



May 2014

Marketing Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of April 30, 2014

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,540 Units ('DestiMetrics Census'*)

| | | 2013/14 | 2012/13 | Year over Year % Diff |
|--|----------------------|---------|---------|--------------------------|
| a. Last Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for last month (April) changed by (45.7%) | Occupancy (April) : | 36.5% | 25.0% | 45.7% |
| North Lake Tahoe Average Daily Rate for last month (April) changed by (5.3%) | ADR (April) : | \$178 | \$169 | 5.3% |
| North Lake Tahoe RevPAR for last month (April) changed by (53.5%) | RevPAR (April) : | \$65 | \$42 | 53.5% |
| b. Next Month Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for next month (May) changed by (17.3%) | Occupancy (May) | 23.8% | 20.3% | 17.3% |
| North Lake Tahoe Average Daily Rate for next month (May) changed by (5.6%) | ADR (May) : | \$162 | \$153 | 5.6% |
| North Lake Tahoe RevPAR for next month (May) changed by (23.8%) | RevPAR (May) : | \$39 | \$31 | 23.8% |
| c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the prior 6 months changed by (-3.1%) | Occupancy | 41.4% | 42.7% | -3.1% |
| North Lake Tahoe Average Daily Rate for the prior 6 months changed by (4.6%) | ADR | \$259 | \$248 | 4.6% |
| North Lake Tahoe RevPAR for the prior 6 months changed by (1.3%) | RevPAR | \$107 | \$106 | 1.3% |
| d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD | | | | |
| North Lake Tahoe Occupancy for the upcoming 6 months changed by (1.0%) | Occupancy | 27.9% | 27.6% | 1.0% |
| North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (5.6%) | ADR | \$225 | \$213 | 5.6% |
| North Lake Tahoe RevPAR for the upcoming 6 months changed by (6.6%) | RevPAR | \$63 | \$59 | 6.6% |
| e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2014 vs. Previous Year | | | | |
| Rooms Booked during last month (April, 2014) compared to Rooms Booked during the same period last year (April, 2013) for arrival April to September has changed by (35.1%) | Booking Pace (April) | 6.2% | 4.6% | 35.1% |

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

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

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

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

As is the case in all DestiMetrics 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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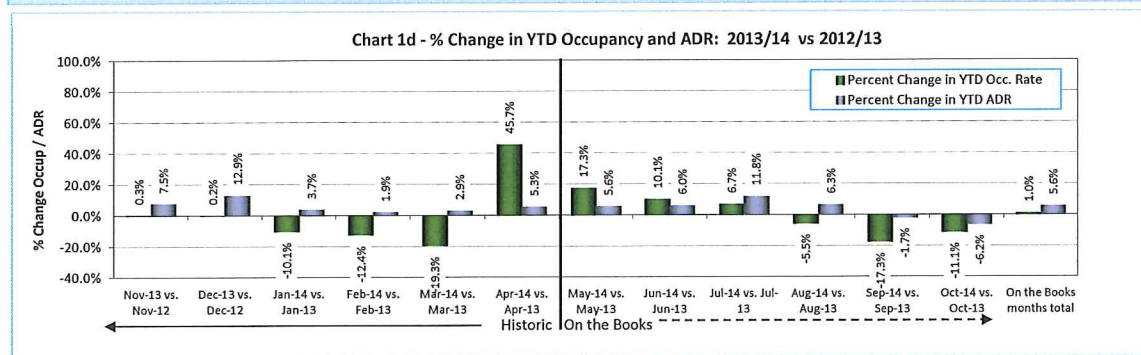
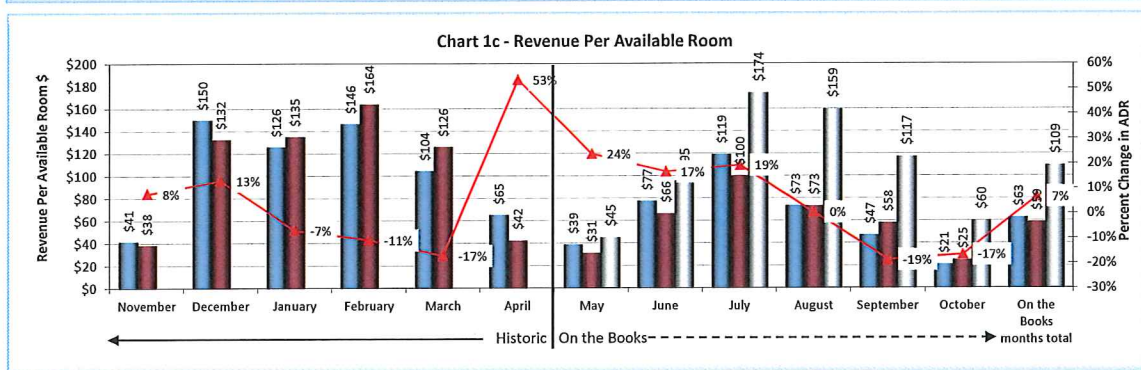
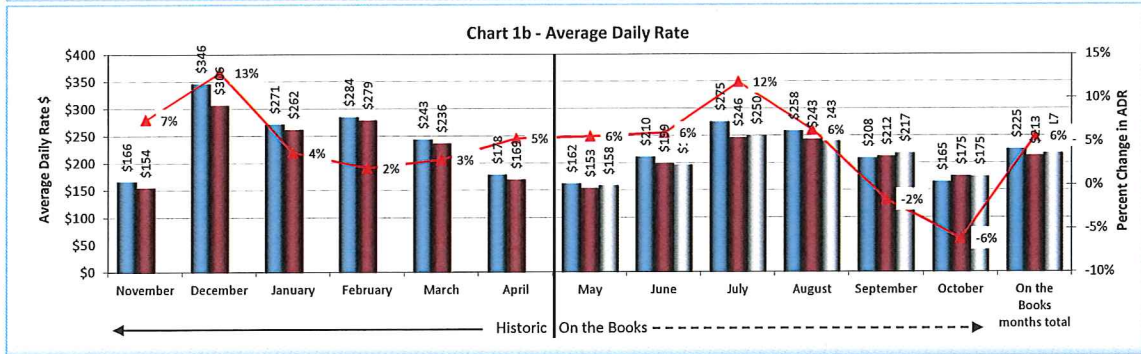
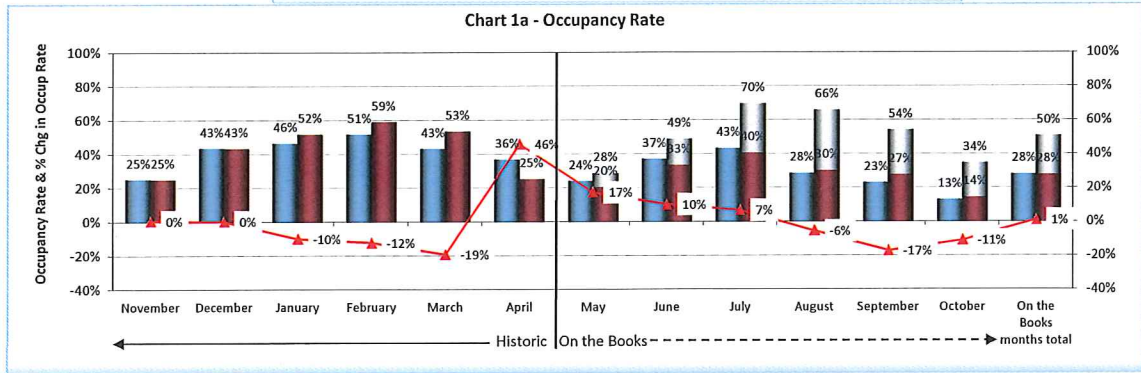
RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2013/14 YTD (as of April 30, 2014) vs. 2012/13 YTD (as of April 30, 2013) vs. 2012/13 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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Historic Actual (2012/13 season)
 Data as of April 30, 2014 (2013/14 season)
 Data as of April 30, 2013 (2012/13 season)
 Percent Change



RESERVATIONS ACTIVITY REPORT SECTION 2 - WINTER SEASON SUMMARY GRAPHS

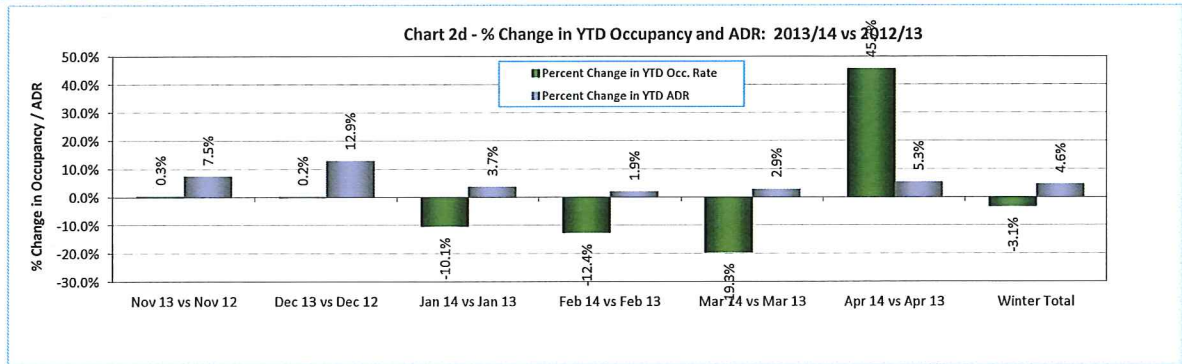
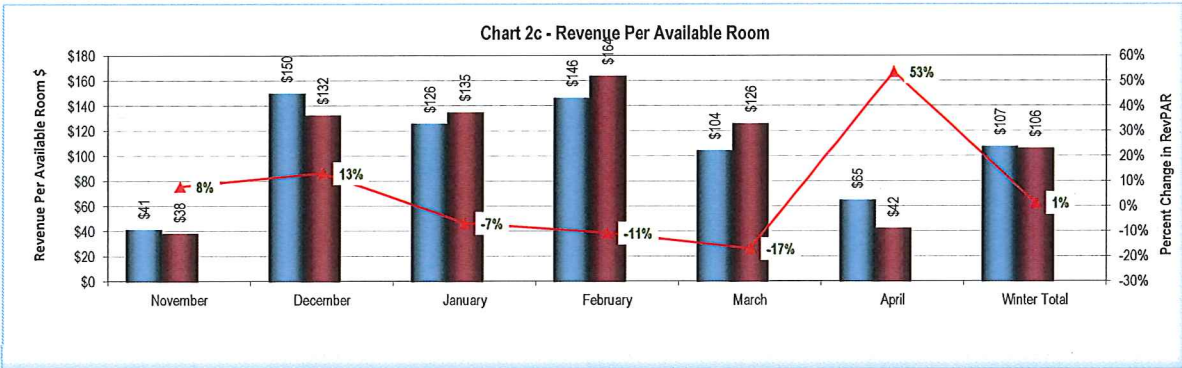
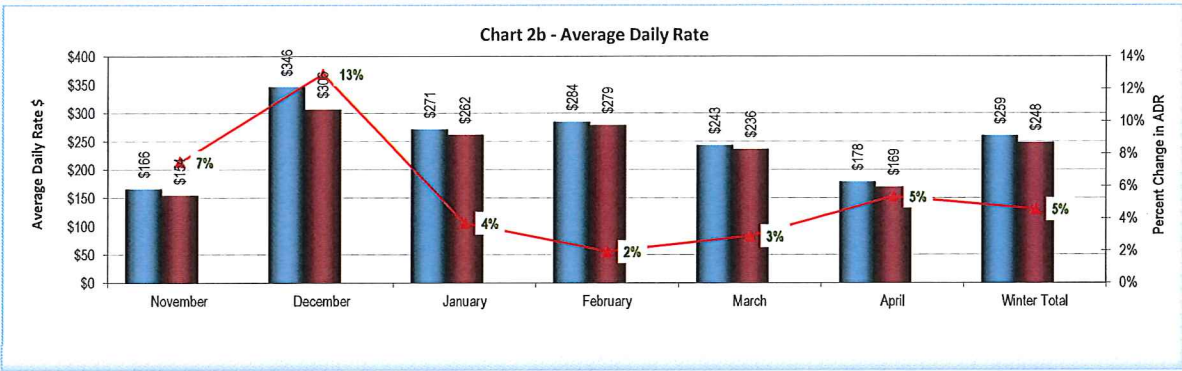
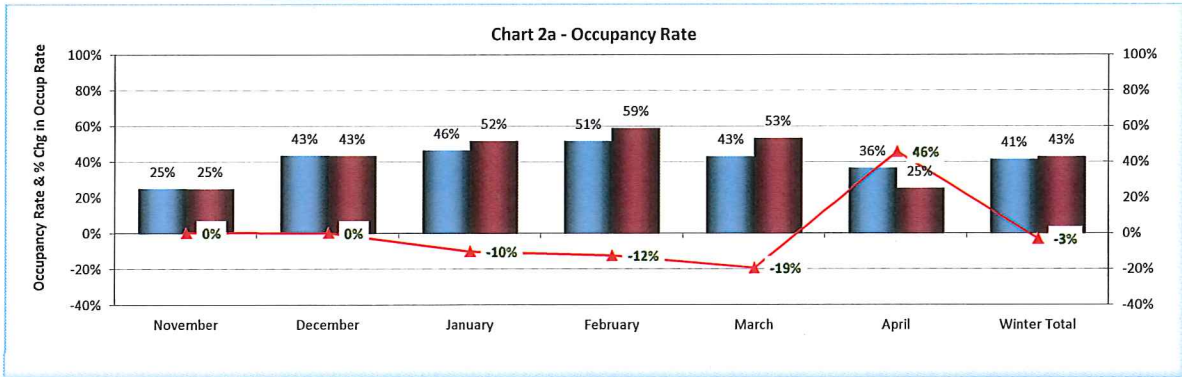
2013/14 YTD (as of April 30, 2014) vs. 2012/13 YTD (as of April 30, 2013) vs. 2012/13 Historical

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

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Historic Actual (2012/13 season)
 Data as of April 30, 2014 (2013/14 season)

