



May 2010  
Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Apr 30, 2010

### Executive Summary

Data based on a sample of 10 properties in the North Lake Tahoe Community, representing 1,683 Units

		2009/10	2008/09	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 (26.6%)	Occupancy (April) :	<b>39.2%</b>	<b>30.9%</b>	<b>26.6%</b>
North Lake Tahoe Average Daily Rate for last month (April) changed by (1.8%)	ADR (April) :	<b>\$171</b>	<b>\$168</b>	<b>1.8%</b>
North Lake Tahoe RevPAR for last month (April) changed by (28.9%)	RevPAR (April) :	<b>\$67</b>	<b>\$52</b>	<b>28.9%</b>
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (May) changed by (-15.0%)	Occupancy (May)	<b>14.4%</b>	<b>17.0%</b>	<b>-15.0%</b>
North Lake Tahoe Average Daily Rate for next month (May) changed by (-12.1%)	ADR (May) :	<b>\$145</b>	<b>\$165</b>	<b>-12.1%</b>
North Lake Tahoe RevPAR for next month (May) changed by (-35.6%)	RevPAR (May) :	<b>\$16</b>	<b>\$25</b>	<b>-35.6%</b>
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (15.8%)	Occupancy	<b>43.6%</b>	<b>37.6%</b>	<b>15.8%</b>
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-4.3%)	ADR	<b>\$229</b>	<b>\$240</b>	<b>-4.3%</b>
North Lake Tahoe RevPAR for the prior 6 months changed by (10.8%)	RevPAR	<b>\$100</b>	<b>\$90</b>	<b>10.8%</b>
<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 (6.6%)	Occupancy	<b>18.7%</b>	<b>17.5%</b>	<b>6.6%</b>
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-0.8%)	ADR	<b>\$198</b>	<b>\$200</b>	<b>-0.8%</b>
North Lake Tahoe RevPAR for the upcoming 6 months changed by (5.4%)	RevPAR	<b>\$32</b>	<b>\$30</b>	<b>5.4%</b>
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2010 vs. Previous Year</b>				
Rooms Booked during last month (April, 2010) compared to Rooms Booked during the same period last year (April, 2009) for all arrival dates has changed by (219.7%)	Booking Pace (April) :	<b>5.6%</b>	<b>1.7%</b>	<b>219.7%</b>

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

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

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

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

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

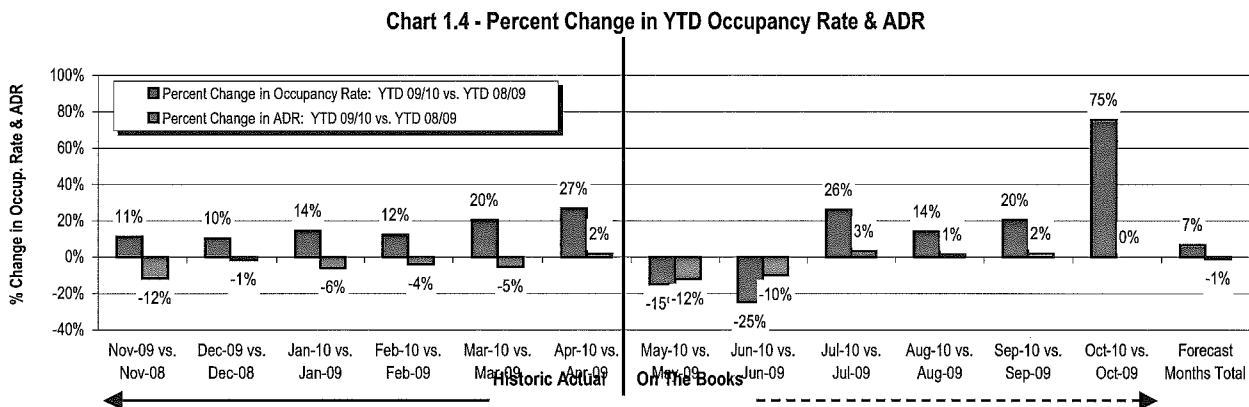
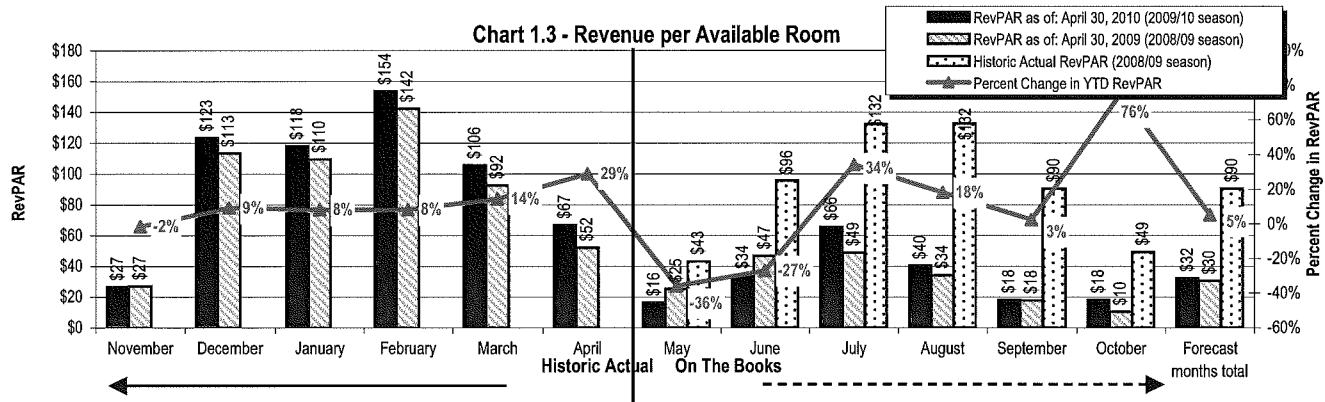
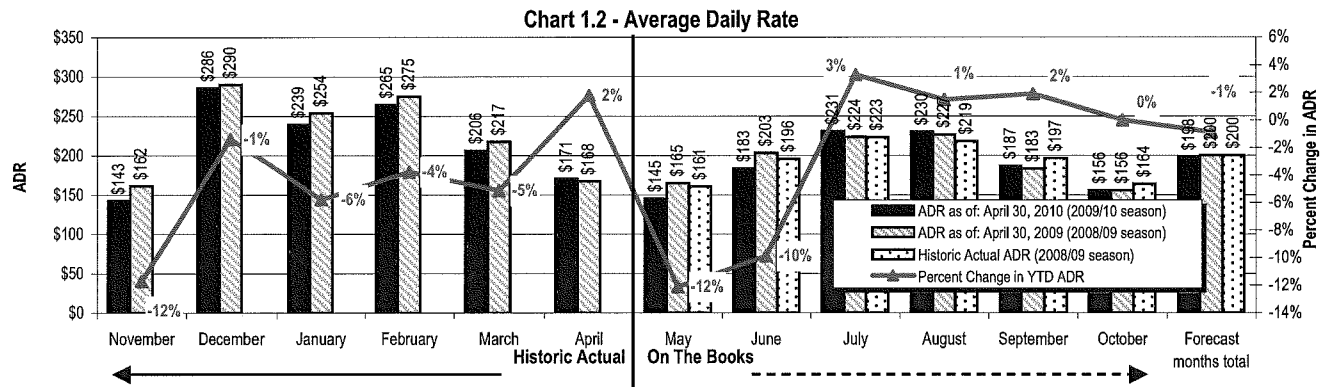
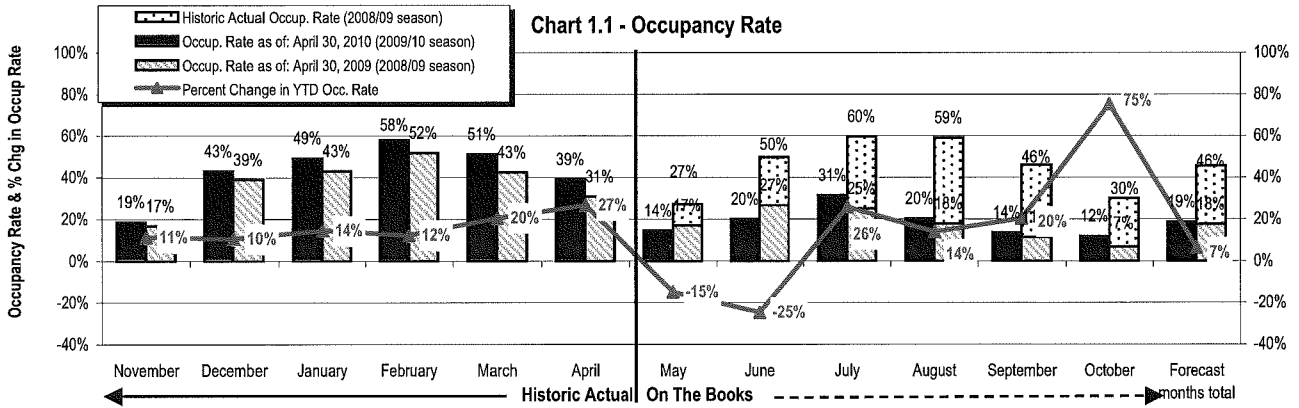
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - SUMMARY GRAPHS

