



**north lake tahoe**  
Chamber | CVB | Resort Association

# Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of April 30, 2013

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,723 Units (\*MTRIP Census\*\*)

		2012/13	2011/12	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (April) changed by (-40.2%)	Occupancy (April) :	25.0%	41.9%	-40.2%
North Lake Tahoe Average Daily Rate for last month (April) changed by (-1.7%)	ADR (April) :	\$169	\$172	-1.7%
North Lake Tahoe RevPAR for last month (April) changed by (-41.3%)	RevPAR (April) :	\$42	\$72	-41.3%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (May) changed by (-9.8%)	Occupancy (May)	20.3%	22.5%	-9.8%
North Lake Tahoe Average Daily Rate for next month (May) changed by (-0.7%)	ADR (May) :	\$153	\$155	-0.7%
North Lake Tahoe RevPAR for next month (May) changed by (-10.5%)	RevPAR (May) :	\$31	\$35	-10.5%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.3%)	Occupancy	42.7%	39.8%	7.3%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (8.9%)	ADR	\$248	\$228	8.9%
North Lake Tahoe RevPAR for the prior 6 months changed by (16.8%)	RevPAR	\$106	\$91	16.8%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (48.7%)	Occupancy	27.6%	18.6%	48.7%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (6.2%)	ADR	\$213	\$201	6.2%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (57.9%)	RevPAR	\$59	\$37	57.9%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2013 vs. Previous Year</b>				
Rooms Booked during last month (April, 2013) compared to Rooms Booked during the same period last year (April, 2012) for all arrival dates has changed by (-19.7%)	Booking Pace (April)	4.6%	5.7%	-19.7%

\* **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.

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

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

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

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

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**RESERVATIONS ACTIVITY REPORT**  
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

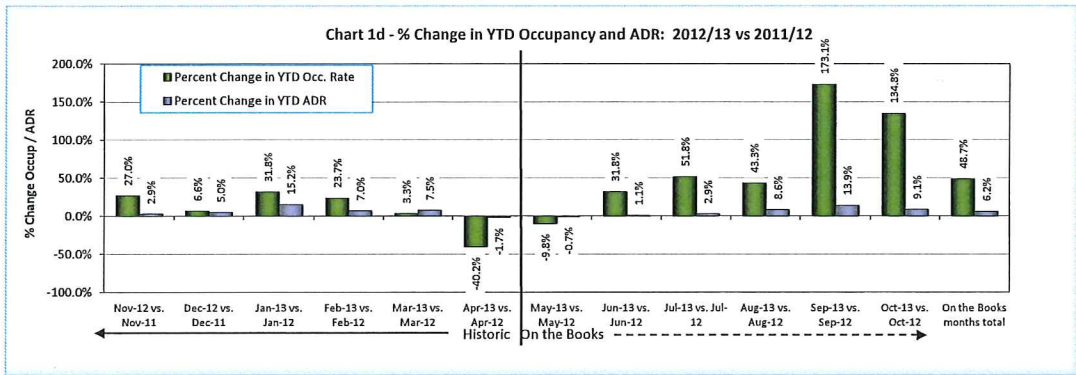
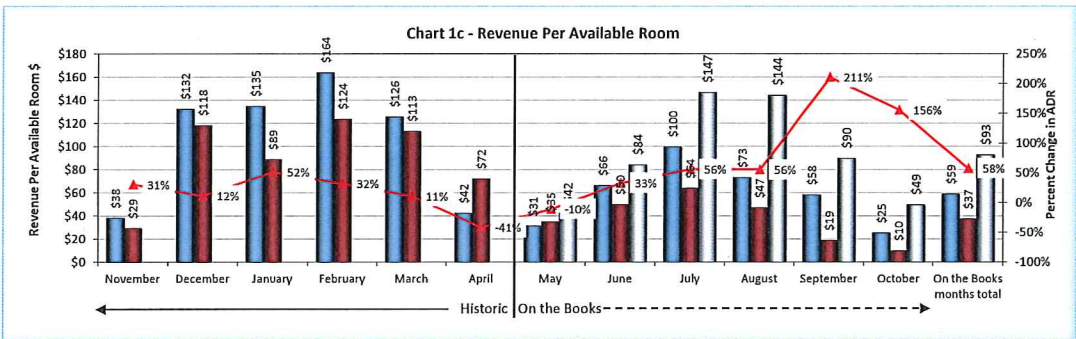
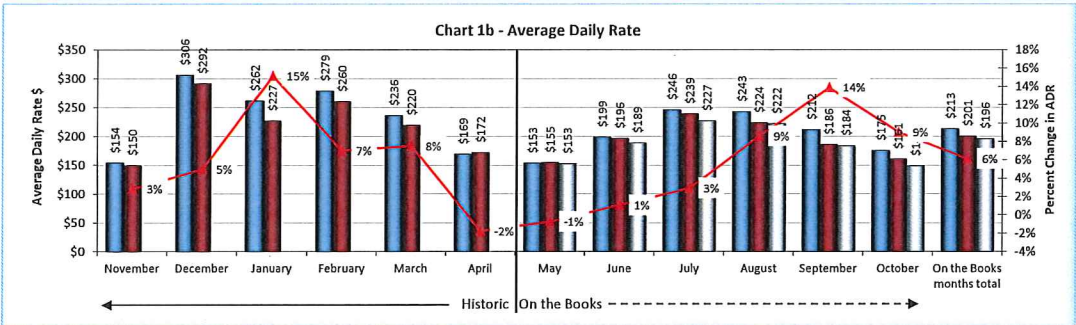
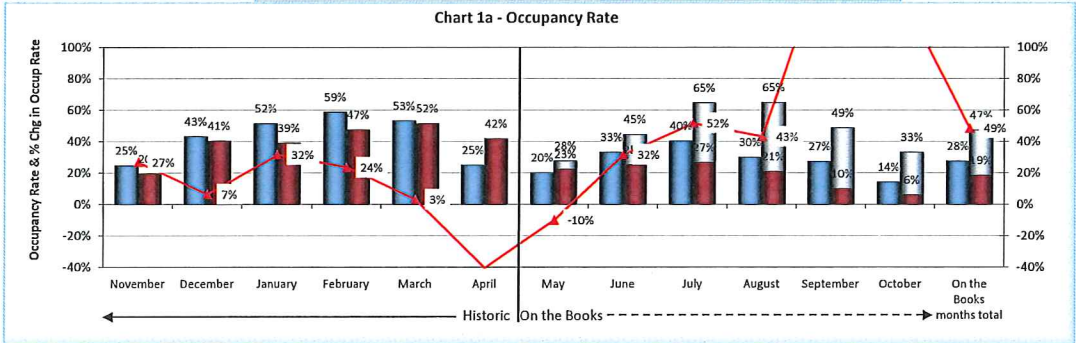
2012/13 YTD (as of April 30, 2013) vs. 2011/12 YTD (as of April 30, 2012) vs. 2011/12 Historical

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**

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Historic Actual (2011/12 season)    
  Data as of April 30, 2013 (2012/13 season)

Data as of April 30, 2012 (2011/12 season)    
  Percent Change

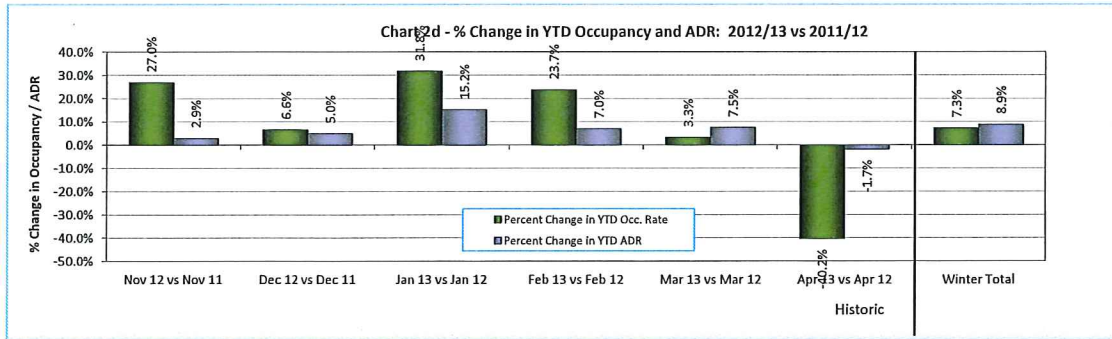
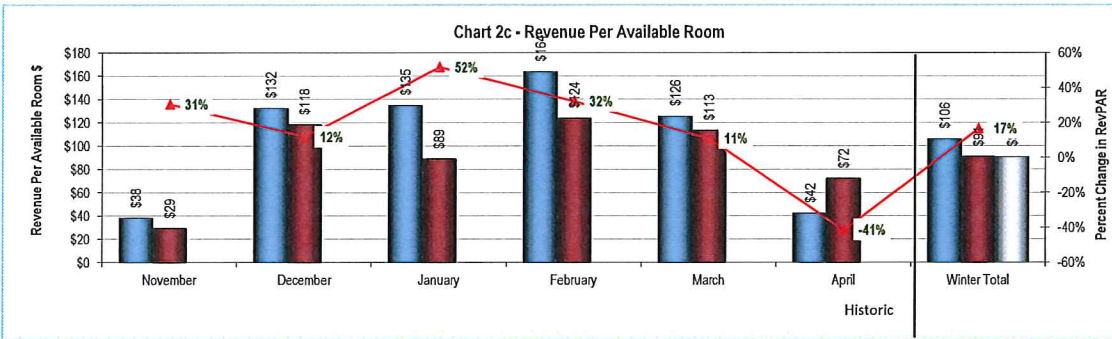
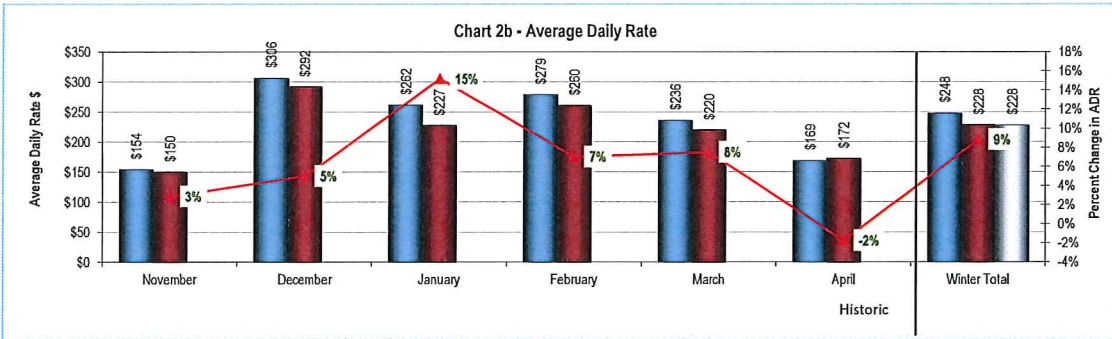
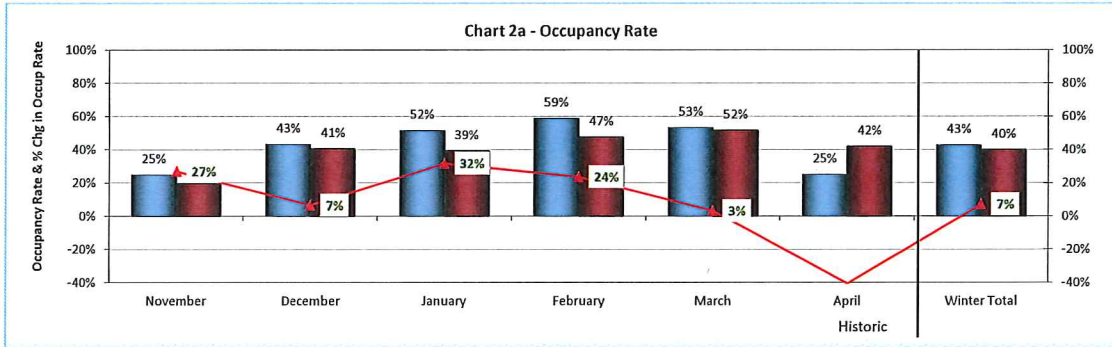




## RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of April 30, 2013) vs. 2011/12 YTD (as of April 30, 2012) vs. 2011/12 Historical  
**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
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■ Historic Actual (2011/12 season)     ■ Data as of April 30, 2013 (2012/13 season)  
■ Data as of April 30, 2012 (2011/12 season)     ▲ Percent Change





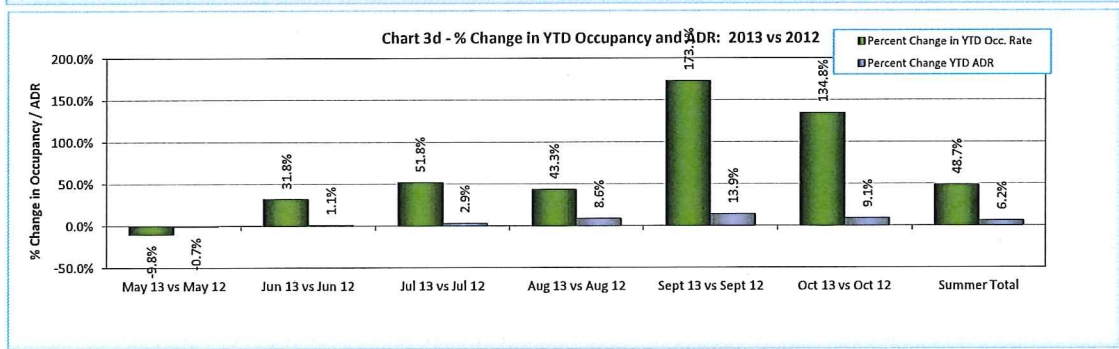
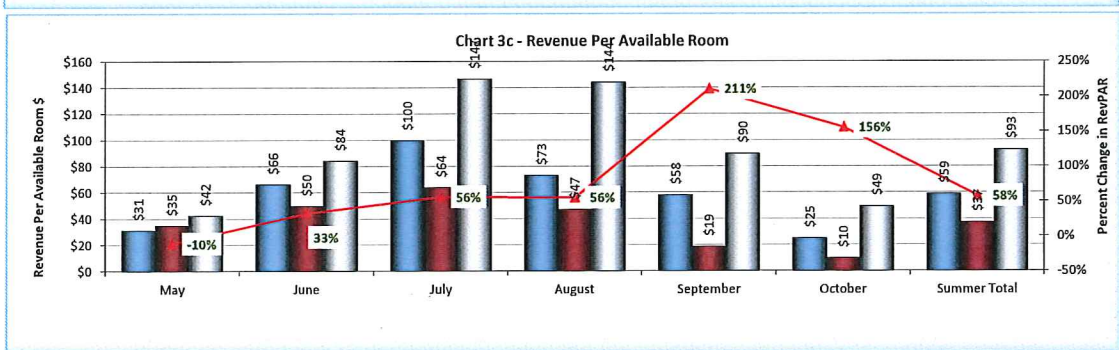
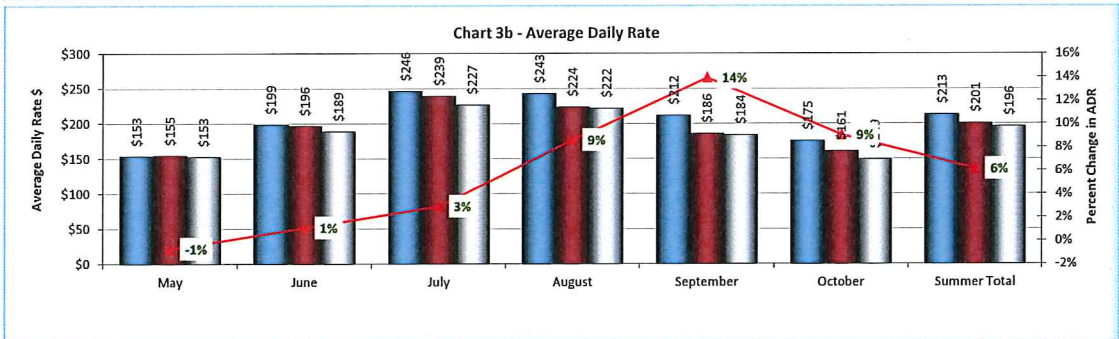
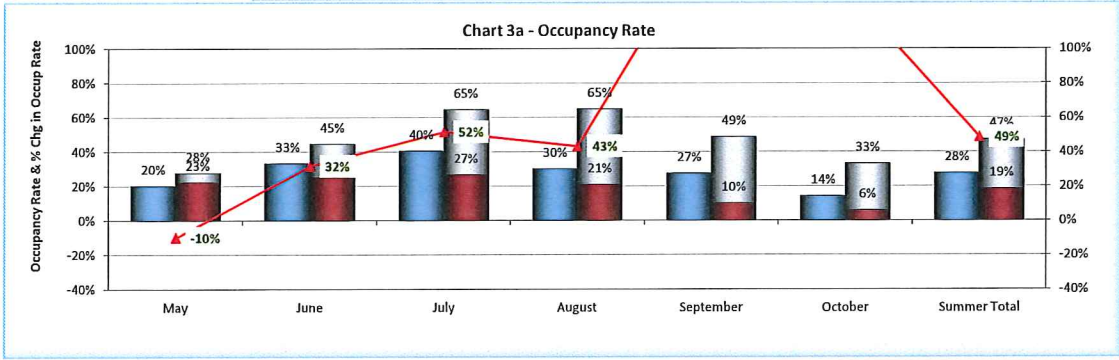
**RESERVATIONS ACTIVITY REPORT  
SECTION 3 - SUMMER SEASON SUMMARY GRAPHS**

2013 YTD (as of April 30, 2013) vs. 2012 YTD (as of April 30, 2012) vs. 2012 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Historic Actual (2012 Season)
  Data as of April 30, 2013 (2013 Season)
  Data as of April 30, 2012 (2012 Season)
  Percent Change



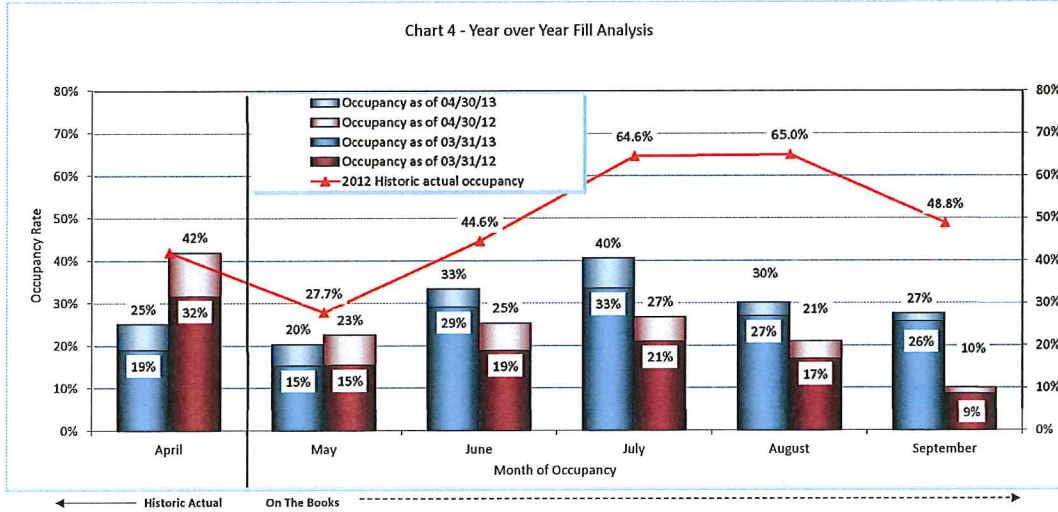


RESERVATIONS ACTIVITY REPORT  
SECTION 4 - FILL ANALYSIS

2012/13 Occupancy Pace (as of April 30, 2013) vs. 2011/12 Pace (as of April 30, 2012) vs. same period 2011/12

