort, Northstar-at-Tahoe, Plumpjack Squaw Valley Inn, DHR - NLT-Resort at Squaw Creek, Squaw Valley Lodge, IW - NLT-Village at Squaw Valley, Tahoe Mountain Resorts Lodging, Granlibakken Resort, Hyatt Regency Lake Tahoe Resort and Spa

### 4. About the Reservation Activity Outlook

**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.

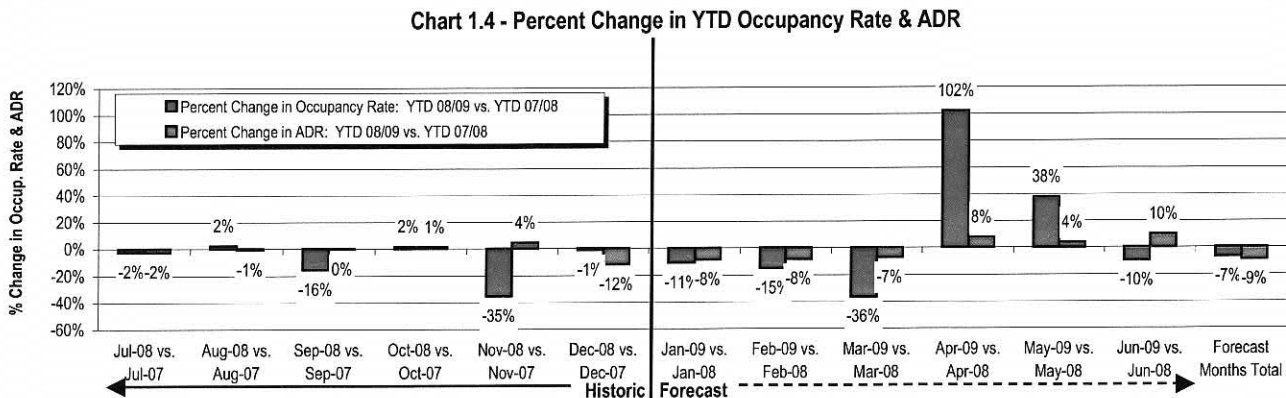
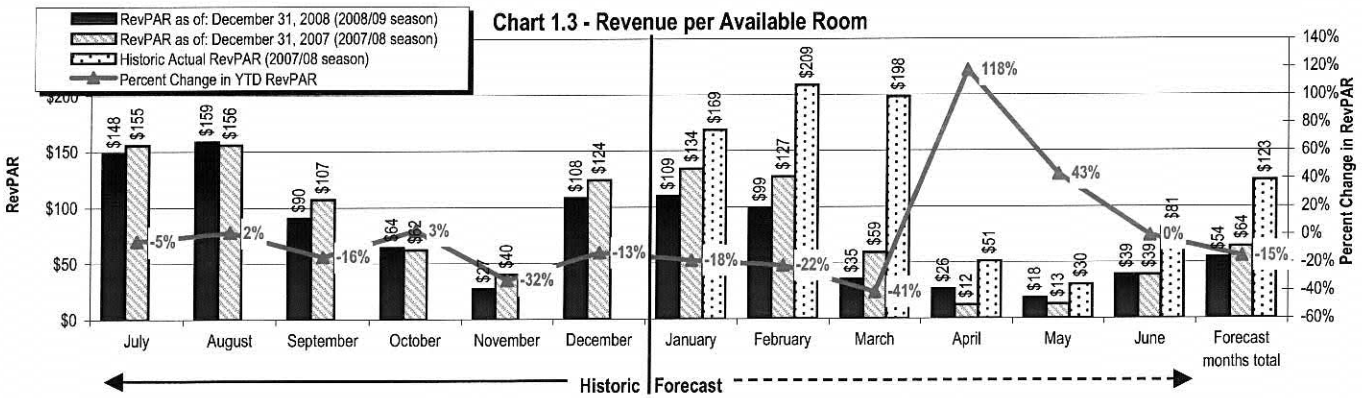
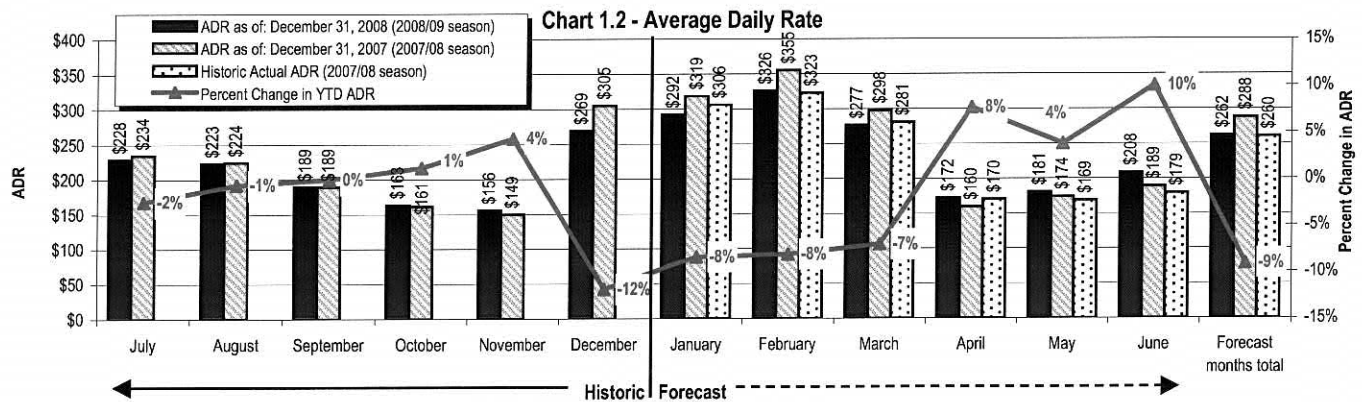
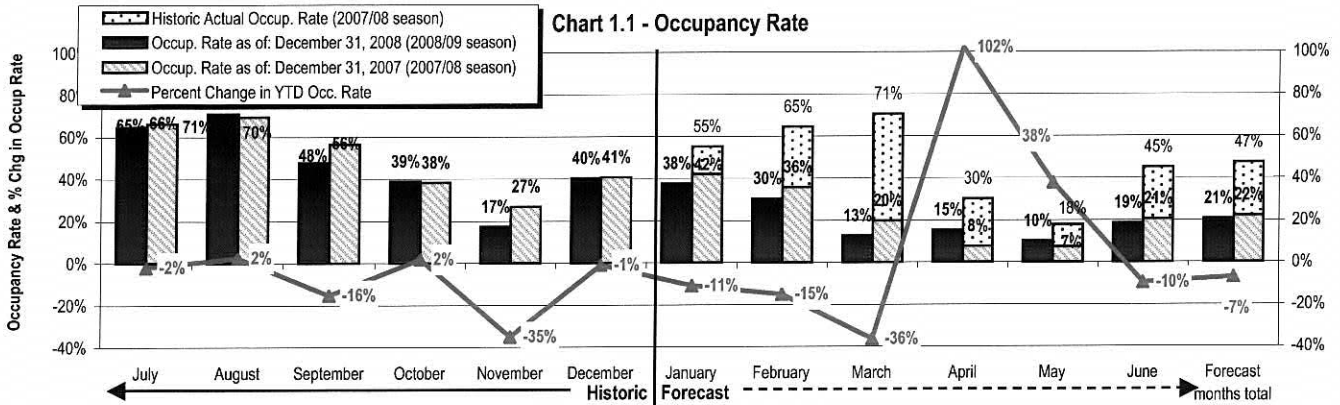
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - SUMMARY GRAPHS

