



July 2011  
Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Jun 30, 2011

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,733 Units ("MTRIP Census")

a. Last Month Performance: Current YTD vs. Previous YTD		2010/11	2009/10	Year over Year % Diff
North Lake Tahoe Occupancy for last month (June) changed by (5.3%)	Occupancy (June) :	<b>40.8%</b>	<b>38.8%</b>	5.3%
North Lake Tahoe Average Daily Rate for last month (June) changed by (-1.4%)	ADR (June) :	<b>\$176</b>	<b>\$179</b>	-1.4%
North Lake Tahoe RevPAR for last month (June) changed by (3.8%)	RevPAR (June) :	<b>\$72</b>	<b>\$69</b>	3.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (July) changed by (22.1%)	Occupancy (July)	<b>58.4%</b>	<b>47.9%</b>	22.1%
North Lake Tahoe Average Daily Rate for next month (July) changed by (1.4%)	ADR (July) :	<b>\$224</b>	<b>\$221</b>	1.4%
North Lake Tahoe RevPAR for next month (July) changed by (23.8%)	RevPAR (July) :	<b>\$131</b>	<b>\$106</b>	23.8%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (2.6%)	Occupancy	<b>43.1%</b>	<b>42.0%</b>	2.6%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (1.0%)	ADR	<b>\$215</b>	<b>\$213</b>	1.0%
North Lake Tahoe RevPAR for the prior 6 months changed by (3.7%)	RevPAR	<b>\$93</b>	<b>\$89</b>	3.7%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (16.3%)	Occupancy	<b>20.9%</b>	<b>18.0%</b>	16.3%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (3.8%)	ADR	<b>\$217</b>	<b>\$209</b>	3.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (20.8%)	RevPAR	<b>\$45</b>	<b>\$38</b>	20.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2011 vs. Previous Year				
Rooms Booked during last month (June, 2011) compared to Rooms Booked during the same period last year (June, 2010) for all arrival dates has changed by (14.8%)	Booking Pace (June)	<b>6.4%</b>	<b>5.5%</b>	14.8%

\* **MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

\*\* **Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

**DESCRIPTION:** The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.

Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst 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.

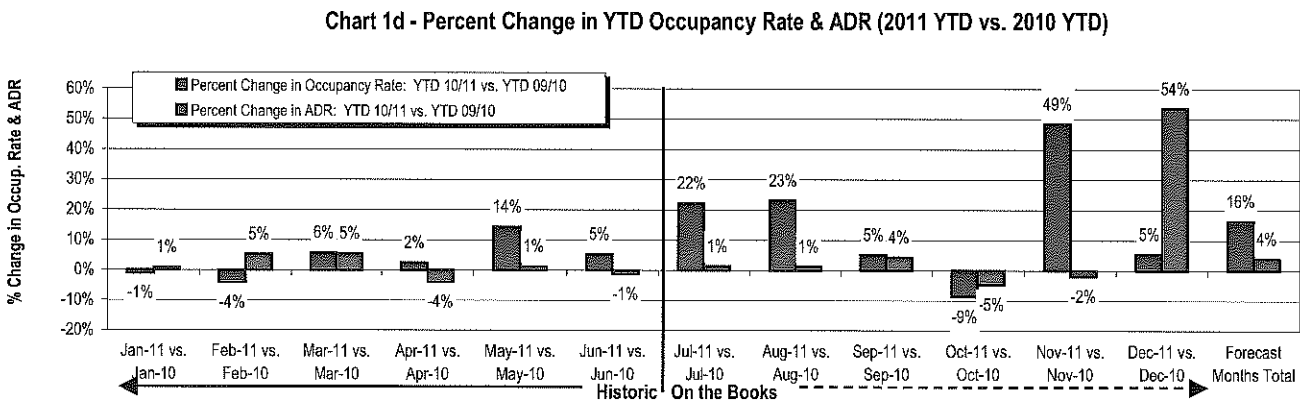
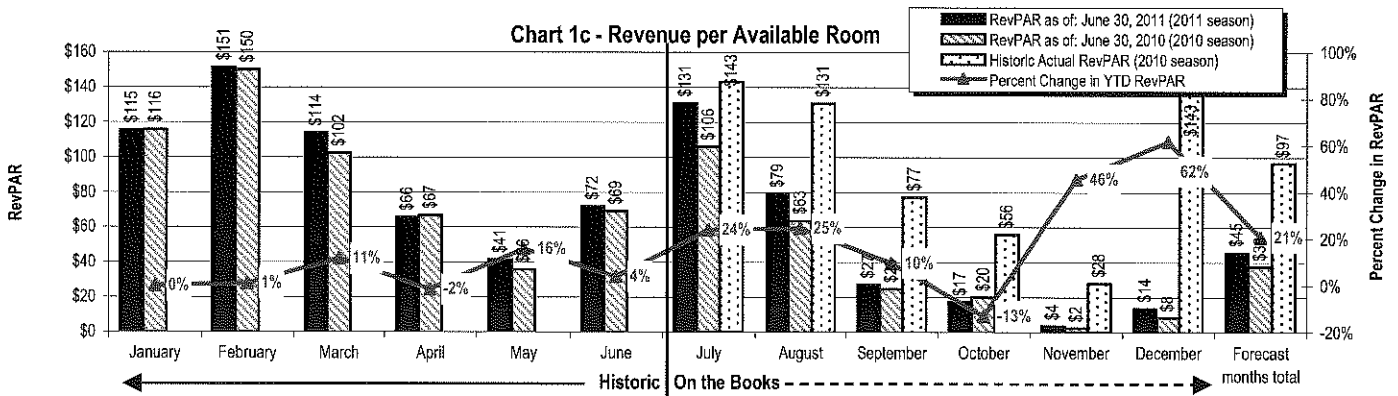
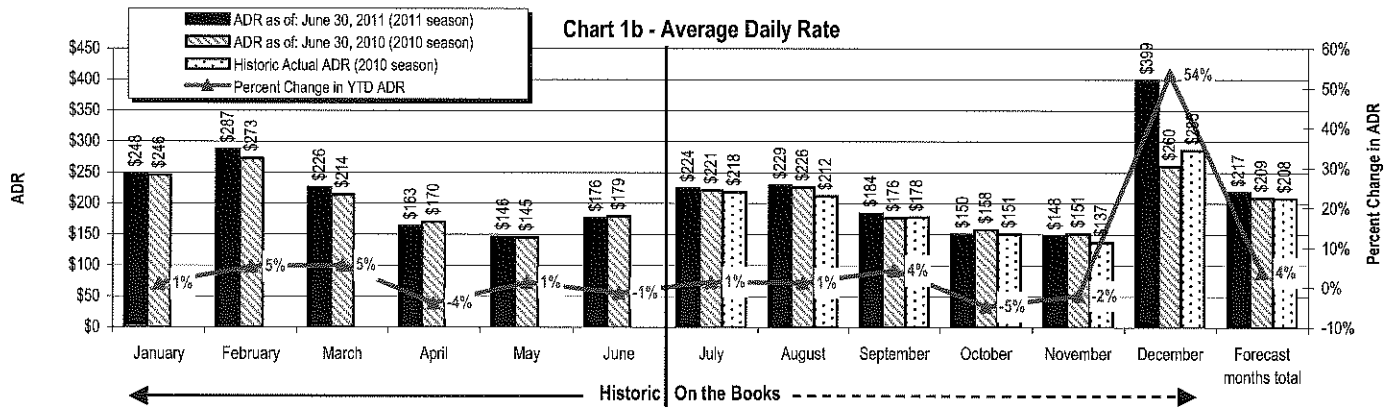
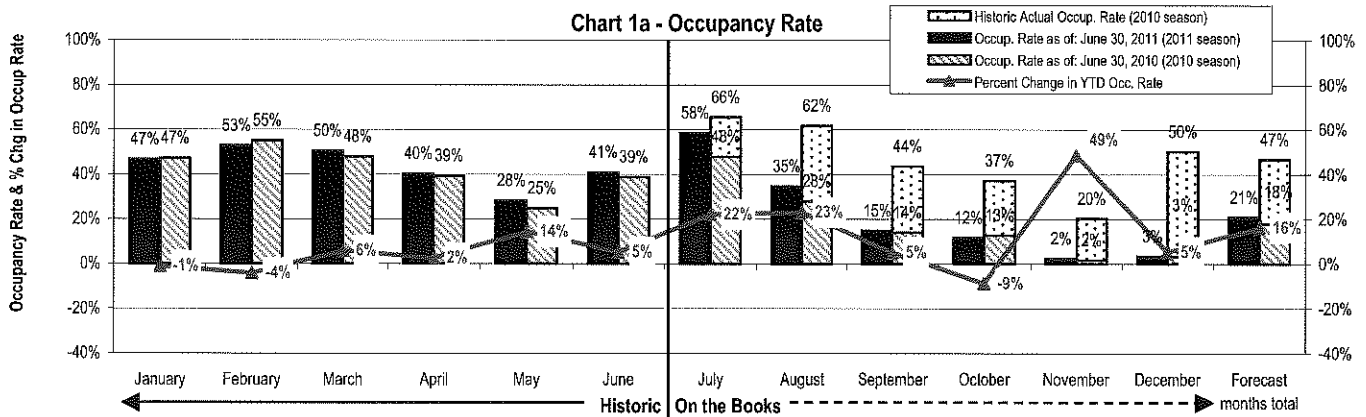
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

**2011 YTD (as of Jun 30, 2011) vs. 2010 YTD (as of Jun 30, 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

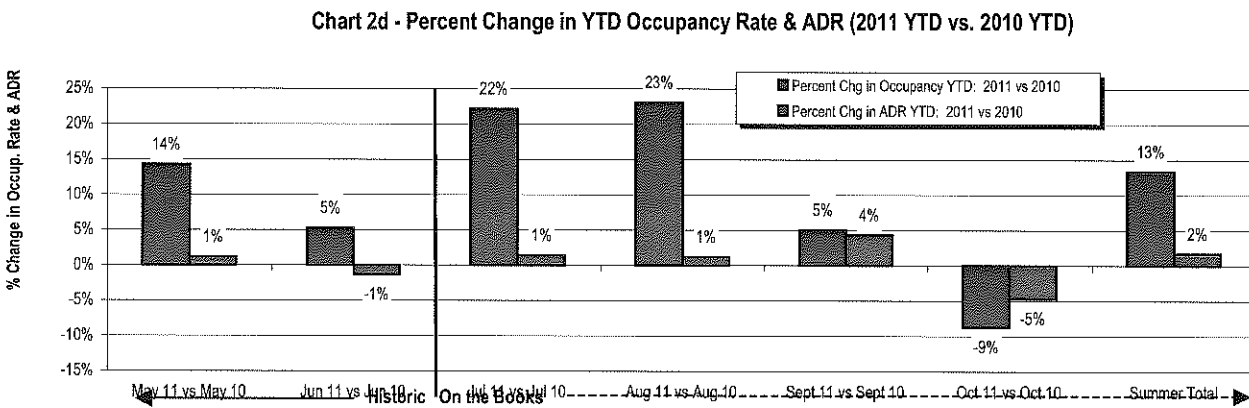
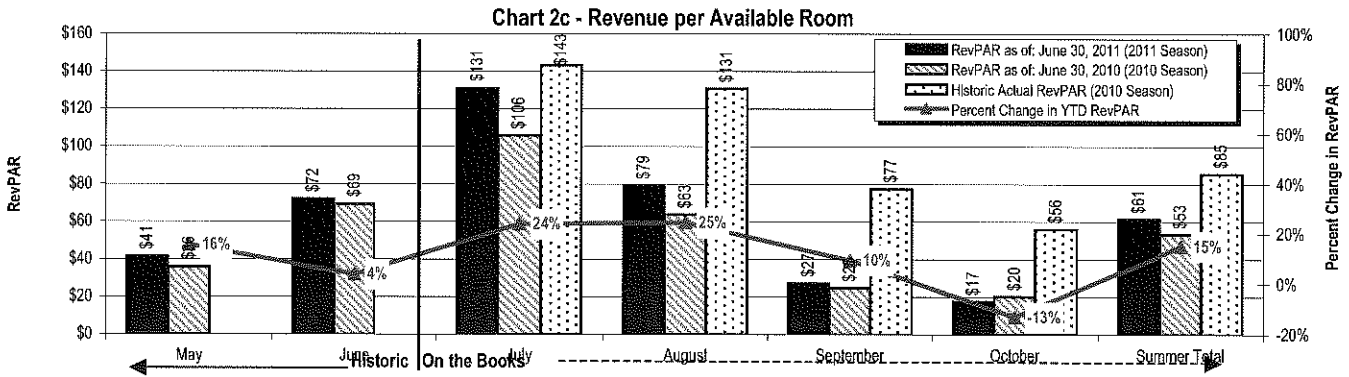
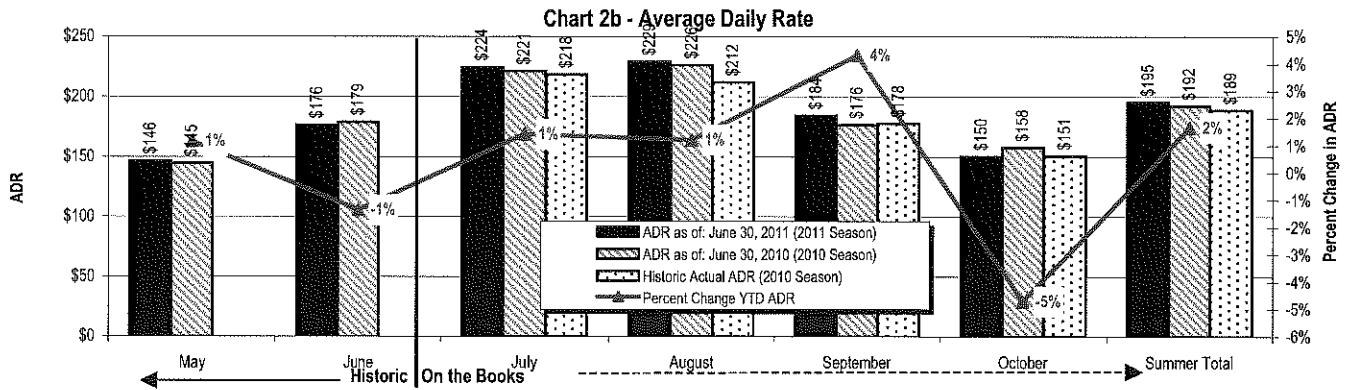
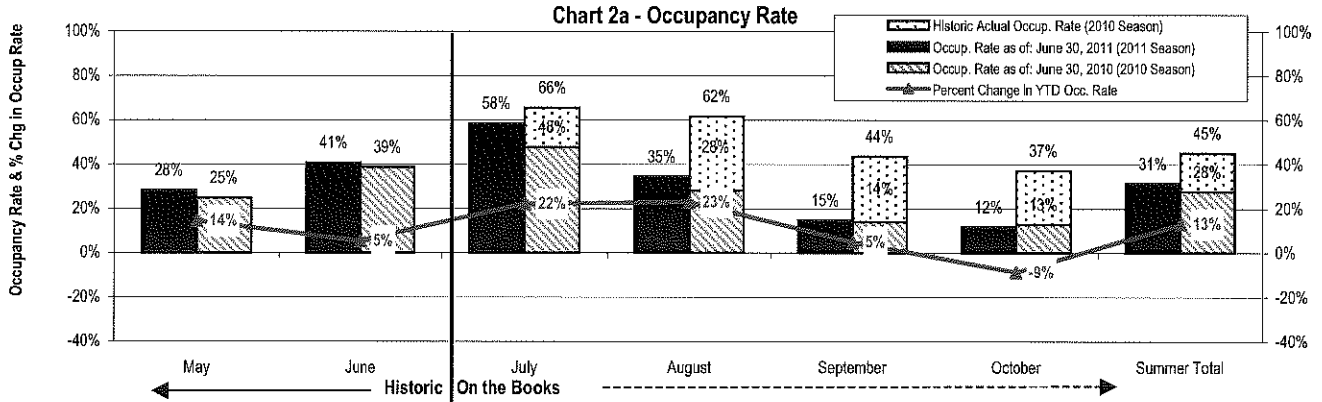


