



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

# May 2012 Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Apr 30, 2012

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,585 Units ("MTRIP Census")

		2011/12	2010/11	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 (4.2%)	Occupancy (April) :	41.9%	40.2%	4.2%
North Lake Tahoe Average Daily Rate for last month (April) changed by (5.6%)	ADR (April) :	\$172	\$163	5.6%
North Lake Tahoe RevPAR for last month (April) changed by (10.0%)	RevPAR (April) :	\$72	\$66	10.0%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (May) changed by (6.2%)	Occupancy (May) :	22.5%	21.2%	6.2%
North Lake Tahoe Average Daily Rate for next month (May) changed by (5.3%)	ADR (May) :	\$155	\$147	5.3%
North Lake Tahoe RevPAR for next month (May) changed by (11.8%)	RevPAR (May) :	\$35	\$31	11.8%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (-8.5%)	Occupancy	40.0%	43.8%	-8.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-3.7%)	ADR	\$231	\$240	-3.7%
North Lake Tahoe RevPAR for the prior 6 months changed by (-11.9%)	RevPAR	\$92	\$105	-11.9%
<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 (-1.3%)	Occupancy	19.1%	19.3%	-1.3%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (5.6%)	ADR	\$201	\$191	5.6%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (4.3%)	RevPAR	\$38	\$37	4.3%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2012 vs. Previous Year</b>				
Rooms Booked during last month (April, 2012) compared to Rooms Booked during the same period last year (April, 2011) for all arrival dates has changed by (-6.7%)	Booking Pace (April)	6.0%	6.4%	-6.7%

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

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

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

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

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

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

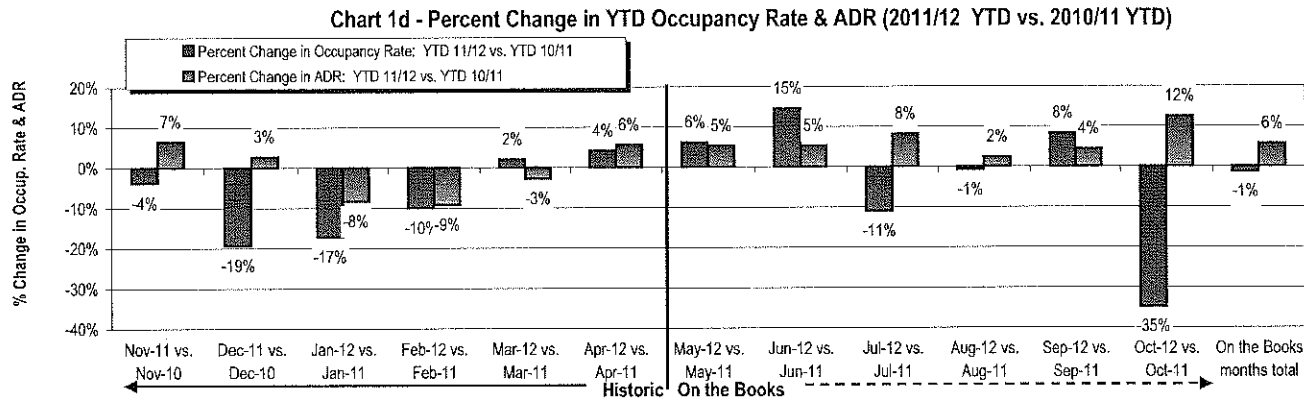
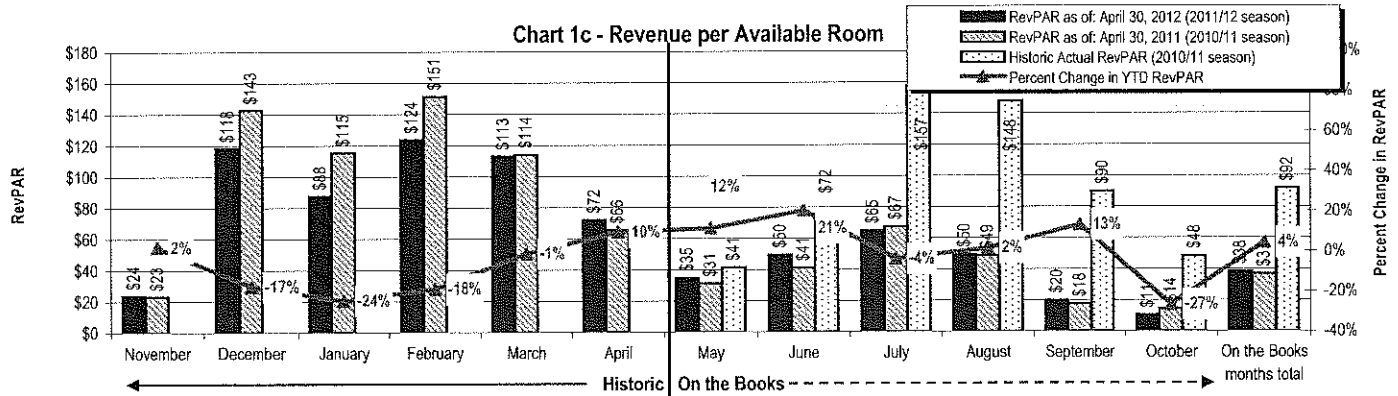
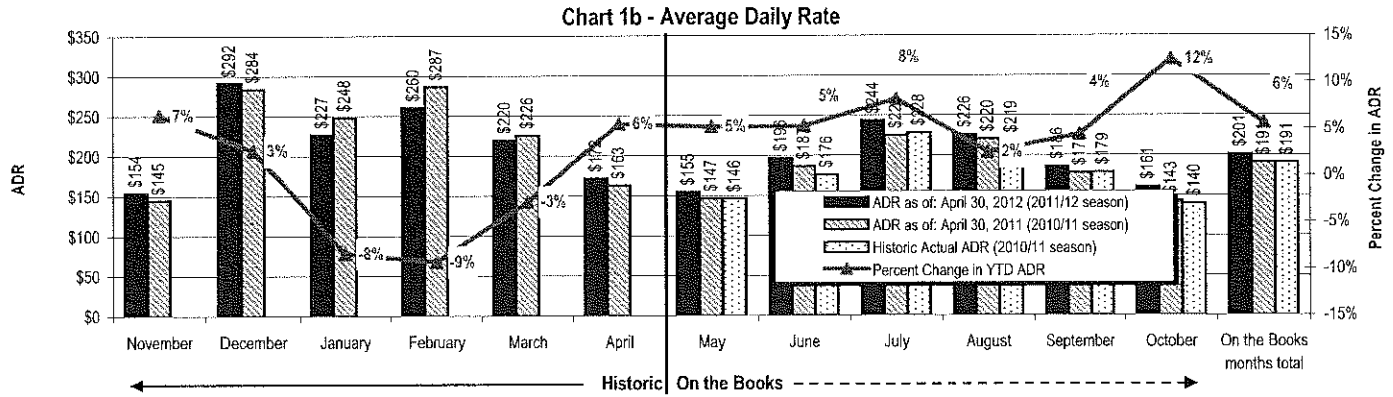
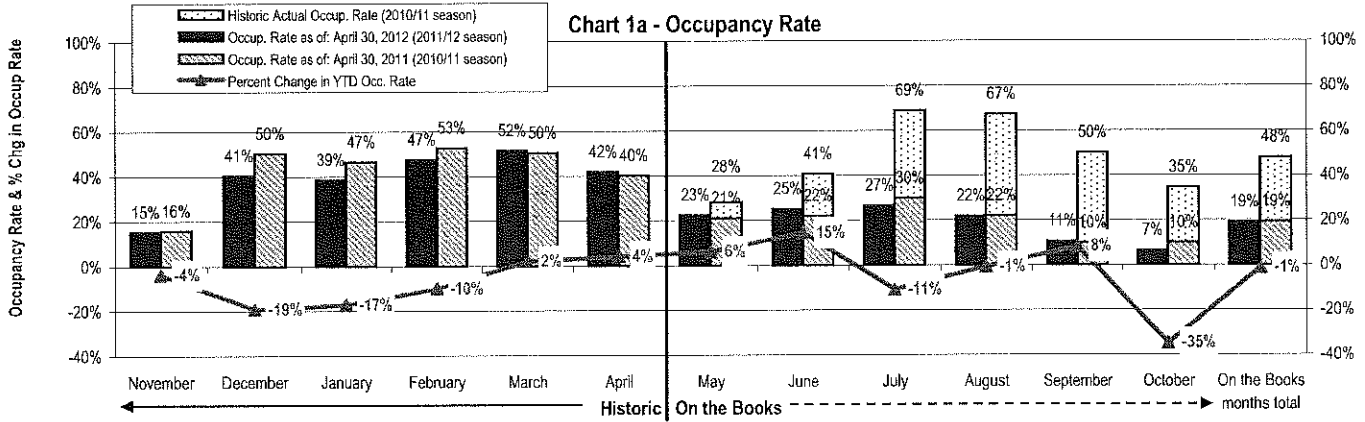
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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

