



September 2011
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Aug 31, 2011

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,729 Units ("MTRIP Census")

a. Last Month Performance: Current YTD vs. Previous YTD		2011/12	2010/11	Year over Year % Diff
North Lake Tahoe Occupancy for last month (August) changed by (7.6%)	Occupancy (August) :	66.7%	62.0%	7.8%
North Lake Tahoe Average Daily Rate for last month (August) changed by (1.0%)	ADR (August) :	\$215	\$213	1.0%
North Lake Tahoe RevPAR for last month (August) changed by (8.7%)	RevPAR (August) :	\$144	\$132	8.7%
b. Next Month Performance: Current YTD vs. Previous YTD		2011/12	2010/11	Year over Year % Diff
North Lake Tahoe Occupancy for next month (September) changed by (19.0%)	Occupancy (September)	40.0%	33.6%	19.0%
North Lake Tahoe Average Daily Rate for next month (September) changed by (-1.3%)	ADR (September)	\$182	\$185	-1.3%
North Lake Tahoe RevPAR for next month (September) changed by (17.4%)	RevPAR (September)	\$73	\$62	17.4%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD		2011/12	2010/11	Year over Year % Diff
North Lake Tahoe Occupancy for the prior 6 months changed by (5.8%)	Occupancy	49.2%	46.5%	5.8%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (1.1%)	ADR	\$200	\$198	1.1%
North Lake Tahoe RevPAR for the prior 6 months changed by (7.0%)	RevPAR	\$99	\$92	7.0%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD		2011/12	2010/11	Year over Year % Diff
North Lake Tahoe Occupancy for the upcoming 6 months changed by (9.4%)	Occupancy	14.2%	13.0%	9.4%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (9.0%)	ADR	\$215	\$197	9.0%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (19.2%)	RevPAR	\$31	\$26	19.2%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2011 vs. Previous Year		2011/12	2010/11	Year over Year % Diff
Rooms Booked during last month (August, 2011) compared to Rooms Booked during the same period last year (August, 2010) for all arrival dates has changed by (30.7%)	Booking Pace (August)	7.1%	5.5%	30.7%

* **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.

Copyright 2009-2011, 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.

RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012 YTD (as of Aug 31, 2011) vs. 2011 YTD (as of Aug 31, 2010) vs. 2011 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

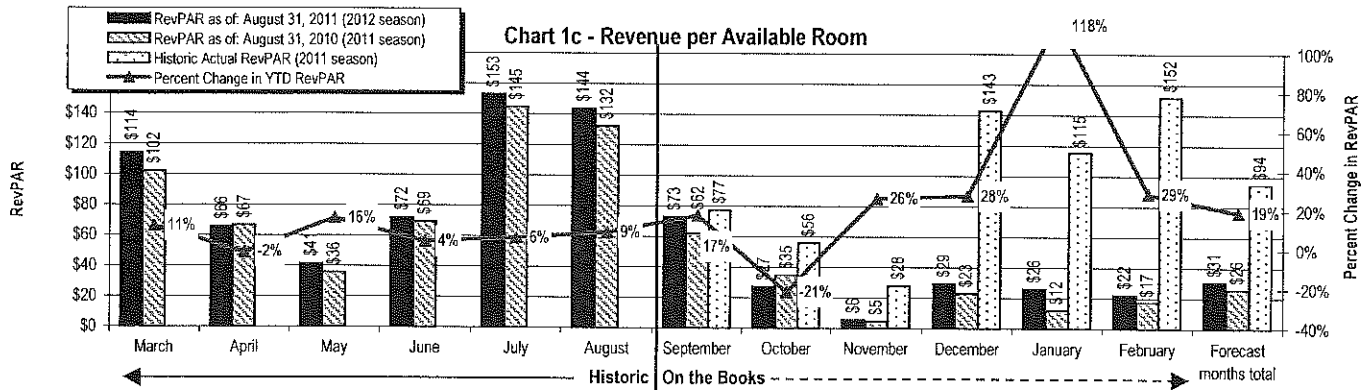
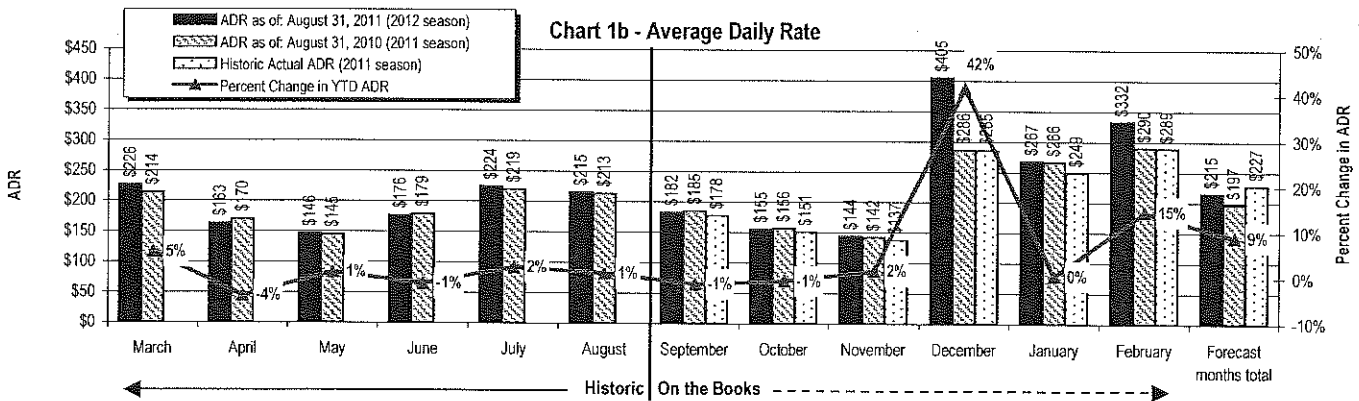
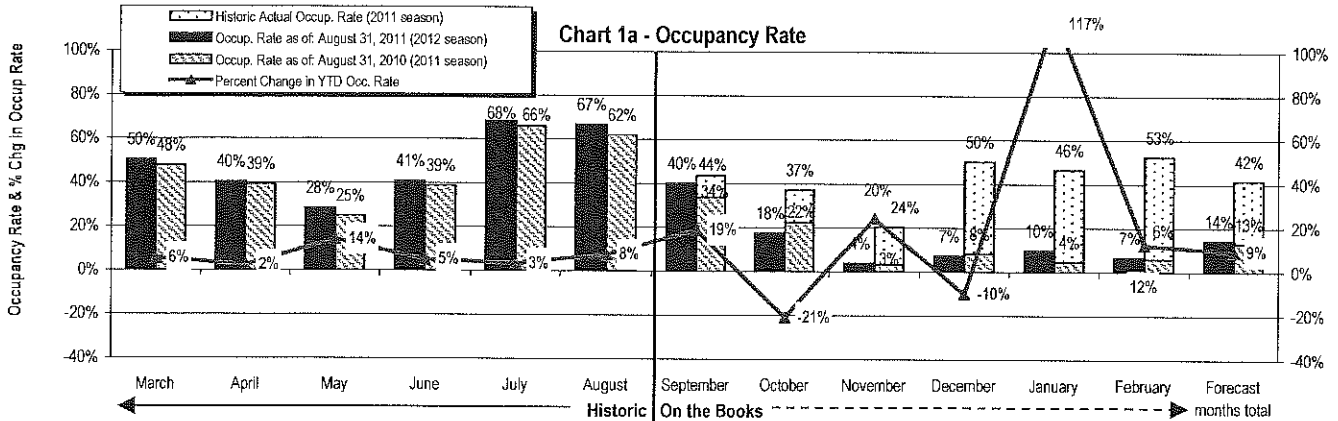
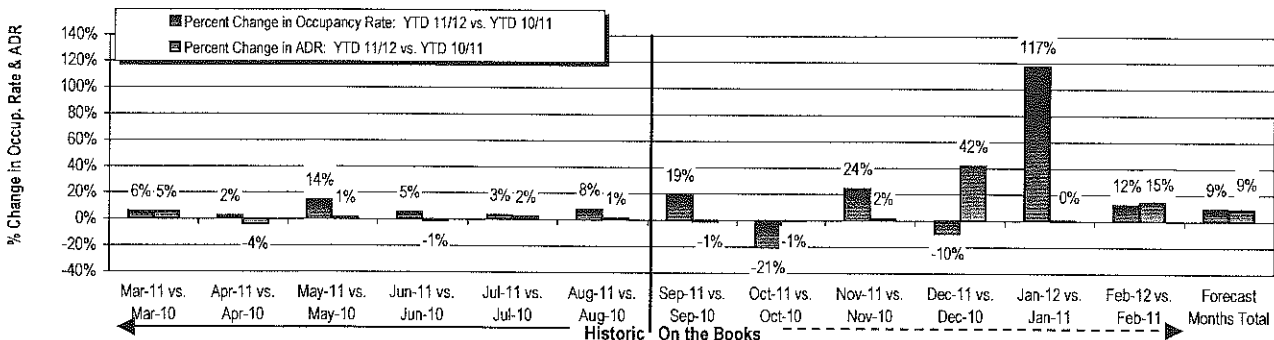


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011 YTD vs. 2010 YTD)

