

March 2011
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Feb 28, 2011

Executive Summary

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,722 Units

a. Last Month Performance: Current YTD vs. Previous YTD	2010/11	2009/10	Year over Year % Diff	
North Lake Tahoe Occupancy for last month (February) changed by (-4.2%)	Occupancy (February)	52.8%	55.1%	-4.2%
North Lake Tahoe Average Daily Rate for last month (February) changed by (5.2%)	ADR (February)	\$287	\$273	5.2%
North Lake Tahoe RevPAR for last month (February) changed by (0.8%)	RevPAR (February)	\$151	\$150	0.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (March) changed by (17.9%)	Occupancy (March)	39.7%	33.7%	17.9%
North Lake Tahoe Average Daily Rate for next month (March) changed by (8.3%)	ADR (March)	\$245	\$226	8.3%
North Lake Tahoe RevPAR for next month (March) changed by (27.7%)	RevPAR (March)	\$97	\$76	27.7%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (6.6%)	Occupancy	41.9%	39.3%	6.6%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-1.0%)	ADR	\$227	\$229	-1.0%
North Lake Tahoe RevPAR for the prior 6 months changed by (5.5%)	RevPAR	\$95	\$90	5.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (10.8%)	Occupancy	18.7%	16.8%	10.8%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (1.8%)	ADR	\$211	\$207	1.8%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (12.8%)	RevPAR	\$39	\$35	12.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Feb. 28, 2011 vs. Previous Year				
Rooms Booked during last month (February, 2011) compared to Rooms Booked during the same period last year (February, 2010) for all arrival dates has changed by (-23.6%)	Booking Pace (February)	5.1%	6.6%	-23.6%

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

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

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

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

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

Copyright 2005-2011 - MTRIP, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of MTRIP LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of MTRIP, LLC. Sample reports may be provided to interested persons, specifically for purposes of their evaluation of a potential subscription and are subject to Copyrights of this product. Data and Metrics represented on this report are representative of the Sample Properties only and may not be representative of the entire Community or Industry. Persons using this data for strategic purposes do so at their own risk and hold MTRIP harmless.

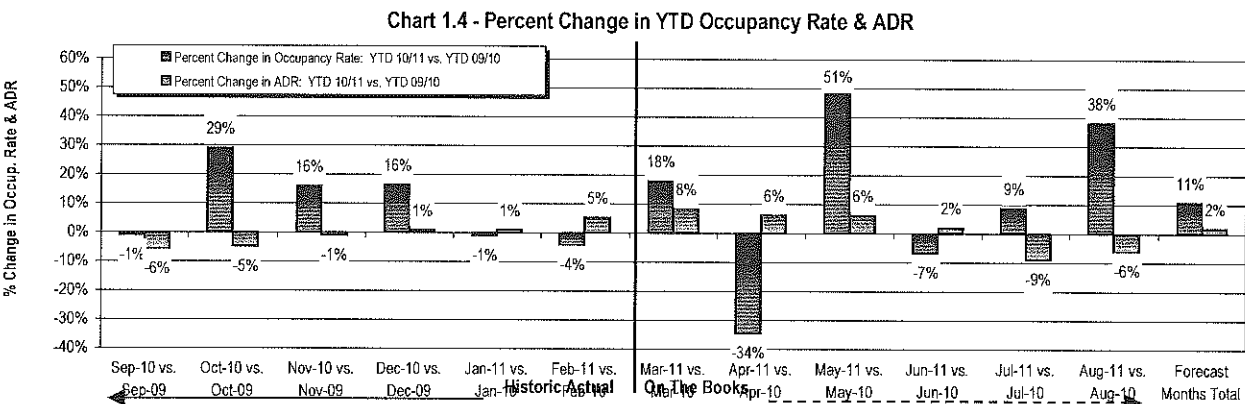
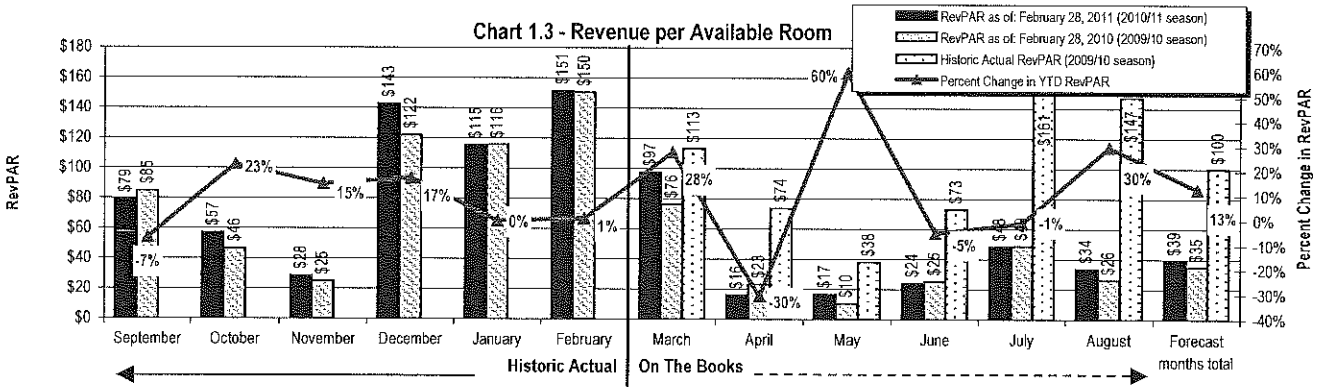
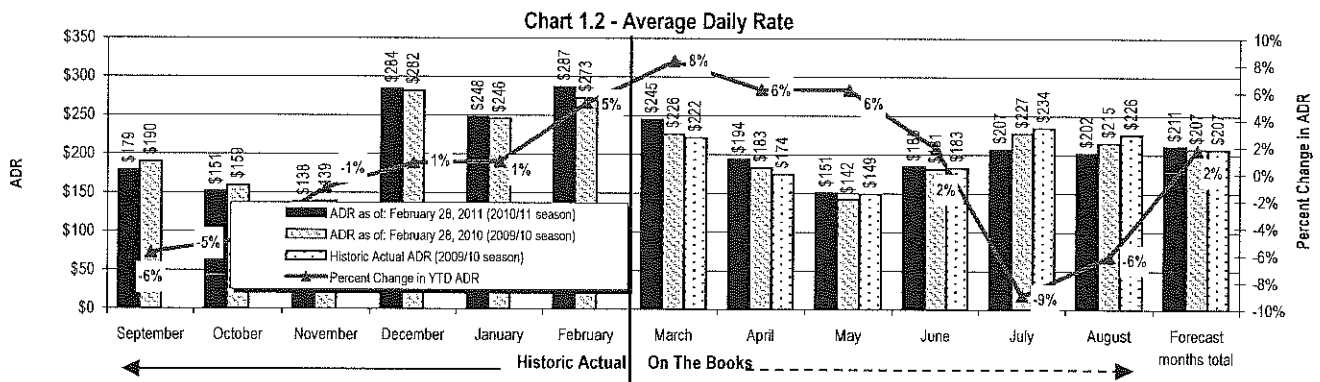
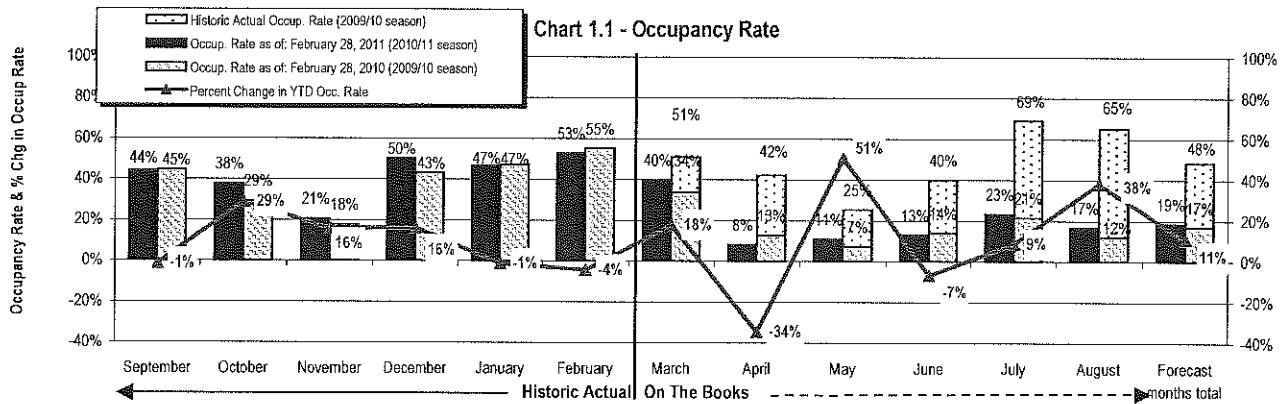
M-1

RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Feb 28, 2011) vs. 2009/10 YTD (as of Feb 28, 2010) vs. 2009/10 Historical

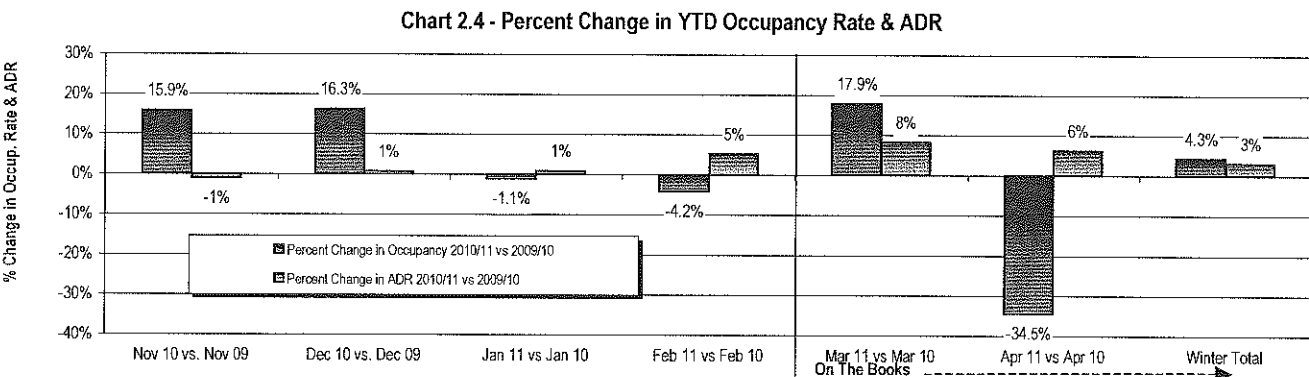
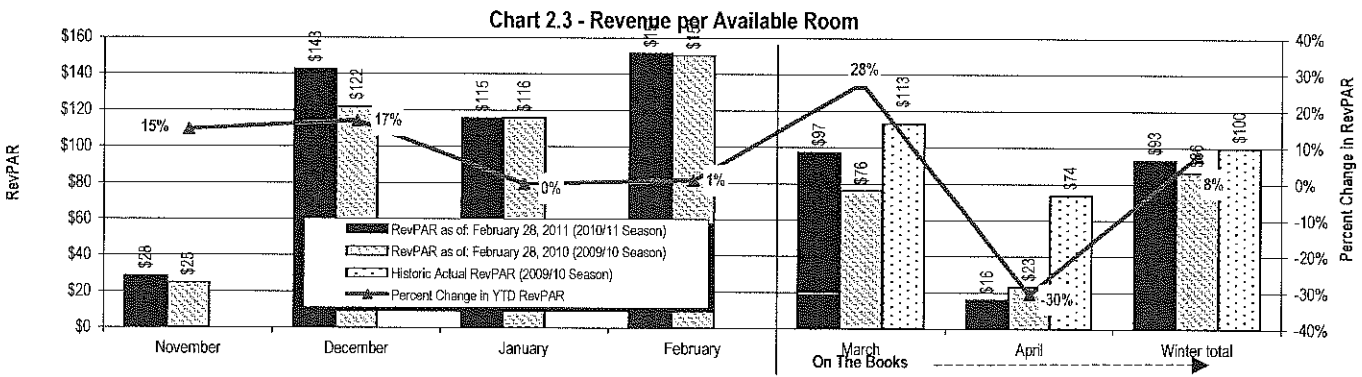
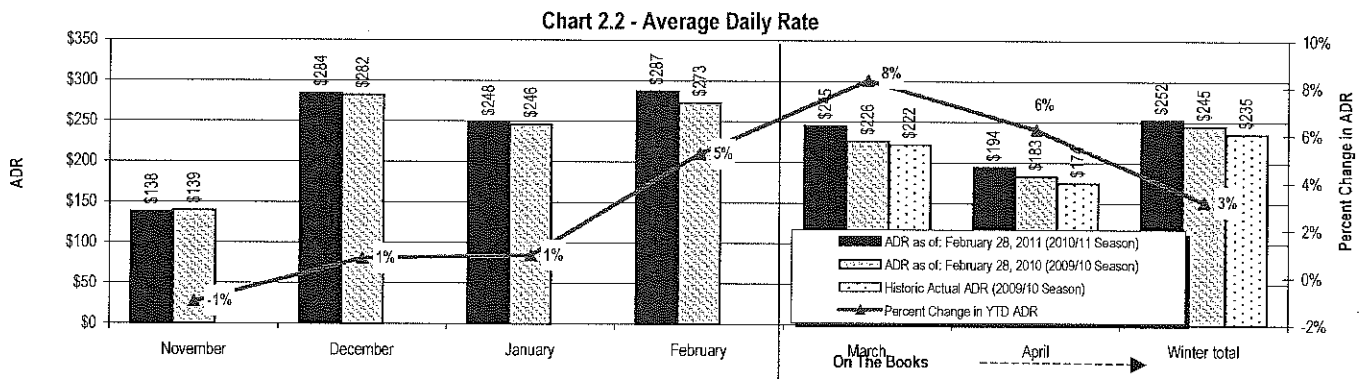
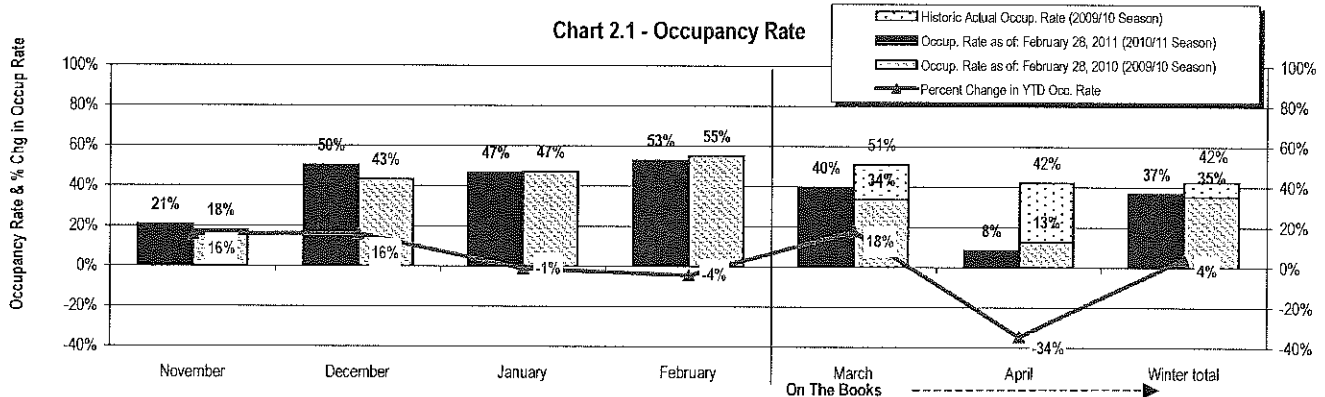
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Feb 28, 2011) vs. 2009/10 YTD (as of Feb 28, 2010) vs. 2009/10 Historical
 NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Feb 28, 2011) vs. 2010 YTD (as of Feb 28, 2010) vs. 2010 Historical