**2011/12 YTD (as of Apr 30, 2012) vs. 2010/11 YTD (as of Apr 30, 2011) vs. 2010/11 Historical**

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

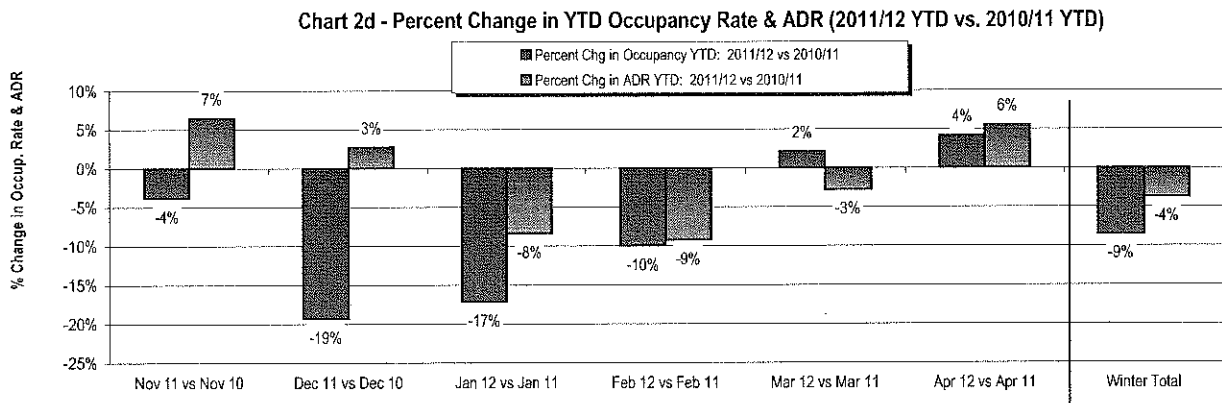
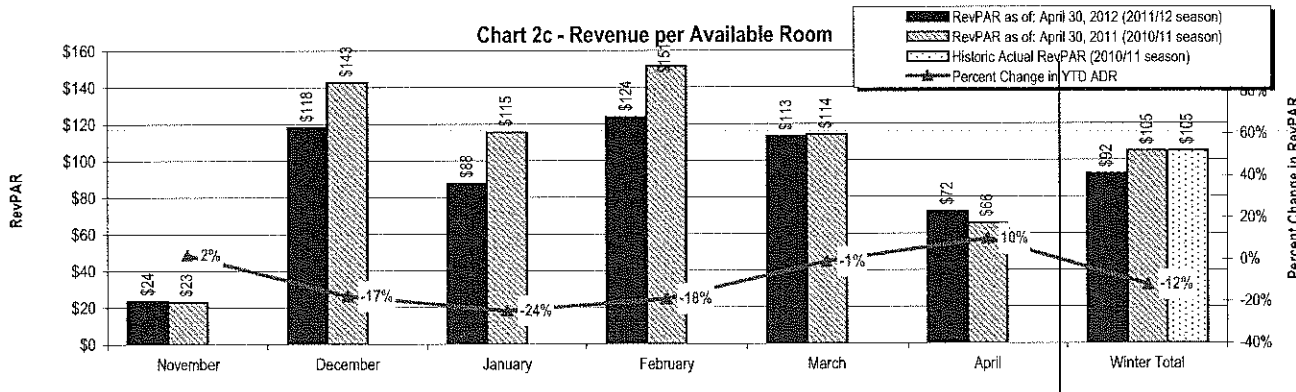
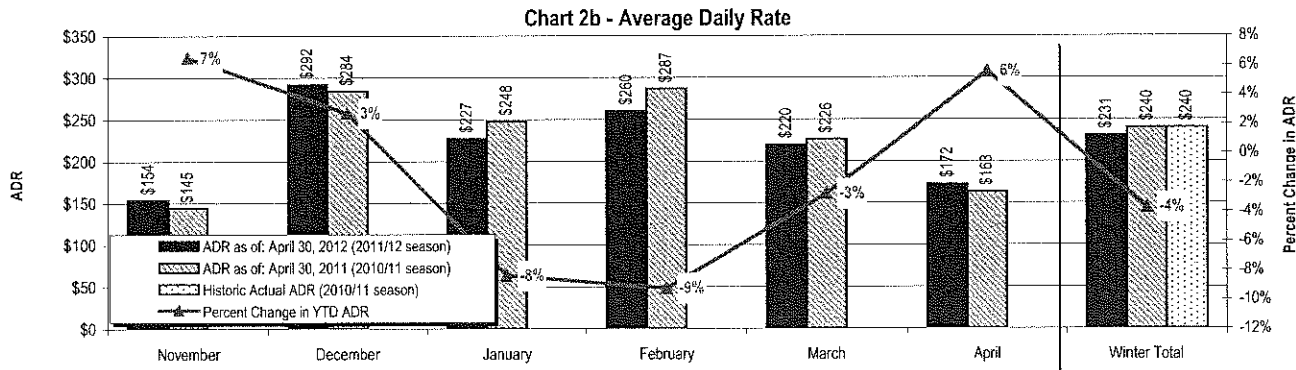
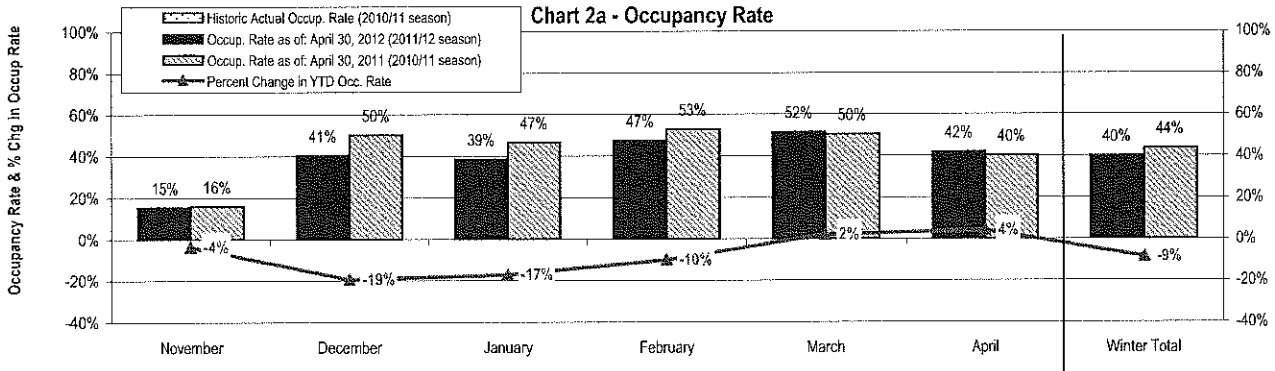


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - WINTER SEASON SUMMARY GRAPHS

**2011/12 YTD (as of Apr 30, 2012) vs. 2010/11 YTD (as of Apr 30, 2011) vs. 2010/11 Historical**

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

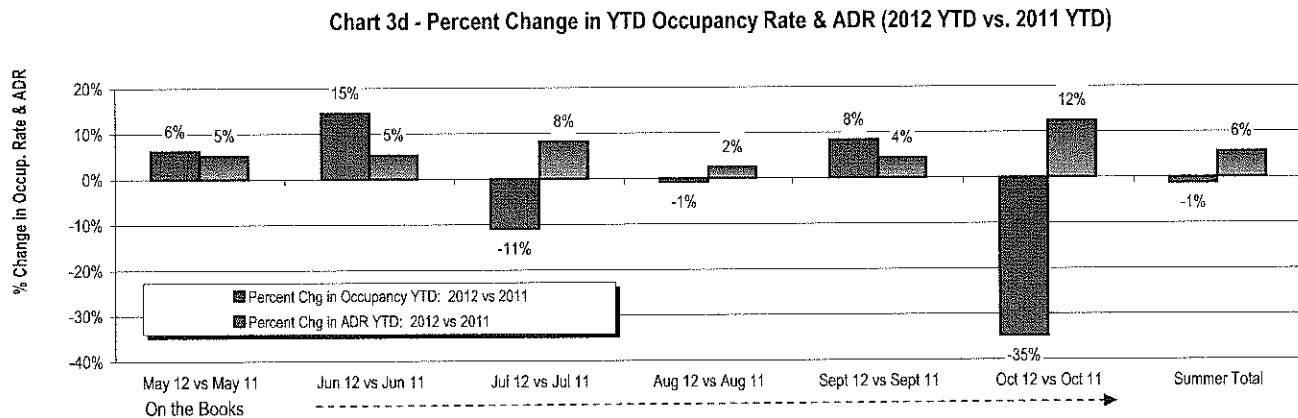
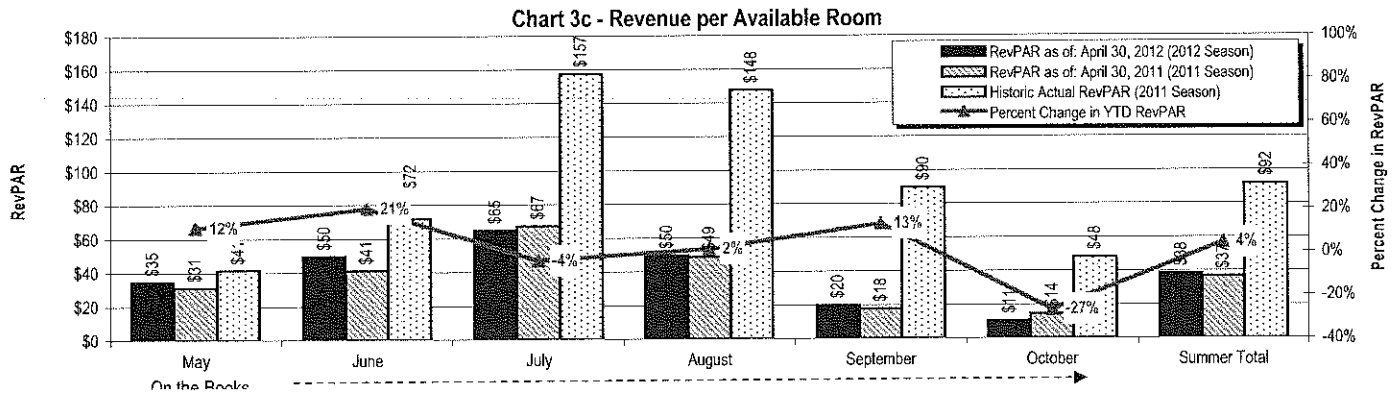
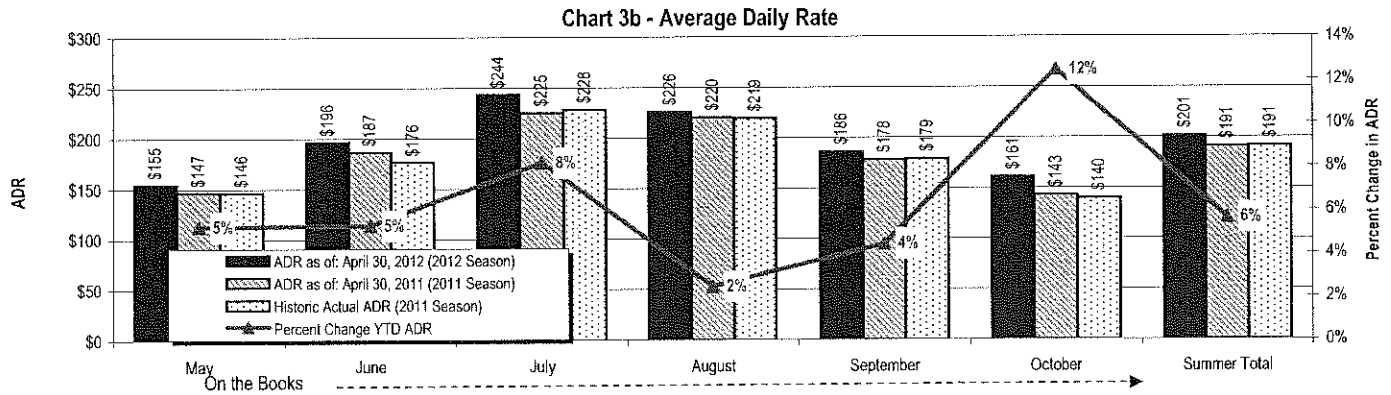
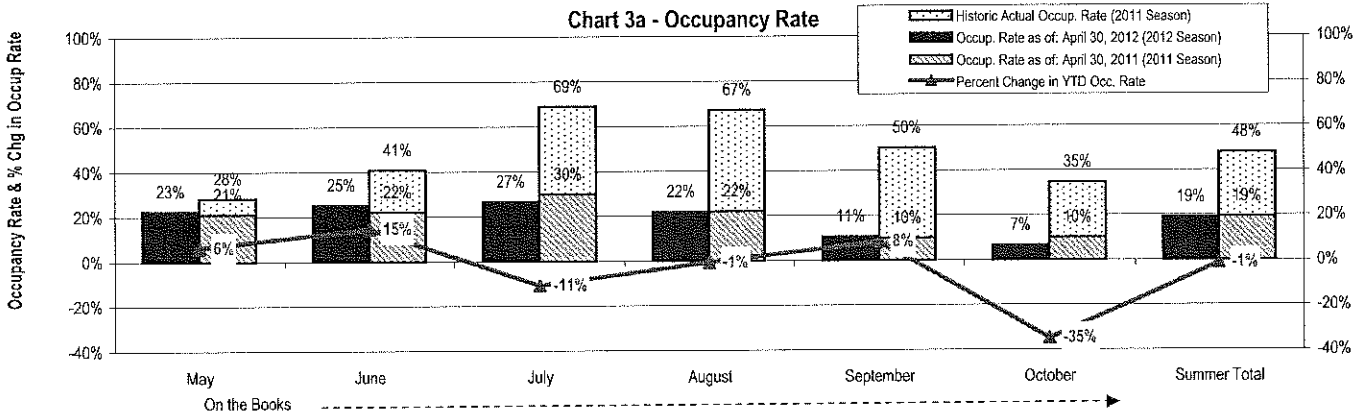