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF APR 30			OCCUPANCY AS OF MAR 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012 Historic actual occupancy
	Occupancy as of 04/30/13	Occupancy as of 04/30/12	Absolute Change	Occupancy as of 03/31/13	Occupancy as of 03/31/12	Absolute Change	Incremental occupancy booked during Apr. 2013	Incremental occupancy booked during Apr. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
April	25.0%	41.9%	-16.8%	18.9%	31.7%	-12.7%	6.1%	10.2%	-4.1%	-40.4%	41.9%
May	20.3%	22.5%	-2.2%	15.3%	15.4%	0.0%	5.0%	7.2%	-2.2%	-30.2%	27.7%
June	33.3%	25.3%	8.0%	29.1%	18.9%	10.2%	4.3%	6.4%	-2.1%	-33.3%	44.6%
July	40.5%	26.7%	13.8%	33.4%	20.9%	12.5%	7.1%	5.8%	1.3%	23.1%	64.6%
August	30.1%	21.0%	9.1%	26.9%	16.9%	10.0%	3.2%	4.1%	-0.9%	-21.9%	65.0%
September	27.4%	10.0%	17.4%	25.6%	8.6%	17.0%	1.8%	1.4%	0.4%	29.5%	48.8%
<b>Total</b>	<b>29.5%</b>	<b>24.3%</b>	<b>5.2%</b>	<b>24.9%</b>	<b>18.5%</b>	<b>6.3%</b>	<b>4.6%</b>	<b>5.7%</b>	<b>-1.1%</b>	<b>-19.7%</b>	<b>48.9%</b>

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

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



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5A - SUPPORTING DATA TABLES**  
 Bookings as of April 30, 2013

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**

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OCCUPANCY RATE		OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)	# of Properties in Sample
		Occup. Rate as of: April 30, 2013 (2012/13 season)	Occup. Rate as of: April 30, 2012 (2011/12 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2012/13 & 2011/12)						
November		24.8%	19.5%	27.0%		11
December		43.2%	40.5%	6.6%		11
January		51.5%	39.1%	31.8%		11
February		58.8%	47.5%	23.7%		11
March		53.2%	51.5%	3.3%		11
April	Historic Actual	25.0%	41.9%	-40.2%		11
May	On the Books	20.3%	22.5%	-9.8%	27.7%	11
June		33.3%	25.3%	31.8%	44.6%	11
July		40.5%	26.7%	51.8%	64.6%	11
August		30.1%	21.0%	43.3%	65.0%	11
September		27.4%	10.0%	173.1%	48.8%	11
October		14.3%	6.1%	134.8%	33.2%	11
Grand total		35.0%	28.9%	21.3%	43.6%	11
Historic months total		42.7%	39.8%	7.3%	39.8%	11
On the Books months total		27.6%	18.6%	48.7%	47.3%	11

AVERAGE DAILY RATE		ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)	# of Properties in Sample
		ADR as of: April 30, 2013 (2012/13 season)	ADR as of: April 30, 2012 (2011/12 season)	Percent Change in YTD ADR		
Month of Occupancy (2012/13 & 2011/12)						
November		\$154	\$150	2.9%		11
December		\$306	\$292	5.0%		11
January		\$262	\$227	15.2%		11
February		\$279	\$260	7.0%		11
March		\$236	\$220	7.5%		11
April	Historic Actual	\$169	\$172	-1.7%		11
May	On the Books	\$153	\$155	-0.7%	\$153	11
June		\$199	\$196	1.1%	\$189	11
July		\$246	\$239	2.9%	\$227	11
August		\$243	\$224	8.6%	\$222	11
September		\$212	\$186	13.9%	\$184	11
October		\$175	\$161	9.1%	\$149	11
Grand total		\$234	\$219	6.9%	\$210	11
Historic months total		\$248	\$228	8.9%	\$228	11
On the Books months total		\$213	\$201	6.2%	\$196	11

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)	# of Properties in Sample
		RevPAR as of: April 30, 2013 (2012/13 season)	RevPAR as of: April 30, 2012 (2011/12 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2012/13 & 2011/12)						
November		\$38	\$29	30.6%		11
December		\$132	\$118	12.0%		11
January		\$135	\$89	51.8%		11
February		\$164	\$124	32.4%		11
March		\$126	\$113	11.1%		11
April	Historic Actual	\$42	\$72	-41.3%		11
May	On the Books	\$31	\$35	-10.5%	\$42	11
June		\$66	\$50	33.3%	\$84	11
July		\$100	\$64	56.3%	\$147	11
August		\$73	\$47	55.7%	\$144	11
September		\$58	\$19	211.1%	\$90	11
October		\$25	\$10	156.0%	\$49	11
Grand total		\$82	\$63	29.6%	\$92	11
Historic months total		\$106	\$91	16.8%	\$91	11
On the Books months total		\$59	\$37	57.9%	\$93	11



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of April 30, 2013**

**NOTE:** This is not a forecast of bookings. Data represent transactions on the books as of the date noted above

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual Occup. Rate (2011/12 season)
	Occup. Rate as of: April 30, 2013 (2012/13 season)	Occup. Rate as of: April 30, 2012 (2011/12 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012/13 & 2011/12)				
November	24.8%	19.5%	27.0%	
December	43.2%	40.5%	6.6%	
January	51.5%	39.1%	31.8%	
February	58.8%	47.5%	23.7%	
March	53.2%	51.5%	3.3%	
April <b>Historic Actual</b>	25.0%	41.9%	-40.2%	
Winter Total	42.7%	39.8%	7.3%	39.8%

AVERAGE DAILY RATE	<u>ADR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual ADR (2011/12 season)
	ADR as of: April 30, 2013 (2012/13 season)	ADR as of: April 30, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$154	\$150	2.9%	
December	\$306	\$292	5.0%	
January	\$262	\$227	15.2%	
February	\$279	\$260	7.0%	
March	\$236	\$220	7.5%	
April <b>Historic Actual</b>	\$169	\$172	-1.7%	
Winter Total	\$248	\$228	8.9%	\$228

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual RevPAR (2011/12 season)
	RevPAR as of: April 30, 2013 (2012/13 season)	RevPAR as of: April 30, 2012 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)				
November	\$38	\$29	30.6%	
December	\$132	\$118	12.0%	
January	\$135	\$89	51.8%	
February	\$164	\$124	32.4%	
March	\$126	\$113	11.1%	
April <b>Historic Actual</b>	\$42	\$72	-41.3%	
Winter Total	\$106	\$91	16.8%	\$91





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of April 30, 2013**

**NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above**  
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 Season)
	Occup. Rate as of: April 30, 2013 (2013 Season)	Occup. Rate as of: April 30, 2012 (2012 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	20.3%	22.5%	-9.8%	27.7%
June	33.3%	25.3%	31.8%	44.6%
July	40.5%	26.7%	51.8%	64.6%
August	30.1%	21.0%	43.3%	65.0%
September	27.4%	10.0%	173.1%	48.8%
October	14.3%	6.1%	134.8%	33.2%
Summer Total	27.6%	18.6%	48.7%	47.3%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 Season)
	ADR as of: April 30, 2013 (2013 Season)	ADR as of: April 30, 2012 (2012 Season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$153	\$155	-0.7%	\$153
June	\$199	\$196	1.1%	\$189
July	\$246	\$239	2.9%	\$227
August	\$243	\$224	8.6%	\$222
September	\$212	\$186	13.9%	\$184
October	\$175	\$161	9.1%	\$149
Summer Total	\$213	\$201	6.2%	\$196

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 Season)
	RevPAR as of: April 30, 2013 (2013 Season)	RevPAR as of: April 30, 2012 (2012 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$31	\$35	-10.5%	\$42
June	\$66	\$50	33.3%	\$84
July	\$100	\$64	56.3%	\$147
August	\$73	\$47	55.7%	\$144
September	\$58	\$19	211.1%	\$90
October	\$25	\$10	156.0%	\$49
Summer Total	\$59	\$37	57.9%	\$93

http://www.GoTahoeNorth.com - http://www.gotahoenorth.com  
 www.GoTahoeNorth.com [DEFAULT]