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

Chart 3.1 - Occupancy Rate

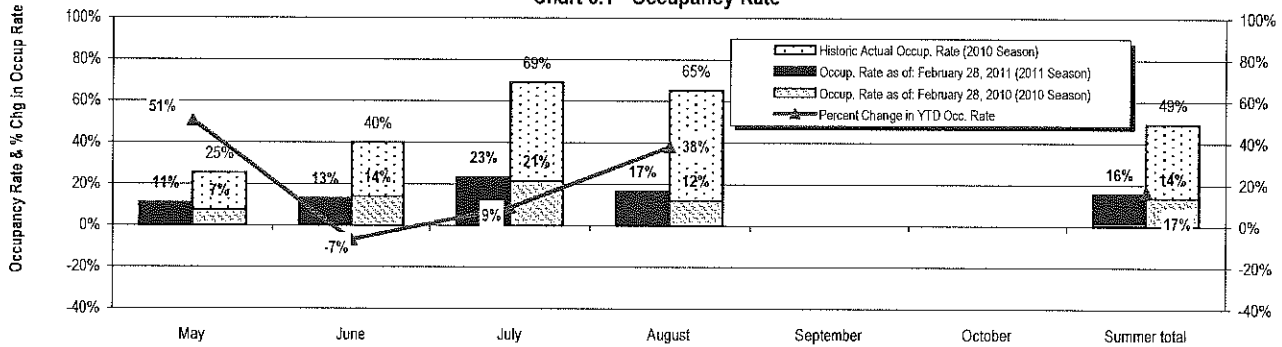


Chart 3.2 - Average Daily Rate

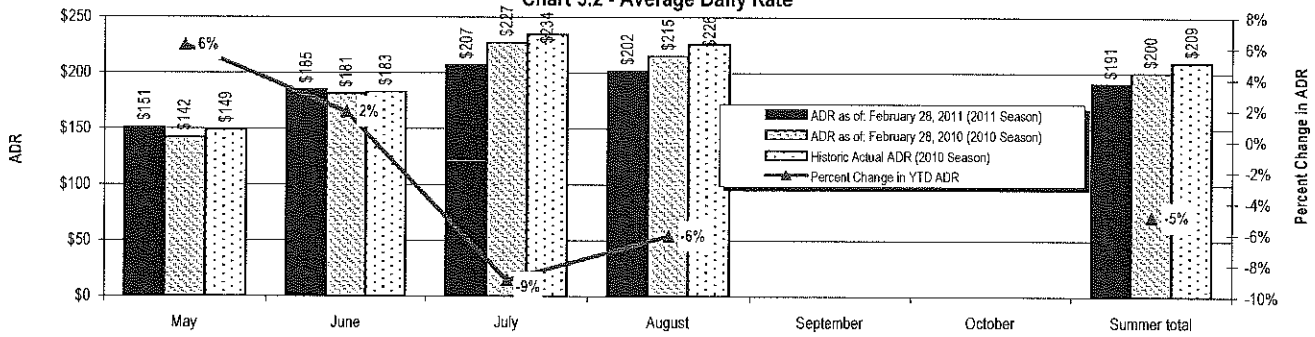


Chart 3.3 - Revenue per Available Room

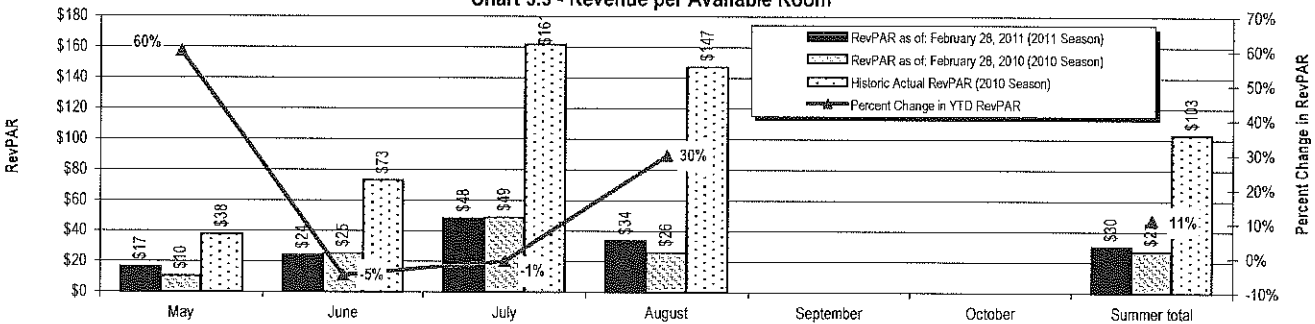
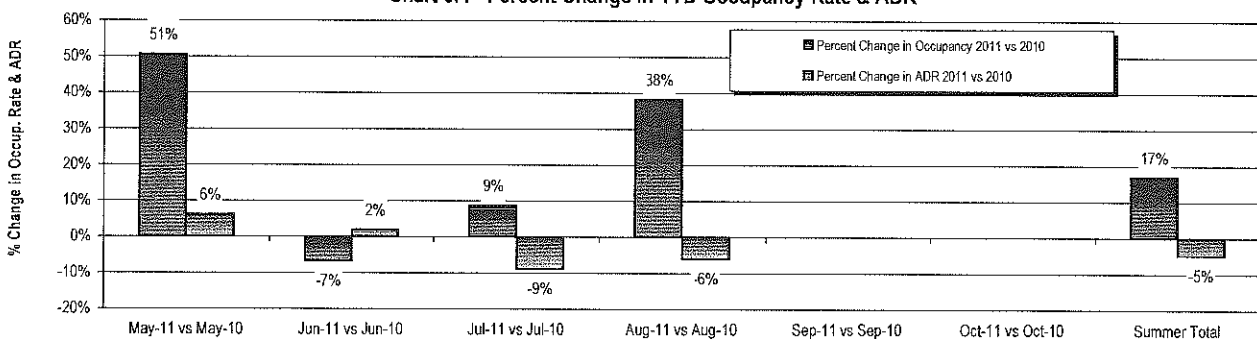


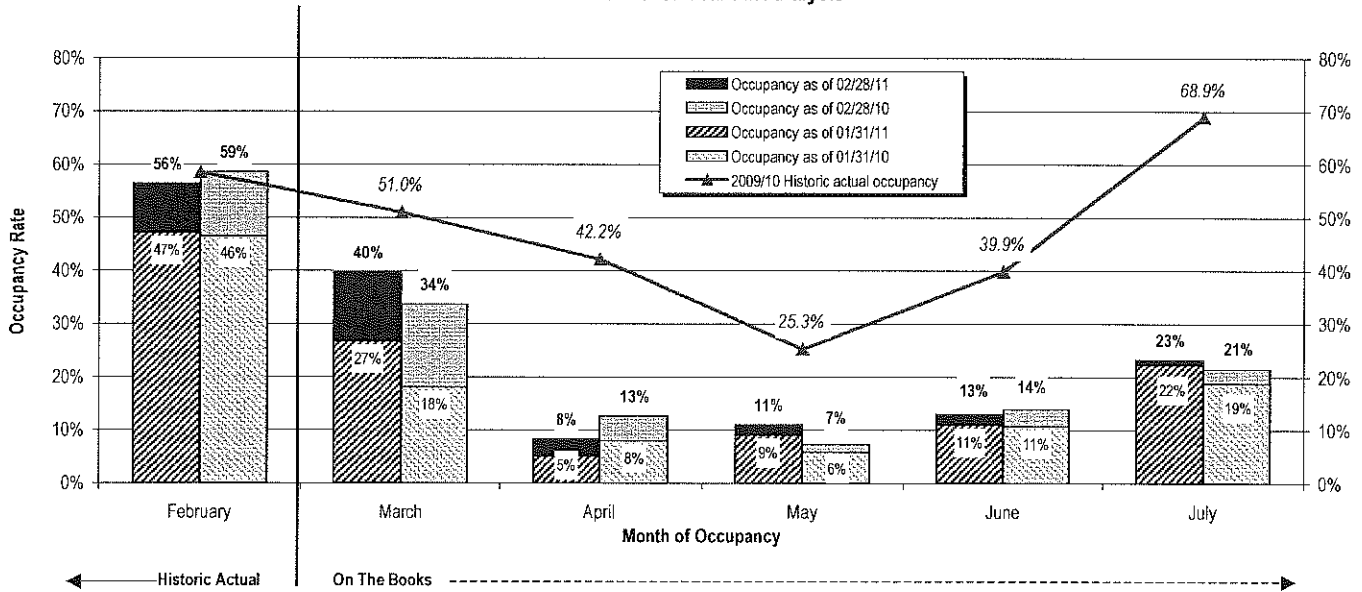
Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR



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

2011 Occupancy Pace as of Feb 28, 2011 and Jan. 31, 2011 versus same period 2010 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF FEB 28			OCCUPANCY AS OF JAN 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2009/10 Historic actual occupancy
	Occupancy as of 02/28/11	Occupancy as of 02/28/10	Absolute Change	Occupancy as of 01/31/11	Occupancy as of 01/31/10	Absolute Change	Incremental occupancy booked during Feb. 2011	Incremental occupancy booked during Feb. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	February	56.3%	58.5%	-2.2%	47.1%	46.4%	0.6%	9.3%	12.1%	-2.8%	
March	39.7%	33.7%	6.0%	26.6%	18.0%	8.6%	13.0%	15.6%	-2.6%	-16.6%	51.0%
April	8.3%	12.7%	-4.4%	5.1%	8.0%	-2.9%	3.2%	4.7%	-1.5%	-31.1%	42.2%
May	11.0%	7.3%	3.7%	9.0%	5.8%	3.2%	2.0%	1.5%	0.5%	32.9%	25.3%
June	13.0%	13.9%	-0.9%	11.0%	10.6%	0.3%	2.0%	3.3%	-1.3%	-38.5%	39.9%
July	23.3%	21.4%	1.9%	22.4%	18.7%	3.7%	0.9%	2.7%	-1.8%	-66.5%	68.9%
Total	24.8%	24.1%	0.7%	19.7%	17.5%	2.3%	5.1%	6.6%	-1.6%	-23.6%	47.2%

**Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago – i.e. a measure of the strength of booking activity occurring during the month just ended.