# RESERVATIONS ACTIVITY REPORT

## SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

**2012 YTD (as of Apr 30, 2012) vs. 2011 YTD (as of Apr 30, 2011) vs. 2011 Historical**

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

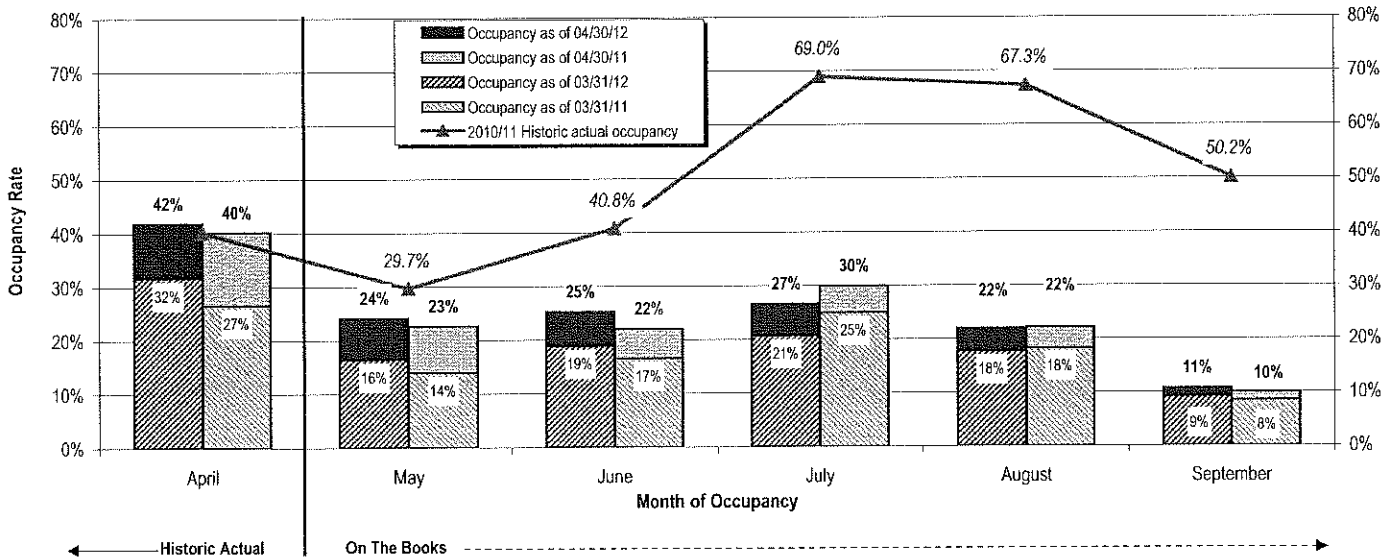


## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

### 2011/12 Occupancy Pace as of Apr 30, 2012 and Mar. 31, 2012 versus same period 2010/11

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

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



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

Month of Occupancy:	OCCUPANCY AS OF 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)		2010/11 Historic actual occupancy
	Occupancy as of 04/30/12	Occupancy as of 04/30/11	Absolute Change	Occupancy as of 03/31/12	Occupancy as of 03/31/11	Absolute Change	Incremental occupancy booked during Apr. 2012	Incremental occupancy booked during Apr. 2011	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	April	41.9%	40.2%	1.7%	31.7%	26.6%	5.1%	10.2%	13.6%	-3.4%	
May	24.1%	22.6%	1.5%	16.5%	14.0%	2.5%	7.7%	8.7%	-1.0%	-11.7%	29.7%
June	25.3%	22.1%	3.2%	18.9%	16.5%	2.3%	6.4%	5.5%	0.9%	16.0%	40.8%
July	26.7%	29.9%	-3.3%	20.7%	25.0%	-4.3%	6.0%	5.0%	1.0%	20.5%	69.0%
August	22.0%	22.2%	-0.2%	17.7%	18.2%	-0.6%	4.3%	3.9%	0.4%	10.0%	67.3%
September	10.7%	9.9%	0.8%	9.2%	8.4%	0.8%	1.5%	1.5%	0.1%	5.1%	50.2%
<b>Total</b>	<b>25.0%</b>	<b>24.6%</b>	<b>0.4%</b>	<b>19.1%</b>	<b>18.2%</b>	<b>0.8%</b>	<b>6.0%</b>	<b>6.4%</b>	<b>-0.4%</b>	<b>-6.7%</b>	<b>49.4%</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 Apr 30, 2012**

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)	# of Properties in Sample
		Occup. Rate as of: April 30, 2012 (2011/12 season)	Occup. Rate as of: April 30, 2011 (2010/11 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2011/12 & 2010/11)						
November	Historic Actual	15.4%	16.0%	-3.8%		10
December		40.5%	50.2%	-19.3%		11
January		38.6%	46.6%	-17.2%		11
February		47.5%	52.8%	-10.0%		11
March		51.5%	50.5%	2.1%		11
April		41.9%	40.2%	4.2%		11
May	On the Books	22.5%	21.2%	6.2%	28.3%	11
June	On the Books	25.3%	22.1%	14.5%	40.8%	11
July		26.7%	29.9%	-10.9%	69.0%	10
August		22.0%	22.2%	-0.8%	67.3%	10
September		10.7%	9.9%	8.3%	50.2%	10
October		6.5%	10.0%	-34.8%	34.6%	10
Grand total		29.3%	31.4%	-6.7%	45.9%	11
Historic months total		40.0%	43.8%	-8.5%	43.8%	11
On the Books months total		19.1%	19.3%	-1.3%	48.0%	11

AVERAGE DAILY RATE		ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)	# of Properties in Sample
		ADR as of: April 30, 2012 (2011/12 season)	ADR as of: April 30, 2011 (2010/11 season)	Percent Change in YTD ADR		
Month of Occupancy (2011/12 & 2010/11)						
November	Historic Actual	\$154	\$145	6.5%		10
December		\$292	\$284	2.7%		11
January		\$227	\$248	-8.4%		11
February		\$260	\$287	-9.2%		11
March		\$220	\$226	-2.8%		11
April		\$172	\$163	5.6%		11
May	On the Books	\$155	\$147	5.3%	\$146	11
June	On the Books	\$196	\$187	5.3%	\$176	11
July		\$244	\$225	8.2%	\$228	10
August		\$226	\$220	2.5%	\$219	10
September		\$186	\$178	4.4%	\$179	10
October		\$161	\$143	12.5%	\$140	10
Grand total		\$221	\$225	-1.6%	\$214	11
Historic months total		\$231	\$240	-3.7%	\$240	11
On the Books months total		\$201	\$191	5.6%	\$191	11

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)	# of Properties in Sample
		RevPAR as of: April 30, 2012 (2011/12 season)	RevPAR as of: April 30, 2011 (2010/11 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2011/12 & 2010/11)						
November	Historic Actual	\$24	\$23	2.5%		10
December		\$118	\$143	-17.1%		11
January		\$88	\$115	-24.1%		11
February		\$124	\$151	-18.3%		11
March		\$113	\$114	-0.8%		11
April		\$72	\$66	10.0%		11
May	On the Books	\$35	\$31	11.8%	\$41	11
June	On the Books	\$50	\$41	20.6%	\$72	11
July		\$65	\$67	-3.6%	\$157	10
August		\$50	\$49	1.7%	\$148	10
September		\$20	\$18	13.1%	\$90	10
October		\$11	\$14	-26.6%	\$48	10
Grand total		\$65	\$71	-8.2%	\$98	11
Historic months total		\$92	\$105	-11.9%	\$105	11
On the Books months total		\$38	\$37	4.3%	\$92	11

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of Apr 30, 2012**

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)
	Occup. Rate as of: April 30, 2012 (2011/12 season)	Occup. Rate as of: April 30, 2011 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)				
November	15.4%	16.0%	-3.8%	
December	40.5%	50.2%	-19.3%	
January	38.6%	46.6%	-17.2%	
February	47.5%	52.8%	-10.0%	
March	51.5%	50.5%	2.1%	
April	41.9%	40.2%	4.2%	
Winter Total	40.0%	43.8%	-8.5%	43.8%

AVERAGE DAILY RATE	ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)
	ADR as of: April 30, 2012 (2011/12 season)	ADR as of: April 30, 2011 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$154	\$145	6.5%	
December	\$292	\$284	2.7%	
January	\$227	\$248	-8.4%	
February	\$260	\$287	-9.2%	
March	\$220	\$226	-2.8%	
April	\$172	\$163	5.6%	
Winter Total	\$231	\$240	-3.7%	\$240

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)
	RevPAR as of: April 30, 2012 (2011/12 season)	RevPAR as of: April 30, 2011 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)				
November	\$24	\$23	2.5%	
December	\$118	\$143	-17.1%	
January	\$88	\$115	-24.1%	
February	\$124	\$151	-18.3%	
March	\$113	\$114	-0.8%	
April	\$72	\$66	10.0%	
Winter Total	\$92	\$105	-11.9%	\$105



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of Apr 30, 2012**

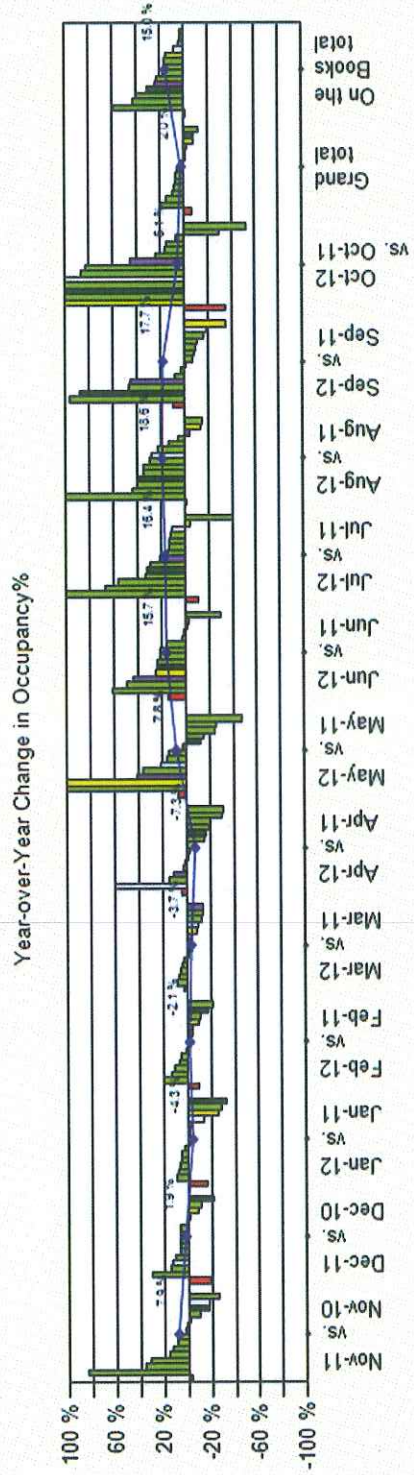
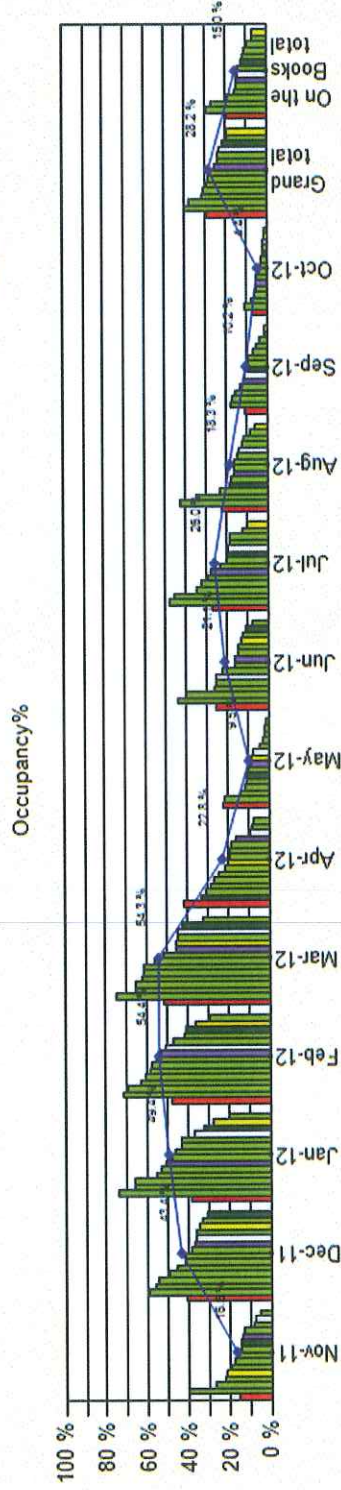
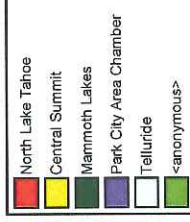
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: April 30, 2012 (2012 Season)	Occup. Rate as of: April 30, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	22.5%	21.2%	6.2%	28.3%
June	25.3%	22.1%	14.5%	40.8%
July	26.7%	29.9%	-10.9%	69.0%
August	22.0%	22.2%	-0.8%	67.3%
September	10.7%	9.9%	8.3%	50.2%
October	6.5%	10.0%	-34.8%	34.6%
Summer Total	19.1%	19.3%	-1.3%	48.0%

AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2011 Season)
	ADR as of: April 30, 2012 (2012 Season)	ADR as of: April 30, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$155	\$147	5.3%	\$146
June	\$196	\$187	5.3%	\$176
July	\$244	\$225	8.2%	\$228
August	\$226	\$220	2.5%	\$219
September	\$186	\$178	4.4%	\$179
October	\$161	\$143	12.5%	\$140
Summer Total	\$201	\$191	5.6%	\$191

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2011 Season)
	RevPAR as of: April 30, 2012 (2012 Season)	RevPAR as of: April 30, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$35	\$31	11.8%	\$41
June	\$50	\$41	20.6%	\$72
July	\$65	\$67	-3.6%	\$157
August	\$50	\$49	1.7%	\$148
September	\$20	\$18	13.1%	\$90
October	\$11	\$14	-26.6%	\$48
Summer Total	\$38	\$37	4.3%	\$92

**North Lake Tahoe Lodging Occupancy  
Enhanced Destination Comparative Report as of 4/30/2012 11:59:00 PM  
Confidential Not for Redistribution**







**North Lake Tahoe Lodging Occupancy  
Enhanced Destination Comparative Report as of 4/30/2012 11:59:00 PM  
Confidential Not for Redistribution**

**Destinations Compared:**

North Lake Tahoe	Central Summit	Sawatch	Park City Area Chamber	Telluride
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**% Change in Occupancy Rate as of 4/30/2012 11:59:00 PM**

Occ Months Compared	North Lake Tahoe	Central Summit	Sawatch	Park City Area Chamber	Telluride	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	Next Strongest Pacing	All Destination Average
Nov-11 vs. Nov-10	-4%	84%	36%	32%	16%	13%	9%	9%	2%	1%	-1%	-10%	-18%	-27%	8%					
Dec-11 vs. Dec-10	-19%	30%	15%	12%	10%	7%	6%	6%	6%	1%	-1%	-1%	-11%	2%						
Jan-12 vs. Jan-11	-17%	9%	7%	6%	5%	4%	3%	3%	-1%	-1%	-4%	-14%	-28%	-4%						
Feb-12 vs. Feb-11	-10%	19%	13%	10%	7%	5%	0%	0%	-1%	-4%	-5%	-10%	-23%	-2%						
Mar-12 vs. Mar-11	2%	7%	7%	4%	4%	2%	0%	0%	-4%	-5%	-9%	-10%	-14%	-4%						
Apr-12 vs. Apr-11	4%	59%	15%	10%	2%	1%	-1%	-3%	-7%	-15%	-19%	-20%	-31%	-7%						
May-12 vs. May-11	6%	174%	111%	41%	35%	20%	15%	14%	3%	-16%	-25%	-47%	8%							
Jun-12 vs. Jun-11	15%	61%	49%	43%	26%	23%	21%	21%	21%	2%	1%	1%	-29%	16%						
Jul-12 vs. Jul-11	-11%	103%	66%	55%	33%	33%	29%	22%	14%	13%	13%	11%	-40%	16%						
Aug-12 vs. Aug-11	-1%	101%	43%	40%	35%	34%	34%	28%	27%	23%	13%	5%	-15%	19%						
Sep-12 vs. Sep-11	8%	96%	27%	46%	45%	8%	2%	-1%	-7%	-9%	-10%	-11%	-35%	18%						
Oct-12 vs. Oct-11	-35%	295%	221%	82%	181%	137%	87%	82%	45%	24%	15%	14%	-53%	5%						
Grand total	-7%	19%	14%	8%	8%	7%	6%	5%	2%	-2%	-2%	-3%	-13%	2%						
Historic months total	-9%	12%	9%	7%	5%	3%	1%	1%	-3%	-4%	-6%	-9%	-18%	-2%						
On the Books total	-1%	59%	42%	39%	24%	24%	22%	16%	16%	16%	14%	7%	3%	2%	15%					

# Search Engine Marketing Report

for



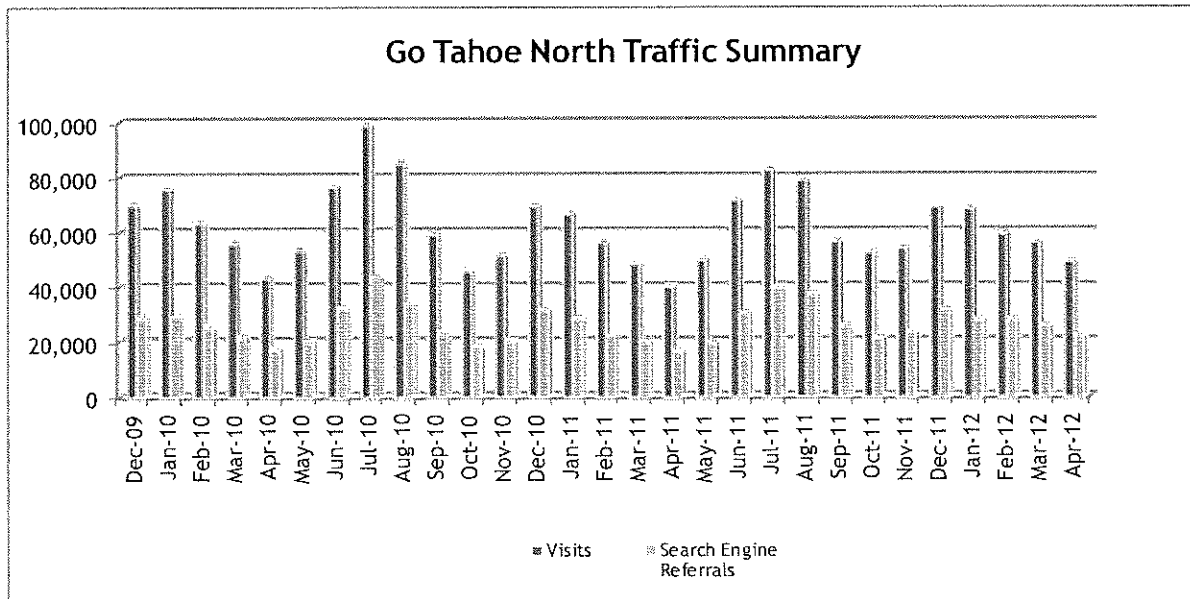
north lake tahoe

May 13, 2012

Presented by  
smith & jones

# Program Progress

- Organic Search Engine referrals increased 34.7% in April 2012 compared to April 2011.
- Organic Search Engine referrals made up 44.8% of total visits in April.
- Overall Website traffic increased 22.5% in April 2012 compared to April 2011.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Apr-12	49,425	22,149	44.81%
Mar-12	56,339	25,896	45.96%
Feb-12	59,587	28,304	47.50%
Jan-12	68,658	28,111	40.94%
Dec-11	69,425	32,096	46.23%
Nov-11	54,268	23,711	43.69%
Oct-11	52,713	21,504	40.79%
Sep-11	56,768	25,747	45.35%
Aug-11	79,334	37,415	47.16%
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%

## Position Progress Summary

### May 3, 2012 GoTahoeNorth Search Positions

Total #1 Positions	24
Total 1st Page Positions	56
Total 2nd Page Positions	10
Google #1 Positions	14
Google 1st Page Positions	32
Google 2nd Page Positions	5

### Compared with

### March 5, 2012 GoTahoeNorth Search Positions

Total #1 Positions	21
Total 1st Page Positions	52
Total 2nd Page Positions	15
Google #1 Positions	13
Google 1st Page Positions	32
Google 2nd Page Positions	6

### Compared with

### May 23, 2007 GoTahoeNorth Search Positions

Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

1 New First Page Position on Google for:

- Lake Tahoe skiing

1 New #1 Page Position on Google for:

- north Lake Tahoe camping

4 New First Page Position on Bing for:

- Lake Tahoe
- Lake Tahoe activities
- Lake Tahoe Chamber of Commerce
- Lake Tahoe golf courses

2 New #1 Page Position on Bing for:

- Incline Village Lake Tahoe
- Tahoe Vista

## Site Optimization

- Development of new content for the following areas of the Website are an SEO priority:
  - smith + jones researched highly searched phrases that GoTahoeNorth should add content focused on to the Website. Monthly search frequencies are listed with each key phrase.
    - 9900 Lake Tahoe restaurants
    - 6600 Things to Do in Lake Tahoe
    - 5400 Lake Tahoe shows
    - 720 Lake Tahoe beach weddings
    - 880 Lake Tahoe tourism
  - smith + jones would like to see static content be created for the following pages. 100 - 200 words near the top of the page, before the individual listings.
    - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
    - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
    - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
    - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
    - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
    - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
    - <http://www.gotahoenorth.com/outdoors/golf-course-map>
    - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
    - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
    - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
    - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>
    - <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
    - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
    - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
    - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>



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

- smith + jones posted the following forum posts linking to GoTahoeNorth in April:
  - <http://answers.yahoo.com/question/index?qid=20120404084100AAVsmen>
  - <http://answers.yahoo.com/question/index?qid=20120410025238AAhzNVQ>
  - <http://answers.yahoo.com/question/index?qid=20120429151404AAjj1bz>
- 40 submissions were made to Social Media Web sites in the month of April. Details can be found in the attached spreadsheet.

## Organic Search Position Summary Historical Data

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

Northstar												
Northstar at Tahoe												
ski Tahoe	7		9		8		7	9	15	7	18	8
ski vacations												
Squaw Valley					17		18		18		17	11
Tahoe City	2	2	3	2	2	2	2	2	2	6	2	2
Tahoe Vista	1	1	1	2	1	2	1	1	1	1	1	1
Truckee California												

<b>Search Positions By Engine</b>												
#1 Positions	14	10	13	8	13	8	13	10	13	10	13	10
1st Page Positions	32	24	32	20	32	20	30	23	29	23	29	26
2nd Page Positions	5	5	6	9	6	11	7	7	8	6	8	5

<b>Total Search Positions</b>						
#1 Positions	24	21	21	23	23	23
1st Page Positions	56	52	52	53	52	55
2nd Page Positions	10	15	17	14	14	13

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

## Buzz on the Web

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

<http://www.etravelblackboard.com/article/130636/north-tahoe-through-the-looking-glass>  
North Tahoe through the looking glass

<http://yubanet.com/regional/Tahoe-to-Host-2nd-Annual-Adventure-Sports-Week-June-15-24.php#.T6Kk6LNYvTo>  
Tahoe to Host 2nd Annual Adventure Sports Week June 15-24

<http://www.etravelblackboard.com/article/130635/a-north-tahoe-obsession>  
A North Tahoe obsession

<http://twitter.com/#!/TahoeSouth/status/197720352015654912>  
Great colors! Thanks for sharing! RT @tourneautimes: @TahoeNorth @TahoeSouth Lake Tahoe #beautiful <http://pinterest.com/pin/218495019391940061/> #Tahoe

<http://twitter.com/#!/FlyGuyReno/status/197450877794136064>  
@TahoeNorth Me!! Can't wait. Suppose I should clean my sleeping bag since it hasn't been touched since last year. Oops.