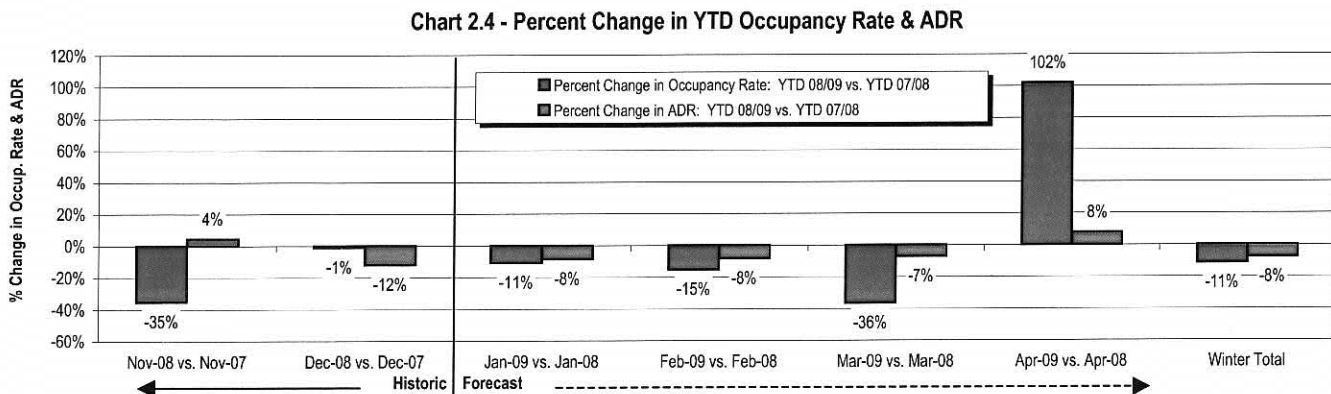
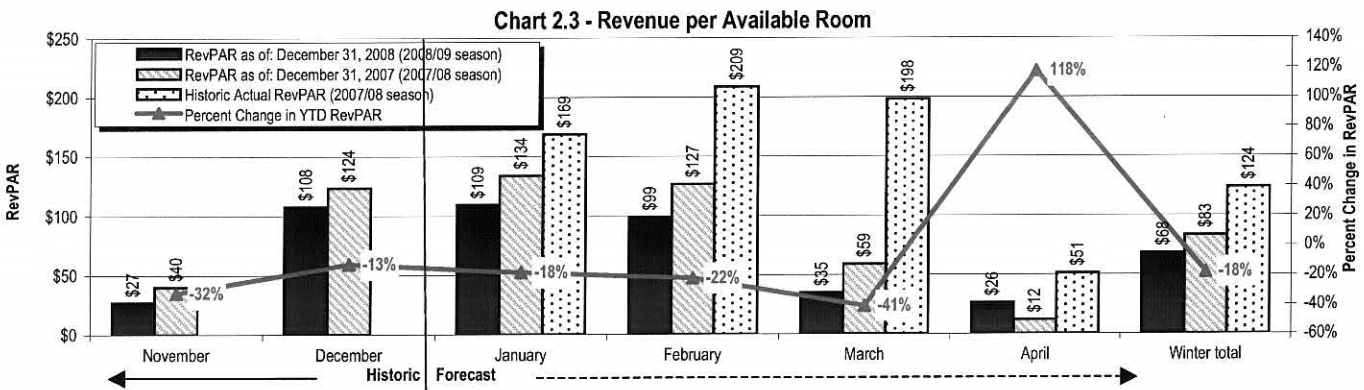
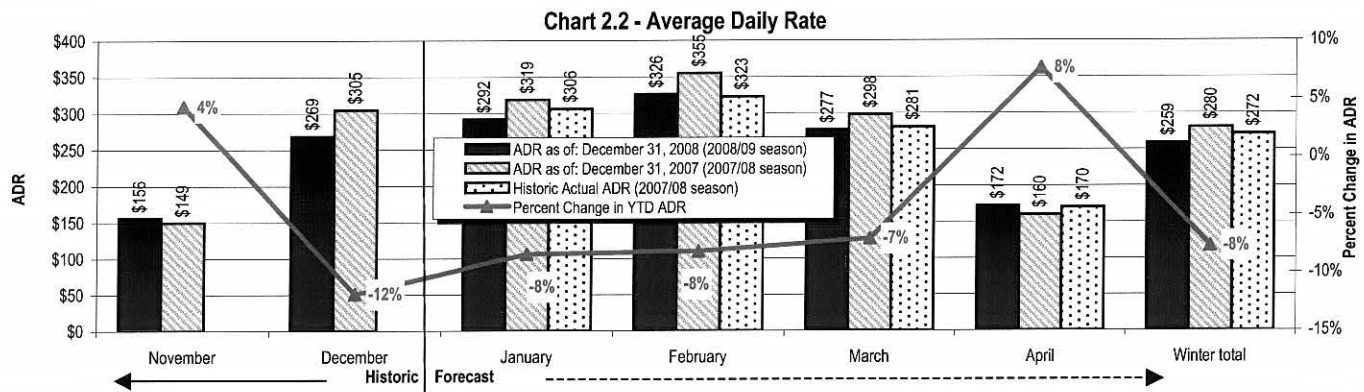
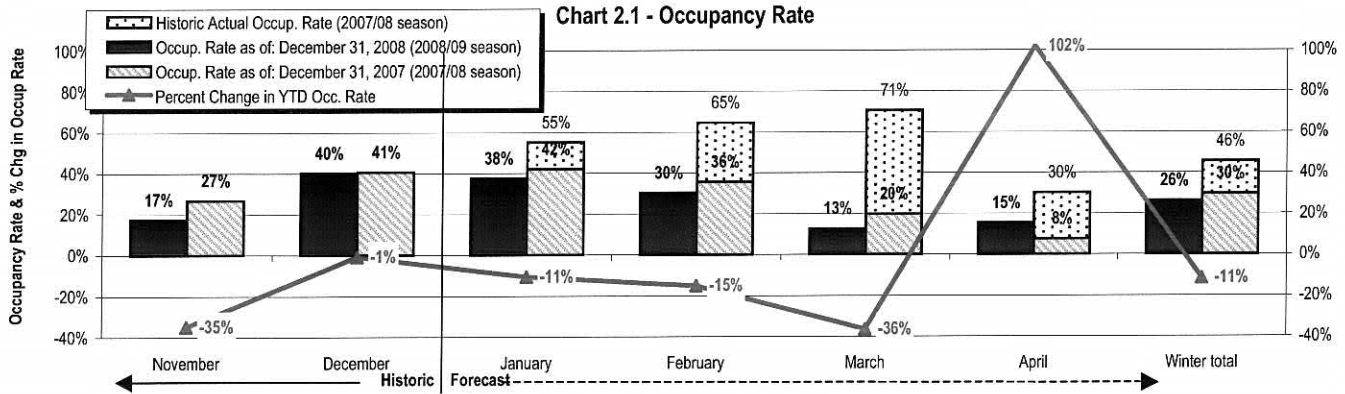
2008/09 YTD (as of Dec. 31, 2008) vs. 2007/08 YTD (as of Dec. 31, 2007) vs. 2007/08 Historical



# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

### 2008/09 YTD (as of Dec. 31, 2008) vs. 2007/08 YTD (as of Dec. 31, 2007) vs. 2007/08 Historical

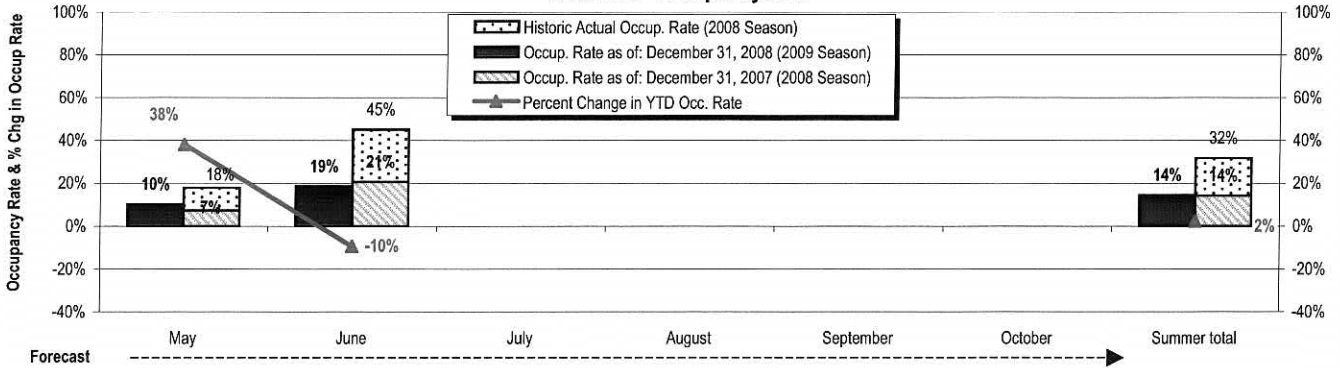


# RESERVATIONS ACTIVITY REPORT

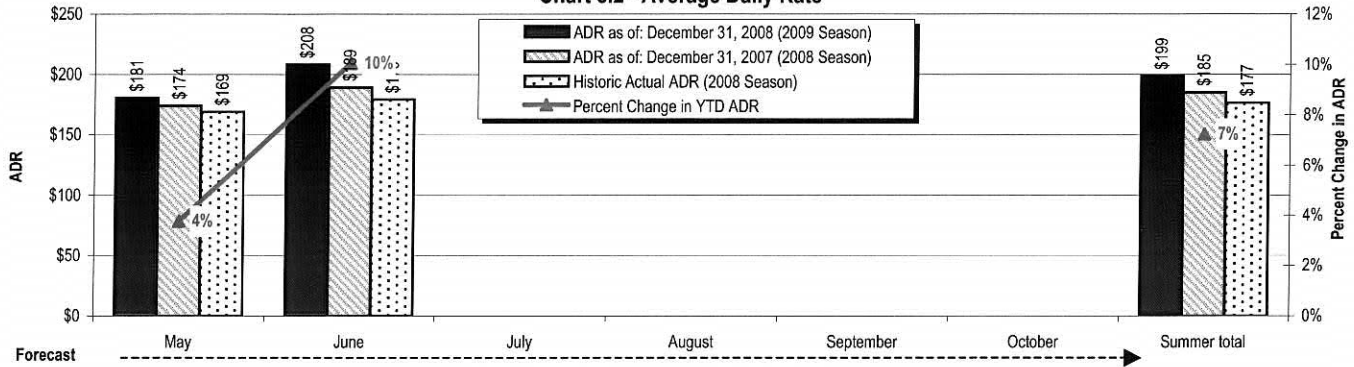
## SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