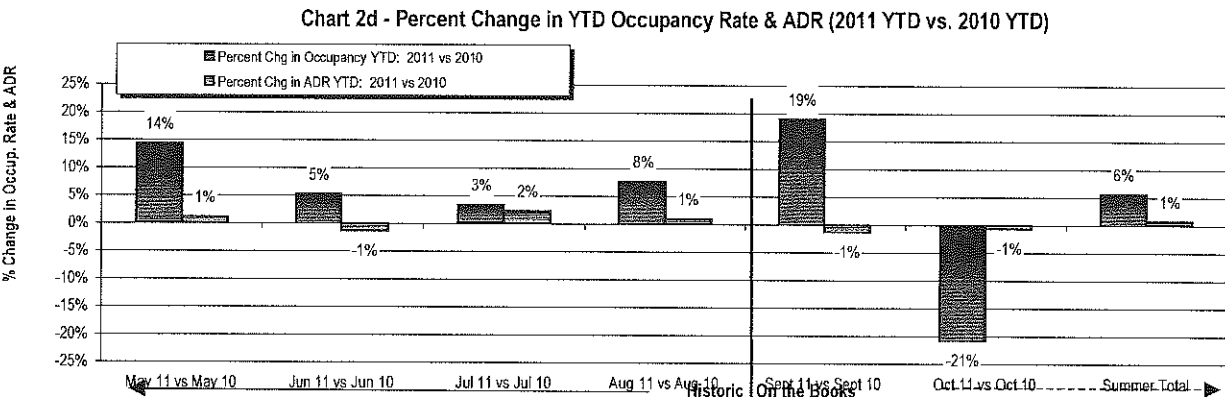
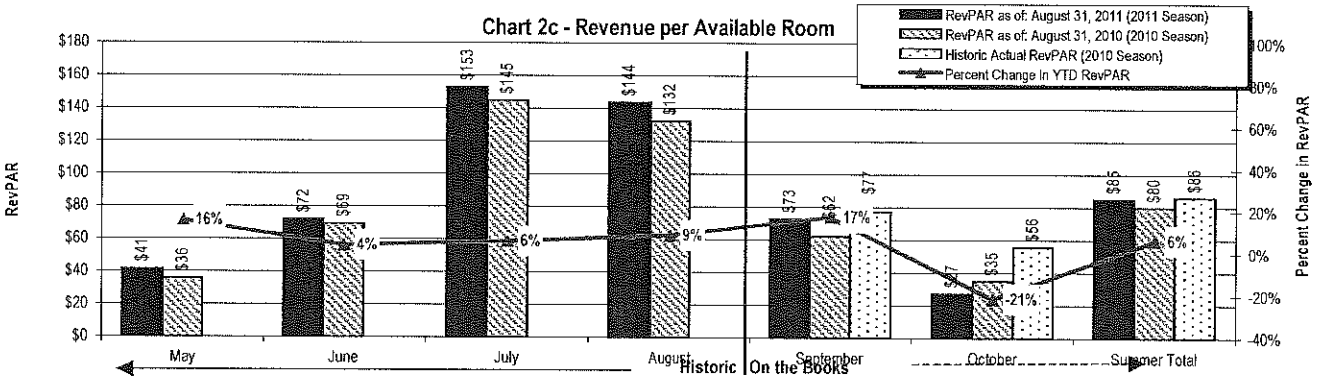
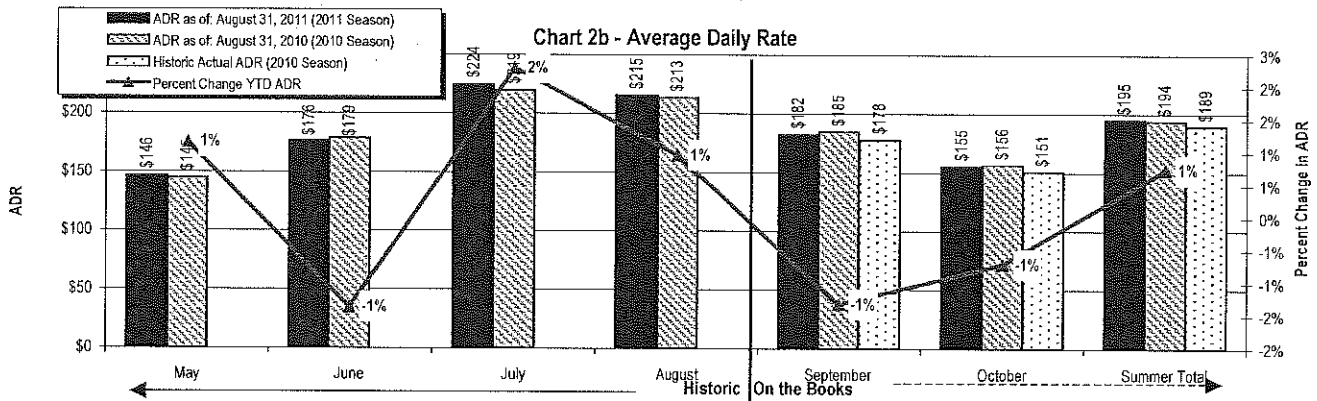
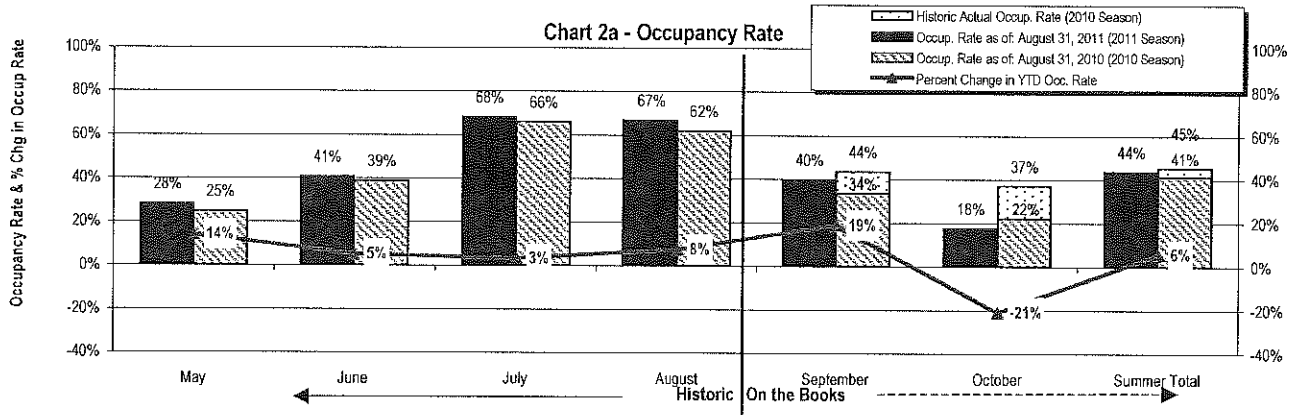


RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Aug 31, 2011) vs. 2011 YTD (as of Aug 31, 2010) vs. 2011 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 Aug 31, 2011) vs. 2011/12 YTD (as of Aug 31, 2010) vs. 2011/12 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

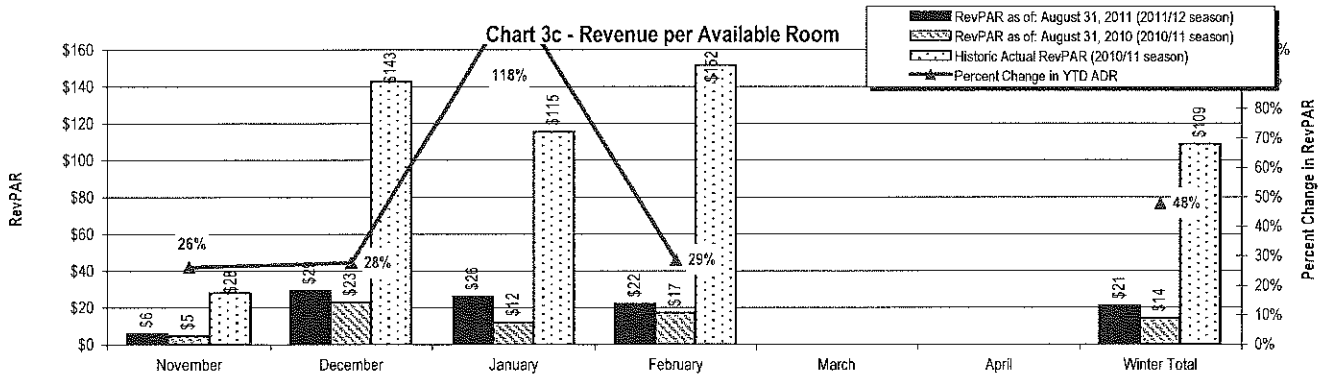
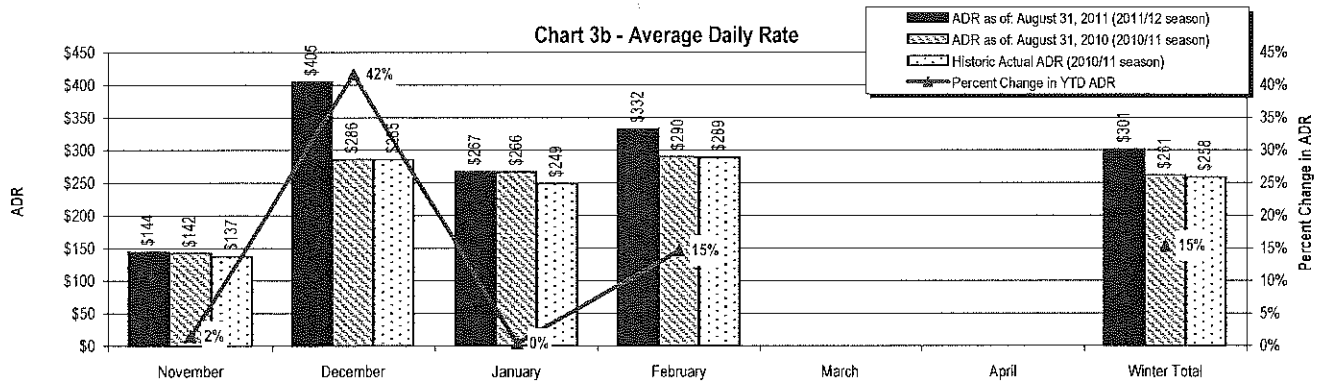
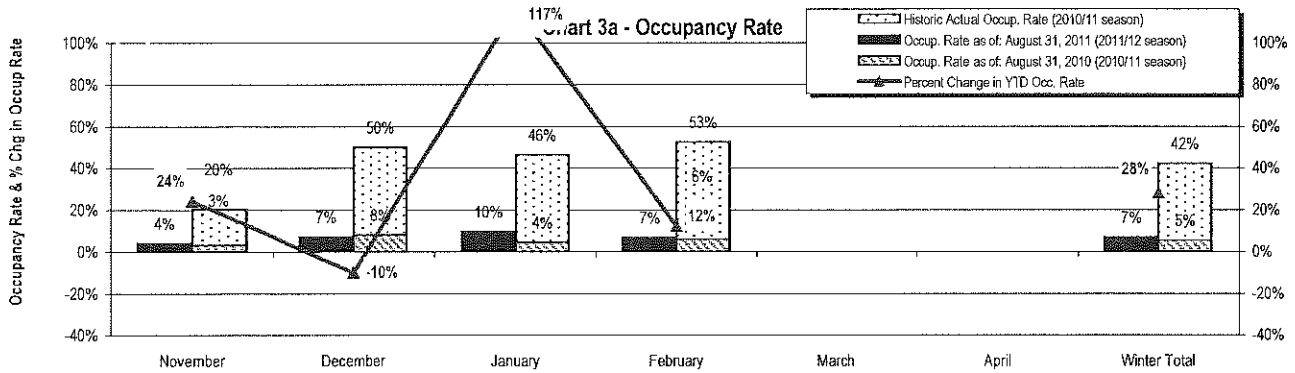
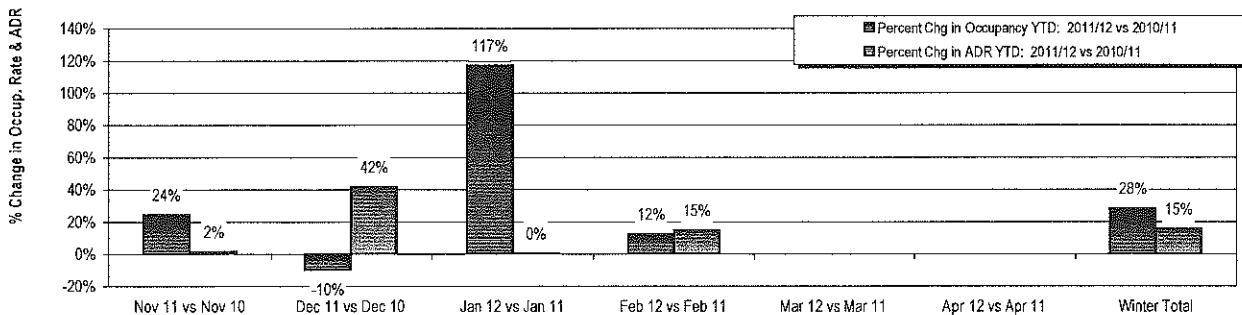


Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)

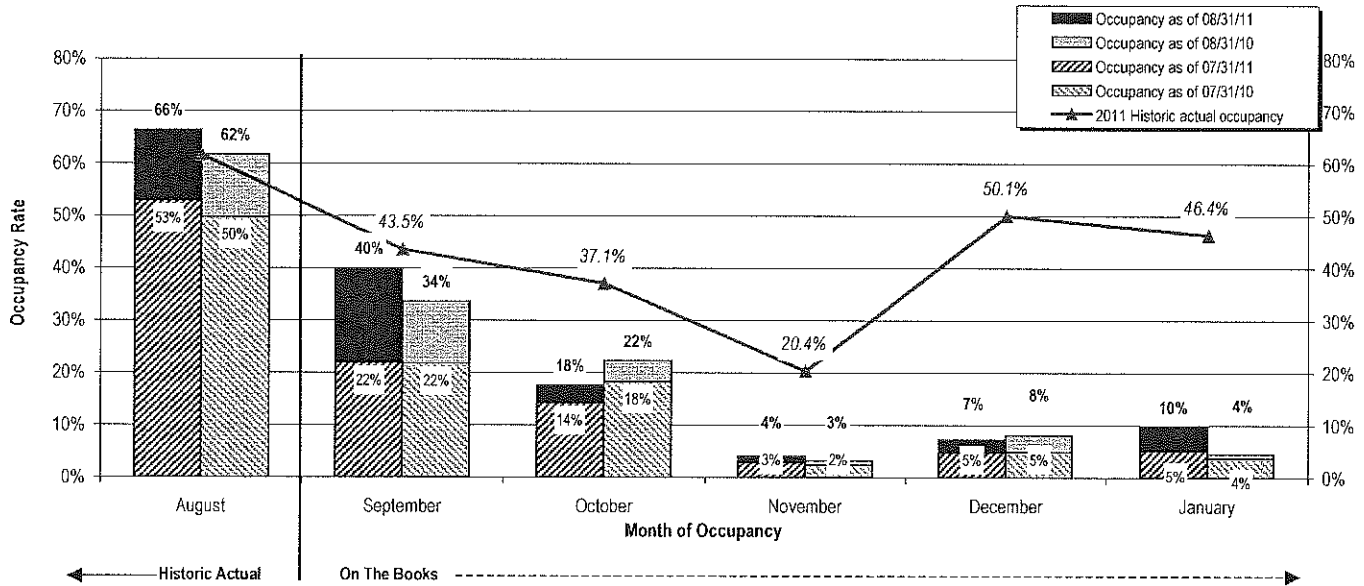


**RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS**

2011 Occupancy Pace as of Aug 31, 2011 and Jul. 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 AUG 31			OCCUPANCY AS OF JUL 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e CHANGE IN FILL)		2011 Historic actual occupancy
	Occupancy as of 08/31/11	Occupancy as of 08/31/10	Absolute Change	Occupancy as of 07/31/11	Occupancy as of 07/31/10	Absolute Change	Incremental occupancy booked during Aug. 2011	Incremental occupancy booked during Aug. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	August	66.4%	61.7%	4.7%	52.9%	49.7%	3.1%	13.6%	12.0%	1.6%	
September	40.0%	33.6%	6.4%	21.9%	21.8%	0.1%	18.1%	11.8%	6.3%	53.2%	43.5%
October	17.6%	22.2%	-4.6%	14.2%	18.3%	-4.1%	3.4%	3.9%	-0.6%	-14.1%	37.1%
November	4.0%	3.2%	0.8%	2.9%	2.3%	0.5%	1.1%	0.9%	0.2%	27.6%	20.4%
December	7.3%	8.0%	-0.8%	4.8%	4.9%	-0.1%	2.5%	3.2%	-0.7%	-22.0%	50.1%
January	9.8%	4.5%	5.3%	5.1%	3.7%	1.5%	4.6%	0.8%	3.8%	463.0%	46.4%
Total	24.1%	22.2%	1.9%	17.0%	16.8%	0.2%	7.1%	5.5%	1.7%	30.7%	43.3%