[http://twitter.com/#!/Nevada\\_Magazine/status/197366632522321920](http://twitter.com/#!/Nevada_Magazine/status/197366632522321920)  
Vote for #LakeTahoe (@TahoeNorth @TahoeSouth) as the Ultimate #Fishing Town on the World Fishing Network's (@WFN) site:  
<http://www.worldfishingnetwork.com/uft/town/laketahoe-ny>

<http://twitter.com/#!/RedWolfSquaw/status/195623234773852160>  
Wouldn't miss this! RT @tahoenorth: Don't miss the 22nd Annual Cushing Crossing @SquawValley, Sunday, April 29: <http://t.co/Hv7xqDLN>

## Visitors Overview

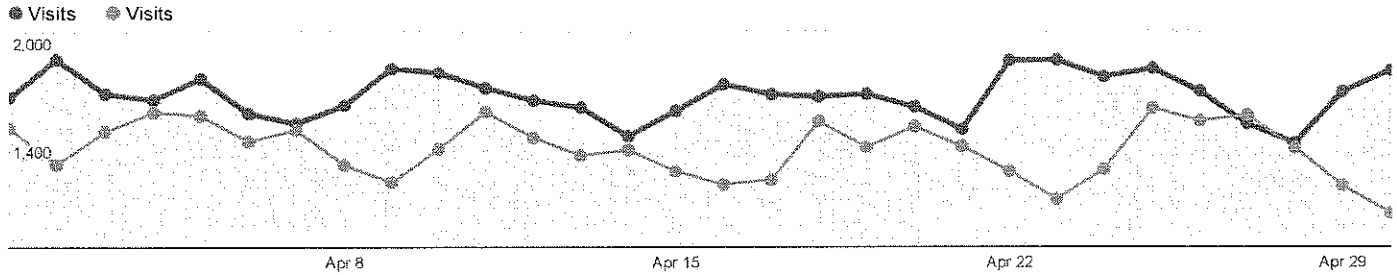
Apr 1, 2012 - Apr 30, 2012

100.00% of total visits

Apr 1, 2011 - Apr 30, 2011

100.00% of total visits

### Overview



## 41,342 people visited this site

**Visits: 22.55%**  
49,425 vs 40,331

**Unique Visitors: 20.47%**  
41,342 vs 34,316

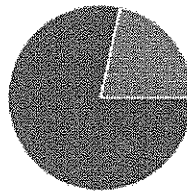
**Pageviews: -0.34%**  
201,829 vs 202,514

**Pages/Visit: -18.68%**  
4.08 vs 5.02

**Avg. Visit Duration: -19.82%**  
00:03:03 vs 00:03:49

**Bounce Rate: 13.05%**  
37.56% vs 33.23%

**% New Visits: -0.71%**  
78.41% vs 78.98%



**78.49% New Visitor**  
38,793 Visits

**21.51% Returning Visitor**  
10,632 Visits

Language	Visits	% Visits
<b>1. en-us</b>		
Apr 1, 2012 - Apr 30, 2012	44,105	89.24%
Apr 1, 2011 - Apr 30, 2011	37,497	92.97%
<b>% Change</b>	<b>17.62%</b>	<b>-4.02%</b>
<b>2. en</b>		
Apr 1, 2012 - Apr 30, 2012	2,477	5.01%
Apr 1, 2011 - Apr 30, 2011	782	1.94%
<b>% Change</b>	<b>216.75%</b>	<b>158.47%</b>
<b>3. en-gb</b>		
Apr 1, 2012 - Apr 30, 2012	484	0.98%
Apr 1, 2011 - Apr 30, 2011	257	0.64%
<b>% Change</b>	<b>88.33%</b>	<b>53.68%</b>
<b>4. de-de</b>		

## PROPERTY REFERRAL REPORT - APRIL (Total Listing)

## Referrals

Hyatt Regency Lake Tahoe Resort, Spa and Casino	537
Tahoe Getaways Vacation Rentals	518
Cal Neva Resort Casino Hotel Cool Deals	253
Brockway Springs Resort	229
Tahoe Biltmore Lodge & Casino	207
The Ritz-Carlton, Lake Tahoe Cool Deals	198
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	197
Stay In Lake Tahoe	197
Cal Neva Resort Casino Hotel	189
Northstar Resort	186
Sunnyside Restaurant & Lodge	181
Northstar Resort Cool Deals	180
Cedar Glen Lodge	179
Franciscan Lakeside Lodge	166
The Ritz-Carlton, Lake Tahoe	165
Shore House at Lake Tahoe	160
Granlibakken Conference Center & Resort	149
Stanford Alpine Chalet	146
Ferrari's Crown Resort	135
Parkside Inn at Incline	133
Hauserman Rental Group	130
Agate Bay Realty Vacation Rentals	129
The Village at Squaw Valley	126
Mourelatos Lakeshore Resort	124
Firelite Lodge Cool Deals	121
River Ranch Lodge and Restaurant	119
Tahoe Luxury Properties	119
Cottage Inn at Lake Tahoe	112
Holiday House	111
Tahoe City Inn Cool Deals	108
Incline at Tahoe Realty	102
TahoeRentals.com ~ Wells and Bennett Realtors	101
Resort at Squaw Creek	100
The Village at Squaw Valley Cool Deals	98
Mourelatos Lakeshore Resort Cool Deals	96
Vacation Station, Inc.	96
North Tahoe Rental Company	92
West Shore Cafe & Inn	92
Tahoma Lodge	90
Lake Tahoe Deluxe Vacation Rentals	89
Waters of Tahoe Properties	88
Painted Rock Lodge	85
Americas Best Value Inn Tahoe City	83
Tahoma Meadows Bed & Breakfast Cool Deals	81

Incline Vacation Rentals	80
Red Wolf Lakeside Lodge	80
Tahoe Biltmore Lodge & Casino Cool Deals	78
Rainbow Lodge	77
Squaw Valley Lodge Cool Deals	74
PepperTree Inn	72
Shooting Star Bed & Breakfast	72
Lake Tahoe Accommodations.	70
The Border House	70
Tahoe Getaways Vacation Rentals Cool Deals	68
PlumpJack Squaw Valley Inn	66
Meeks Bay Resort & Marina	64
Tahoe Mountain Resorts Lodging	64
Club Tahoe Resort	63
Goldfish Properties	61
Tahoe City Inn	61
Northstar Condominiums	59
Tahoma Meadows Bed & Breakfast	59
Olympic Village Inn	57
Stevenson's Holliday Inn	57
Chaney House	55
Mother Natures Inn	54
Rustic Cottage Inn	53
Tahoe Marina Lodge	53
Granlibakken Conference Center & Resort Cool Deals	52
The Lodge at Sugar Bowl	50
Firelite Lodge	49
Squaw Valley Lodge	48
LakeFrontHouse.com	45
Tahoe Vistana Inn	45
Sunnyside Restaurant & Lodge Cool Deals	44
Northstar Mountain Home Vacation Rentals	42
Tahoe Woodside Vacation Rentals	42
Ice Lakes Lodge at Royal Gorge XC Ski Resort	40
Stay In Lake Tahoe Cool Deals	40
Tahoe Mountain Resorts Lodging Cool Deals	40
Hauserman Rental Group Cool Deals	39
Tahoe Sands Resort	39
Holiday House Cool Deals	38
Resort at Squaw Creek Cool Deals	37
River Ranch Lodge and Restaurant Cool Deals	36
Lake Tahoe Accommodations	35
Tahoma Lodge Cool Deals	35
West Lake Properties at Tahoe	32
Vacation Tahoe by O'Neal Brokers	29
Alpine Rental Group	28
Incline Vacation Rentals Cool Deals	28



Red Wolf Lodge at Squaw Valley	27
Tahoe Tavern Properties	27
Cedar Glen Lodge Cool Deals	26
Kingswood Village Vacation Rentals	26
Agate Bay Realty Vacation Rentals Cool Deals	25
Lake of the Sky Motor Inn	25
Lake Tahoe Accommodations. Cool Deals	23
Tamarack Lodge	23
Tahoe Edgelake Beach Club	19
Incline at Tahoe Realty Cool Deals	14
Stanford Alpine Chalet Cool Deals	12
Tahoe North Shore Lodge	12
Ferrari's Crown Resort Cool Deals	7
Chinquapin / Packard Realty	6
Martis Valley Associates Property Rentals	3
Tahoe Real Estate Group	3
Prudential California Realty	1
<b>Totals</b>	<b>9556</b>

PROPERTY REFERRAL REPORT - APRIL (Alpha Listing)

Referrals

Agate Bay Realty Vacation Rentals	129
Agate Bay Realty Vacation Rentals Cool Deals	25
Alpine Rental Group	28
Americas Best Value Inn Tahoe City	83
Brockway Springs Resort	229
Cal Neva Resort Casino Hotel	189
Cal Neva Resort Casino Hotel Cool Deals	253
Cedar Glen Lodge	179
Cedar Glen Lodge Cool Deals	26
Chaney House	55
Chinquapin / Packard Realty	6
Club Tahoe Resort	63
Cottage Inn at Lake Tahoe	112
Ferrari's Crown Resort	135
Ferrari's Crown Resort Cool Deals	7
Firelite Lodge	49
Firelite Lodge Cool Deals	121
Franciscan Lakeside Lodge	166
Goldfish Properties	61
Granlibakken Conference Center & Resort	149
Granlibakken Conference Center & Resort Cool Deals	52
Hauserman Rental Group	130
Hauserman Rental Group Cool Deals	39
Holiday House	111
Holiday House Cool Deals	38
Hyatt Regency Lake Tahoe Resort, Spa and Casino	537
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	197
Ice Lakes Lodge at Royal Gorge XC Ski Resort	40
Incline at Tahoe Realty	102
Incline at Tahoe Realty Cool Deals	14
Incline Vacation Rentals	80
Incline Vacation Rentals Cool Deals	28
Kingswood Village Vacation Rentals	26
Lake of the Sky Motor Inn	25
Lake Tahoe Accommodations	35
Lake Tahoe Accommodations.	70
Lake Tahoe Accommodations. Cool Deals	23
Lake Tahoe Deluxe Vacation Rentals	89
LakeFrontHouse.com	45
Martis Valley Associates Property Rentals	3
Meeks Bay Resort & Marina	64
Mother Natures Inn	54
Mourelatos Lakeshore Resort	124
Mourelatos Lakeshore Resort Cool Deals	96