**2009/10 YTD (as of Apr 30, 2010) vs. 2008/09 YTD (as of Apr 30, 2009) vs. 2008/09 Historical**

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

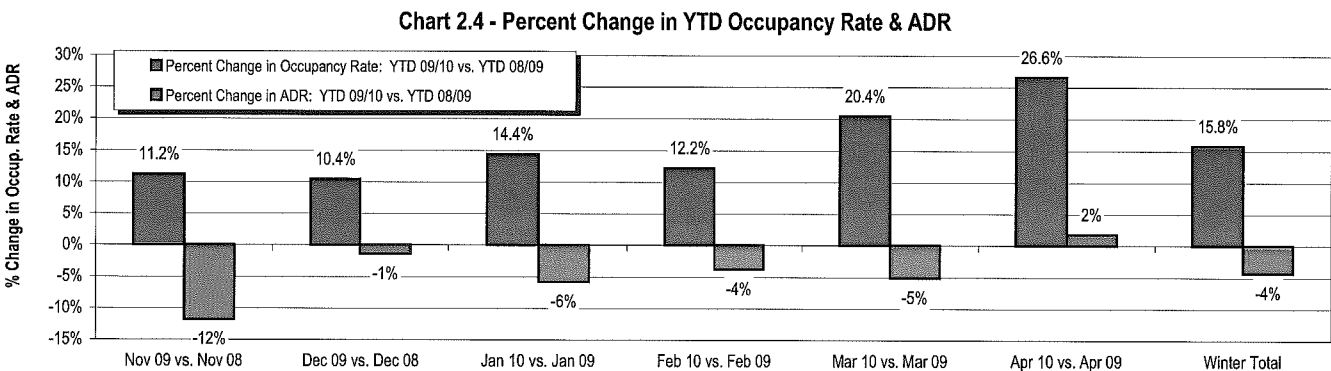
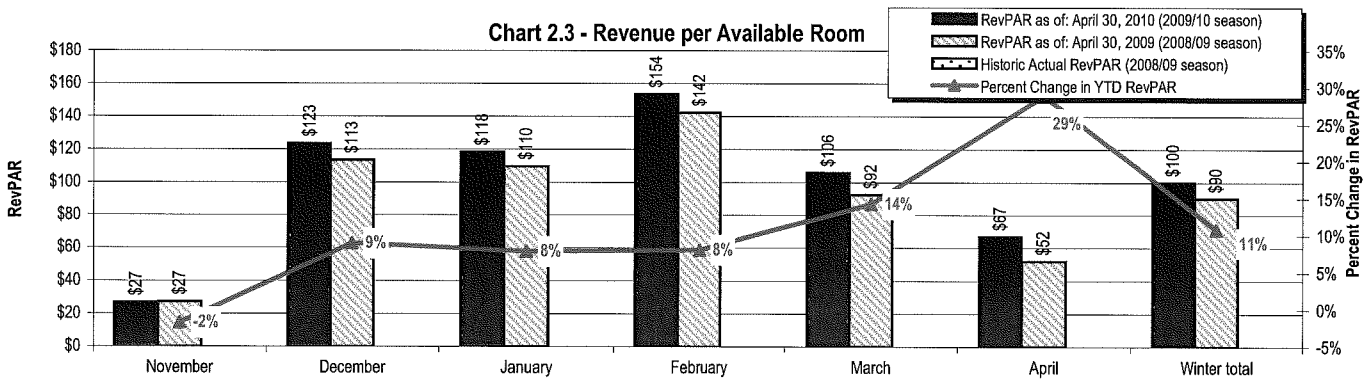
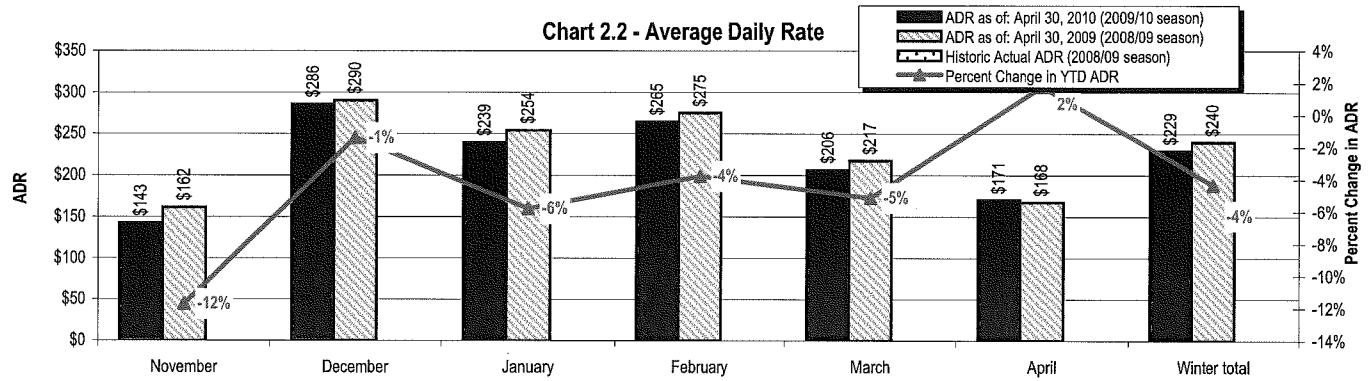
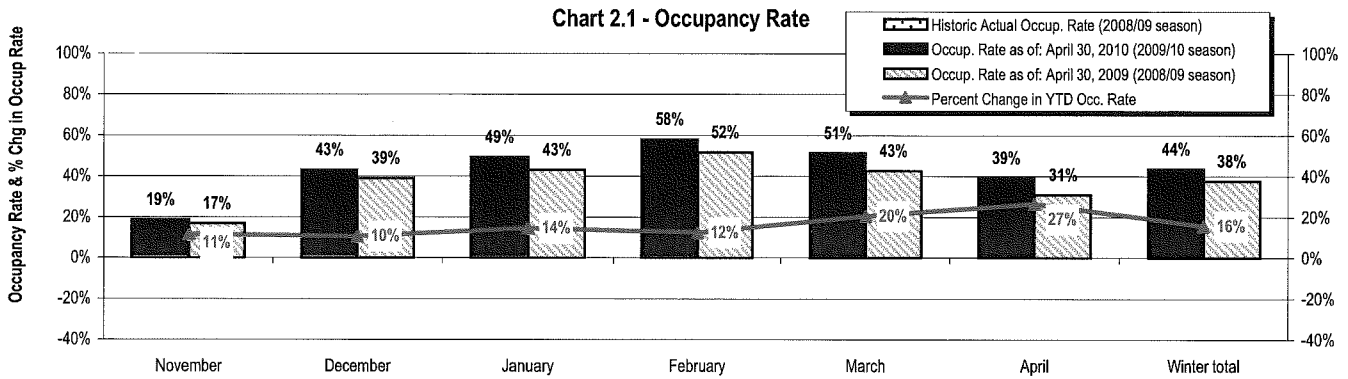


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

**2009/10 YTD (as of Apr 30, 2010) vs. 2008/09 YTD (as of Apr 30, 2009) vs. 2008/09 Historical**

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

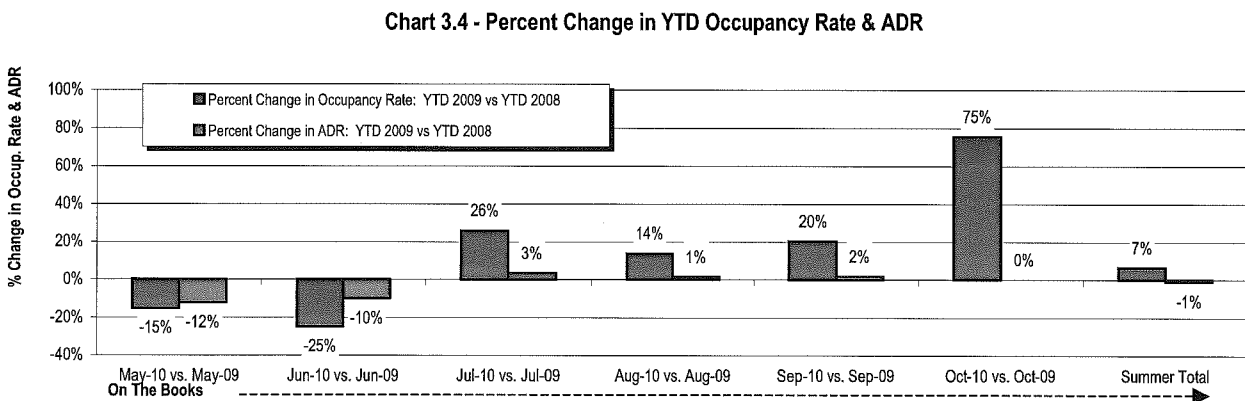
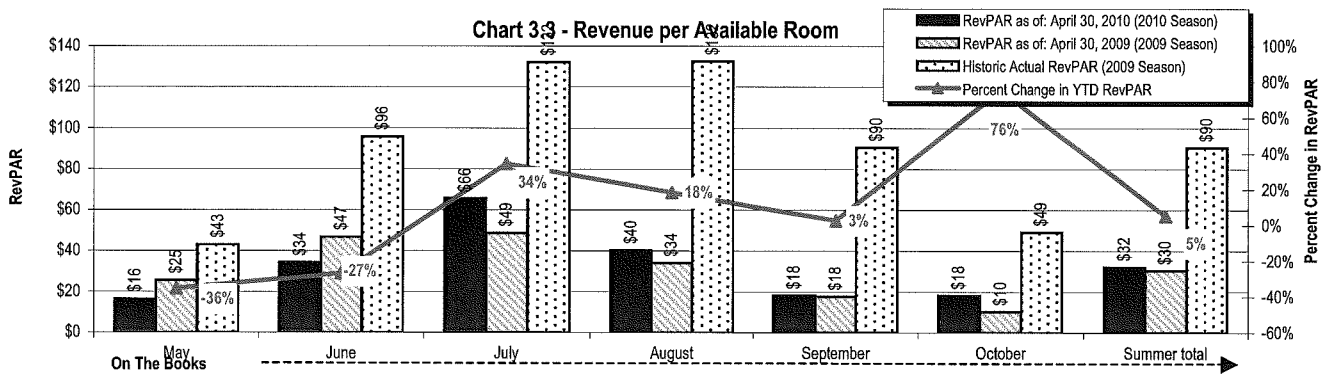
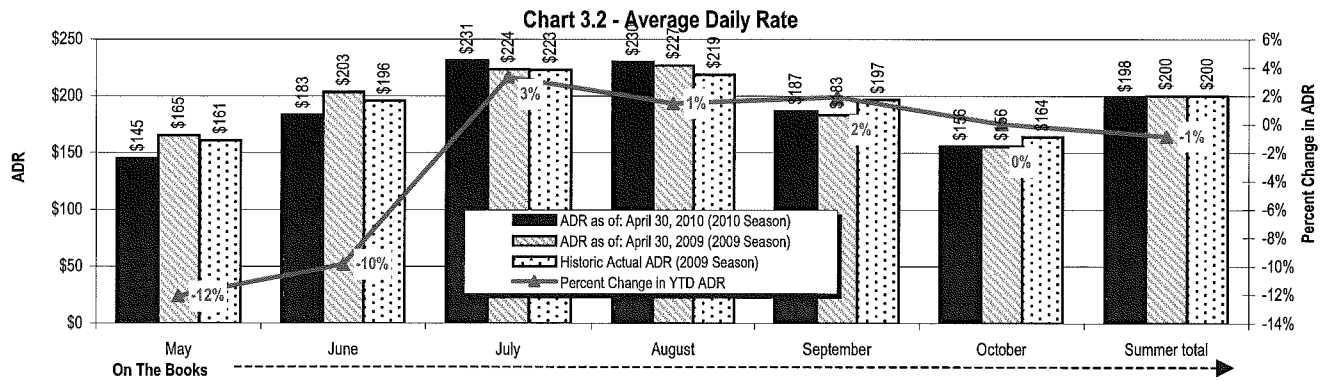
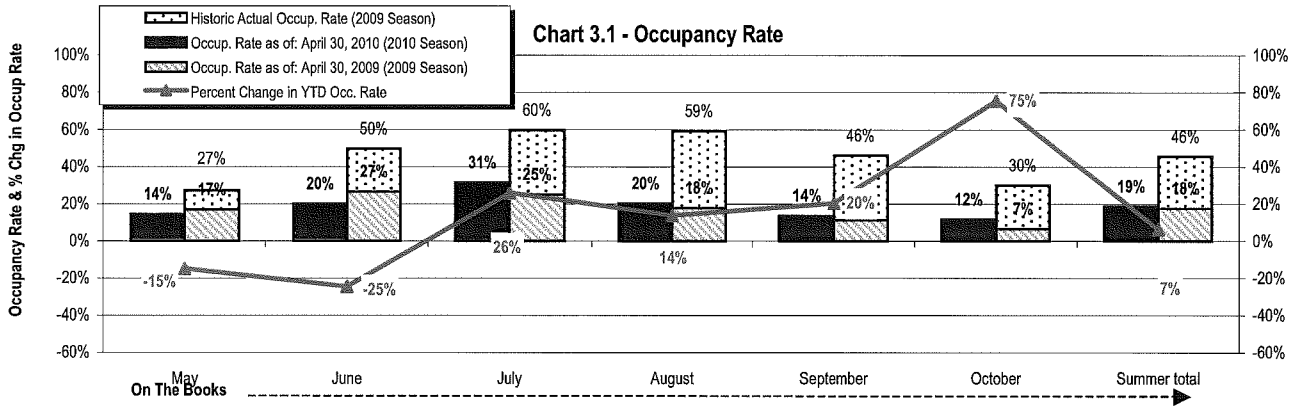


# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

**2010 YTD (as of Apr 30, 2010) vs. 2009 YTD (as of Apr 30, 2009) vs. 2009 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

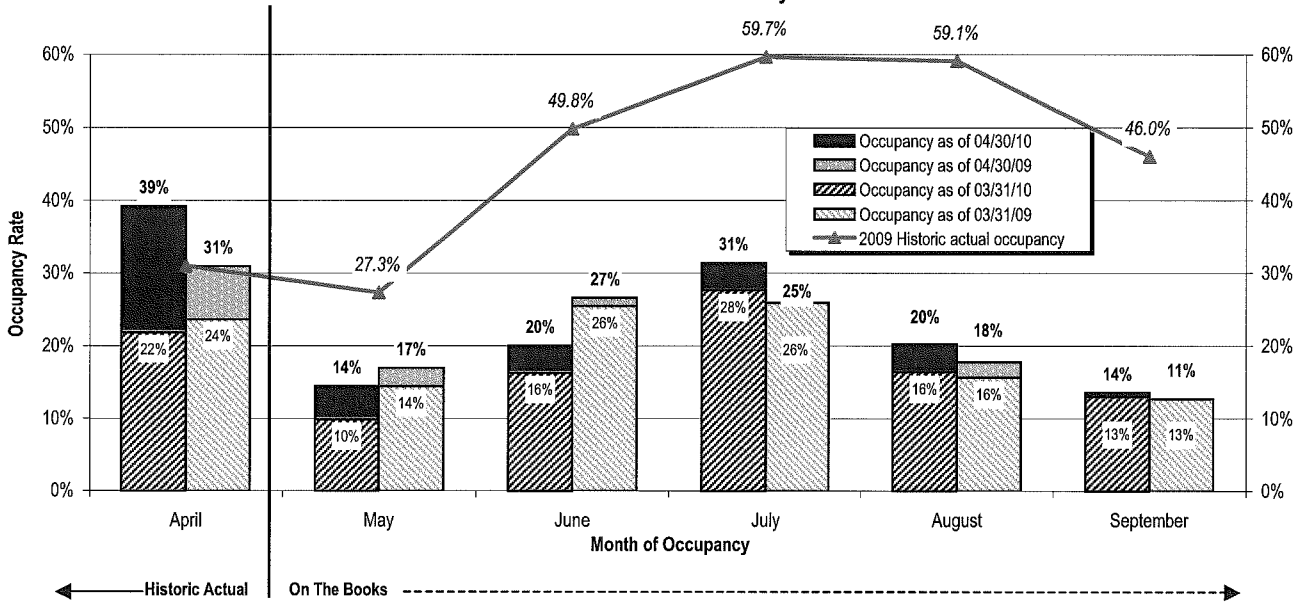


## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

Occupancy Pace as of Apr 30, 2010 and Mar. 31, 2010 versus same period 2008/09 Occupancy Pace