Data as of April 30, 2013 (2012/13 season)
 Percent Change

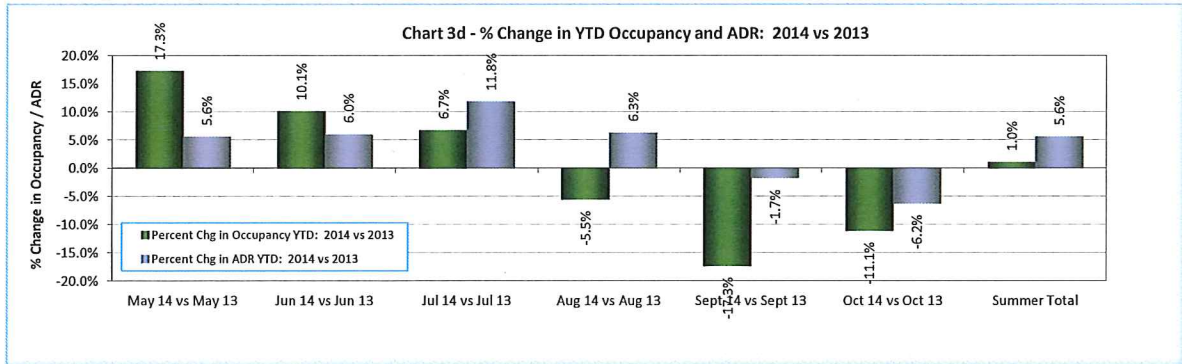
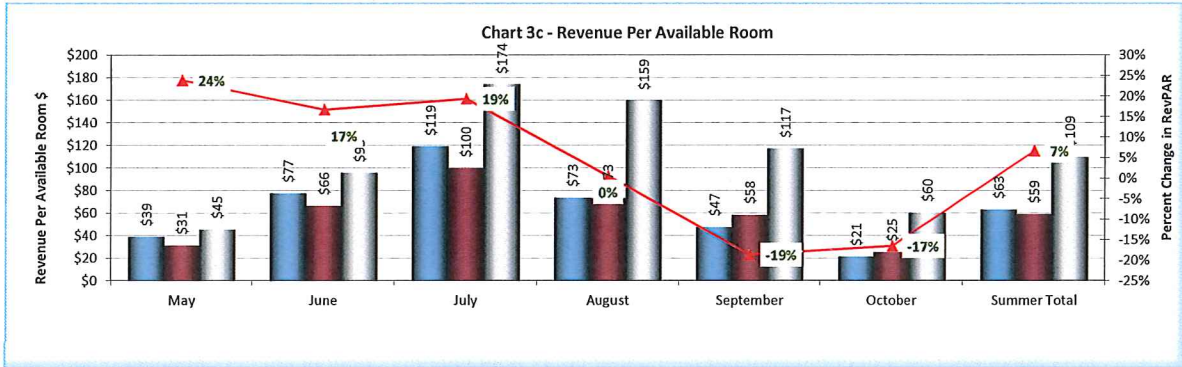
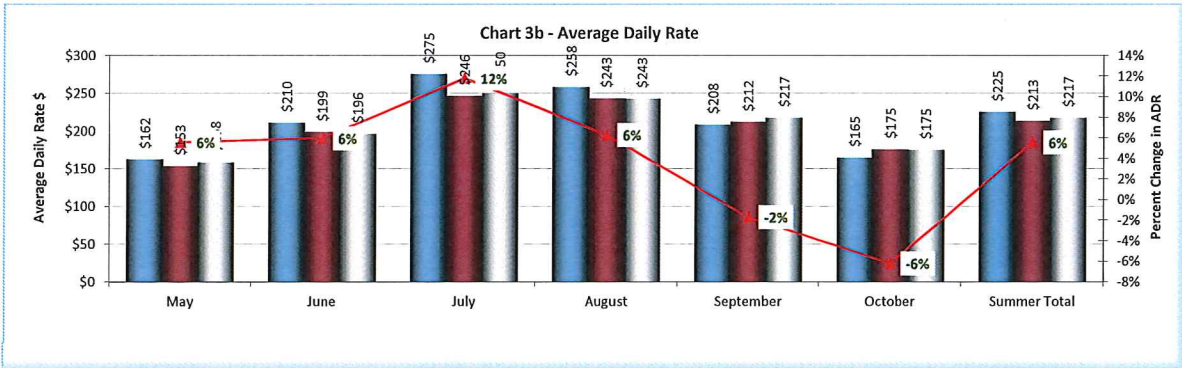
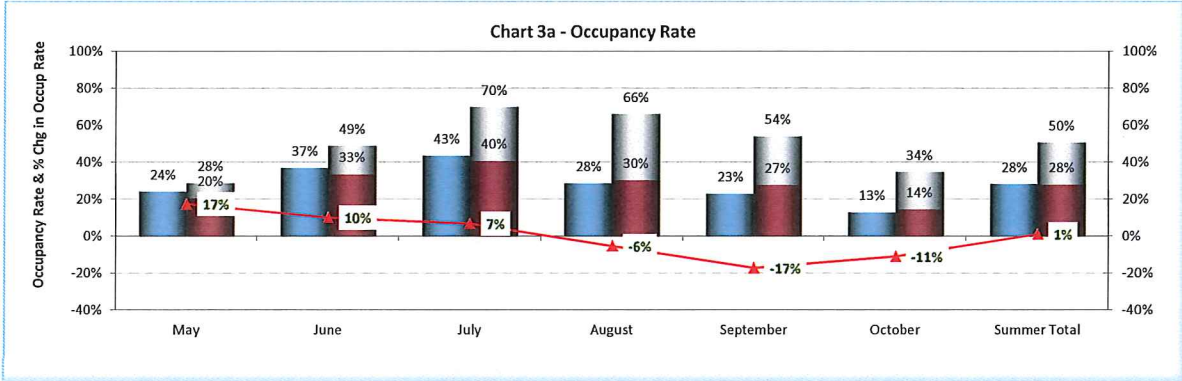


RESERVATIONS ACTIVITY REPORT SECTION 3 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of April 30, 2014) vs. 2013 YTD (as of April 30, 2013) vs. 2013 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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Historic Actual (2013 season) Data as of April 30, 2014 (2014 season)
 Data as of April 30, 2013 (2013 season) Percent Change



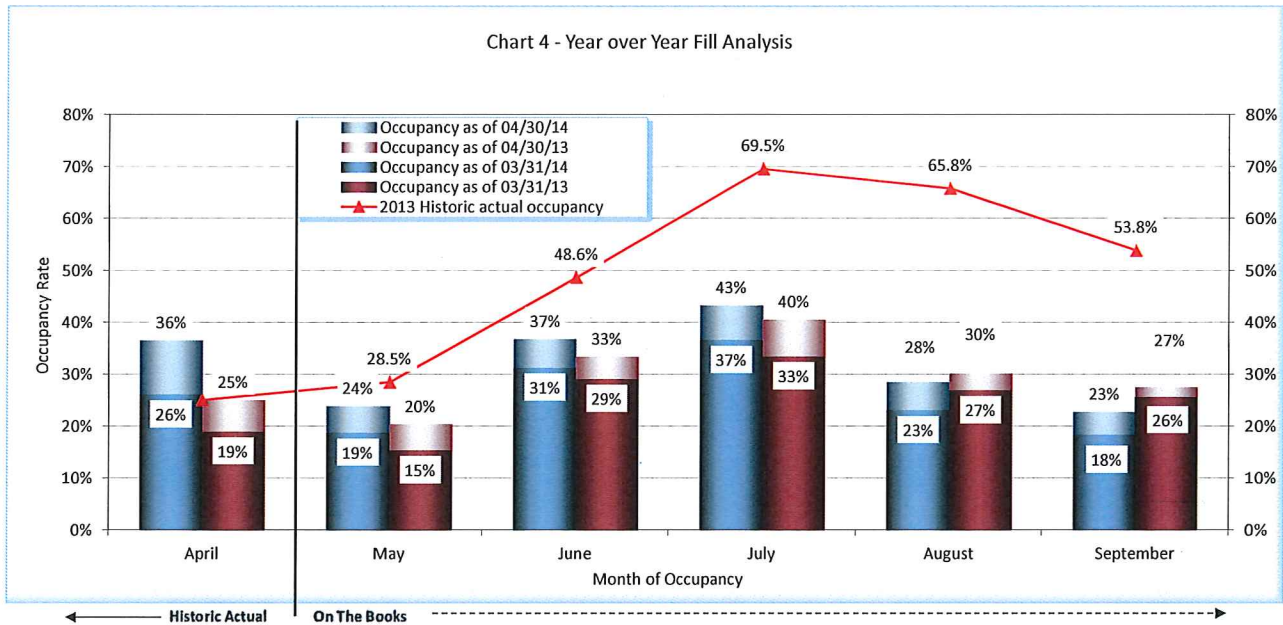


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2014 Occupancy Pace (as of April 30, 2014) vs. 2013 Occupancy Pace (as of April 30, 2013) vs. same period 2013

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

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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) | | 2013 Historic actual occupancy |
|---------------------|--------------------------|--------------------------|-----------------|--------------------------|--------------------------|-----------------|---|---|--|--------------------------------------|--------------------------------|
| | Occupancy as of 04/30/14 | Occupancy as of 04/30/13 | Absolute Change | Occupancy as of 03/31/14 | Occupancy as of 03/31/13 | Absolute Change | Incremental occupancy booked during Apr. 2014 | Incremental occupancy booked during Apr. 2013 | Absolute Change in Incremental Fill | Percent Change in Incremental Fill** | |
| | April | 36.5% | 25.0% | 11.4% | 26.0% | 18.9% | 7.1% | 10.4% | 6.1% | 4.3% | |
| May | 23.8% | 20.3% | 3.5% | 18.7% | 15.3% | 3.4% | 5.1% | 5.0% | 0.1% | 2.2% | 28.5% |
| June | 36.7% | 33.3% | 3.4% | 31.2% | 29.1% | 2.2% | 5.5% | 4.3% | 1.2% | 28.0% | 48.6% |
| July | 43.2% | 40.5% | 2.7% | 36.6% | 33.4% | 3.2% | 6.7% | 7.1% | -0.4% | -6.3% | 69.5% |
| August | 28.4% | 30.1% | -1.7% | 23.0% | 26.9% | -3.8% | 5.4% | 3.2% | 2.2% | 67.7% | 65.8% |
| September | 22.7% | 27.4% | -4.7% | 18.3% | 25.6% | -7.3% | 4.4% | 1.8% | 2.6% | 139.3% | 53.8% |
| Total | 31.9% | 29.5% | 2.4% | 25.7% | 24.9% | 0.8% | 6.2% | 4.6% | 1.6% | 35.1% | 48.6% |

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

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



RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
 Bookings as of April 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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| OCCUPANCY RATE | | <u>OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13</u> | | | Historic Actual Occup. Rate (2012/13 season) | # of Properties in Sample |
|--|-----------------|--|--|---------------------------------------|--|---------------------------------|
| | | Occup. Rate as of: April 30, 2014 (2013/14 season) | Occup. Rate as of: April 30, 2013 (2012/13 season) | Percent Change in YTD Occ. Rate | | |
| Month of Occupancy (2013/14 & 2012/13) | | | | | | |
| November | | 24.9% | 24.8% | 0.3% | | 11 |
| December | | 43.3% | 43.2% | 0.2% | | 11 |
| January | | 46.3% | 51.5% | -10.1% | | 11 |
| February | | 51.5% | 58.8% | -12.4% | | 11 |
| March | | 42.9% | 53.2% | -19.3% | | 11 |
| April | Historic Actual | 36.5% | 25.0% | 45.7% | | 11 |
| May | On the Books | 23.8% | 20.3% | 17.3% | 28.5% | 11 |
| June | | 36.7% | 33.3% | 10.1% | 48.6% | 11 |
| July | | 43.2% | 40.5% | 6.7% | 69.5% | 11 |
| August | | 28.4% | 30.1% | -5.5% | 65.8% | 11 |
| September | | 22.7% | 27.4% | -17.3% | 53.8% | 11 |
| October | | 12.7% | 14.3% | -11.1% | 34.4% | 11 |
| Grand total | | 34.5% | 35.0% | -1.6% | 46.5% | 11 |
| Historic months total | | 41.4% | 42.7% | -3.1% | 42.7% | 11 |
| On the Books months total | | 27.9% | 27.6% | 1.0% | 50.4% | 11 |

| AVERAGE DAILY RATE | | <u>ADR: YTD 2013/14 VS. YTD 2012/13</u> | | | Historic Actual ADR (2012/13 season) | # of Properties in Sample |
|--|-----------------|--|--|---------------------------------|--|---------------------------------|
| | | ADR as of: April 30, 2014 (2013/14 season) | ADR as of: April 30, 2013 (2012/13 season) | Percent Change in YTD ADR | | |
| Month of Occupancy (2013/14 & 2012/13) | | | | | | |
| November | | \$166 | \$154 | 7.5% | | 11 |
| December | | \$346 | \$306 | 12.9% | | 11 |
| January | | \$271 | \$262 | 3.7% | | 11 |
| February | | \$284 | \$279 | 1.9% | | 11 |
| March | | \$243 | \$236 | 2.9% | | 11 |
| April | Historic Actual | \$178 | \$169 | 5.3% | | 11 |
| May | On the Books | \$162 | \$153 | 5.6% | \$158 | 11 |
| June | | \$210 | \$199 | 6.0% | \$196 | 11 |
| July | | \$275 | \$246 | 11.8% | \$250 | 11 |
| August | | \$258 | \$243 | 6.3% | \$243 | 11 |
| September | | \$208 | \$212 | -1.7% | \$217 | 11 |
| October | | \$165 | \$175 | -6.2% | \$175 | 11 |
| Grand total | | \$245 | \$234 | 4.7% | \$231 | 11 |
| Historic months total | | \$259 | \$248 | 4.6% | \$248 | 11 |
| On the Books months total | | \$225 | \$213 | 5.6% | \$217 | 11 |

| REVENUE PER AVAILABLE ROOM | | <u>RevPAR: YTD 2013/14 VS. YTD 2012/13</u> | | | Historic Actual RevPAR (2012/13 season) | # of Properties in Sample |
|--|-----------------|---|---|------------------------------------|---|---------------------------------|
| | | RevPAR as of: April 30, 2014 (2013/14 season) | RevPAR as of: April 30, 2013 (2012/13 season) | Percent Change in YTD RevPAR | | |
| Month of Occupancy (2013/14 & 2012/13) | | | | | | |
| November | | \$41 | \$38 | 7.8% | | 11 |
| December | | \$150 | \$132 | 13.1% | | 11 |
| January | | \$126 | \$135 | -6.8% | | 11 |
| February | | \$146 | \$164 | -10.7% | | 11 |
| March | | \$104 | \$126 | -17.0% | | 11 |
| April | Historic Actual | \$65 | \$42 | 53.5% | | 11 |
| May | On the Books | \$39 | \$31 | 23.8% | \$45 | 11 |
| June | | \$77 | \$66 | 16.6% | \$95 | 11 |
| July | | \$119 | \$100 | 19.3% | \$174 | 11 |
| August | | \$73 | \$73 | 0.4% | \$159 | 11 |
| September | | \$47 | \$58 | -18.7% | \$117 | 11 |
| October | | \$21 | \$25 | -16.6% | \$60 | 11 |
| Grand total | | \$84 | \$82 | 3.0% | \$108 | 11 |
| Historic months total | | \$107 | \$106 | 1.3% | \$106 | 11 |
| On the Books months total | | \$63 | \$59 | 6.6% | \$109 | 11 |