North Tahoe Rental Company	92
Northstar Condominiums	59
Northstar Mountain Home Vacation Rentals	42
Northstar Resort	186
Northstar Resort Cool Deals	180
Olympic Village Inn	57
Painted Rock Lodge	85
Parkside Inn at Incline	133
PepperTree Inn	72
PlumpJack Squaw Valley Inn	66
Prudential California Realty	1
Rainbow Lodge	77
Red Wolf Lakeside Lodge	80
Red Wolf Lodge at Squaw Valley	27
Resort at Squaw Creek	100
Resort at Squaw Creek Cool Deals	37
River Ranch Lodge and Restaurant	119
River Ranch Lodge and Restaurant Cool Deals	36
Rustic Cottage Inn	53
Shooting Star Bed & Breakfast	72
Shore House at Lake Tahoe	160
Squaw Valley Lodge	48
Squaw Valley Lodge Cool Deals	74
Stanford Alpine Chalet	146
Stanford Alpine Chalet Cool Deals	12
Stay In Lake Tahoe	197
Stay In Lake Tahoe Cool Deals	40
Stevenson's Holliday Inn	57
Sunnyside Restaurant & Lodge	181
Sunnyside Restaurant & Lodge Cool Deals	44
Tahoe Biltmore Lodge & Casino	207
Tahoe Biltmore Lodge & Casino Cool Deals	78
Tahoe City Inn	61
Tahoe City Inn Cool Deals	108
Tahoe Edgelake Beach Club	19
Tahoe Getaways Vacation Rentals	518
Tahoe Getaways Vacation Rentals Cool Deals	68
Tahoe Luxury Properties	119
Tahoe Marina Lodge	53
Tahoe Mountain Resorts Lodging	64
Tahoe Mountain Resorts Lodging Cool Deals	40
Tahoe North Shore Lodge	12
Tahoe Real Estate Group	3
Tahoe Sands Resort	39
Tahoe Tavern Properties	27
Tahoe Vistana Inn	45
Tahoe Woodside Vacation Rentals	42

TahoeRentals.com ~ Wells and Bennett Realtors	101
Tahoma Lodge	90
Tahoma Lodge Cool Deals	35
Tahoma Meadows Bed & Breakfast	59
Tahoma Meadows Bed & Breakfast Cool Deals	81
Tamarack Lodge	23
The Border House	70
The Lodge at Sugar Bowl	50
The Ritz-Carlton, Lake Tahoe	165
The Ritz-Carlton, Lake Tahoe Cool Deals	198
The Village at Squaw Valley	126
The Village at Squaw Valley Cool Deals	98
Vacation Station, Inc.	96
Vacation Tahoe by O'Neal Brokers	29
Waters of Tahoe Properties	88
West Lake Properties at Tahoe	32
West Shore Cafe & Inn	92
<b>Totals</b>	<b>9556</b>

And  
up we  
go.



**April 2012**  
**Passenger and Cargo Traffic Statistics**  
**Reno-Tahoe International Airport**

May 21, 2012



**Reno-Tahoe**  
**Airport Authority**



**U.S. DOMESTIC INDUSTRY OVERVIEW FOR APRIL 2012**  
**All RNO Carriers Systemwide – year over year comparison**

<b>Average Load Factor:</b>	<b>84.3%, up 1.3 pts.</b>
<b>Number of Flights *:</b>	<b>Down (2.6%)</b>
<b>Capacity of Seats *:</b>	<b>Down (1.6%)</b>
<b>Crude Oil **:</b>	<b>\$103.32 per barrel April 2012 vs. \$109.53 per barrel April 2011</b>

**RNO OVERVIEW FOR APRIL 2012 – year over year comparison**

<b>Total Passengers:</b>	<b>Down (6.6%)</b>
<b>Avg. Enplaned Load Factor:</b>	<b>79.1% up 7.4 pts.</b>
<b>Passenger Flights:</b>	<b>Down (12.9%)</b>
<b>Total Seats:</b>	<b>Down (12.6%)</b>
<b>Total Cargo:</b>	<b>Down (7.8%)</b>

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

**APRIL 2012 SUMMARY**

Reno-Tahoe International Airport (RNO) served 275,926 passengers in April 2012, a decrease of (6.6%) versus the same period last year. The decrease in total passengers is attributed to the lack of ski season traffic caused by dry winter conditions at Lake Tahoe. As an example, Vail Resorts reported a year-over-year decline of (24.2%) in the number of skier visits at Heavenly and Northstar resorts at Lake Tahoe this season. However, RNO traffic was down only (9.9%) for the same period (November 2011 - April 2012). In addition to dry winter conditions, fewer conventions and events in the Reno/Sparks region also contributed to the decline in passengers at RNO. Last year, United States Bowling Congress (USBC) tournament attendees started arriving in early March, while this year their arrival didn't begin until mid-April. Domestically, Airlines Reporting Corporation (ARC), which captures transaction data from airlines, travel agencies and other travel suppliers, reported a decline of (2.2%) in the number of transactions during the month of April, reflecting a nationwide softening in demand. Calendar year-to-date passenger traffic at RNO is down (12.1%) at 1,092,894.

Reno-Tahoe International Airport handled 8,175,766 pounds of cargo in April 2012, a decrease of (7.8%) versus last year. Declining air cargo numbers at RNO indicate a general slump in the global air cargo market, as reported by airlines and airports worldwide. In April 2012, Cathay Pacific, one of the largest cargo carriers, reported a decrease of (11.0%) in air cargo volume versus the same period last year. Calendar year-to-date cargo volume at RNO is down (6.6%) at 34,568,016 pounds.

In April 2012, RNO was served by six major airlines providing 60 nonstop departures each day to 15 destinations. This reflects a (12.9%) decrease in the number of flights and a (12.6%) decrease in total seats versus April of last year. The rising fuel costs are

**HIGHLIGHTS**

**April 2012 vs. April 2011**

**Total Passengers**  
**Down (6.6%)**

**Enplaned Passengers**  
**Down (6.7%)**

**Deplaned Passengers**  
**Down (6.6%)**

**Average Enplaned Load  
Factor**  
**79.1%, up 7.4 points**

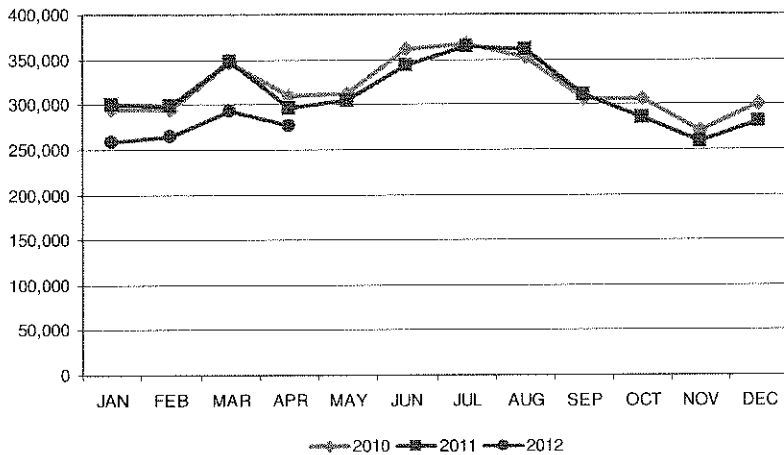
**Total Cargo**  
**Down (7.8%)**



forcing the U.S. domestic airlines to eliminate costly routes from their networks, thus reducing seat capacity. At RNO, Southwest Airlines eliminated non-stop flights to Boise and San Jose from its network. The non-stop seasonal flight to Houston on United Airlines was temporarily discontinued in April and will return in June.

The Average enplaned load factor for scheduled airlines was 79.1%, 7.4 load factor points higher than in April of the prior year.

**Total Passengers**

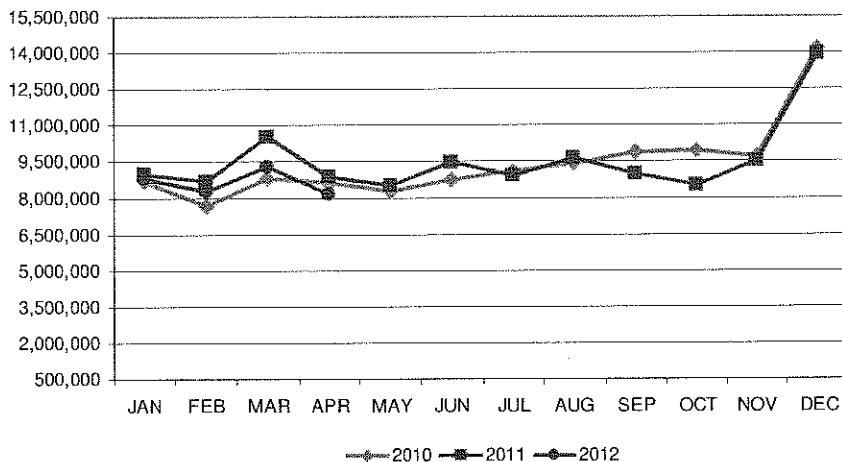


**TOTAL PASSENGERS**

In April 2012, total passenger traffic at RNO decreased (6.6%) versus last year. Year-over-year passenger traffic of Delta Air Lines and US Airways increased 27.4% and 2.1% respectively. United Airlines' passenger traffic decreased (20.0%), Alaska Airlines was down (17.2%), American Airlines dropped (14.9%) and Southwest Airlines reported a passenger traffic decline of (6.3%) for the same period.

Effective June 4, 2012, Alaska Airlines will begin two new non-stop daily flights to San Jose, CA.

**Total Cargo**

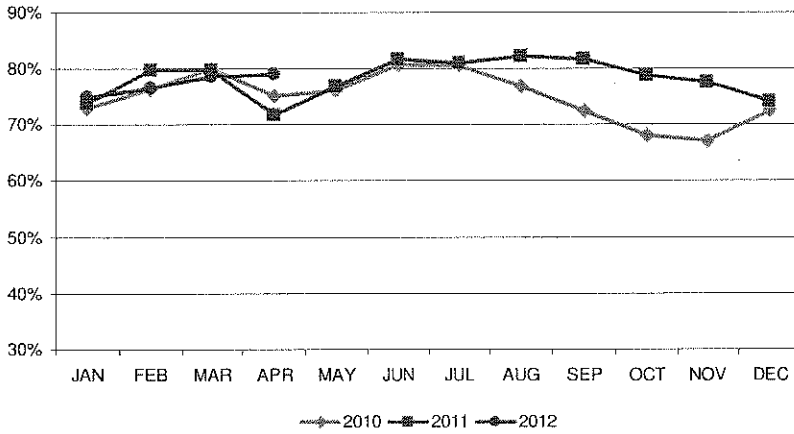


**TOTAL CARGO**

In April 2012, total cargo volume decreased (7.8%) versus the same period last year. Year-over-year cargo volume of Ameriflight decreased (11.8%), FedEx was down (9.4%) and UPS carried (4.3%) less cargo for the same period.

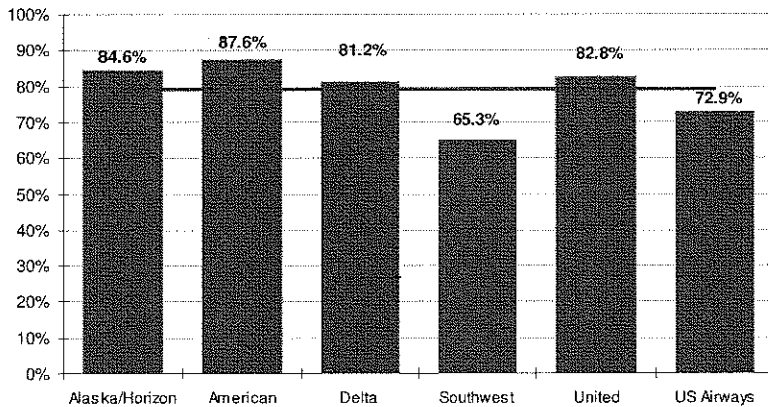


**Average Enplaned Load Factors**



Load Factors April 2012			
Airline	RNO	Network	Difference
Alaska	84.6%	86.5%	(1.9)
American	87.6%	82.9%	4.7
Delta	81.2%	82.8%	(1.6)
Southwest	65.3%	79.8%	(14.5)
United	82.8%	82.7%	0.1
US Airways	72.9%	83.0%	(10.1)

**Enplaned Load Factors by Airlines**



**AIRLINE LOAD FACTORS**

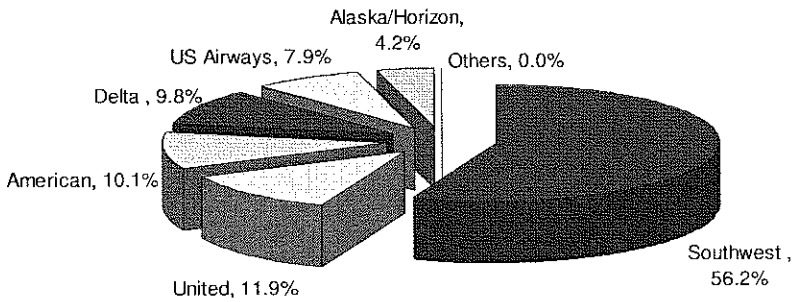
In April 2012, the average enplaned load factor at RNO was 79.1%, an increase of 7.4 load factor points versus last year. US Airways reported the highest year-over-year load factor increase of 9.7 points.