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



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

25 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)		2009 Historic actual occupancy
	Occupancy as of 04/30/10	Occupancy as of 04/30/09	Absolute Change	Occupancy as of 03/31/10	Occupancy as of 03/31/09	Absolute Change	Incremental occupancy booked during Apr. 2010	Incremental occupancy booked during Apr. 2009	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
April	39.2%	30.9%	8.2%	21.9%	23.7%	-1.8%	17.3%	7.3%	10.0%	136.2%	30.9%
May	14.4%	17.0%	-2.5%	9.9%	14.5%	-4.6%	4.5%	2.5%	2.0%	81.5%	27.3%
June	20.0%	26.6%	-6.6%	16.3%	25.5%	-9.2%	3.7%	1.1%	2.6%	236.4%	49.8%
July	31.4%	25.0%	6.5%	27.7%	26.0%	1.7%	3.8%	-1.0%	4.8%	Undefined	59.7%
August	20.3%	17.8%	2.5%	16.4%	15.7%	0.8%	3.8%	2.1%	1.7%	81.3%	59.1%
September	13.6%	11.3%	2.3%	13.0%	12.7%	0.3%	0.5%	-1.4%	2.0%	Undefined	46.0%
<b>Total</b>	<b>23.1%</b>	<b>21.4%</b>	<b>1.7%</b>	<b>17.5%</b>	<b>19.6%</b>	<b>-2.1%</b>	<b>5.6%</b>	<b>1.7%</b>	<b>3.8%</b>	<b>219.7%</b>	<b>45.5%</b>

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

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

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

Bookings as of Apr 30, 2010

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

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2009/10 VS. YTD 2008/09			Historic Actual Occup. Rate (2008/09 season)	# of Properties in Sample	
		Occup. Rate as of: April 30, 2010 (2009/10 season)	Occup. Rate as of: April 30, 2009 (2008/09 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2009/10 & 2008/09)							
November	↑ Historic Actual ↓	18.6%	16.7%	11.2%		9	
December		43.1%	39.0%	10.4%		10	
January		49.3%	43.1%	14.4%		10	
February		58.1%	51.8%	12.2%		10	
March		51.2%	42.5%	20.4%		10	
April		39.2%	30.9%	26.6%		10	
May		On The Books	14.4%	17.0%	-15.0%	27.3%	10
June		20.0%	26.6%	-24.8%	49.8%	10	
July		31.4%	25.0%	25.9%	59.7%	10	
August		20.3%	17.8%	13.9%	59.1%	10	
September	13.6%	11.3%	20.4%	46.0%	10		
October	11.7%	6.7%	75.4%	30.0%	9		
Grand total		31.1%	27.5%	13.0%	41.6%	10	
Historic months total		43.6%	37.6%	15.8%	37.6%	10	
Forecast months total		18.7%	17.5%	6.6%	45.6%	10	

AVERAGE DAILY RATE		ADR: YTD 2009/10 VS. YTD 2008/09			Historic Actual ADR (2008/09 season)	# of Properties in Sample	
		ADR as of: April 30, 2010 (2009/10 season)	ADR as of: April 30, 2009 (2008/09 season)	Percent Change in YTD ADR			
Month of Occupancy (2009/10 & 2008/09)							
November	↑ Historic Actual ↓	\$143	\$162	-11.7%		9	
December		\$286	\$290	-1.4%		10	
January		\$239	\$254	-5.8%		10	
February		\$265	\$275	-3.8%		10	
March		\$206	\$217	-5.1%		10	
April		\$171	\$168	1.8%		10	
May		On The Books	\$145	\$165	-12.1%	\$161	9
June		\$183	\$203	-9.9%	\$196	9	
July		\$231	\$224	3.3%	\$223	9	
August		\$230	\$227	1.5%	\$219	9	
September	\$187	\$183	1.9%	\$197	9		
October	\$156	\$156	0.0%	\$164	9		
Grand total		\$221	\$229	-3.2%	\$219	10	
Historic months total		\$229	\$240	-4.3%	\$240	10	
Forecast months total		\$198	\$200	-0.8%	\$200	9	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2009/10 VS. YTD 2008/09			Historic Actual RevPAR (2008/09 season)	# of Properties in Sample	
		RevPAR as of: April 30, 2010 (2009/10 season)	RevPAR as of: April 30, 2009 (2008/09 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2009/10 & 2008/09)							
November	↑ Historic Actual ↓	\$27	\$27	-1.8%		9	
December		\$123	\$113	8.9%		10	
January		\$118	\$110	7.8%		10	
February		\$154	\$142	8.0%		10	
March		\$106	\$92	14.3%		10	
April		\$67	\$52	28.9%		10	
May		On The Books	\$16	\$25	-35.6%	\$43	9
June		\$34	\$47	-27.0%	\$96	9	
July		\$66	\$49	34.2%	\$132	9	
August		\$40	\$34	18.2%	\$132	9	
September	\$18	\$18	2.6%	\$90	9		
October	\$18	\$10	75.5%	\$49	9		
Grand total		\$68	\$62	9.8%	\$90	10	
Historic months total		\$100	\$90	10.8%	\$90	10	
Forecast months total		\$32	\$30	5.4%	\$90	9	

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES**  
Winter Bookings as of Apr 30, 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

<b>OCCUPANCY RATE</b>		<b><u>OCCUPANCY RATE: YTD 2009/10 VS. YTD 2008/09</u></b>			<b>Historic Actual Occup. Rate (2008/09 season)</b>
		<b>Occup. Rate as of: April 30, 2010 (2009/10 season)</b>	<b>Occup. Rate as of: April 30, 2009 (2008/09 season)</b>	<b>Percent Change in YTD Occ. Rate</b>	
<b>Month of Occupancy (2009/10 &amp; 2008/09)</b>					
November	↑ Historic Actual	18.6%	16.7%	11.2%	
December		43.1%	39.0%	10.4%	
January		49.3%	43.1%	14.4%	
February		58.1%	51.8%	12.2%	
March		51.2%	42.5%	20.4%	
April		39.2%	30.9%	26.6%	
Winter total		43.6%	37.6%	15.8%	

<b>AVERAGE DAILY RATE</b>		<b><u>ADR: YTD 2009/10 VS. YTD 2008/09</u></b>			<b>Historic Actual ADR (2008/09 season)</b>
		<b>ADR as of: April 30, 2010 (2009/10 season)</b>	<b>ADR as of: April 30, 2009 (2008/09 season)</b>	<b>Percent Change in YTD ADR</b>	
<b>Month of Occupancy (2009/10 &amp; 2008/09)</b>					
November	↑ Historic Actual	\$143	\$162	-11.7%	
December		\$286	\$290	-1.4%	
January		\$239	\$254	-5.8%	
February		\$265	\$275	-3.8%	
March		\$206	\$217	-5.1%	
April		\$171	\$168	1.8%	
Winter total		\$229	\$240	-4.3%	

<b>REVENUE PER AVAILABLE ROOM</b>		<b><u>REVPAR: YTD 2009/10 VS. YTD 2008/09</u></b>			<b>Historic Actual RevPAR (2008/09 season)</b>
		<b>RevPAR as of: April 30, 2010 (2009/10 season)</b>	<b>RevPAR as of: April 30, 2009 (2008/09 season)</b>	<b>Percent Change in YTD RevPAR</b>	
<b>Month of Occupancy (2009/10 &amp; 2008/09)</b>					
November	↑ Historic Actual	\$27	\$27	-1.8%	
December		\$123	\$113	8.9%	
January		\$118	\$110	7.8%	
February		\$154	\$142	8.0%	
March		\$106	\$92	14.3%	
April		\$67	\$52	28.9%	
Winter total		\$100	\$90	10.8%	



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Apr 30, 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

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2009 Season)
		Occup. Rate as of: April 30, 2010 (2010 Season)	Occup. Rate as of: April 30, 2009 (2009 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010 & 2009)					
May	On The Books ↓	14.4%	17.0%	-15.0%	27.3%
June		20.0%	26.6%	-24.8%	49.8%
July		31.4%	25.0%	25.9%	59.7%
August		20.3%	17.8%	13.9%	59.1%
September		13.6%	11.3%	20.4%	46.0%
October		11.7%	6.7%	75.4%	30.0%
Summer total			18.7%	17.5%	6.6%

AVERAGE DAILY RATE		<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2009 Season)
		ADR as of: April 30, 2010 (2010 Season)	ADR as of: April 30, 2009 (2009 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010 & 2009)					
May	On The Books ↓	\$145	\$165	-12.1%	\$161
June		\$183	\$203	-9.9%	\$196
July		\$231	\$224	3.3%	\$223
August		\$230	\$227	1.5%	\$219
September		\$187	\$183	1.9%	\$197
October		\$156	\$156	0.0%	\$164
Summer total			\$198	\$200	-0.8%

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2009 Season)
		RevPAR as of: April 30, 2010 (2010 Season)	RevPAR as of: April 30, 2009 (2009 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010 & 2009)					
May	On The Books ↓	\$16	\$25	-35.6%	\$43
June		\$34	\$47	-27.0%	\$96
July		\$66	\$49	34.2%	\$132
August		\$40	\$34	18.2%	\$132
September		\$18	\$18	2.6%	\$90
October		\$18	\$10	75.5%	\$49
Summer total			\$32	\$30	5.4%



## Inter-Office Memo

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### Reno-Tahoe Airport Authority

**Date:** May 19, 2010  
**To:** Statistics Recipients  
**From:** Krys T. Bart, A.A.E., President/CEO  
**Subject:** **RENO-TAHOE INTERNATIONAL AIRPORT**  
**APRIL 2010 PASSENGER & CARGO STATISTICS**

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#### U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2010

<b>Average Load Factor:</b>	<b>80.3% (all RNO carriers system wide)</b>
<b>Number of Flights:</b>	<b>Down 1.9%*</b>
<b>Capacity of Seats:</b>	<b>Down 1.8%*</b>
<b>Fuel:</b>	<b>\$81 per barrel April 2010</b> <b>vs. \$52 per barrel April 2009</b>

\* Source: APGDat

#### RNO OVERVIEW FOR APRIL 2010

<b>Average Load Factor:</b>	<b>75.1%</b>
<b>Number of Flights:</b>	<b>Down 7.47%</b>
<b>Capacity of Seats:</b>	<b>Down 3.38%</b>
<b>Total Passengers:</b>	<b>Up 1.54%</b>
<b>Total Cargo:</b>	<b>Up 10.1%</b>

#### RNO AIRPORT SUMMARY

For the month of April 2010, total passengers at RNO were up 1.54% and total cargo was up a substantial 10.1% compared to April 2009. This is the second month in a row RNO has posted an increase in passengers year-over-year while capacity declined. By comparison, nationwide U.S. domestic traffic declined 3% in April 2010 over April 2009. RNO airlines reported a 75.1% average load factor for the month of April which was a slight improvement over April 2009 at 74.8%. The softer demand in April was partially due to the timing of the Easter holiday which occurred during the first weekend of April and may have resulted in some people booking the first leg of their holiday flights in March. Year-to-date RNO's Total Passenger traffic at 1.2 million is up slightly at 0.60%.

The April 2010 load factor for airlines in RNO was 75.1%, an increase of 0.2%. This was below the systemwide average for all RNO carriers except Horizon. It should be noted that systemwide load factors for American, Delta, United and US Airways were inflated with the reduction of hundreds of flights cancelled due to the Icelandic volcano disruption which in turn caused the flights that did operate to be filled to capacity.

RNO Air Cargo at 8,633,892 pounds (3,915.6 metric tons) increased 10.1% in April 2010 as compared to the same month 2009. This is the largest percentage increase in RNO Air Cargo since January 2008! Global air cargo also continued to strengthen in demand in March 2010 (latest data available). Compared to March 2009, global cargo demand grew 28.1% primarily due to growth outside of the U.S. According to IATA, the upturn in the business inventory cycle has been very strong and the pace of improvement is much faster than anybody would have expected even six months ago.