### 2009 YTD (as of Dec. 31, 2008) vs. 2008 YTD (as of Dec. 31, 2007) vs. 2008 Historical

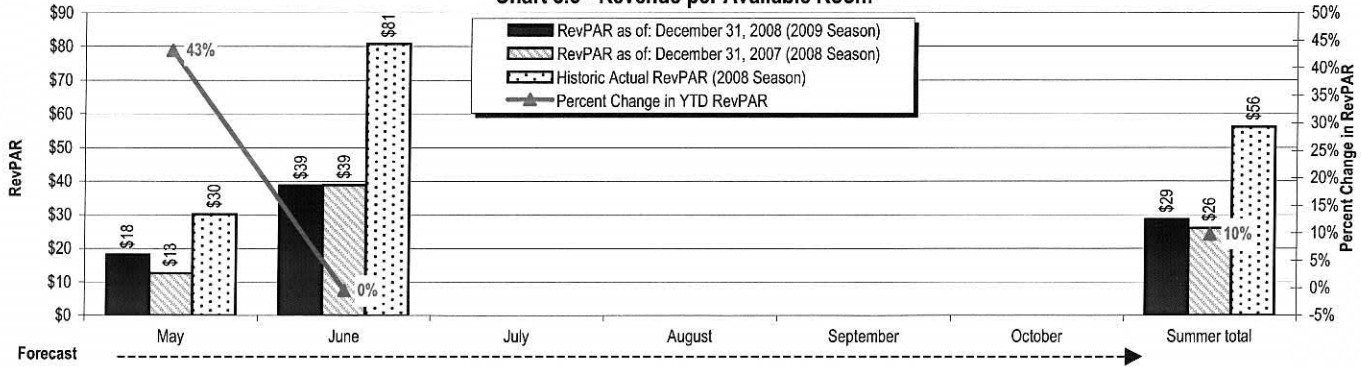
**Chart 3.1 - Occupancy Rate**



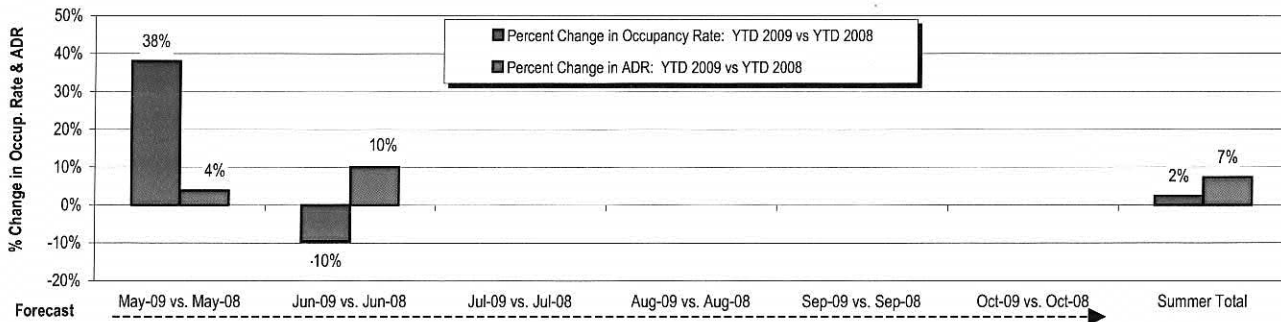
**Chart 3.2 - Average Daily Rate**



**Chart 3.3 - Revenue per Available Room**



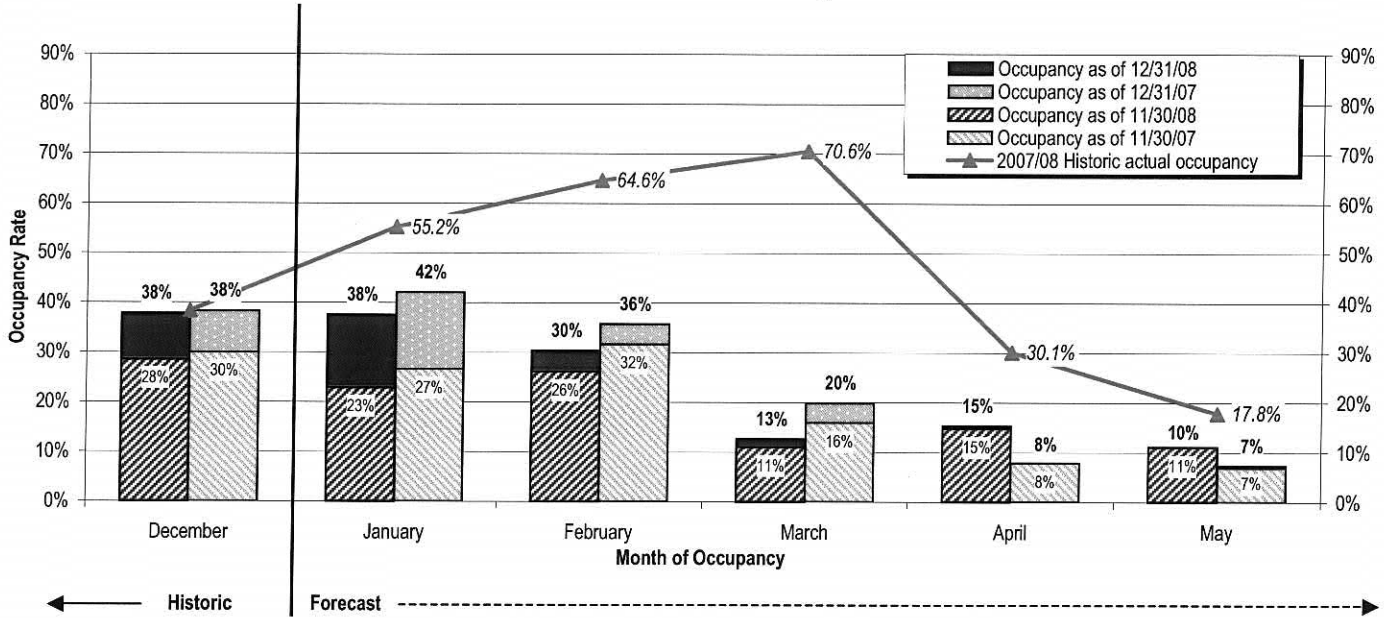
**Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR**



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

**Occupancy Pace as of Dec. 31, 2008 and Nov. 30, 2008 versus same period 2007/08 Occupancy Pace**

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



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

Month of Occupancy:	OCCUPANCY AS OF DEC 31			OCCUPANCY AS OF NOV 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2007/08 Historic actual occupancy
	Occupancy as of 12/31/08	Occupancy as of 12/31/07	Absolute Change	Occupancy as of 11/30/08	Occupancy as of 11/30/07	Absolute Change	Incremental occupancy booked during Dec. 2008	Incremental occupancy booked during Dec. 2007	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	December	37.8%	38.3%	-0.5%	28.5%	30.0%	-1.5%	9.3%	8.3%	1.0%	
January	37.5%	42.0%	-4.5%	22.9%	26.6%	-3.7%	14.7%	15.5%	-0.8%	-5.2%	55.2%
February	30.3%	35.7%	-5.4%	26.1%	31.7%	-5.6%	4.2%	4.0%	0.2%	4.2%	64.6%
March	12.6%	19.8%	-7.2%	11.0%	15.9%	-4.9%	1.6%	3.9%	-2.3%	-58.6%	70.6%
April	15.3%	7.6%	7.7%	14.7%	7.8%	6.9%	0.5%	-0.3%	0.8%	undefined	30.1%
May	10.0%	7.3%	2.8%	11.0%	6.9%	4.1%	-1.0%	0.3%	-1.4%	-404.3%	17.8%
<b>Total</b>	<b>24.0%</b>	<b>25.2%</b>	<b>-1.3%</b>	<b>19.0%</b>	<b>19.8%</b>	<b>-0.8%</b>	<b>5.0%</b>	<b>5.4%</b>	<b>-0.4%</b>	<b>-7.5%</b>	<b>46.2%</b>

\*Based on providing complete pacing data within a given month of occupancy only.

\*\*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 Dec. 31, 2008

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08			Historic Actual Occup. Rate (2007/08 season)	# of Properties in Sample	
	Month of Occupancy (2008/09 & 2007/08)	Occup. Rate as of: December 31, 2008 (2008/09 season)	Occup. Rate as of: December 31, 2007 (2007/08 season)			Percent Change in YTD Occ. Rate
July	↑ Historic  Forecast ↓	64.9%	66.4%	-2.2%	8	
August		71.2%	69.6%	2.3%	10	
September		47.7%	56.5%	-15.5%	9	
October		38.9%	38.3%	1.8%	10	
November		17.3%	26.7%	-35.2%	8	
December		40.1%	40.6%	-1.1%	8	
January		37.5%	42.0%	-10.8%	55.2%	5
February		30.3%	35.7%	-15.1%	64.6%	5
March		12.6%	19.8%	-36.4%	70.6%	5
April		15.3%	7.6%	102.0%	30.1%	5
May		10.0%	7.3%	37.9%	17.8%	4
June		18.6%	20.5%	-9.5%	45.0%	5
Grand total	37.2%	39.3%	-5.3%	48.8%	10	
Historic months total	46.9%	49.6%	-5.4%	49.6%	10	
Forecast months total	20.7%	22.2%	-6.9%	47.4%	5	

AVERAGE DAILY RATE	ADR: YTD 2008/09 VS. YTD 2007/08			Historic Actual ADR (2007/08 season)	# of Properties in Sample	
	Month of Occupancy (2008/09 & 2007/08)	ADR as of: December 31, 2008 (2008/09 season)	ADR as of: December 31, 2007 (2007/08 season)			Percent Change in YTD ADR
July	↑ Historic  Forecast ↓	\$228	\$234	-2.5%	8	
August		\$223	\$224	-0.7%	10	
September		\$189	\$189	-0.1%	9	
October		\$163	\$161	1.2%	10	
November		\$156	\$149	4.3%	8	
December		\$269	\$305	-11.9%	8	
January		\$292	\$319	-8.4%	\$306	5
February		\$326	\$355	-8.1%	\$323	5
March		\$277	\$298	-7.0%	\$281	5
April		\$172	\$160	7.7%	\$170	5
May		\$181	\$174	3.8%	\$169	4
June		\$208	\$189	10.0%	\$179	5
Grand total	\$222	\$231	-3.8%	\$232	10	
Historic months total	\$212	\$216	-1.7%	\$216	10	
Forecast months total	\$262	\$288	-9.1%	\$260	5	

