



May 2011
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Apr 30, 2011

Executive Summary

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,799 Units

a. Last Month Performance: Current YTD vs. Previous YTD		2011	2010	Year over Year % Diff
North Lake Tahoe Occupancy for last month (April) changed by (2.4%)	Occupancy (April)	40.2%	39.2%	2.4%
North Lake Tahoe Average Daily Rate for last month (April) changed by (-4.0%)	ADR (April)	\$163	\$170	-4.0%
North Lake Tahoe RevPAR for last month (April) changed by (-1.7%)	RevPAR (April)	\$66	\$67	-1.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (May) changed by (35.5%)	Occupancy (May)	22.1%	11.3%	95.5%
North Lake Tahoe Average Daily Rate for next month (May) changed by (4.5%)	ADR (May)	\$152	\$145	4.5%
North Lake Tahoe RevPAR for next month (May) changed by (114.4%)	RevPAR (May)	\$33	\$16	104.4%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (-4.4%)	Occupancy	43.4%	41.6%	4.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (1.3%)	ADR	\$236	\$232	1.8%
North Lake Tahoe RevPAR for the prior 6 months changed by (6.3%)	RevPAR	\$103	\$96	6.3%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (22.8%)	Occupancy	20.7%	16.8%	22.8%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-2.9%)	ADR	\$193	\$199	-2.9%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (19.2%)	RevPAR	\$40	\$33	19.2%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Apr. 30, 2011 vs. Previous Year				
Rooms Booked during last month (April, 2011) compared to Rooms Booked during the same period last year (April, 2010) for all arrival dates has changed by (0.3%)	Booking Pace (April)	6.5%	6.5%	0.3%

Opening Date: as an alternative to the Forecast File Report and provide a list of participating properties. We will also send you a summary of Units in Tables for the most complete presentation of data available to MTRIP subscribers.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR), the key metrics most critical to lodging properties. The report compares the data sets of participating properties in a destination wide view that includes both the data sets providing the sufficient information to both MTRIP including: (1) current YTD occupancy, (2) last YTD occupancy, (3) last several month occupancy.

The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month retrospective period, and is created from data provided by a group of properties participating in a cooperative program, 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 are able to see an estimate based on individual report which shows a representation of their property, measured against an aggregated set of comparable properties that they entered that will get MTRIP's other participants. As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except where aggregated with other data and not identifying as such.