## **TOTAL PASSENGERS**

In April 2010, a total of 309,533 passengers traveled to and from RNO, an increase of 1.54%. This is the second month in a row that RNO's total passengers have increased and only the second increase reported in over two years. The increase comes despite the reduction in RNO seat capacity of 3.38%. The total passenger traffic increase of 1.54% compares favorably to the U.S. domestic average decline of 3% for April 2010. Year-to-date, RNO carriers reported a total of 1,244,797 passengers, a 0.6% increase over the same period last year.

## **AIRLINE LOAD FACTORS**

In the month of April 2010, RNO airlines reported an average load factor of 75.1%, slightly higher (0.2 points) than RNO's average load factor in April 2009 at 74.8%. Half of RNO airlines reported higher load factors in April 2010 over April 2009 with Alaska/Horizon posting 7.9 points higher than 2009, Southwest posting 6.6 points higher and Delta 4.0 points higher. Alaska/Horizon posted a 9.8 point increase over their systemwide load factor, while all other RNO carriers posted lower than their system. However, it should be noted that American, Delta, United and US Airways systemwide load factors were directly impacted by the Icelandic volcano which inflated their load factors by reducing the number of flights that operated and filling all remaining flights to capacity.

### April 2010 RNO Airline Load Factor and System-Wide Comparison

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	81.6 %	71.8%	9.8
American	82.0%	84.1%	-2.1
Delta	82.3%	83.0%	-0.7
Southwest	65.9%	78.8%	-12.9
United	70.9%	81.4%	-10.5
US Airways	67.8%	82.7%	-14.9

### AIRLINE MARKET SHARE

Southwest Airlines holds the largest percent of the RNO market share for April 2010 at 55.21% which is the same as April 2009. The next highest in market share was United at 13.17% up slightly from last year. American had the largest increase in market share with an increase of 1.55 points to 9.97% resulting from the addition of their third flight to DFW in April 2010. Alaska/Horizon's 2.01 point decrease in market share is due to the reduction of service to Los Angeles by one flight, Seattle by one flight and Portland by one flight. In June 2010, Alaska/Horizon will add service back to Seattle and Los Angeles.

### April 2010 RNO Airline Market Share Percentage

<u>Airline</u>	<u>April 2010</u>	<u>April 2009</u>	<u>Change</u>
Alaska/Horizon	7.08%	9.09%	-2.01
American	9.97%	8.42%	+1.55
Delta	7.23%	5.88%	+1.35
Southwest	55.21%	55.43%	-0.22
United	13.17%	12.42%	+0.75
US Airways	6.85%	6.84%	+0.01
Non-Scheduled	0.50%	1.24%	-0.74

### DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS

Year-over-year, RNO charter traffic decreased 59.5% in April 2010. Allegiant reported a total of 1439 charter passengers as compared to 3,400 in April 2009 which reflects the reduction of the Harrah's charter program in 2010. The charter program started to increase this month with Allegiant rebuilding their charter program with Harrah's.

## **SCHEDULED DEPARTURES AND SEATS**

RNO is served by six major airlines providing 62 nonstop departures to 15 destinations. During the month of April, RNO reported 1,860 scheduled departures, 7.47% fewer departures than April 2009. However, seat capacity at 233,730 seats only declined 3.38% year-over-year. In June 2010, the RNO flight schedule will reflect 72 daily departures and 8207 daily seats compared to 67 daily departures and 7926 daily seats in June 2009.

## **TOTAL OPERATIONS**

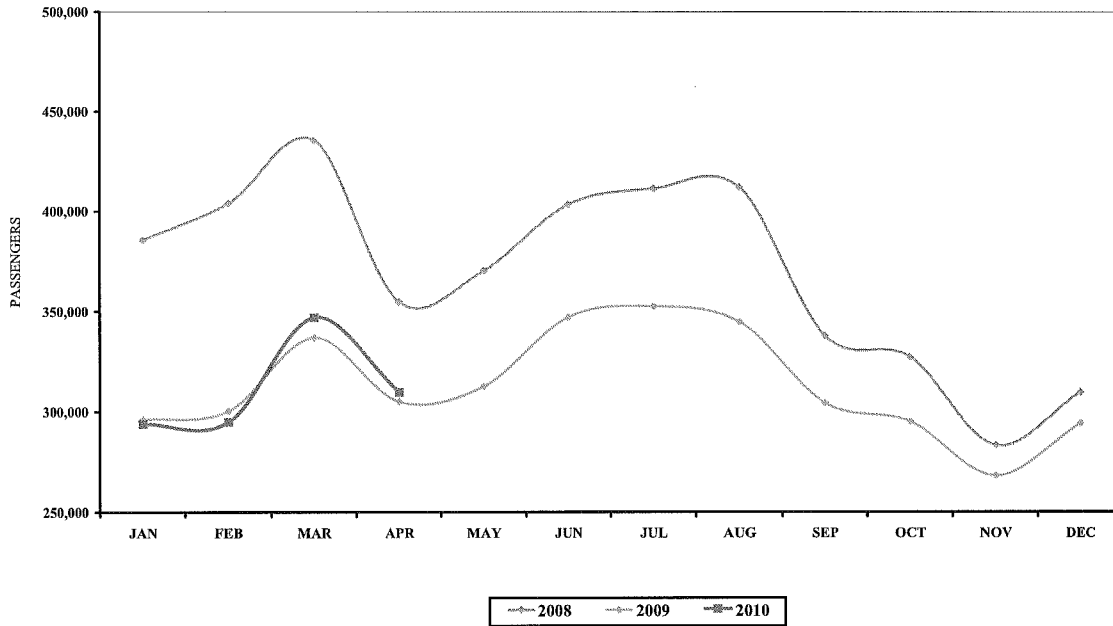
Total RNO airport operations for the month of April 2010 declined 12.85% to 7,313 operations, 1,078 fewer operations than April 2009. Total airport operations consist of scheduled air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs, and military aircraft operations.

## **TOTAL CARGO**

A total of 8,633,892 pounds, or 3,915.6 metric tons, was handled at RNO during the month of April 2010 marking a significant increase of 10.1% over April 2009. This is the largest percentage increase in RNO air cargo since January 2008! Despite the sluggish US economy, North American cargo carriers have seen an international freight rebound. Both export and import volumes are very strong in the emerging economies of Asia-Pacific and in Latin America which in turn help the U.S. cargo carriers.

KTB:cf

## TOTAL PASSENGERS APRIL 2010



Month	PASSENGERS <sup>1</sup>			PASSENGERS <sup>1</sup>	
	2008	2009	Percent Change	2010	Percent Change
January	385,612	295,827	-23.28%	293,756	-0.70%
February	403,819	300,028	-25.70%	294,662	-1.79%
March	435,495	336,652	-22.70%	346,846	3.03%
<b>1st Q Total</b>	<b>1,224,926</b>	<b>932,507</b>	<b>-23.87%</b>	<b>935,264</b>	<b>0.30%</b>
April	354,768	304,829	-14.08%	309,533	1.54%
May	370,145	312,441	-15.59%		
June	403,441	347,038	-13.98%		
<b>2nd Q Total</b>	<b>1,128,354</b>	<b>964,308</b>	<b>-14.54%</b>		
July	411,332	352,504	-14.30%		
August	412,002	344,815	-16.31%		
September	337,851	304,249	-9.95%		
<b>3rd Q Total</b>	<b>1,161,185</b>	<b>1,001,568</b>	<b>-13.75%</b>		
October	327,146	295,080	-9.80%		
November	283,256	268,087	-5.36%		
December	309,771	294,385	-4.97%		
<b>4th Q Total</b>	<b>920,173</b>	<b>857,552</b>	<b>-6.81%</b>		
<b>TOTALS</b>	<b>4,434,638</b>	<b>3,755,935</b>	<b>-15.30%</b>	<b>1,244,797</b>	<b>0.60%</b>

<sup>1</sup>Per Landing Reports

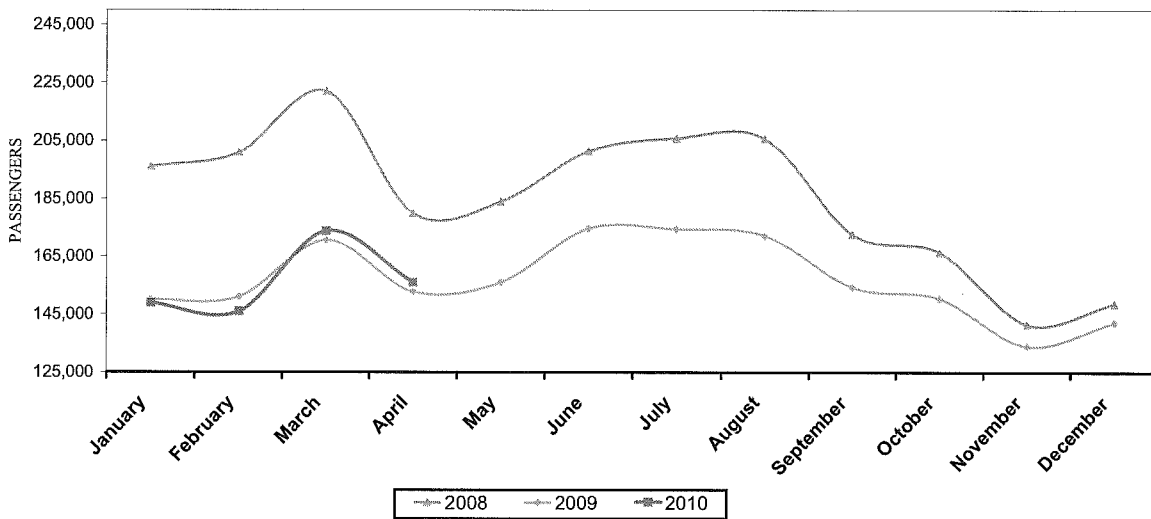
↑  
% change YTD

## MONTHLY ENPLANED PASSENGERS APRIL 2010

Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2008	2009	2010	
January	195,981	149,813	148,805	-0.67%
February	200,851	150,894	145,935	-3.29%
March	221,875	170,497	173,783	1.93%
April	179,845	152,685	155,967	2.15%
May	183,861	155,965		
June	201,271	174,608		
July	205,791	174,412		
August	205,576	172,175		
September	172,607	154,305		
October	166,339	150,427		
November	141,456	134,009		
December	148,563	142,202		
<b>TOTALS</b>	<b>2,224,016</b>	<b>1,881,992</b>	<b>624,490</b>	<b>32.53%</b>

<sup>1</sup>Per Landing Reports

**Monthly Enplaned Passengers**

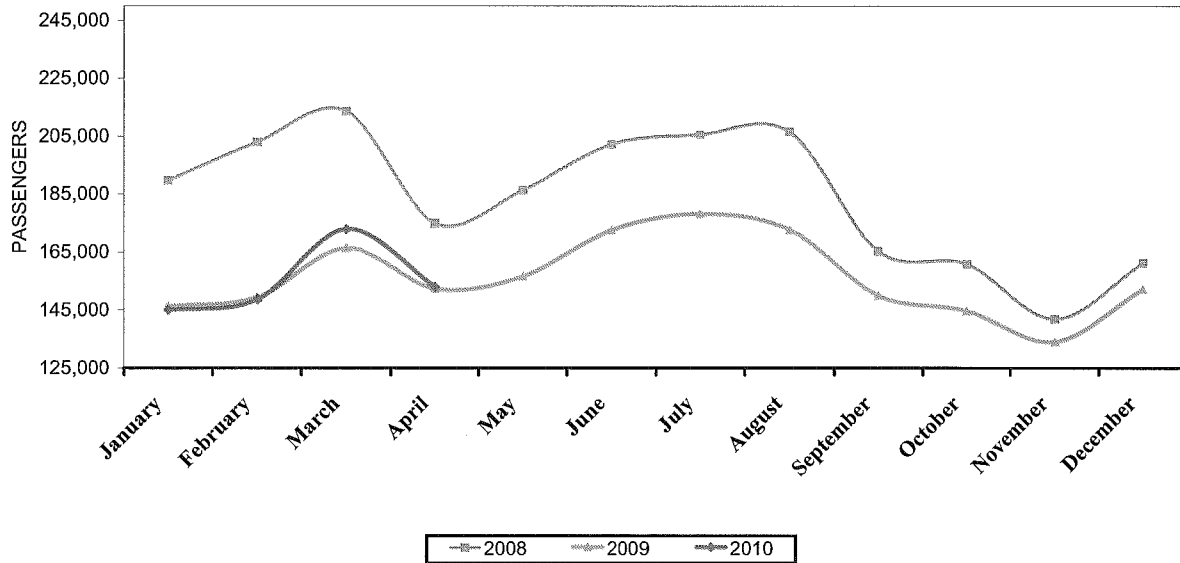


## MONTHLY DEPLAINED PASSENGERS APRIL 2010

Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2008	2009	2010	
January	189,631	146,014	144,826	-0.81%
February	202,968	149,134	148,506	-0.42%
March	213,620	166,155	172,823	4.01%
April	174,923	152,144	152,986	0.55%
May	186,284	156,476		
June	202,170	172,499		
July	205,541	178,092		
August	206,426	172,640		
September	165,244	149,944		
October	160,807	144,653		
November	141,800	134,078		
December	161,208	152,183		
<b>TOTALS</b>	<b>2,210,622</b>	<b>1,874,012</b>	<b>619,141</b>	<b>34.22%</b>