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 Aug 31, 2011

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2012 VS. YTD 2011			Historic Actual Occup. Rate (2011 season)	# of Properties in Sample		
		Occup. Rate as of: August 31, 2011 (2012 season)	Occup. Rate as of: August 31, 2010 (2011 season)	Percent Change in YTD Occ. Rate				
Month of Occupancy (2012 & 2011)								
March	↑ Historic Actual	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		68.2%	65.9%	3.4%		11		
August		66.7%	62.0%	7.6%		11		
September		On the Books	40.0%	33.6%		19.0%	43.5%	10
October		↓	17.6%	22.2%		-20.8%	37.1%	10
November		4.0%	3.2%	24.3%	20.4%	10		
December		7.3%	8.0%	-9.9%	50.1%	10		
January		9.8%	4.5%	117.1%	46.4%	10		
February		6.6%	5.9%	12.3%	52.5%	10		
Grand total		31.8%	29.9%	6.3%	44.1%	11		
Historic months total		49.2%	46.5%	5.8%	46.5%	11		
Forecast months total		14.2%	13.0%	9.4%	41.5%	10		

AVERAGE DAILY RATE		ADR: YTD 2012 VS. YTD 2011			Historic Actual ADR (2011 season)	# of Properties in Sample		
		ADR as of: August 31, 2011 (2012 season)	ADR as of: August 31, 2010 (2011 season)	Percent Change in YTD ADR				
Month of Occupancy (2012 & 2011)								
March	↑ Historic Actual	\$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	\$219	2.3%		11		
August		\$215	\$213	1.0%		11		
September		On the Books	\$182	\$185		-1.3%	\$178	10
October		↓	\$155	\$156		-0.7%	\$151	10
November		\$144	\$142	1.5%	\$137	10		
December		\$405	\$286	41.7%	\$285	10		
January		\$267	\$266	0.4%	\$249	10		
February		\$332	\$290	14.6%	\$289	10		
Grand total		\$204	\$198	2.9%	\$212	11		
Historic months total		\$200	\$198	1.1%	\$198	11		
Forecast months total		\$215	\$197	9.0%	\$227	10		

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2012 VS. YTD 2011			Historic Actual RevPAR (2011 season)	# of Properties in Sample		
		RevPAR as of: August 31, 2011 (2012 season)	RevPAR as of: August 31, 2010 (2011 season)	Percent Change in YTD RevPAR				
Month of Occupancy (2012 & 2011)								
March	↑ Historic Actual	\$114	\$102	11.5%		11		
April		\$66	\$67	-1.7%		11		
May		\$41	\$36	15.6%		11		
June		\$72	\$69	3.8%		11		
July		\$153	\$145	5.8%		11		
August		\$144	\$132	8.7%		11		
September		On the Books	\$73	\$62		17.4%	\$77	10
October		↓	\$27	\$35		-21.4%	\$56	10
November		\$6	\$5	26.2%	\$28	10		
December		\$29	\$23	27.7%	\$143	10		
January		\$26	\$12	118.0%	\$115	10		
February		\$22	\$17	28.7%	\$152	10		
Grand total		\$65	\$59	9.4%	\$93	11		
Historic months total		\$99	\$92	7.0%	\$92	11		
Forecast months total		\$31	\$26	19.2%	\$94	10		

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Aug 31, 2011

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

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2010 Season)
		Occup. Rate as of: August 31, 2011 (2011 Season)	Occup. Rate as of: August 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)					
May		28.3%	24.8%	14.3%	
June		40.8%	38.8%	5.3%	
July		68.2%	65.9%	3.4%	
August	Historic Actual	66.7%	62.0%	7.6%	
September	On the Books	40.0%	33.6%	19.0%	43.5%
October		17.6%	22.2%	-20.8%	37.1%
Summer Total		43.6%	41.3%	5.6%	45.4%

AVERAGE DAILY RATE		<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
		ADR as of: August 31, 2011 (2011 Season)	ADR as of: August 31, 2010 (2010 Season)	Percent Change YTD ADR	
Month of Occupancy (2011 & 2010)					
May		\$146	\$145	1.2%	
June		\$176	\$179	-1.4%	
July		\$224	\$219	2.3%	
August	Historic Actual	\$215	\$213	1.0%	
September	On the Books	\$182	\$185	-1.3%	\$178
October		\$155	\$156	-0.7%	\$151
Summer Total		\$195	\$194	0.7%	\$189

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
		RevPAR as of: August 31, 2011 (2011 Season)	RevPAR as of: August 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)					
May		\$41	\$36	15.6%	
June		\$72	\$69	3.8%	
July		\$153	\$145	5.8%	
August	Historic Actual	\$144	\$132	8.7%	
September	On the Books	\$73	\$62	17.4%	\$77
October		\$27	\$35	-21.4%	\$56
Summer Total		\$85	\$80	6.4%	\$86

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Aug 31, 2011

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

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual Occup. Rate (2010/11 season)
		Occup. Rate as of: August 31, 2011 (2011/12 season)	Occup. Rate as of: August 31, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	4.0%	3.2%	24.3%	20.4%
December		7.3%	8.0%	-9.9%	50.1%
January		9.8%	4.5%	117.1%	46.4%
February		6.6%	5.9%	12.3%	52.5%
March					
April					
Winter Total		6.9%	5.4%	28.2%	42.2%

AVERAGE DAILY RATE		<u>ADR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual ADR (2010/11 season)
		ADR as of: August 31, 2011 (2011/12 season)	ADR as of: August 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$144	\$142	1.5%	\$137
December		\$405	\$286	41.7%	\$285
January		\$267	\$266	0.4%	\$249
February		\$332	\$290	14.6%	\$289
March					
April					
Winter Total		\$301	\$261	15.3%	\$258

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual RevPAR (2010/11 season)
		RevPAR as of: August 31, 2011 (2011/12 season)	RevPAR as of: August 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$6	\$5	26.2%	\$28
December		\$29	\$23	27.7%	\$143
January		\$26	\$12	118.0%	\$115
February		\$22	\$17	28.7%	\$152
March					
April					
Winter Total		\$21	\$14	47.9%	\$109



MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of August 31, 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
a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Historic Actual Occupancy for Last Month	63.8%	27.4%	42.2%	66.7%
% Change in Historic Actual Occupancy for Last Month	24.8%	0.1%	7.8%	7.6%
b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Historic Actual Average Daily Rate for Last Month	\$265	\$114	\$167	\$215
% Change in Historic Actual Average Daily Rate for Last Month	7.8%	0.0%	0.4%	1.0%
c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy				
Occupancy On-The_Books for Next Month	41.3%	14.0%	25.0%	40.0%
% Change in Occupancy On-The-Books for Next Month	29.9%	3.2%	8.8%	19.0%
d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR				
Average Daily Rate On-The_Books for Next Month	\$219	\$115	\$156	\$182
% Change in Average Daily Rate On-The-Books for Next Month	16.8%	-2.1%	2.5%	-1.3%

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.

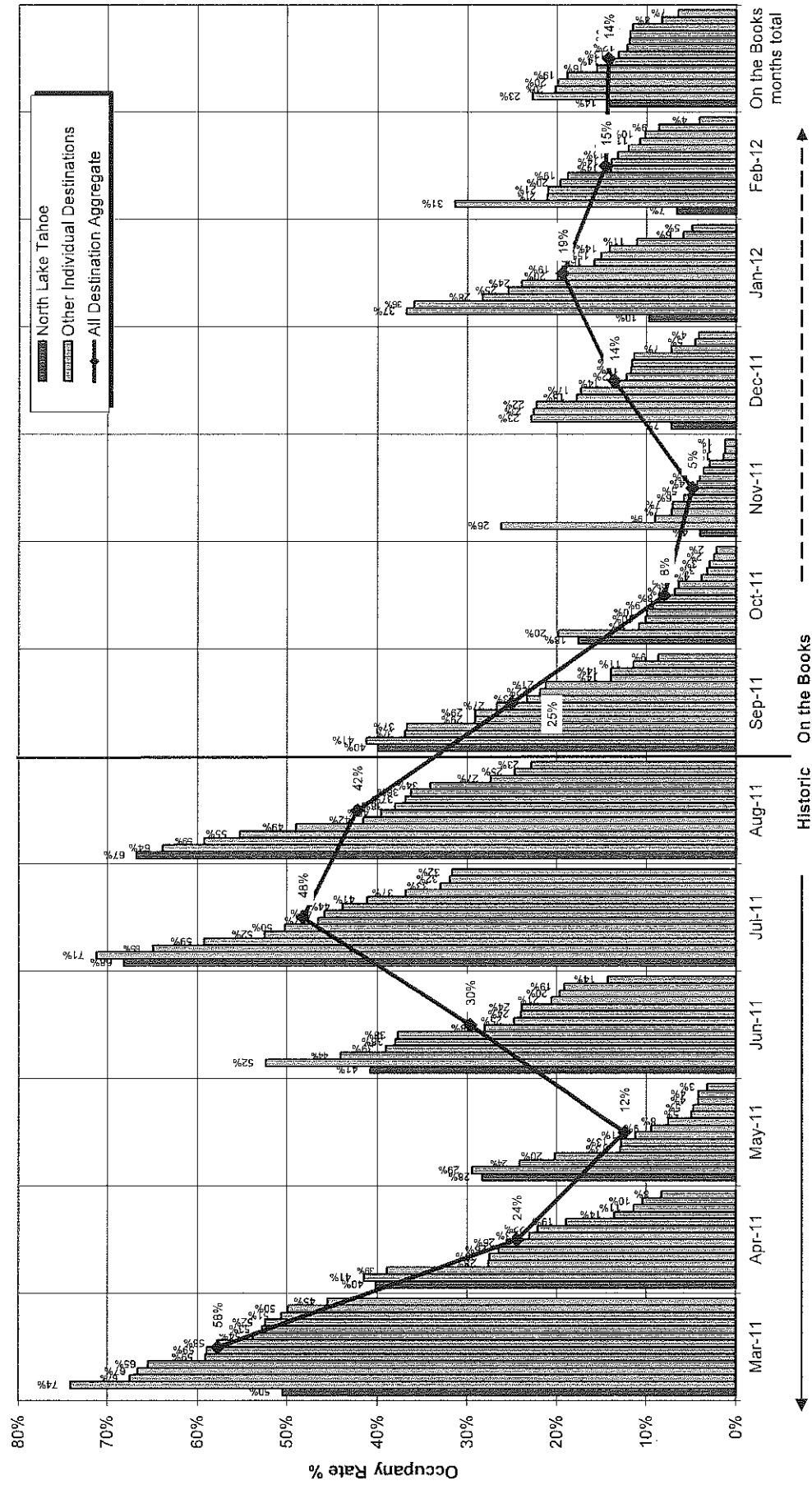
All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