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING WINTER DATA TABLES
Winter Bookings as of April 30, 2014

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

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| OCCUPANCY RATE | OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13 | | | Historic Actual Occup. Rate (2012/13 season) |
|--|--|--|---------------------------------------|--|
| | Occup. Rate as of: April 30, 2014 (2013/14 season) | Occup. Rate as of: April 30, 2013 (2012/13 season) | Percent Change in YTD Occ. Rate | |
| Month of Occupancy (2013/14 & 2012/13) | | | | |
| November | 24.9% | 24.8% | 0.3% | |
| December | 43.3% | 43.2% | 0.2% | |
| January | 46.3% | 51.5% | -10.1% | |
| February | 51.5% | 58.8% | -12.4% | |
| March | 42.9% | 53.2% | -19.3% | |
| April Historic Actual | 36.5% | 25.0% | 45.7% | |
| Winter Total | 41.4% | 42.7% | -3.1% | |

| AVERAGE DAILY RATE | ADR: YTD 2013/14 VS. YTD 2012/13 | | | Historic Actual ADR (2012/13 season) |
|--|--|--|---------------------------------|--|
| | ADR as of: April 30, 2014 (2013/14 season) | ADR as of: April 30, 2013 (2012/13 season) | Percent Change in YTD ADR | |
| Month of Occupancy (2013/14 & 2012/13) | | | | |
| November | \$166 | \$154 | 7.5% | |
| December | \$346 | \$306 | 12.9% | |
| January | \$271 | \$262 | 3.7% | |
| February | \$284 | \$279 | 1.9% | |
| March | \$243 | \$236 | 2.9% | |
| April Historic Actual | \$178 | \$169 | 5.3% | |
| Winter Total | \$259 | \$248 | 4.6% | |

| REVENUE PER AVAILABLE ROOM | REVPAR: YTD 2013/14 VS. YTD 2012/13 | | | Historic Actual RevPAR (2012/13 season) |
|--|---|---|---------------------------------|---|
| | RevPAR as of: April 30, 2014 (2013/14 season) | RevPAR as of: April 30, 2013 (2012/13 season) | Percent Change in YTD ADR | |
| Month of Occupancy (2013/14 & 2012/13) | | | | |
| November | \$41 | \$38 | 7.8% | |
| December | \$150 | \$132 | 13.1% | |
| January | \$126 | \$135 | -6.8% | |
| February | \$146 | \$164 | -10.7% | |
| March | \$104 | \$126 | -17.0% | |
| April Historic Actual | \$65 | \$42 | 53.5% | |
| Winter Total | \$107 | \$106 | 1.3% | |



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of April 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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| OCCUPANCY RATE | <u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u> | | | Historic Actual Occup. Rate (2013 season) |
|----------------------------------|---|---|---------------------------------------|---|
| | Occup. Rate as of: April 30, 2014 (2014 season) | Occup. Rate as of: April 30, 2013 (2013 season) | Percent Change in YTD Occ. Rate | |
| Month of Occupancy (2014 & 2013) | | | | |
| May | 23.8% | 20.3% | 17.3% | 28.5% |
| June | 36.7% | 33.3% | 10.1% | 48.6% |
| July | 43.2% | 40.5% | 6.7% | 69.5% |
| August | 28.4% | 30.1% | -5.5% | 65.8% |
| September | 22.7% | 27.4% | -17.3% | 53.8% |
| October | 12.7% | 14.3% | -11.1% | 34.4% |
| Summer Total | 27.9% | 27.6% | 1.0% | 50.4% |

| AVERAGE DAILY RATE | <u>ADR: YTD 2014 VS. YTD 2013</u> | | | Historic Actual ADR (2013 season) |
|----------------------------------|---|---|------------------------------|---|
| | ADR as of: April 30, 2014 (2014 season) | ADR as of: April 30, 2013 (2013 season) | Percent Change YTD ADR | |
| Month of Occupancy (2014 & 2013) | | | | |
| May | \$162 | \$153 | 5.6% | \$158 |
| June | \$210 | \$199 | 6.0% | \$196 |
| July | \$275 | \$246 | 11.8% | \$250 |
| August | \$258 | \$243 | 6.3% | \$243 |
| September | \$208 | \$212 | -1.7% | \$217 |
| October | \$165 | \$175 | -6.2% | \$175 |
| Summer Total | \$225 | \$213 | 5.6% | \$217 |

| REVENUE PER AVAILABLE ROOM | <u>REVPAR: YTD 2014 VS. YTD 2013</u> | | | Historic Actual RevPAR (2013 season) |
|----------------------------------|--|--|------------------------------------|--|
| | RevPAR as of: April 30, 2014 (2014 season) | RevPAR as of: April 30, 2013 (2013 season) | Percent Change in YTD RevPAR | |
| Month of Occupancy (2014 & 2013) | | | | |
| May | \$39 | \$31 | 23.8% | \$45 |
| June | \$77 | \$66 | 16.6% | \$95 |
| July | \$119 | \$100 | 19.3% | \$174 |
| August | \$73 | \$73 | 0.4% | \$159 |
| September | \$47 | \$58 | -18.7% | \$117 |
| October | \$21 | \$25 | -16.6% | \$60 |
| Summer Total | \$63 | \$59 | 6.6% | \$109 |

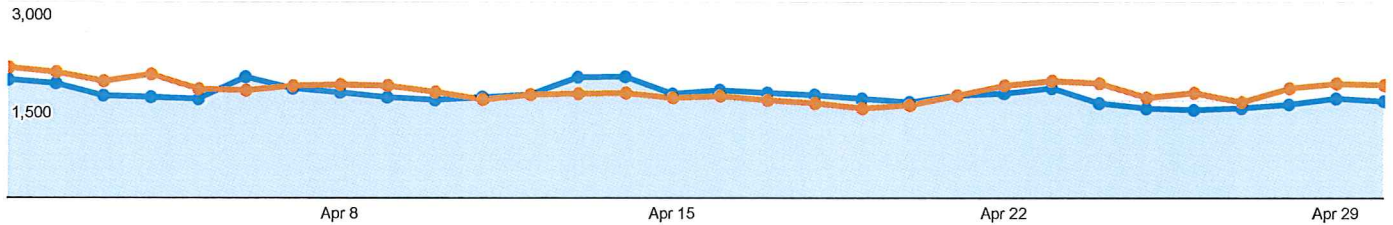
Audience Overview

Apr 1, 2014 - Apr 30, 2014
Compare to: Apr 1, 2013 - Apr 30, 2013



Overview

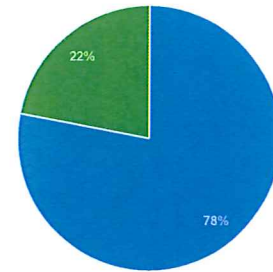
Apr 1, 2014 - Apr 30, 2014: Sessions
Apr 1, 2013 - Apr 30, 2013: Sessions



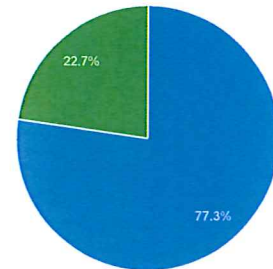
| | | |
|---|---|--|
| Sessions -4.07% 47,572 vs 49,588 | Users -3.65% 39,848 vs 41,357 | Pageviews -14.39% 160,157 vs 187,087 |
| Pages / Session -10.77% 3.37 vs 3.77 | Avg. Session Duration -9.56% 00:02:39 vs 00:02:56 | Bounce Rate 9.79% 46.07% vs 41.96% |
| % New Sessions 0.92% 77.94% vs 77.23% | | |

■ New Visitor ■ Returning Visitor

Apr 1, 2014 - Apr 30, 2014



Apr 1, 2013 - Apr 30, 2013



| Language | Sessions | % Sessions |
|----------------------------|----------------|----------------|
| 1. en-us | | |
| Apr 1, 2014 - Apr 30, 2014 | 43,967 | 92.42% |
| Apr 1, 2013 - Apr 30, 2013 | 46,006 | 92.78% |
| % Change | -4.43% | -0.38% |
| 2. en-gb | | |
| Apr 1, 2014 - Apr 30, 2014 | 616 | 1.29% |
| Apr 1, 2013 - Apr 30, 2013 | 472 | 0.95% |
| % Change | 30.51% | 36.04% |
| 3. en | | |
| Apr 1, 2014 - Apr 30, 2014 | 446 | 0.94% |
| Apr 1, 2013 - Apr 30, 2013 | 1,119 | 2.26% |
| % Change | -60.14% | -58.45% |
| 4. es-es | | |

| | | |
|----------------------------|------------------|------------------|
| Apr 1, 2014 - Apr 30, 2014 | 250 | 0.53% |
| Apr 1, 2013 - Apr 30, 2013 | 162 | 0.33% |
| % Change | 54.32% | 60.86% |
| 5. es-us | | |
| Apr 1, 2014 - Apr 30, 2014 | 235 | 0.49% |
| Apr 1, 2013 - Apr 30, 2013 | 6 | 0.01% |
| % Change | 3,816.67% | 3,982.65% |
| 6. pt-br | | |
| Apr 1, 2014 - Apr 30, 2014 | 207 | 0.44% |
| Apr 1, 2013 - Apr 30, 2013 | 202 | 0.41% |
| % Change | 2.48% | 6.82% |
| 7. de | | |
| Apr 1, 2014 - Apr 30, 2014 | 176 | 0.37% |
| Apr 1, 2013 - Apr 30, 2013 | 106 | 0.21% |
| % Change | 66.04% | 73.07% |
| 8. es-419 | | |
| Apr 1, 2014 - Apr 30, 2014 | 174 | 0.37% |
| Apr 1, 2013 - Apr 30, 2013 | 21 | 0.04% |
| % Change | 728.57% | 763.68% |
| 9. es | | |
| Apr 1, 2014 - Apr 30, 2014 | 148 | 0.31% |
| Apr 1, 2013 - Apr 30, 2013 | 158 | 0.32% |
| % Change | -6.33% | -2.36% |
| 10. de-de | | |
| Apr 1, 2014 - Apr 30, 2014 | 141 | 0.30% |
| Apr 1, 2013 - Apr 30, 2013 | 258 | 0.52% |
| % Change | -45.35% | -43.03% |

Location

Apr 1, 2014 - Apr 30, 2014

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

ALL » COUNTRY / TERRITORY: United States

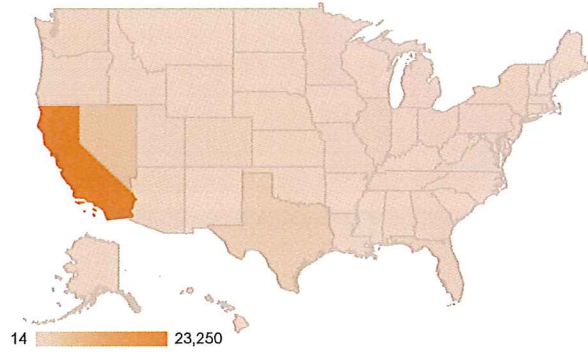
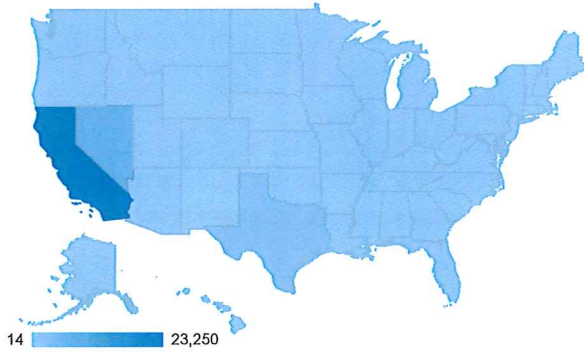