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

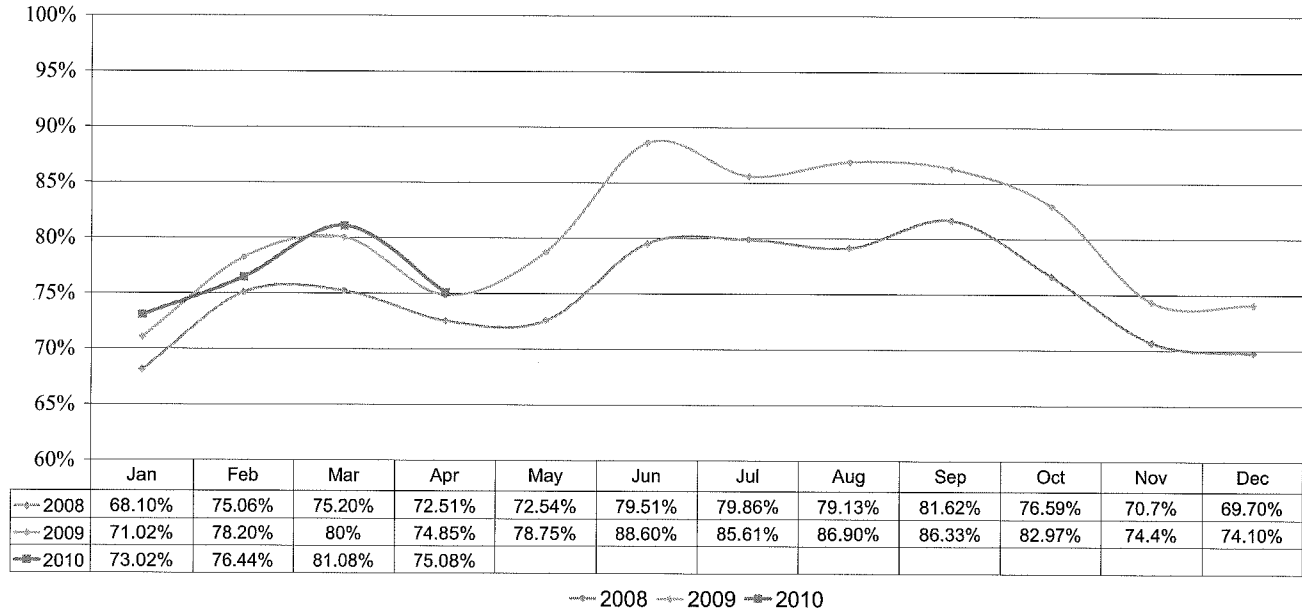
**Monthly Deplained Passengers**





**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY  
APRIL 2010**

**Monthly Load Factor**



2008 2009 2010

Month	ENPLANED PASSENGERS*			LOAD FACTOR (%)			DIFFERENCE (2010 / 2009)
	2008	2009	2010	2008	2009	2010	
January	195,981	149,813	148,930	68.10	71.02	73.02	2.0
February	200,851	150,894	146,156	75.06	78.20	76.44	-1.8
March	221,875	170,497	174,023	75.20	80.00	81.08	1.1
April	179,845	152,685	156,547	72.51	74.85	75.08	0.2
May	183,861	155,965		72.54	78.75		
June	201,271	174,608		79.51	88.59		
July	205,791	174,412		79.86	85.61		
August	205,576	172,175		79.13	86.92		
September	172,607	154,305		81.62	86.33		
October	166,339	150,427		76.59	82.97		
November	141,456	134,009		70.67	74.34		
December	148,563	142,202		69.67	74.06		
***	<b>2,224,016</b>	<b>1,881,992</b>	<b>625,656</b>	<b>75.04</b>	<b>80.27</b>	<b>76.41</b>	<b>0.4</b>

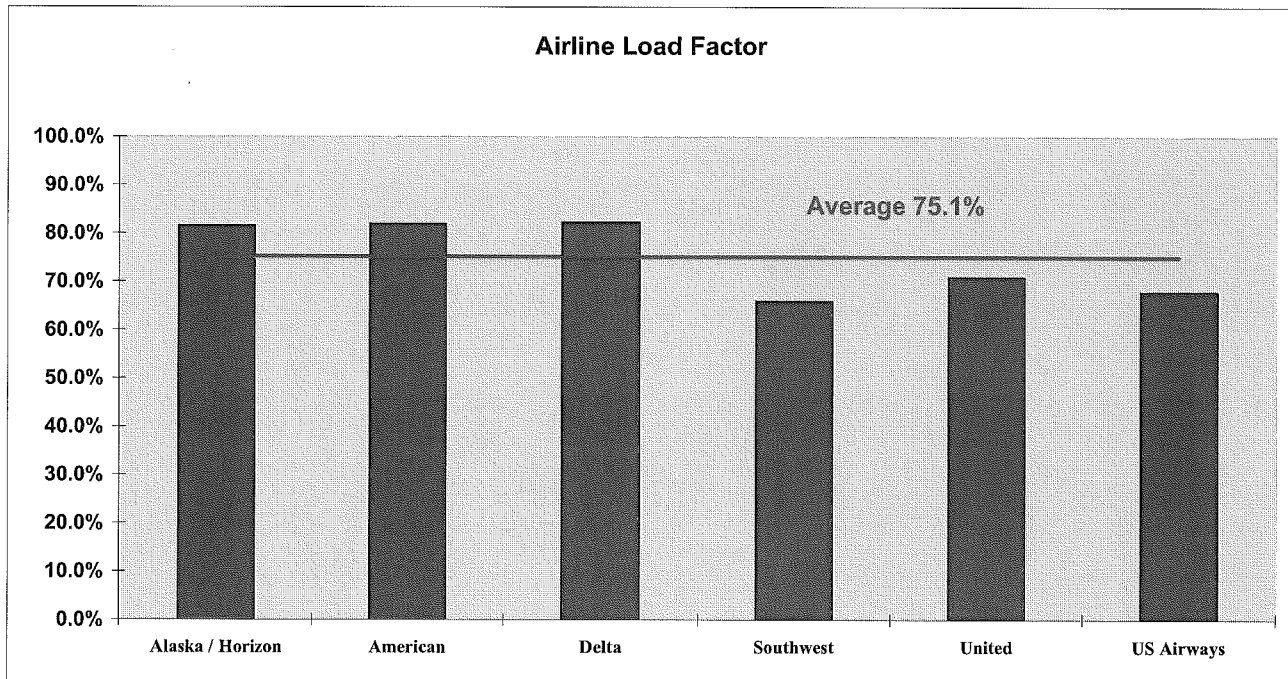
\* Per Landing Reports

\*\*\* AVERAGE OF AIRLINE LOAD FACTORS

## LOAD FACTOR BY AIRLINE APRIL 2010

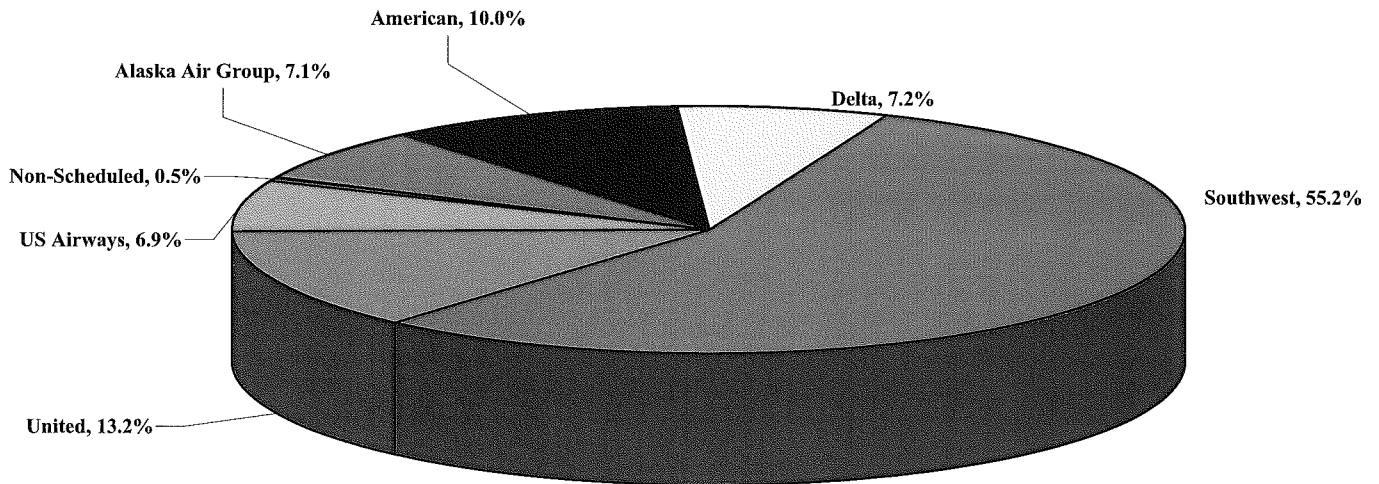
Carrier	Seats Available	***Enplaned Passengers	2010 Load Factor (%)	2009 Load Factor (%)	Difference
Alaska / Horizon	13,832	11,282	81.6%	73.7%	7.9
American	18,604	15,253	82.0%	87.2%	-5.2
Delta	13,710	11,279	82.3%	78.3%	4.0
Southwest	131,376	86,608	65.9%	59.3%	6.6
United	29,440	20,881	70.9%	80.7%	-9.8
US Airways	15,724	10,664	67.8%	72.0%	-4.2
<b>AVERAGE*</b>	<b>222,686</b>	<b>155,967</b>	<b>75.1%</b>	<b>74.9%</b>	<b>0.2</b>

\* LOAD FACTORS COMPARED WITH CURRENT OPERATING CARRIERS ONLY AND DOES NOT INCLUDE CHARTER PASSENGERS



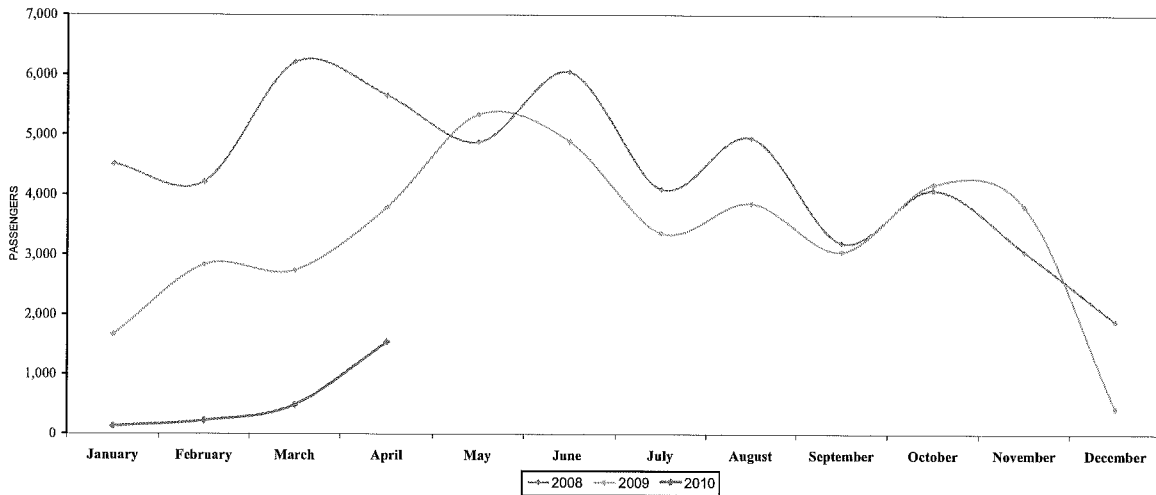
# TOTAL AIR CARRIER MARKET SHARE APRIL 2010