# Reno-Tahoe International Airport

**Air Carrier Market Share**

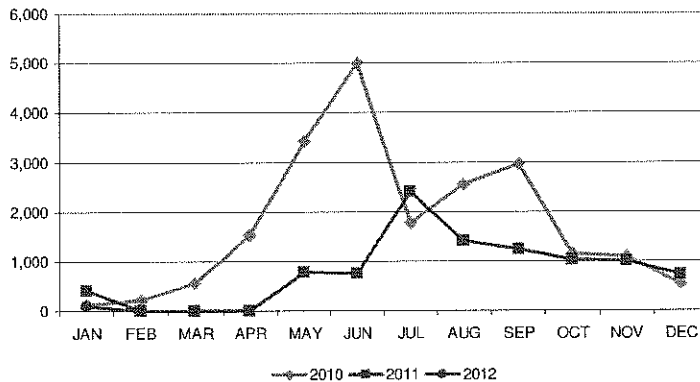


## AIRLINE MARKET SHARE

In April 2012, Southwest Airlines carried a total of 155,055 passengers with a passenger market share of 56.2%. The next highest market share was United Airlines at 11.9% followed by American Airlines with 10.1%, Delta Air Lines with 9.8%, US Airways at 7.9% and Alaska Airlines carried 4.2% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share			
	Apr-12	Apr-11	YOY Change
Alaska/Horizon	4.2%	4.7%	(0.5)
American	10.1%	11.1%	(1.0)
Delta	9.8%	7.2%	2.6
Southwest	56.2%	56.0%	0.2
United	11.9%	13.9%	(2.0)
US Airways	7.9%	7.2%	0.7
Others	0.0%	0.0%	0.0

**Total Domestic Charter Passengers**

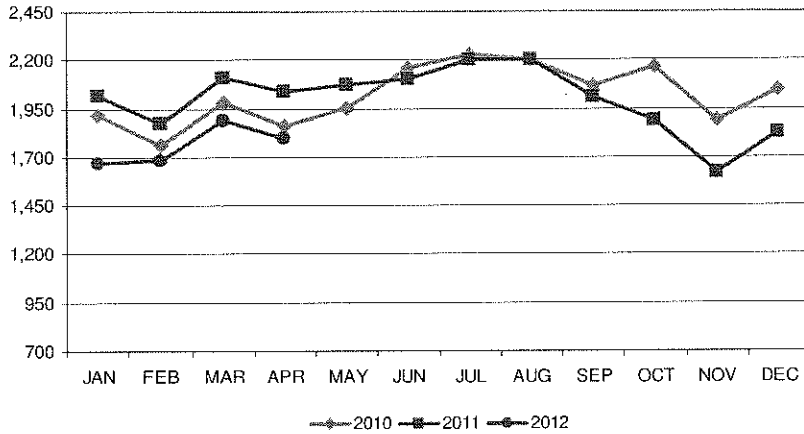


## DOMESTIC CHARTER PASSENGERS

In April 2012, there was no charter activity at Reno-Tahoe International Airport.



**Monthly Scheduled Departures**



**Schedule Changes**

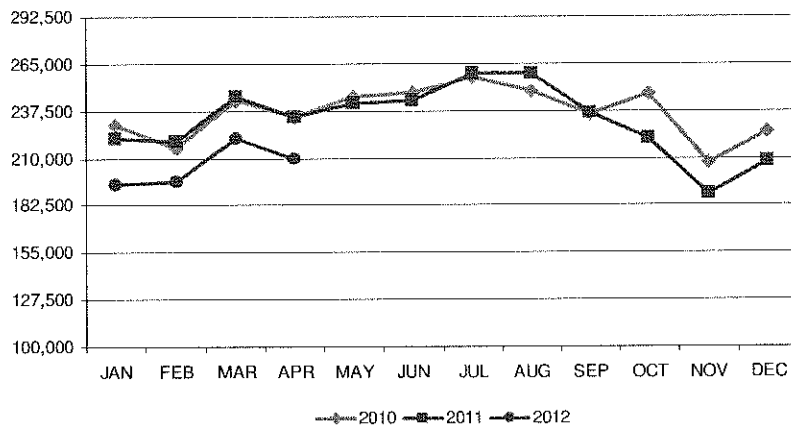
**Alaska Airlines**

- Eliminated non-stop service to Los Angeles in April 2011.
- Begins non-stop service to San Jose in June 2012.

**Delta Air Lines**

- Started non-stop daily flight to Minneapolis in July 2011.

**Monthly Scheduled Seats**



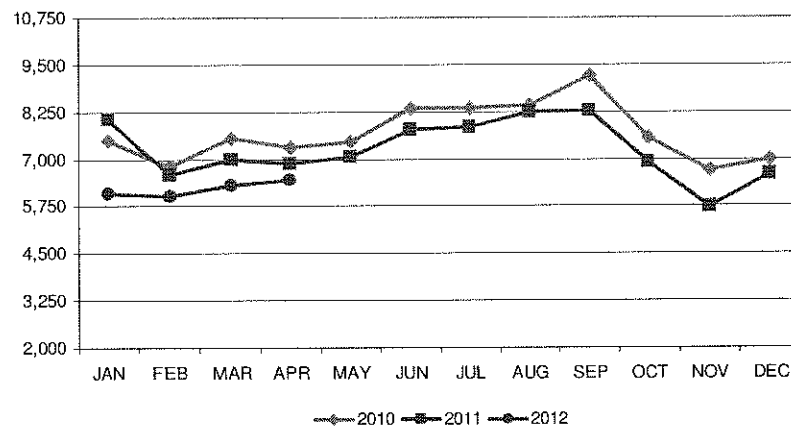
**Southwest Airlines**

- Eliminated non-stop service to Boise in January 2012.
- Eliminated non-stop service to San Jose in April 2012.

**United Airlines**

- Seasonal non-stop flight to Houston will return in June.

**Total Operations**



**TOTAL OPERATIONS**

In April 2012, total operations were down (6.3%) 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-12					
	Passengers		YOY %	Passengers	
	2010	2011	Change	2012	YOY %
					Change
JAN	293,756	300,125	2.2%	259,012	-13.7%
FEB	294,662	299,090	1.5%	265,017	-11.4%
MAR	346,846	348,583	0.5%	292,939	-16.0%
<b>1st Quarter</b>	<b>935,264</b>	<b>947,798</b>	<b>1.3%</b>	<b>816,968</b>	<b>-13.8%</b>
APR	309,533	295,537	-4.5%	275,926	-6.6%
MAY	312,378	304,220	-2.6%		
JUN	361,406	343,054	-5.1%		
<b>2nd Quarter</b>	<b>983,317</b>	<b>942,811</b>	<b>-4.1%</b>		
JUL	367,997	364,849	-0.9%		
AUG	352,764	361,348	2.4%		
SEP	306,045	311,031	1.6%		
<b>3rd Quarter</b>	<b>1,026,806</b>	<b>1,037,228</b>	<b>1.0%</b>		
OCT	306,953	285,490	-7.0%		
NOV	270,586	259,425	-4.1%		
DEC	300,467	281,403	-6.3%		
<b>4th Quarter</b>	<b>878,006</b>	<b>826,318</b>	<b>-5.9%</b>		
<b>TOTAL</b>	<b>3,823,393</b>	<b>3,754,155</b>	<b>-1.8%</b>		
<b>YTD Total</b>		<b>1,243,335</b>		<b>1,092,894</b>	<b>-12.1%</b>

Total Scheduled Enplaned Passengers				
April-12				
	2010	2011	2012	YOY %
				Change
JAN	148,805	151,753	131,484	-13.4%
FEB	145,935	149,253	131,201	-12.1%
MAR	173,783	176,029	148,163	-15.8%
APR	155,967	148,920	138,938	-6.7%
MAY	154,683	151,672		
JUN	173,887	169,309		
JUL	184,017	179,717		
AUG	174,797	178,906		
SEP	154,522	158,663		
OCT	154,380	143,851		
NOV	134,723	129,071		
DEC	145,532	136,483		
<b>TOTAL</b>	<b>1,901,031</b>	<b>1,873,627</b>		
<b>YTD Total</b>		<b>625,955</b>	<b>549,786</b>	<b>-12.2%</b>

Total Deplaned Passengers				
April-12				
	2010	2011	2012	YOY %
				Change
JAN	144,826	148,053	127,179	-14.1%
FEB	148,506	149,837	133,816	-10.7%
MAR	172,823	172,554	144,776	-16.1%
APR	152,986	146,617	136,988	-6.6%
MAY	155,702	152,207		
JUN	184,651	173,343		
JUL	183,031	183,814		
AUG	176,391	181,611		
SEP	150,035	151,844		
OCT	151,999	141,158		
NOV	134,860	129,993		
DEC	154,682	144,557		
<b>TOTAL</b>	<b>1,910,492</b>	<b>1,875,588</b>		
<b>YTD Total</b>		<b>617,061</b>	<b>542,759</b>	<b>-12.0%</b>

Total Cargo						
April-12						
	Cargo in Pounds		YOY %	2012		YOY %
	2010	2011	Change	Pounds	Metric Tons	Change
JAN	8,695,804	8,959,543	3.0%	8,813,491	3,997	-1.6%
FEB	7,679,924	8,674,321	12.9%	8,274,037	3,752	-4.6%
MAR	8,814,895	10,513,446	19.3%	9,304,722	4,220	-11.5%
<b>1st Quarter</b>	<b>25,190,623</b>	<b>28,147,310</b>	<b>11.7%</b>	<b>26,392,250</b>	<b>11,969</b>	<b>-6.2%</b>
APR	8,633,892	8,870,669	2.7%	8,175,766	3,708	-7.8%
MAY	8,273,448	8,510,228	2.9%			
JUN	8,737,038	9,437,259	8.0%			
<b>2nd Quarter</b>	<b>25,644,378</b>	<b>26,818,156</b>	<b>4.6%</b>			
JUL	9,113,694	8,932,737	-2.0%			
AUG	9,388,206	9,646,833	2.8%			
SEP	9,871,400	8,958,988	-9.2%			
<b>3rd Quarter</b>	<b>28,373,300</b>	<b>27,538,558</b>	<b>-2.9%</b>			
OCT	9,915,411	8,527,399	-14.0%			
NOV	9,706,711	9,494,432	-2.2%			
DEC	14,186,519	13,928,256	-1.8%			
<b>4th Quarter</b>	<b>33,808,641</b>	<b>31,950,087</b>	<b>-5.5%</b>			
<b>TOTAL</b>	<b>182,358,767</b>	<b>113,016,942</b>	<b>10.4%</b>			
<b>YTD Total</b>		<b>37,017,979</b>		<b>34,568,016</b>	<b>15,677</b>	<b>-6.6%</b>