Map Overlay

Summary

Apr 1, 2014 - Apr 30, 2014

Apr 1, 2013 - Apr 30, 2013



| Region | Acquisition | | | Behavior | | | Conversions Goal 1: Cool Deals Page | | |
|----------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------|----------------------------------|--|--------------------------------------|-------------------------------------|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Cool Deals Page (Goal 1 Conversion Rate) | Cool Deals Page (Goal 1 Completions) | Cool Deals Page (Goal 1 Value) |
| | 4.19% ↓ 43,295 vs 45,190 | 0.90% ↑ 77.28% vs 76.59% | 3.33% ↓ 33,460 vs 34,612 | 9.24% ↓ 45.31% vs 41.47% | 10.43% ↓ 3.41 vs 3.81 | 14.21% ↓ 00:02:33 vs 00:02:59 | 4.30% ↑ 6.29% vs 6.03% | 0.07% ↓ 2,722 vs 2,724 | 0.07% ↓ \$2,722.00 vs \$2,724.00 |
| 1. California | | | | | | | | | |
| Apr 1, 2014 | 22,884 (52.86%) | 76.21% | 17,441 (52.12%) | 47.04% | 3.24 | 00:02:24 | 5.73% | 1,311 (48.16%) | \$1,311.00 (48.16%) |
| Apr 1, 2013 | 23,250 (51.45%) | 74.32% | 17,280 (49.92%) | 42.87% | 3.59 | 00:02:50 | 5.54% | 1,288 (47.28%) | \$1,288.00 (47.28%) |
| % Change | -1.57% | 2.55% | 0.93% | 9.71% | -9.69% | -15.34% | 3.41% | 1.79% | 1.79% |
| 2. Nevada | | | | | | | | | |
| Apr 1, 2014 | 6,024 (13.91%) | 69.34% | 4,177 (12.48%) | 50.18% | 3.02 | 00:02:17 | 3.65% | 220 (8.08%) | \$220.00 (8.08%) |
| Apr 1, 2013 | 4,253 (9.41%) | 63.84% | 2,715 (7.84%) | 42.75% | 3.78 | 00:03:54 | 3.29% | 140 (5.14%) | \$140.00 (5.14%) |
| % Change | 41.64% | 8.62% | 53.85% | 17.40% | -20.05% | -41.50% | 10.94% | 57.14% | 57.14% |
| 3. Texas | | | | | | | | | |
| Apr 1, 2014 | 1,802 (4.16%) | 81.96% | 1,477 (4.41%) | 39.29% | 3.84 | 00:02:48 | 8.71% | 157 (5.77%) | \$157.00 (5.77%) |
| Apr 1, 2013 | 2,011 (4.45%) | 82.70% | 1,663 (4.80%) | 33.76% | 4.48 | 00:03:33 | 9.05% | 182 (6.68%) | \$182.00 (6.68%) |
| % Change | -10.39% | -0.88% | -11.18% | 16.36% | -14.37% | -21.20% | -3.73% | -13.74% | -13.74% |
| 4. Washington | | | | | | | | | |
| Apr 1, 2014 | 858 (1.98%) | 84.97% | 729 (2.18%) | 40.44% | 3.72 | 00:02:38 | 8.39% | 72 (2.65%) | \$72.00 (2.65%) |
| Apr 1, 2013 | 993 (2.20%) | 82.48% | 819 (2.37%) | 34.84% | 4.37 | 00:03:05 | 6.55% | 65 (2.39%) | \$65.00 (2.39%) |
| % Change | -13.60% | 3.02% | -10.99% | 16.07% | -14.76% | -14.70% | 28.20% | 10.77% | 10.77% |
| 5. Florida | | | | | | | | | |
| Apr 1, 2014 | 830 (1.92%) | 81.57% | 677 (2.02%) | 40.84% | 3.96 | 00:02:57 | 7.59% | 63 (2.31%) | \$63.00 (2.31%) |

| | | | | | | | | | |
|--------------------|---------------|--------|---------------|---------|---------|----------|--------|------------|-----------------|
| Apr 1, 2014 | 800 (1.92%) | 81.01% | 811 (2.02%) | 49.07% | 3.00 | 00:02:01 | 7.00% | 50 (2.01%) | \$50.00 (2.01%) |
| Apr 1, 2013 | 1,281 (2.83%) | 81.34% | 1,042 (3.01%) | 49.10% | 3.41 | 00:02:04 | 6.71% | 86 (3.16%) | \$86.00 (3.16%) |
| % Change | -35.21% | 0.27% | -35.03% | -16.82% | 16.04% | 42.71% | 13.06% | -26.74% | -26.74% |
| 6. Illinois | | | | | | | | | |
| Apr 1, 2014 | 752 (1.74%) | 82.98% | 624 (1.86%) | 38.43% | 4.03 | 00:03:00 | 8.24% | 62 (2.28%) | \$62.00 (2.28%) |
| Apr 1, 2013 | 1,003 (2.22%) | 82.85% | 831 (2.40%) | 37.69% | 4.21 | 00:02:45 | 7.18% | 72 (2.64%) | \$72.00 (2.64%) |
| % Change | -25.02% | 0.15% | -24.91% | 1.97% | -4.26% | 9.01% | 14.85% | -13.89% | -13.89% |
| 7. Arizona | | | | | | | | | |
| Apr 1, 2014 | 749 (1.73%) | 81.04% | 607 (1.81%) | 45.13% | 3.62 | 00:02:45 | 7.88% | 59 (2.17%) | \$59.00 (2.17%) |
| Apr 1, 2013 | 837 (1.85%) | 80.05% | 670 (1.94%) | 38.35% | 4.15 | 00:02:48 | 7.29% | 61 (2.24%) | \$61.00 (2.24%) |
| % Change | -10.51% | 1.24% | -9.40% | 17.67% | -12.78% | -2.07% | 8.09% | -3.28% | -3.28% |
| 8. New York | | | | | | | | | |
| Apr 1, 2014 | 690 (1.59%) | 82.32% | 568 (1.70%) | 40.87% | 3.82 | 00:02:23 | 7.54% | 52 (1.91%) | \$52.00 (1.91%) |
| Apr 1, 2013 | 955 (2.11%) | 84.71% | 809 (2.34%) | 44.50% | 3.56 | 00:02:22 | 5.34% | 51 (1.87%) | \$51.00 (1.87%) |
| % Change | -27.75% | -2.83% | -29.79% | -8.16% | 7.26% | 1.02% | 41.12% | 1.96% | 1.96% |
| 9. Colorado | | | | | | | | | |
| Apr 1, 2014 | 674 (1.56%) | 78.64% | 530 (1.58%) | 41.84% | 3.73 | 00:02:57 | 6.53% | 44 (1.62%) | \$44.00 (1.62%) |
| Apr 1, 2013 | 791 (1.75%) | 78.13% | 618 (1.79%) | 38.69% | 4.21 | 00:02:58 | 6.19% | 49 (1.80%) | \$49.00 (1.80%) |
| % Change | -14.79% | 0.65% | -14.24% | 8.15% | -11.52% | -0.69% | 5.38% | -10.20% | -10.20% |
| 10. Oregon | | | | | | | | | |
| Apr 1, 2014 | 581 (1.34%) | 82.44% | 479 (1.43%) | 37.35% | 4.44 | 00:03:33 | 10.67% | 62 (2.28%) | \$62.00 (2.28%) |
| Apr 1, 2013 | 645 (1.43%) | 84.34% | 544 (1.57%) | 37.52% | 4.63 | 00:03:57 | 7.44% | 48 (1.76%) | \$48.00 (1.76%) |
| % Change | -9.92% | -2.25% | -11.95% | -0.45% | -4.13% | -10.10% | 43.40% | 29.17% | 29.17% |

Rows 1 - 10 of 52

All Traffic

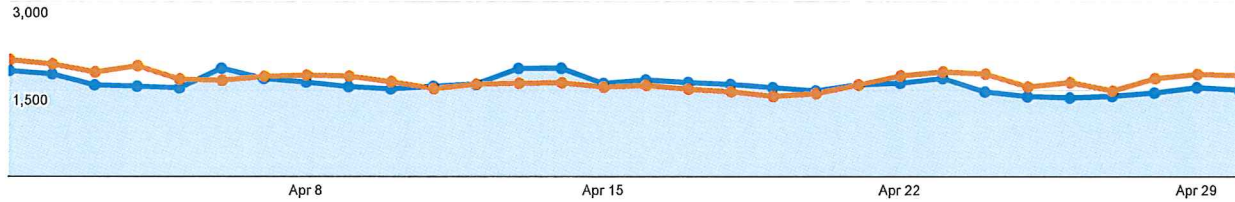
Apr 1, 2014 - Apr 30, 2014
Compare to: Apr 1, 2013 - Apr 30, 2013

All Sessi...
+0.00%

Explorer

Summary

Apr 1, 2014 - Apr 30, 2014: ● Sessions
Apr 1, 2013 - Apr 30, 2013: ● Sessions



| Source / Medium | Acquisition | | | Behavior | | | Conversions Goal 1: Cool Deals Page | | |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|--------------------------|---------------------------------|--|--------------------------------------|-------------------------------------|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Cool Deals Page (Goal 1 Conversion Rate) | Cool Deals Page (Goal 1 Completions) | Cool Deals Page (Goal 1 Value) |
| 1. google / organic | 4.07% ↓ 47,572 vs 49,588 | 0.90% ↑ 78.00% vs 77.30% | 3.20% ↓ 37,108 vs 38,334 | 9.79% ↓ 46.07% vs 41.96% | 10.77% ↓ 3.37 vs 3.77 | 9.56% ↓ 00:02:39 vs 00:02:56 | 3.92% ↑ 6.19% vs 5.95% | 0.30% ↓ 2,943 vs 2,952 | 0.30% ↓ \$2,943.00 vs \$2,952.00 |
| Apr 1, 2014 - Apr 30, 2014 | 16,584 (34.86%) | 71.81% | 11,909 (32.09%) | 50.83% | 3.12 | 00:02:31 | 1.92% | 319 (10.84%) | \$319.00 (10.84%) |
| Apr 1, 2013 - Apr 30, 2013 | 16,317 (32.91%) | 70.44% | 11,493 (29.98%) | 47.37% | 3.26 | 00:02:41 | 2.76% | 450 (15.24%) | \$450.00 (15.24%) |
| % Change | 1.64% | 1.95% | 3.62% | 7.30% | -4.43% | -6.42% | -30.25% | -29.11% | -29.11% |
| 2. visitinglaketahoe.com / referral | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 13,419 (28.21%) | 86.55% | 11,614 (31.30%) | 31.95% | 4.11 | 00:02:50 | 12.34% | 1,656 (56.27%) | \$1,656.00 (56.27%) |
| Apr 1, 2013 - Apr 30, 2013 | 14,782 (29.81%) | 85.31% | 12,610 (32.90%) | 28.87% | 4.68 | 00:03:10 | 11.34% | 1,677 (56.81%) | \$1,677.00 (56.81%) |
| % Change | -9.22% | 1.46% | -7.90% | 10.67% | -12.21% | -10.65% | 8.78% | -1.25% | -1.25% |
| 3. ReachLocal / CPC | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 6,116 (12.86%) | 82.93% | 5,072 (13.67%) | 51.62% | 2.76 | 00:01:35 | 7.57% | 463 (15.73%) | \$463.00 (15.73%) |
| Apr 1, 2013 - Apr 30, 2013 | 0 (0.00%) | 0.00% | 0 (0.00%) | 0.00% | 0.00 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| % Change | ∞% | ∞% | ∞% | ∞% | ∞% | ∞% | ∞% | ∞% | ∞% |
| 4. (direct) / (none) | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 5,663 (11.90%) | 78.12% | 4,424 (11.92%) | 57.30% | 2.99 | 00:03:37 | 4.17% | 236 (8.02%) | \$236.00 (8.02%) |
| Apr 1, 2013 - Apr 30, 2013 | 10,279 (20.73%) | 78.86% | 8,106 (21.15%) | 50.90% | 3.34 | 00:02:56 | 4.42% | 454 (15.38%) | \$454.00 (15.38%) |
| % Change | -44.91% | -0.94% | -45.42% | 12.58% | -10.50% | 23.02% | -5.65% | -48.02% | -48.02% |
| 5. yahoo / organic | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,428 (3.00%) | 66.95% | 956 (2.58%) | 49.09% | 3.15 | 00:02:26 | 2.31% | 33 (1.12%) | \$33.00 (1.12%) |
| Apr 1, 2013 - Apr 30, 2013 | 1,489 (3.00%) | 71.79% | 1,069 (2.79%) | 40.03% | 3.76 | 00:03:01 | 3.09% | 46 (1.56%) | \$46.00 (1.56%) |
| % Change | -4.10% | -6.75% | -10.57% | 22.64% | -16.18% | -19.32% | -25.20% | -28.26% | -28.26% |
| 6. bing / organic | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,251 (2.63%) | 71.30% | 892 (2.40%) | 42.21% | 3.64 | 00:02:56 | 3.52% | 44 (1.50%) | \$44.00 (1.50%) |
| Apr 1, 2013 - Apr 30, 2013 | 1,142 (2.30%) | 66.29% | 757 (1.97%) | 38.88% | 4.01 | 00:03:42 | 2.36% | 27 (0.91%) | \$27.00 (0.91%) |

| | % Change | 9.54% | 7.57% | 17.83% | 8.55% | -9.09% | -20.82% | 48.76% | 62.96% | 62.96% |
|---|-------------|---------|-------------|---------|---------|----------|---------|------------|-----------------|--------|
| 7. web.gotahoenorth.com / referral | | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 236 (0.50%) | 47.03% | 111 (0.30%) | 30.08% | 6.22 | 00:06:16 | 4.24% | 10 (0.34%) | \$10.00 (0.34%) | |
| Apr 1, 2013 - Apr 30, 2013 | 296 (0.60%) | 41.22% | 122 (0.32%) | 37.84% | 5.26 | 00:05:14 | 5.07% | 15 (0.51%) | \$15.00 (0.51%) | |
| % Change | -20.27% | 14.12% | -9.02% | -20.49% | 18.25% | 19.70% | -16.38% | -33.33% | -33.33% | |
| 8. skilaketahoe.com / referral | | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 149 (0.31%) | 81.21% | 121 (0.33%) | 42.95% | 3.69 | 00:03:58 | 28.86% | 43 (1.46%) | \$43.00 (1.46%) | |
| Apr 1, 2013 - Apr 30, 2013 | 231 (0.47%) | 76.19% | 176 (0.46%) | 36.36% | 4.52 | 00:05:28 | 18.18% | 42 (1.42%) | \$42.00 (1.42%) | |
| % Change | -35.50% | 6.59% | -31.25% | 18.12% | -18.40% | -27.30% | 58.72% | 2.38% | 2.38% | |
| 9. northstarcalifornia.com / referral | | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 138 (0.29%) | 52.90% | 73 (0.20%) | 63.77% | 2.74 | 00:04:23 | 3.62% | 5 (0.17%) | \$5.00 (0.17%) | |
| Apr 1, 2013 - Apr 30, 2013 | 27 (0.05%) | 77.78% | 21 (0.05%) | 51.85% | 2.56 | 00:03:02 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) | |
| % Change | 411.11% | -31.99% | 247.62% | 22.98% | 7.18% | 44.50% | ∞% | ∞% | ∞% | |
| 10. northlaketahoexpress.com / referral | | | | | | | | | | |
| Apr 1, 2014 - Apr 30, 2014 | 95 (0.20%) | 82.11% | 78 (0.21%) | 75.79% | 2.91 | 00:01:46 | 2.11% | 2 (0.07%) | \$2.00 (0.07%) | |
| Apr 1, 2013 - Apr 30, 2013 | 120 (0.24%) | 62.50% | 75 (0.20%) | 65.83% | 2.45 | 00:01:49 | 2.50% | 3 (0.10%) | \$3.00 (0.10%) | |
| % Change | -20.83% | 31.37% | 4.00% | 15.12% | 18.58% | -2.68% | -15.79% | -33.33% | -33.33% | |