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

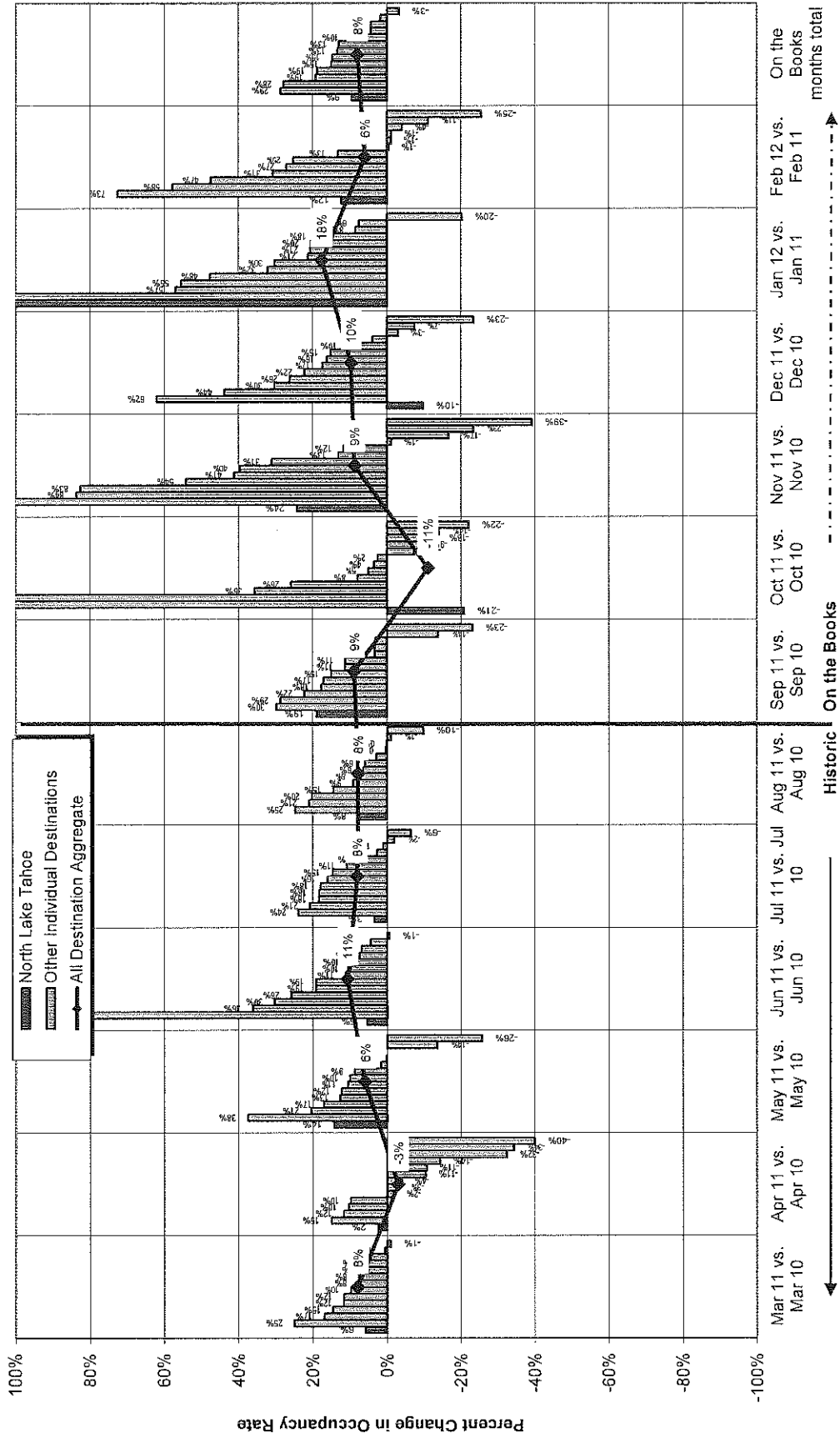
Copyright 2009-2011, MTRIP, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of MTRiP LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of MTRIP, L.L.C. Sample 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-9

Occupancy Rate 2011/2012 Season as of Aug 31, 2011
 Historic and Forecast Data
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



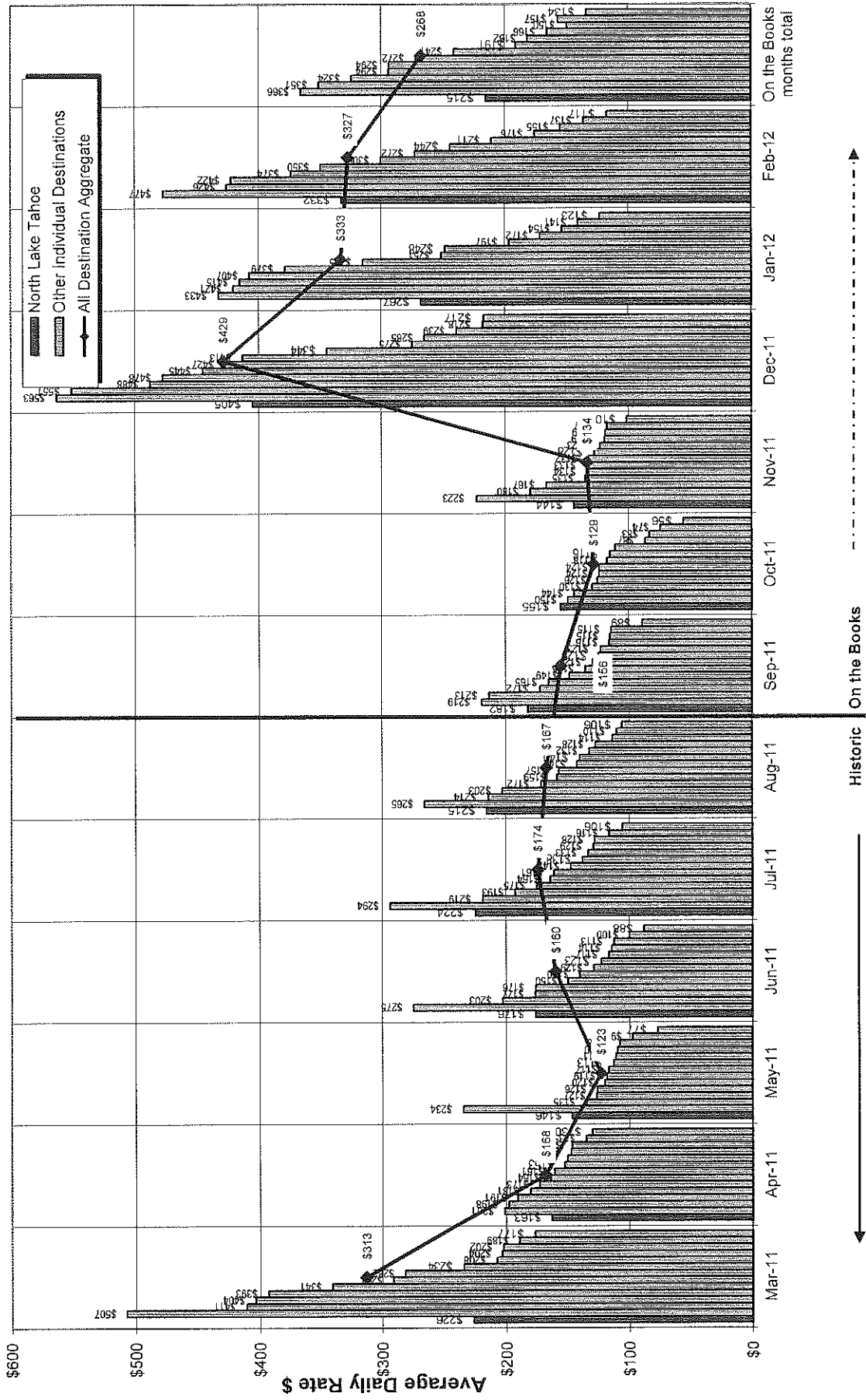
Percent Change in Occupancy Rate: 2011/2012 YTD vs 2010/2011 as of August 31, 2011
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2011/2012 Season as of Aug 31, 2011

Historic and Forecast Data

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



Copyright (c) 2009 MTRIP LLC
All Rights Reserved



Reno-Tahoe International Airport

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



And
up we
go.

September 21, 2011



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

Average Load Factor:	86.3%, up 0.8 pts.
Number of Flights *:	Up 0.04%
Capacity of Seats *:	Up 1.33%
Crude Oil **:	\$86.3 per barrel August 2011 (Avg.) vs. \$76.6 per barrel August 2010 (Avg.)

RNO OVERVIEW FOR AUGUST 2011 – year over year comparison

Total Passengers:	Up 2.4%
Avg. Enplaned Load Factor:	82.3% up 5.4 pts.
Passenger Flights:	Down (1.9%)
Total Seats:	Down (0.1%)
Total Cargo:	Up 2.8%

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

HIGHLIGHTS

**August 2011
vs.
August 2010**

**Total Passengers
Up 2.4%**

**Enplaned Passengers
Up 1.9%**

**Deplaned Passengers
Up 3.0%**

**Average Enplaned
Load Factor
82.3%, up 5.4 points**

**Total Cargo
Up 2.8%**

AUGUST 2011 SUMMARY

Reno-Tahoe International Airport served 361,348 passengers in August 2011, an increase of 2.4% versus the same period last year. This represents the highest year-over-year monthly increase reported this year. Total passenger increase resulted in part from a strong showing of Burning Man Festival traffic. Year-to-date passenger traffic is down slightly (0.9%) at 2,616,806.

Reno-Tahoe International Airport handled 9,646,833 pounds of cargo in August 2011, an increase of 2.8% versus last year. Year-to-date cargo volumes are up 6.1% to 73,545,036 pounds versus the same period last year.

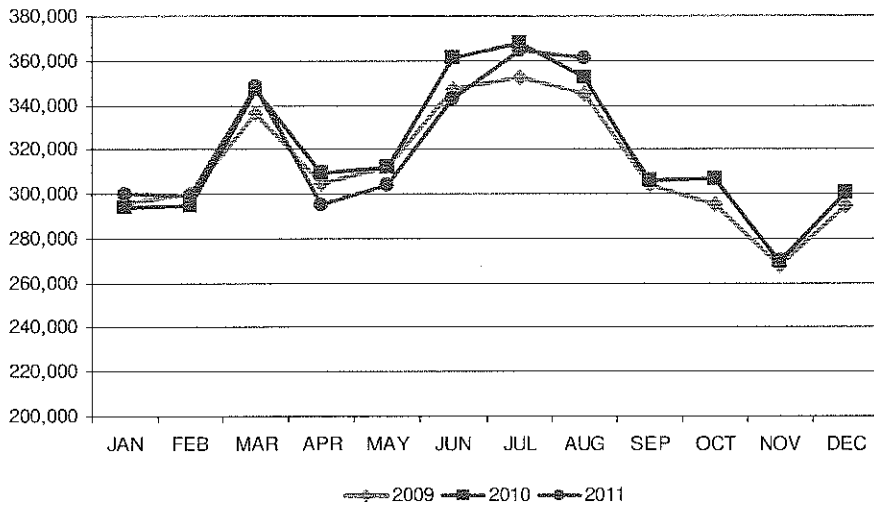
RNO is served by seven major airlines providing 71 nonstop departures each day to 17 destinations. In August 2011, RNO reported a (1.9%) decrease in the number of flights versus last year. The addition of non-stop flights to Houston and Minneapolis on Continental Airlines and Delta Air Lines respectively, was offset by the elimination of Alaska Airlines' non-stop flights to Los Angeles. In addition, Southwest and Alaska Airlines reduced the number of non-stop flights to Boise and Seattle respectively.

Total seat capacity was down (0.1%) in August 2011 versus the same period last year.

Average enplaned load factor for scheduled airlines was 82.3%, 5.4 load factor points higher than the prior year.