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

**2011 YTD (as of Jun 30, 2011) vs. 2010 YTD (as of Jun 30, 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



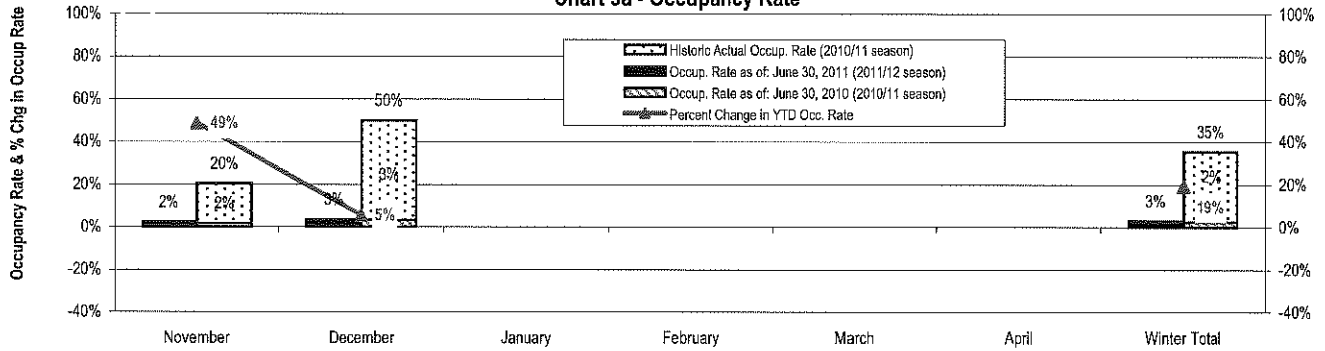
# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - WINTER SEASON SUMMARY GRAPHS

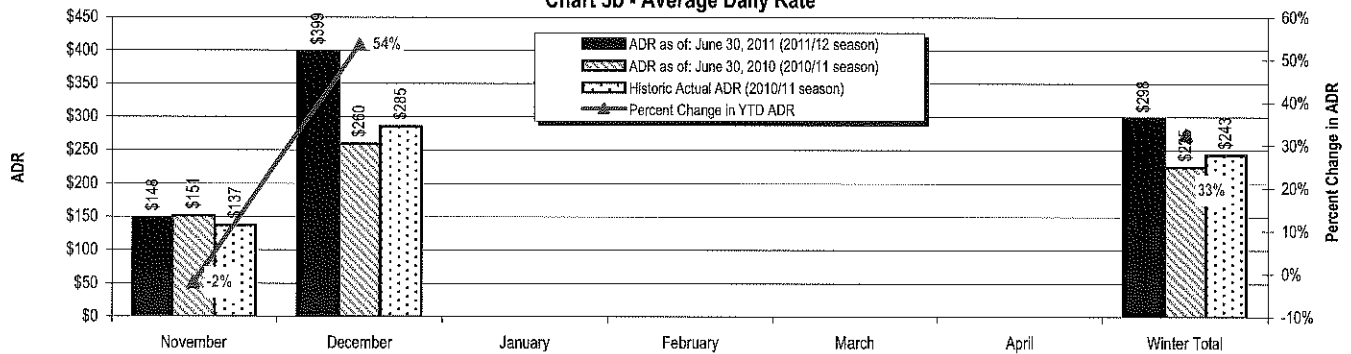
**2011/12 YTD (as of Jun 30, 2011) vs. 2010/11 YTD (as of Jun 30, 2010) vs. 2010/11 Historical**

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

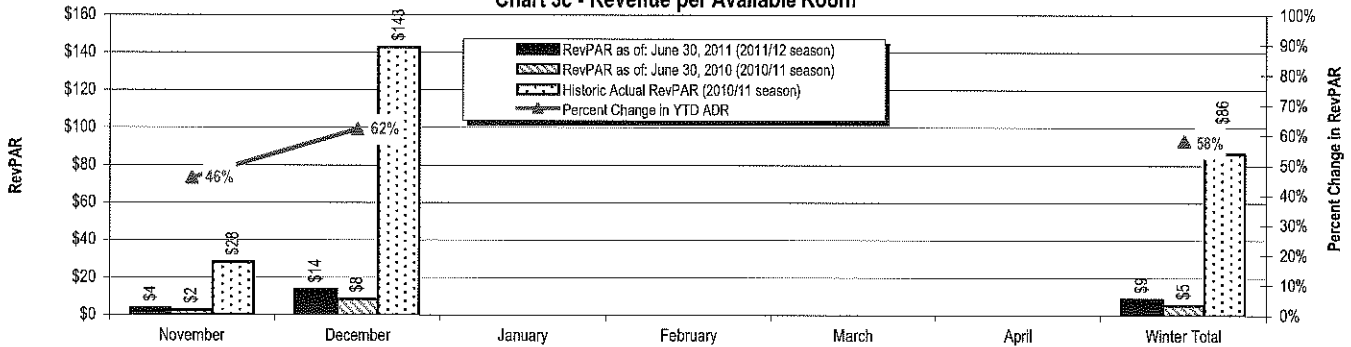
**Chart 3a - Occupancy Rate**



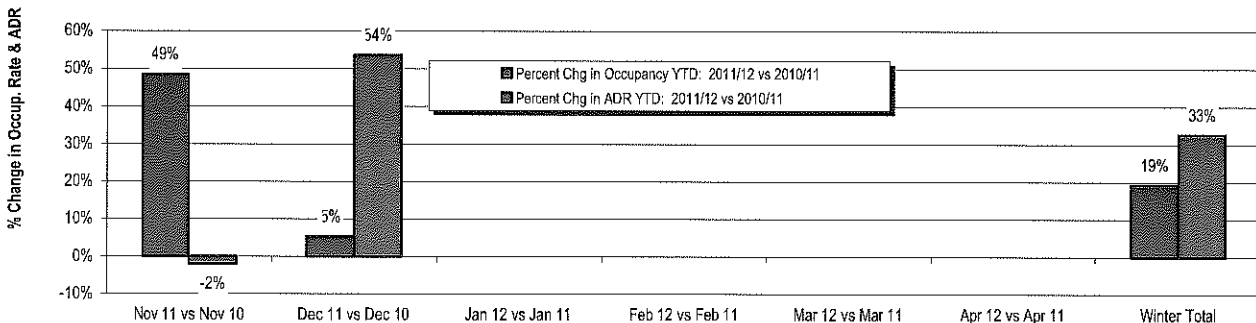
**Chart 3b - Average Daily Rate**



**Chart 3c - Revenue per Available Room**



**Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)**

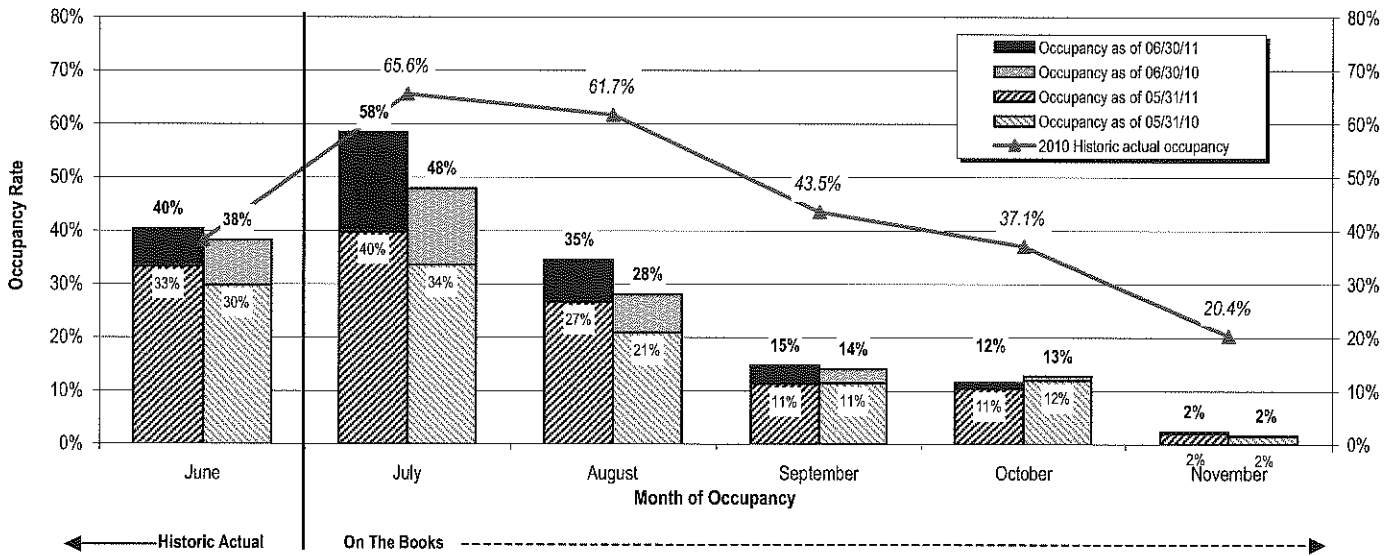


## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

### 2011 Occupancy Pace as of Jun 30, 2011 and May 31, 2011 versus same period 2010

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 4 - Year over Year Fill Analysis**



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

Month of Occupancy:	OCCUPANCY AS OF JUN 30			OCCUPANCY AS OF MAY 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2010 Historic actual occupancy
	Occupancy as of 06/30/11	Occupancy as of 06/30/10	Absolute Change	Occupancy as of 05/31/11	Occupancy as of 05/31/10	Absolute Change	Incremental occupancy booked during Jun. 2011	Incremental occupancy booked during Jun. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	June	40.4%	38.2%	2.1%	33.4%	29.8%	3.6%	7.0%	8.4%	-1.4%	
July	58.4%	47.9%	10.6%	39.8%	33.6%	6.2%	18.6%	14.2%	4.4%	30.7%	65.6%
August	34.5%	28.1%	6.5%	26.7%	21.0%	5.8%	7.8%	7.1%	0.7%	10.1%	61.7%
September	14.8%	14.0%	0.7%	11.3%	11.5%	-0.2%	3.5%	2.5%	0.9%	36.5%	43.5%
October	11.6%	12.7%	-1.1%	10.5%	12.0%	-1.5%	1.1%	0.7%	0.4%	48.5%	37.1%
November	2.4%	1.6%	0.8%	2.1%	1.5%	0.6%	0.3%	0.1%	0.2%	237.7%	20.4%
<b>Total</b>	<b>27.0%</b>	<b>23.8%</b>	<b>3.3%</b>	<b>20.7%</b>	<b>18.2%</b>	<b>2.4%</b>	<b>6.4%</b>	<b>5.5%</b>	<b>0.8%</b>	<b>14.8%</b>	<b>44.5%</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 - SUPPORTING DATA TABLES**  
**Bookings as of Jun 30, 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	OCCUPANCY RATE: YTD 2011 VS. YTD 2010			Historic Actual Occup. Rate (2010 season)	# of Properties in Sample
	Occup. Rate as of: June 30, 2011 (2011 season)	Occup. Rate as of: June 30, 2010 (2010 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2011 & 2010)					
January	46.6%	47.1%	-1.1%		11
February	52.8%	55.1%	-4.2%		11
March	50.5%	47.7%	5.7%		11
April	40.2%	39.2%	2.4%		11
May	28.3%	24.8%	14.3%		11
June	40.8%	38.8%	5.3%		11
July	58.4%	47.9%	22.1%	65.6%	10
August	34.5%	28.1%	23.0%	61.7%	10
September	14.8%	14.0%	5.1%	43.5%	10
October	11.6%	12.7%	-8.7%	37.1%	10
November	2.4%	1.6%	48.5%	20.4%	10
December	3.4%	3.2%	5.3%	50.1%	10
Grand total	31.9%	29.9%	6.8%	44.2%	11
Historic months total	43.1%	42.0%	2.6%	42.0%	11
Forecast months total	20.9%	18.0%	16.3%	46.5%	10

AVERAGE DAILY RATE	ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2010 season)	# of Properties in Sample
	ADR as of: June 30, 2011 (2011 season)	ADR as of: June 30, 2010 (2010 season)	Percent Change in YTD ADR		
Month of Occupancy (2011 & 2010)					
January	\$248	\$246	0.9%		11
February	\$287	\$273	5.2%		11
March	\$226	\$214	5.5%		11
April	\$163	\$170	-4.0%		11
May	\$146	\$145	1.2%		11
June	\$176	\$179	-1.4%		11
July	\$224	\$221	1.4%	\$218	10
August	\$229	\$226	1.2%	\$212	10
September	\$184	\$176	4.3%	\$178	10
October	\$150	\$158	-4.7%	\$151	10
November	\$148	\$151	-2.0%	\$137	10
December	\$399	\$260	53.6%	\$285	10
Grand total	\$216	\$212	1.9%	\$210	11
Historic months total	\$215	\$213	1.0%	\$213	11
Forecast months total	\$217	\$209	3.8%	\$208	10