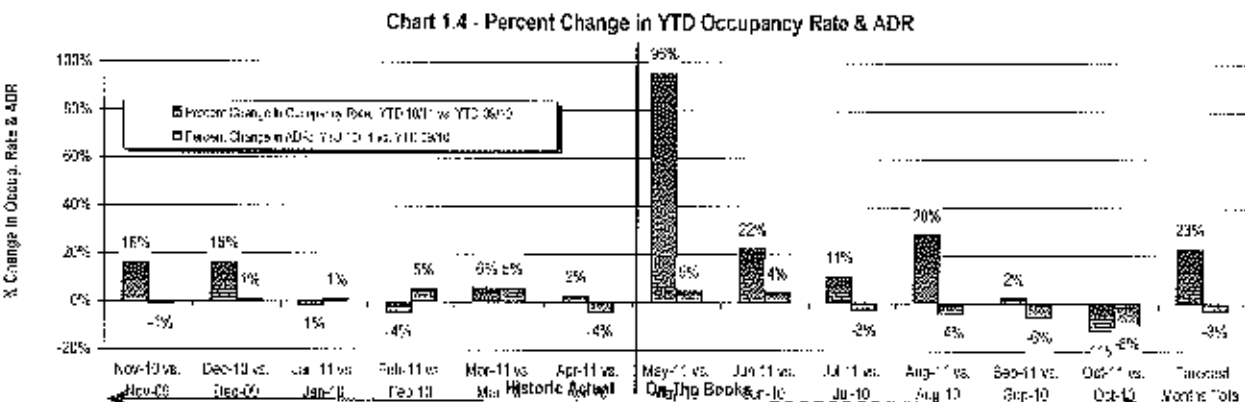
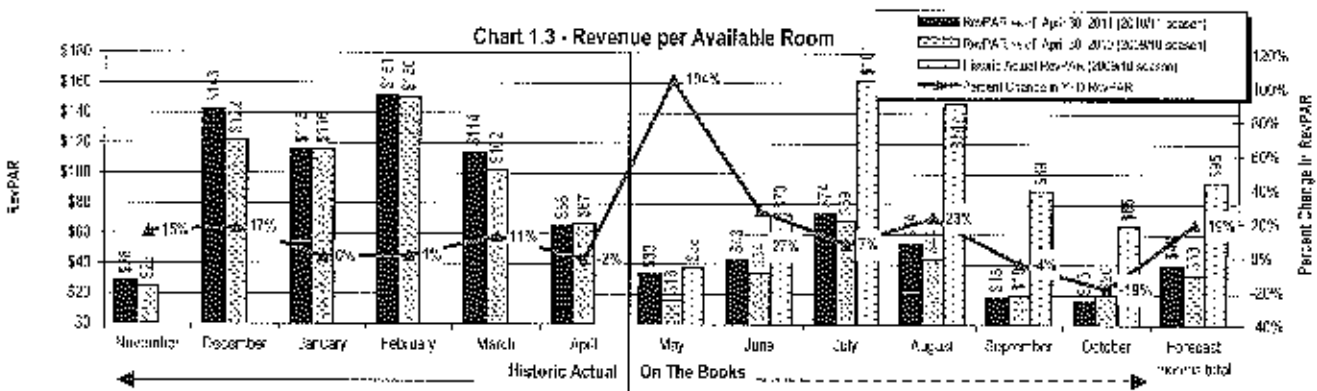
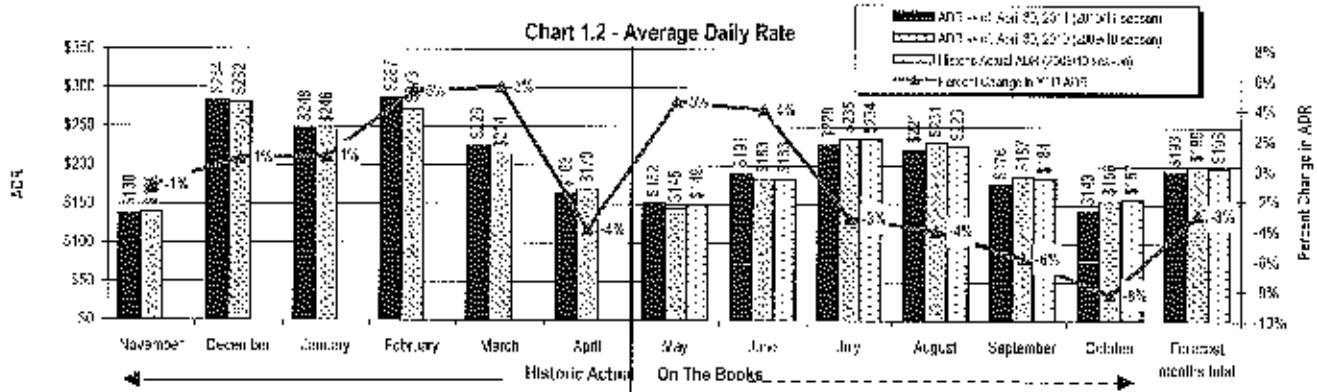
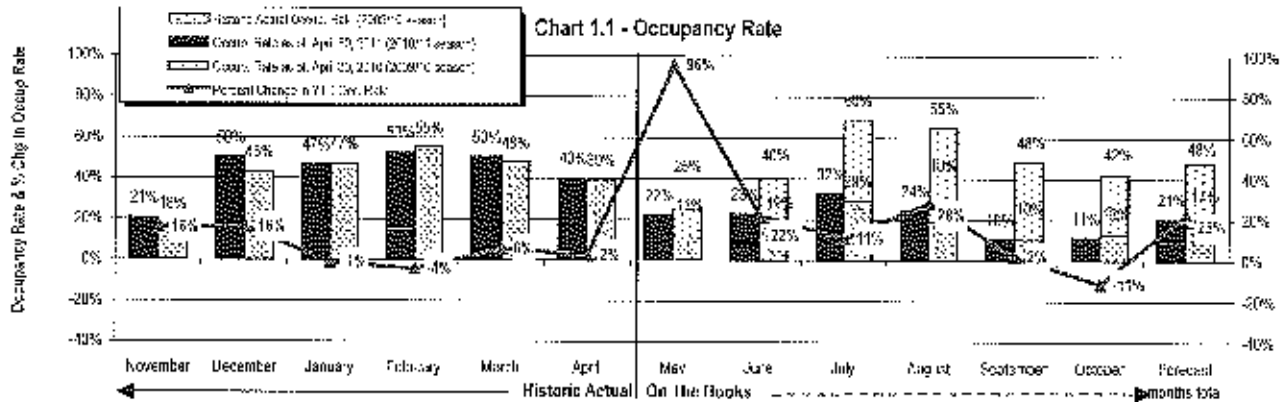
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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Apr 30, 2011) vs. 2009/10 YTD (as of Apr 30, 2010) vs. 2009/10 Historical

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



RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Apr 30, 2011) vs. 2009/10 YTD (as of Apr 30, 2010) vs. 2009/10 Historical
 NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy of the books as of the date noted above.