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2008/09 VS. YTD 2007/08			Historic Actual RevPAR (2007/08 season)	# of Properties in Sample	
	Month of Occupancy (2008/09 & 2007/08)	RevPAR as of: December 31, 2008 (2008/09 season)	RevPAR as of: December 31, 2007 (2007/08 season)			Percent Change in YTD RevPAR
July	↑ Historic  Forecast ↓	\$148	\$155	-4.6%	8	
August		\$159	\$156	1.7%	10	
September		\$90	\$107	-15.6%	9	
October		\$64	\$62	3.0%	10	
November		\$27	\$40	-32.4%	8	
December		\$108	\$124	-12.8%	8	
January		\$109	\$134	-18.3%	\$169	5
February		\$99	\$127	-22.0%	\$209	5
March		\$35	\$59	-40.8%	\$198	5
April		\$26	\$12	117.5%	\$51	5
May		\$18	\$13	43.1%	\$30	4
June		\$39	\$39	-0.5%	\$81	5
Grand total	\$83	\$91	-9.0%	\$113	10	
Historic months total	\$100	\$107	-7.1%	\$107	10	
Forecast months total	\$54	\$64	-15.4%	\$123	5	

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES**  
 Winter Bookings as of Dec. 31, 2008

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08</u>			Historic Actual Occup. Rate (2007/08 season)
	Occup. Rate as of: December 31, 2008 (2008/09 season)	Occup. Rate as of: December 31, 2007 (2007/08 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2008/09 & 2007/08)				
November	17.3%	26.7%	-35.2%	
December	40.1%	40.6%	-1.1%	
January	37.5%	42.0%	-10.8%	55.2%
February	30.3%	35.7%	-15.1%	64.6%
March	12.6%	19.8%	-36.4%	70.6%
April	15.3%	7.6%	102.0%	30.1%
Winter total	26.3%	29.7%	-11.4%	45.6%

AVERAGE DAILY RATE	<u>ADR: YTD 2008/09 VS. YTD 2007/08</u>			Historic Actual ADR (2007/08 season)
	ADR as of: December 31, 2008 (2008/09 season)	ADR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD ADR	
Month of Occupancy (2008/09 & 2007/08)				
November	\$156	\$149	4.3%	
December	\$269	\$305	-11.9%	
January	\$292	\$319	-8.4%	\$306
February	\$326	\$355	-8.1%	\$323
March	\$277	\$298	-7.0%	\$281
April	\$172	\$160	7.7%	\$170
Winter total	\$259	\$280	-7.6%	\$272

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2008/09 VS. YTD 2007/08</u>			Historic Actual RevPAR (2007/08 season)
	RevPAR as of: December 31, 2008 (2008/09 season)	RevPAR as of: December 31, 2007 (2007/08 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2008/09 & 2007/08)				
November	\$27	\$40	-32.4%	
December	\$108	\$124	-12.8%	
January	\$109	\$134	-18.3%	\$169
February	\$99	\$127	-22.0%	\$209
March	\$35	\$59	-40.8%	\$198
April	\$26	\$12	117.5%	\$51
Winter total	\$68	\$83	-18.1%	\$124

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Dec. 31, 2008

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2009 VS. YTD 2008</u>			Historic Actual Occup. Rate (2008 Season)
	Occup. Rate as of: December 31, 2008 (2009 Season)	Occup. Rate as of: December 31, 2007 (2008 Season)	Percent Change in YTD Occ. Rate	
<b>Month of Occupancy (2009 &amp; 2008)</b>				
May	10.0%	7.3%	37.9%	17.8%
June	18.6%	20.5%	-9.5%	45.0%
July				
August				
September				
October				
Summer total	14.4%	14.1%	2.4%	31.8%

AVERAGE DAILY RATE	<u>ADR: YTD 2009 VS. YTD 2008</u>			Historic Actual ADR (2008 Season)
	ADR as of: December 31, 2008 (2009 Season)	ADR as of: December 31, 2007 (2008 Season)	Percent Change in YTD ADR	
<b>Month of Occupancy (2009 &amp; 2008)</b>				
May	\$181	\$174	3.8%	\$169
June	\$208	\$189	10.0%	\$179
July				
August				
September				
October				
Summer total	\$199	\$185	7.2%	\$177

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2009 VS. YTD 2008</u>			Historic Actual RevPAR (2008 Season)
	RevPAR as of: December 31, 2008 (2009 Season)	RevPAR as of: December 31, 2007 (2008 Season)	Percent Change in YTD RevPAR	
<b>Month of Occupancy (2009 &amp; 2008)</b>				
May	\$18	\$13	43.1%	\$30
June	\$39	\$39	-0.5%	\$81
July				
August				
September				
October				
Summer total	\$29	\$26	9.8%	\$56