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2010 season)	# of Properties in Sample
	RevPAR as of: June 30, 2011 (2011 season)	RevPAR as of: June 30, 2010 (2010 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2011 & 2010)					
January	\$115	\$116	-0.2%		11
February	\$151	\$150	0.8%		11
March	\$114	\$102	11.5%		11
April	\$66	\$67	-1.7%		11
May	\$41	\$36	15.6%		11
June	\$72	\$69	3.8%		11
July	\$131	\$106	23.8%	\$143	10
August	\$79	\$63	24.5%	\$131	10
September	\$27	\$25	9.6%	\$77	10
October	\$17	\$20	-13.0%	\$56	10
November	\$4	\$2	45.5%	\$28	10
December	\$14	\$8	61.8%	\$143	10
Grand total	\$69	\$63	8.9%	\$93	11
Historic months total	\$93	\$89	3.7%	\$89	11
Forecast months total	\$45	\$38	20.8%	\$97	10

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Jun 30, 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 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2010 Season)
		Occup. Rate as of: June 30, 2011 (2011 Season)	Occup. Rate as of: June 30, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)					
May		28.3%	24.8%	14.3%	
June	Historic Actual	40.8%	38.8%	5.3%	
July	On the Books	58.4%	47.9%	22.1%	65.6%
August		34.5%	28.1%	23.0%	61.7%
September		14.8%	14.0%	5.1%	43.5%
October		11.6%	12.7%	-8.7%	37.1%
Summer Total		31.4%	27.7%	13.3%	45.2%

AVERAGE DAILY RATE		<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
		ADR as of: June 30, 2011 (2011 Season)	ADR as of: June 30, 2010 (2010 Season)	Percent Change YTD ADR	
Month of Occupancy (2011 & 2010)					
May		\$146	\$145	1.2%	
June	Historic Actual	\$176	\$179	-1.4%	
July	On the Books	\$224	\$221	1.4%	\$218
August		\$229	\$226	1.2%	\$212
September		\$184	\$176	4.3%	\$178
October		\$150	\$158	-4.7%	\$151
Summer Total		\$195	\$192	1.7%	\$189

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
		RevPAR as of: June 30, 2011 (2011 Season)	RevPAR as of: June 30, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)					
May		\$41	\$36	15.6%	
June	Historic Actual	\$72	\$69	3.8%	
July	On the Books	\$131	\$106	23.8%	\$143
August		\$79	\$63	24.5%	\$131
September		\$27	\$25	9.6%	\$77
October		\$17	\$20	-13.0%	\$56
Summer Total		\$61	\$53	15.2%	\$85



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Jun 30, 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 2011/12 VS. YTD 2010/11</u>			Historic Actual Occup. Rate (2010/11 season)
		Occup. Rate as of: June 30, 2011 (2011/12 season)	Occup. Rate as of: June 30, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	2.4%	1.6%	48.5%	20.4%
December		3.4%	3.2%	5.3%	50.1%
January					
February					
March					
April					
Winter Total		2.9%	2.4%	19.2%	35.4%

AVERAGE DAILY RATE		<u>ADR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual ADR (2010/11 season)
		ADR as of: June 30, 2011 (2011/12 season)	ADR as of: June 30, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$148	\$151	-2.0%	\$137
December		\$399	\$260	53.6%	\$285
January					
February					
March					
April					
Winter Total		\$298	\$225	32.6%	\$243

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual RevPAR (2010/11 season)
		RevPAR as of: June 30, 2011 (2011/12 season)	RevPAR as of: June 30, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$4	\$2	45.5%	\$28
December		\$14	\$8	61.8%	\$143
January					
February					
March					
April					
Winter Total		\$9	\$5	58.1%	\$86



## MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of June 30, 2011

### Executive Summary

Overview Based on data from 15 reporting MTRIP Destinations (see Destination Listing at bottom of page 6)

	High	Low	Average	North Lake Tahoe
<b>a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy</b>				
Historic Actual Occupancy for Last Month	53.4%	19.7%	29.8%	40.8%
% Change in Historic Actual Occupancy for Last Month	240.5%	6.9%	10.5%	5.3%
<b>b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>				
Historic Actual Average Daily Rate for Last Month	\$276	\$113	\$160	\$176
% Change in Historic Actual Average Daily Rate for Last Month	19.9%	-3.6%	1.6%	-1.4%
<b>c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy</b>				
Occupancy On-The_Books for Next Month	61.7%	27.0%	38.5%	58.4%
% Change in Occupancy On-The-Books for Next Month	33.8%	1.4%	9.5%	22.1%
<b>d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR</b>				
Average Daily Rate On-The_Books for Next Month	\$310	\$122	\$182	\$224
% Change in Average Daily Rate On-The-Books for Next Month	15.2%	-2.4%	0.4%	1.4%

**DESCRIPTION:** The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRIP reporting destinations. ; In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

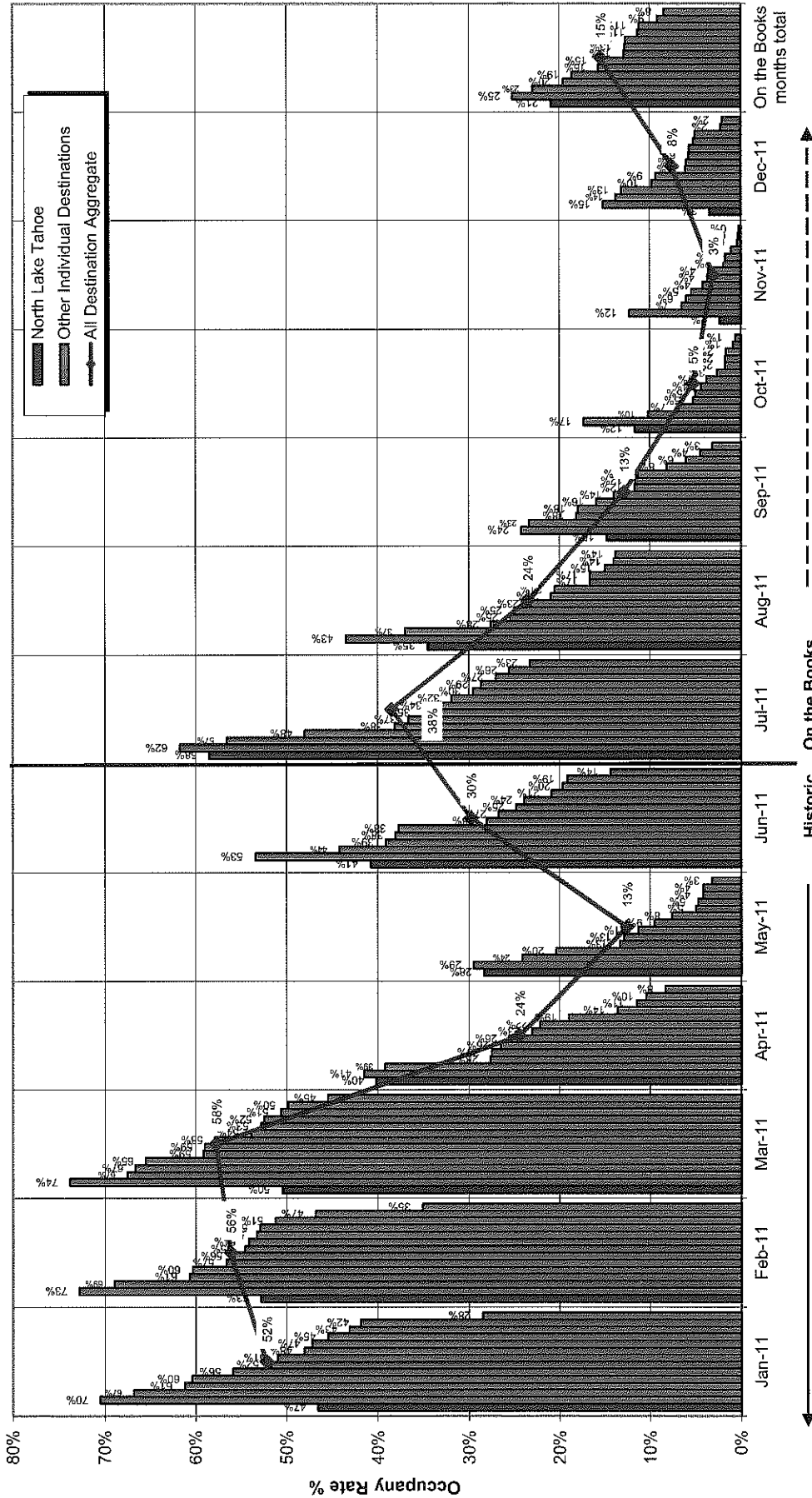
Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below

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Occupancy Rate 2010/2011 Season as of Jun 30, 2011

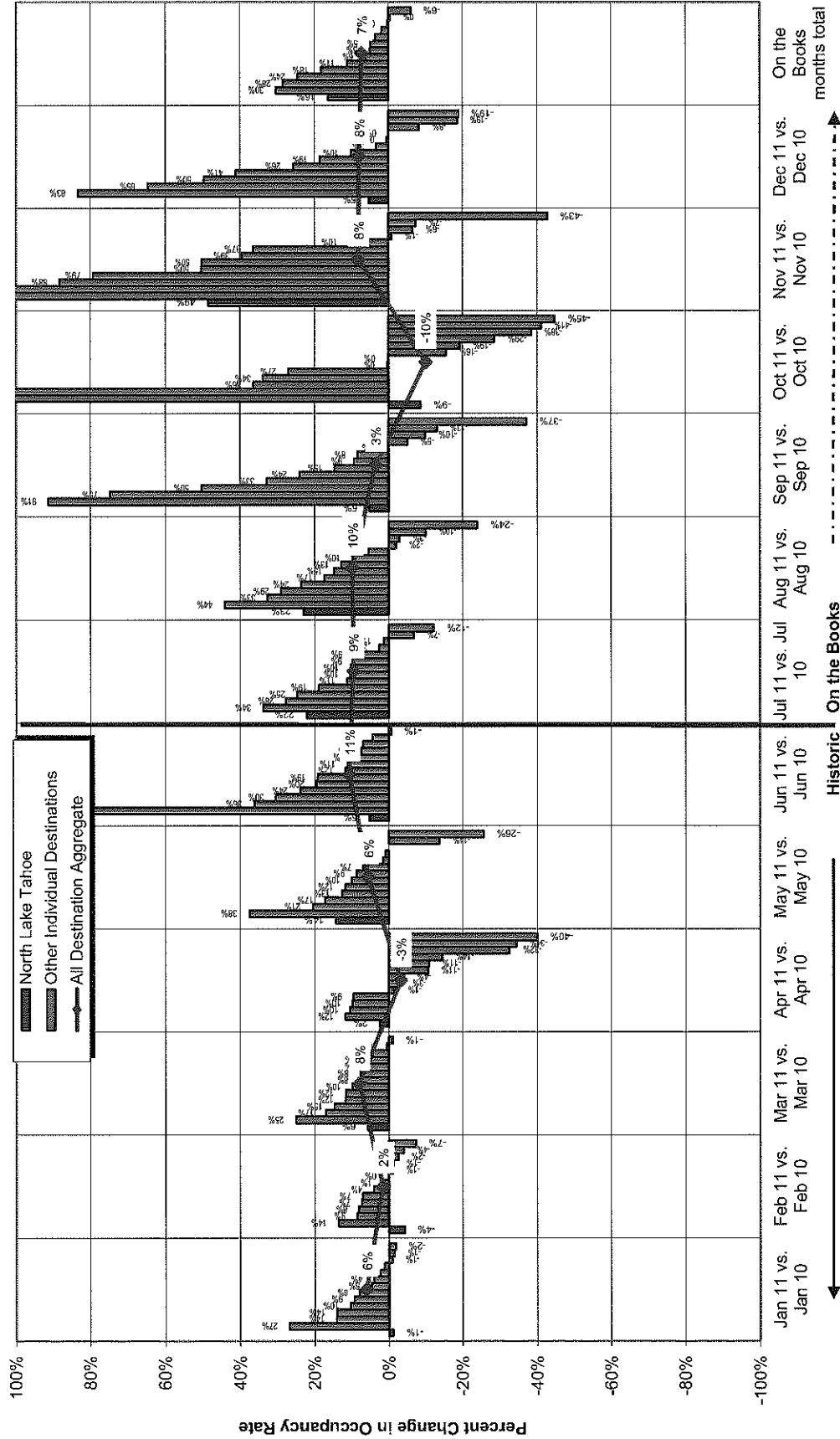
Historic and Forecast Data

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



N-10

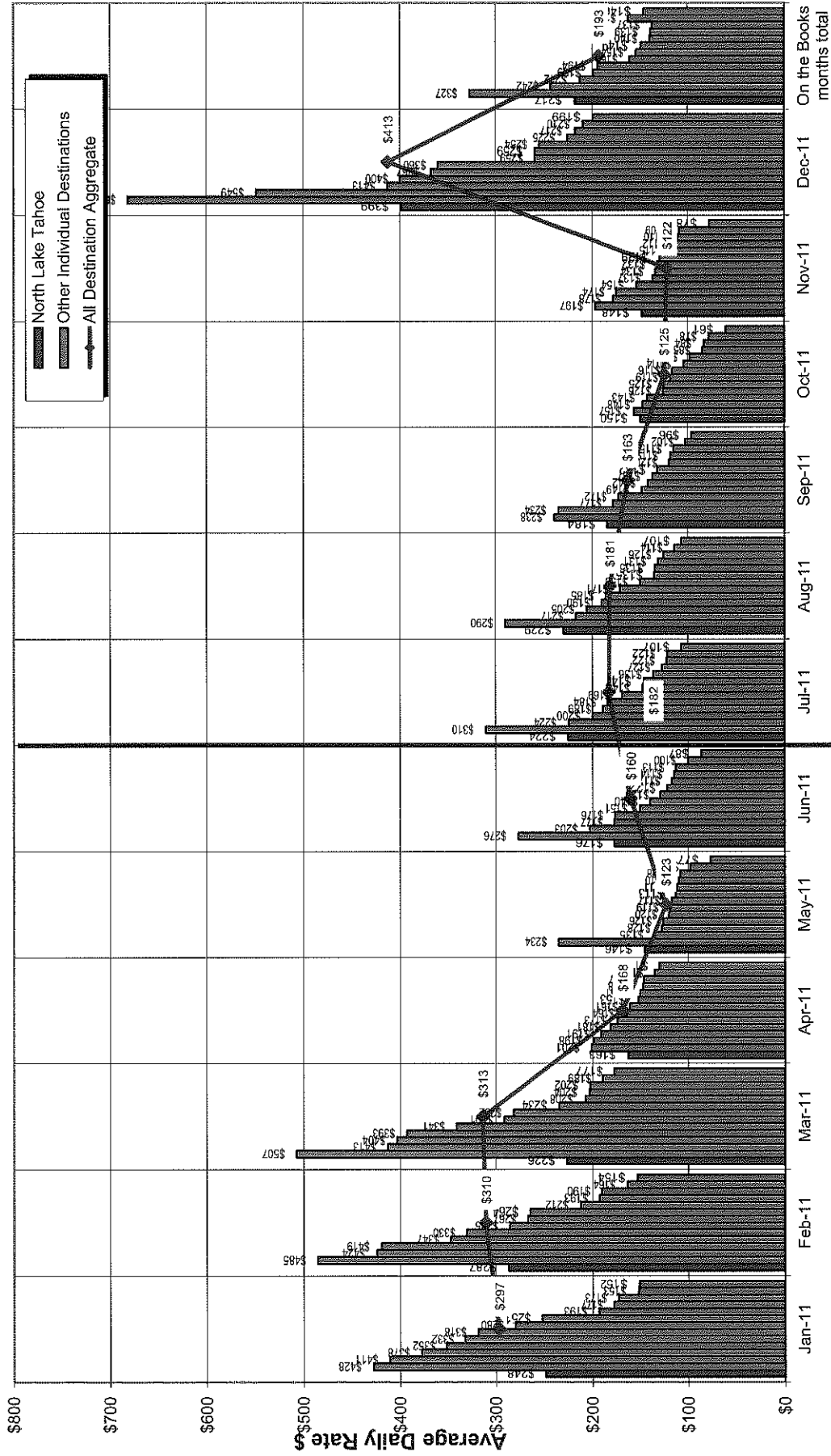
**Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of June 30, 2011**  
**North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average**