Load Factors				
April-12				
	Enplaned PAX	Apr-12	Apr-11	Diff.
Alaska/Horizon	5,788	84.6%	75.6%	9.0
American	14,204	87.6%	78.4%	9.2
Delta	13,783	81.2%	75.0%	6.1
Southwest	77,968	65.3%	62.7%	2.6
United	16,504	82.8%	75.2%	7.6
US Airways	10,691	72.9%	63.2%	9.7

Source: RNO Monthly Flight Activity Reports

## Monthly Report April 2012

### CONFERENCE REVENUE STATISTICS

#### North Shore Properties

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/12:	\$1,945,897	\$1,638,814	19%
Forecasted Commission for this Revenue:	\$132,109	\$100,247	32%
Number of Room Nights:	10684	9716	10%
Number of Delegates:	4754	4785	-1%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	48	48	0%

Monthly Detail/Activity	<u>April-12</u>		<u>April-11</u>	
<u>Number of Groups Booked:</u>	2		4	
Revenue Booked:	\$50,148		\$95,192	-47%
Projected Commission:	\$4,216		\$5,239	-20%
Room Nights:	260		812	-68%
Number of Delegates:	145		635	-77%
Booked Group Types:	2 Assoc.		2 Assoc., 1 Filtr	
Lost Business, # of Groups:	2		4	

<u>Arrived in the month</u>	<u>April-12</u>	Est.	<u>April-11</u>	
Number of Groups:	2		2	
Revenue Arrived:	\$85,435		\$98,559	-13%
Projected Commission:	\$8,543		\$9,855	-13%
Room Nights:	607		944	-36%
Number of Delegates:	539		305	77%
Arrived Group Types:	1 Assoc., 1 Govt.		1 Govt., 1 Film	

Monthly Detail/Activity	<u>March-12</u>		<u>March-11</u>	
<u>Number of Groups Booked:</u>	4		2	
Revenue Booked:	\$61,339		\$34,141	80%
Projected Commission:	\$6,643		\$3,414	95%
Room Nights:	495		340	46%
Number of Delegates:	390		140	179%
Booked Group Types:	2 Assn. 2 Smerf		1 Smerf., 1 Corj	
Lost Business, # of Groups:	5		6	

<u>Arrived in the month</u>	<u>March-12</u>		<u>March-11</u>	
Number of Groups:	0		1	
Revenue Arrived:	\$0		\$91,524	
Projected Commission:	\$0		\$0	
Room Nights:	0		488	
Number of Delegates:	0		150	
Arrived Group Types:			1 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>February-12</u></b>	<b><u>February-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>0</b>	
Revenue Booked:	\$109,989	\$0	
Projected Commission:	\$8,640	\$0	
Room Nights:	731	0	
Number of Delegates:	375	0	
Booked Group Types:	1 Corp, 1 Smf, 1 Seminar	0	
Lost Business, # of Groups:	5	6	

<b><u>Arrived in the month</u></b>	<b><u>February-12</u></b>	<b><u>February-11</u></b>	
Number of Groups:	3	2	
Revenue Arrived:	\$153,869	\$49,579	210%
Projected Commission:	\$7,917	\$4,385	81%
Room Nights:	650	257	153%
Number of Delegates:	210	115	83%
Arrived Group Types:	2 Assn., 1 TA	1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>January-12</u></b>	<b><u>January-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$8,019	\$2,902	176%
Projected Commission:	\$802	\$145	453%
Room Nights:	90	25	260%
Number of Delegates:	50	10	400%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	3	6	

<b><u>Arrived in the month</u></b>	<b><u>January-12</u></b>	<b><u>January-11</u></b>	
Number of Groups:	6	1	
Revenue Arrived:	\$706,729	\$6,412	10922%
Projected Commission:	\$39,489	\$0	
Room Nights:	2844	28	10057%
Number of Delegates:	975	14	6864%
Arrived Group Types:	4 Corp. and 1 Assoc.	1 TA	

<b>Monthly Detail/Activity</b>	<b><u>December-11</u></b>	<b><u>December-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>1</b>	
Revenue Booked:	\$4,500	\$36,491	-88%
Projected Commission:	\$450	\$3,649	-88%
Room Nights:	50	65	-23%
Number of Delegates:	34	194	-82%
Booked Group Types:	1 Smerf	1 Corp.	
Lost Business, # of Groups:	6	2	

<b><u>Arrived in the month</u></b>	<b><u>December-11</u></b>	<b><u>December-10</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$4,176	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	48	0	
Number of Delegates:	18	0	
Arrived Group Types:	1 Govt.		

<b>Monthly Detail/Activity</b>	<b><u>November-11</u></b>	<b><u>November-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>2</b>	
Revenue Booked:	\$54,885	\$176,553	-69%
Projected Commission:	\$0	\$9,922	-100%
Room Nights:	380	1530	-75%
Number of Delegates:	210	525	-60%
Booked Group Types:	1 Assn., 1 Film Crew 1 Society	1 Govt. and 1 A	
Lost Business, # of Groups:	3	1	

<b><u>Arrived in the month</u></b>	<b><u>November-11</u></b>	<b><u>November-10</u></b>	
Number of Groups:	1	0	
Revenue Arrived:	\$13,352	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	120	0	
Number of Delegates:	60	0	
Arrived Group Types:	1 Film Crew		

<b>Monthly Detail/Activity</b>	<b><u>October-11</u></b>	<b><u>October-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<b><u>Arrived in the month</u></b>	<b><u>October-11</u></b>	<b><u>October-10</u></b>	
Number of Groups:	3	9	
Revenue Arrived:	\$151,694	\$427,827	-65%
Projected Commission:	\$15,169	\$12,594	20%
Room Nights:	1549	2991	-48%
Number of Delegates:	725	1715	-58%
Arrived Group Types:	1 Assn., 1 Smf, 1 Govt.	2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

<b>Monthly Detail/Activity</b>	<b><u>September-11</u></b>	<b><u>September-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>1</b>	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

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

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

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

		(Goal)
<b>For 2012/13:</b>	<b>\$828,372</b>	<b>\$750,000</b>
<b>For 2014/15:</b>	<b>\$1,348,108</b>	<b>\$500,000</b>

**NUMBER OF LEADS Generated as of 4/30/12: 97**

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

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



**Monthly Report April 2012**

**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/12:	\$85,059	\$215,150	-60%
Forecasted Commission for this Revenue:	\$9,997	\$23,170	-57%
Number of Room Nights:	848	1993	-57%
Number of Delegates:	506	1220	-59%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	41	42	-2%

<u>Monthly Detail/Activity</u>	<u>April-12</u>	<u>April-11</u>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$45,432	\$0
Projected Commission:	\$2,271	\$0
Room Nights:	370	0
Number of Delegates:	250	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	1

<u>Arrived in the month</u>	<u>April-12</u>	<u>Est.</u>	<u>April-11</u>
Number of Groups:	1		1
Revenue Arrived:	\$4,455		\$1,193
Projected Commission:	\$0		\$179
Room Nights:	50		7
Number of Delegates:	90		10
Arrived Group Types:	1 Assoc.		1 Corp.

<u>Monthly Detail/Activity</u>	<u>March-12</u>	<u>March-11</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	1

<u>Arrived in the month</u>	<u>March-12</u>	<u>March-11</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$4,791
Projected Commission:	\$0	\$718
Room Nights:	0	39
Number of Delegates:	0	50
Arrived Group Types:	0	1 Assoc.

<b>Monthly Detail/Activity</b>	<b><u>February-12</u></b>	<b><u>February-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>1</b>	
Revenue Booked:	\$166,374	\$12,295	1253%
Projected Commission:	\$0	\$0	
Room Nights:	2340	198	1082%
Number of Delegates:	1800	79	2178%
Booked Group Types:	2 Assoc.	1 Corp.	
Lost Business, # of Groups:	1	3	

<b><u>Arrived in the month</u></b>	<b><u>February-12</u></b>	<b><u>February-11</u></b>	
Number of Groups:	2	1	
Revenue Arrived:	\$14,265	\$20,013	-29%
Projected Commission:	\$1,510	\$3,002	-50%
Room Nights:	85	225	-62%
Number of Delegates:	150	150	0%
Arrived Group Types:	2 Corp.	1 Assoc.	

<b>Monthly Detail/Activity</b>	<b><u>January-12</u></b>	<b><u>January-11</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>2</b>	<b>2</b>	
Revenue Booked:	\$9,997	\$16,137	-38%
Projected Commission:	\$0	\$1,752	
Room Nights:	92	250	-63%
Number of Delegates:	70	190	-63%
Booked Group Types:	1 Corp., 1 SMF	1 Assoc., 1 TA	
Lost Business, # of Groups:	0	3	

<b><u>Arrived in the month</u></b>	<b><u>January-12</u></b>	<b><u>January-11</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:		0	

<b>Monthly Detail/Activity</b>	<b><u>December-11</u></b>	<b><u>December-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>	
Revenue Booked:	\$9,423	\$0	
Projected Commission:	\$1,413	\$0	
Room Nights:	30	0	
Number of Delegates:	120	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	4	0	

<b><u>Arrived in the month</u></b>	<b><u>December-11</u></b>	<b><u>December-10</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:	0	0	

<b>Monthly Detail/Activity</b>	<b><u>November-11</u></b>	<b><u>November-10</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

<b><u>Arrived in the month</u></b>	<b><u>November-11</u></b>	<b><u>November-10</u></b>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$927
Projected Commission:	\$0	\$0
Room Nights:	0	13
Number of Delegates:	0	8
Arrived Group Types:		1 TA

<b>Monthly Detail/Activity</b>	<b><u>October-11</u></b>	<b><u>October-10</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	0	0
Lost Business, # of Groups:	1	0

<b><u>Arrived in the month</u></b>	<b><u>October-11</u></b>	<b><u>October-10</u></b>	
Number of Groups:	2	1	
Revenue Arrived:	\$15,354	\$5,280	191%
Projected Commission:	\$767	\$264	191%
Room Nights:	132	48	175%
Number of Delegates:	90	100	-10%
Arrived Group Types:	2 Assn.	1 Assn.	

<b>Monthly Detail/Activity</b>	<b><u>September-11</u></b>	<b><u>September-10</u></b>
<b><u>Number of Groups Booked:</u></b>	<b>1</b>	<b>0</b>
Revenue Booked:	\$4,455	\$0
Projected Commission:	\$668	\$0
Room Nights:	50	0
Number of Delegates:	50	0
Booked Group Types:	1 Smf	0
Lost Business, # of Groups:	2	0

<b><u>Arrived in the month</u></b>	<b><u>September-11</u></b>	<b><u>September-10</u></b>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,459	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	47	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

<b>Monthly Detail/Activity</b>	<b><u>August-11</u></b>	<b><u>August-10</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>3</b>	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	
<b><u>Arrived in the month</u></b>	<b><u>August-11</u></b>	<b><u>August-10</u></b>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

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

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

		(Goal)
<b>For 2012/13:</b>	<b>\$134,350</b>	<b>\$100,000</b>
<b>For 2014/15:</b>	<b>\$45,432</b>	<b>\$50,000</b>

**NUMBER OF LEADS Generated as of 4/30/12: 97**

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

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

NORTH SHORE 4 QUARTER - FY.2011/12						
<b>Apr-12</b>						
<b>Groups Booked: 2</b>						
Placer County:	1	Room Nights:	105	Delegates:	55	Revenue: \$15,970
Washoe County:	1	Room Nights:	155	Delegates:	90	Revenue: \$34,177
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Groups Arrived: 2</b>						
Placer County:	2	Room Nights:	607	Delegates:	539	Revenue: \$85,435
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>May-12</b>						
<b>Groups Booked:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Apr-12</b>						
<b>Groups Booked:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Quarter totals by county:</b>						
<b>Groups Booked: #VALUE!</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>TOTAL:</b>				Delegates: 0		\$0
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>TOTAL:</b>				0		\$0