RESERVATIONS ACTIVITY REPORT
SECTION 5A - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Feb 28, 2011

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

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample	
		Occup. Rate as of: February 28, 2011 (2010/11 season)	Occup. Rate as of: February 28, 2010 (2009/10 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2010/11 & 2009/10)							
September	Historic Actual	44.1%	44.6%	-1.1%		11	
October		37.7%	29.2%	29.0%		11	
November		20.6%	17.8%	15.9%		11	
December		50.2%	43.2%	16.3%		11	
January		46.6%	47.1%	-1.1%		11	
February		52.8%	55.1%	-4.2%		11	
March		On The Books	39.7%	33.7%	17.9%	51.0%	9
April			8.3%	12.7%	-34.5%	42.2%	9
May			11.0%	7.3%	50.6%	25.3%	9
June			13.0%	13.9%	-6.8%	39.9%	9
July			23.3%	21.4%	8.7%	68.9%	8
August		16.7%	12.1%	38.2%	65.1%	8	
Grand total		31.1%	28.8%	7.7%	43.5%	11	
Historic months total		41.9%	39.3%	6.6%	39.3%	11	
Forecast months total		18.7%	16.8%	10.8%	48.3%	9	

AVERAGE DAILY RATE		ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample	
		ADR as of: February 28, 2011 (2010/11 season)	ADR as of: February 28, 2010 (2009/10 season)	Percent Change in YTD ADR			
Month of Occupancy (2010/11 & 2009/10)							
September	Historic Actual	\$179	\$190	-5.8%		11	
October		\$151	\$159	-4.9%		11	
November		\$138	\$139	-1.0%		11	
December		\$284	\$282	0.8%		11	
January		\$248	\$246	0.9%		11	
February		\$287	\$273	5.2%		11	
March		On The Books	\$245	\$226	8.3%	\$222	9
April			\$194	\$183	6.2%	\$174	9
May			\$151	\$142	6.2%	\$149	9
June			\$185	\$181	1.9%	\$183	9
July			\$207	\$227	-9.0%	\$234	8
August		\$202	\$215	-6.1%	\$226	8	
Grand total		\$222	\$223	-0.4%	\$217	11	
Historic months total		\$227	\$229	-1.0%	\$229	11	
Forecast months total		\$211	\$207	1.8%	\$207	9	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample	
		RevPAR as of: February 28, 2011 (2010/11 season)	RevPAR as of: February 28, 2010 (2009/10 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2010/11 & 2009/10)							
September	Historic Actual	\$79	\$85	-6.9%		11	
October		\$57	\$46	22.7%		11	
November		\$28	\$25	14.7%		11	
December		\$143	\$122	17.2%		11	
January		\$115	\$116	-0.2%		11	
February		\$151	\$150	0.8%		11	
March		On The Books	\$97	\$76	27.7%	\$113	9
April			\$16	\$23	-30.4%	\$74	9
May			\$17	\$10	59.9%	\$38	9
June			\$24	\$25	-5.0%	\$73	9
July			\$48	\$49	-1.0%	\$161	8
August		\$34	\$26	29.8%	\$147	8	
Grand total		\$69	\$64	7.4%	\$94	11	
Historic months total		\$95	\$90	5.5%	\$90	11	
Forecast months total		\$39	\$35	12.8%	\$100	9	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES
 Winter Bookings as of Feb 28, 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 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: February 28, 2011 (2010/11 Season)	Occup. Rate as of: February 28, 2010 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	20.6%	17.8%	15.9%	
December	50.2%	43.2%	16.3%	
January	46.6%	47.1%	-1.1%	
February	52.8%	55.1%	-4.2%	
March	39.7%	33.7%	17.9%	51.0%
April	8.3%	12.7%	-34.5%	42.2%
Winter total	36.8%	35.3%	4.3%	42.4%

AVERAGE DAILY RATE	ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 Season)
	ADR as of: February 28, 2011 (2010/11 Season)	ADR as of: February 28, 2010 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$138	\$139	-1.0%	
December	\$284	\$282	0.8%	
January	\$248	\$246	0.9%	
February	\$287	\$273	5.2%	
March	\$245	\$226	8.3%	\$222
April	\$194	\$183	6.2%	\$174
Winter total	\$252	\$245	3.2%	\$235

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: February 28, 2011 (2010/11 Season)	RevPAR as of: February 28, 2010 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$28	\$25	14.7%	
December	\$143	\$122	17.2%	
January	\$115	\$116	-0.2%	
February	\$151	\$150	0.8%	
March	\$97	\$76	27.7%	\$113
April	\$16	\$23	-30.4%	\$74
Winter total	\$93	\$86	7.7%	\$100

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Feb 28, 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)
	Occup. Rate as of: February 28, 2011 (2011 Season)	Occup. Rate as of: February 28, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	11.0%	7.3%	50.6%	25.3%
June	13.0%	13.9%	-6.8%	39.9%
July	23.3%	21.4%	8.7%	68.9%
August	16.7%	12.1%	38.2%	65.1%
September				
October				
Summer total	15.8%	13.5%	16.9%	49.1%

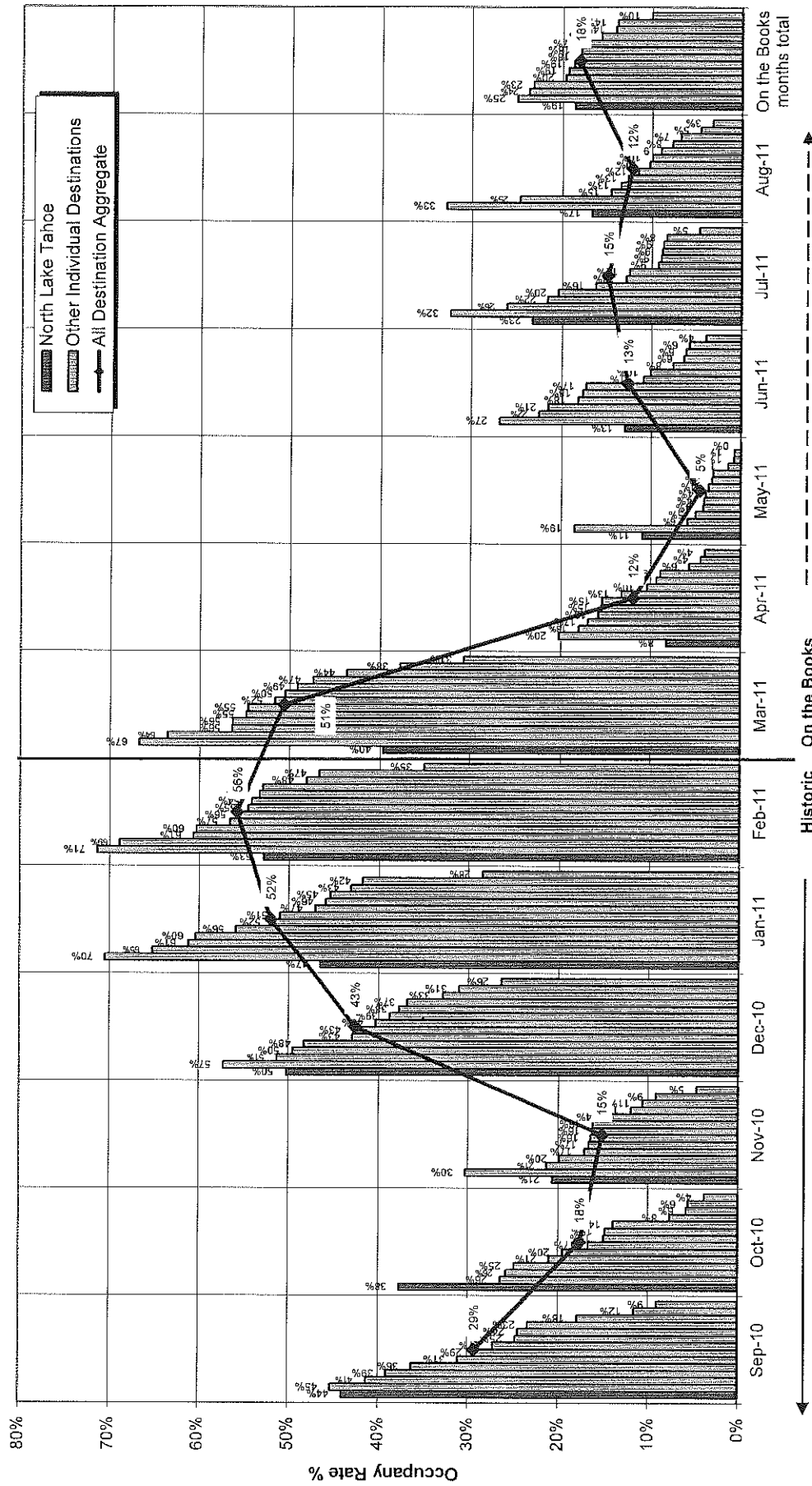
AVERAGE DAILY RATE	ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2010 Season)
	ADR as of: February 28, 2011 (2011 Season)	ADR as of: February 28, 2010 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$151	\$142	6.2%	\$149
June	\$185	\$181	1.9%	\$183
July	\$207	\$227	-9.0%	\$234
August	\$202	\$215	-6.1%	\$226
September				
October				
Summer total	\$191	\$200	-4.8%	\$209

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2010 Season)
	RevPAR as of: February 28, 2011 (2011 Season)	RevPAR as of: February 28, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$17	\$10	59.9%	\$38
June	\$24	\$25	-5.0%	\$73
July	\$48	\$49	-1.0%	\$161
August	\$34	\$26	29.8%	\$147
September				
October				
Summer total	\$30	\$27	11.3%	\$103

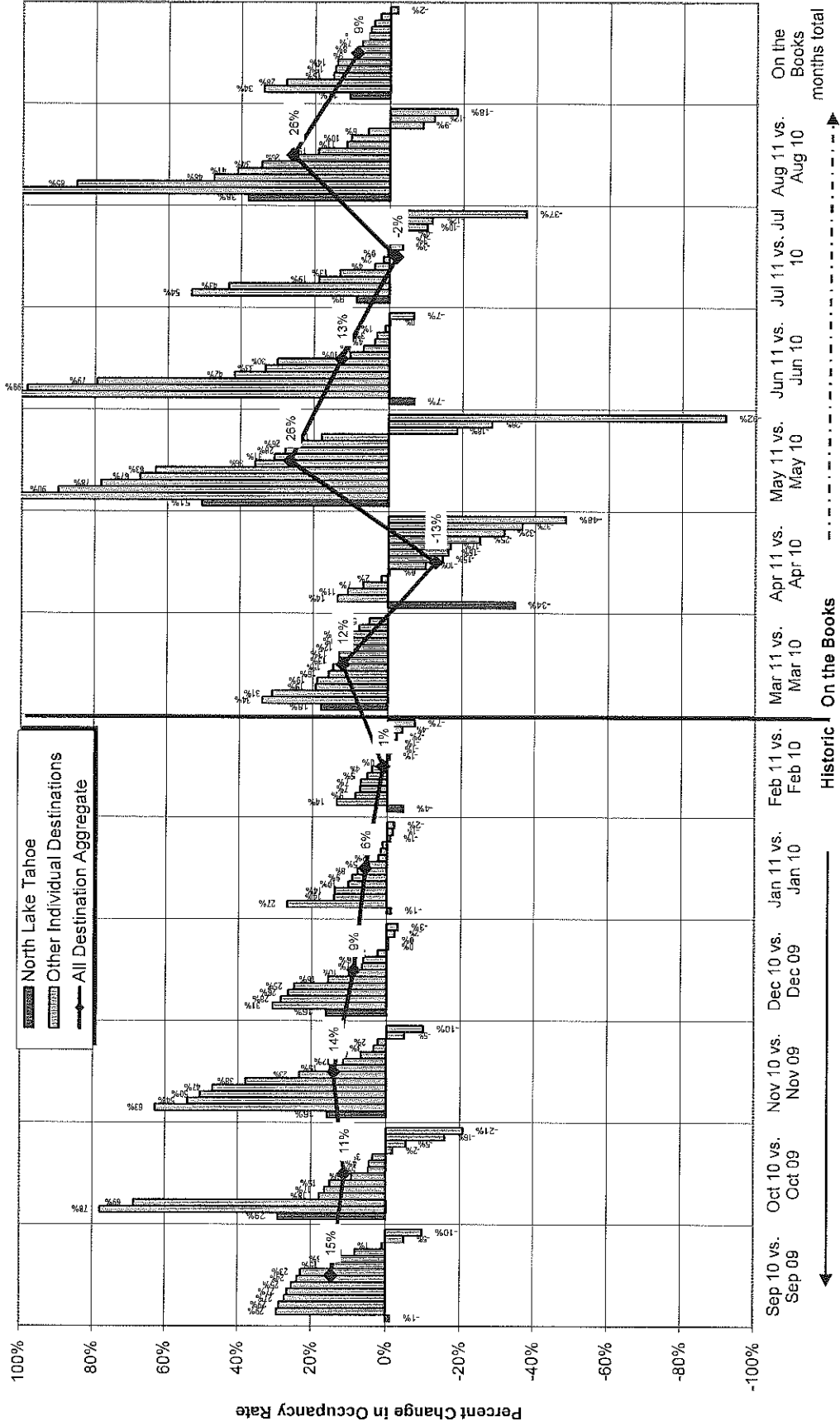
Occupancy Rate 2010/2011 Season as of Feb 28, 2011