Rows 1 - 10 of 701

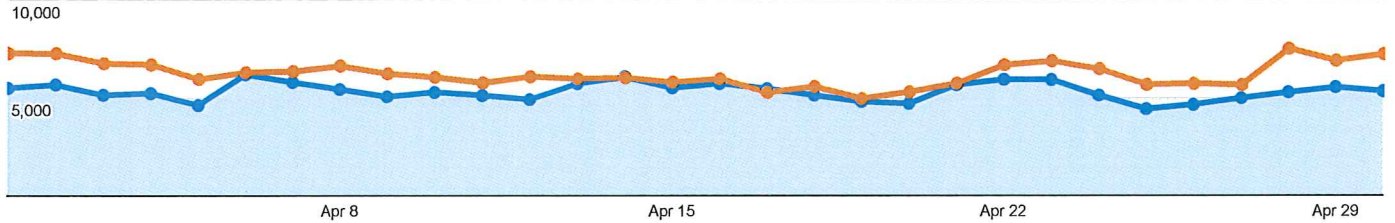
Overview

Apr 1, 2014 - Apr 30, 2014
Compare to: Apr 1, 2013 - Apr 30, 2013

All Sessi...
+0.00%

Overview

Apr 1, 2014 - Apr 30, 2014: ● Pageviews
Apr 1, 2013 - Apr 30, 2013: ● Pageviews



Pageviews

-14.39%
160,157 vs 187,087

Unique Pageviews

-14.32%
124,079 vs 144,816

Avg. Time on Page

5.97%
00:01:07 vs 00:01:03

Bounce Rate

9.79%
46.07% vs 41.96%

% Exit

12.07%
29.70% vs 26.51%

| Page | Pageviews | % Pageviews |
|---|----------------|----------------|
| 1. /index.php | | |
| Apr 1, 2014 - Apr 30, 2014 | 14,128 | 8.82% |
| Apr 1, 2013 - Apr 30, 2013 | 8,910 | 4.76% |
| % Change | 58.56% | 85.23% |
| 2. /events | | |
| Apr 1, 2014 - Apr 30, 2014 | 6,451 | 4.03% |
| Apr 1, 2013 - Apr 30, 2013 | 6,734 | 3.60% |
| % Change | -4.20% | 11.91% |
| 3. /lodging | | |
| Apr 1, 2014 - Apr 30, 2014 | 4,166 | 2.60% |
| Apr 1, 2013 - Apr 30, 2013 | 5,466 | 2.92% |
| % Change | -23.78% | -10.97% |
| 4. /outdoors/index.php | | |
| Apr 1, 2014 - Apr 30, 2014 | 2,299 | 1.44% |
| Apr 1, 2013 - Apr 30, 2013 | 1,549 | 0.83% |
| % Change | 48.42% | 73.37% |
| 5. /cool-deals | | |
| Apr 1, 2014 - Apr 30, 2014 | 2,072 | 1.29% |
| Apr 1, 2013 - Apr 30, 2013 | 2,436 | 1.30% |
| % Change | -14.94% | -0.64% |
| 6. /summer/outdoors/hiking/hiking-trails | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,732 | 1.08% |
| Apr 1, 2013 - Apr 30, 2013 | 1,291 | 0.69% |

| | | |
|--|----------------|----------------|
| % Change | 34.16% | 56.72% |
| 7. /outdoors/other-activities | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,705 | 1.06% |
| Apr 1, 2013 - Apr 30, 2013 | 1,241 | 0.66% |
| % Change | 37.39% | 60.49% |
| 8. /about-tahoe/weather-and-roads | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,679 | 1.05% |
| Apr 1, 2013 - Apr 30, 2013 | 755 | 0.40% |
| % Change | 122.38% | 159.78% |
| 9. /resorts-and-towns/incline-village | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,667 | 1.04% |
| Apr 1, 2013 - Apr 30, 2013 | 2,331 | 1.25% |
| % Change | -28.49% | -16.46% |
| 10. /resorts-and-towns/kings-beach | | |
| Apr 1, 2014 - Apr 30, 2014 | 1,453 | 0.91% |
| Apr 1, 2013 - Apr 30, 2013 | 1,819 | 0.97% |
| % Change | -20.12% | -6.69% |

PROPERTY REFERRALS - ALPHA LISTING**REFERRALS**

| | |
|--|-----|
| 7-Pines Motel | 26 |
| Agate Bay Realty Vacation Rentals | 73 |
| Agate Bay Realty Vacation Rentals Cool Deals | 5 |
| Alpine Rental Group | 17 |
| Americas Best Value Inn Tahoe City | 41 |
| Aviva Inn | 71 |
| Brockway Springs Resort | 106 |
| Brockway Springs Resort Cool Deals | 87 |
| Cal Neva Resort Casino Hotel | 16 |
| Cedar Glen Lodge | 234 |
| Chalet de Huttlinger | 15 |
| Chaney House | 48 |
| Chinquapin / Packard Realty | 9 |
| Christy Lodge | 16 |
| Club Tahoe Resort | 16 |
| Constellation Residences at Northstar | 42 |
| Cottage Inn at Lake Tahoe | 87 |
| Ferrari's Crown Resort | 70 |
| Firelite Lodge | 35 |
| Firelite Lodge Cool Deals | 19 |
| First Accommodations, Inc. | 63 |
| Fox Den Cottages | 23 |
| Franciscan Lakeside Lodge | 63 |
| Goldfish Properties | 49 |
| Granlibakken Conference Center & Resort | 56 |
| Granlibakken Conference Center & Resort Cool Deals | 40 |
| Granlibakken Ski Area | 1 |
| Hauserman Rental Group | 81 |
| Holiday House | 41 |
| Holiday House Cool Deals | 46 |
| Hyatt Regency Lake Tahoe Resort, Spa and Casino | 333 |
| Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals | 246 |
| Ice Lakes Lodge at Royal Gorge XC Ski Resort | 11 |
| Incline at Tahoe Realty | 53 |
| Incline at Tahoe Realty Cool Deals | 76 |
| Incline Vacation Rentals | 74 |
| Incline Vacation Rentals Cool Deals | 36 |
| Kingswood Village Vacation Rentals | 27 |
| Lake Tahoe Accommodations | 23 |
| Lake Tahoe Accommodations. | 50 |
| Lake Tahoe Accommodations. Cool Deals | 22 |
| Lake Tahoe Deluxe Vacation Rentals | 45 |
| LakeFrontHouse.com | 41 |
| Martis Valley Associates Property Rentals | 3 |
| Meeks Bay Resort & Marina | 61 |

| | |
|--|-----|
| Mother Natures Inn | 19 |
| Mourelatos Lakeshore Resort | 90 |
| North Tahoe Rental Company | 55 |
| Northstar Condominiums | 41 |
| Northstar Mountain Home Vacation Rentals | 27 |
| Northstar Resort | 120 |
| Northstar Resort Cool Deals | 44 |
| Olympic Village Inn | 30 |
| Painted Rock Lodge | 63 |
| Parkside Inn at Incline | 67 |
| PepperTree Inn | 25 |
| PlumpJack Squaw Valley Inn | 44 |
| PlumpJack Squaw Valley Inn Cool Deals | 29 |
| Pullen Realty Group | 8 |
| Rainbow Lodge | 13 |
| Red Wolf Lakeside Lodge | 46 |
| Red Wolf Lodge at Squaw Valley | 18 |
| RedAwning.com Vacation Rentals | 19 |
| Resort at Squaw Creek | 85 |
| Resort at Squaw Creek Cool Deals | 187 |
| River Ranch Lodge and Restaurant | 44 |
| River Ranch Lodge and Restaurant Cool Deals | 107 |
| Rockwood Lodge | 30 |
| Rustic Cottage Inn | 2 |
| Rustic Cottages | 49 |
| Rustic Cottages Cool Deals | 14 |
| Schulze, Lola - Tahoe Luxury Properties | 2 |
| Shooting Star Bed & Breakfast | 49 |
| Shore House at Lake Tahoe | 101 |
| Shore House at Lake Tahoe Cool Deals | 4 |
| Sierra Mountain Properties | 9 |
| Sierra Vacation Rentals/Sales | 68 |
| Squaw Valley Lodge | 40 |
| Squaw Valley Lodge Cool Deals | 22 |
| Stanford Alpine Chalet | 49 |
| Stay In Lake Tahoe | 81 |
| Stevenson's Holliday Inn | 49 |
| Sunnyside Restaurant & Lodge | 153 |
| Tahoe Biltmore Lodge & Casino | 94 |
| Tahoe Biltmore Lodge & Casino Cool Deals | 62 |
| Tahoe City Inn | 36 |
| Tahoe Edgelake Beach Club | 7 |
| Tahoe Exclusive Properties - Carr Long Real Estate | 22 |
| Tahoe Exclusive Vacation Rentals | 30 |
| Tahoe Getaways Vacation Rentals | 140 |
| Tahoe Getaways Vacation Rentals Cool Deals | 73 |
| Tahoe Luxury Properties | 83 |

| | |
|--|-------------|
| Tahoe Luxury Properties Cool Deals | 37 |
| Tahoe Marina Lodge | 39 |
| Tahoe Moon Properties | 142 |
| Tahoe Mountain Club | 36 |
| Tahoe Mountain Resorts Lodging | 49 |
| Tahoe Mountain Resorts Lodging Cool Deals | 64 |
| Tahoe North Shore Lodge | 11 |
| Tahoe North Visitor's & Convention Bureau | 2 |
| Tahoe Real Estate Group | 6 |
| Tahoe Sands Resort | 16 |
| Tahoe Signature Properties | 60 |
| Tahoe Tavern Properties | 20 |
| Tahoe Vista Lodge and Cabins | 43 |
| Tahoe Vistana Inn | 51 |
| Tahoe Vistana Inn Cool Deals | 36 |
| Tahoe Woodside Vacation Rentals | 31 |
| TahoeRentals.com ~ Wells and Bennett Realtors | 52 |
| Tahoma Lodge | 30 |
| Tahoma Lodge Cool Deals | 18 |
| Tahoma Meadows Bed & Breakfast Cottages | 97 |
| Tahoma Meadows Bed & Breakfast Cottages Cool Deals | 37 |
| Tamarack Lodge | 8 |
| The Border House | 58 |
| The Lodge at Obexers | 20 |
| The Lodge at Sugar Bowl | 40 |
| The Ritz-Carlton, Lake Tahoe | 124 |
| The Ritz-Carlton, Lake Tahoe Cool Deals | 218 |
| The Village at Squaw Valley | 72 |
| The Village at Squaw Valley Cool Deals | 91 |
| VACA North Tahoe | 175 |
| Vacasa Rentals | 98 |
| Vacasa Rentals Cool Deals | 24 |
| Vacation Station, Inc. | 53 |
| Vacation Tahoe by O'Neal Brokers | 26 |
| Waters of Tahoe Properties | 99 |
| West Lake Properties at Tahoe | 43 |
| West Shore Cafe & Inn | 77 |
| TOTALS | 7150 |

PROPERTY REFERRALS - ALPHA LISTING**REFERRALS**

| | |
|--|-----|
| Hyatt Regency Lake Tahoe Resort, Spa and Casino | 333 |
| Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals | 246 |
| Cedar Glen Lodge | 234 |
| The Ritz-Carlton, Lake Tahoe Cool Deals | 218 |
| Resort at Squaw Creek Cool Deals | 187 |
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| Sunnyside Restaurant & Lodge | 153 |
| Tahoe Moon Properties | 142 |
| Tahoe Getaways Vacation Rentals | 140 |
| The Ritz-Carlton, Lake Tahoe | 124 |
| Northstar Resort | 120 |
| River Ranch Lodge and Restaurant Cool Deals | 107 |
| Brockway Springs Resort | 106 |
| Shore House at Lake Tahoe | 101 |
| Waters of Tahoe Properties | 99 |
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| Tahoe Luxury Properties Cool Deals | 37 |
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| Granlibakken Ski Area | 1 |
| TOTALS | 7150 |

And
up we
go.



**February 2014
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport**

April 3, 2014



**Reno-Tahoe
Airport Authority**



U.S. DOMESTIC INDUSTRY OVERVIEW FOR FEBRUARY 2014
All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor: 81.2%, Up 0.4 pts.
 Number of Flights *: Down (0.6%)
 Capacity of Seats *: Up 1.5%
 Crude Oil **: \$100.92 per barrel in FEB 2014
 vs. \$96.21 per barrel in FEB 2013

RNO OVERVIEW FOR FEBRUARY 2014 – year over year comparison

Total Passengers: Down (12.1%)
 Avg. Enplaned Load Factor: 81.7% Down (3.0 pts.)
 Scheduled Departures: Down (8.9%)
 Scheduled Departing Seats: Down (11.0%)
 Total Cargo: Up 9.9%

*Source: RNO Monthly Flight Activity Reports; *Dio Mi*

HIGHLIGHTS

February 2014 vs. February 2013

| | |
|------------------------------|------------------------|
| Total Passengers | Down (12.1%) |
| Enplaned Passengers | Down (12.0%) |
| Deplaned Passengers | Down (12.1%) |
| Average Enplaned Load Factor | 81.7% Down 3.0 pts. |
| Total Cargo | Up 9.9% |

Full Year 2014 vs. Full Year 2013

| | |
|------------------------------|------------------------|
| Total Passengers | Down (10.4%) |
| Enplaned Passengers | Down (10.5%) |
| Deplaned Passengers | Down (10.3%) |
| Average Enplaned Load Factor | 79.0% Down 3.2 pts. |
| Total Cargo | Up 4.7% |

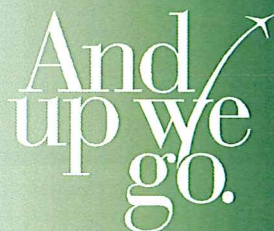
FEBRUARY 2014 SUMMARY

Reno-Tahoe International Airport (RNO) served 228,035 passengers in February 2014, a decrease of (12.1%) versus February 2013. The loss in traffic can be attributed to a lack of consistent snowfall during both January and much of February, resulting in softened snowsports traffic. In addition, the combined men's and women's bowling tournament, which is a smaller group this year, did not start until late February.

Southwest Airlines saw the largest decrease in total passengers, carrying 27,901 fewer passengers in February 2014 compared to the same month last year, representing a decrease of (20.4%). The loss of Oakland, Salt Lake City, seasonal service from Ontario, coupled with Portland and Chicago-Midway service reductions, decreased the scheduled monthly totals by 150 departures with 16,924 departing seats. Overall, Southwest's scheduled departures were down (22.8%) in February 2014 versus February 2013.

Alaska Airlines and Delta Air Lines both saw year-over-year February increases in the amount of 2,308 combined total passengers.

With respect to air cargo, RNO handled 9,486,697 pounds of cargo in February 2014, a significant increase of 9.9% over February 2013. These volumes represent the third highest February on record, behind the peak years of 2007 and 2008 before the global economy fell into recession. UPS posted an increase of 14.1% and FedEx experienced a rise in volumes of 9.8%, while Ameriflight (DHL) posted a slight decrease of (1.5%).