<b>Carrier</b>	<b>Passengers</b>	<b>Percentage of Total</b>
Alaska Air Group	21,909	7.08%
American	30,862	9.97%
Delta	22,375	7.23%
Southwest	170,899	55.21%
United	40,757	13.17%
US Airways	21,194	6.85%
Non-Scheduled	1,537	0.50%
<b>Totals</b>	<b>309,533</b>	<b>100.00%</b>

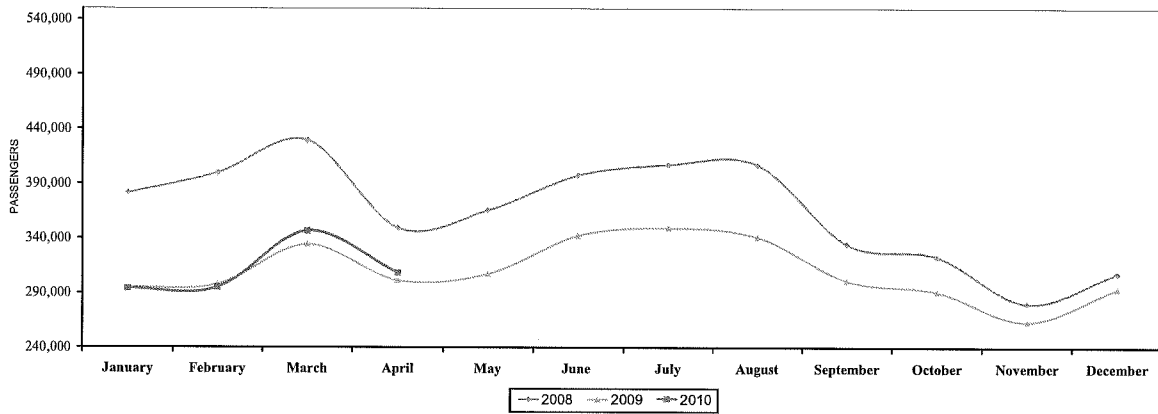


## TOTAL PASSENGERS APRIL 2010

### DOMESTIC CHARTER PASSENGERS



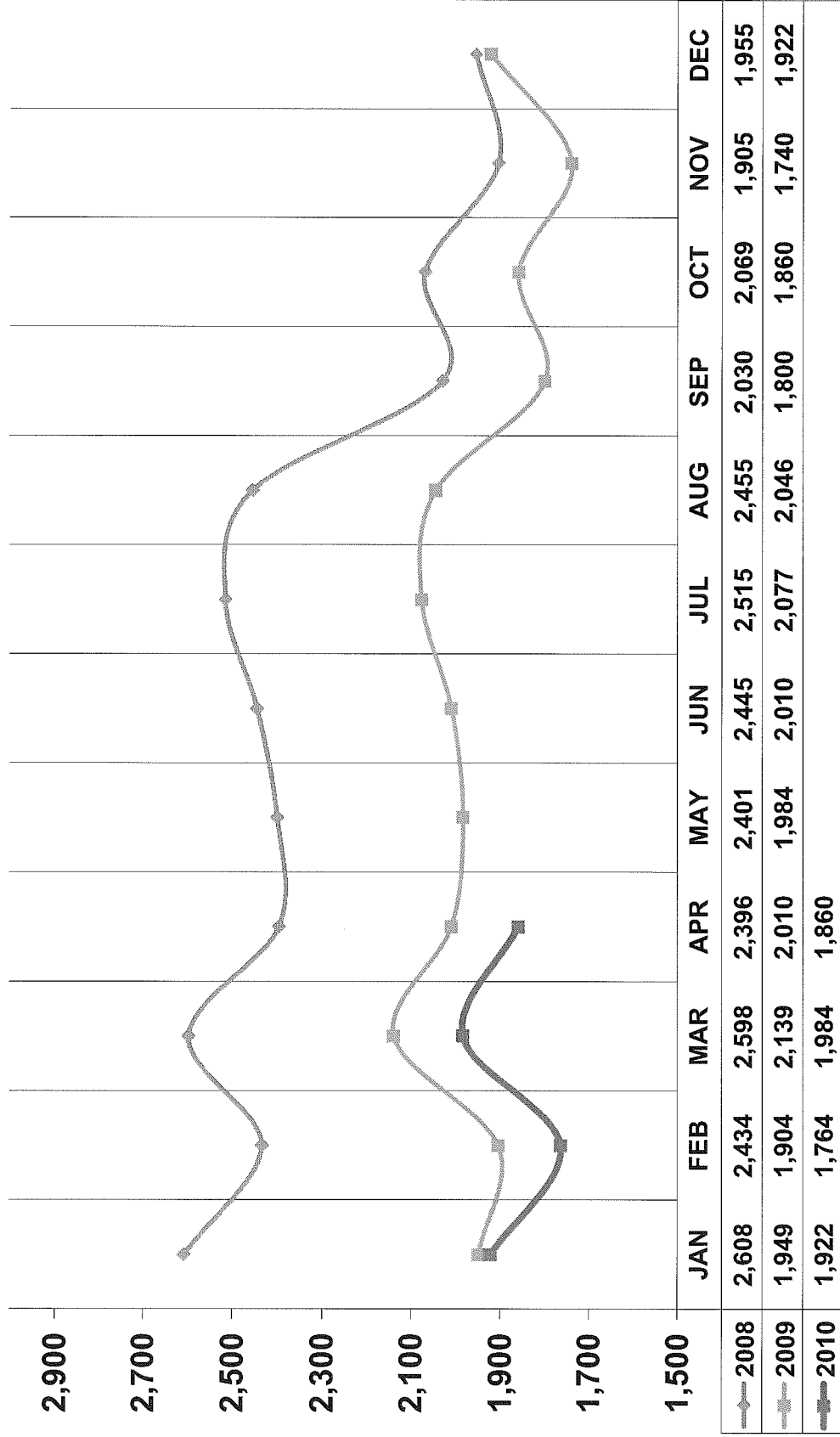
### DOMESTIC SCHEDULED PASSENGERS



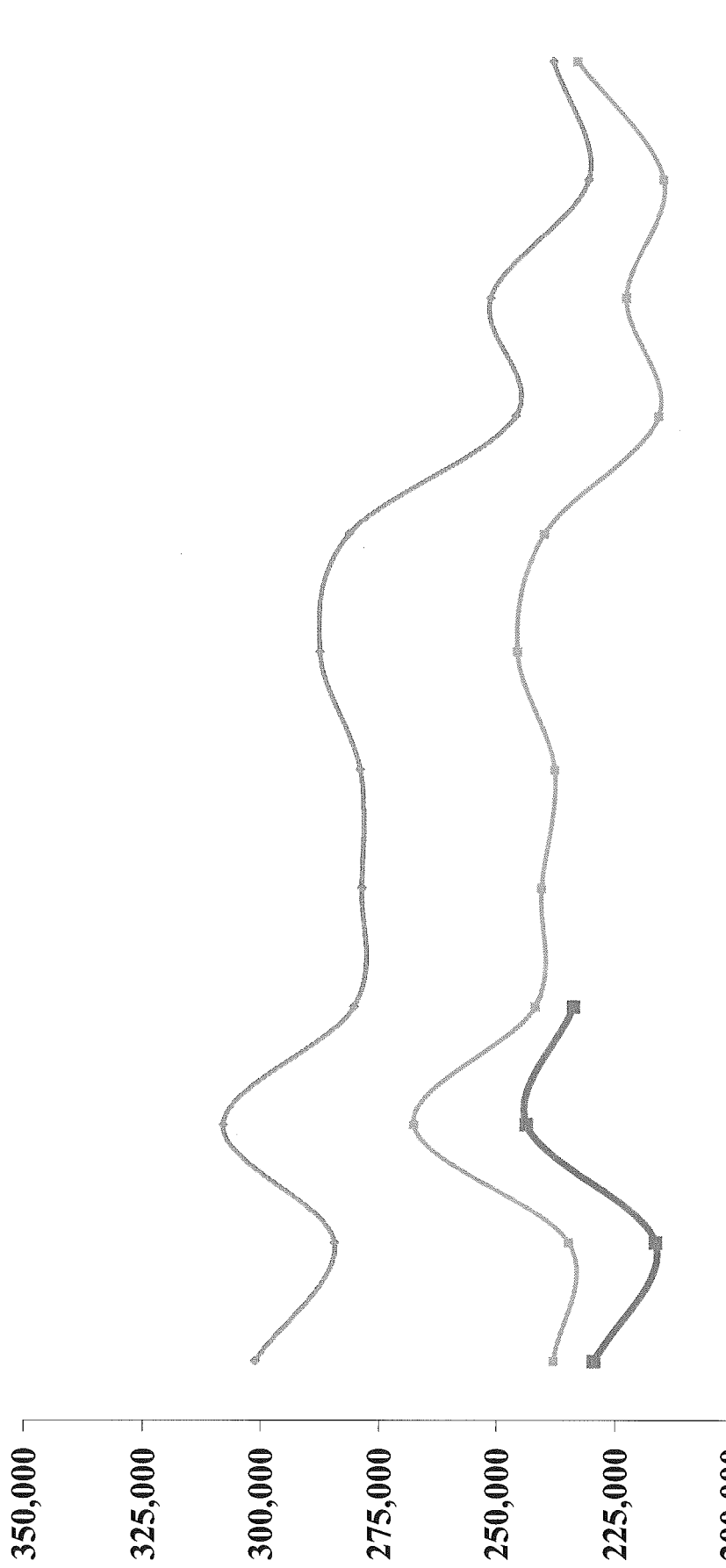
MONTH	<u>DOMESTIC<sup>1</sup></u>		<u>INTERNATIONAL<sup>1</sup></u>		2010 TOTAL Passengers	2010 Charter Passengers	2009 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	293,631	125	0	0	293,756	125	1,661	-92.5%
February	294,441	221	0	0	294,662	221	2,827	-92.2%
March	346,363	483	0	0	346,846	483	2,736	-82.3%
April	307,996	1,537	0	0	309,533	1,537	3,792	-59.5%
May							5,333	
June							4,888	
July							3,369	
August							3,859	
September							3,056	
October							4,184	
November							4,410	
December							445	
<b>TOTALS</b>	<b>1,242,431</b>	<b>2,366</b>	<b>0</b>	<b>0</b>	<b>1,244,797</b>	<b>2,366</b>	<b>40,560</b>	<b>-81.6%</b>

<sup>1</sup>Per Landing Reports

# MONTHLY SCHEDULED DEPARTURES APRIL 2010



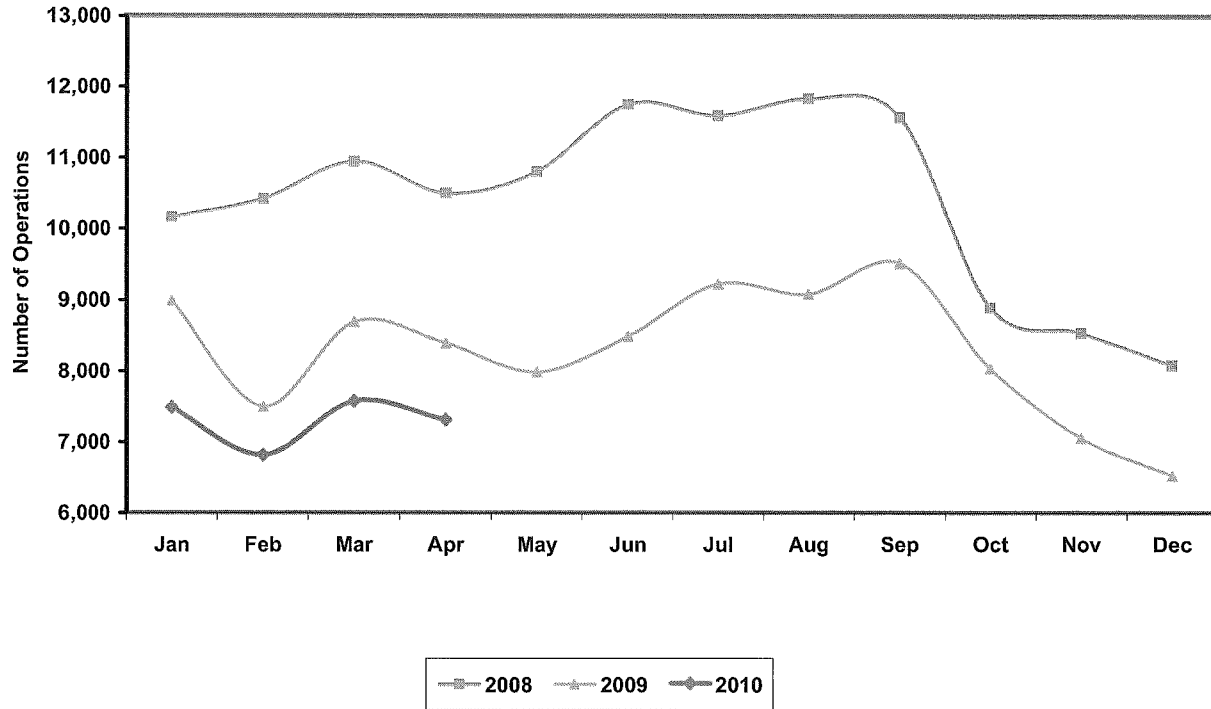
# MONTHLY SCHEDULED DEPARTURE SEATS APRIL 2010