Historic and Forecast Data

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



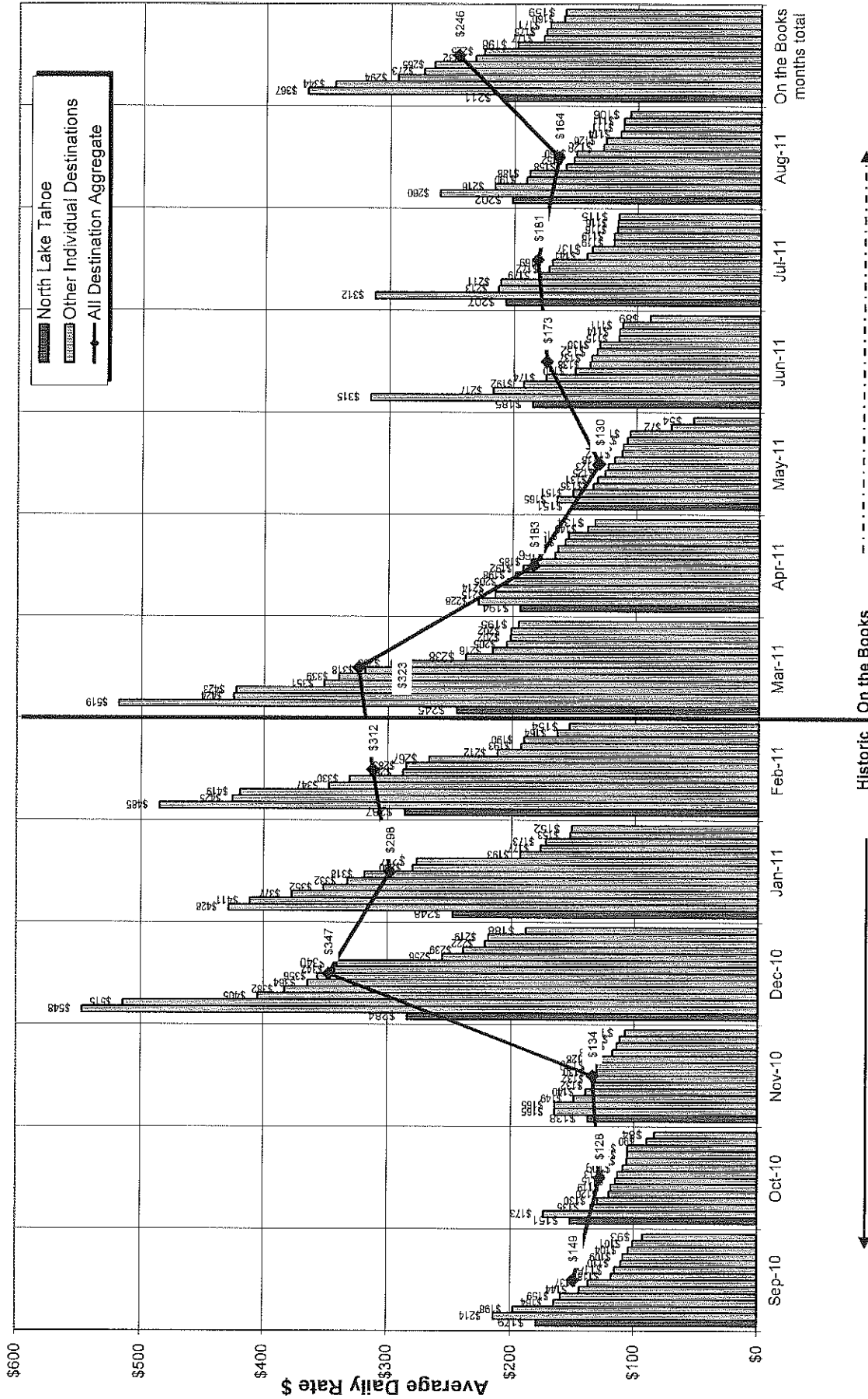
Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of February 28, 2011
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2010/2011 Season as of Feb 28, 2011

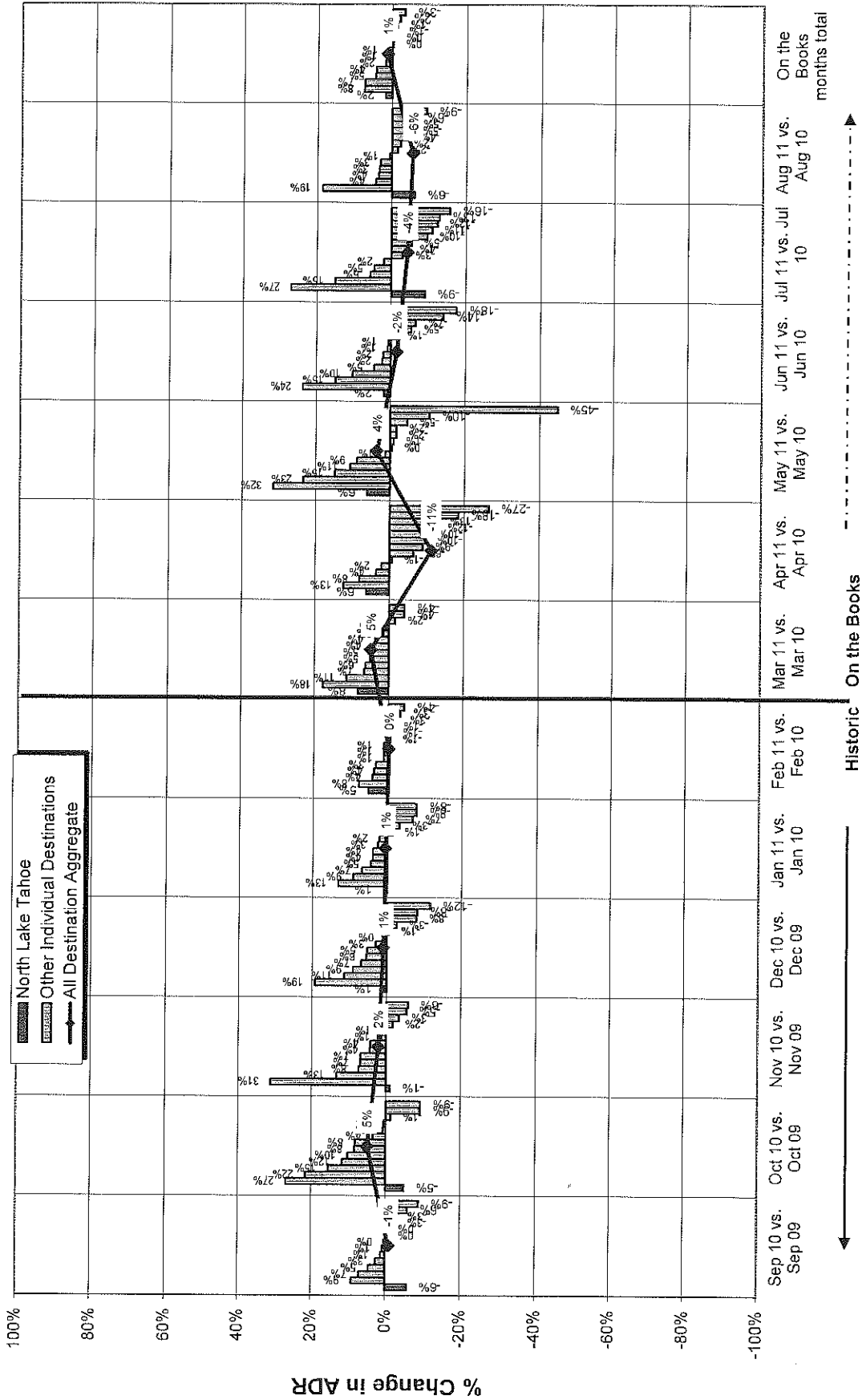
Historic and Forecast Data

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



M-11

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



**North Lake Tahoe Lodging ADR Report
Multi-Destination Comparative Report
As of February 28, 2011**



Average Daily Rate as of February 28, 2011

Month of ADR	North Lake Tahoe											All Destination Aggregate			
	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR	Next highest ADR		Next highest ADR	Lowest ADR	
Sep-10	\$179	\$214	\$188	\$164	\$159	\$144	\$137	\$118	\$116	\$110	\$109	\$104	\$101	\$93	\$149
Oct-10	\$151	\$173	\$135	\$130	\$120	\$119	\$115	\$113	\$109	\$106	\$105	\$105	\$90	\$84	\$128
Nov-10	\$138	\$165	\$165	\$149	\$140	\$132	\$132	\$130	\$130	\$128	\$118	\$114	\$112	\$107	\$134
Dec-10	\$284	\$408	\$515	\$405	\$382	\$364	\$355	\$342	\$340	\$256	\$239	\$222	\$219	\$188	\$347
Jan-11	\$246	\$428	\$411	\$377	\$352	\$332	\$316	\$280	\$277	\$193	\$177	\$173	\$153	\$152	\$268
Feb-11	\$287	\$485	\$425	\$419	\$347	\$330	\$286	\$265	\$267	\$212	\$193	\$190	\$164	\$154	\$312
Historic															
Mar-11	\$245	\$519	\$424	\$423	\$351	\$339	\$318	\$298	\$236	\$216	\$205	\$202	\$195	\$195	\$323
Apr-11	\$194	\$228	\$215	\$214	\$205	\$198	\$192	\$185	\$166	\$164	\$158	\$155	\$140	\$134	\$183
May-11	\$151	\$165	\$151	\$135	\$131	\$125	\$123	\$118	\$112	\$111	\$107	\$105	\$72	\$54	\$130
Jun-11	\$185	\$315	\$217	\$192	\$174	\$150	\$138	\$137	\$132	\$130	\$115	\$114	\$111	\$89	\$173
Jul-11	\$207	\$312	\$213	\$211	\$179	\$172	\$169	\$141	\$137	\$119	\$119	\$116	\$116	\$115	\$181
Aug-11	\$202	\$260	\$216	\$190	\$188	\$158	\$152	\$150	\$128	\$126	\$114	\$111	\$111	\$106	\$164
Grand total	\$222	\$377	\$351	\$318	\$295	\$270	\$263	\$256	\$232	\$197	\$180	\$175	\$160	\$159	\$261
Historic months total	\$227	\$383	\$369	\$331	\$306	\$286	\$270	\$262	\$247	\$196	\$181	\$176	\$157	\$153	\$263
On the Books months total	\$211	\$387	\$344	\$294	\$273	\$265	\$232	\$225	\$198	\$177	\$175	\$171	\$168	\$164	\$246

% Change in Average Daily Rate as of February 28, 2011: 2010/11 vs 2009/10

Month of ADR	North Lake Tahoe											All Destination Aggregate		
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing		Next strongest pacing	Weakest pacing
Sep 10 vs. Sep 09	-5%	9%	7%	5%	3%	1%	1%	0%	0%	0%	-3%	-3%	-8%	-1%
Oct 10 vs. Oct 09	-5%	27%	22%	15%	12%	10%	8%	8%	4%	1%	1%	-1%	-8%	5%
Nov 10 vs. Nov 09	-1%	31%	13%	8%	7%	7%	4%	4%	1%	1%	-2%	-2%	-5%	2%
Dec 10 vs. Dec 09	1%	19%	11%	9%	7%	6%	5%	3%	0%	-1%	-3%	-8%	-5%	1%
Jan 11 vs. Jan 10	1%	13%	9%	7%	5%	4%	4%	3%	2%	-1%	-3%	-7%	-5%	1%
Feb 11 vs. Feb 10	5%	8%	4%	4%	3%	1%	1%	1%	-1%	-1%	-1%	-3%	-3%	0%
Mar 11 vs. Mar 10	8%	16%	11%	7%	6%	5%	5%	4%	4%	2%	1%	-2%	-4%	5%
Apr 11 vs. Apr 10	6%	13%	8%	4%	2%	-1%	-8%	-9%	-10%	-10%	-12%	-13%	-18%	-11%
May 11 vs. May 10	6%	32%	23%	15%	11%	9%	1%	0%	-1%	-2%	-2%	-5%	-10%	4%
Jun 11 vs. Jun 10	2%	24%	15%	10%	5%	2%	2%	1%	1%	-1%	-5%	-7%	-18%	-2%
Jul 11 vs. Jul 10	-9%	27%	15%	6%	3%	2%	-3%	-3%	-5%	-10%	-11%	-12%	-13%	-4%
Aug 11 vs. Aug 10	-6%	19%	4%	4%	3%	3%	1%	-2%	-2%	-4%	-5%	-5%	-6%	-6%
Grand total	0%	6%	5%	4%	3%	3%	2%	1%	1%	0%	-1%	-3%	-3%	0%
Historic months total	-1%	5%	5%	4%	4%	3%	2%	2%	-1%	-1%	-3%	-3%	-5%	0%
On the Books months total	2%	8%	7%	5%	4%	2%	1%	1%	0%	0%	-1%	-1%	-2%	1%

NOTES FOR ALL TABLES & CHARTS

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).

RESORTS INCLUDED IN COMPARISONS:

- Aspen
- Beaver Creek
- Breckenridge
- Central Summit County, CO
- Copper Mountain
- Keystone
- North Lake Tahoe
- Park City
- Snowmass
- Taillride
- Vail
- Winter Park



Reno-Tahoe International Airport

January 2011 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



February 28, 2011

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

Average Load Factor:	76.6% up 1.0 pts.
Number of Flights: *	1.1% up
Capacity of Seats: *	2.0% up
Crude Oil: **	\$89.2 per barrel January 2011 vs. \$78.3 per barrel January 2010

RNO OVERVIEW FOR JANUARY 2011 – year over year comparison

Total Passengers:	Up 2.2%
Average Load Factor:	73.9% up 0.9 pts.
Actual Flights:	Up 5.3%
Actual Seats:	Down (2.5%)
Total Cargo:	Up 3.0%

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

HIGHLIGHTS

January 2011

Total Passengers
+2.2%

Enplaned Passengers
+2.1%

Deplaned Passengers
+2.2%

Average Load Factor
73.9%

Total Cargo
+3.0%

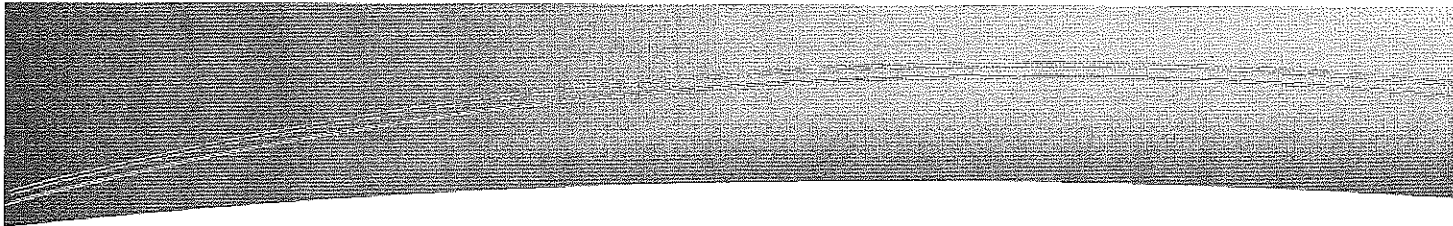
JANUARY 2011 SUMMARY

Reno-Tahoe International Airport started 2011 with a positive month in January. The airport experienced positive passenger growth for the eighth consecutive month with respect to year over year monthly increases. Total passengers at RNO increased 2.2% to 300,125 in January 2011 versus the same period last year.