Average Daily Rate 2010/2011 Season as of Jun 30, 2011

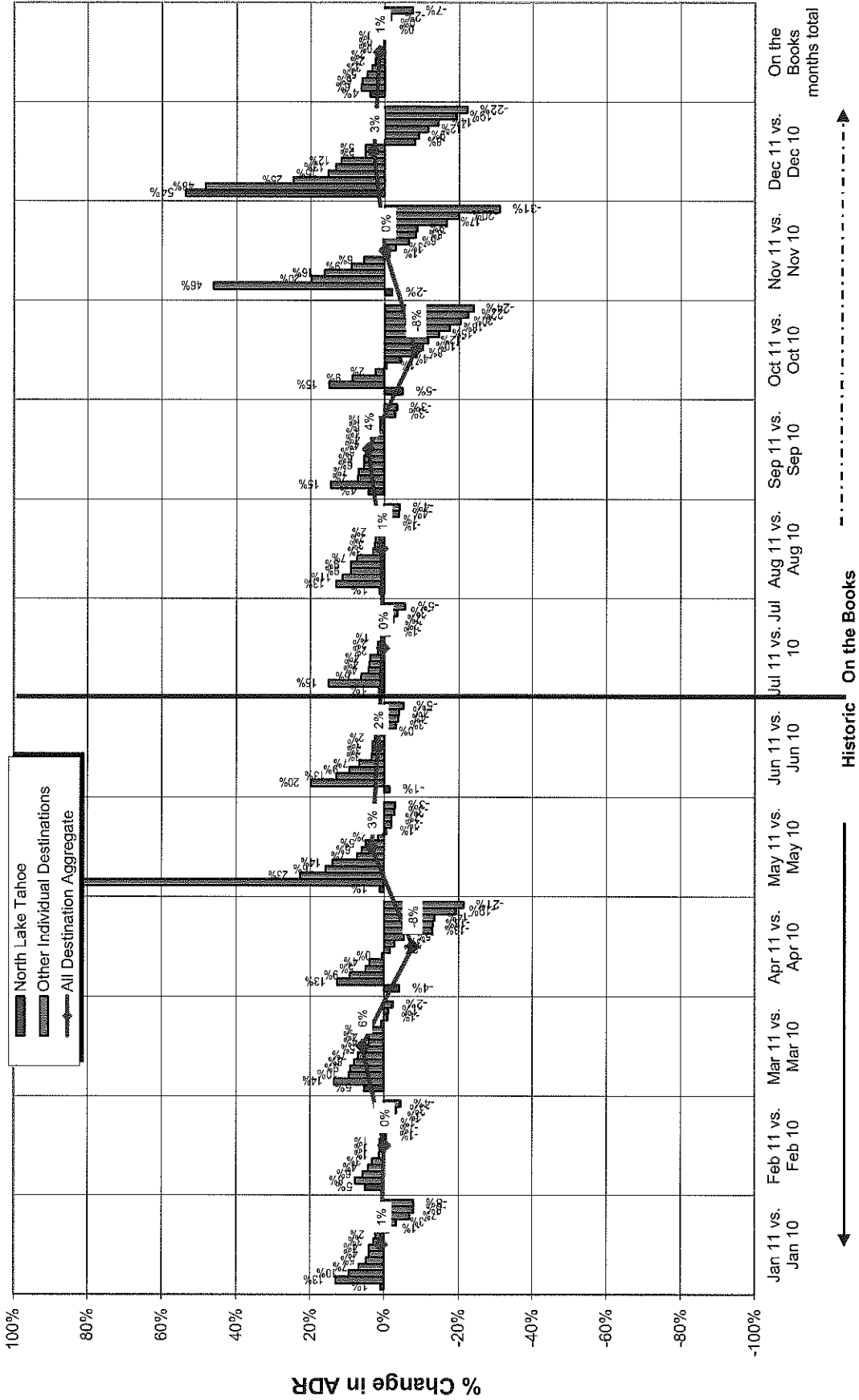
Historic and Forecast Data

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



Historic On the Books months total

**Percent Change in Average Daily Rate: 2010/2011 vs 2009/2010 as of June 30, 2011**  
**North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average**











# Reno-Tahoe International Airport

## May 2011 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



And  
up we  
go.

July 5, 2011

**U.S. DOMESTIC INDUSTRY OVERVIEW FOR MAY 2011**  
**All RNO Carriers Systemwide – year over year comparison**

<b>Average Load Factor:</b>	<b>84.9% up 2.5 pts.</b>
<b>Number of Flights: *</b>	<b>0.4% up</b>
<b>Capacity of Seats: *</b>	<b>1.2% up</b>
<b>Crude Oil: **</b>	<b>\$100.9 per barrel May 2011 (Avg.) vs. \$73.7 per barrel May 2010 (Avg.)</b>

**RNO OVERVIEW FOR MAY 2011 – year over year comparison**

<b>Total Passengers:</b>	<b>Down (2.6%)</b>
<b>Average Load Factor:</b>	<b>76.9% up 0.8 pts.</b>
<b>Actual Flights:</b>	<b>Up 3.7%</b>
<b>Actual Seats:</b>	<b>Down (2.1%)</b>
<b>Total Cargo:</b>	<b>Up 2.9%</b>

*Source: RNO Monthly Flight Activity Reports; \*APGDat; \*\* U.S. Energy Information Administration*

**HIGHLIGHTS**

**May 2011**  
vs.  
**May 2010**

**Total Passengers**  
(2.6%)

**Enplaned Passengers**  
(3.0%)

**Deplaned Passengers**  
(2.2%)

**Average Load Factor**  
**76.9%**  
**+0.8 points**

**Total Cargo**  
**2.9%**

**MAY 2011 SUMMARY**

Reno-Tahoe International Airport served 304,220 passengers in May 2011, a decrease of (2.6%) versus the same period last year. The main reasons for the year-over-year passenger decline are higher fuel costs, resulting in higher fares and lower demand, less charter flights at RNO and fewer conventions and/or events versus May 2010. This is only the second time in the past 12 months that year over year monthly passengers have declined.

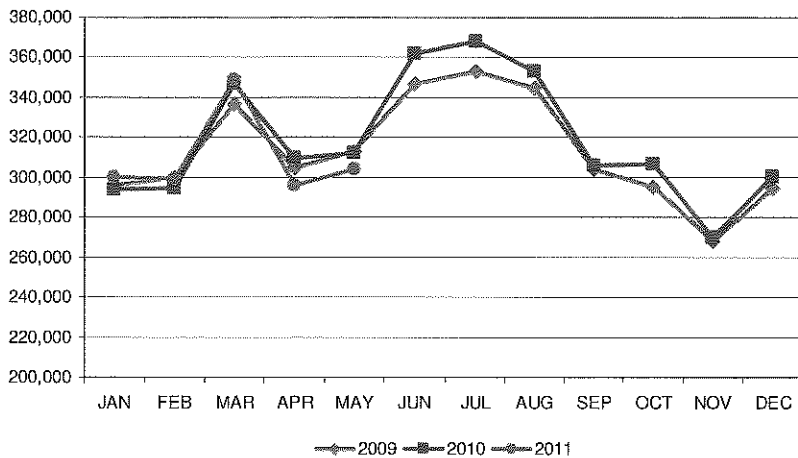
In terms of total cargo, Reno-Tahoe International Airport handled 8,510,228 pounds in May 2011, an increase of 2.9% versus last year. RNO handled 45.5 million pounds of cargo during the first five months of 2011, an increase of 8.1% versus the same period last year. Year over year cargo volumes at RNO have been up for the past 16 months.

RNO is served by seven major airlines providing 67 nonstop departures each day to 16 destinations. In May 2011, RNO reported a 3.7% increase in the number of flights versus last year. This increase was due to the additional flights by American Airlines and United Airlines to Los Angeles, US Airways to Phoenix, Continental Airlines to Houston and Southwest Airlines to Denver.

The seat capacity was down (2.1%) in May 2011 versus the same period last year. American Airlines, United Airlines and US Airways downgauged aircraft on certain routes, offsetting flight increases in other markets.

Average load factor for scheduled airlines was 76.9%, an increase of 0.8 load factor points versus the same period last year.

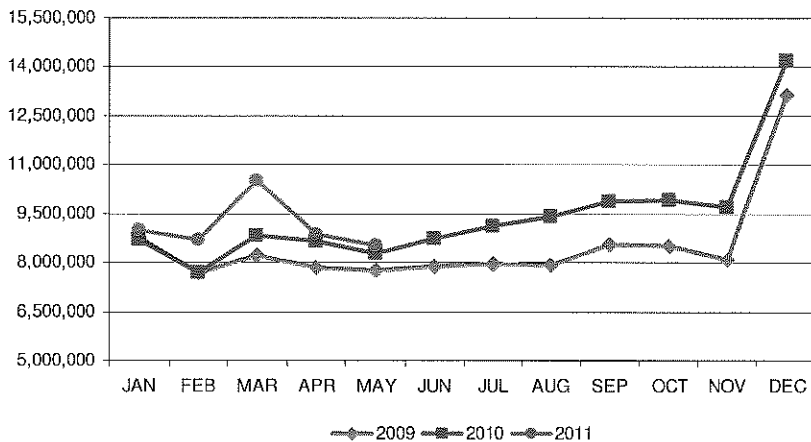
**Total Passengers**



**TOTAL PASSENGERS**

In May 2011, the passenger traffic decreased (2.6%) versus last year. Year-over-year passenger count for American Airlines increased 5.6%, United/Continental grew 4.0%, US Airways improved 2.0% and Southwest Airlines was up 0.2%. Alaska/Horizon passengers declined (44.1%) as a result of ending their flights from Reno to Los Angeles and Delta Air Lines reported (1.0%) less passengers in May 2011 versus the same period last year.

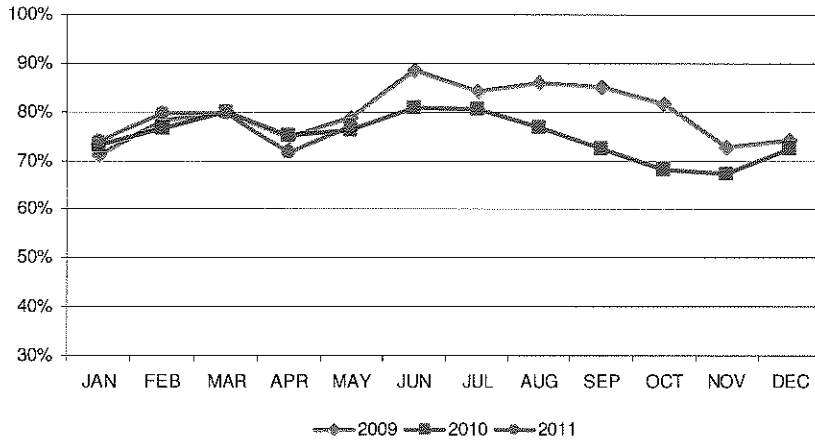
**Total Cargo**



**TOTAL CARGO**

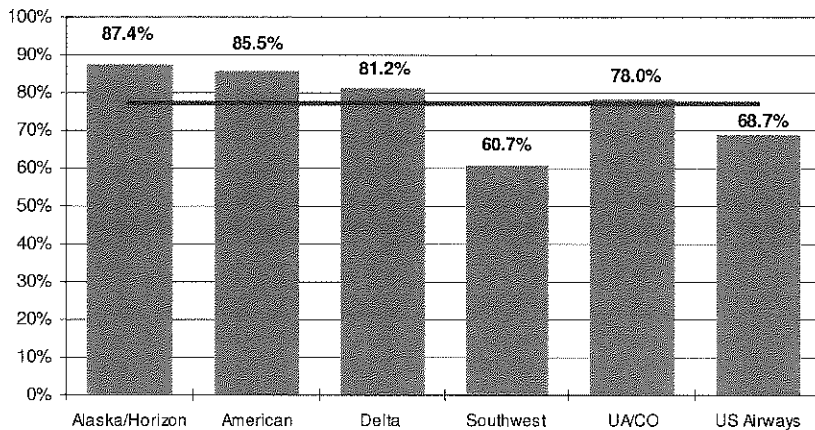
In May 2011, Reno-Tahoe International Airport handled 8,510,228 pounds of cargo, an increase of 2.9% versus May 2010. Total cargo volumes for Ameriflight were up 31.7%, UPS increased 3.6% and FedEx grew 1.3% versus last year.