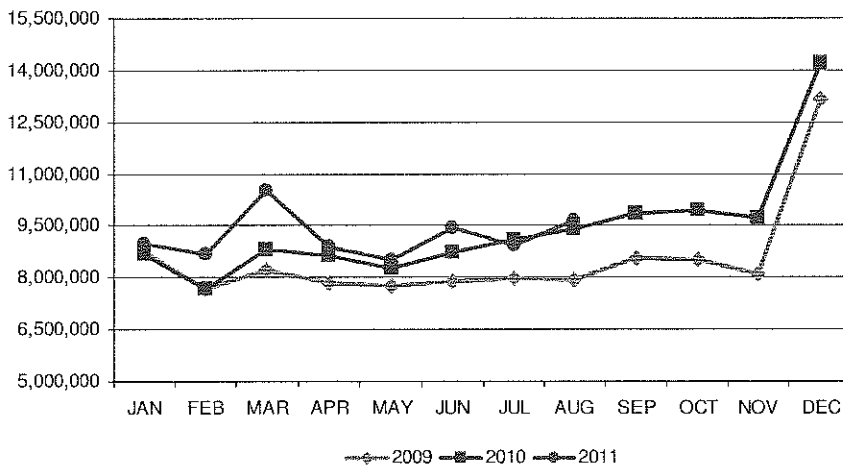
Total Passengers



TOTAL PASSENGERS

In August 2011, total passenger traffic at RNO increased 2.4% versus August 2010. Year-over-year passenger count for Delta Air Lines was up 28.5%, United/Continental increased 13.8%, US Airways passenger count increased 10.7% and Southwest Airlines grew 3.3%. Alaska Airlines' passenger traffic declined (40.7%) as a result of ending their flights from Reno to Los Angeles and American Airlines reported (3.7%) less passengers in August 2011 versus the same period last year.

Total Cargo

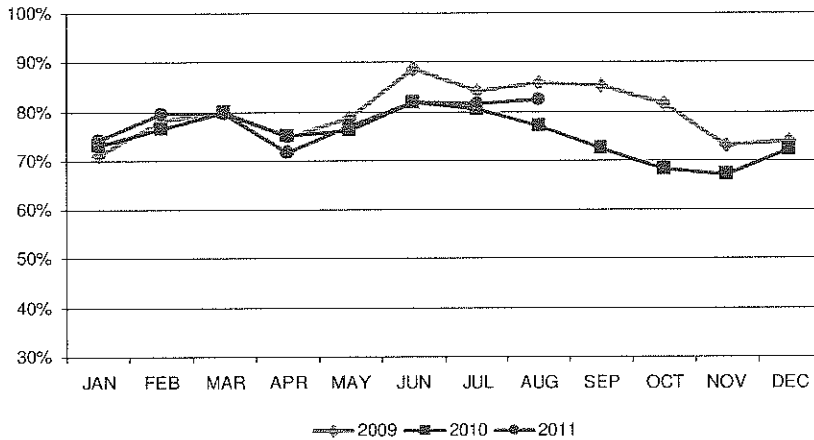


TOTAL CARGO

In August 2011, total cargo volume increased 2.8% versus August 2010, representing the 18th year-over-year monthly increase during the last 19 months. Year-over-year cargo volumes for Ameriflight and FedEx increased 13.3% and 10.7% respectively. UPS cargo volumes decreased (13.5%) for the same period.

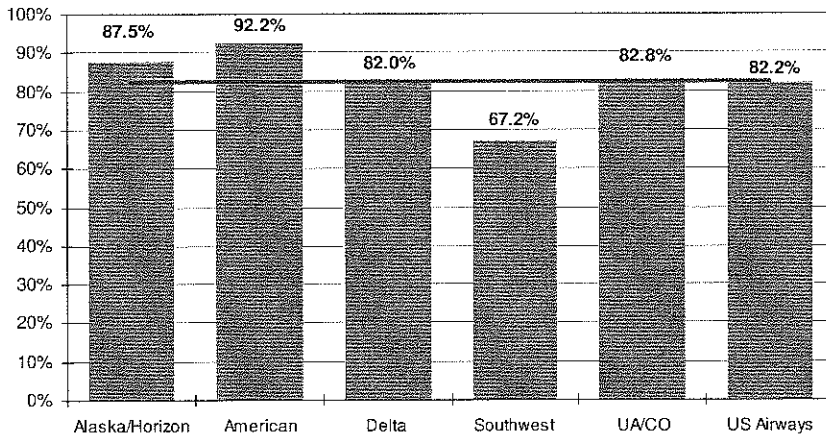


Average Enplaned Load Factors



Load Factors August 2011			
Airline	RNO	Network	Difference
Alaska	87.5%	87.8%	(0.3)
American	92.2%	84.5%	7.7
Delta	82.0%	86.9%	(4.9)
Southwest	67.2%	82.6%	(15.4)
UA/CO	82.8%	85.7%	(2.9)
US Airways	82.2%	87.4%	(5.2)

Enplaned Load Factors by Airlines

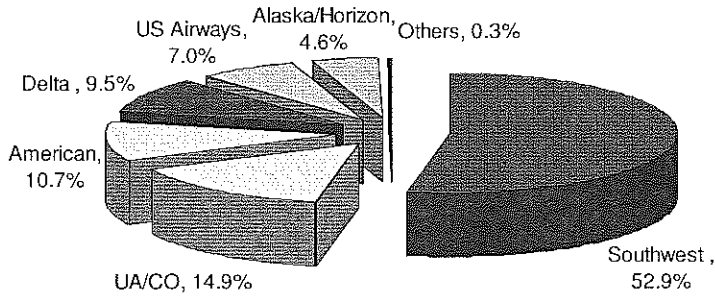


AIRLINE LOAD FACTORS

In August 2011, the average enplaned load factor at RNO was 82.3%, an increase of 5.4 load factor points versus last year. Alaska Airlines experienced the highest year-over-year load factor point difference of 12.7, while Delta Air Lines had the lowest load factor point difference of (4.4).



Air Carrier Market Share

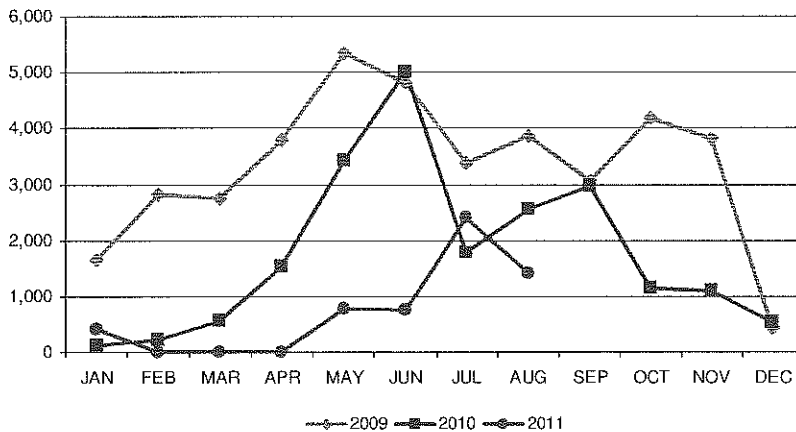


AIRLINE MARKET SHARE

In August 2011, Southwest Airlines carried a total of 191,297 passengers with a passenger market share of 52.9%. The next highest market share was United/Continental at 14.9% followed by American Airlines with 10.7%, Delta Air Lines with 9.5%, US Airways at 7.0% and Alaska Airlines carried 4.6% of the total passengers at Reno-Tahoe International Airport.

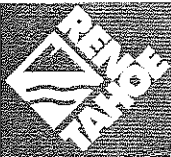
Air Carrier Market Share			
	Aug-11	Aug-10	YOY Change
Alaska	4.6%	7.9%	(3.3)
American	10.7%	11.4%	(0.7)
Delta	9.5%	7.6%	1.9
Southwest	52.9%	52.5%	0.4
UA/CO	14.9%	13.4%	1.5
US Airways	7.0%	6.5%	0.5
Others	0.3%	0.7%	(0.4)

Total Domestic Charter Passengers

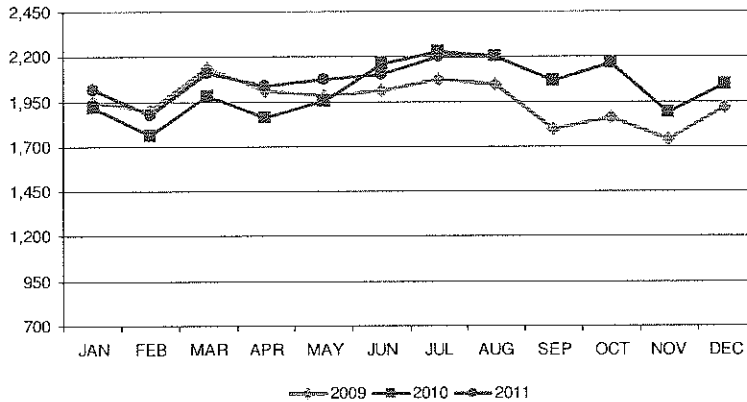


DOMESTIC CHARTER PASSENGERS

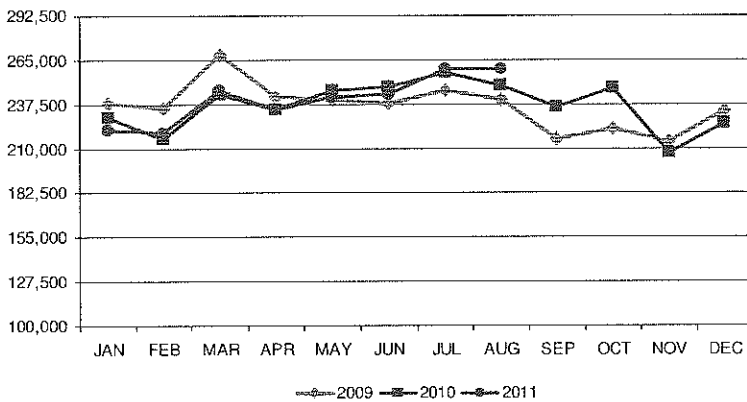
In August 2011, RNO served 1,413 domestic charter passengers, a decrease of (44.8%) versus the same period last year.



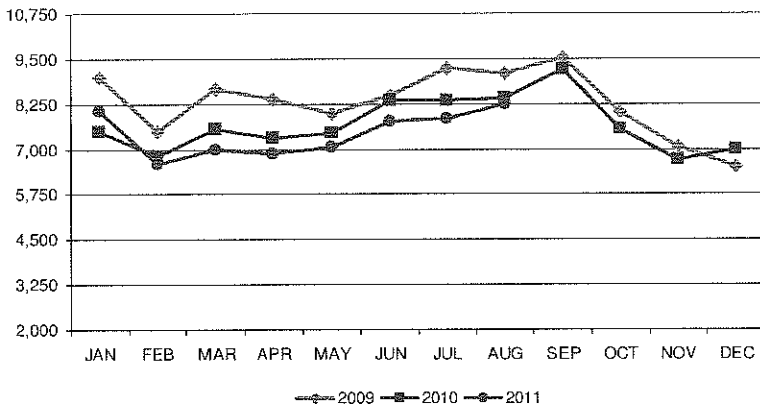
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes Since August 2010

Alaska Airlines

Eliminated service to Los Angeles in April 2011

Continental Airlines

Started non-stop daily flight to Houston in February 2011

Delta Air Lines

Started non-stop daily flight to Minneapolis in July 2011

Southwest Airlines

- Added a daily flight to Denver in March 2011
- Added 5 weekly flights to Seattle in June 2011

US Airways

Added a daily flight to Phoenix in October 2010

TOTAL OPERATIONS

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In August 2011, total operations were down (2.0%) versus the same period last year.