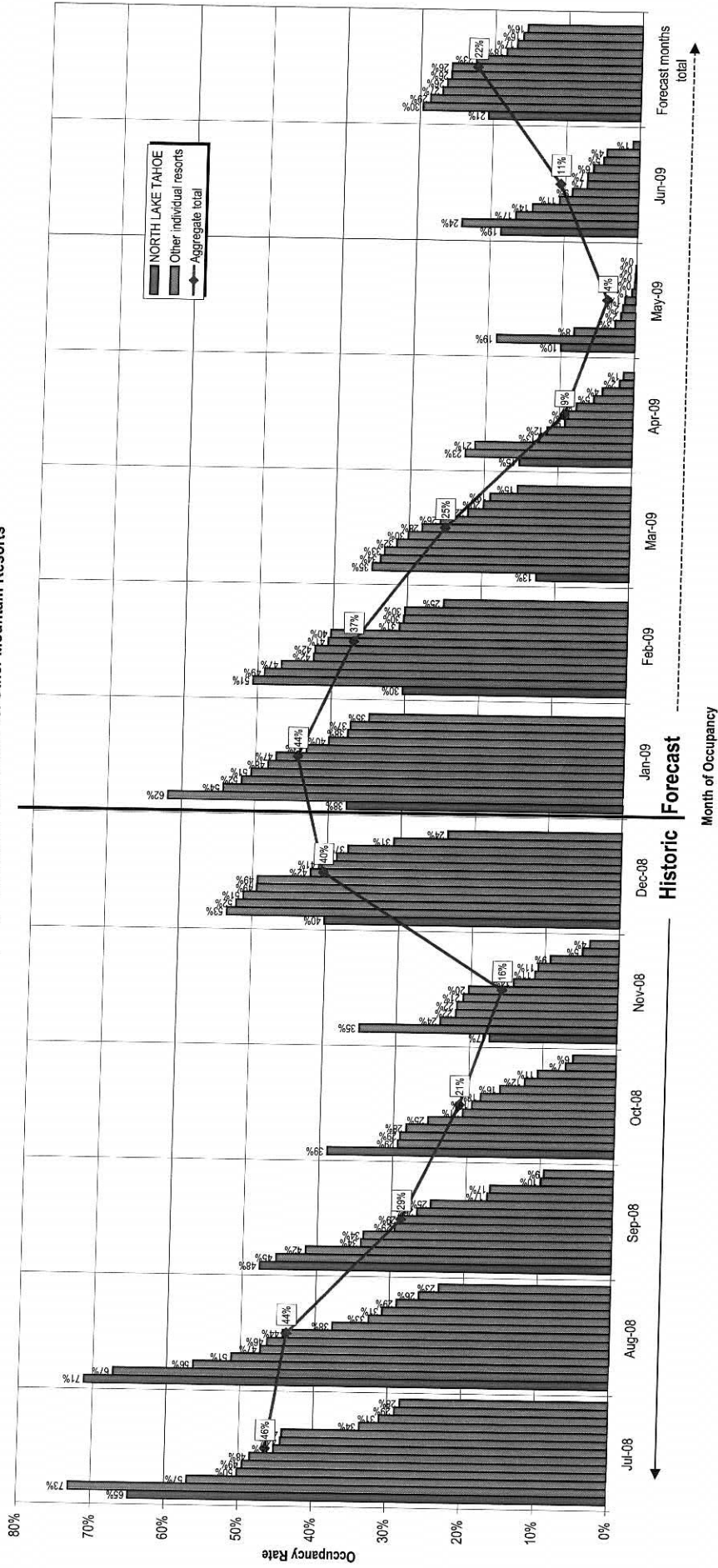






**NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST**  
**DESTINATION COMPARATIVE REPORT**  
 Bookings as of December 31, 2008

**Occupancy Rate: North Lake Tahoe vs. Other Mountain Resorts**

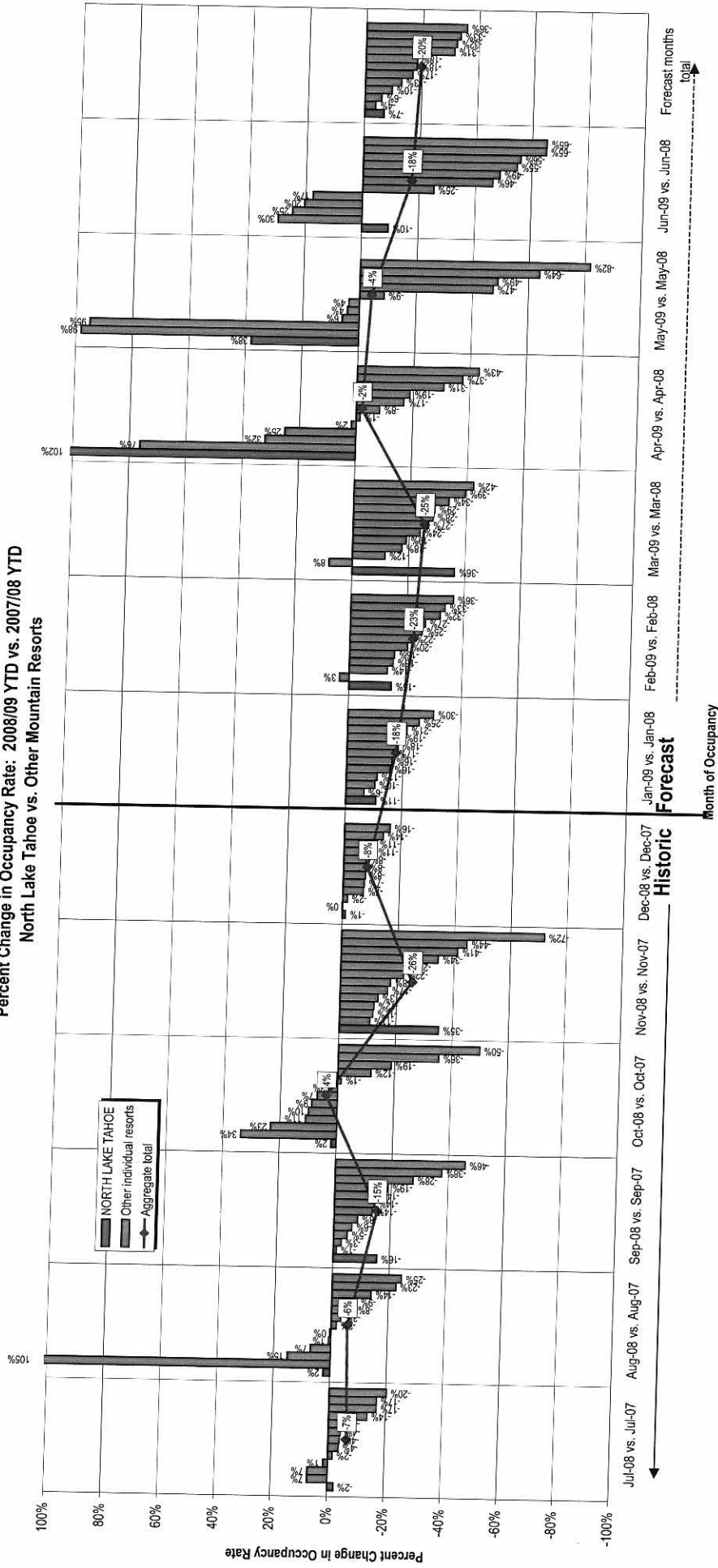


**NOTES:**  
 Each column represents one individual resort area. The line represents the aggregate total.  
 Resort names are hidden to preserve confidentiality.  
 Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

Source: MTRIP.

NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST  
 DESTINATION COMPARATIVE REPORT  
 Bookings as of December 31, 2008

Percent Change in Occupancy Rate: 2008/09 YTD vs. 2007/08 YTD  
 North Lake Tahoe vs. Other Mountain Resorts