Apr 1, 2013 - Apr 30, 2013  
 Compare to: Apr 1, 2012 - Apr 30, 2012

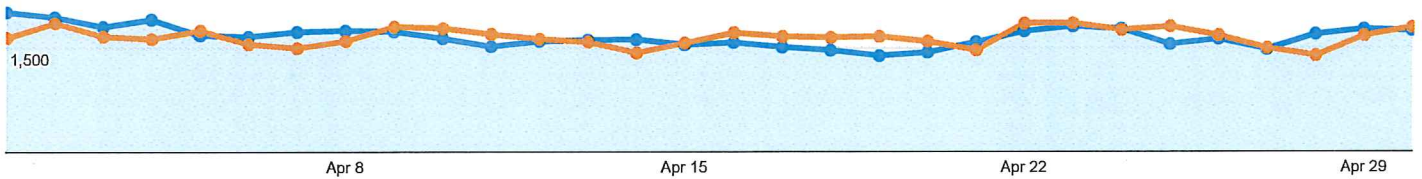
All Traffic

change in % of visits: +0.00%

Explorer

Site Usage

Apr 1, 2013 - Apr 30, 2013: Visits  
 Apr 1, 2012 - Apr 30, 2012: Visits



Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	<b>0.33%</b> 49,588 vs 49,425	<b>7.61%</b> 3.77 vs 4.08	<b>3.99%</b> 00:02:56 vs 00:03:03	<b>1.51%</b> 77.30% vs 78.49%	<b>11.71%</b> 41.96% vs 37.56%
1. <a href="#">google / organic</a>					
Apr 1, 2013 - Apr 30, 2013	16,317	3.26	00:02:41	70.44%	47.37%
Apr 1, 2012 - Apr 30, 2012	18,750	3.59	00:02:51	70.81%	42.98%
% Change	-12.98%	-9.04%	-5.60%	-0.52%	10.22%
2. <a href="#">visitinglaketahoe.com / referral</a>					
Apr 1, 2013 - Apr 30, 2013	14,782	4.68	00:03:10	85.31%	28.87%
Apr 1, 2012 - Apr 30, 2012	15,779	4.73	00:03:16	86.08%	27.54%
% Change	-6.32%	-1.13%	-2.91%	-0.89%	4.85%
3. <a href="#">(direct) / (none)</a>					
Apr 1, 2013 - Apr 30, 2013	10,279	3.34	00:02:56	78.86%	50.90%
Apr 1, 2012 - Apr 30, 2012	7,948	4.37	00:03:22	84.05%	39.48%
% Change	29.33%	-23.61%	-12.71%	-6.17%	28.92%
4. <a href="#">reachlocal / ppc</a>					
Apr 1, 2013 - Apr 30, 2013	1,789	4.10	00:02:59	85.52%	38.79%
Apr 1, 2012 - Apr 30, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	∞%	∞%	∞%	∞%	∞%
5. <a href="#">yahoo / organic</a>					
Apr 1, 2013 - Apr 30, 2013	1,489	3.76	00:03:01	71.79%	40.03%
Apr 1, 2012 - Apr 30, 2012	1,465	3.98	00:02:46	73.24%	36.79%
% Change	1.64%	-5.71%	9.27%	-1.98%	8.79%
6. <a href="#">bing / organic</a>					

Apr 1, 2013 - Apr 30, 2013	1,142	4.01	00:03:42	66.29%	38.88%
Apr 1, 2012 - Apr 30, 2012	1,280	4.15	00:03:23	70.47%	36.09%
% Change	-10.78%	-3.42%	9.79%	-5.93%	7.72%
7. <a href="#">web.gotahoenorth.com / referral</a>					
Apr 1, 2013 - Apr 30, 2013	296	5.26	00:05:14	41.22%	37.84%
Apr 1, 2012 - Apr 30, 2012	0	0.00	00:00:00	0.00%	0.00%
% Change	∞%	∞%	∞%	∞%	∞%
8. <a href="#">google.com / referral</a>					
Apr 1, 2013 - Apr 30, 2013	236	2.53	00:01:09	86.02%	50.42%
Apr 1, 2012 - Apr 30, 2012	155	2.17	00:00:38	87.74%	36.77%
% Change	52.26%	16.89%	81.93%	-1.97%	37.12%
9. <a href="#">skilaketahoe.com / referral</a>					
Apr 1, 2013 - Apr 30, 2013	231	4.52	00:05:28	76.19%	36.36%
Apr 1, 2012 - Apr 30, 2012	197	3.65	00:03:15	82.74%	41.12%
% Change	17.26%	23.78%	68.14%	-7.92%	-11.56%
10. <a href="#">gotahoenorth.com / referral</a>					
Apr 1, 2013 - Apr 30, 2013	162	3.75	00:03:40	55.56%	31.48%
Apr 1, 2012 - Apr 30, 2012	2	1.00	00:00:00	100.00%	100.00%
% Change	8,000.00%	275.31%	∞%	-44.44%	-68.52%

Rows 1 - 10 of 870

© 2013 Google

**Location**

ALL » COUNTRY / TERRITORY: United States

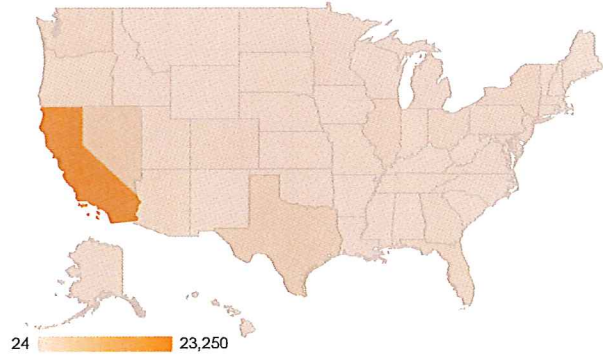
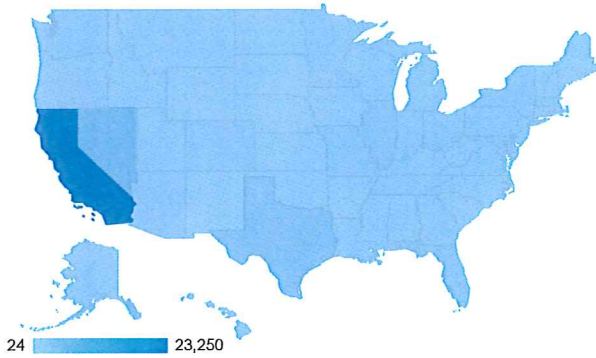
change in % of visits: +1.38%

Map Overlay

Site Usage

Apr 1, 2013 - Apr 30, 2013

Apr 1, 2012 - Apr 30, 2012



Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	<b>1.87%</b> 45,190 vs 44,359	<b>7.43%</b> 3.81 vs 4.12	<b>4.07%</b> 00:02:59 vs 00:03:06	<b>1.45%</b> 76.59% vs 77.72%	<b>11.18%</b> 41.47% vs 37.30%
1. <b>California</b>					
Apr 1, 2013 - Apr 30, 2013	23,250	3.59	00:02:50	74.32%	42.87%
Apr 1, 2012 - Apr 30, 2012	21,911	3.86	00:02:53	75.84%	38.76%
% Change	6.11%	-7.12%	-1.86%	-2.00%	10.61%
2. <b>Nevada</b>					
Apr 1, 2013 - Apr 30, 2013	4,253	3.78	00:03:54	63.84%	42.75%
Apr 1, 2012 - Apr 30, 2012	3,702	3.88	00:03:34	62.88%	39.92%
% Change	14.88%	-2.55%	9.60%	1.51%	7.07%
3. <b>Texas</b>					
Apr 1, 2013 - Apr 30, 2013	2,011	4.48	00:03:33	82.70%	33.76%
Apr 1, 2012 - Apr 30, 2012	2,407	4.83	00:03:42	80.14%	30.74%
% Change	-16.45%	-7.12%	-4.17%	3.19%	9.83%
4. <b>Florida</b>					
Apr 1, 2013 - Apr 30, 2013	1,281	3.41	00:02:04	81.34%	49.10%
Apr 1, 2012 - Apr 30, 2012	1,133	4.67	00:03:27	83.94%	33.36%
% Change	13.06%	-27.02%	-40.01%	-3.09%	47.18%
5. <b>Illinois</b>					
Apr 1, 2013 - Apr 30, 2013	1,003	4.21	00:02:45	82.85%	37.69%
Apr 1, 2012 - Apr 30, 2012	1,122	4.55	00:03:25	81.19%	34.31%
% Change	-10.61%	-7.46%	-19.55%	2.04%	9.83%

% Change	-10.01%	-7.70%	-10.00%	2.07%	3.00%
<b>6. Washington</b>					
Apr 1, 2013 - Apr 30, 2013	993	4.37	00:03:05	82.48%	34.84%
Apr 1, 2012 - Apr 30, 2012	1,050	4.02	00:02:34	85.33%	38.95%
% Change	-5.43%	8.75%	19.91%	-3.35%	-10.55%
<b>7. New York</b>					
Apr 1, 2013 - Apr 30, 2013	955	3.56	00:02:22	84.71%	44.50%
Apr 1, 2012 - Apr 30, 2012	1,183	4.05	00:02:54	81.49%	37.11%
% Change	-19.27%	-12.09%	-18.64%	3.96%	19.92%
<b>8. Arizona</b>					
Apr 1, 2013 - Apr 30, 2013	837	4.15	00:02:48	80.05%	38.35%
Apr 1, 2012 - Apr 30, 2012	838	4.42	00:03:07	83.05%	35.20%
% Change	-0.12%	-5.99%	-10.10%	-3.62%	8.94%
<b>9. Colorado</b>					
Apr 1, 2013 - Apr 30, 2013	791	4.21	00:02:58	78.13%	38.69%
Apr 1, 2012 - Apr 30, 2012	716	4.55	00:03:30	82.54%	36.45%
% Change	10.47%	-7.48%	-15.18%	-5.35%	6.12%
<b>10. Oregon</b>					
Apr 1, 2013 - Apr 30, 2013	645	4.63	00:03:57	84.34%	37.52%
Apr 1, 2012 - Apr 30, 2012	651	4.46	00:03:03	81.41%	32.87%
% Change	-0.92%	3.78%	29.64%	3.60%	14.14%