Reno-Tahoe International Airport

Total Passengers				
August-11				
	Passengers		YOY %	
	2009	2010	Change	2011
JAN	295,827	293,756	-0.7%	300,125
FEB	300,028	294,662	-1.8%	299,090
MAR	336,652	346,846	3.0%	348,583
1st Quarter	932,507	935,264	0.3%	947,798
APR	304,829	309,533	1.5%	295,537
MAY	312,441	312,378	0.0%	304,220
JUN	347,038	361,406	4.1%	343,054
2nd Quarter	964,308	983,317	2.0%	942,811
JUL	352,504	367,997	4.4%	364,849
AUG	344,815	352,764	2.3%	361,348
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%	
TOTAL	3,755,935	3,822,485	1.8%	
YTD		2,639,342		2,616,806
				-0.9%

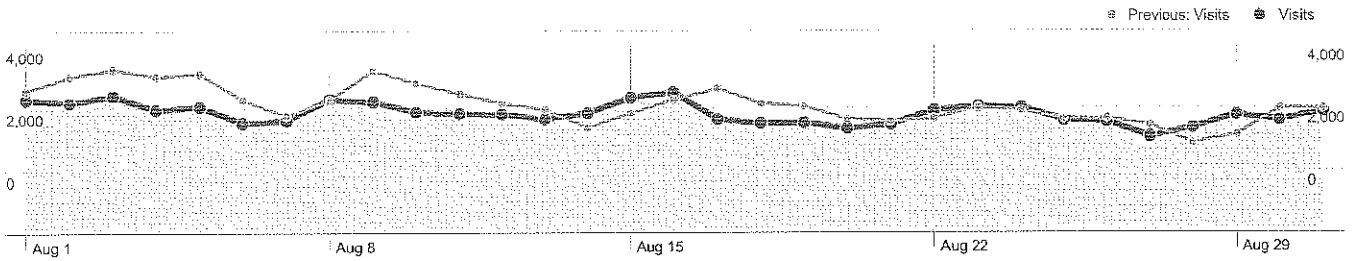
Total Scheduled Enplaned Passengers				
August-11				
	2009	2010	2011	YOY %
				Change
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683	151,672	-1.9%
JUN	172,383	173,887	169,309	-2.6%
JUL	172,545	184,017	179,717	-2.3%
AUG	170,315	174,797	178,906	2.4%
SEP	152,717	154,522		
OCT	147,848	154,380		
NOV	131,568	134,723		
DEC	142,084	145,532		
TOTAL	1,860,815	1,901,031		
YTD		1,311,874	1,305,559	-0.5%

Total Cargo						
August-11						
	Cargo in Pounds		YOY %	2011		YOY %
	2009	2010	Change	Pounds	Metric Tons	Change
JAN	8,777,047	8,695,804	-0.9%	8,959,543	4,063	3.0%
FEB	7,675,284	7,679,924	0.1%	8,674,321	3,934	12.9%
MAR	8,237,243	8,814,895	7.0%	10,513,446	4,768	19.3%
1st Quarter	24,689,574	25,190,623	2.0%	28,147,310	12,765	11.7%
APR	7,841,936	8,633,892	10.1%	8,870,669	4,023	2.7%
MAY	7,754,278	8,273,448	6.7%	8,510,228	3,860	2.9%
JUN	7,870,143	8,737,038	11.0%	9,437,259	4,280	8.0%
2nd Quarter	23,466,357	25,644,378	9.3%	26,818,156	12,162	4.6%
JUL	7,967,294	9,113,694	14.4%	8,932,737	4,051	-2.0%
AUG	7,929,474	9,388,206	18.4%	9,646,833	4,375	2.8%
SEP	8,553,601	9,871,400	15.4%			
3rd Quarter	24,450,369	28,373,300	16.0%			
OCT	8,509,360	9,915,411	16.5%			
NOV	8,093,678	9,706,711	19.9%			
DEC	13,149,429	14,186,519	7.9%			
4th Quarter	29,752,467	33,808,641	13.6%			
TOTAL	102,358,767	113,016,942	10.4%			
YTD		69,336,901		73,545,036	33,354	6.1%

Total Deplaned Passengers				
August-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	173,343	-6.1%
JUL	178,092	183,031	183,814	0.4%
AUG	172,640	176,391	181,611	3.0%
SEP	149,944	150,035		
OCT	144,653	151,999		
NOV	134,078	134,409		
DEC	152,183	154,682		
TOTAL	2,210,622	1,910,041		
YTD		1,318,916	1,308,036	-0.8%

Load Factors				
August-11				
	Enplaned PAX	Aug-11	Aug-10	Diff.
Alaska/Horizon	7,977	87.5%	74.8%	12.7
American	19,397	92.2%	85.7%	6.5
Delta	16,986	82.0%	86.4%	-4.4
Southwest	95,565	67.2%	68.5%	-1.3
United/Continental	26,754	82.8%	72.2%	10.6
US Airways	12,439	82.2%	74.1%	8.1

Source: RNO Monthly Flight Activity Reports



Site Usage

79,334 Visits

Previous: 85,278 (-6.97%)

35.62% Bounce Rate

Previous: 33.74% (5.58%)

368,082 Pageviews

Previous: 426,604 (-13.72%)

00:03:38 Avg. Time on Site

Previous: 00:04:09 (-12.45%)

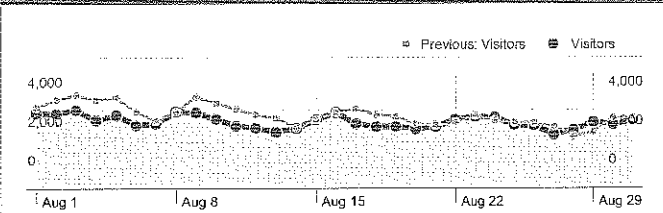
4.64 Pages/Visit

Previous: 5.00 (-7.25%)

74.55% % New Visits

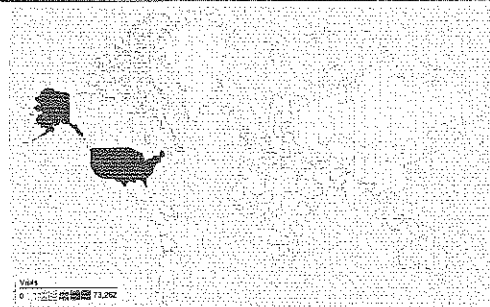
Previous: 76.63% (-2.71%)

Visitors Overview



Visitors
63,993

Map Overlay

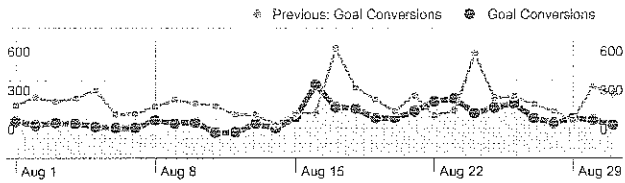


Traffic Sources Overview



- Search Engines**
38,034.00 (47.94%)
- Referring Sites**
24,647.00 (31.07%)
- Direct Traffic**
16,633.00 (20.97%)
- Other**
20 (0.03%)

Goals Overview



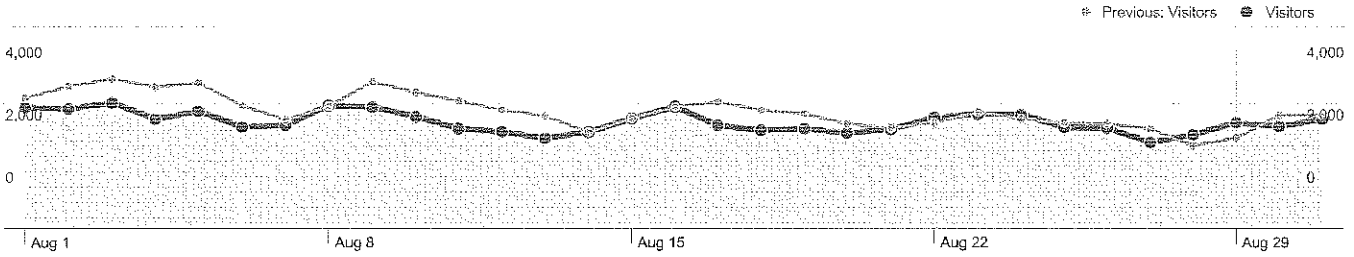
Goal Conversions
6,467

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Aug 1, 2011 - Aug 31, 2011	19,477	5.29%
Aug 1, 2010 - Aug 31, 2010	18,756	4.40%
% Change	3.84%	20.35%
/events		
Aug 1, 2011 - Aug 31, 2011	8,188	2.22%
Aug 1, 2010 - Aug 31, 2010	19	> 0.00%
% Change	42,994.74%	49,846.44%
/external//return (true)		
Aug 1, 2011 - Aug 31, 2011	7,982	2.17%
Aug 1, 2010 - Aug 31, 2010	0	0.00%
% Change	100.00%	100.00%
/lodging		
Aug 1, 2011 - Aug 31, 2011	5,755	1.56%
Aug 1, 2010 - Aug 31, 2010	9,696	2.27%
% Change	-40.65%	-31.21%
/resorts-and-towns/kings-beach		
Aug 1, 2011 - Aug 31, 2011	5,550	1.51%
Aug 1, 2010 - Aug 31, 2010	6,124	1.44%
% Change	-9.37%	5.04%

Visitors Overview

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



63,993 people visited this site

79,334 Visits

Previous: 85,278 (-6.97%)

63,993 Absolute Unique Visitors

Previous: 70,313 (-8.99%)

368,082 Pageviews

Previous: 426,604 (-13.72%)

4.64 Average Pageviews

Previous: 5.00 (-7.25%)

00:03:38 Time on Site

Previous: 00:04:09 (-12.45%)

35.62% Bounce Rate

Previous: 33.74% (5.58%)

74.55% New Visits

Previous: 76.63% (-2.71%)

Technical Profile

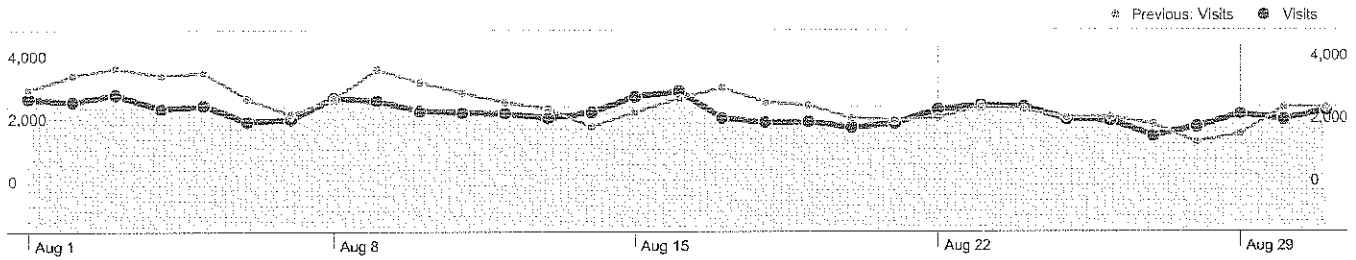
Browser	Visits	% visits
Internet Explorer		
Aug 1, 2011 - Aug 31, 2011	35,541	44.80%
Aug 1, 2010 - Aug 31, 2010	45,473	53.32%
% Change	-21.84%	-15.99%
Safari		
Aug 1, 2011 - Aug 31, 2011	17,373	21.90%
Aug 1, 2010 - Aug 31, 2010	15,091	17.70%
% Change	15.12%	23.75%

M-25

Firefox		
Aug 1, 2011 - Aug 31, 2011	14,893	18.77%
Aug 1, 2010 - Aug 31, 2010	18,570	21.78%
% Change	-19.80%	-13.79%
Chrome		
Aug 1, 2011 - Aug 31, 2011	8,683	10.94%
Aug 1, 2010 - Aug 31, 2010	5,104	5.99%
% Change	70.12%	82.87%
Android Browser		
Aug 1, 2011 - Aug 31, 2011	1,533	1.93%
Aug 1, 2010 - Aug 31, 2010	0	0.00%
% Change	100.00%	100.00%

Traffic Sources Overview

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



All traffic sources sent a total of 79,334 visits

20.97% Direct Traffic

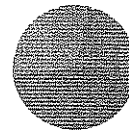
Previous: 29.07% (-27.88%)

31.07% Referring Sites

Previous: 30.37% (2.28%)

47.94% Search Engines

Previous: 40.55% (18.23%)



- Search Engines**
38,034.00 (47.94%)
- Referring Sites**
24,647.00 (31.07%)
- Direct Traffic**
16,633.00 (20.97%)
- Other**
20 (0.03%)