Chart 2.1 - Occupancy Rate

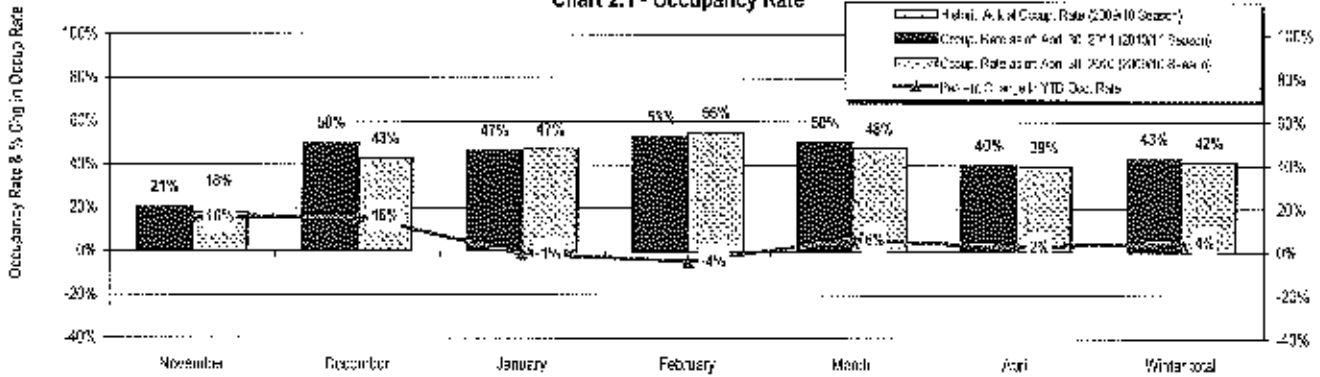


Chart 2.2 - Average Daily Rate

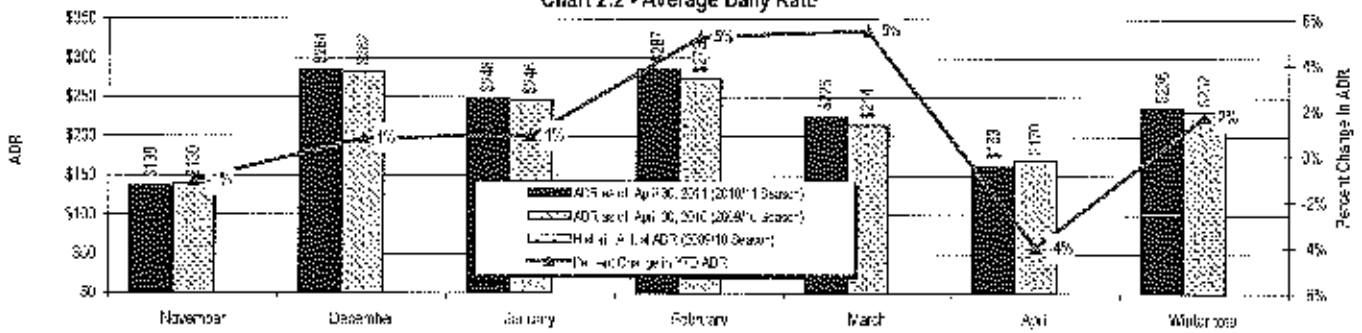


Chart 2.3 - Revenue per Available Room