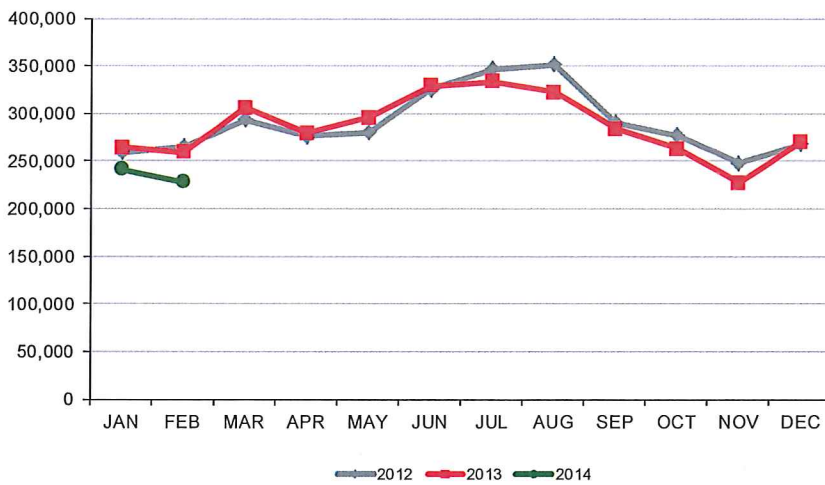


In February 2014, RNO was served by seven major airlines providing 51 peak daily departures to 14 non-stop destinations. For February, our partner airlines reported a (11.0%) decrease in scheduled passenger seats compared to February 2013.

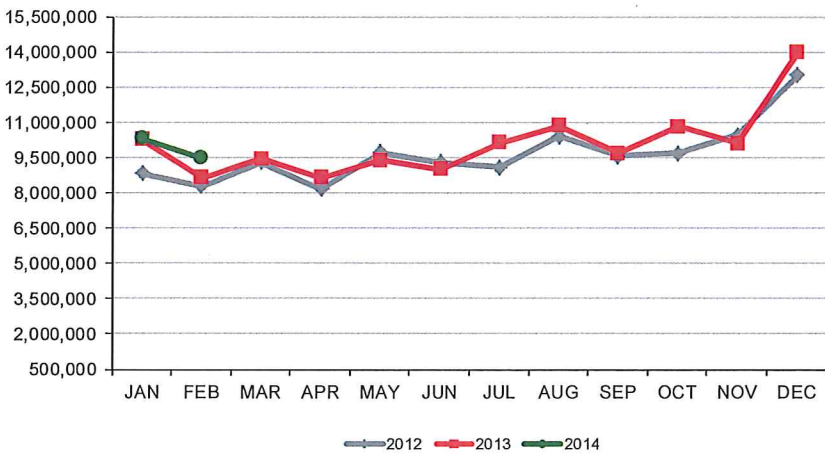
TOTAL PASSENGERS

In February 2014, total passenger traffic at RNO decreased (12.1%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased by 13.0% due to new non-stop flights to Portland, OR which began in November 2013. With respect to February load factors, no carriers reported year-over-year increases, however, several carriers continue to report very high load factors. United Airlines reported an average load factor of 90.5%. American continued to experience high load factors as well, recording an average 88.1% for the month. Alaska Airlines load factor for the month declined only slightly, (0.4pts), to 84.5% on increased capacity of 13.0%. US Airways reported an average monthly load factor of 81.4% while Allegiant posted 80.2%. Southwest Airlines traffic decreased (20.4%) with the loss of Oakland, Salt Lake City and Ontario service as well as reductions to Chicago-Midway and Portland service compared to last year.

Total Passengers



Total Cargo

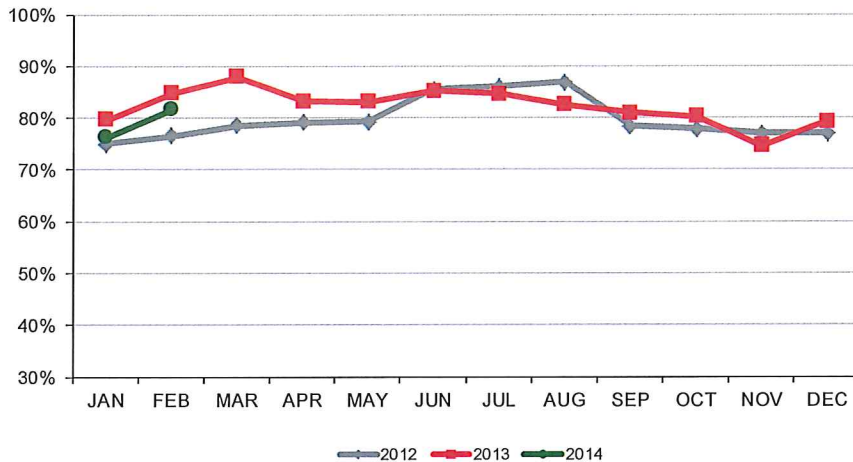


TOTAL CARGO

Total cargo volume at RNO increased 9.9% in February 2014 versus the same period last year. This was largely driven by a 14.1% year-over-year increase from UPS as well as a 9.8% increase by FedEx. Ameriflight (DHL) was down just slightly at (1.5%) over the same period. The monthly volume still represents the third highest February on record since 2008.



Average Enplaned Load Factors

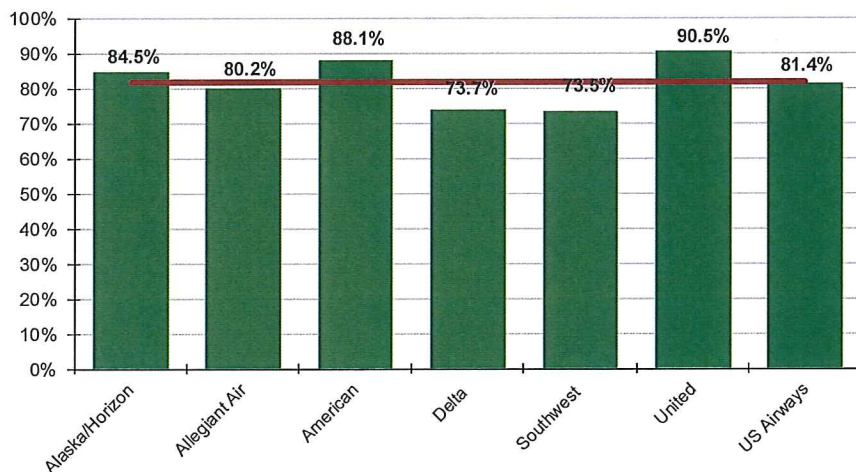


| Load Factors February 2014 | | | |
|----------------------------|-------|---------|------------|
| Airline | RNO | Network | Difference |
| Alaska | 84.5% | 84.6% | (0.1) |
| Allegiant Air | 80.2% | 88.4% | (8.2) |
| American | 88.1% | 78.4% | 9.7 |
| Delta | 73.7% | 81.2% | (7.5) |
| Southwest | 73.5% | 78.1% | (4.6) |
| United | 90.5% | 79.2% | 11.3 |
| US Airways | 81.4% | 80.3% | 1.1 |

Source: Airline Performance Reports

American and US Airways reported combined operations

Enplaned Load Factors by Airlines

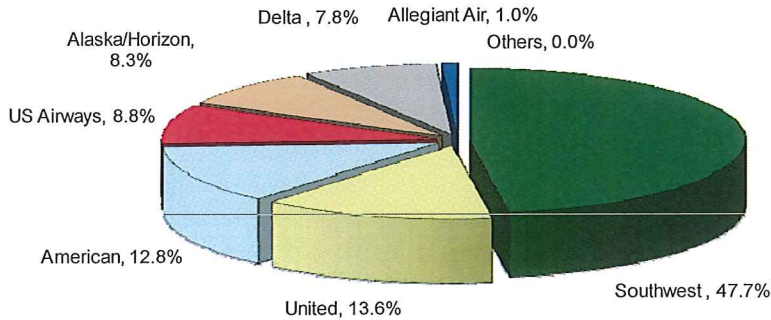


AIRLINE LOAD FACTORS

In February 2014, the average enplaned load factor at RNO was 81.7%, a decrease of (3.0) percentage points versus last year. All airlines showed a year-over-year decrease in average load factor. This, again, can be attributed to a lack of snow bringing Tahoe traffic and a late start to the combined bowling tournament.



Air Carrier Market Share



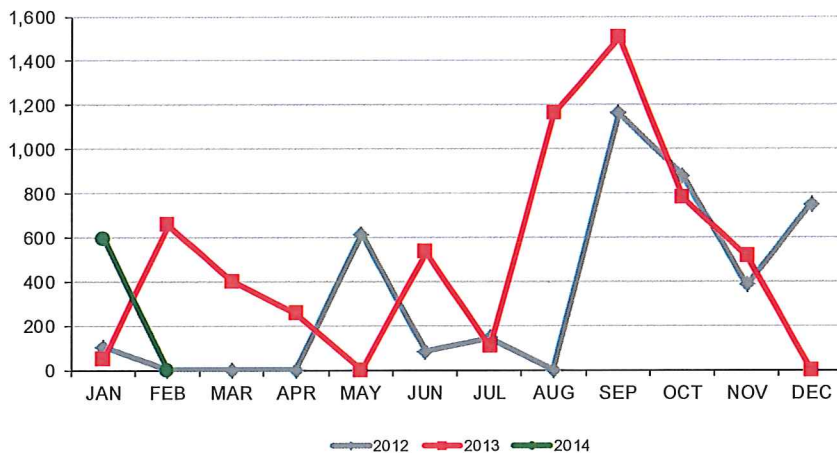
AIRLINE MARKET SHARE

In February 2014, Southwest Airlines carried a total of 108,742 passengers resulting in a market share of 47.7%. The next highest market shares were: United Airlines with 13.6%, American Airlines with 12.8%, US Airways with 8.8%, Alaska Airlines carried 8.3%, Delta Air Lines at 7.8%, and Allegiant Air rounded out the carriers with 1.0% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

| | February-14 | February-13 | YOY Change |
|----------------|-------------|-------------|------------|
| Alaska/Horizon | 8.3% | 6.5% | 1.8 |
| Allegiant Air | 1.0% | 0.9% | 0.1 |
| American | 12.8% | 12.0% | 0.8 |
| Delta | 7.8% | 6.8% | 1.0 |
| Southwest | 47.7% | 52.7% | (5.0) |
| United | 13.6% | 12.4% | 1.2 |
| US Airways | 8.8% | 8.7% | 0.1 |
| Others | 0.0% | 0.0% | 0.0 |

Total Charter Passengers

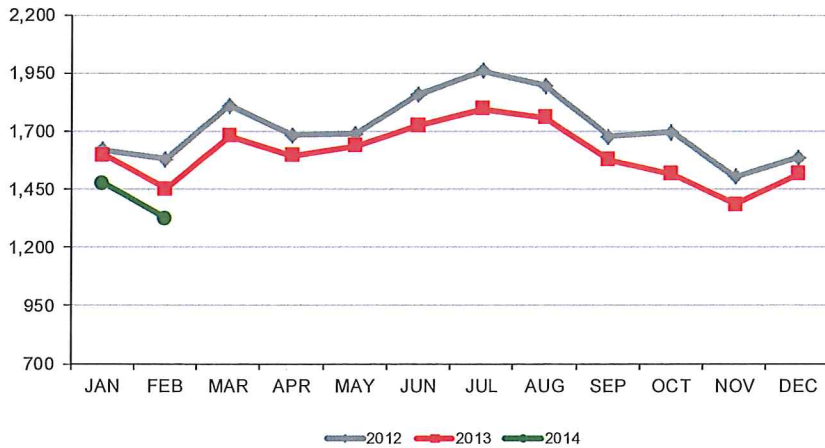


CHARTER PASSENGERS

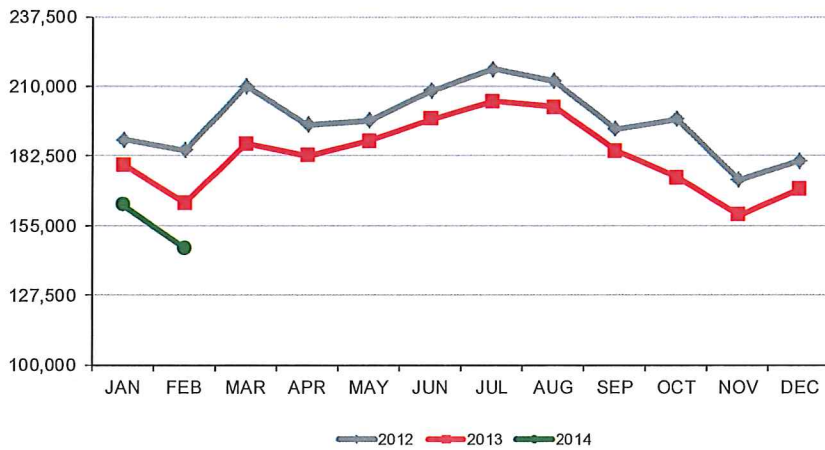
During the month of February 2014, no charter passengers moved through Reno-Tahoe International Airport. This compares to 656 charter passengers reported in February 2013.



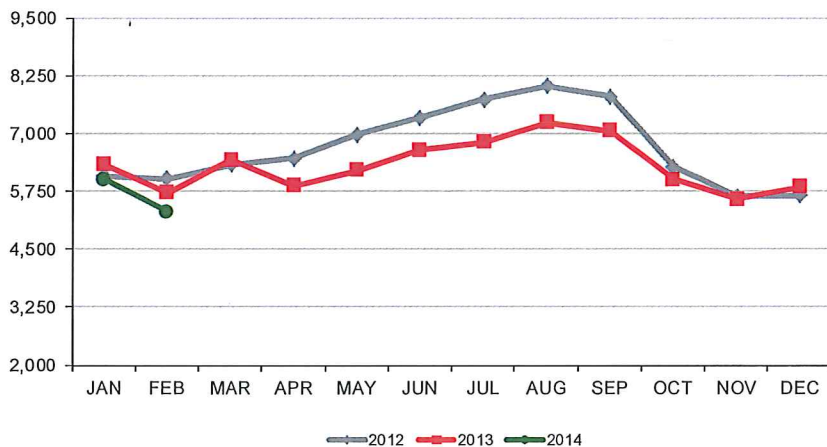
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Allegiant Air

- Operated twice weekly flights to Bellingham from June 6th, 2013 to January 19th, 2014

Alaska Airlines

- Temporarily reduced some midweek (Tuesday & Wednesday) service to San Jose from two to one daily flight in February 2013, which will return to full twice daily service in June 2014.
- In addition, it started service to Portland, OR November 8th of last year, which will increase to twice daily on June 8th.