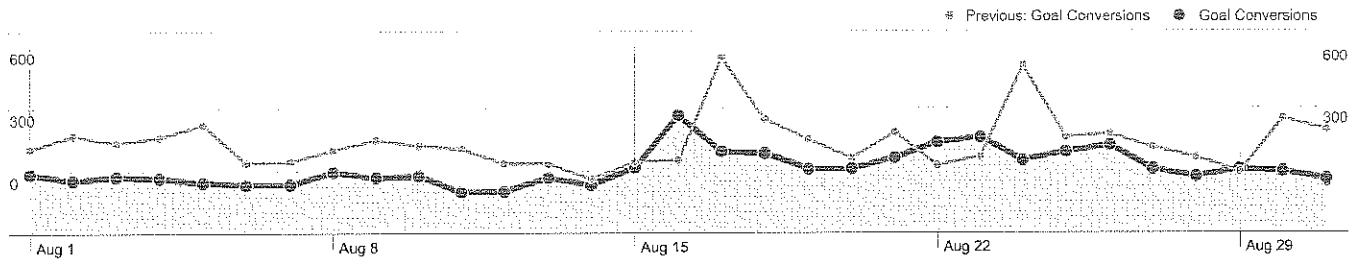
Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Aug 1, 2011 - Aug 31, 2011	30,735	38.74%	Aug 1, 2011 - Aug 31, 2011	1,891	4.97%
Aug 1, 2010 - Aug 31, 2010	27,691	32.47%	Aug 1, 2010 - Aug 31, 2010	1,787	5.17%
% Change	10.99%	19.31%	% Change	5.82%	-3.79%
(direct) ((none))			incline village		
Aug 1, 2011 - Aug 31, 2011	16,633	20.97%	Aug 1, 2011 - Aug 31, 2011	1,467	3.86%
Aug 1, 2010 - Aug 31, 2010	24,791	29.07%	Aug 1, 2010 - Aug 31, 2010	926	2.68%
% Change	-32.91%	-27.88%	% Change	58.42%	44.04%
visitinglaketahoe.com (referral)			kings beach		
Aug 1, 2011 - Aug 31, 2011	15,394	19.40%	Aug 1, 2011 - Aug 31, 2011	825	2.17%
Aug 1, 2010 - Aug 31, 2010	13,949	16.36%	Aug 1, 2010 - Aug 31, 2010	448	1.30%
% Change	10.36%	18.53%	% Change	84.15%	57.43%
yahoo (organic)			(not set)		
Aug 1, 2011 - Aug 31, 2011	3,105	3.91%	Aug 1, 2011 - Aug 31, 2011	620	1.63%
Aug 1, 2010 - Aug 31, 2010	3,098	3.63%	Aug 1, 2010 - Aug 31, 2010	413	1.19%
% Change	0.23%	7.74%	% Change	50.12%	36.48%
bing (organic)			north lake tahoe hotels		

M-27

Aug 1, 2011 - Aug 31, 2011	2,422	3.05%	Aug 1, 2011 - Aug 31, 2011	571	1.50%
Aug 1, 2010 - Aug 31, 2010	2,249	2.64%	Aug 1, 2010 - Aug 31, 2010	566	1.64%
% Change	7.69%	15.76%	% Change	0.88%	-8.28%

M-28



Visitors completed 6,467 goal conversions

6,467 conversions, Goal 1: Cool Deals Page

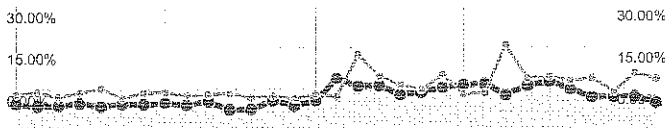
Previous: 9,027 (-28.36%)

0 conversions, Goal 3: Email Signup

Previous: 0 (0.00%)

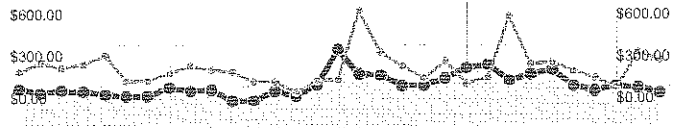
Goal Performance

Goal Conversion Rate

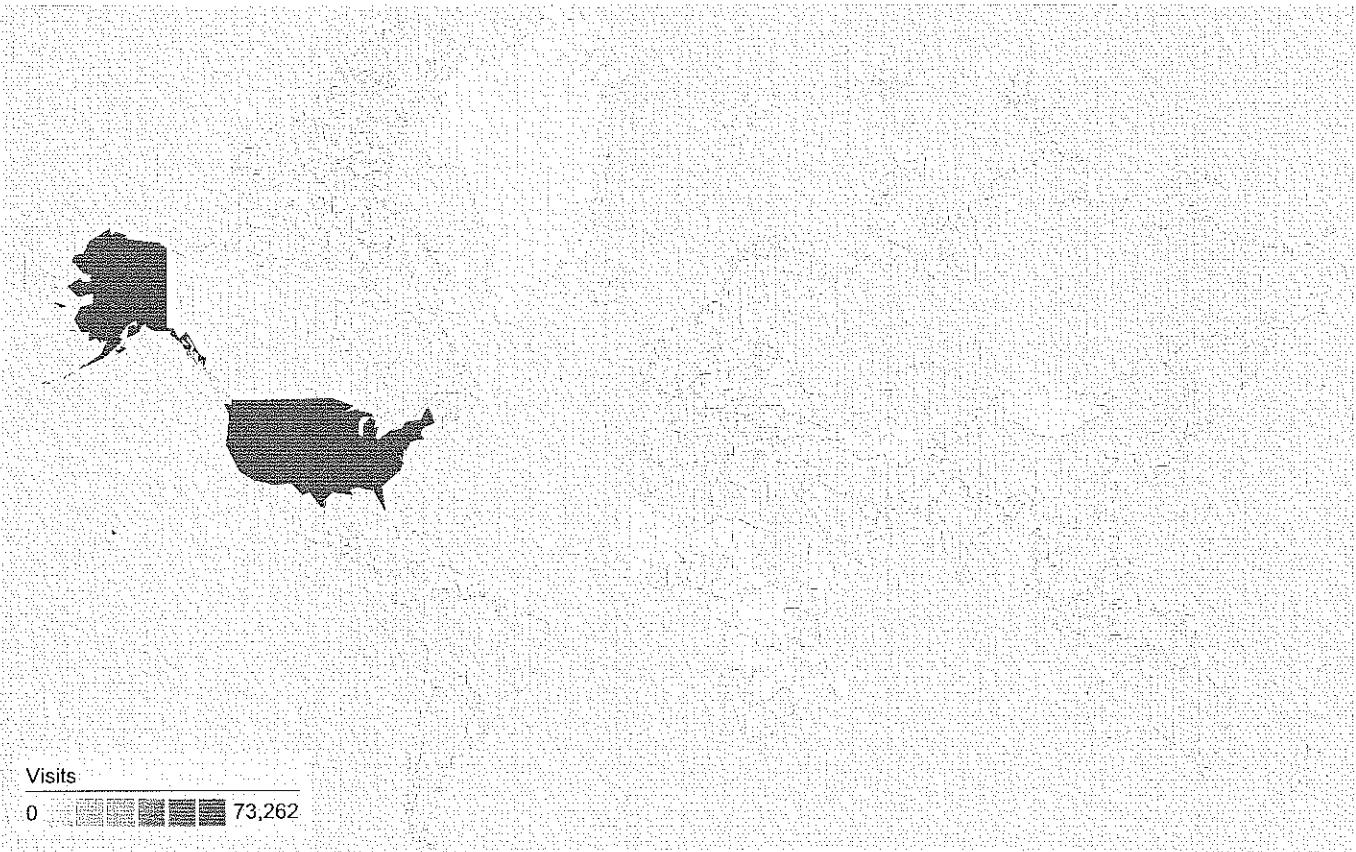


Goal Conversion Rate
 8.15%

Total Goal Value



Total Goal Value
 \$6,467.00

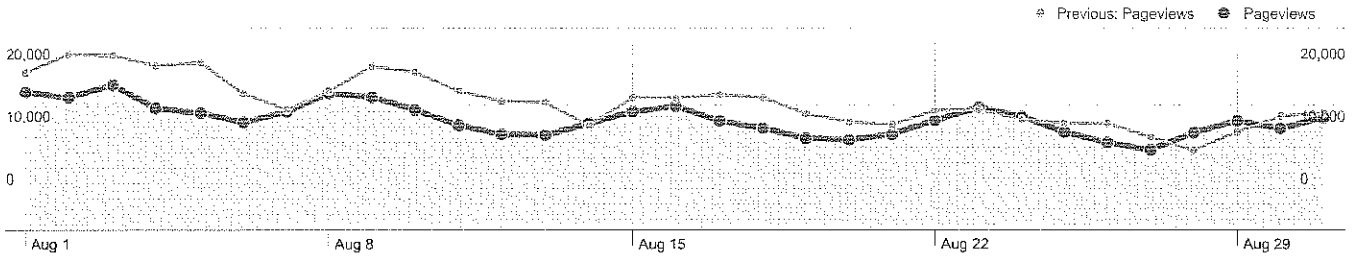


79,334 visits came from 145 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
79,334	4.64	00:03:38	74.56%	35.62%		
Previous: 85,278 (-6.97%)	Previous: 5.00 (-7.25%)	Previous: 00:04:09 (-12.45%)	Previous: 76.68% (-2.77%)	Previous: 33.74% (5.58%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
August 1, 2011 - August 31, 2011	73,262	4.67	00:03:40	73.58%	35.45%	
August 1, 2010 - August 31, 2010	78,731	5.06	00:04:13	76.09%	33.30%	
% Change	-6.95%	-7.64%	-12.78%	-3.30%	6.44%	
United Kingdom						
August 1, 2011 - August 31, 2011	986	5.10	00:03:50	84.18%	32.05%	
August 1, 2010 - August 31, 2010	989	4.70	00:03:32	84.93%	33.97%	
% Change	-0.30%	8.49%	8.39%	-0.89%	-5.67%	
Canada						
August 1, 2011 - August 31, 2011	810	4.28	00:02:37	87.78%	35.06%	

August 1, 2010 - August 31, 2010	899	4.91	00:03:23	87.88%	30.92%
% Change	-9.90%	-12.87%	-22.46%	-0.11%	13.38%
Australia					
August 1, 2011 - August 31, 2011	462	5.22	00:03:46	83.55%	31.60%
August 1, 2010 - August 31, 2010	470	5.00	00:04:17	78.94%	29.36%
% Change	-1.70%	4.45%	-11.97%	5.84%	7.63%
Germany					
August 1, 2011 - August 31, 2011	391	3.95	00:02:01	87.98%	32.99%
August 1, 2010 - August 31, 2010	390	4.23	00:03:31	85.64%	43.08%
% Change	0.26%	-6.49%	-42.41%	2.73%	-23.41%
Brazil					
August 1, 2011 - August 31, 2011	342	4.32	00:04:47	87.72%	36.84%
August 1, 2010 - August 31, 2010	471	4.62	00:04:13	79.62%	34.61%
% Change	-27.39%	-6.61%	13.47%	10.18%	6.46%
Mexico					
August 1, 2011 - August 31, 2011	327	4.63	00:03:28	89.30%	28.13%
August 1, 2010 - August 31, 2010	277	4.66	00:04:03	87.36%	37.55%
% Change	18.05%	-0.58%	-14.46%	2.21%	-25.06%
(not set)					
August 1, 2011 - August 31, 2011	187	3.11	00:02:23	85.56%	49.73%
August 1, 2010 - August 31, 2010	28	2.39	00:02:08	96.43%	35.71%
% Change	567.86%	30.07%	12.34%	-11.27%	39.25%
France					
August 1, 2011 - August 31, 2011	145	3.72	00:02:27	91.03%	41.38%
August 1, 2010 - August 31, 2010	182	3.97	00:02:19	85.16%	39.56%
% Change	-20.33%	-6.30%	5.95%	6.89%	4.60%
Netherlands					
August 1, 2011 - August 31, 2011	129	3.96	00:02:03	87.60%	38.76%
August 1, 2010 - August 31, 2010	111	4.32	00:03:00	96.40%	35.14%
% Change	16.22%	-8.21%	-31.70%	-9.13%	10.32%

1 - 10 of 145



Pages on this site were viewed a total of 368,082 times

368,082 Pageviews

Previous: 426,604 (-13.72%)

282,488 Unique Views

Previous: 322,531 (-12.42%)