In terms of total cargo, Reno-Tahoe International Airport handled 8,959,543 pounds in January 2011, up 3.0% versus last year. Year over year cargo carried at RNO has been up for the past 12 months.

RNO is served by seven major airlines providing 66 nonstop departures each day to 16 destinations. During the month of January 2011, RNO reported 5.3% increase in flights versus January 2010. This increase was due to the additional capacity by American Airlines and United Airlines to Los Angeles and US Airways to Phoenix.

The actual seat capacity, at 215,198 seats, decreased (2.3%) in January 2011 versus the same period last year. United Airlines, US Airways and Delta Air Lines downgauged aircraft on certain routes, from Airbus 320 and Boeing 737 to Airbus 319 and Regional Jets.



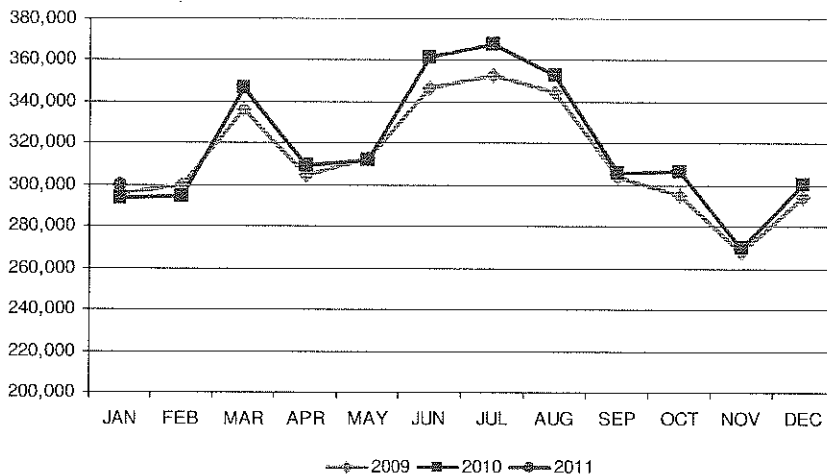
Average load factor for scheduled airlines was 73.9%, which is 0.9 load factor points above the same period last year.

Effective February 17, Continental Airlines began flying a new daily nonstop flight between Houston-Intercontinental and Reno-Tahoe International Airport. It is anticipated that passenger traffic will increase with the addition of this service.

TOTAL PASSENGERS

In January 2011, the passenger increase of 2.2% versus last year was driven by American Airlines, US Airways and Southwest Airlines. Year over year passenger count for American Airlines was up 26.0%, US Airways increased 10.9% and Southwest Airlines grew 3.4%. Alaska Airlines passenger count declined (23.2%), United Airlines was down (5.9%) and Delta Air Lines passenger count decreased (1.4%) versus last year.

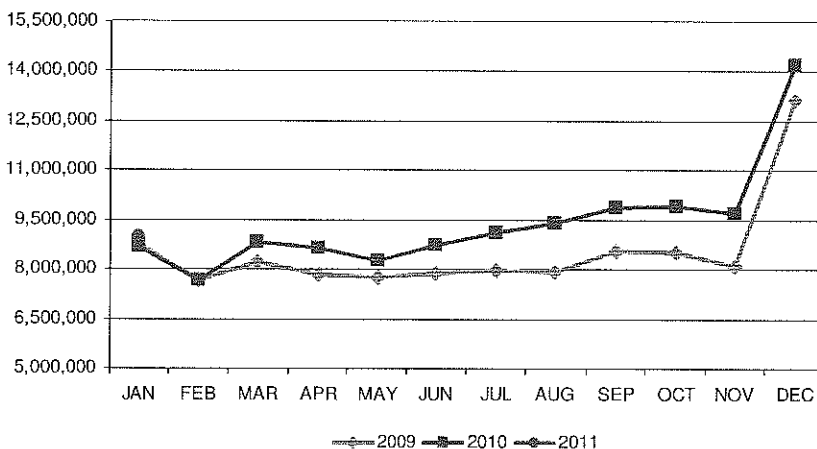
Total Passengers



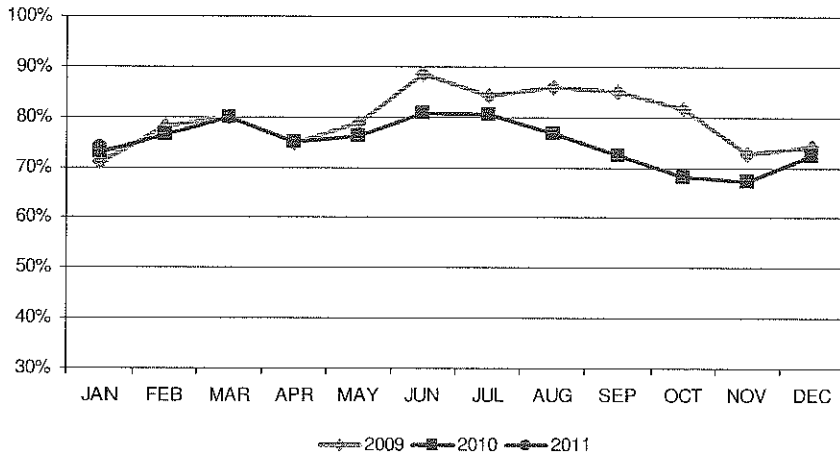
TOTAL CARGO

In January 2011, Reno-Tahoe International Airport handled 8,959,543 pounds of cargo, a 3.0% increase versus January 2010. In January 2011, cargo volumes for Ameriflight were up 15.3% and FedEx were up 11.9% versus the same period last year. UPS carried 2.6 million pounds of cargo, (11.7%) less cargo than January 2010. The U.S. Census Bureau reported that overall retail sales increased 7.8% in January 2011 versus January 2010. Nonstore retailer (i.e. e-commerce) sales increased 13.5% for the same period, a large contributor to northern Nevada air cargo.

Total Cargo

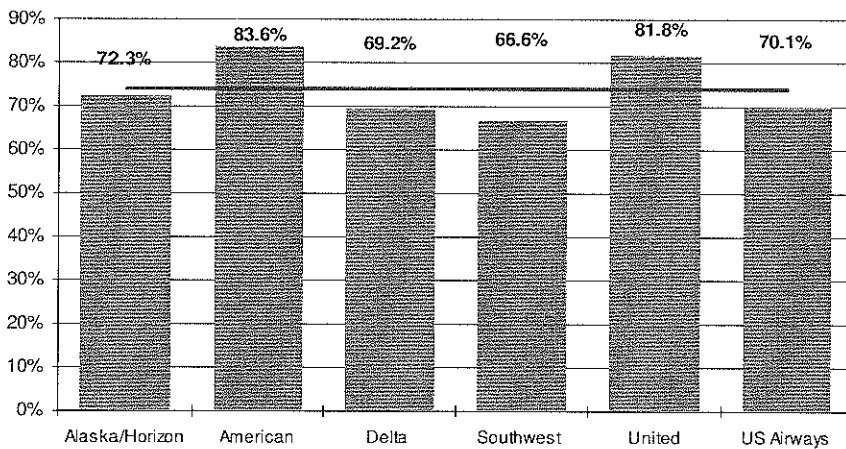


Average Enplaned Load Factors



Airline	Reno Load Factor	System Load Factor	Difference
Alaska	72.3%	80.1%	(7.8)
American	83.6%	75.8%	7.8
Delta	69.2%	75.2%	(6.0)
Southwest	66.6%	76.0%	(9.4)
United	81.8%	77.9%	3.9
US Airways	70.1%	77.7%	(7.6)

Enplaned Load Factors by Airlines

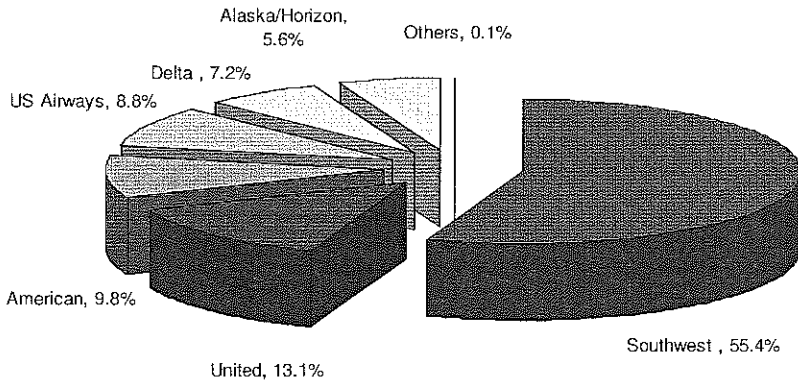


AIRLINE LOAD FACTORS

In January 2011, average enplaned load factor at RNO was 73.9% which is 0.9 load factor points more than last year.

This is first time in nine months that RNO reported a positive increase in year over year load factors.

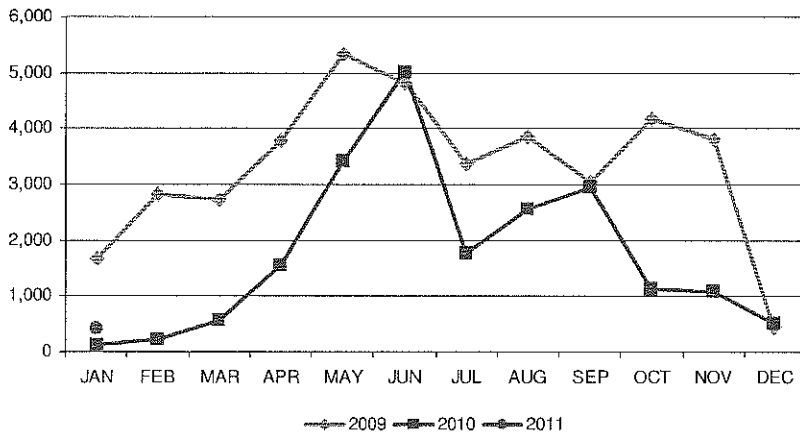
Air Carrier Market Share



AIRLINE MARKET SHARE

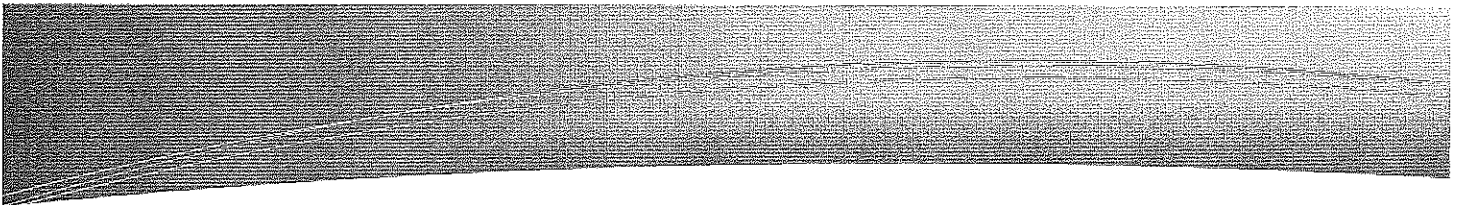
In January 2011, Southwest Airlines carried 166,333 passengers with a passenger market share of 55.4%. The next highest market share was United Airlines at 13.1% followed by American Airlines with 9.8%, US Airways at 8.8%, Delta Air Lines 7.2% and Alaska/Horizon Airlines carried 5.6% of the total passengers at Reno-Tahoe International Airport.

Total Domestic Charter Passengers

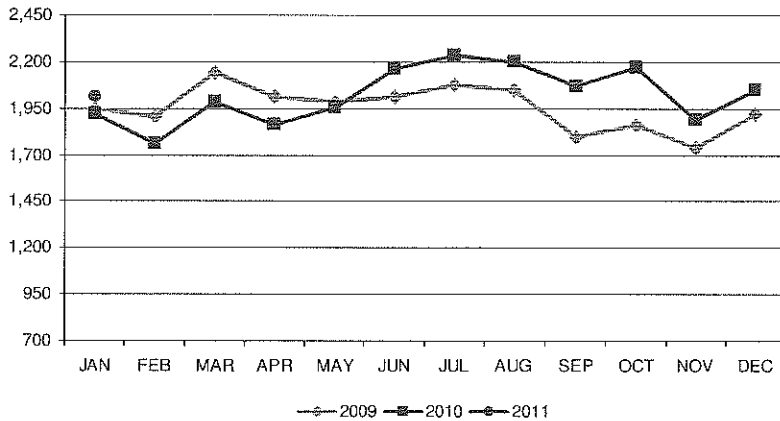


DOMESTIC CHARTER PASSENGERS

In January 2011, RNO domestic charter traffic increased by 290 passengers versus January 2010. Ryan International Airlines and Delta Air Lines charter flights carried a combined total of 415 passengers in January 2011.