### Average Enplaned Load Factors



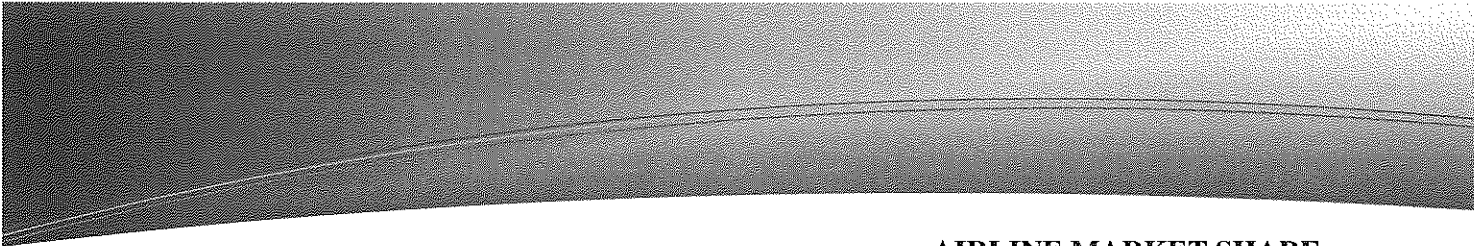
Systemwide Load Factors			
May-11			
	RNO	System	Difference
Alaska	87.4%	84.0%	3.4
American	85.5%	82.7%	2.8
Delta	81.2%	83.9%	(2.7)
Southwest	60.7%	82.7%	(22.0)
CO/UA	78.0%	83.7%	(5.7)
US Airways	68.7%	85.2%	(16.5)

### Enplaned Load Factors by Airlines

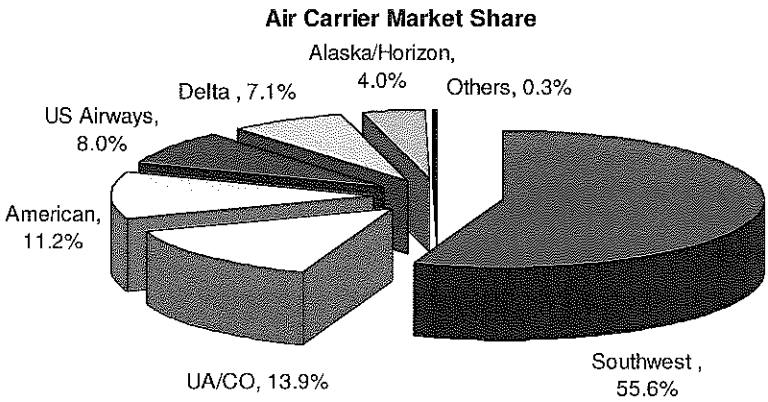


### AIRLINE LOAD FACTORS

In May 2011, the average enplaned load factor at RNO was 76.9%, an increase of 0.8 load factor points versus last year. United/Continental experienced the highest year-over-year load factor point difference of 11.6, while Delta Air Lines had the lowest year-over-year load factor point difference of (6.9).



**AIRLINE MARKET SHARE**



In May 2011, Southwest Airlines carried 169,118 passengers with a passenger market share of 55.6%. The next highest market share was United/Continental at 13.9% followed by American Airlines with 11.2%, US Airways with 8.0%, Delta Air Lines at 7.1% and Alaska Airlines carried 4.0% of the total passengers at Reno-Tahoe International Airport.

Alaska Airlines eliminated LAX service in April 2011, decreasing its year-over-year passenger market share by (2.9) points to 4.7%.

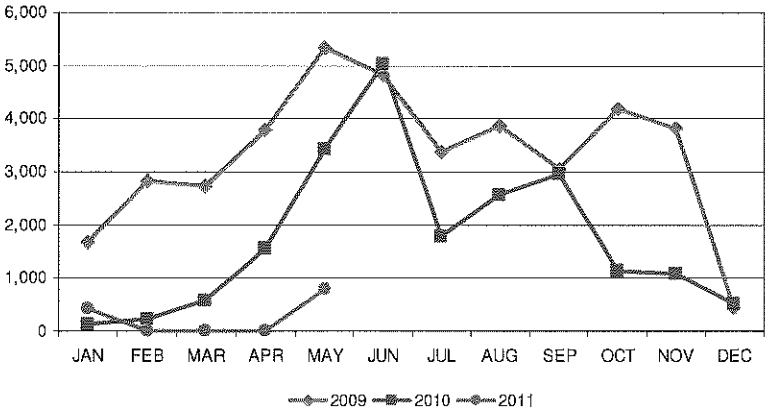
Air Carrier Market Share			
	May-11	May-10	YOY Change
Alaska/Horizon	4.0%	6.9%	(2.9)
American	11.2%	10.3%	0.9
Delta	7.1%	7.0%	0.1
Southwest	55.6%	54.1%	1.5
UA/CO	13.9%	13.0%	0.9
US Airways	8.0%	7.7%	0.3
Others	0.3%	1.1%	(0.8)

**DOMESTIC CHARTER PASSENGERS**

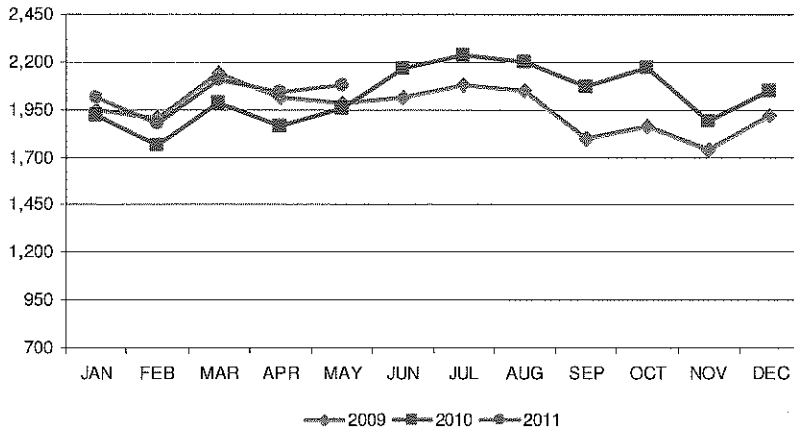
In May 2011, Reno-Tahoe International Airport served 779 domestic charter passengers, a decrease of (76.4%) versus the same period last year.

Allegiant Air carried 684 passengers for Harrah's/Caesars Entertainment in May 2011, a decrease of (79.3%) or 2,613 passengers versus the same period last year.

**Total Domestic Charter Passengers**



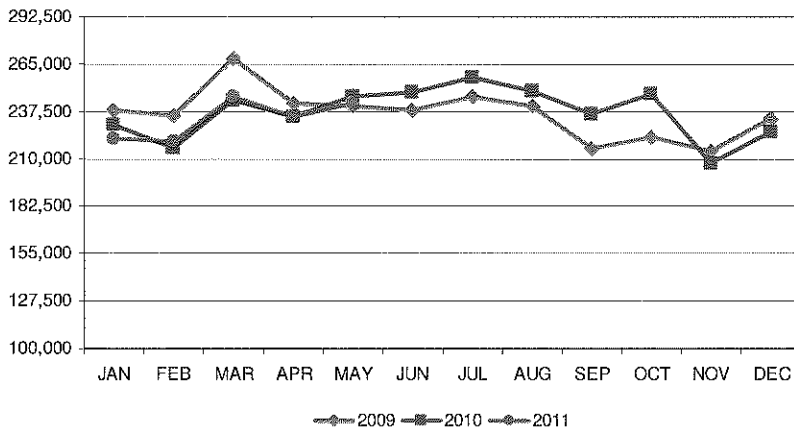
**Monthly Scheduled Departures**



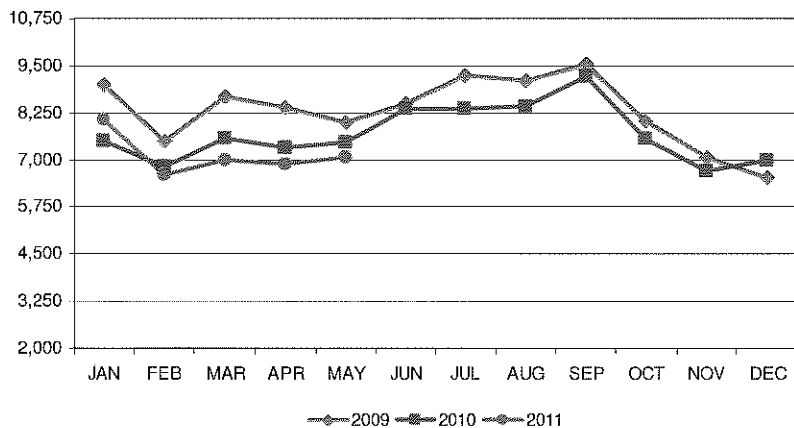
**Schedule Changes Since May 2010**

- **American Airlines**  
Started 3 daily flights to Los Angeles in June 2010
- **Alaska Airlines**  
Eliminated service to Los Angeles in April 2011
- **Continental Airlines**  
Started daily service to Houston in February 2011
- **Delta Air Lines**  
Started daily service to Minneapolis in July 2011
- **US Airways**  
Added a daily flight to Phoenix in October 2010
- **Southwest Airlines**
  - Added a daily flight to Denver in March 2011
  - Added 5 weekly flights to Seattle in June 2011

**Monthly Scheduled Seats**



**Total Operations**



**TOTAL OPERATIONS**

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In May 2011, total operations were down (5.1%) versus the same period last year.

# Reno-Tahoe International Airport

Total Passengers May-11					
	Passengers		Percent Change	Passengers	
	2009	2010		2011	Percent Change
JAN	295,827	293,756	-0.7%	300,125	2.2%
FEB	300,028	294,662	-1.8%	299,090	1.5%
MAR	336,652	346,846	3.0%	348,583	0.5%
1st Quarter	932,507	935,264	0.3%	947,798	1.3%
APR	304,829	309,533	1.5%	295,537	-4.5%
MAY	312,441	312,378	0.0%	304,220	-2.6%
JUN	347,038	361,406	4.1%		
2nd Quarter	964,308	983,317	2.0%		
JUL	352,504	367,997	4.4%		
AUG	344,815	352,764	2.3%		
SEP	304,249	306,045	0.6%		
3rd Quarter	1,001,568	1,026,806	2.5%		
OCT	295,080	306,953	4.0%		
NOV	268,087	269,678	0.6%		
DEC	294,385	300,467	2.1%		
4th Quarter	857,552	877,098	2.3%		
<b>TOTAL</b>	<b>3,755,935</b>	<b>3,822,485</b>	<b>1.8%</b>		
YTD	1,557,175			1,547,555	-0.6%

Total Cargo May-11					
	Cargo in Pounds			Cargo in Metric Tons	Percent Change
	2009	2010	2011		
JAN	8,777,047	8,695,804	8,959,543	4,063	3.0%
FEB	7,675,284	7,679,924	8,674,321	3,934	12.9%
MAR	8,237,243	8,814,895	10,513,446	4,768	19.3%
1st Quarter	24,689,574	25,190,623	28,147,310	12,765	11.7%
APR	7,841,936	8,633,892	8,870,669	4,023	2.7%
MAY	7,754,278	8,273,448	8,510,228	3,860	2.9%
JUN	7,870,143	8,737,038			
2nd Quarter	23,466,357	25,644,378			
JUL	7,967,294	9,113,694			
AUG	7,929,474	9,388,206			
SEP	8,553,601	9,871,400			
3rd Quarter	24,450,369	28,373,300			
OCT	8,509,360	9,915,411			
NOV	8,093,678	9,706,711			
DEC	13,149,429	14,186,519			
4th Quarter	29,752,467	33,808,641			
<b>TOTAL</b>	<b>102,358,767</b>	<b>113,016,942</b>			
YTD	42,097,963		45,528,207	20,648	8.1%

Total Scheduled Enplaned Passengers May-11				
	2009	2010	2011	YOY Change
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683	151,672	-1.9%
JUN	172,383	173,887		
JUL	172,545	184,017		
AUG	170,315	174,797		
SEP	152,717	154,522		
OCT	147,848	154,380		
NOV	131,568	134,723		
DEC	142,084	145,532		
<b>TOTAL</b>	<b>1,860,815</b>	<b>1,901,031</b>		
YTD	779,173		777,627	-0.2%

Total Deplaned Passengers May-11				
	2009	2010	2011	YOY Change
JAN	146,014	144,826	148,053	2.2%
FEB	149,134	148,506	149,837	0.9%
MAR	166,155	172,823	172,554	-0.2%
APR	152,144	152,986	146,617	-4.2%
MAY	156,476	155,702	152,207	-2.2%
JUN	172,499	184,651		
JUL	178,092	183,031		
AUG	172,640	176,391		
SEP	149,944	150,035		
OCT	144,653	151,999		
NOV	134,078	134,409		
DEC	152,183	154,682		
<b>TOTAL</b>	<b>2,210,622</b>	<b>1,910,041</b>		
YTD	774,843		769,268	-0.7%

Load Factors May-11				
	Enplaned PAX	May-11	May-10	Diff.
Alaska/Horizon	6,179	87.4%	85.5%	1.9
American	16,887	85.5%	80.3%	5.2
Delta	10,806	81.2%	88.1%	-6.9
Southwest	84,391	60.7%	61.6%	-0.9
United/Continental	21,587	78.0%	66.4%	11.6
US Airways	11,822	68.7%	74.6%	-5.9

Source: RNO Monthly Flight Activity Reports

# Search Engine Marketing Report

for



north lake tahoe

July 1, 2011

Presented by  
smith & jones

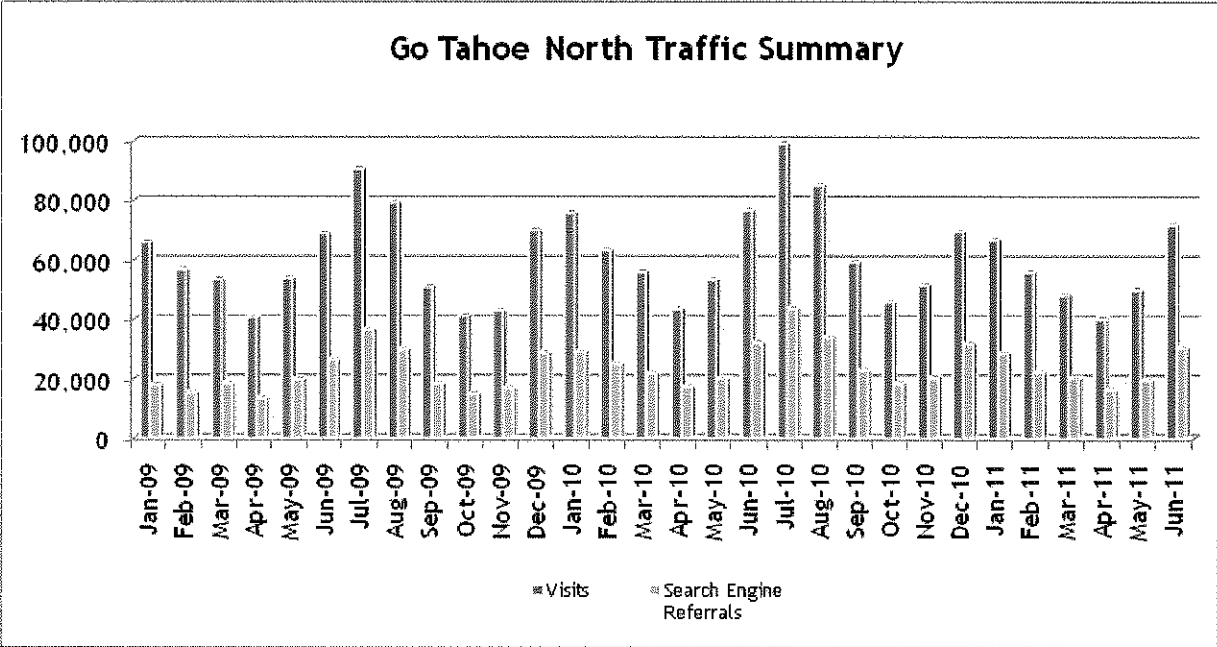
795 Mays Boulevard | Incline Village, NV  
Phone: 775.831.6262 | Email: [mwilliams@sjmarketing.com](mailto:mwilliams@sjmarketing.com)