Southwest Airlines

- Eliminated non-stop service to Salt Lake City in January 2013
- Eliminated non-stop service to Oakland in June 2013
- Transitioned Chicago-Midway service to seasonal, which returned to daily service March 8th, 2014
- Reduced non-stop service to Portland from two to one daily in November 2013
- Will eliminate service to Seattle and Portland in June 2014

TOTAL OPERATIONS

A total of 5,304 operations occurred at RNO in February 2014, leading to a decrease of (7.2%) versus February 2013. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

| Total Passengers February-14 | | | | | | |
|---------------------------------|------------------|------------------|-----------------|------------|--------|-----------------|
| | Passengers | | YOY % Change | Passengers | | YOY % Change |
| | 2012 | 2013 | | 2014 | 2014 | |
| JAN | 259,012 | 264,265 | 2.0% | 241,181 | -8.7% | |
| FEB | 265,017 | 259,299 | -2.2% | 228,035 | -12.1% | |
| MAR | 292,939 | 306,049 | 4.5% | | | |
| 1st Quarter | 816,968 | 829,613 | 1.5% | | | |
| APR | 275,926 | 279,418 | 1.3% | | | |
| MAY | 279,857 | 295,494 | 5.6% | | | |
| JUN | 325,260 | 328,755 | 1.1% | | | |
| 2nd Quarter | 881,043 | 903,667 | 2.6% | | | |
| JUL | 347,060 | 333,321 | -4.0% | | | |
| AUG | 350,934 | 322,083 | -8.2% | | | |
| SEP | 290,311 | 283,565 | -2.3% | | | |
| 3rd Quarter | 988,305 | 938,969 | -5.0% | | | |
| OCT | 277,030 | 262,473 | -5.3% | | | |
| NOV | 248,067 | 227,213 | -8.4% | | | |
| DEC | 267,739 | 270,051 | 0.9% | | | |
| 4th Quarter | 792,836 | 759,737 | -4.2% | | | |
| TOTAL | 3,479,152 | 3,431,986 | -1.4% | | | |
| YTD Total | | 523,564 | | 469,216 | -10.4% | |

| Total Scheduled Enplaned Passengers February-14 | | | | |
|--|------------------|------------------|---------|-----------------|
| | 2012 | 2013 | 2014 | YOY % Change |
| JAN | 131,484 | 133,439 | 121,421 | -9.0% |
| FEB | 131,201 | 129,283 | 113,777 | -12.0% |
| MAR | 148,163 | 154,142 | | |
| APR | 138,938 | 140,054 | | |
| MAY | 138,309 | 146,562 | | |
| JUN | 161,607 | 162,489 | | |
| JUL | 172,563 | 165,218 | | |
| AUG | 173,097 | 160,091 | | |
| SEP | 149,113 | 144,896 | | |
| OCT | 139,927 | 132,347 | | |
| NOV | 123,267 | 113,903 | | |
| DEC | 129,707 | 131,328 | | |
| TOTAL | 1,737,376 | 1,713,752 | | |
| YTD Total | | 262,722 | 235,198 | -10.5% |

| Total Cargo February-14 | | | | | | |
|----------------------------|--------------------|--------------------|-----------------|------------|-------------|-----------------|
| | 2012 | | YOY % Change | 2014 | | YOY % Change |
| | Cargo in Pounds | 2013 | | Pounds | Metric Tons | |
| JAN | 8,813,491 | 10,269,546 | 16.5% | 10,303,380 | 4,673 | 0.3% |
| FEB | 8,274,037 | 8,635,807 | 4.4% | 9,486,697 | 4,302 | 9.9% |
| MAR | 9,304,722 | 9,457,376 | 1.6% | | | |
| 1st Quarter | 26,392,250 | 28,362,729 | 7.5% | | | |
| APR | 8,175,766 | 8,639,232 | 5.7% | | | |
| MAY | 9,706,074 | 9,398,212 | -3.2% | | | |
| JUN | 9,302,777 | 9,001,339 | -3.2% | | | |
| 2nd Quarter | 27,184,617 | 27,038,783 | -0.5% | | | |
| JUL | 9,096,013 | 10,149,807 | 11.6% | | | |
| AUG | 10,398,754 | 10,859,694 | 4.4% | | | |
| SEP | 9,573,812 | 9,689,115 | 1.2% | | | |
| 3rd Quarter | 29,068,579 | 30,698,616 | 5.6% | | | |
| OCT | 9,677,334 | 10,834,930 | 12.0% | | | |
| NOV | 10,469,628 | 10,099,499 | -3.5% | | | |
| DEC | 13,007,942 | 13,998,438 | 7.6% | | | |
| 4th Quarter | 33,154,904 | 34,932,867 | 5.4% | | | |
| TOTAL | 115,800,350 | 121,032,995 | 4.5% | | | |
| YTD Total | | 18,905,353 | | 19,790,077 | 8,975 | 4.7% |

| Total Deplaned Passengers February-14 | | | | |
|--|------------------|------------------|---------|-----------------|
| | 2012 | 2013 | 2014 | YOY % Change |
| JAN | 127,179 | 130,579 | 119,481 | -8.5% |
| FEB | 133,816 | 130,016 | 114,258 | -12.1% |
| MAR | 144,776 | 151,506 | | |
| APR | 136,988 | 139,265 | | |
| MAY | 141,282 | 148,932 | | |
| JUN | 163,571 | 165,931 | | |
| JUL | 174,432 | 168,053 | | |
| AUG | 177,837 | 161,513 | | |
| SEP | 140,626 | 137,942 | | |
| OCT | 136,719 | 129,736 | | |
| NOV | 124,676 | 113,051 | | |
| DEC | 137,648 | 138,723 | | |
| TOTAL | 1,739,550 | 1,715,247 | | |
| YTD Total | | 260,595 | 233,739 | -10.3% |

| Enplaned Passengers & Load Factor | | | | |
|-----------------------------------|--------------|-------------|-------------|-------|
| | Enplaned PAX | February-14 | February-13 | Diff. |
| Alaska/Horizon | 9,510 | 84.5% | 84.9% | -0.4 |
| Allegiant Air | 1,065 | 80.2% | 89.8% | -9.6 |
| American | 15,052 | 88.1% | 91.2% | -3.1 |
| Delta | 8,857 | 73.7% | 76.9% | -3.2 |
| Southwest | 53,936 | 73.5% | 75.1% | -1.6 |
| United | 15,476 | 90.5% | 90.9% | -0.4 |
| US Airways | 9,881 | 81.4% | 84.3% | -2.9 |

Source: RNO Monthly Flight Activity Reports

Monthly Report April 2014

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 13/14</u> | <u>FY 12/13</u> | <u>Variance</u> |
|---|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 4/30/14: | \$2,244,491 | \$1,484,604 | 51% |
| Forecasted Commission for this Revenue: | \$165,443 | \$60,444 | 174% |
| Number of Room Nights: | 12258 | 8361 | 47% |
| Number of Delegates: | 7123 | 3844 | 85% |
| Annual Revenue Goal: | \$2,750,000 | \$1,750,000 | |
| Annual Commission Goal: | \$150,000 | \$75,000 | |
| Number of Tentative Bookings: | 115 | 96 | 20% |

| <u>Monthly Detail/Activity</u> | <u>April-14</u> | | <u>April-13</u> | |
|---------------------------------|---------------------|------------------|---------------------|------|
| <u>Number of Groups Booked:</u> | 9 | | 5 | |
| Revenue Booked: | \$118,979 | | \$87,106 | 37% |
| Projected Commission: | \$13,085 | | \$2,165 | 504% |
| Room Nights: | 876 | | 449 | 95% |
| Number of Delegates: | 643 | | 324 | 98% |
| | 2 Corp, 1 | | | |
| | Assoc, 3 Smf | | | |
| Booked Group Types: | and 1 Society | | 4 Corp, 1 Smf | |
| Lost Business, # of Groups: | 0 | | 2 | |
| <u>Arrived in the month</u> | <u>April-14</u> | <u>*Est.</u> | <u>April-14</u> | |
| Number of Groups: | 2 | | 4 | |
| Revenue Arrived: | \$9,720 | | \$55,405 | -82% |
| Projected Commission: | \$972 | | \$5,522 | -82% |
| Room Nights: | 348 | | 385 | -10% |
| Number of Delegates: | 189 | | 457 | -59% |
| Arrived Group Types: | 2 Tour Operator | | 3 Assoc., 1 Smf | |

| <u>Monthly Detail/Activity</u> | <u>March-14</u> | | <u>March-13</u> | |
|---------------------------------|-----------------|--|-----------------|-------|
| <u>Number of Groups Booked:</u> | 2 | | 9 | |
| Revenue Booked: | \$32,263 | | \$2,064,398 | -98% |
| Projected Commission: | \$913 | | \$190,327 | -100% |
| Room Nights: | 143 | | 11235 | -99% |
| Number of Delegates: | 100 | | 5136 | -98% |
| | | | 5 Smf, 3 Corp, | |
| Booked Group Types: | 2 Corp | | 1 Assoc. | |
| Lost Business, # of Groups: | 0 | | 5 | |

| <u>Arrived in the month</u> | <u>March-14</u> | <u>*Est.</u> | <u>March-13</u> | |
|-----------------------------|-----------------|--------------|-----------------|------|
| Number of Groups: | 3 | | 1 | |
| Revenue Arrived: | \$9,189 | | \$20,886 | -56% |
| Projected Commission: | \$569 | | \$2,088 | -73% |
| Room Nights: | 129 | | 94 | 37% |
| Number of Delegates: | 58 | | 50 | 16% |
| Arrived Group Types: | 2 Corp, 1 Smf | | 1 Corp | |

| <u>Monthly Detail/Activity</u> | <u>February-14</u> | <u>February-13</u> | |
|---------------------------------|--------------------|--------------------|------|
| <u>Number of Groups Booked:</u> | 3 | 11 | |
| Revenue Booked: | \$58,460 | \$226,355 | -74% |
| Projected Commission: | \$6,098 | \$4,642 | |
| Room Nights: | 288 | 1750 | -84% |
| Number of Delegates: | 154 | 872 | -82% |
| Booked Group Types: | 2 Corp, 1 Film | 1 Corp, 5 | |
| Lost Business, # of Groups: | 3 | 5 | |

| <u>Arrived in the month</u> | <u>February-14</u> | <u>February-13</u> | |
|-----------------------------|--|--|------|
| Number of Groups: | 3 | 5 | |
| Revenue Arrived: | \$21,833 | \$85,979 | -75% |
| Projected Commission: | \$927 | \$1,076 | -14% |
| Room Nights: | 119 | 299 | -60% |
| Number of Delegates: | 61 | 150 | -59% |
| Arrived Group Types: | 1 Corp, 1 Smf, 1 1 Film crew 1 Film crew | 2 Corp, 1 Assoc. 1 Smf, 1 Tour Operator 1 Smf, 1 Tour Operator | |

| <u>Monthly Detail/Activity</u> | <u>January-14</u> | <u>January-13</u> | |
|---------------------------------|----------------------------|--|------|
| <u>Number of Groups Booked:</u> | 8 | 7 | |
| Revenue Booked: | \$52,456 | \$203,022 | -74% |
| Projected Commission: | \$4,173 | \$13,107 | |
| Room Nights: | 435 | 1210 | -64% |
| Number of Delegates: | 346 | 469 | -26% |
| Booked Group Types: | 1 Corp, 1 Assoc., 6 Smf | 1 Corp, 2 Smf, 1 Govt, 2 Univ, 1 Seminar | |
| Lost Business, # of Groups: | 4 | 4 | |

| <u>Arrived in the month</u> | <u>January-14</u> | <u>January-13</u> | |
|-----------------------------|--------------------------|-------------------|------|
| Number of Groups: | 7 | 1 | |
| Revenue Arrived: | \$159,033 | \$33,919 | 369% |
| Projected Commission: | \$9,815 | \$1,696 | 479% |
| Room Nights: | 758 | 136 | 457% |
| Number of Delegates: | 368 | 55 | 569% |
| Arrived Group Types: | 3 Corp, 3 Assoc, 1 Govt. | 1 Assoc. | |

| Monthly Detail/Activity | <u>December-13</u> | <u>December-12</u> | |
|--|---------------------------|---------------------------|-------|
| <u>Number of Groups Booked:</u> | 12 | 0 | |
| Revenue Booked: | \$672,078 | \$0 | |
| Projected Commission: | \$47,775 | \$0 | |
| Room Nights: | 5038 | 0 | |
| Number of Delegates: | 3225 | 0 | |
| | 1 Corp, 6 | | |
| | Assoc, 2 Tour | | |
| | Operators, 2 | | |
| Booked Group Types: | Smf, 1 Govt | | |
| Lost Business, # of Groups: | 5 | 6 | |
| | | | |
| <u>Arrived in the month</u> | <u>December-13</u> | <u>December-12</u> | |
| Number of Groups: | 0 | 1 | |
| Revenue Arrived: | \$0 | \$5,103 | |
| Projected Commission: | \$0 | \$510 | |
| Room Nights: | 0 | 27 | |
| Number of Delegates: | 0 | 13 | |
| Arrived Group Types: | | 1 Corp, | |
| | | | |
| | <u>November-13</u> | <u>November-12</u> | |
| <u>Number of Groups Booked:</u> | 3 | 7 | |
| Revenue Booked: | \$10,800 | \$211,573 | -95% |
| Projected Commission: | \$459 | \$9,494 | |
| Room Nights: | 90 | 1119 | -92% |
| Number of Delegates: | 80 | 591 | -86% |
| | | 2 Govt, 1 Smf, | |
| | | 2 Assoc, 1 | |
| Booked Group Types: | 3 Smf | Corp, 1 dmc | |
| Lost Business, # of Groups: | 3 | 4 | |
| | | | |
| <u>Arrived in the month</u> | <u>November-13</u> | <u>November-12</u> | |
| Number of Groups: | 1 | 1 | |
| Revenue Arrived: | \$13,351 | \$14,643 | -9% |
| Projected Commission: | \$0 | \$732 | -100% |
| Room Nights: | 75 | 145 | -48% |
| Number of Delegates: | 40 | 62 | -35% |
| Arrived Group Types: | 1 Corp. | 1 Assoc. | |
| | | | |
| Monthly Detail/Activity | <u>October-13</u> | <u>October-12</u> | |
| <u>Number of Groups Booked:</u> | 7 | 2 | |
| Revenue Booked: | \$163,439 | \$59,386 | 175% |
| Projected Commission: | \$12,807 | \$3,055 | |
| Room Nights: | 1080 | 585 | 85% |
| Number of Delegates: | 473 | 225 | 110% |
| | 5 Corp, 1 Smf, | | |
| Booked Group Types: | 1 Corp | 1 Corp, 1 Smf | |
| Lost Business, # of Groups: | 2 | 2 | |