35.62% Bounce Rate

Previous: 33.74% (5.58%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Aug 1, 2011 - Aug 31, 2011	19,477	5.29%
Aug 1, 2010 - Aug 31, 2010	18,756	4.40%
% Change	3.84%	20.35%
/events		
Aug 1, 2011 - Aug 31, 2011	8,188	2.22%
Aug 1, 2010 - Aug 31, 2010	19	> 0.00%
% Change	42,394.74%	49,846.44%
/external//return (true)		
Aug 1, 2011 - Aug 31, 2011	7,982	2.17%
Aug 1, 2010 - Aug 31, 2010	0	0.00%
% Change	100.00%	100.00%
/lodging		
Aug 1, 2011 - Aug 31, 2011	5,755	1.56%
Aug 1, 2010 - Aug 31, 2010	9,696	2.27%
% Change	-40.65%	-31.21%
/resorts-and-towns/kings-beach		

M-32

Aug 1, 2011 - Aug 31, 2011	5,550	1.51%
Aug 1, 2010 - Aug 31, 2010	6,124	1.44%
% Change	-9.37%	5.04%

PROPERTY REFERRAL REPORT - AUGUST**REFERRALS**

The Village at Squaw Valley USA Cool Deals	800
Hyatt Regency Lake Tahoe Resort, Spa and Casino	767
Northstar Resort Cool Deals	747
Cal Neva Resort Casino Hotel Cool Deals	646
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	626
Tahoe Biltmore Lodge & Casino	599
Cal Neva Resort Casino Hotel	572
Tahoe City Inn Cool Deals	551
Cedar Glen Lodge	500
Brockway Springs Resort	487
River Ranch Lodge and Restaurant	444
Northstar Resort	431
Shore House at Lake Tahoe	405
Granlibakken Conference Center & Resort	391
Franciscan Lakeside Lodge	384
Tahoe Getaways Vacation Rentals	357
River Ranch Lodge and Restaurant Cool Deals	355
Ferrari's Crown Resort	340
The Ritz-Carlton, Lake Tahoe	340
Mourelatos Lakeshore Resort	335
Coldwell Banker Rentals	332
Holiday House	329
Sunnyside Steakhouse & Lodge	309
Stanford Alpine Chalet	301
Tahoma Lodge	299
Cottage Inn at Lake Tahoe	291
Agate Bay Realty	290
PepperTree Inn	284
The Village at Squaw Valley USA	279
Resort at Squaw Creek	272
Tahoe Luxury Properties	261
Parkside Inn at Incline	245
West Shore Cafe & Inn	241
Americas Best Value Inn Tahoe City	231
Agate Bay Realty Cool Deals	222
Hauserman Rental Group	221
Meeks Bay Resort & Marina	214
Incline at Tahoe Realty	207
Mother Natures Inn	206
Stevenson's Holliday Inn	199
Rainbow Lodge	198
Holiday House Cool Deals	196
Red Wolf Lakeside Lodge	190
Club Tahoe Resort	186
Resort at Squaw Creek Cool Deals	186
North Tahoe Rental Company	183
Tahoe Marina Lodge	180
Lake Tahoe Accommodations.	179
The Border House	175
Lake Tahoe Deluxe Vacation Rentals	173
Vacation Station, Inc.	171

Tahoe Vistana Inn	168
Waters of Tahoe Properties	166
Firelite Lodge	159
Painted Rock Lodge	155
PlumpJack Squaw Valley Inn	153
Tahoe City Inn	152
Tahoma Meadows Bed & Breakfast	149
Tahoe Mountain Resorts Lodging	145
Lake Tahoe Accommodations. Cool Deals	140
Olympic Village Inn	139
Tahoe Sands Resort	139
Shooting Star Bed & Breakfast	137
Lake of the Sky Motor Inn	135
Incline Vacation Rentals	134
Northstar Condominiums	129
West Lake Properties	128
Goldfish Properties	124
Chaney House	121
Tahoe Biltmore Lodge & Casino Cool Deals	112
Tahoma Meadows Bed & Breakfast Cool Deals	102
LakeFrontHouse.com	100
Tahoe Woodside Vacation Rentals	98
Squaw Valley Lodge	93
Squaw Valley Lodge Cool Deals	90
Tamarack Lodge	86
Vacation Tahoe by O'Neal Brokers	85
Tahoe Mountain Resorts Lodging Cool Deals	79
The Lodge at Sugar Bowl	77
Ice Lakes Lodge at Royal Gorge XC Ski Resort	68
Tahoe Edgelake Beach Club	64
Lake Tahoe Accommodations	58
ReserveMyHome.com	58
Red Wolf Lodge at Squaw Valley	51
Tahoe Tavern Properties	51
Cedar Glen Lodge Cool Deals	48
Firelite Lodge Cool Deals	38
Kingswood Village Vacation Rentals	35
Alpine Rental Group	34
Northstar Mountain Home Vacation Rentals	34
Coldwell Banker Rentals Cool Deals	29
Chinquapin / Packard Realty	28
Ferrari's Crown Resort Cool Deals	22
Martis Valley Associates Property Rentals	12
Tahoe Real Estate Group	6
Rustic Cottage Resort	5
Book Tahoe Rentals	3
Granlibakken Resort Ski Area	2
Granlibakken Conference Center & Resort Cool Deals	1
Prudential California Realty	1

PROPERTY REFERRAL REPORT - AUGUST (Alpha Listing)**REFERRALS**

Agate Bay Realty	290
Agate Bay Realty Cool Deals	222
Alpine Rental Group	34
Americas Best Value Inn Tahoe City	231
Book Tahoe Rentals	3
Brockway Springs Resort	487
Cal Neva Resort Casino Hotel	572
Cal Neva Resort Casino Hotel Cool Deals	646
Cedar Glen Lodge	500
Cedar Glen Lodge Cool Deals	48
Chaney House	121
Chinquapin / Packard Realty	28
Club Tahoe Resort	186
Coldwell Banker Rentals	332
Coldwell Banker Rentals Cool Deals	29
Cottage Inn at Lake Tahoe	291
Ferrari's Crown Resort	340
Ferrari's Crown Resort Cool Deals	22
Firelite Lodge	159
Firelite Lodge Cool Deals	38
Franciscan Lakeside Lodge	384
Goldfish Properties	124
Granlibakken Conference Center & Resort	391
Granlibakken Conference Center & Resort Cool Deals	1
Granlibakken Resort Ski Area	2
Hauserman Rental Group	221
Holiday House	329
Holiday House Cool Deals	196
Hyatt Regency Lake Tahoe Resort, Spa and Casino	767
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	626
Ice Lakes Lodge at Royal Gorge XC Ski Resort	68
Incline at Tahoe Realty	207
Incline Vacation Rentals	134
Kingswood Village Vacation Rentals	35
Lake of the Sky Motor Inn	135
Lake Tahoe Accommodations	58
Lake Tahoe Accommodations.	179
Lake Tahoe Accommodations. Cool Deals	140
Lake Tahoe Deluxe Vacation Rentals	173
LakeFrontHouse.com	100
Martis Valley Associates Property Rentals	12
Meeks Bay Resort & Marina	214
Mother Natures Inn	206
Mourelatos Lakeshore Resort	335
North Tahoe Rental Company	183
Northstar Condominiums	129
Northstar Mountain Home Vacation Rentals	34
Northstar Resort	431
Northstar Resort Cool Deals	747
Olympic Village Inn	139
Painted Rock Lodge	155

Parkside Inn at Incline	245
PepperTree Inn	284
PlumpJack Squaw Valley Inn	153
Prudential California Realty	1
Rainbow Lodge	198
Red Wolf Lakeside Lodge	190
Red Wolf Lodge at Squaw Valley	51
ReserveMyHome.com	58
Resort at Squaw Creek	272
Resort at Squaw Creek Cool Deals	186
River Ranch Lodge and Restaurant	444
River Ranch Lodge and Restaurant Cool Deals	355
Rustic Cottage Resort	5
Shooting Star Bed & Breakfast	137
Shore House at Lake Tahoe	405
Squaw Valley Lodge	93
Squaw Valley Lodge Cool Deals	90
Stanford Alpine Chalet	301
Stevenson's Holliday Inn	199
Sunnyside Steakhouse & Lodge	309
Tahoe Biltmore Lodge & Casino	599
Tahoe Biltmore Lodge & Casino Cool Deals	112
Tahoe City Inn	152
Tahoe City Inn Cool Deals	551
Tahoe Edgelake Beach Club	64
Tahoe Getaways Vacation Rentals	357
Tahoe Luxury Properties	261
Tahoe Marina Lodge	180
Tahoe Mountain Resorts Lodging	145
Tahoe Mountain Resorts Lodging Cool Deals	79
Tahoe Real Estate Group	6
Tahoe Sands Resort	139
Tahoe Tavern Properties	51
Tahoe Vistana Inn	168
Tahoe Woodside Vacation Rentals	98
Tahoma Lodge	299
Tahoma Meadows Bed & Breakfast	149
Tahoma Meadows Bed & Breakfast Cool Deals	102
Tamarack Lodge	86
The Border House	175
The Lodge at Sugar Bowl	77
The Ritz-Carlton, Lake Tahoe	340
The Village at Squaw Valley USA	279
The Village at Squaw Valley USA Cool Deals	800
Vacation Station, Inc.	171
Vacation Tahoe by O'Neal Brokers	85
Waters of Tahoe Properties	166
West Lake Properties	128
West Shore Cafe & Inn	241

Monthly Report August 2011
CONFERENCE REVENUE STATISTICS
South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12
 Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/11:	\$142,490	\$201,472	-29%
Forecasted Commission for this Revenue:	\$7,095	\$22,995	-69%
Number of Room Nights:	1773	1836	-3%
Number of Delegates:	1115	1133	-2%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	36	47	-23%

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>
<u>Number of Groups Booked:</u>	0	3
Revenue Booked:	\$0	\$37,580
Projected Commission:	\$0	\$3,724
Room Nights:	0	484
Number of Delegates:	0	296
Booked Group Types:		1 Corp, 1 Assoc.
Lost Business, # of Groups:	0	8
 <u>Arrived in the month</u>	 <u>August-11</u>	 <u>August-10</u>
Number of Groups:	1	1
Revenue Arrived:	\$33,959	\$3,730
Projected Commission:	\$5,093	\$0
Room Nights:	372	10
Number of Delegates:	75	37
Arrived Group Types:	1 Govt.	1 Smerf

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp. and 1 T
Lost Business, # of Groups:	0	8
 <u>Arrived in the month</u>	 <u>July-11</u>	 <u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf and 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

	(Goal)
For 2012/13:	\$100,000
For 2014/15:	\$50,000

NUMBER OF LEADS Generated as of 8/31/11: 9

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report August 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/11:	\$1,410,159	\$1,475,570	-4%
Forecasted Commission for this Revenue:	\$113,874	\$116,112	-2%
Number of Room Nights:	8420	8770	-4%
Number of Delegates:	4394	4683	-6%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	36	41	-12%

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	781%
Projected Commission:	\$46,076	\$5,275	773%
Room Nights:	1758	430	309%
Number of Delegates:	823	575	43%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	* Est	<u>August-10</u>	
Number of Groups:	4		7	
Revenue Arrived:	\$239,285		\$219,566	9%
Projected Commission:	\$23,299		\$14,117	65%
Room Nights:	1402		1294	8%
Number of Delegates:	730		830	-12%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf		1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

M-40

<u>Arrived in the month</u>	<u>July-11</u>	* Est	<u>July-10</u>	
Number of Groups:	2		8	
Revenue Arrived:	\$64,087		\$579,888	-89%
Projected Commission:	\$4,527		\$44,258	-90%
Room Nights:	552		2813	-80%
Number of Delegates:	231		1479	-84%
Arrived Group Types:	1 Corp., 1 Assoc.		1 Corp.,6 Assoc.,1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$500,027	(Goal) \$750,000
For 2014/15:	\$792,002	\$500,000

NUMBER OF LEADS Generated as of 8/31/11: 18

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

M-41

North Shore:							
Jul-11							
Groups Booked:	5						
Placer County:	5	Room Nights:	2873	Delegates:	890	Revenue:	\$737,507
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived:	2						
Placer County:	2	Room Nights:	552	Delegates:	231	Revenue:	\$64,087 Est.
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Aug-11							
Groups Booked:	5						
Placer County:	5	Room Nights:	1758	Delegates:	823	Revenue:	\$464,992
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived:	4						
Placer County:	3	Room Nights:	1040	Delegates:	580	Revenue:	\$64,087
Washoe County:	1	Room Nights:	362	Delegates:	150	Revenue:	\$74,068
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Sep-11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Quarter total by county:							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	