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# Program Progress

- Organic Search Engine referrals make up approximately 42.7% of total visits in June.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%

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## Position Progress Summary

July 1, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	26
Total 1st Page Positions	53
Total 2nd Page Positions	15
Google #1 Positions	14
Google 1st Page Positions	29
Google 2nd Page Positions	7

### Compared with

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

### Compared with

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

### Recent Increases in Search Visibilities

1 New #1 Positions on Google for:

- lake tahoe activities in summer

1 New First Page Positions on Google for:

- north lake tahoe camping

3 New #1 Position on Bing for:

- north lake tahoe restaurants
- Tahoe City
- north shore lake tahoe

2 New First Page Positions on Bing for:

- Lake Tahoe ski resorts
- Lake Tahoe activities

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## Site Optimization

- smith + jones researched highly searched phrases that GoTahoeNorth should consider adding content focused on to the site. Monthly search frequencies are listed with each key phrase.
  - 9900 Lake Tahoe restaurants
  - 6600 Things to Do in Lake Tahoe
  - 5400 Lake Tahoe shows
  - 720 Lake Tahoe beach weddings
  - 880 Lake Tahoe tourism
  
- We are considering options for static content to be created for the following listing pages. Content near the top of the page, before the individual listings which would help with their indexing and search rankings.
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
  - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
  - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
  - <http://www.gotahoenorth.com/outdoors/golf/golf-course-map>
  - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
  - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
  - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
  - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>
  - <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
  - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
  - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
  - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>
  - <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
  - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
  - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>

- <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
  - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
  - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
  - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
  - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
  - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- smith + jones discussed the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
- [http://www.gotahoenorth.com/weddings/wedding-services/beauty-services\\_spas](http://www.gotahoenorth.com/weddings/wedding-services/beauty-services_spas)
  - [http://www.gotahoenorth.com/weddings/wedding-services/chapels\\_churches-and-ministers](http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers)
  - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
  - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
  - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
  - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
  - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
  - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>
- Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories. Currently, unless a visitor looks over to the left navigation, they may not see the additional wedding topics GoTahoeNorth offers information on.
- 40 submissions were made to Social Media Web sites in the month of June. Details can be found in the attached spreadsheet.

# Organic Search Position Summary Historical Data

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

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

Total Search Positions									
#1 Positions	26	23	21	22	23	21	28	31	3
1st Page Positions	53	51	45	46	42	45	53	53	18
2nd Page Positions	15	15	23	16	15	12	14	14	12

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

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## Buzz on the Web

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

<http://www.tluxp.com/872/july-4th-in-tahoe/>

July 4<sup>th</sup> in Tahoe

<http://www.mtdemocrat.com/entertainment/tahoes-granlibakken-is-a-base-camp-for-summer-tradition/>

Tahoe's Granlibakken is a base camp for summer tradition

<http://www.squawvalleyrealestate.com/summer-2011-begins-in-squaw-valley>

Summer 2011 Begins in Squaw Valley

[http://twitter.com/#!/DJ\\_R\\_O/statuses/86822450901434370](http://twitter.com/#!/DJ_R_O/statuses/86822450901434370)

Sunshine State Gorgeous! @TahoeNorth<http://instagr.am/p/Gu00T/>

<http://twitter.com/#!/ertahoe/statuses/86592386746167296>

Skiing in #Tahoe this weekend! RT @tahoenorth: Stoked for this weekend's Cushing Crossing pond skim @SquawValley Sunday!<http://j.mp/lb2jw4>

<http://twitter.com/#!/Katpacheino/statuses/86128576881102849>

Alright so #inclinebeachtahoe is where to go for #july4th @TahoeNorth @jcaporusso. I will monitor until then. :-)

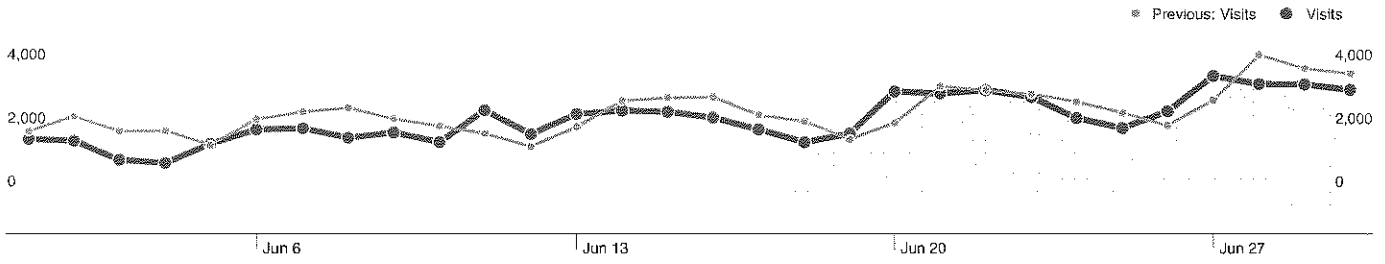
<http://twitter.com/#!/jcaporusso/statuses/86126959591030784>

@Katpacheino @TahoeNorth Looking forward to Incline Beach!

<http://twitter.com/#!/bluerabbit77/statuses/85915728481488896>

I'm jealous. RT @TahoeNorth Hiking the Rubicon Trail in Bliss State Park.<http://t.co/F6to0fi>

<http://clipmarks.com/clipmark/FA6FDCD8-15B5-489A-BC98-1A82B2F093E3/>



**Site Usage**

**71,995 Visits**  
 Previous: 76,947 (-6.44%)

**30.10% Bounce Rate**  
 Previous: 29.64% (1.57%)

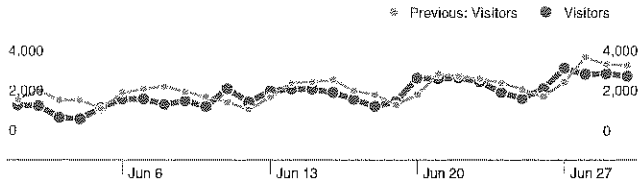
**400,152 Pageviews**  
 Previous: 406,114 (-1.47%)

**00:04:24 Avg. Time on Site**  
 Previous: 00:04:30 (-2.26%)

**5.56 Pages/Visit**  
 Previous: 5.28 (5.31%)

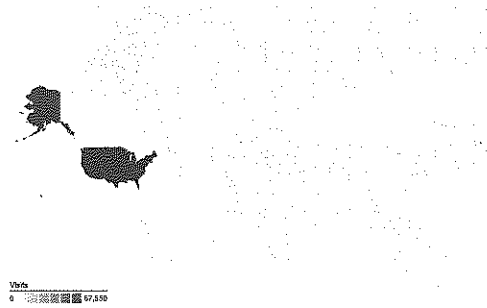
**76.78% % New Visits**  
 Previous: 78.46% (-2.13%)

**Visitors Overview**

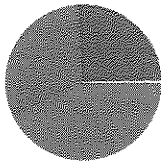


**Visitors**  
**59,251**

**Map Overlay**



**Traffic Sources Overview**

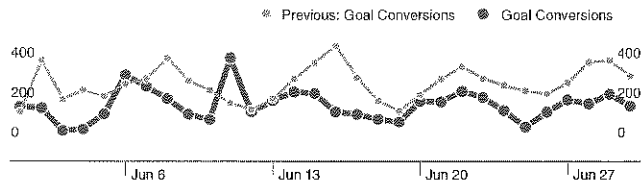


- **Search Engines**  
30,718.00 (42.67%)
- **Referring Sites**  
22,765.00 (31.62%)
- **Direct Traffic**  
18,301.00 (25.42%)
- **Other**  
211 (0.29%)

2-31



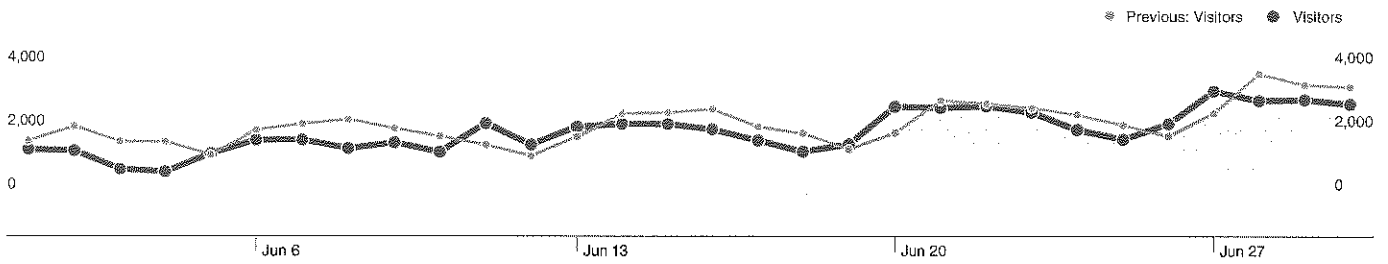
## Goals Overview



**Goal Conversions**  
**5,647**

## Content Overview

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jun 1, 2011 - Jun 30, 2011	20,330	5.08%
Jun 1, 2010 - Jun 30, 2010	18,593	4.58%
% Change	9.34%	10.97%
<b>/external//return (true)</b>		
Jun 1, 2011 - Jun 30, 2011	9,936	2.48%
Jun 1, 2010 - Jun 30, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/events</b>		
Jun 1, 2011 - Jun 30, 2011	7,881	1.97%
Jun 1, 2010 - Jun 30, 2010	26	0.01%
% Change	30,211.54%	30,683.16%
<b>/outdoors/beaches</b>		
Jun 1, 2011 - Jun 30, 2011	5,540	1.38%
Jun 1, 2010 - Jun 30, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		
Jun 1, 2011 - Jun 30, 2011	5,479	1.37%
Jun 1, 2010 - Jun 30, 2010	2,315	0.57%
% Change	136.67%	140.20%



**59,251 people visited this site**

**71,995 Visits**

Previous: 76,947 (-6.44%)

**59,251 Absolute Unique Visitors**

Previous: 64,543 (-8.20%)

**400,152 Pageviews**

Previous: 406,114 (-1.47%)

**5.56 Average Pageviews**

Previous: 5.28 (5.31%)

**00:04:24 Time on Site**

Previous: 00:04:30 (-2.26%)

**30.10% Bounce Rate**

Previous: 29.64% (1.57%)

**76.78% New Visits**

Previous: 78.46% (-2.13%)

**Technical Profile**

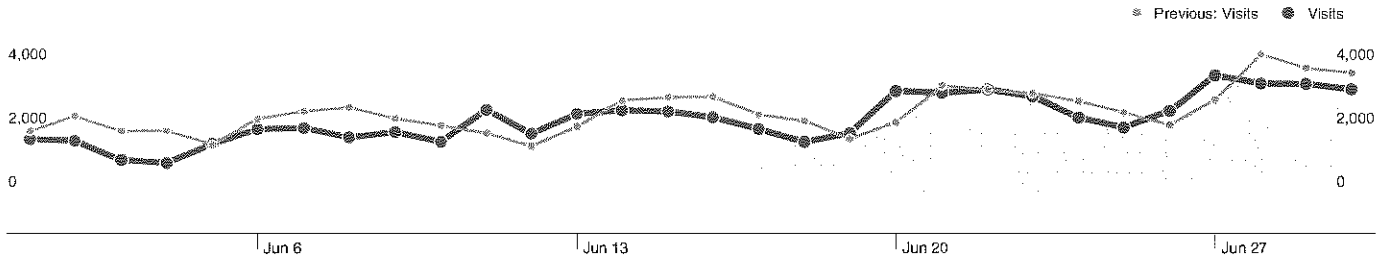
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jun 1, 2011 - Jun 30, 2011	35,758	49.67%	Jun 1, 2011 - Jun 30, 2011	71,995	100.00%
Jun 1, 2010 - Jun 30, 2010	44,131	57.35%	Jun 1, 2010 - Jun 30, 2010	14,554	18.91%
% Change	-18.97%	-13.40%	% Change	394.67%	428.76%
Firefox			T1		
Jun 1, 2011 - Jun 30, 2011	14,208	19.73%	Jun 1, 2011 - Jun 30, 2011	0	0.00%
Jun 1, 2010 - Jun 30, 2010	16,279	21.16%	Jun 1, 2010 - Jun 30, 2010	8,989	11.68%
% Change	-12.72%	-6.72%	% Change	-100.00%	-100.00%

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Safari			Cable		
Jun 1, 2011 - Jun 30, 2011	13,377	18.58%	Jun 1, 2011 - Jun 30, 2011	0	0.00%
Jun 1, 2010 - Jun 30, 2010	11,606	15.08%	Jun 1, 2010 - Jun 30, 2010	31,120	40.44%
% Change	15.26%	23.19%	% Change	-100.00%	-100.00%
Chrome			Dialup		
Jun 1, 2011 - Jun 30, 2011	7,348	10.21%	Jun 1, 2011 - Jun 30, 2011	0	0.00%
Jun 1, 2010 - Jun 30, 2010	4,072	5.29%	Jun 1, 2010 - Jun 30, 2010	911	1.18%
% Change	80.45%	92.86%	% Change	-100.00%	-100.00%
Android Browser			DSL		
Jun 1, 2011 - Jun 30, 2011	477	0.66%	Jun 1, 2011 - Jun 30, 2011	0	0.00%
Jun 1, 2010 - Jun 30, 2010	0	0.00%	Jun 1, 2010 - Jun 30, 2010	20,622	26.80%
% Change	100.00%	100.00%	% Change	-100.00%	-100.00%

# Traffic Sources Overview

Jun 1, 2011 - Jun 30, 2011  
Comparing to: Jun 1, 2010 - Jun 30, 2010



All traffic sources sent a total of 71,995 visits

**25.42% Direct Traffic**

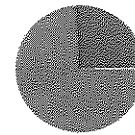
Previous: 32.18% (-21.02%)

**31.62% Referring Sites**

Previous: 25.63% (23.36%)

**42.67% Search Engines**

Previous: 42.18% (1.15%)