| <u>Arrived in the month</u> | <u>October-13</u> | <u>October-12</u> | |
|-----------------------------|------------------------------------|------------------------------|------|
| Number of Groups: | 5 | 6 | |
| Revenue Arrived: | \$158,725 | \$165,774 | -4% |
| Projected Commission: | \$13,718 | \$5,482 | 150% |
| Room Nights: | 980 | 1185 | -17% |
| Number of Delegates: | 675 | 735 | -8% |
| Arrived Group Types: | 2 Assoc, 1 Smf, 1 Non-Profit, 1 TA | 2 Assoc., 2 Smf, 2 Film Crew | |

| <u>Monthly Detail/Activity</u> | <u>September-13</u> | <u>September-12</u> | |
|--|-------------------------|------------------------------|------|
| <u>Number of Groups Booked:</u> | 6 | 8 | |
| Revenue Booked: | \$59,226 | \$145,737 | -59% |
| Projected Commission: | \$5,421 | \$8,299 | |
| Room Nights: | 347 | 910 | -62% |
| Number of Delegates: | 265 | 368 | -28% |
| | | 1 Corp, 5 Assoc, 2 Film crew | |
| Booked Group Types: | 1 Corp, 2 Assoc., 3 Smf | crew | |
| Lost Business, # of Groups: | 9 | 2 | |

| <u>Arrived in the month</u> | <u>September-13</u> | <u>September-12</u> | |
|-----------------------------|---|------------------------|------|
| Number of Groups: | 12 | 8 | |
| Revenue Arrived: | \$848,564 | \$124,013 | 584% |
| Projected Commission: | \$78,408 | \$13,900 | 464% |
| Room Nights: | 4052 | 689 | 488% |
| Number of Delegates: | 2148 | 347 | 519% |
| Arrived Group Types: | 4 Corp, 2 Assoc, 1 Govt. 1 Film Crew, 4 Smf | 4 Corp, 2 Assoc, 2 Smf | |

| <u>Monthly Detail/Activity</u> | <u>August-13</u> | <u>August-12</u> | |
|--|-------------------------------|------------------|-------|
| <u>Number of Groups Booked:</u> | 5 | 1 | |
| Revenue Booked: | \$106,808 | \$2,902 | 3580% |
| Projected Commission: | \$6,248 | \$0 | |
| Room Nights: | 767 | 25 | 2968% |
| Number of Delegates: | 359 | 25 | 1336% |
| | 2 Seminar, 2 Film Crew, 1 Smf | | |
| Booked Group Types: | Smf | 1 Film crew | |
| Lost Business, # of Groups: | 4 | 3 | |

| <u>Arrived in the month</u> | <u>August-13</u> | <u>August-12</u> | |
|-----------------------------|------------------------------------|-------------------------------------|-----|
| Number of Groups: | 15 | 6 | |
| Revenue Arrived: | \$552,037 | \$372,770 | 48% |
| Projected Commission: | \$31,949 | \$23,733 | 35% |
| Room Nights: | 2457 | 2033 | 21% |
| Number of Delegates: | 1064 | 656 | 62% |
| Arrived Group Types: | 6 Corp, 7 Assoc, 1 Smf 1 Film crew | 2 Corp, 2 Assoc, 1 Smf, 1 Film crew | |

| Monthly Detail/Activity | <u>July-13</u> | <u>July-12</u> | |
|--|----------------|----------------|------|
| <u>Number of Groups Booked:</u> | 6 | 9 | |
| Revenue Booked: | \$45,413 | \$168,743 | -73% |
| Projected Commission: | \$2,247 | \$6,118 | -63% |
| Room Nights: | 369 | 953 | -61% |
| Number of Delegates: | 328 | 379 | -13% |
| | 3 Corp, 2 | 5 Corp, 1 | |
| Booked Group Types: | Assoc, 1 Govt | Assoc, 3 Smf | |
| Lost Business, # of Groups: | 4 | 4 | |

| <u>Arrived in the month</u> | <u>July-13</u> | <u>July-12</u> | |
|-----------------------------|-----------------------------------|--------------------------|------|
| Number of Groups: | 10 | 2 | |
| Revenue Arrived: | \$177,016 | \$82,912 | 113% |
| Projected Commission: | \$5,685 | \$0 | |
| Room Nights: | 1256 | 426 | 195% |
| Number of Delegates: | 1086 | 192 | 466% |
| Arrived Group Types: | 3 Assoc, 5 Smf, 1 Corp 1 Govt. | 1 Corp, 1 Assoc 2 Smf | |

| | | |
|---------------------|--------------------|--------------------|
| | | (Goal) |
| For 2014/15: | \$1,779,648 | \$2,000,000 |
| For 2015/16: | \$4,137,968 | \$4,000,000 |

NUMBER OF LEADS Generated as o 4/30/14: 147

Total Number of Leads Generated in Previous Years:

| | |
|------------------------------|-----|
| 2012/2013: | 171 |
| 2011/2012: | 119 |
| 2010/2011: | 92 |
| 2009/2010: | 107 |
| 2008/2009: | 151 |
| 2007/2008: | 209 |
| Future Yea 2006/2007: | 205 |

Monthly Report April 2014
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 13/14

Prepared By: Anna Atwood, Marketing Executive Assistant

| | <u>FY 13/14</u> | <u>FY 12/13</u> | <u>Variance</u> |
|---|-----------------|-----------------|-----------------|
| Total Revenue Booked as of 4/30/14: | \$475,963 | \$558,230 | -15% |
| Forecasted Commission for this Revenue: | \$7,410 | \$14,836 | -50% |
| Number of Room Nights: | 4270 | 5587 | -24% |
| Number of Delegates: | 1327 | 2147 | -38% |
| Annual Commission Projection: | \$16,000 | \$16,000 | |

| <u>Monthly Detail/Activity</u> | <u>April-14</u> | <u>April-13</u> |
|---------------------------------|-----------------|-----------------|
| <u>Number of Groups Booked:</u> | 1 | 1 |
| Revenue Booked: | \$3,245 | \$28,620 |
| Projected Commission: | \$487 | \$0 |
| Room Nights: | 35 | 200 |
| Number of Delegates: | 10 | 95 |
| Booked Group Types: | 1 Smf | 1 Corp/ |

| <u>Arrived in the month</u> | <u>April-14</u> | <u>April-13</u> |
|-----------------------------|-----------------|-----------------|
| Number of Groups: | 0 | 0 |
| Revenue Arrived: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Arrived Group Types: | | |

| <u>Monthly Detail/Activity</u> | <u>March-14</u> | <u>March-13</u> |
|---------------------------------|-----------------|-----------------|
| <u>Number of Groups Booked:</u> | 0 | 1 |
| Revenue Booked: | \$0 | \$7,258 |
| Projected Commission: | \$0 | \$1,088 |
| Room Nights: | 0 | 84 |
| Number of Delegates: | 0 | 45 |
| Booked Group Types: | | 1 Tour Operator |

| <u>Arrived in the month</u> | <u>March-14</u> | <u>*Est.</u> | <u>March-13</u> | |
|-----------------------------|-----------------|--------------|-----------------|------|
| Number of Groups: | 1 | | 1 | |
| Revenue Arrived: | \$1,350 | | \$21,729 | -94% |
| Projected Commission: | \$203 | | \$3,259 | -94% |
| Room Nights: | 20 | | 281 | -93% |
| Number of Delegates: | 25 | | 85 | -71% |
| Arrived Group Types: | 1 Smf | | 1 Assoc. | |
| Arrived Group Types: | 1 Smf | | 1 Assoc. | |

| Monthly Detail/Activity | <u>February-14</u> | <u>February-13</u> |
|--|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 0 | 0 |
| Revenue Booked: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Booked Group Types: | | |

| <u>Arrived in the month</u> | <u>February-14</u> | <u>February-13</u> |
|------------------------------------|--------------------|--------------------|
| Number of Groups: | 0 | 1 |
| Revenue Arrived: | \$0 | \$15,717 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 102 |
| Number of Delegates: | 0 | 70 |
| Arrived Group Types: | | 1 TA |

| Monthly Detail/Activity | <u>January-14</u> | <u>January-13</u> | |
|--|-------------------|-------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 2 | |
| Revenue Booked: | \$1,350 | \$20,943 | -94% |
| Projected Commission: | \$202 | \$644 | |
| Room Nights: | 20 | 130 | -85% |
| Number of Delegates: | 25 | 85 | -71% |
| Booked Group Types: | 1 Corp. | 1 Assoc. 1 Smf | |

| <u>Arrived in the month</u> | <u>January-14</u> | <u>January-13</u> |
|------------------------------------|-------------------|-------------------|
| Number of Groups: | 0 | 0 |
| Revenue Arrived: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Arrived Group Types: | | |

| Monthly Detail/Activity | <u>December-13</u> | <u>December-12</u> |
|--|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 0 | 0 |
| Revenue Booked: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Booked Group Types: | | |

| <u>Arrived in the month</u> | <u>December-13</u> | <u>December-12</u> | |
|------------------------------------|--------------------|--------------------|------|
| Number of Groups: | 1 | 1 | |
| Revenue Arrived: | \$382,681 | \$401,031 | -5% |
| Projected Commission: | \$0 | \$0 | |
| Room Nights: | 3769 | 4345 | -13% |
| Number of Delegates: | 1000 | 1200 | -17% |
| Arrived Group Types: | 1 Corp. | 1 Assoc. | |

| Monthly Detail/Activity | <u>November-13</u> | <u>November-12</u> |
|--|--------------------|--------------------|
| <u>Number of Groups Booked:</u> | 1 | 0 |
| Revenue Booked: | \$28,800 | \$0 |
| Projected Commission: | \$4,320 | \$0 |

| | | |
|----------------------|-------|---|
| Room Nights: | 93 | 0 |
| Number of Delegates: | 30 | 0 |
| Booked Group Types: | 1 Smf | |

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

| <u>Monthly Detail/Activity</u> | <u>October-13</u> | <u>October-12</u> | |
|---------------------------------|-------------------|-------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 2 | |
| Revenue Booked: | \$9,841 | \$18,731 | -47% |
| Projected Commission: | \$1,476 | \$426 | 246% |
| Room Nights: | 105 | 167 | -37% |
| Number of Delegates: | 35 | 113 | -69% |
| Booked Group Types: | 1 Corp. | 1 Corp, 1 Tour Op | |

| <u>Arrived in the month</u> | <u>October-13</u> | <u>October-12</u> |
|-----------------------------|-------------------|-------------------|
| Number of Groups: | 0 | 1 |
| Revenue Arrived: | \$0 | \$8,573 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 66 |
| Number of Delegates: | 0 | 180 |
| Arrived Group Types: | | 1 Smf |

| <u>Monthly Detail/Activity</u> | <u>September-13</u> | <u>September-12</u> | |
|---------------------------------|---------------------|---------------------|------|
| <u>Number of Groups Booked:</u> | 1 | 2 | |
| Revenue Booked: | \$36,000 | \$21,917 | 64% |
| Projected Commission: | \$1,800 | \$1,113 | 62% |
| Room Nights: | 490 | 206 | 138% |
| Number of Delegates: | 220 | 302 | -27% |
| Booked Group Types: | 1 CA Assoc. | 1 Assoc. 1 Smf | |

| <u>Arrived in the month</u> | <u>September-13</u> | <u>September-12</u> | |
|-----------------------------|---------------------|---------------------|------|
| Number of Groups: | 1 | 2 | |
| Revenue Arrived: | \$5,046 | \$10,648 | -53% |
| Projected Commission: | \$756 | \$1,597 | -53% |
| Room Nights: | 29 | 104 | -72% |
| Number of Delegates: | 47 | 75 | -37% |
| Arrived Group Types: | 1 CA Assoc. | 1 Assoc. 1 Smf | |

| <u>Monthly Detail/Activity</u> | <u>August-13</u> | <u>August-12</u> |
|---------------------------------|------------------|------------------|
| <u>Number of Groups Booked:</u> | 0 | 0 |
| Revenue Booked: | \$0 | \$0 |
| Projected Commission: | \$0 | \$0 |
| Room Nights: | 0 | 0 |
| Number of Delegates: | 0 | 0 |
| Booked Group Types: | | 0 |

| <u>Arrived in the month</u> | <u>August-13</u> | <u>August-12</u> | |
|-----------------------------|------------------|------------------|------|
| Number of Groups: | 1 | 1 | |
| Revenue Arrived: | \$8,792 | \$31,325 | -72% |
| Projected Commission: | \$1,318 | \$4,698 | -72% |
| Room Nights: | 48 | 175 | -73% |
| Number of Delegates: | 40 | 90 | -56% |
| Arrived Group Types: | 1 Assoc. | 1 Corp. | |

| <u>Monthly Detail/Activity</u> | <u>July-13</u> | <u>July-12</u> | |
|--|------------------------|----------------|-------|
| <u>Number of Groups Booked:</u> | 3 | 1 | |
| Revenue Booked: | \$490,297 | \$5,004 | 9698% |
| Projected Commission: | \$24,010 | \$500 | 4702% |
| Room Nights: | 1525 | 40 | 3713% |
| Number of Delegates: | 3666 | 40 | 9065% |
| Booked Group Types: | 1 Corp, 1 Assoc, 1 Smf | 1 Assoc. | |

| <u>Arrived in the month</u> | <u>July-13</u> | <u>July-12</u> | |
|-----------------------------|------------------------|----------------|------|
| Number of Groups: | 4 | 1 | |
| Revenue Arrived: | \$49,294 | \$10,103 | 388% |
| Projected Commission: | \$813 | \$1,515 | -46% |
| Room Nights: | 311 | 60 | 418% |
| Number of Delegates: | 185 | 40 | 363% |
| Arrived Group Types: | 1 Corp, 1 Assoc, 2 Smf | 1 Smerf | |

NUMBER OF LEADS Generated as of 4/30/14: 145

Total Number of Leads Generated in Previous Years:

2012/2013: 171
2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205