Rows 1 - 10 of 52

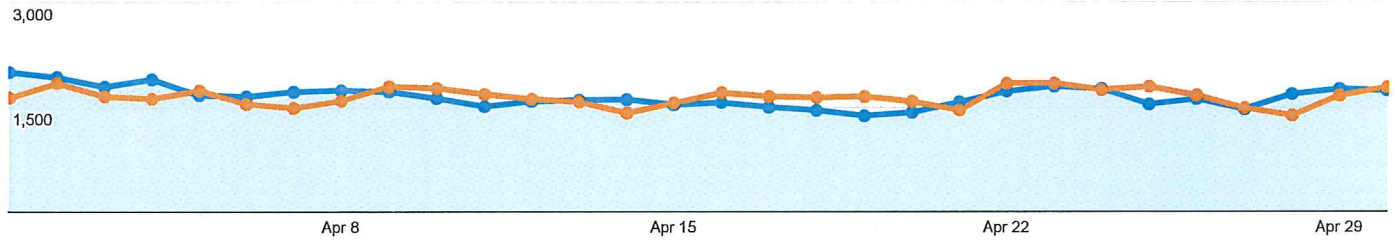
## Audience Overview

Apr 1, 2013 - Apr 30, 2013  
Compare to: Apr 1, 2012 - Apr 30, 2012

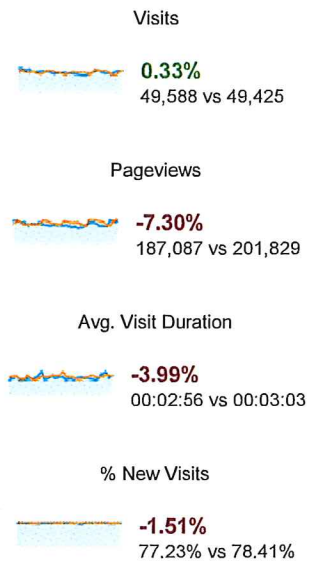
change in % of visits: +0.00%

Overview

Apr 1, 2013 - Apr 30, 2013: Visits  
Apr 1, 2012 - Apr 30, 2012: Visits

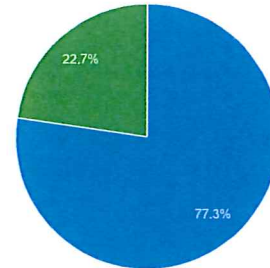


### 41,357 people visited this site

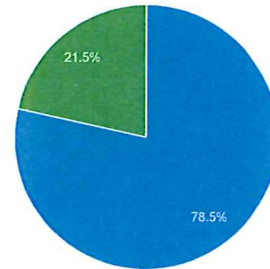


■ New Visitor ■ Returning Visitor

Apr 1, 2013 - Apr 30, 2013



Apr 1, 2012 - Apr 30, 2012



Language	Visits	% Visits
<b>1. en-us</b>		
Apr 1, 2013 - Apr 30, 2013	46,006	92.78%
Apr 1, 2012 - Apr 30, 2012	44,105	89.24%
<b>% Change</b>	<b>4.31%</b>	<b>3.97%</b>
<b>2. en</b>		
Apr 1, 2013 - Apr 30, 2013	1,119	2.26%
Apr 1, 2012 - Apr 30, 2012	2,477	5.01%
<b>% Change</b>	<b>-54.82%</b>	<b>-54.97%</b>
<b>3. en-gb</b>		
Apr 1, 2013 - Apr 30, 2013	472	0.95%
Apr 1, 2012 - Apr 30, 2012	484	0.98%

		101	0.52%
<b>% Change</b>		<b>-2.48%</b>	<b>-2.80%</b>
<b>4. de-de</b>			
Apr 1, 2013 - Apr 30, 2013		258	0.52%
Apr 1, 2012 - Apr 30, 2012		346	0.70%
<b>% Change</b>		<b>-25.43%</b>	<b>-25.68%</b>
<b>5. pt-br</b>			
Apr 1, 2013 - Apr 30, 2013		202	0.41%
Apr 1, 2012 - Apr 30, 2012		182	0.37%
<b>% Change</b>		<b>10.99%</b>	<b>10.62%</b>
<b>6. fr</b>			
Apr 1, 2013 - Apr 30, 2013		185	0.37%
Apr 1, 2012 - Apr 30, 2012		212	0.43%
<b>% Change</b>		<b>-12.74%</b>	<b>-13.02%</b>
<b>7. es-es</b>			
Apr 1, 2013 - Apr 30, 2013		162	0.33%
Apr 1, 2012 - Apr 30, 2012		150	0.30%
<b>% Change</b>		<b>8.00%</b>	<b>7.64%</b>
<b>8. es</b>			
Apr 1, 2013 - Apr 30, 2013		158	0.32%
Apr 1, 2012 - Apr 30, 2012		210	0.42%
<b>% Change</b>		<b>-24.76%</b>	<b>-25.01%</b>
<b>9. de</b>			
Apr 1, 2013 - Apr 30, 2013		106	0.21%
Apr 1, 2012 - Apr 30, 2012		196	0.40%
<b>% Change</b>		<b>-45.92%</b>	<b>-46.10%</b>
<b>10. fr-fr</b>			
Apr 1, 2013 - Apr 30, 2013		91	0.18%
Apr 1, 2012 - Apr 30, 2012		65	0.13%
<b>% Change</b>		<b>40.00%</b>	<b>39.54%</b>

[view full report](#)

And  
up we  
go.



April 2013  
Passenger and Cargo Traffic Statistics  
Reno-Tahoe International Airport

May 15, 2013



Reno-Tahoe  
Airport Authority





**U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2013**  
**All RNO Carriers Systemwide – year over year comparison**

Average Load Factor:	84.4%, Down 0.5 pts.
Number of Flights *:	Down 0.1%
Capacity of Seats *:	Up 1.5%
Crude Oil **:	\$91.86 per barrel in April 2013 vs. \$103.25 per barrel in April 2012

**RNO OVERVIEW FOR APRIL 2013 – year over year comparison**

Total Passengers:	Up 1.3%
Avg. Enplaned Load Factor:	83.2% Up 4.1 pts.
Passenger Flights:	Down (3.4%)
Total Seats:	Down (6.2%)
Total Cargo:	Up 5.7%

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

**APRIL 2013 SUMMARY**

Reno-Tahoe International Airport (RNO) served 279,418 passengers in April 2013, an increase of 1.3% versus the same period last year. The United States Bowling Congress (USBC) combined men’s and women’s tournaments and continued ski traffic helped to drive the increase in passenger traffic in April.

Year-to-date, RNO has served 1,109,031 passengers, an increase of 1.5% versus the same period last year. Without the extra day in February 2012, due to the leap year, year-over-year traffic for the same period of 2013 would have increased 2.3%. With the adjustment in place, RNO has experienced four consecutive months of traffic increases.

With respect to Air Cargo, RNO handled 8,639,232 pounds of cargo in April 2013, an increase of 5.7% versus April 2012. The growth in cargo volume is consistent with a general increase in domestic air cargo demand. The U.S. Census Bureau reported that overall retail sales increased 3.7% in April 2013 versus April 2012, with increases in retail trade sales and nonstore retailers. At RNO, the year-over-year cargo volume has been up for nine of the last ten months.

For the first four months of 2013, RNO handled 37,001,961 pounds of cargo, an increase of 7.0% versus the same period in 2012.

In April 2013, RNO was served by seven major airlines providing 58 nonstop departures each day to 15 destinations. RNO reported a (6.2%) decrease in total seats versus April 2012, whereas, total flights were down (3.4%) for the same period. The U.S. airlines continue to adjust capacity by eliminating less profitable routes and downgauging aircraft size on certain routes, aligning it more closely with passenger demand to offset high operating costs.

**HIGHLIGHTS**

**April 2013 vs. April 2012**

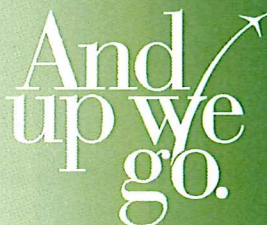
**Total Passengers**  
Up 1.3%

**Enplaned Passengers**  
Up 0.8%

**Deplaned Passengers**  
Up 1.7%

**Average Enplaned Load Factor**  
83.2%, Up 4.1 points

**Total Cargo**  
Up 5.7%





Allegiant Air, however, began twice weekly non-stop flights between Reno and Las Vegas on February 1, 2013. The flights are timed to meet the needs of both leisure and business travelers alike. Three months into service at RNO, the route continues to report an average load factor of 90% or greater. Allegiant also announced it will be adding twice weekly flights to and from Bellingham, WA, which serves as an alternate airport for the Vancouver, British Columbia area. The service is schedule to begin June 6th and operate each Thursday and Sunday.

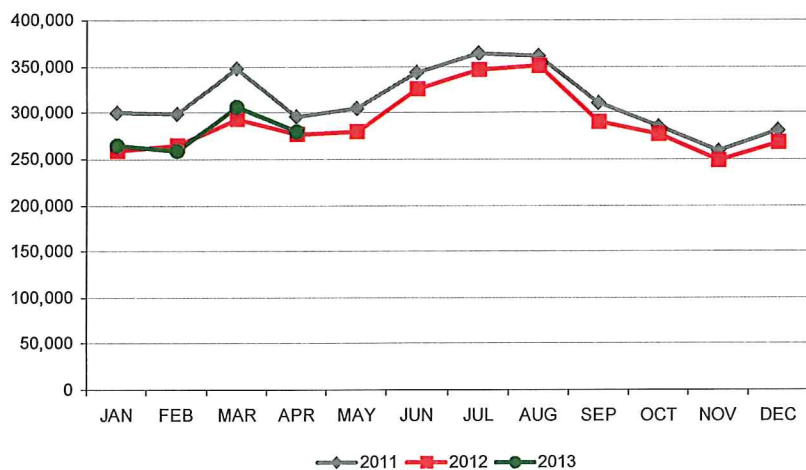
Alaska Airlines began two non-stop daily flights between Reno and San Jose in June 2012, providing outstanding connections to the entire Alaska network each day.

In April 2013, the average enplaned load factor for scheduled airlines was 83.2%, 4.1 load factor points higher than in April of the prior year. Carriers continue to utilize capacity discipline in order to sell as many of the available seats as possible, forcing load factors to continually increase.