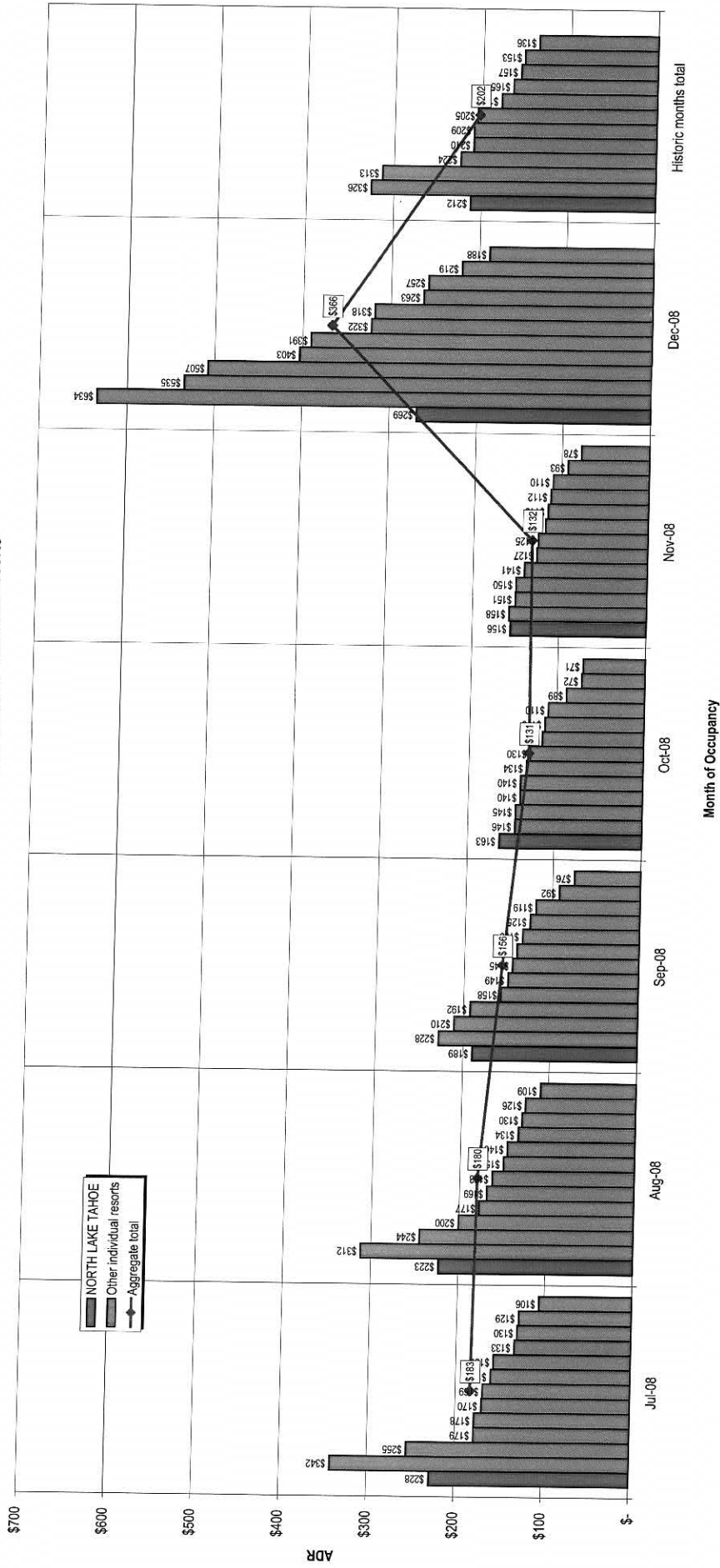


**NOTES:**  
 Each column represents one individual resort area. The line represents the aggregate total.  
 Resort names are hidden to preserve confidentiality.  
 Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

Source: MITRIP.

NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST  
 DESTINATION COMPARATIVE REPORT  
 Bookings as of December 31, 2008

Historic ADR: North Lake Tahoe vs. Other Mountain Resorts

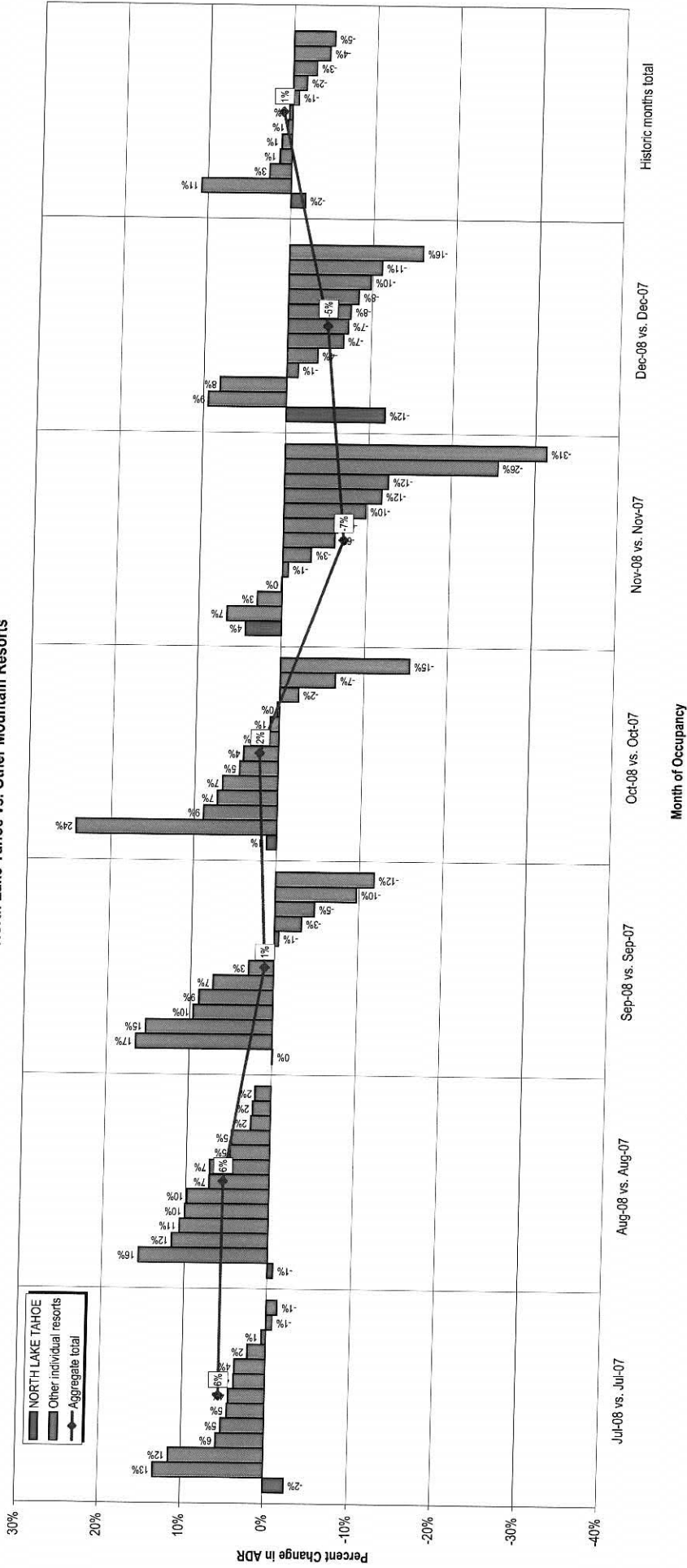


NOTES:  
 Each column represents one individual resort area. The line represents the aggregate total.  
 Resort names are hidden to preserve confidentiality.  
 Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

Source: MTRIP.

NORTH LAKE TAHOE LODGING OCCUPANCY FORECAST  
 DESTINATION COMPARATIVE REPORT  
 Bookings as of December 31, 2008

Percent Change in Historic ADR: 2008/09 vs. 2007/08  
 North Lake Tahoe vs. Other Mountain Resorts



NOTES:  
 Each column represents one individual resort area. The line represents the aggregate total.  
 Resort names are hidden to preserve confidentiality.  
 Each time period has a unique sorting (e.g. the best-performing resort in November is not necessarily the best-performing resort in March).

Source: MTRIP.