Monthly Scheduled Departures



Schedule Changes Since January 2010

American Airlines

- Started 3 daily flights to LAX in June 2010
- Added a 3rd daily flight to DFW in March 2010 (seasonal increase)

Alaska Airlines

- Reduced a daily service to LAX in January 2011
- The airline will cancel their service to LAX in April 2011

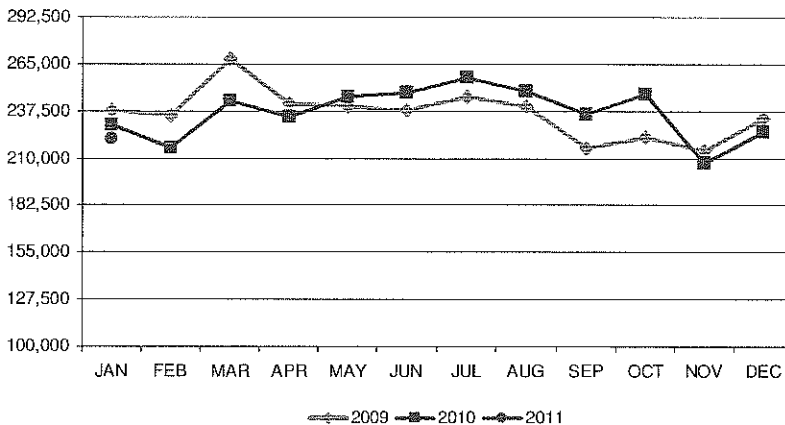
United Airlines

- Added a daily DEN and LAX flight in January 2010
- Added 2 daily flights to LAX in July 2010

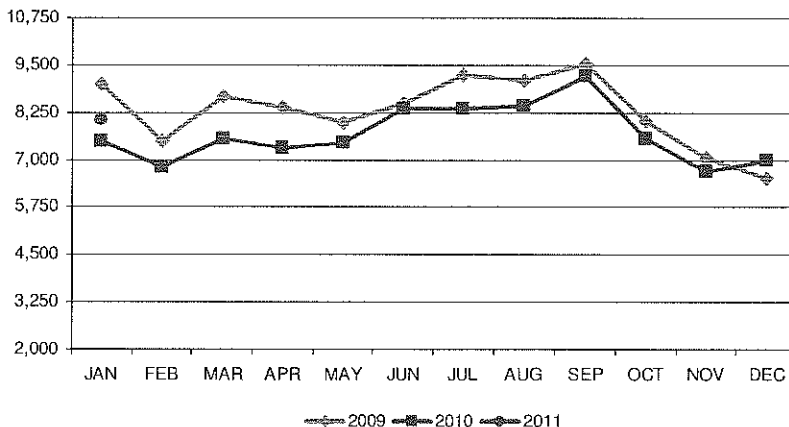
US Airways

- Added a daily flight to PHX in October 2010

Monthly Scheduled Seats



Total Operations

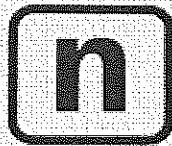


Total Operations

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.

Search Engine Marketing Report

for



north lake tahoe

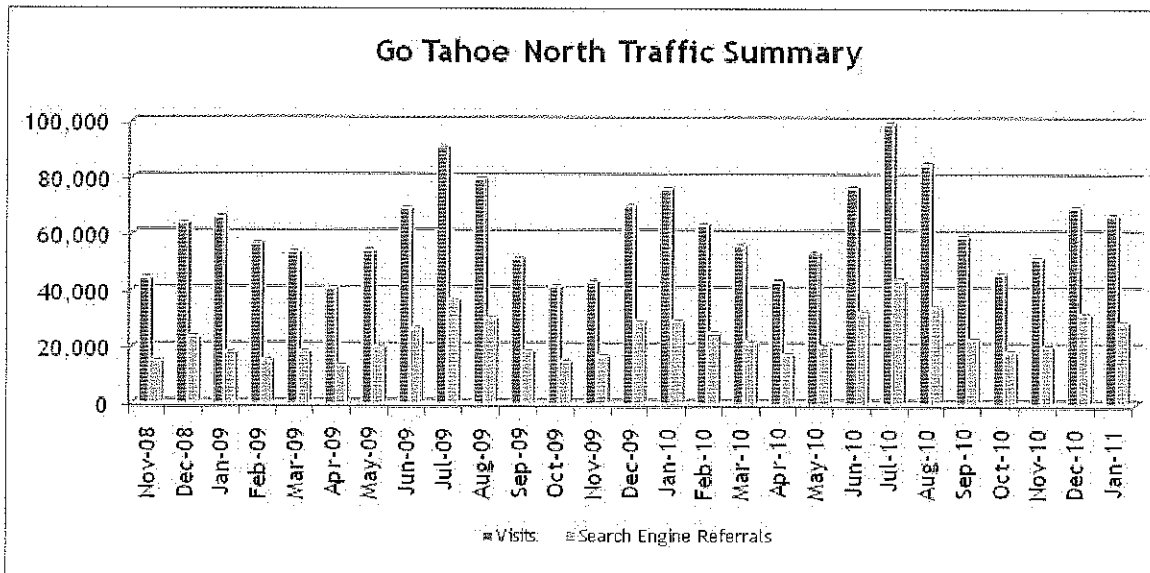
February 13, 2011

Presented by
smith & jones

795 Mays Boulevard | Incline Village, NV
Phone: 775.831.6262 | Email: mwilliams@sjmarketing.com

Program Progress

- Organic Search Engine referrals make up approximately 43% of total visits in January.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

February 3, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	21
Total 1st Page Positions	45
Total 2nd Page Positions	12
Google #1 Positions	12
Google 1st Page Positions	24
Google 2nd Page Positions	8

Compared with

January 10, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	28
Total 1st Page Positions	53
Total 2nd Page Positions	14
Google #1 Positions	15
Google 1st Page Positions	30
Google 2nd Page Positions	5

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

There are some “summer” related terms which took a dip in position due to the new site architecture. Adjustments have been made to recapture those positions.

Recent Increase in Search Visibility

2 New First Page Position on Bing/Yahoo for:

- Lake Tahoe entertainment
- north lake tahoe rentals

Site Optimization

- We are submitting a Yahoo Travel Listing for GoTahoeNorth.
- smith + jones provided content optimization revisions including meta-tags for top level resort / skiing related pages.
- We made the following posts on behalf of GoTahoeNorth in January:
 - <http://answers.yahoo.com/question/index?qid=20110130183422AAoU8Ek>
 - <http://answers.yahoo.com/question/index?qid=20110131085048AArQpdH>
- 41 submissions were made to Social Media Web sites in the month of January. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

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

Search Positions By Engine																			
#1 Positions	15	13	15	16	15	14	15	15	15	15	15	9	18	16	10	17	2	1	1
1st Page Positions	30	23	29	24	30	24	28	27	29	27	29	26	28	29	24	29	11	6	7
2nd Page Positions	5	9	6	8	5	7	7	5	8	5	8	7	3	6	8	4	6	8	6

Total Search Positions								
#1 Positions	28	31	29	30	30	42	43	4
1st Page Positions	53	53	54	55	56	83	82	24
2nd Page Positions	14	14	12	12	13	18	18	20

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

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 blog and forum posts mentioning GoTahoeNorth and listed them below:

** Please note, these are not all directly related to Social Marketing efforts smith + jones has done. They are a sample of various mentions of GoTahoeNorth across the Web. **

<http://twitter.com/CedarGlenLodge/statuses/31806772259848193>

F.Y.I. The only road that requires chains is 431, Mount Rose. All the other roads are clear and open. Please dial...<http://fb.me/tYVvhtBW>

(<http://www.gotahoenorth.com/about-tahoe/weather-and-roads/road-conditions>)

<http://twitter.com/Guidefinder/statuses/32040285248692224>

<http://twitter.com/FishingJohnny/statuses/32040286355988480>

www.bit.ly/VaOUP Fishing Guides & Charters - North Lake Tahoe <http://bit.ly/i4v4i6>

(<http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>)

<http://www.audizine.com/forum/showthread.php/407849-Avantober-Fest-2011?daysprune=-1#post6116010>

Avantober Fest 2011

SUN OCT 2ND Lake Tahoe Restaurant Week

All Day/Night Lake Tahoe Restaurant Week offers 3-course prix-fixe menus... more>

<http://www.gotahoenorth.com/events/l...011-10-02.html>

<http://www.tripadvisor.com/ShowTopic-g45961-i606-k4145653->

[Where to stay and ski in tahoe for spring break-](http://www.tripadvisor.com/ShowTopic-g45961-i606-k4145653-Where-to-stay-and-ski-in-tahoe-for-spring-break-Lake-Tahoe-Nevada-Nevada.html#30602811)

[Lake Tahoe Nevada Nevada.html#30602811](http://www.tripadvisor.com/ShowTopic-g45961-i606-k4145653-Where-to-stay-and-ski-in-tahoe-for-spring-break-Lake-Tahoe-Nevada-Nevada.html#30602811)

Try Homewood as well. Everyone forgets this place. HAs some honest to goodness skiing.

[gotahoenorth.com/skiing-and-boarding/homewood](http://www.gotahoenorth.com/skiing-and-boarding/homewood)

http://www.tripadvisor.com/ShowTopic-g45956-i1354-k3922844-North_Lake_Tahoe_Rental-Incline_Village_Lake_Tahoe_Nevada_Nevada.html#30602765

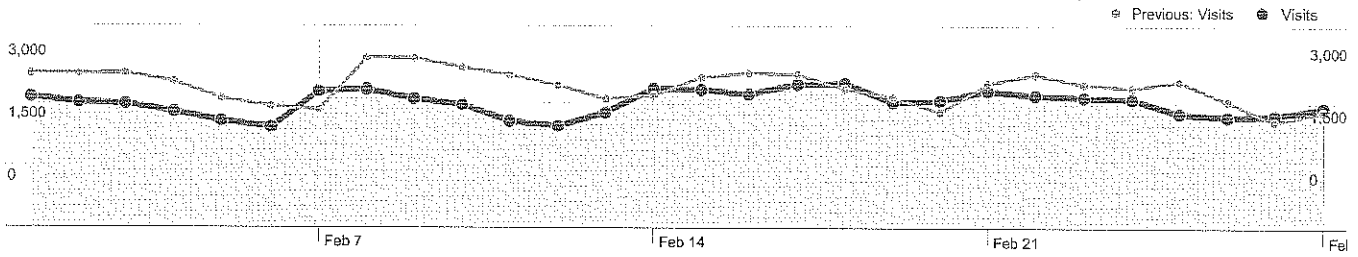
Great resource for lodging options in Incline Village

[gotahoenorth.com/resorts-and-towns/...lodging](http://www.gotahoenorth.com/resorts-and-towns/...lodging)

http://www.tripadvisor.com/ShowTopic-g45956-i1354-k4114343-Best_places_to_kick_back-Incline_Village_Lake_Tahoe_Nevada_Nevada.html#30602748

Try looking here. [gotahoenorth.com/resorts-and-towns/incline-v...](http://www.gotahoenorth.com/resorts-and-towns/incline-v...)

if nothing they will have info for surrounding cities.



Site Usage

56,185 Visits

Previous: 63,538 (-11.57%)

34.59% Bounce Rate

Previous: 34.73% (-0.41%)

262,556 Pageviews

Previous: 283,758 (-7.47%)

00:03:49 Avg. Time on Site

Previous: 00:03:49 (0.14%)

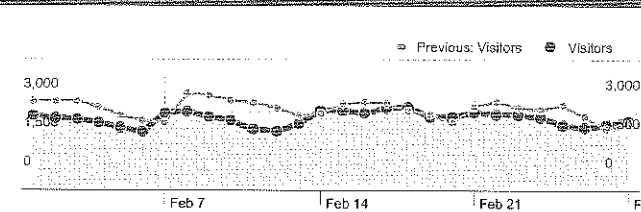
4.67 Pages/Visit

Previous: 4.47 (+4.64%)

78.93% % New Visits

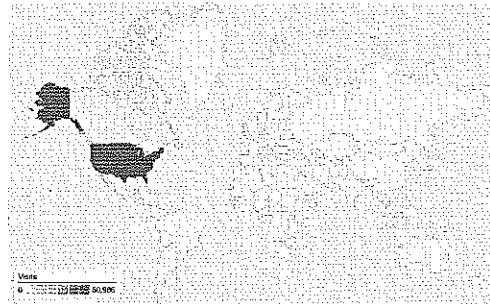
Previous: 79.34% (-0.52%)

Visitors Overview



Visitors
47,460

Map Overlay

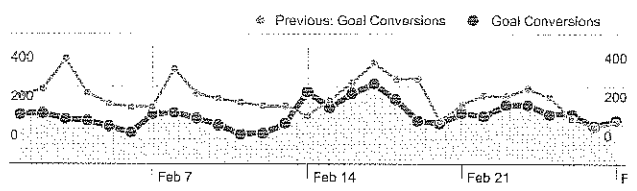


Traffic Sources Overview



- Search Engines**
22,438.00 (39.94%)
- Referring Sites**
19,917.00 (35.45%)
- Direct Traffic**
13,784.00 (24.53%)
- Other**
46 (0.08%)

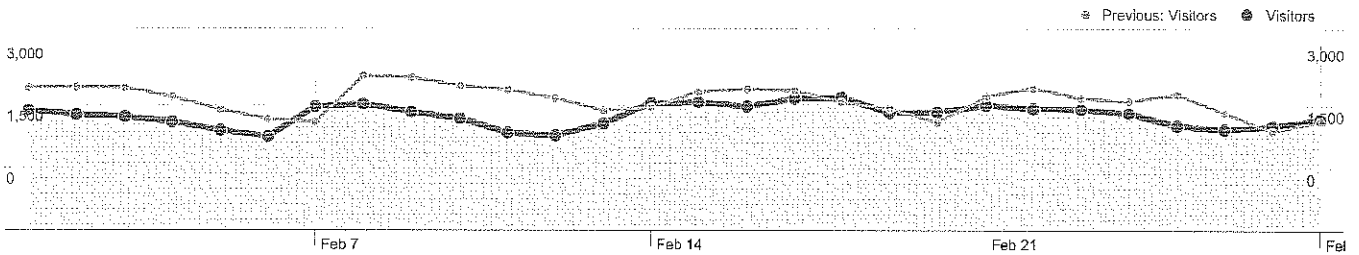
Goals Overview



Goal Conversions
4,720

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2011 - Feb 28, 2011	17,339	6.60%
Feb 1, 2010 - Feb 28, 2010	21,985	7.75%
% Change	-21.13%	-14.76%
/stay		
Feb 1, 2011 - Feb 28, 2011	6,020	2.29%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/external//return (true)		
Feb 1, 2011 - Feb 28, 2011	5,999	2.28%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/stay/lodging-by-type		
Feb 1, 2011 - Feb 28, 2011	5,556	2.12%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/external//index.php		
Feb 1, 2011 - Feb 28, 2011	5,232	1.99%
Feb 1, 2010 - Feb 28, 2010	2,368	0.83%
% Change	120.95%	138.79%