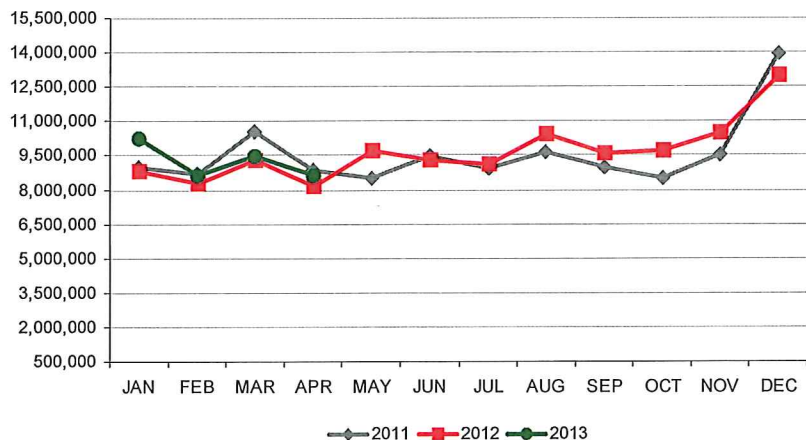
TOTAL PASSENGERS

In April 2013, total passenger traffic at RNO increased 1.3% versus last year. Year-over-year passenger traffic on Alaska Airlines increased 53%, due to the new non-stop flights to San Jose. With increased service to Los Angeles, American Airlines' passenger traffic grew 13.7% for the same period. Both US Airways and Southwest reported essentially flat year-over-year passenger traffic changes. United Airlines reported a year-over-year passenger decline of (5.3%) due to the reduced seasonal capacity in all of it's RNO markets. Delta Air Lines' year-over-year passenger traffic decreased by (26.9%), partially due to the elimination of non-stop flights to Minneapolis and reduced capacity to Salt Lake City.

Total Passengers



Total Cargo

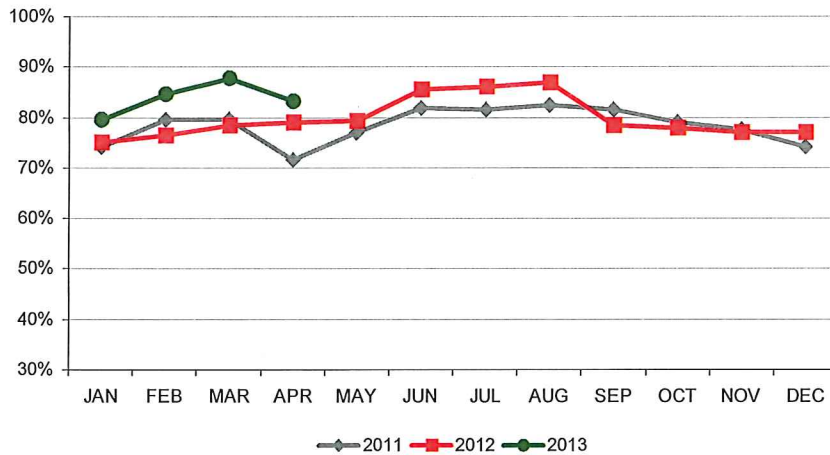


TOTAL CARGO

Total cargo volume at RNO increased 5.7% in April 2013 versus the same period last year. The year-over-year cargo volumes from Ameriflight, FedEx and UPS all increased 8.1%, 7.2% and 1.2% respectively. Air cargo has increased nine out of the last ten months.

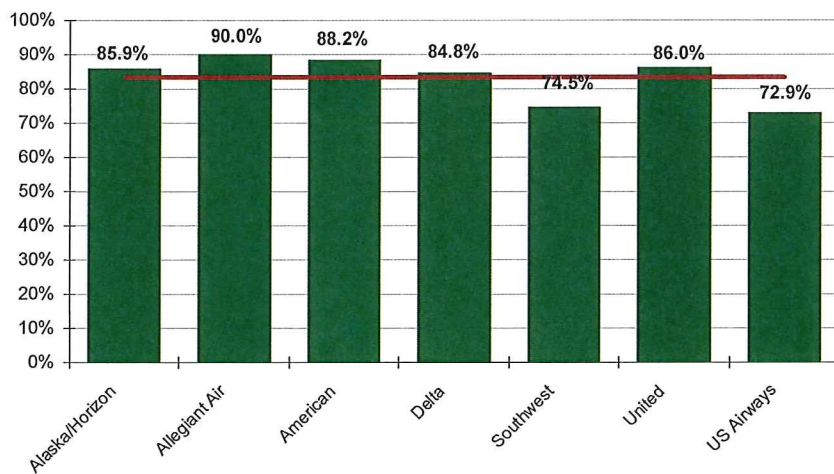


Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska	85.9%	86.1%	(0.2)
Allegiant Air	90.0%	88.7%	1.3
American	88.2%	81.6%	6.6
Delta	84.8%	81.8%	3.0
Southwest	74.5%	77.8%	(3.3)
United	86.0%	81.7%	4.3
US Airways	72.9%	83.6%	(10.7)

Enplaned Load Factors by Airlines

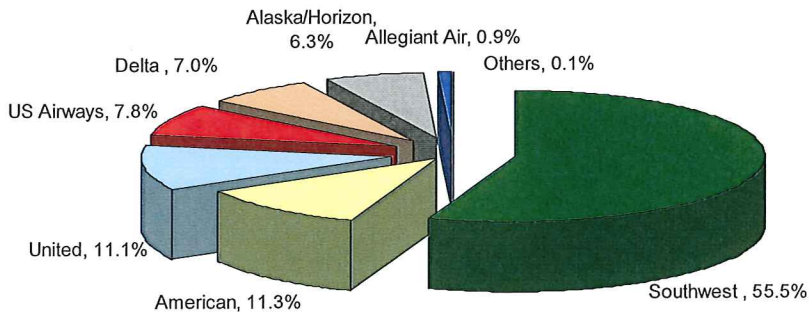


**AIRLINE LOAD FACTORS**

In April 2013, the average enplaned load factor at RNO was 83.2%, an increase of 4.1 load factor points versus last year.



**Air Carrier Market Share**



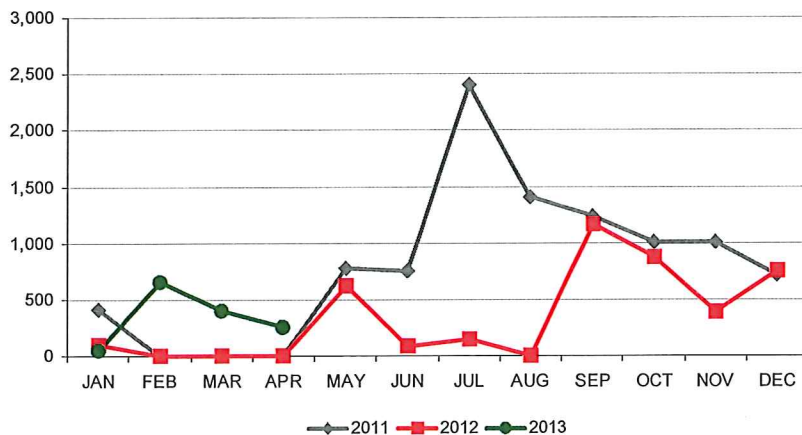
**AIRLINE MARKET SHARE**

In April 2013, Southwest Airlines carried a total of 155,122 passengers with a passenger market share of 55.5%. The next highest market share was American Airlines at 11.3% followed by United Airlines with 11.1%, US Airways with 7.8%, Delta Air Lines at 7.0% and Alaska Airlines carried 6.3% of the total passengers at Reno-Tahoe International Airport.

Allegiant Air, operated eight flights in April, carrying 0.9% of total passengers at RNO.

Air Carrier Market Share			
	Apr-13	Apr-12	YOY Change
Alaska/Horizon	6.3%	4.2%	2.1
Allegiant Air	0.9%	n/a	n/a
American	11.3%	10.1%	1.2
Delta	7.0%	9.8%	(2.7)
Southwest	55.5%	56.2%	(0.7)
United	11.1%	11.9%	(0.8)
US Airways	7.8%	7.9%	(0.1)
Others	0.1%	0.0%	0.1

**Total Domestic Charter Passengers**

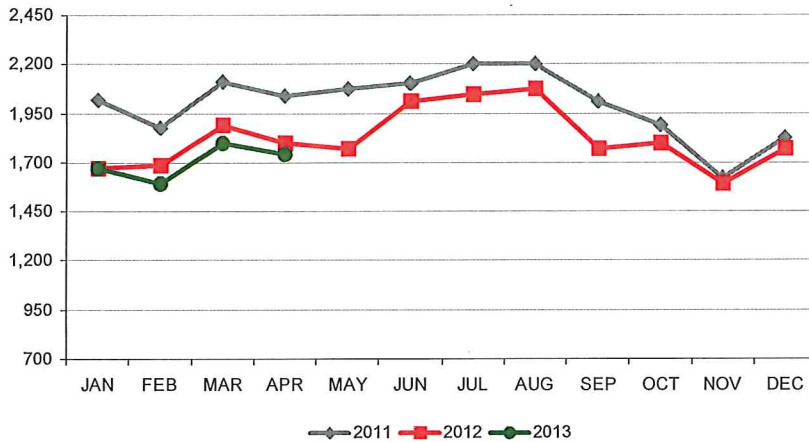


**DOMESTIC CHARTER PASSENGERS**

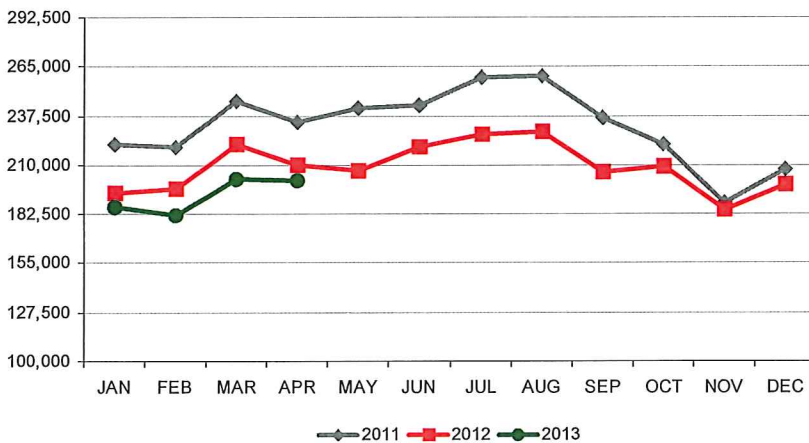
RNO served 255 domestic charter passengers during the month of April 2013. RNO reported no charter activity in April 2012.