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Marketing  
For the Five Months Ending November 30, 2008

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	0	0	0	86,168	80,000	6,168	8%
	435	1,000	(565)	435	1,000	(565)	(56%)
	111,493	111,493	0	557,465	557,465	0	0%
	111,928	112,493	(565)	644,069	638,465	5,604	1%
	36,949	37,232	(283)	132,563	134,532	(1,969)	(1%)
	2,287	2,000	287	10,959	10,000	959	10%
	732	700	32	3,442	3,500	(58)	(2%)
	471	0	471	496	0	496	0%
	30	220	(190)	715	1,100	(385)	(35%)
	144	180	(36)	754	900	(146)	(16%)
	217	360	(143)	1,521	1,800	(279)	(16%)
	1,225	260	965	2,366	1,300	1,066	82%
	0	0	0	315	360	(45)	(13%)
	91	160	(69)	760	800	(40)	(5%)
	0	7,050	(7,050)	7,849	12,375	(4,526)	(37%)
	0	0	0	88,392	80,000	8,392	10%
	0	0	0	1,719	0	1,719	0%
	0	0	0	8,548	0	8,548	0%
	50,500	50,500	0	252,500	252,500	0	0%
	0	0	0	15,696	15,000	696	5%
	10,452	0	10,452	10,452	25,000	(14,548)	(58%)
	0	0	0	221	150	71	47%
	78	100	(22)	117	380	(263)	(69%)
	0	10	(10)	288	50	238	10
	77	200	(123)	316	1,000	(684)	(68%)
	0	0	0	880	0	880	0%
	0	0	0	1,648	1,500	148	10%
	19,187	19,187	0	95,935	95,935	0	0%
	122,440	118,159	4,281	638,451	638,182	269	0%
	625	625	0	3,125	3,125	0	0%
	0	0	0	0	0	0	0%
	123,065	118,784	4,281	641,576	641,307	269	0%
	(11,137)	(6,291)	(4,846)	2,493	(2,842)	5,335	(189%)
Revenue and Other Support							
Special Events & Functions							
Commissions & Booking Fees							
Placer County Funding							
Total Revenue and Other Support							
Expenses							
Salaries and benefits							
Rent & Utilities							
Telephone Services							
Internet Access							
Mail Expenses							
Insurance & Bonding							
Supplies							
Equipment Sup. & Maint.							
Taxes, Licenses & Fees							
Equip. Rental / Leasing							
Special Events							
Autumn Food & Wine Costs							
Promotional/ Giveaways							
Market Study Reports/Research							
Marketing Cooperative/Media							
Marketing Other							
Programs							
Associate Relations							
Credit Card Fees							
Automobile Expenses							
Local Meals & Entertainment							
Dues & Subscriptions							
Travel							
Allocated							
Total Expense Before Depreciation/Re							
Depreciation							
Reserves							
Total Expense							
Changes in Unrestricted Net Assets							

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Conference  
For the Five Months Ending November 30, 2008

CURRENT MONTH				YEAR - TO - DATE					
Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
479	700	(221)	595	(32%)	3,313	3,500	(187)	4,998	(5%)
(1,205)	1,100	(2,305)	27,259	(210%)	56,012	77,850	(21,838)	100,509	(28%)
25,834	25,833	1	25,833	0%	129,070	129,165	(95)	129,167	0%
25,108	27,633	(2,525)	53,687	(9%)	188,395	210,515	(22,120)	234,674	(11%)
11,920	12,543	(624)	13,812	(5%)	61,087	61,727	(640)	62,612	(1%)
1,173	1,050	123	1,034	12%	5,581	5,250	331	5,120	9%
391	300	91	370	30%	1,903	1,500	403	1,689	27%
0	120	(120)	0	(100%)	381	600	(219)	288	(36%)
75	95	(20)	106	(21%)	392	475	(83)	551	(17%)
172	180	(8)	84	(4%)	626	900	(274)	845	(30%)
421	120	301	163	251%	1,052	600	452	695	75%
0	0	0	0	0%	164	190	(26)	187	(14%)
91	125	(34)	94	(27%)	606	625	(19)	609	(3%)
18,833	18,833	0	12,917	0%	94,165	94,165	0	64,585	0%
0	30	(30)	0	(100%)	93	110	(17)	24	(15%)
0	40	(40)	79	(100%)	283	200	83	296	41%
0	10	(10)	8	(100%)	0	50	(50)	8	(100%)
0	0	0	0	0%	0	330	(330)	325	(100%)
6,340	6,340	0	5,730	0%	31,700	31,700	0	28,650	0%
39,416	39,786	(370)	34,397	(1%)	198,032	198,422	(390)	166,484	0%
325	325	0	325	0%	1,625	1,625	0	1,625	0%
0	0	0	1,333	0%	0	0	0	2,666	0%
39,741	40,111	(370)	36,055	(1%)	199,657	200,047	(390)	170,775	0%
(14,633)	(12,478)	(2,155)	17,632	17%	(11,263)	10,468	(21,730)	63,899	(208%)
Revenue and Other Support									
Member Dues									
Commissions & Booking Fees									
Placer County Funding									
Total Revenue and Other Support									
Expenses									
Salaries and benefits									
Rent & Utilities									
Telephone Services									
Mail Expenses									
Insurance & Bonding									
Supplies									
Equipment Sup. & Maint.									
Taxes, Licenses & Fees									
Equip. Rental / Leasing									
Marketing Cooperative/Media									
Associate Relations									
Automobile Expenses									
Local Meals & Entertainment									
Dues & Subscriptions									
Allocated									
Total Expense Before Depreciation/Re									
Depreciation									
Reserves									
Total Expense									
Changes in Unrestricted Net Assets									

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Visitor Information  
For the Five Months Ending November 30, 2008

DESCRIPTION	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Prior YR	Budget	Variance	
Revenue and Other Support							
Commissions & Booking Fees	0	200	(200)	120	2,700	(1,250)	(46%)
Retail Sales & Other	543	1,100	(557)	528	5,500	2,122	39%
Placer County Funding	14,500	14,500	0	12,833	72,500	0	0%
Total Revenue and Other Support	15,043	15,800	(757)	13,482	80,700	872	1%
Expenses							
Salaries and benefits	9,977	10,192	(215)	8,133	63,605	(12,169)	(19%)
Rent & Utilities	545	470	75	460	2,350	(48)	(2%)
Telephone Services	190	200	(10)	177	1,000	(70)	(7%)
Mail Expenses	0	23	(23)	0	115	(45)	(39%)
Insurance & Bonding	75	100	(25)	218	500	(108)	(22%)
Supplies	0	160	(160)	0	800	(109)	(14%)
Equipment Sup. & Maint.	371	120	251	163	600	627	104%
Taxes, Licenses & Fees	0	0	0	0	250	2	1%
Equip. Rental / Leasing	274	300	(27)	270	1,500	(16)	(1%)
Cost of Goods Sold	120	825	(705)	678	4,125	1,750	42%
Associate Relations	0	20	(20)	0	115	(22)	(19%)
Credit Card Fees	13	60	(47)	9	300	(114)	(38%)
Automobile Expenses	0	20	(20)	0	100	(100)	(100%)
Local Meals & Entertainment	36	20	16	68	100	(64)	(64%)
Allocated	2,784	2,784	0	2,504	13,920	0	0%
Total Expense Before Depreciation/Re	14,384	15,294	(910)	12,679	89,380	(10,485)	(12%)
Depreciation	325	325	0	325	1,625	0	0%
Total Expense	14,709	15,619	(910)	13,004	91,005	(10,485)	(12%)
Changes in Unrestricted Net Assets	334	181	153	477	(10,305)	11,357	(110%)