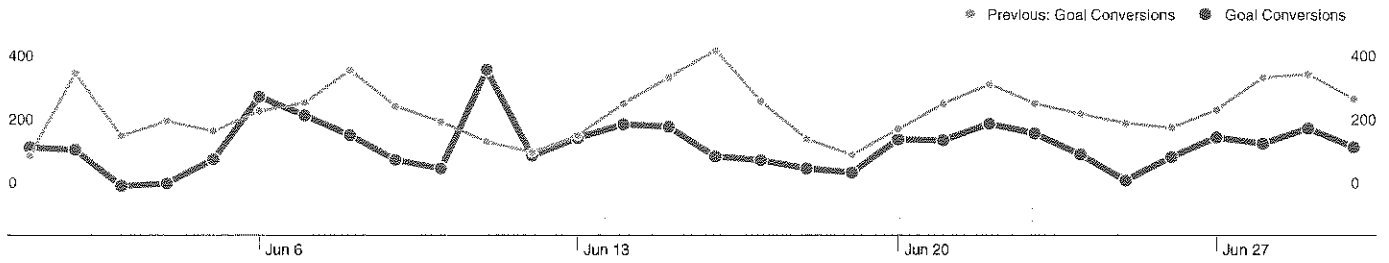
- Search Engines  
30,718.00 (42.67%)
- Referring Sites  
22,765.00 (31.62%)
- Direct Traffic  
18,301.00 (25.42%)
- Other  
211 (0.29%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Jun 1, 2011 - Jun 30, 2011	24,805	34.45%	Jun 1, 2011 - Jun 30, 2011	1,765	5.75%
Jun 1, 2010 - Jun 30, 2010	26,969	35.05%	Jun 1, 2010 - Jun 30, 2010	1,597	4.92%
% Change	-8.02%	-1.70%	% Change	10.52%	16.78%
(direct) ((none))			incline village		
Jun 1, 2011 - Jun 30, 2011	18,301	25.42%	Jun 1, 2011 - Jun 30, 2011	1,011	3.29%
Jun 1, 2010 - Jun 30, 2010	24,764	32.18%	Jun 1, 2010 - Jun 30, 2010	885	2.73%
% Change	-26.10%	-21.02%	% Change	14.24%	20.71%
visitinglaketahoe.com (referral)			north lake tahoe hotels		
Jun 1, 2011 - Jun 30, 2011	15,311	21.27%	Jun 1, 2011 - Jun 30, 2011	638	2.08%
Jun 1, 2010 - Jun 30, 2010	12,553	16.31%	Jun 1, 2010 - Jun 30, 2010	688	2.12%
% Change	21.97%	30.36%	% Change	-7.27%	-2.01%
yahoo (organic)			lake tahoe		
Jun 1, 2011 - Jun 30, 2011	2,622	3.64%	Jun 1, 2011 - Jun 30, 2011	515	1.68%
Jun 1, 2010 - Jun 30, 2010	2,202	2.86%	Jun 1, 2010 - Jun 30, 2010	222	0.68%
% Change	19.07%	27.26%	% Change	131.98%	145.12%
bing (organic)			kings beach lake tahoe		

UB

Jun 1, 2011 - Jun 30, 2011	2,140	2.97%	Jun 1, 2011 - Jun 30, 2011	465	1.51%
Jun 1, 2010 - Jun 30, 2010	2,003	2.60%	Jun 1, 2010 - Jun 30, 2010	876	2.70%
% Change	6.84%	14.19%	% Change	-46.92%	-43.91%



**Visitors completed 5,647 goal conversions**

**5,647 conversions, Goal 1: Cool Deals Page**

Previous: 7,789 (-27.50%)

**Goal Performance**

**Goal Conversion Rate**



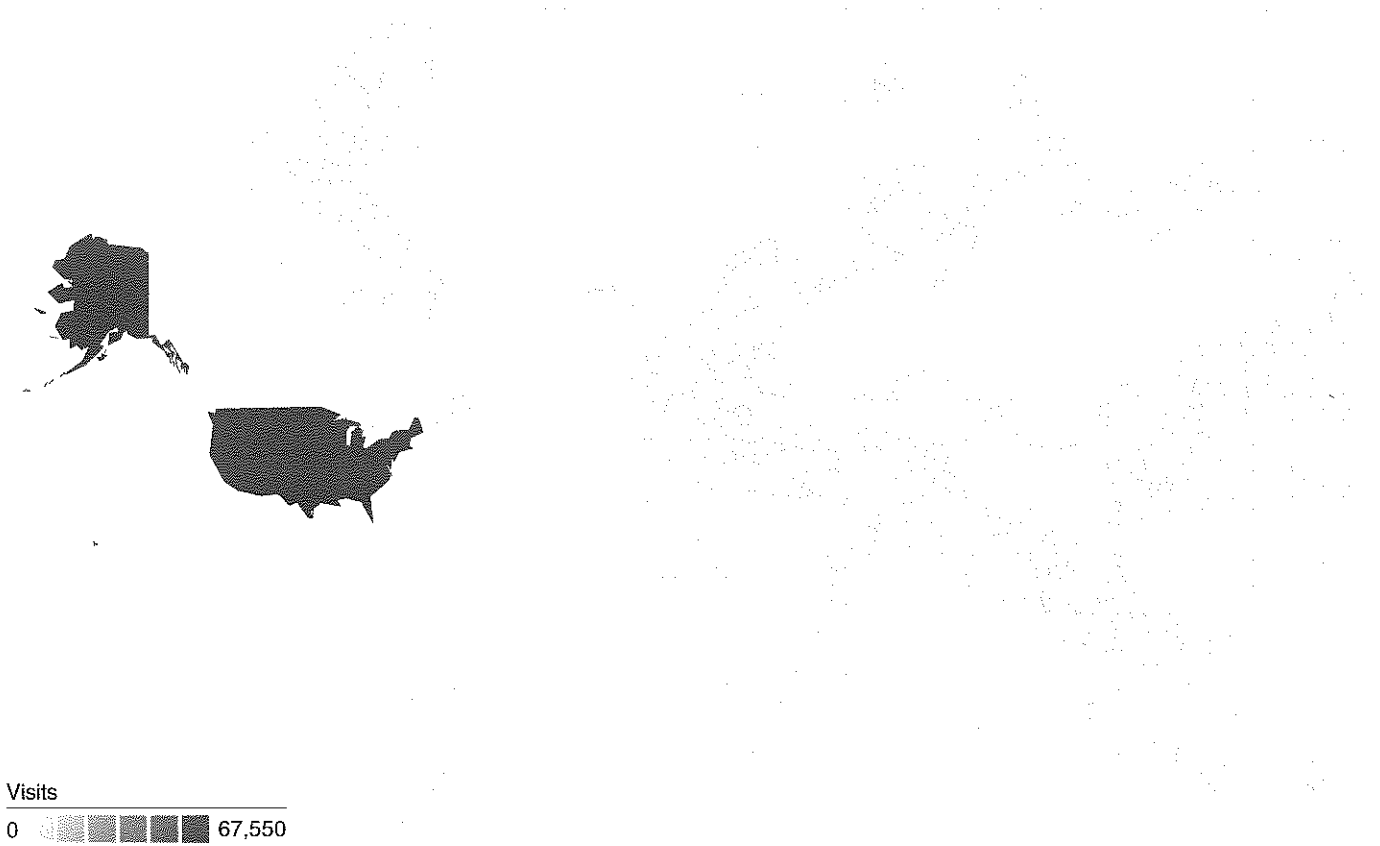
**Goal Conversion Rate**  
**7.84%**

**Total Goal Value**



**Total Goal Value**  
**\$5,647.00**

237



**71,995 visits came from 138 countries/territories**

**Site Usage**

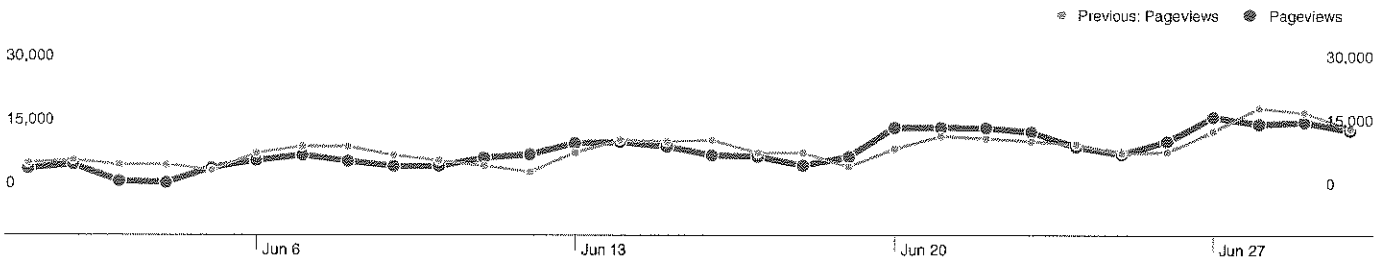
	<b>Visits</b>	<b>Pages/Visit</b>	<b>Avg. Time on Site</b>	<b>% New Visits</b>	<b>Bounce Rate</b>
	<b>71,995</b>	<b>5.56</b>	<b>00:04:24</b>	<b>76.78%</b>	<b>30.10%</b>
Previous:	76,947 (-6.44%)	5.28 (5.31%)	00:04:30 (-2.26%)	78.53% (-2.24%)	29.64% (1.57%)
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
June 1, 2011 - June 30, 2011	<b>67,550</b>	5.63	00:04:28	76.29%	29.49%
June 1, 2010 - June 30, 2010	<b>71,972</b>	5.34	00:04:33	78.08%	28.97%
% Change	<b>-6.14%</b>	5.45%	-1.75%	-2.29%	1.79%
<b>United Kingdom</b>					
June 1, 2011 - June 30, 2011	<b>671</b>	5.01	00:03:27	86.59%	33.38%
June 1, 2010 - June 30, 2010	<b>783</b>	5.11	00:04:25	81.99%	38.31%
% Change	<b>-14.30%</b>	-2.01%	-21.89%	5.60%	-12.87%
<b>Canada</b>					
June 1, 2011 - June 30, 2011	<b>603</b>	4.86	00:02:50	85.57%	34.49%

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June 1, 2010 - June 30, 2010	<b>857</b>	5.11	00:04:11	84.71%	32.09%
% Change	<b>-29.64%</b>	-4.99%	-32.37%	1.01%	7.50%
<b>Australia</b>					
June 1, 2011 - June 30, 2011	<b>382</b>	4.45	00:04:02	76.44%	37.96%
June 1, 2010 - June 30, 2010	<b>338</b>	5.17	00:04:41	81.07%	34.62%
% Change	<b>13.02%</b>	-13.80%	-13.79%	-5.71%	9.66%
<b>Germany</b>					
June 1, 2011 - June 30, 2011	<b>310</b>	4.35	00:02:41	89.03%	40.00%
June 1, 2010 - June 30, 2010	<b>294</b>	3.01	00:02:00	89.12%	44.90%
% Change	<b>5.44%</b>	44.56%	33.90%	-0.09%	-10.91%
<b>Brazil</b>					
June 1, 2011 - June 30, 2011	<b>198</b>	4.01	00:03:37	80.30%	42.42%
June 1, 2010 - June 30, 2010	<b>244</b>	4.57	00:04:13	85.25%	37.70%
% Change	<b>-18.85%</b>	-12.17%	-13.94%	-5.80%	12.52%
<b>Mexico</b>					
June 1, 2011 - June 30, 2011	<b>196</b>	4.97	00:03:41	81.63%	34.18%
June 1, 2010 - June 30, 2010	<b>209</b>	5.19	00:04:35	83.25%	33.97%
% Change	<b>-6.22%</b>	-4.09%	-19.47%	-1.95%	0.63%
<b>India</b>					
June 1, 2011 - June 30, 2011	<b>139</b>	2.63	00:01:46	87.77%	53.24%
June 1, 2010 - June 30, 2010	<b>109</b>	2.64	00:03:12	90.83%	53.21%
% Change	<b>27.52%</b>	-0.62%	-45.03%	-3.36%	0.05%
<b>France</b>					
June 1, 2011 - June 30, 2011	<b>136</b>	5.84	00:05:08	77.94%	40.44%
June 1, 2010 - June 30, 2010	<b>154</b>	4.58	00:02:45	85.71%	38.31%
% Change	<b>-11.69%</b>	27.53%	86.95%	-9.07%	5.56%
<b>Netherlands</b>					
June 1, 2011 - June 30, 2011	<b>118</b>	3.72	00:01:43	85.59%	57.63%
June 1, 2010 - June 30, 2010	<b>103</b>	4.92	00:04:24	80.58%	43.69%
% Change	<b>14.56%</b>	-24.42%	-60.96%	6.22%	31.90%

1 - 10 of 138





**Pages on this site were viewed a total of 400,152 times**

**400,152 Pageviews**

Previous: 406,114 (-1.47%)

**300,295 Unique Views**

Previous: 302,186 (-0.63%)

**30.10% Bounce Rate**

Previous: 29.64% (1.57%)

## Top Content

Pages	Pageviews	% Pageviews
<b>/index.php</b>		
Jun 1, 2011 - Jun 30, 2011	20,330	5.08%
Jun 1, 2010 - Jun 30, 2010	18,593	4.58%
% Change	9.34%	10.97%
<b>/external//return (true)</b>		
Jun 1, 2011 - Jun 30, 2011	9,936	2.48%
Jun 1, 2010 - Jun 30, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/events</b>		
Jun 1, 2011 - Jun 30, 2011	7,881	1.97%
Jun 1, 2010 - Jun 30, 2010	26	0.01%
% Change	30,211.54%	30,663.16%
<b>/outdoors/beaches</b>		
Jun 1, 2011 - Jun 30, 2011	5,540	1.38%
Jun 1, 2010 - Jun 30, 2010	0	0.00%
% Change	100.00%	100.00%
<b>/external//index.php</b>		

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Jun 1, 2011 - Jun 30, 2011	5,479	1.37%
Jun 1, 2010 - Jun 30, 2010	2,315	0.57%
% Change	136.87%	140.20%

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PROPERTY REFERRAL REPORT - JUNE 2011 (Alpha Listing)