47,460 people visited this site

56,185 Visits

Previous: 63,538 (-11.57%)

47,460 Absolute Unique Visitors

Previous: 53,843 (-11.85%)

262,556 Pageviews

Previous: 283,758 (-7.47%)

4.67 Average Pageviews

Previous: 4.47 (+4.64%)

00:03:49 Time on Site

Previous: 00:03:49 (0.14%)

34.59% Bounce Rate

Previous: 34.73% (-0.41%)

78.93% New Visits

Previous: 79.34% (-0.52%)

Technical Profile

Browser	Visits	% visits
Internet Explorer		
Feb 1, 2011 - Feb 28, 2011	26,425	47.03%
Feb 1, 2010 - Feb 28, 2010	35,442	55.78%
% Change	-25.44%	-15.68%
Safari		
Feb 1, 2011 - Feb 28, 2011	12,307	21.90%
Feb 1, 2010 - Feb 28, 2010	9,635	15.16%
% Change	27.73%	44.45%

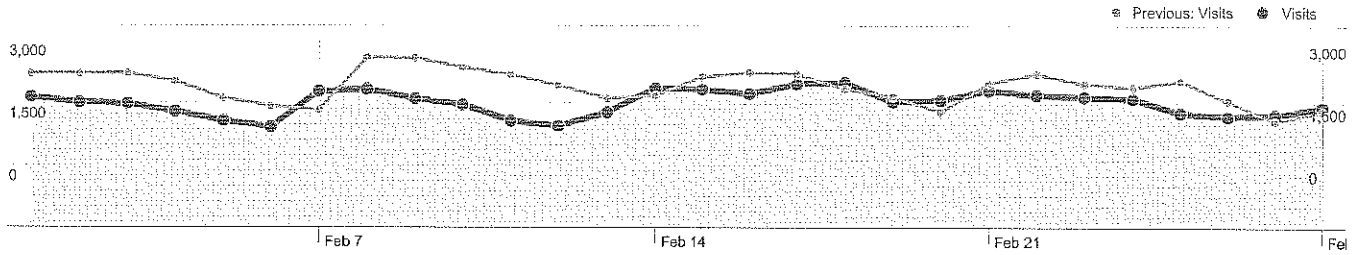
Connection Speed	Visits	% visits
Cable		
Feb 1, 2011 - Feb 28, 2011	20,413	36.33%
Feb 1, 2010 - Feb 28, 2010	26,505	41.72%
% Change	-22.98%	-12.91%
Unknown		
Feb 1, 2011 - Feb 28, 2011	17,848	31.77%
Feb 1, 2010 - Feb 28, 2010	12,307	19.37%
% Change	45.02%	64.00%

Firefox		
Feb 1, 2011 - Feb 28, 2011	11,797	21.00%
Feb 1, 2010 - Feb 28, 2010	15,053	23.69%
% Change	-21.63%	-11.37%
Chrome		
Feb 1, 2011 - Feb 28, 2011	4,897	8.72%
Feb 1, 2010 - Feb 28, 2010	2,693	4.24%
% Change	81.84%	105.54%
Mozilla Compatible Agent		
Feb 1, 2011 - Feb 28, 2011	344	0.61%
Feb 1, 2010 - Feb 28, 2010	200	0.31%
% Change	72.00%	94.51%

DSL		
Feb 1, 2011 - Feb 28, 2011	11,675	20.78%
Feb 1, 2010 - Feb 28, 2010	16,770	26.39%
% Change	-30.38%	-21.27%
T1		
Feb 1, 2011 - Feb 28, 2011	5,531	9.84%
Feb 1, 2010 - Feb 28, 2010	6,620	10.42%
% Change	-16.45%	-5.52%
Dialup		
Feb 1, 2011 - Feb 28, 2011	488	0.87%
Feb 1, 2010 - Feb 28, 2010	810	1.27%
% Change	-39.75%	-31.87%

Traffic Sources Overview

Feb 1, 2011 - Feb 28, 2011
Comparing to: Feb 1, 2010 - Feb 28, 2010



All traffic sources sent a total of 56,185 visits

24.53% Direct Traffic

Previous: 30.04% (-18.33%)

35.45% Referring Sites

Previous: 30.26% (17.14%)

39.94% Search Engines

Previous: 39.70% (0.60%)

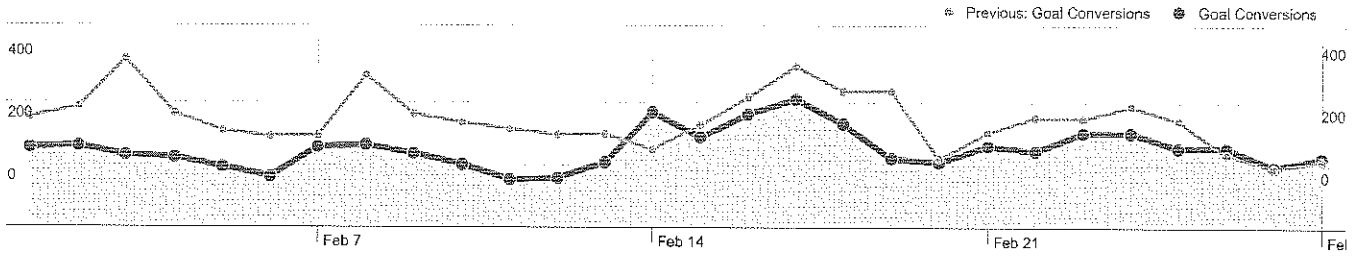
- Search Engines**
22,438.00 (39.94%)
- Referring Sites**
19,917.00 (35.45%)
- Direct Traffic**
13,784.00 (24.53%)
- Other**
46 (0.08%)



Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Feb 1, 2011 - Feb 28, 2011	18,547	33.01%	Feb 1, 2011 - Feb 28, 2011	1,323	5.90%
Feb 1, 2010 - Feb 28, 2010	21,359	33.62%	Feb 1, 2010 - Feb 28, 2010	1,020	4.04%
% Change	-13.17%	-1.80%	% Change	29.71%	45.80%
(direct) ((none))			incline village		
Feb 1, 2011 - Feb 28, 2011	13,784	24.53%	Feb 1, 2011 - Feb 28, 2011	1,077	4.80%
Feb 1, 2010 - Feb 28, 2010	19,087	30.04%	Feb 1, 2010 - Feb 28, 2010	1,021	4.05%
% Change	-27.78%	-18.33%	% Change	5.48%	18.57%
visitinglaketahoe.com (referral)			north lake tahoe hotels		
Feb 1, 2011 - Feb 28, 2011	9,447	16.81%	Feb 1, 2011 - Feb 28, 2011	624	2.78%
Feb 1, 2010 - Feb 28, 2010	8,963	14.11%	Feb 1, 2010 - Feb 28, 2010	584	2.32%
% Change	5.40%	19.19%	% Change	6.85%	20.11%
gotahoenorth.com (referral)			lake tahoe		
Feb 1, 2011 - Feb 28, 2011	2,941	5.23%	Feb 1, 2011 - Feb 28, 2011	457	2.04%
Feb 1, 2010 - Feb 28, 2010	452	0.71%	Feb 1, 2010 - Feb 28, 2010	304	1.21%
% Change	550.66%	635.82%	% Change	50.33%	68.96%
yahoo (organic)			lake tahoe resorts		

Feb 1, 2011 - Feb 28, 2011	1,804	3.21%	Feb 1, 2011 - Feb 28, 2011	211	0.94%
Feb 1, 2010 - Feb 28, 2010	1,918	3.02%	Feb 1, 2010 - Feb 28, 2010	814	3.23%
% Change	-5.94%	6.37%	% Change	-74.08%	-70.86%



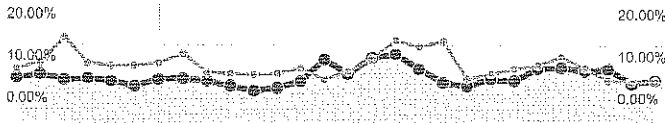
Visitors completed 4,720 goal conversions

4,720 conversions, Goal 1: Cool Deals Page

Previous: 6,435 (-26.65%)

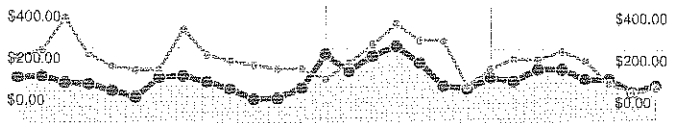
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
8.40%

Total Goal Value



Total Goal Value
\$4,720.00



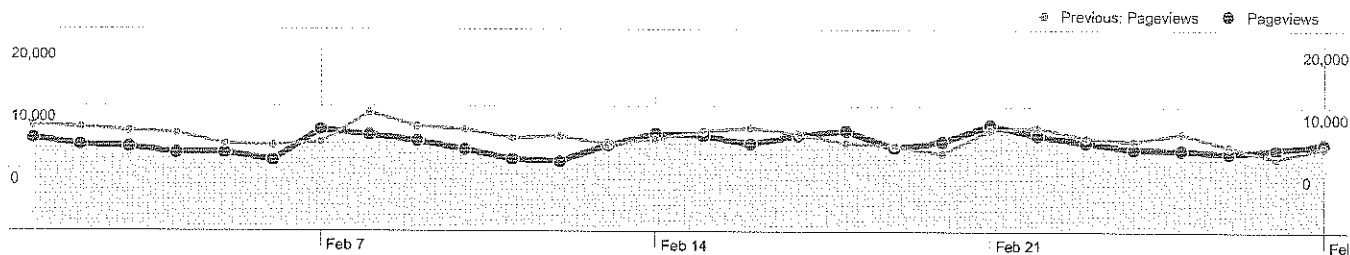
56,185 visits came from 136 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
56,185 Previous: 63,538 (-11.57%)	4.67 Previous: 4.47 (4.64%)	00:03:49 Previous: 00:03:49 (0.14%)	78.94% Previous: 79.44% (-0.63%)	34.59% Previous: 34.73% (-0.41%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
February 1, 2011 - February 28, 2011	50,986	4.74	00:03:54	78.34%	33.88%
February 1, 2010 - February 28, 2010	57,917	4.51	00:03:52	78.95%	34.17%
% Change	-11.97%	5.05%	0.76%	-0.77%	-0.85%
United Kingdom					
February 1, 2011 - February 28, 2011	1,055	4.31	00:02:53	82.75%	40.66%
February 1, 2010 - February 28, 2010	1,228	4.47	00:03:22	82.17%	38.52%
% Change	-14.09%	-3.66%	-14.15%	0.71%	5.57%
Canada					
February 1, 2011 - February 28, 2011	761	3.81	00:02:38	89.22%	40.87%

February 1, 2010 - February 28, 2010	869	3.68	00:02:33	84.70%	42.23%
% Change	-12.43%	3.79%	3.43%	5.35%	-3.23%
Germany					
February 1, 2011 - February 28, 2011	360	3.95	00:02:31	85.56%	38.89%
February 1, 2010 - February 28, 2010	451	3.92	00:02:44	91.35%	39.25%
% Change	-20.18%	0.95%	-7.84%	-6.35%	-0.91%
Mexico					
February 1, 2011 - February 28, 2011	330	4.67	00:05:59	74.55%	33.64%
February 1, 2010 - February 28, 2010	254	4.52	00:03:55	90.16%	31.89%
% Change	29.52%	3.41%	52.60%	-17.32%	5.48%
Australia					
February 1, 2011 - February 28, 2011	325	4.00	00:03:01	83.38%	37.54%
February 1, 2010 - February 28, 2010	371	4.32	00:03:32	80.05%	35.31%
% Change	-12.40%	-7.42%	-14.72%	4.16%	6.31%
Brazil					
February 1, 2011 - February 28, 2011	242	4.16	00:03:52	83.06%	33.88%
February 1, 2010 - February 28, 2010	272	4.08	00:04:45	68.75%	37.50%
% Change	-11.03%	1.77%	-18.55%	20.81%	-9.64%
Switzerland					
February 1, 2011 - February 28, 2011	130	5.73	00:04:08	79.23%	28.46%
February 1, 2010 - February 28, 2010	108	3.63	00:02:38	87.96%	42.59%
% Change	20.37%	57.89%	56.58%	-9.93%	-33.18%
Finland					
February 1, 2011 - February 28, 2011	122	1.69	00:00:23	99.18%	79.51%
February 1, 2010 - February 28, 2010	26	2.19	00:01:05	92.31%	73.08%
% Change	369.23%	-22.98%	-64.84%	7.45%	8.80%
France					
February 1, 2011 - February 28, 2011	122	3.46	00:01:52	87.70%	47.54%
February 1, 2010 - February 28, 2010	126	3.33	00:02:17	84.13%	42.86%
% Change	-3.17%	4.02%	-18.56%	4.25%	10.93%