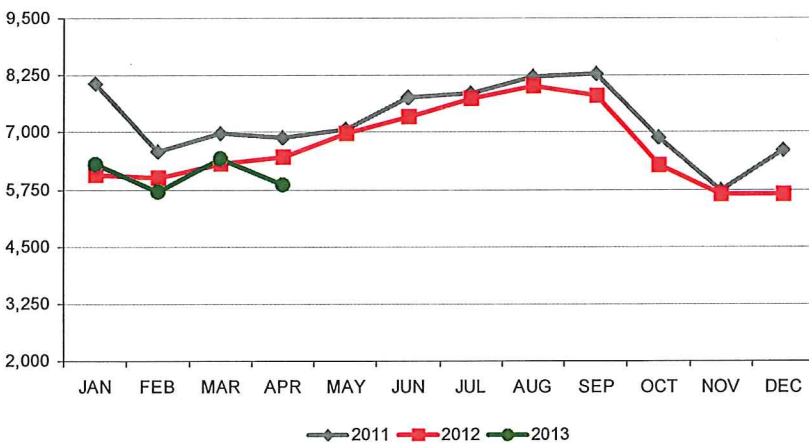
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Alaska Airlines**

- Started twice daily non-stop service to San Jose in June 2012.

**Allegiant Air**

- Started twice weekly non-stop service to Las Vegas in February 2013.
- Will be adding twice weekly flights to Bellingham effective June 6th, 2013.

**American Airlines**

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day in August 2012.

**Southwest Airlines**

- Eliminated non-stop service to San Jose in April 2012.
- Eliminated non-stop service to Salt Lake City in January 2013.
- Operated non-stop daily flights to Ontario, CA for two months, starting January 2013.
- Will eliminate non-stop service to Oakland in June 2013 (announced).

**TOTAL OPERATIONS**

A total of 5,859 operations occurred at RNO in April 2013, down 9.1% versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



## Reno-Tahoe International Airport

Total Passengers					
April-13					
	Passengers		YOY %	Passengers	YOY %
	2011	2012	Change	2013	Change
JAN	300,125	259,012	-13.7%	264,265	2.0%
FEB	299,090	265,017	-11.4%	259,299	-2.2%
MAR	348,583	292,939	-16.0%	306,049	4.5%
<b>1st Quarter</b>	<b>947,798</b>	<b>816,968</b>	<b>-13.8%</b>	<b>829,613</b>	<b>1.5%</b>
APR	295,537	275,926	-6.6%	279,418	1.3%
MAY	304,220	279,857	-8.0%		
JUN	343,054	325,260	-5.2%		
<b>2nd Quarter</b>	<b>942,811</b>	<b>881,043</b>	<b>-6.6%</b>		
JUL	364,849	347,060	-4.9%		
AUG	361,348	350,934	-2.9%		
SEP	311,031	290,311	-6.7%		
<b>3rd Quarter</b>	<b>1,037,228</b>	<b>988,305</b>	<b>-4.7%</b>		
OCT	285,490	277,030	-3.0%		
NOV	259,425	248,067	-4.4%		
DEC	281,403	267,739	-4.9%		
<b>4th Quarter</b>	<b>826,318</b>	<b>792,836</b>	<b>-4.1%</b>		
<b>TOTAL</b>	<b>3,754,155</b>	<b>3,479,152</b>	<b>-7.3%</b>		
<b>YTD Total</b>		1,092,894		1,109,031	1.5%

Total Cargo						
April-13						
	2011		YOY %	2013		YOY %
	Cargo in Pounds		Change	Pounds	Metric Tons	Change
JAN	8,959,543	8,813,491	-1.6%	10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%	8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%	9,457,376	4,289	1.6%
<b>1st Quarter</b>	<b>28,147,310</b>	<b>26,392,250</b>	<b>-6.2%</b>	<b>28,362,729</b>	<b>12,863</b>	<b>7.5%</b>
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%			
JUN	9,437,259	9,302,777	-1.4%			
<b>2nd Quarter</b>	<b>26,818,156</b>	<b>27,184,617</b>	<b>1.4%</b>			
JUL	8,932,737	9,096,013	1.8%			
AUG	9,646,833	10,398,754	7.8%			
SEP	8,958,988	9,573,812	6.9%			
<b>3rd Quarter</b>	<b>27,538,558</b>	<b>29,068,579</b>	<b>5.6%</b>			
OCT	8,527,399	9,677,334	13.5%			
NOV	9,494,432	10,469,628	10.3%			
DEC	13,928,256	13,007,942	-6.6%			
<b>4th Quarter</b>	<b>31,950,087</b>	<b>33,154,904</b>	<b>3.8%</b>			
<b>TOTAL</b>	<b>114,454,111</b>	<b>115,800,350</b>	<b>1.2%</b>			
<b>YTD Total</b>		34,568,016		37,001,961	16,781	7.0%

Total Scheduled Enplaned Passengers				
April-13				
	2011	2012	2013	YOY %
	Change			
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309		
JUN	169,309	161,607		
JUL	179,717	172,563		
AUG	178,906	173,097		
SEP	158,663	149,113		
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
<b>TOTAL</b>	<b>1,873,627</b>	<b>1,737,376</b>		
<b>YTD Total</b>		549,786	556,918	1.3%

Total Deplaned Passengers				
April-13				
	2011	2012	2013	YOY %
	Change			
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282		
JUN	173,343	163,571		
JUL	183,814	174,432		
AUG	181,611	177,837		
SEP	151,844	140,626		
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
<b>TOTAL</b>	<b>1,875,588</b>	<b>1,739,550</b>		
<b>YTD Total</b>		542,759	551,366	1.6%

Enplaned Passengers & Load Factor				
	Enplaned PAX	Apr-13	Apr-12	Diff.
Alaska/Horizon	8,812	85.9%	84.6%	1.3
Allegiant Air	1,195	90.0%	n/a	n/a
American	16,036	88.2%	87.6%	0.6
Delta	10,165	84.8%	81.2%	3.6
Southwest	77,401	74.5%	65.3%	9.2
United	16,047	86.0%	82.8%	3.3
US Airways	10,398	72.9%	72.9%	0.0

Source: RNO Monthly Flight Activity Reports

**Monthly Report April 2013**  
**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/13:	\$1,475,449	\$2,064,763	-29%
Forecasted Commission for this Revenue:	\$60,107	\$138,703	-57%
Number of Room Nights:	8533	10903	-22%
Number of Delegates:	3771	4750	-21%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	80	48	67%

<u>Monthly Detail/Activity</u>	<u>April-13</u>		<u>April-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>		<b>2</b>	
Revenue Booked:	\$87,106		\$50,148	74%
Projected Commission:	\$2,165		\$4,216	-49%
Room Nights:	449		260	73%
Number of Delegates:	324		145	123%
Booked Group Types:	5 Smf, 1 Assoc.		2 Assoc.	
Lost Business, # of Groups:	2		2	

<u>Arrived in the month</u>	<u>April-13</u>	* Est.	<u>April-12</u>	
Number of Groups:	4		2	
Revenue Arrived:	\$44,559		\$87,343	-49%
Projected Commission:	\$4,456		\$7,802	-43%
Room Nights:	355		546	-35%
Number of Delegates:	364		525	-31%
Arrived Group Types:	3 Assoc. 1 Smf		1 Assoc. 1 Govt.	

<u>Monthly Detail/Activity</u>	<u>March-13</u>		<u>March-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>9</b>		<b>4</b>	
Revenue Booked:	\$2,064,398		\$61,339	3266%
Projected Commission:	\$190,327		\$6,643	2765%
Room Nights:	11235		495	2170%
Number of Delegates:	5136		390	1217%

Booked Group Types:	5 Smf, 1 Assoc. 3 Corp.		2 Assoc. 2 Smf	
Lost Business, # of Groups:	8		5	

<u>Arrived in the month</u>	<u>March-13</u>	* Est.	<u>March-12</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$26,698		\$0	
Projected Commission:	\$2,958		\$0	
Room Nights:	145		0	
Number of Delegates:	70		0	
Arrived Group Types:	1 Corp., 1 Univ.			