PROPERTY	Referrals
Agate Bay Realty	300
Agate Bay Realty Cool Deals	249
Alpine Rental Group	53
Americas Best Value Inn Tahoe City	331
Book Tahoe Rentals	9
Brockway Springs Resort	445
Cal Neva Resort Casino Hotel	819
Cedar Glen Lodge	505
Cedar Glen Lodge Cool Deals	219
Chaney House	158
Chinquapin / Packard Realty	43
Club Tahoe Resort	288
Coldwell Banker Rentals	411
Cottage Inn at Lake Tahoe	389
Ferrari's Crown Resort	368
Ferrari's Crown Resort Cool Deals	130
Firelite Lodge	194
Firelite Lodge Cool Deals	25
First Accommodations	250
Franciscan Lakeside Lodge	375
Goldfish Properties	143
Granlibakken Conference Center & Resort	581
Granlibakken Conference Center & Resort Cool Deals	318
Granlibakken Resort Ski Area	5
Hauserman Rental Group	251
Holiday House	369
Holiday House Cool Deals	257
Hyatt Regency Lake Tahoe Resort, Spa and Casino	1042
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	474
Ice Lakes Lodge at Royal Gorge XC Ski Resort	66
Incline at Tahoe Realty	240
Incline Vacation Rentals	173
Incline Vacation Rentals Cool Deals	29
Kingswood Village Vacation Rentals	61
Lake of the Sky Motor Inn	197
Lake Tahoe Accommodations	91
Lake Tahoe Accommodations.	175
Lake Tahoe Accommodations. Cool Deals	142
Lake Tahoe Deluxe Vacation Rentals	175
LakeFrontHouse.com	144
Meeks Bay Resort & Marina	205
Mother Natures Inn	200
Mourelatos Lakeshore Resort	308
North Tahoe Rental Company	166
Northstar Condominiums	153
Northstar Mountain Home Vacation Rentals	83
Northstar Resort	458
Northstar Resort Cool Deals	837
Olympic Village Inn	182

Painted Rock Lodge	224
Parkside Inn at Incline	318
PepperTree Inn	314
PlumpJack Squaw Valley Inn	202
Rainbow Lodge	213
Red Wolf Lakeside Lodge	226
Red Wolf Lodge at Squaw Valley	59
ReserveMyHome.com	105
Resort at Squaw Creek	351
Resort at Squaw Creek Cool Deals	306
River Ranch Lodge and Restaurant	611
River Ranch Lodge and Restaurant Cool Deals	125
Rustic Cottage Resort	9
Shooting Star Bed & Breakfast	187
Shore House at Lake Tahoe	488
Squaw Valley Lodge	103
Squaw Valley Lodge Cool Deals	163
Stanford Alpine Chalet	357
Stanford Alpine Chalet Cool Deals	54
Stevenson's Holliday Inn	191
Sunnyside Steakhouse & Lodge	514
Tahoe Biltmore Lodge & Casino	758
Tahoe Biltmore Lodge & Casino Cool Deals	176
Tahoe City Inn	206
Tahoe City Inn Cool Deals	360
Tahoe Edgelake Beach Club	88
Tahoe Getaways Vacation Rentals	356
Tahoe Luxury Properties	219
Tahoe Marina Lodge	191
Tahoe Mountain Resorts Lodging	176
Tahoe Mountain Resorts Lodging Cool Deals	363
Tahoe Real Estate Group	7
Tahoe Sands Resort	123
Tahoe Tavern Properties	104
Tahoe Vistana Inn	213
Tahoe Woodside Vacation Rentals	143
Tahoma Lodge	296
Tahoma Meadows Bed & Breakfast	175
Tahoma Meadows Bed & Breakfast Cool Deals	297
Tamarack Lodge	57
The Border House	224
The Lodge at Sugar Bowl	73
The Ritz-Carlton, Lake Tahoe	414
The Village at Squaw Valley USA	240
The Village at Squaw Valley USA Cool Deals	385
Vacation Station, Inc.	289
Vacation Tahoe by O'Neal Brokers	121
Waters of Tahoe Properties	223
West Lake Properties	146
West Shore Cafe & Inn	310

**TOTAL 24939**

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PROPERTY REFERRAL REPORT - JUNE 2011 (Totals Listing)

PROPERTY	Referrals
Hyatt Regency Lake Tahoe Resort, Spa and Casino	1042
Northstar Resort Cool Deals	837
Cal Neva Resort Casino Hotel	819
Tahoe Biltmore Lodge & Casino	758
River Ranch Lodge and Restaurant	611
Granlibakken Conference Center & Resort	581
Sunnyside Steakhouse & Lodge	514
Cedar Glen Lodge	505
Shore House at Lake Tahoe	488
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	474
Northstar Resort	458
Brockway Springs Resort	445
The Ritz-Carlton, Lake Tahoe	414
Coldwell Banker Rentals	411
Cottage Inn at Lake Tahoe	389
The Village at Squaw Valley USA Cool Deals	385
Franciscan Lakeside Lodge	375
Holiday House	369
Ferrari's Crown Resort	368
Tahoe Mountain Resorts Lodging Cool Deals	363
Tahoe City Inn Cool Deals	360
Stanford Alpine Chalet	357
Tahoe Getaways Vacation Rentals	356
Resort at Squaw Creek	351
Americas Best Value Inn Tahoe City	331
Granlibakken Conference Center & Resort Cool Deals	318
Parkside Inn at Incline	318
PepperTree Inn	314
West Shore Cafe & Inn	310
Mourelatos Lakeshore Resort	308
Resort at Squaw Creek Cool Deals	306
Agate Bay Realty	300
Tahoma Meadows Bed & Breakfast Cool Deals	297
Tahoma Lodge	296
Vacation Station, Inc.	289
Club Tahoe Resort	288
Holiday House Cool Deals	257
Hauserman Rental Group	251
First Accommodations	250
Agate Bay Realty Cool Deals	249
Incline at Tahoe Realty	240
The Village at Squaw Valley USA	240
Red Wolf Lakeside Lodge	226
Painted Rock Lodge	224
The Border House	224
Waters of Tahoe Properties	223
Cedar Glen Lodge Cool Deals	219
Tahoe Luxury Properties	219
Rainbow Lodge	213

Tahoe Vistana Inn	213
Tahoe City Inn	206
Meeks Bay Resort & Marina	205
PlumpJack Squaw Valley Inn	202
Mother Natures Inn	200
Lake of the Sky Motor Inn	197
Firelite Lodge	194
Stevenson's Holliday Inn	191
Tahoe Marina Lodge	191
Shooting Star Bed & Breakfast	187
Olympic Village Inn	182
Tahoe Biltmore Lodge & Casino Cool Deals	176
Tahoe Mountain Resorts Lodging	176
Lake Tahoe Accommodations.	175
Lake Tahoe Deluxe Vacation Rentals	175
Tahoma Meadows Bed & Breakfast	175
Incline Vacation Rentals	173
North Tahoe Rental Company	166
Squaw Valley Lodge Cool Deals	163
Chaney House	158
Northstar Condominiums	153
West Lake Properties	146
LakeFrontHouse.com	144
Goldfish Properties	143
Tahoe Woodside Vacation Rentals	143
Lake Tahoe Accommodations. Cool Deals	142
Ferrari's Crown Resort Cool Deals	130
River Ranch Lodge and Restaurant Cool Deals	125
Tahoe Sands Resort	123
Vacation Tahoe by O'Neal Brokers	121
ReserveMyHome.com	105
Tahoe Tavern Properties	104
Squaw Valley Lodge	103
Lake Tahoe Accommodations	91
Tahoe Edgelake Beach Club	88
Northstar Mountain Home Vacation Rentals	83
The Lodge at Sugar Bowl	73
Ice Lakes Lodge at Royal Gorge XC Ski Resort	66
Kingswood Village Vacation Rentals	61
Red Wolf Lodge at Squaw Valley	59
Tamarack Lodge	57
Stanford Alpine Chalet Cool Deals	54
Alpine Rental Group	53
Chinquapin / Packard Realty	43
Incline Vacation Rentals Cool Deals	29
Firelite Lodge Cool Deals	25
Book Tahoe Rentals	9
Rustic Cottage Resort	9
Tahoe Real Estate Group	7
Granlibakken Resort Ski Area	5

**TOTAL 24939**

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<b>North Shore:</b>						
<b>April '11</b>						
<b>Groups Booked:</b>	<b>4</b>					
Placer County:	1	Room Nights:	162	Delegates:	80	Revenue: \$39,220
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
<b>Groups Arrived:</b>	<b>2</b>					
Placer County:	1	Room Nights:	909	Delegates:	280	Revenue: \$94,044
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
<b>May '11</b>						
<b>Groups Booked:</b>	<b>1</b>					
Placer County:	1	Room Nights:	162	Delegates:	56	Revenue: \$18,808
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Groups Arrived:</b>	<b>0</b>					
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>June '11</b>						
<b>Groups Booked:</b>	<b>0</b>					
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Groups Arrived:</b>	<b>1</b>					
Placer County:	1	Room Nights:	80	Delegates:	50	Revenue: \$9,288
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Quarter total by county:</b>						
<b>Groups Booked:</b>	<b>5</b>					
Placer County:	2	Room Nights:	324	Delegates:	136	Revenue: \$58,028
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue: \$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515
<b>Groups Arrived:</b>	<b>3</b>					
Placer County:	2	Room Nights:	989	Delegates:	330	Revenue: \$103,332
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue: \$4,515

**Monthly Report June 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 6/30/11:	\$1,638,814	\$1,047,596	56%
Forecasted Commission for this Revenue:	\$100,247	\$53,606	87%
Number of Room Nights:	9716	5327	82%
Number of Delegates:	4785	2456	95%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	44	48	-8%

<u>Monthly Detail/Activity</u>	<u>June-11</u>		<u>June-10</u>	
<u>Number of Groups Booked:</u>	0		2	
Revenue Booked:	\$0		\$65,433	
Projected Commission:	\$0		\$6,543	
Room Nights:	0		267	
Number of Delegates:	0		104	
Booked Group Types:	0		1 Corp., 1 Socie	
Lost Business, # of Groups:	3		3	
 <u>Arrived in the month</u>	 <u>June-11</u>	 * Est	 <u>June-10</u>	
Number of Groups:	1		5	
Revenue Arrived:	\$9,288		\$72,661	-87%
Projected Commission:	\$928		\$7,266	-87%
Room Nights:	80		618	-87%
Number of Delegates:	50		297	-83%
Arrived Group Types:	1 Assoc.		5 Assoc.	

<u>Monthly Detail/Activity</u>	<u>May-11</u>		<u>May-10</u>	
<u>Number of Groups Booked:</u>	1		4	
Revenue Booked:	\$18,808		\$183,097	-90%
Projected Commission:	\$0		\$18,309	-100%
Room Nights:	162		1262	-87%
Number of Delegates:	56		462	-88%
Booked Group Types:	1 TA		1 Corp., 2 Assoc., 1 Film	
Lost Business, # of Groups:	2		7	
 <u>Arrived in the month</u>	 <u>May-11</u>		 <u>May-10</u>	
Number of Groups:	0		3	
Revenue Arrived:	\$0		\$160,019	
Projected Commission:	\$0		\$1,227	
Room Nights:	0		859	
Number of Delegates:	0		262	
Arrived Group Types:	0		2 Assoc., 1 Film	



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

<b><u>Arrived in the month</u></b>	<b><u>April-11</u></b>	<b><u>April-10</u></b>	
Number of Groups:	2	3	
Revenue Arrived:	\$98,559	\$83,099	19%
Projected Commission:	\$9,855	\$8,309	19%
Room Nights:	944	572	65%
Number of Delegates:	305	239	28%
Arrived Group Types:	1 Govt., 1 Film Crew	1 Assoc., 1 Govt and 1 Film	

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

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

<b>Monthly Detail/Activity</b>	<b><u>February-11</u></b>	<b><u>February-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	0	0	
Lost Business, # of Groups:	6	3	

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

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

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

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<b><u>Number of Groups Booked:</u></b>	<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>	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<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	

<u>Arrived in the month</u>	<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	

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

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<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	

<u>Arrived in the month</u>	<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	

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<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

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

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

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

For 2011/12:	\$833,909	(Goal) \$650,000
For 2012/13:	\$567,077	\$250,000

**NUMBER OF LEADS Generated as of 6/30/11: 92**

**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

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**Monthly Report June 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 6/30/11:	\$216,150	\$426,655	-49%
Forecasted Commission for this Revenue:	\$23,170	\$31,369	-26%
Number of Room Nights:	1993	3991	-50%
Number of Delegates:	1220	1586	-23%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	32	53	-40%

<u>Monthly Detail/Activity</u>	<u>June-11</u>	<u>June-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$9,288
Projected Commission:	\$0	\$0
Room Nights:	0	80
Number of Delegates:	0	40
Booked Group Types:	0	1 Non-Profit
Lost Business, # of Groups:	2	3

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

<u>Monthly Detail/Activity</u>	<u>May-11</u>	<u>May-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$34,042	\$19,269	77%
Projected Commission:	\$5,106	\$2,890	77%
Room Nights:	425	110	286%
Number of Delegates:	80	157	-49%
Booked Group Types:	1 SMF	1 Assoc., 1 SMF	
Lost Business, # of Groups:	2	7	

<u>Arrived in the month</u>	<u>May-11</u>	<u>May-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,007	\$38,791	-64%
Projected Commission:	\$0	\$5,818	-100%
Room Nights:	203	494	-59%
Number of Delegates:	79	150	-47%
Arrived Group Types:	1 Corp.	1 Corp.	

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Monthly Detail/Activity	<u>April-11</u>	<u>April-10</u>
<b><u>Number of Groups Booked:</u></b>	0	2
Revenue Booked:	\$0	\$19,269
Projected Commission:	\$0	\$2,890
Room Nights:	0	110
Number of Delegates:	0	157
Booked Group Types:	0	1 Assoc., 1 SMF
Lost Business, # of Groups:	5	

<u>Arrived in the month</u>	<u>April-11</u>	<u>April-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$1,193	\$0
Projected Commission:	\$179	\$0
Room Nights:	7	0
Number of Delegates:	10	0
Arrived Group Types:	1 Corp.	0

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

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

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</u>
<b><u>Number of Groups Booked:</u></b>	0	0
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	6	3

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

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

<b><u>Arrived in the month</u></b>	<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:			

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<b><u>Number of Groups Booked:</u></b>	<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	

<b><u>Arrived in the month</u></b>	<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>	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<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	

<b><u>Arrived in the month</u></b>	<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.	

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<b>Monthly Detail/Activity</b>	<b><u>October-10</u></b>	<b><u>October-09</u></b>	
<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	

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

<b>Monthly Detail/Activity</b>	<b><u>September-10</u></b>	<b><u>September-09</u></b>	
<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	

<b><u>Arrived in the month</u></b>	<b><u>September-10</u></b>	<b><u>September-09</u></b>	
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	

<b>Monthly Detail/Activity</b>	<b><u>August-10</u></b>	<b><u>August-09</u></b>	
<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	

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<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

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

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

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

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

**NUMBER OF LEADS Generated as of 6/30/11: 65**

**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

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