1 - 10 of 136



Pages on this site were viewed a total of 262,556 times

262,556 Pageviews

Previous: 283,758 (-7.47%)

195,389 Unique Views

Previous: 216,386 (-9.70%)

34.59% Bounce Rate

Previous: 34.73% (-0.41%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Feb 1, 2011 - Feb 28, 2011	17,339	6.60%
Feb 1, 2010 - Feb 28, 2010	21,985	7.75%
% Change	-21.13%	-14.76%
/stay		
Feb 1, 2011 - Feb 28, 2011	6,020	2.29%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/external//return (true)		
Feb 1, 2011 - Feb 28, 2011	5,999	2.28%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/stay/lodging-by-type		
Feb 1, 2011 - Feb 28, 2011	5,556	2.12%
Feb 1, 2010 - Feb 28, 2010	0	0.00%
% Change	100.00%	100.00%
/external//index.php		

Feb 1, 2011 - Feb 28, 2011	5,232	1.99%
Feb 1, 2010 - Feb 28, 2010	2,368	0.83%
% Change	120.95%	138.79%

PROPERTY REFERRAL REPORT - FEBRUARY (Alpha)

PROPERTY	% of Total
Agate Bay Realty	0.74%
Agate Bay Realty Cool Deals	0.66%
Alpine Rental Group	1.14%
Americas Best Value Inn Tahoe City	1.22%
Book Tahoe Rentals	0.01%
Brockway Springs Resort	1.21%
Cal Neva Resort Casino Hotel	2.04%
Cedar Glen Lodge	1.32%
Cedar Glen Lodge Cool Deals	0.40%
Chaney House	0.41%
Chinquapin / Packard Realty	0.19%
Club Tahoe Resort	1.00%
Coldwell Banker Rentals	2.10%
Coldwell Banker Rentals Cool Deals	0.02%
Cottage Inn at Lake Tahoe	1.67%
Ferrari's Crown Resort	0.75%
Ferrari's Crown Resort Cool Deals	0.18%
Firelite Lodge	0.53%
Firelite Lodge Cool Deals	0.60%
First Accommodations	1.11%
Franciscan Lakeside Lodge	0.59%
Goldfish Properties	0.43%
Granlibakken Conference Center & Resort	2.59%
Granlibakken Conference Center & Resort Cool Deals	1.77%
Granlibakken Resort Ski Area	0.01%
Hauserman Rental Group	1.03%
Holiday House	0.59%
Holiday House Cool Deals	1.02%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	3.51%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	2.60%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.60%
Incline at Tahoe Realty	0.63%
Incline at Tahoe Realty Cool Deals	0.19%
Incline Vacation Rentals	1.02%
Lake of the Sky Motor Inn	1.12%
Lake Tahoe Accommodations.	1.93%
Lake Tahoe Accommodations. Cool Deals	0.54%
Lake Tahoe Deluxe Vacation Rentals	1.05%
LakeFrontHouse.com	0.48%
Meeks Bay Resort & Marina	0.59%
Mother Natures Inn	0.63%
Mourelatos Lakeshore Resort	1.48%
Mourelatos Lakeshore Resort Cool Deals	0.26%
North Tahoe Rental Company	0.82%
Northstar Condominiums	1.07%
Northstar Mountain Home Vacation Rentals	0.46%
Northstar Resort	1.90%
Northstar Resort Cool Deals	2.60%
Northstar-At-Tahoe Resort (TM)	3.13%

Olympic Village Inn	1.18%
Painted Rock Lodge	1.23%
Parkside Inn at Incline	1.04%
PepperTree Inn	1.39%
PlumpJack Squaw Valley Inn	1.33%
Rainbow Lodge	1.23%
Red Wolf Lakeside Lodge	0.45%
Red Wolf Lodge at Squaw Valley	0.51%
ReserveMyHome.com	0.65%
Resort at Squaw Creek	1.53%
Resort at Squaw Creek Cool Deals	0.68%
River Ranch Lodge and Restaurant	2.39%
River Ranch Lodge and Restaurant Cool Deals	0.76%
Rustic Cottage Resort	0.08%
Shooting Star Bed & Breakfast	0.46%
Shore House at Lake Tahoe	0.90%
Shore House at Lake Tahoe Cool Deals	0.66%
Squaw Valley Lodge	1.23%
Squaw Valley Lodge Cool Deals	0.82%
Stanford Alpine Chalet	2.04%
Stanford Alpine Chalet Cool Deals	0.34%
Stevenson's Holliday Inn	0.58%
Sunnyside Steakhouse & Lodge	2.16%
Tahoe Biltmore Lodge & Casino	2.77%
Tahoe Biltmore Lodge & Casino Cool Deals	1.49%
Tahoe City Inn	0.79%
Tahoe Edgelake Beach Club	0.25%
Tahoe Luxury Properties	1.31%
Tahoe Marina Lodge	0.54%
Tahoe Mountain Resorts Lodging	1.07%
Tahoe Real Estate Group	0.03%
Tahoe Sands Resort	0.89%
Tahoe Tavern Properties	0.57%
Tahoe Vistana Inn	0.53%
Tahoe Woodside Vacation Rentals	0.61%
Tahoma Lodge	0.79%
Tahoma Lodge Cool Deals	1.47%
Tahoma Meadows Bed & Breakfast	0.52%
Tahoma Meadows Bed & Breakfast Cool Deals	0.81%
Tamarack Lodge	0.34%
The Border House	0.98%
The Lodge at Sugar Bowl	1.00%
The Ritz-Carlton, Lake Tahoe	1.48%
The Village at Squaw Valley USA	1.62%
The Village at Squaw Valley USA Cool Deals	0.20%
Vacation Station, Inc.	1.22%
Vacation Station, Inc. Cool Deals	0.24%
Vacation Tahoe by O'Neal Brokers	0.52%
Waters of Tahoe Properties	0.78%
West Lake Properties	0.48%
West Shore Cafe & Inn	1.11%

PROPERTY REFERRAL REPORT - FEBRUARY (Totals)

PROPERTY	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	3.63%
Northstar-At-Tahoe Resort (TM)	3.24%
Tahoe Biltmore Lodge & Casino	2.87%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	2.69%
Northstar Resort Cool Deals	2.69%
Granlibakken Conference Center & Resort	2.68%
River Ranch Lodge and Restaurant	2.48%
Sunnyside Steakhouse & Lodge	2.24%
Coldwell Banker Rentals	2.17%
Cal Neva Resort Casino Hotel	2.12%
Stanford Alpine Chalet	2.12%
Lake Tahoe Accommodations.	2.00%
Northstar Resort	1.97%
Granlibakken Conference Center & Resort Cool Deals	1.83%
Cottage Inn at Lake Tahoe	1.73%
The Village at Squaw Valley USA	1.68%
Resort at Squaw Creek	1.58%
Tahoe Biltmore Lodge & Casino Cool Deals	1.55%
Mourelatos Lakeshore Resort	1.53%
The Ritz-Carlton, Lake Tahoe	1.53%
Tahoma Lodge Cool Deals	1.52%
PepperTree Inn	1.44%
PlumpJack Squaw Valley Inn	1.38%
Cedar Glen Lodge	1.37%
Tahoe Luxury Properties	1.36%
Painted Rock Lodge	1.28%
Rainbow Lodge	1.27%
Squaw Valley Lodge	1.27%
Americas Best Value Inn Tahoe City	1.26%
Vacation Station, Inc.	1.26%
Brockway Springs Resort	1.25%
Olympic Village Inn	1.23%
Alpine Rental Group	1.18%
Lake of the Sky Motor Inn	1.16%
First Accommodations	1.15%
West Shore Cafe & Inn	1.15%
Northstar Condominiums	1.11%
Tahoe Mountain Resorts Lodging	1.11%
Lake Tahoe Deluxe Vacation Rentals	1.09%
Parkside Inn at Incline	1.08%
Hauserman Rental Group	1.07%
Holiday House Cool Deals	1.06%
Incline Vacation Rentals	1.06%
The Lodge at Sugar Bowl	1.04%
Club Tahoe Resort	1.03%
The Border House	1.01%
Shore House at Lake Tahoe	0.93%
Tahoe Sands Resort	0.92%
North Tahoe Rental Company	0.85%

Squaw Valley Lodge Cool Deals	0.85%
Tahoma Meadows Bed & Breakfast Cool Deals	0.84%
Tahoe City Inn	0.82%
Tahoma Lodge	0.82%
Waters of Tahoe Properties	0.81%
River Ranch Lodge and Restaurant Cool Deals	0.79%
Ferrari's Crown Resort	0.78%
Agate Bay Realty	0.77%
Resort at Squaw Creek Cool Deals	0.70%
Agate Bay Realty Cool Deals	0.69%
Shore House at Lake Tahoe Cool Deals	0.69%
ReserveMyHome.com	0.67%
Incline at Tahoe Realty	0.66%
Mother Natures Inn	0.66%
Tahoe Woodside Vacation Rentals	0.63%
Firelite Lodge Cool Deals	0.62%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.62%
Meeks Bay Resort & Marina	0.61%
Franciscan Lakeside Lodge	0.61%
Holiday House	0.61%
Stevenson's Holliday Inn	0.60%
Tahoe Tavern Properties	0.59%
Tahoe Marina Lodge	0.56%
Lake Tahoe Accommodations. Cool Deals	0.56%
Firelite Lodge	0.55%
Tahoe Vistana Inn	0.55%
Tahoma Meadows Bed & Breakfast	0.54%
Vacation Tahoe by O'Neal Brokers	0.54%
Red Wolf Lodge at Squaw Valley	0.53%
LakeFrontHouse.com	0.50%
West Lake Properties	0.50%
Northstar Mountain Home Vacation Rentals	0.48%
Shooting Star Bed & Breakfast	0.48%
Red Wolf Lakeside Lodge	0.46%
Goldfish Properties	0.45%
Chaney House	0.43%
Cedar Glen Lodge Cool Deals	0.41%
Stanford Alpine Chalet Cool Deals	0.35%
Tamarack Lodge	0.35%
Mourelatos Lakeshore Resort Cool Deals	0.27%
Tahoe Edgelake Beach Club	0.26%
Vacation Station, Inc. Cool Deals	0.25%
The Village at Squaw Valley USA Cool Deals	0.20%
Chinquapin / Packard Realty	0.20%
Incline at Tahoe Realty Cool Deals	0.20%
Ferrari's Crown Resort Cool Deals	0.19%
Rustic Cottage Resort	0.09%
Tahoe Real Estate Group	0.04%
Coldwell Banker Rentals Cool Deals	0.02%
Granlibakken Resort Ski Area	0.01%
Book Tahoe Rentals	0.01%

Monthly Report February 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 2/28/11:	\$1,659,179	\$1,134,093	46%
Forecasted Commission for this Revenue:	\$107,443	\$58,221	85%
Number of Room Nights:	10164	6218	63%
Number of Delegates:	4825	3544	36%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	43	31	39%

Monthly Detail/Activity

<u>Number of Groups Booked:</u>	<u>February-11</u>	<u>February-10</u>	
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:	\$11,456	\$187,426	-94%
Projected Commission:	\$572	\$9,371	-94%
Room Nights:	76	360	-79%
Number of Delegates:	50	225	-78%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity

<u>Number of Groups Booked:</u>	<u>January-11</u>	<u>January 10</u>	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	
 <u>Arrived in the month</u>	 <u>January-11</u>	 <u>January-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$24,570	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	25	0	
Number of Delegates:	10	0	
Arrived Group Type:	1 Assoc.		

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

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

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

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

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

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

m-44

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn. 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

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

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

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

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$690,282	(Goal) \$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 2/28/11: 60

Total Number of Leads Generated in Previous Years:

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

Monthly Report February 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 2/28/11:	\$239,697	\$473,721	-49%
Forecasted Commission for this Revenue:	\$26,290	\$33,267	-21%
Number of Room Nights:	2347	4217	-44%
Number of Delegates:	1500	1656	-9%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	36	37	

<u>Monthly Detail/Activity</u>	<u>February-11</u>	<u>February-10</u>
<u>Number of Groups Booked:</u>	1	0
Revenue Booked:	\$12,295	\$0
Projected Commission:	\$0	\$0
Room Nights:	198	0
Number of Delegates:	79	0
Booked Group Types:	1 Corp.	0
Lost Business, # of Groups:	3	3

<u>Arrived in the month</u>	<u>February-11</u>	*Est.	<u>February-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$24,831		\$0
Projected Commission:	\$3,724		\$0
Room Nights:	310		0
Number of Delegates:	200		0
Booked Group Types:	1 Assoc.		

<u>Monthly Detail/Activity</u>	<u>January-11</u>	<u>January-10</u>
<u>Number of Groups Booked:</u>	2	0
Revenue Booked:	\$16,137	\$0
Projected Commission:	\$1,752	\$0
Room Nights:	250	0
Number of Delegates:	190	0
Booked Group Types:	1 Assoc. 1 TA	0
Lost Business, # of Groups:	3	3

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$4,865
Projected Commission:	\$0	\$583
Room Nights:	0	35
Number of Delegates:	0	17
Booked Group Types:	0	1 Assoc.

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

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

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

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

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

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

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

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$67,983	\$186,678	-64%
Projected Commission:	\$6,042	\$20,303	-70%
Number of Room Nights:	616	1750	-65%
Number of Delegates:	291	522	-44%
Arrived Group Type:	2 Corp., 1 Assn. 1 Smf	1 Corp., 2 Assn. 1 TA	

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

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

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

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

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$15,093	(Goal) \$100,000
For 2012/13:	\$	\$50,000

NUMBER OF LEADS Generated as of 2/28/11: 44

Total Number of Leads Generated in Previous Years:

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