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2008	301,118	284,419	307,910	280,220	278,666	278,969	287,630	281,406	246,105	251,452	230,707	238,225
2009	237,926	234,668	267,654	241,890	240,560	237,780	245,706	240,064	215,730	222,673	214,740	232,996
2010	229,369	216,272	243,691	233,730								

# TOTAL OPERATIONS\*

## APRIL 2010

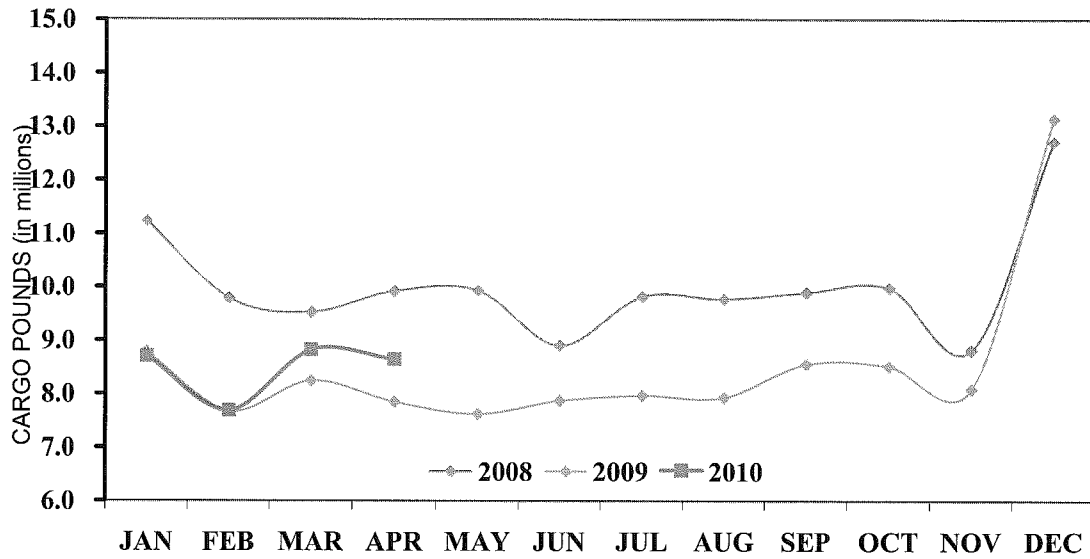


\*Scheduled air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs & military operations.

Month	Number of Operations			09 to 10 Percent
	2008	2009	2010	Change
January	10,163	8,985	7,485	-16.69%
February	10,420	7,498	6,813	-9.14%
March	10,948	8,686	7,569	-12.86%
April	10,501	8,391	7,313	-12.85%
May	10,807	7,987		
June	11,753	8,492		
July	11,599	9,229		
August	11,837	9,086		
September	11,572	9,516		
October	8,889	8,036		
November	8,535	7,064		
December	8,083	6,531		
<b>TOTALS</b>	<b>125,107</b>	<b>99,501</b>	<b>29,180</b>	<b>15.94%</b>

↑  
% change YTD

# TOTAL CARGO APRIL 2010



Month	CARGO (IN POUNDS)			METRIC TONS	PERCENT CHANGE
	2008	2009	2010		
January	11,231,880	8,777,047	8,695,804	3,943.7	-0.93%
February	9,786,730	7,675,284	7,679,924	3,483.0	0.06%
March	9,519,983	8,237,243	8,814,895	3,997.7	7.01%
<b>1st Quarter</b>	<b>30,538,593</b>	<b>24,689,574</b>	<b>25,192,633</b>	<b>11,424</b>	<b>2.04%</b>
April	9,915,236	7,841,936	8,633,892	3,915.6	10.10%
May	9,923,064	7,619,402	-	-	-
June	8,893,972	7,870,143	-	-	-
<b>2nd Quarter</b>	<b>28,732,272</b>	<b>23,331,481</b>	-	-	-
July	9,811,115	7,967,294	-	-	-
August	9,763,038	7,929,474	-	-	-
September	9,890,572	8,553,601	-	-	-
<b>3rd Quarter</b>	<b>29,464,725</b>	<b>24,450,369</b>	-	-	-
October	9,971,505	8,519,360	-	-	-
November	8,811,895	8,093,678	-	-	-
December	12,713,339	13,149,429	-	-	-
<b>4th Quarter</b>	<b>31,496,739</b>	<b>29,762,467</b>	-	-	-
<b>TOTALS</b>	<b>120,232,329</b>	<b>102,233,891</b>	<b>33,824,515</b>	<b>15,339.9</b>	<b>3.97%</b>

↑  
% change YTD



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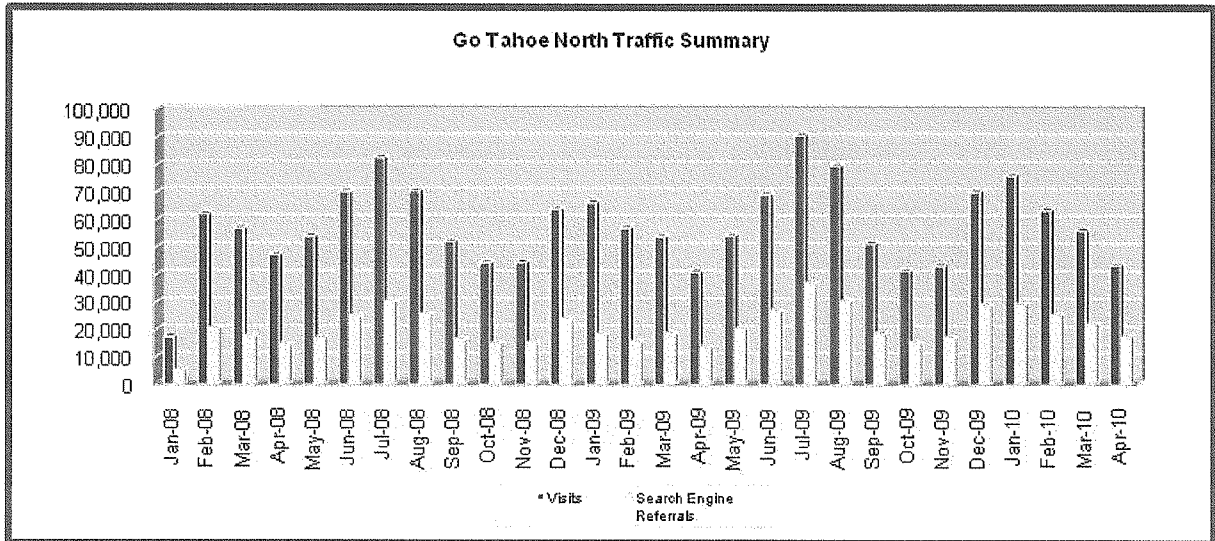


north lake tahoe

**GoTahoeNorth.com May 2010 Search Engine Marketing Report**  
**Prepared by smith + jones**  
**May 18, 2010**

# Program Progress

- There was a 28% increase in organic search engine referrals when comparing April 2010 to April 2009.
- The percent of visits from search engines make up 40% of total visits



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%
Dec-08	63,908	23,627	36.97%
Nov-08	44,490	14,991	33.70%
Oct-08	44,332	14,839	33.47%
Sep-08	52,172	16,276	31.20%
Aug-08	70,616	25,239	35.74%
Jul-08	82,609	30,010	36.33%
Jun-08	70,262	24,542	34.93%
May-08	53,960	16,882	31.29%
Apr-08	47,340	14,441	30.50%
Mar-08	56,917	17,465	30.69%
Feb-08	62,058	20,329	32.76%
Jan-08	17,307	4,972	28.73%

# Organic Search Position Progress Summary

- GoTahoeNorth is now on the first page of Google for "ski Tahoe" and "Lake Tahoe Ski"

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

May 10, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	41
Total 1st Page Positions	81
Total 2nd Page Positions	12
Google #1 Positions	18
Google 1st Page Positions	31
Google 2nd Page Positions	2

**Compared With:**

April 12, 2010 Go Tahoe North Organic Search Positions	
Total #1 Positions	43
Total 1st Page Positions	79
Total 2nd Page Positions	20
Google #1 Positions	18
Google 1st Page Positions	28
Google 2nd Page Positions	5

**Compared With:**

March 7, 2007 Go Tahoe North Organic Search Positions	
Total #1 Positions	0
Total 1st Page Positions	0
Total 2nd Page Positions	0
Google #1 Positions	0
Google 1st Page Positions	0
Google 2nd Page Positions	0

# Site Optimization

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## Action Steps:

- smith + jones provided optimization revisions for the resorts / towns pages including page specific meta-tags and content revisions to increase search visibility for those pages. A <title> syntax was also provided for interior pages within each of the Activities, Lodging and Dining sections for each resort / town. Once the proposed revisions are online, smith + jones will begin bookmarking the resort pages.
- We provided revised content for <http://www.gotahoenorth.com/skiing-and-boarding> in which uses of “Lake Tahoe”, “skiing” and “snow boarding” were seeded within content. Once approved smith + jones will post live on the Web site.
- smith + jones sent revised content for <http://www.gotahoenorth.com/about-north-tahoe/tell-your-story> seeding uses of “Lake Tahoe” throughout the content. Once approved smith + jones will post live on the Web site.
- We will sync the GoTahoeNorth YouTube Channel with the Twitter account once provided with login details.
- Continue to blog on a consistent basis. Blogs that are continually posted to will gain more traction and visibility.
- Continue adding new videos to the YouTube Channel. smith + jones will submit video links to Social Media Web sites as new videos are added.
- smith + jones submitted the following forum posts for GoTahoeNorth in April:
  - <http://answers.yahoo.com/question/index?qid=20100406113715AAc0B3q>
  - <http://answers.yahoo.com/question/index?qid=20100405233521AAMqxFZ>
  - <http://answers.yahoo.com/question/index?qid=20100414190855AA0wa4j>
  - <http://answers.yahoo.com/question/index?qid=20100419123500AA4RrT7>
- There were 76 submissions to Social Media Web sites made in April. The attached spreadsheet provides further details.

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# Go Tahoe North "Buzz" on the Web

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With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. smith + jones gathered a handful of blog and forum posts mentioning GoTahoeNorth and listed them below:

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

## **Bookmarks added on Social Bookmarking Web sites**

\*\* This is a sampling of backlinks generated from smith + jones Social Media Submissions. This list does not include all backlinks achieved. \*\*

<http://clipmarks.com/clipmark/2EA203CC-8A05-4794-BA3C-4A79494FAF88/>  
<http://xigets.amplify.com/2010/05/05/locals-picks-for-bes-skiing-and-snowboarding-spots-in-lake-tahoe/>  
<http://millymilltown.amplify.com/2010/04/28/golf-course-map/>  
[http://www.searchles.com/links/show/embassytahoe.com%2Fhot\\_dates.php](http://www.searchles.com/links/show/embassytahoe.com%2Fhot_dates.php)  
<http://clipmarks.com/clipmark/58E2128E-9A44-435B-BAD4-B72D7EE21744/>  
<http://millymilltown.amplify.com/2010/05/03/lake-tahoe-breakfast-restaurants/>

## **Random GoTahoeNorth Mentions and Links**

<http://laketahoehouses.wordpress.com/2010/04/08/important-lake-tahoe-area-links/>  
IMPORTANT LAKE TAHOE AREA LINKS  
"gotahoenorth.com"

<http://www.facebook.com/pages/Edible-Reno-Tahoe-Magazine/227644265637>  
Edible Reno-Tahoe Magazine  
"Lake Tahoe lodging, hotels, ski resorts, weddings and vacations - GoTahoeNorth"

<http://www.newtoreno.com/convention.htm>  
Convention & Visitors Authorities  
"Web site: <http://www.gotahoenorth.com/>"

<http://www.laketahoe.com/events?action=eventdetail&eventid=16147>  
Event: KICK OFF SUMMER WITH NORTH TAHOE'S OPENING DAY AT THE LAKE  
"For more information about Opening Day at the Lake, activities and current weather conditions in North Lake Tahoe, click to [www.GoTahoeNorth.com](http://www.GoTahoeNorth.com)."