<b>Monthly Detail/Activity</b>	<b><u>February-13</u></b>	<b><u>February-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>11</b>	<b>3</b>	
Revenue Booked:	\$226,355	\$109,989	106%
Projected Commission:	\$4,642	\$8,640	-46%
Room Nights:	1750	731	139%
Number of Delegates:	872	375	133%
Booked Group Types:	1 Corp, 5 Assoc, 3 Film	1 Corp, 1 Smf, 1 Seminar	
Lost Business, # of Groups:	1 Tour Operator 4	5	

<b><u>Arrived in the month</u></b>	<b><u>February-13</u></b>	<b><u>February-12</u></b>	
Number of Groups:	5	3	
Revenue Arrived:	\$85,979	\$153,869	-44%
Projected Commission:	\$1,076	\$7,917	-86%
Room Nights:	299	650	-54%
Number of Delegates:	150	210	-29%
Arrived Group Types:	2 Corp, 1 CA Assoc. 1 Smf, 1 Tour Operator	2 Assoc., 1 TA	

<b>Monthly Detail/Activity</b>	<b><u>January-13</u></b>	<b><u>January-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>7</b>	<b>1</b>	
Revenue Booked:	\$203,022	\$8,019	2432%
Projected Commission:	\$13,107	\$802	1534%
Room Nights:	1210	90	1244%
Number of Delegates:	469	50	838%
Booked Group Types:	1 Corp, 2 Smf 1 Govt. 2 Univ. 1 Sem.	1 Assoc.	
Lost Business, # of Groups:	4	3	

<b><u>Arrived in the month</u></b>	<b><u>January-13</u></b>	<b><u>January-12</u></b>	
Number of Groups:	1	6	
Revenue Arrived:	\$33,919	\$706,729	-95%
Projected Commission:	\$1,696	\$39,489	
Room Nights:	136	2844	-95%
Number of Delegates:	55	975	-94%
Arrived Group Types:	1 Assoc.	5 Corp., 1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>	
Revenue Booked:	\$0	\$4,500	
Projected Commission:	\$0	\$450	
Room Nights:	0	50	
Number of Delegates:	0	34	
Booked Group Types:		1 Smf.	
Lost Business, # of Groups:	6	6	



<u>Arrived in the month</u>	<u>December-12</u>	<u>December-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$5,103	\$4,176	22%
Projected Commission:	\$510	\$0	
Room Nights:	27	48	-44%
Number of Delegates:	13	18	-28%
Arrived Group Types:	1 Corp.	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-12</u>	<u>November-11</u>	
<b><u>Number of Groups Booked:</u></b>	7	3	133%
Revenue Booked:	\$211,573	\$54,885	285%
Projected Commission:	\$9,494	\$0	
Room Nights:	1119	380	194%
Number of Delegates:	591	210	181%
	2 Govt. 1 SMF, 2 Assoc., 1	1 Assn., 1 Film	
Booked Group Types:	Corp, 1 DMC	Crew, 1 society	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>November-12</u>	<u>November-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$14,643	\$13,352	10%
Projected Commission:	\$732	\$0	
Room Nights:	145	105	38%
Number of Delegates:	62	60	3%
Arrived Group Types:	1 Assoc.	1 Film Crew	

<u>Monthly Detail/Activity</u>	<u>October-12</u>	<u>October-11</u>	
<b><u>Number of Groups Booked:</u></b>	2	1	100%
Revenue Booked:	\$59,386	\$7,546	687%
Projected Commission:	\$3,055	\$377	710%
Room Nights:	585	30	1850%
Number of Delegates:	225	65	246%
Booked Group Types:	1 Corp. 1 Smf	1 TA	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>October-12</u>	<u>October-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$165,774	\$371,268	-55%
Projected Commission:	\$5,482	\$36,583	-85%
Room Nights:	1185	541	119%
Number of Delegates:	735	220	234%
Arrived Group Types:	2 Assoc. 2 Smerf, 2 Film	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>September-12</u>	<u>September-11</u>	
<b><u>Number of Groups Booked:</u></b>	8	5	60%
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-12</u>	<u>September-11</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$124,013	\$371,268	-67%
Projected Commission:	\$13,900	\$36,583	-62%
Room Nights:	689	541	27%
Number of Delegates:	347	220	58%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	<u>1</u>	<u>5</u>	-80%
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	3	0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	<u>9</u>	<u>5</u>	80%
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	

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

		(Goal)
<b>For 2013/14:</b>	<b>\$1,835,708</b>	<b>\$1,200,000</b>
<b>For 2014/15:</b>	<b>\$4,927,090</b>	<b>\$800,000</b>

**NUMBER OF LEADS Generated as of 4/30/13: 140**

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

2011/2012: 119  
2010/2011: 92  
2009/2010: 107  
2008/2009: 151  
2007/2008: 209  
2006/2007: 205

**Monthly Report April 2013**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 12/13**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/13:	\$565,488	\$85,060	565%
Forecasted Commission for this Revenue:	\$15,925	\$9,997	59%
Number of Room Nights:	5671	848	569%
Number of Delegates:	2192	506	333%
Annual Commission Projection:	\$16,000	\$15,000	

<u>Monthly Detail/Activity</u>	<u>April-13</u>	<u>April-12</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$28,620	\$45,432	-37%
Projected Commission:	\$0	\$2,271	-100%
Room Nights:	200	370	-46%
Number of Delegates:	95	250	-62%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>April-13</u>	<u>April-12</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

<u>Monthly Detail/Activity</u>	<u>March-13</u>	<u>March-12</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>0</b>	
Revenue Booked:	\$7,258	\$0	
Projected Commission:	\$1,088	\$0	
Room Nights:	84	0	
Number of Delegates:	45	0	
Booked Group Types:	1 Tour Operator		

<u>Arrived in the month</u>	<u>March-13</u>	<u>*Est.</u>	<u>March-12</u>	
Number of Groups:	1		0	
Revenue Arrived:	\$11,137		\$0	
Projected Commission:	\$1,114		\$0	
Room Nights:	125		0	
Number of Delegates:	52		0	
Arrived Group Types:	1 Assoc.			

<b>Monthly Detail/Activity</b>	<b><u>February-13</u></b>	<b><u>February-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>2</b>	
Revenue Booked:	\$0	\$166,374	
Projected Commission:	\$0	\$0	
Room Nights:	0	2340	
Number of Delegates:	0	1800	
Booked Group Types:		2 Assoc.	
<b><u>Arrived in the month</u></b>	<b><u>February-13</u></b>	<b><u>February-12</u></b>	
Number of Groups:	1	2	
Revenue Arrived:	\$15,717	\$14,265	10%
Projected Commission:	\$0	\$1,510	-100%
Room Nights:	102	85	20%
Number of Delegates:	70	150	-53%
Arrived Group Types:	1 TA	2 Corp	

<b>Monthly Detail/Activity</b>	<b><u>January-13</u></b>	<b><u>January-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	\$20,943	\$9,997	109%
Projected Commission:	\$644	\$0	
Room Nights:	130	92	41%
Number of Delegates:	85	70	21%
Booked Group Types:	1 Assoc. 1 Smf	1 Corp.1 Smf	
<b><u>Arrived in the month</u></b>	<b><u>January-13</u></b>	<b><u>January-12</u></b>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

<b>Monthly Detail/Activity</b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>1</b>	
Revenue Booked:	\$0	\$9,423	
Projected Commission:	\$0	\$1,413	
Room Nights:	0	30	
Number of Delegates:	0	120	
Booked Group Types:		1 Corp.	
<b><u>Arrived in the month</u></b>	<b><u>December-12</u></b>	<b><u>December-11</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$401,031	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	4345	0	
Number of Delegates:	1200	0	
Arrived Group Types:	1 Assoc.		

<b>Monthly Detail/Activity</b>	<u><b>November-12</b></u>	<u><b>November-11</b></u>	
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<u><b>Number of Groups Booked:</b></u>	<b>0</b>	<b>0</b>	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:			

<u><b>Arrived in the month</b></u>	<u><b>November-12</b></u>	<u><b>November-11</b></u>	
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Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Types:			

<b>Monthly Detail/Activity</b>	<u><b>October-12</b></u>	<u><b>October-11</b></u>	
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<u><b>Number of Groups Booked:</b></u>	<b>2</b>	<b>0</b>	
Revenue Booked:	\$18,731	\$0	
Projected Commission:	\$426	\$0	
Room Nights:	167	0	
Number of Delegates:	113	0	
Booked Group Types:	1 Corp., 1 Tour Operator		

<u><b>Arrived in the month</b></u>	<u><b>October-12</b></u>	<u><b>October-11</b></u>	
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Number of Groups:	1	2	
Revenue Arrived:	\$8,573	\$15,354	-44%
Projected Commission:	\$0	\$767	-100%
Room Nights:	66	132	-50%
Number of Delegates:	180	90	100%
Arrived Group Types:	1 Smerf	1 Smf	

<b>Monthly Detail/Activity</b>	<u><b>September-12</b></u>	<u><b>September-11</b></u>	
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<u><b>Number of Groups Booked:</b></u>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$21,917	\$4,455	392%
Projected Commission:	\$1,113	\$668	67%
Room Nights:	206	50	312%
Number of Delegates:	302	50	504%
Booked Group Types:	1 Assoc. and 1 Smf	1 Smf	

<u><b>Arrived in the month</b></u>	<u><b>September-12</b></u>	<u><b>September-11</b></u>	
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Number of Groups:	2	1	
Revenue Arrived:	\$10,648	\$4,459	139%
Projected Commission:	\$1,597	\$668	139%
Room Nights:	104	47	121%
Number of Delegates:	75	50	50%
Arrived Group Types:	1 Assoc. and 1 Smf.	1 Smf	

<b>Monthly Detail/Activity</b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:		0

<b><u>Arrived in the month</u></b>	<b><u>August-12</u></b>	<b><u>August-11</u></b>
Number of Groups:	1	1
Revenue Arrived:	\$31,325	\$33,959
Projected Commission:	\$4,698	\$5,093
Room Nights:	175	372
Number of Delegates:	90	75
Arrived Group Types:	1 Corp.	1 Govt.

<b>Monthly Detail/Activity</b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$5,004	\$0
Projected Commission:	\$500	\$0
Room Nights:	40	0
Number of Delegates:	40	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	2

<b><u>Arrived in the month</u></b>	<b><u>July-12</u></b>	<b><u>July-11</u></b>
Number of Groups:	1	0
Revenue Arrived:	\$10,103	\$0
Projected Commission:	\$1,515	\$0
Room Nights:	60	0
Number of Delegates:	40	0
Arrived Group Types:	1 Smerf	0

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