<http://www.skilaketahoe.com/cms/ski-resorts/tahoe-interactive.html>  
Tahoe Interactive  
"GoTahoeNorth Blog"

# Organic Search Position Summary - Historical Data

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

Search Positions By Engine												
#1 Positions	18	9	14	18	9	16	17	11	14	0	0	1
1st Page Positions	31	23	27	28	22	29	28	24	26	0	0	1
2nd Page Positions	2	7	3	5	10	5	5	3	4	0	0	0

Total Search Positions								
#1 Positions	41		43		42		1	
1st Page Positions	81		79		78		1	
2nd Page Positions	12		20		12		0	

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

webtrends

## GoTahoeNorth.com

Custom View: 4/1/10 - 4/30/10

April 1, 2010 12:00:00 AM – April 30, 2010 11:59:59 PM



# Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of visitor metrics. Click a graph title to navigate to the corresponding report page.

## Visit Summary

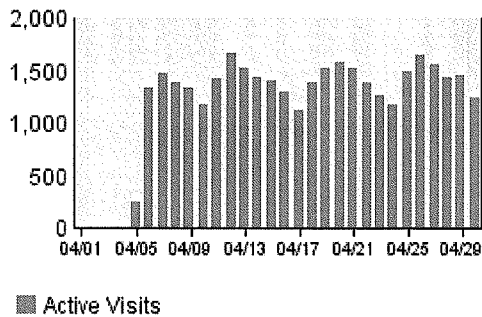
Visits	35,449
Average per Day	1,181
Average Visit Duration	00:05:51
Median Visit Duration	00:02:08
International Visits	10%
Visits of Unknown Origin	0%
Visits from Your Country: United States (US)	90%

## Visitor Summary

Visitors	30,768
Visitors Who Visited Once	27,963
Visitors Who Visited More Than Once	2,805
Average Visits per Visitor	1.15

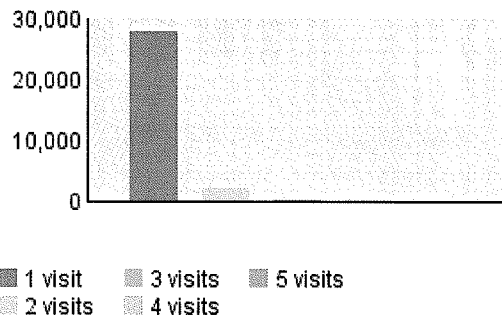
## Key Metrics Summary

Active Visits



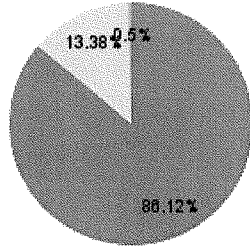
## Visitors by Number of Visits

Visitors



### New vs. Returning Visitors

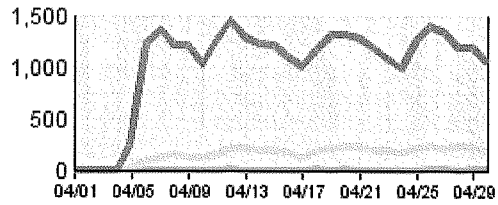
Visits



- New Visitors
- Returning Visitors
- Visitors Not Accepting Cookies

### New vs. Returning Visitors Trend

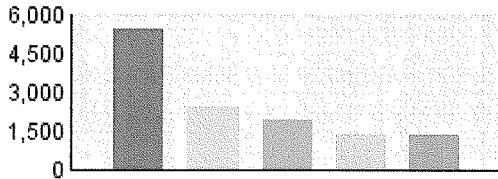
Visits



- New Visitors
- Returning Visitors
- Visitors Not Accepting Cookies

### Organizations

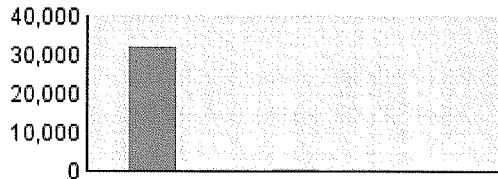
Visits



- Comcast
- AOL
- Att Internet Services
- Verizon Internet Serv...
- Charter Communic...

### Countries

Visits

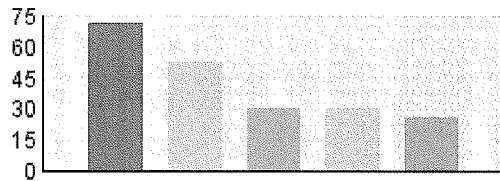


- United States (US)
- Canada (CA)
- United Kingdom (UK)
- Australia (AU)
- Germany (DE)

### Top Visitors

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Visits



■ 96.224.25.157-1767... ■ 24.10.4.179-415528...  
■ 64.169.9.59-201558... ■ 66.215.140.166-415...  
■ 24.99.180.215-2273...

### Authenticated Usernames

No data is available for this graph.

**PROPERTY REFERRAL REPORT - APRIL 2010****% of TOTAL**

Agate Bay Realty	1.22%
Agate Bay Realty Cool Deals	0.47%
Alpine Rental Group	0.68%
Americas Best Value Inn Tahoe City	0.78%
Assist 2 Sell - All Service Realty	0.77%
Brockway Springs Resort	1.72%
Brockway Springs Resort Cool Deals	0.22%
Cal Neva Resort Casino Hotel	2.08%
Cal Neva Resort Casino Hotel Cool Deals	0.33%
Cedar Glen Lodge	0.90%
Chaney House	0.91%
Chinquapin / Packard Realty	0.12%
Club Tahoe Resort	0.65%
Coldwell Banker Rentals	2.22%
Cottage Inn at Lake Tahoe	1.46%
Ferrari's Crown Resort	1.25%
Ferrari's Crown Resort Cool Deals	1.62%
Firelite Lodge	0.52%
Firelite Lodge Cool Deals	0.01%
First Accommodations	1.01%
Franciscan Lakeside Lodge	1.11%
Goldfish Properties	0.91%
Granlibakken Resort	1.87%
Granlibakken Resort Cool Deals	0.38%
Granlibakken Resort Ski Area	0.09%
Hauserman Rental Group	1.41%
Holiday House	1.02%
Holiday House Cool Deals	0.46%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	4.31%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	4.41%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.38%
Incline at Tahoe Realty	1.40%
Incline at Tahoe Realty Cool Deals	0.28%
Incline Vacation Rentals	0.88%
Lake of the Sky Motor Inn	0.67%
Lake Tahoe Accommodations	1.35%
LakeFrontHouse.com	0.56%
Martis Valley Associates Property Rentals	0.43%
Meeks Bay Resort & Marina	0.78%
Mourelatos Lakeshore Resort	1.92%
Mourelatos Lakeshore Resort Cool Deals	1.23%
North Tahoe Rental Company	0.70%
Northstar Condominiums	0.59%
Northstar Mountain Home Vacation Rentals	0.34%
Northstar Resort	1.24%
Northstar Resort Cool Deals	1.25%
Olympic Village Inn	1.54%
O'Neal Brokers of Lake Tahoe	0.37%
Painted Rock Lodge	0.84%
Parkside Inn at Incline	1.23%

PepperTree Inn	0.74%
PlumpJack Squaw Valley	1.01%
PlumpJack Squaw Valley Cool Deals	0.01%
Prudential California Realty	0.01%
Pullen Rental Group	1.78%
Rainbow Lodge	1.28%
Red Wolf Lakeside Lodge	1.12%
Red Wolf Lodge at Squaw Valley	0.52%
ReserveMyHome.com	0.72%
Resort at Squaw Creek	1.57%
Resort at Squaw Creek Cool Deals	1.66%
Ritz-Carlton Highlands, Lake Tahoe	1.30%
River Ranch Lodge and Restaurant	2.31%
River Ranch Lodge and Restaurant Cool Deals	1.10%
Shooting Star Bed & Breakfast	0.91%
Shore House at Lake Tahoe	0.91%
Shore House at Lake Tahoe Cool Deals	0.02%
Sierra Mountain Properties	0.18%
Sierra Vacation Rentals/Sales	1.51%
Squaw Valley Lodge	0.79%
Squaw Valley Lodge Cool Deals	0.55%
Squaw Valley Realty/Rentals	0.49%
Stanford Alpine Chalet	1.32%
Sugar Bowl Ski Resort	0.10%
Sugar Bowl Ski Resort Cool Deals	0.02%
Sunnyside Steakhouse & Lodge	1.92%
Sunnyside Steakhouse & Lodge Cool Deals	0.88%
Tahoe Biltmore Lodge & Casino	2.74%
Tahoe Biltmore Lodge & Casino Restaurants	0.06%
Tahoe City Inn	0.84%
Tahoe City Inn Cool Deals	0.99%
Tahoe Inn	0.57%
Tahoe Luxury Properties	1.36%
Tahoe Marina Lodge	0.70%
Tahoe Mountain Resorts Lodging	0.88%
Tahoe Mountain Resorts Lodging Cool Deals	0.08%
Tahoe Real Estate Group	0.26%
Tahoe Resort Property Management Inc.	0.60%
Tahoe Sands Resort	1.29%
Tahoe Tavern Properties	0.04%
Tahoe Vistana Inn	0.63%
Tahoe Woodside Vacation Rentals	0.78%
Tahoma Lodge	0.72%
Tahoma Lodge Cool Deals	0.02%
Tahoma Meadows Bed & Breakfast	0.91%
Tahoma Meadows Bed & Breakfast Cool Deals	0.01%
Tamarack Lodge	0.27%
The Lodge at Sugar Bowl	0.55%
The Ritz-Carlton Highlands, Lake Tahoe	0.82%
The Village at Squaw Valley USA	0.98%
The Village at Squaw Valley USA Cool Deals	0.08%
Vacation Station, Inc.	1.04%

Vacation Station, Inc. Cool Deals	0.09%
Vacation Tahoe by O'Neal Brokers	0.96%
Village at Northstar (tm)	1.80%
Waters of Tahoe Properties	0.56%
West Lake Properties	0.68%
West Shore Cafe & Inn	1.05%



North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Conference  
For the Ten Months Ending April 30, 2010

CURRENT MONTH				YEAR - TO - DATE					
Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
642	700	(58)	803	(8%)	7,221	7,000	221	7,789	3%
10,699	10,420	279	(2,943)	3%	71,772	104,200	(32,428)	133,714	(31%)
25,834	25,833	1	25,834	0%	258,340	258,330	10	258,340	0%
37,174	36,953	221	23,695	1%	337,333	369,530	(32,197)	399,843	(9%)
<b>Revenue and Other Support</b>									
9,068	11,291	(2,224)	14,489	(20%)	123,130	122,785	345	130,702	0%
1,058	983	75	1,013	8%	10,472	9,830	643	11,212	7%
267	385	(118)	334	(31%)	3,257	3,850	(593)	3,834	(15%)
110	40	70	0	175%	732	400	332	381	83%
55	75	(20)	75	(26%)	586	750	(164)	765	(22%)
39	200	(161)	112	(81%)	1,574	2,000	(426)	2,013	(21%)
46	180	(135)	78	(75%)	763	1,800	(1,037)	1,776	(58%)
0	0	0	0	0%	162	170	(8)	164	(5%)
170	170	0	168	0%	1,255	1,220	35	1,198	3%
0	0	0	0	0%	27	0	27	0	0%
16,633	16,633	0	18,833	0%	166,330	166,330	0	188,330	0%
15,000	0	15,000	0	0%	15,000	0	15,000	0	0%
0	0	0	0	0%	891	745	146	421	20%
76	30	46	0	153%	133	300	(167)	292	(56%)
0	10	(10)	0	(100%)	62	100	(38)	64	(38%)
350	660	(310)	660	(47%)	1,070	985	85	985	9%
5,600	5,600	0	6,340	0%	56,000	56,000	0	63,400	0%
48,472	36,257	12,215	42,102	34%	381,444	367,265	14,179	405,536	4%
<b>Total Expense Before Depreciation/Re</b>									
210	325	(115)	325	(35%)	2,100	3,250	(1,150)	3,250	(35%)
2,220	0	2,220	0	0%	2,220	0	2,220	0	0%
50,903	36,582	14,321	42,427	39%	385,765	370,515	15,250	408,786	4%
(13,729)	371	(14,099)	(18,732)	*****	(48,432)	(985)	(47,447)	(8,944)	*****
<b>Changes in Unrestricted Net Assets</b>									