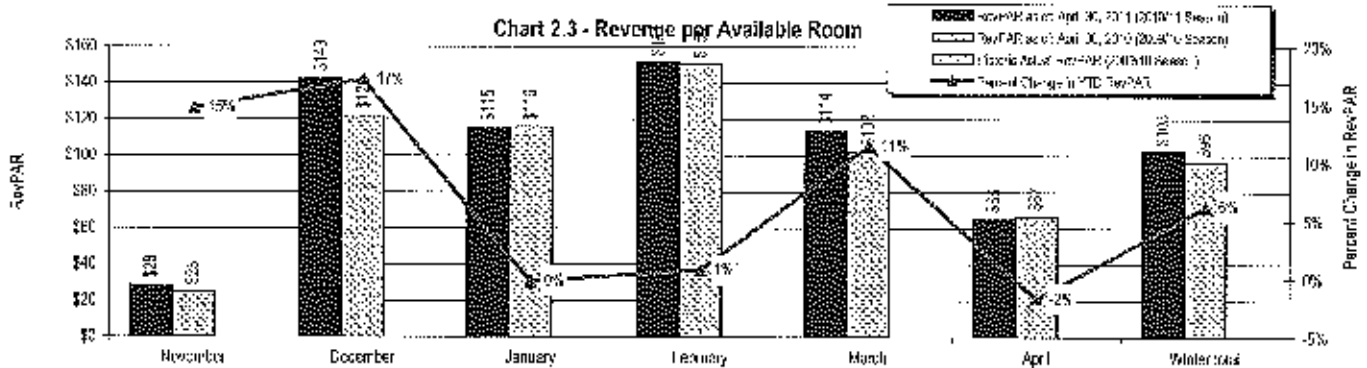
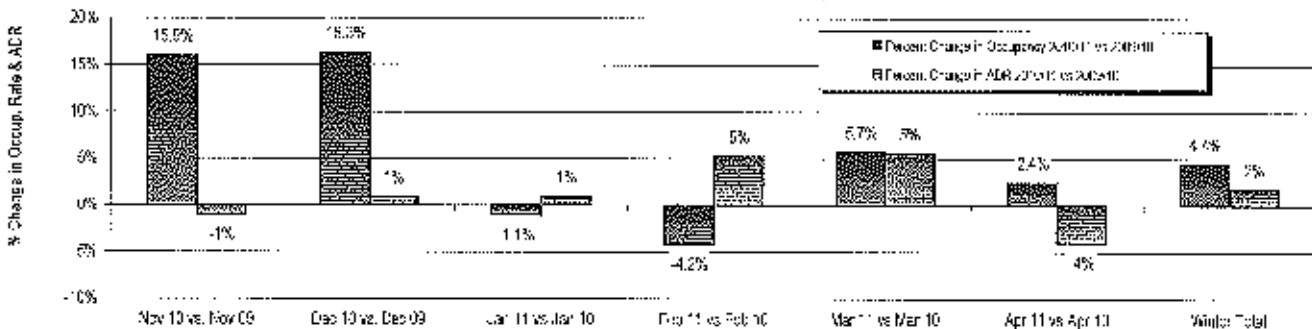


Chart 2.4 - Percent Change in YTD Occupancy Rate & ADR

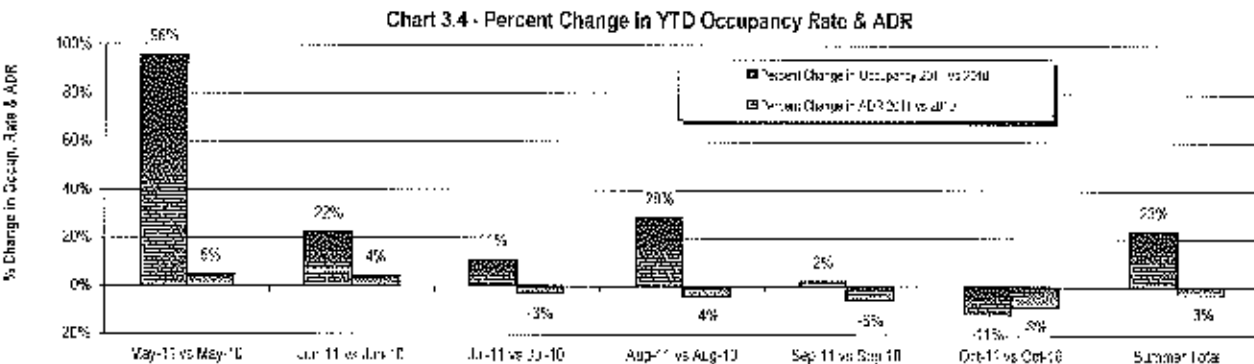
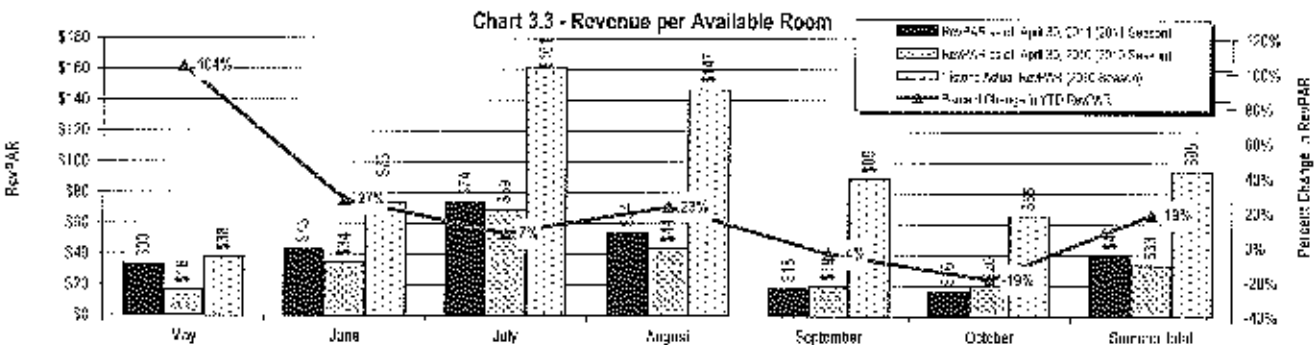
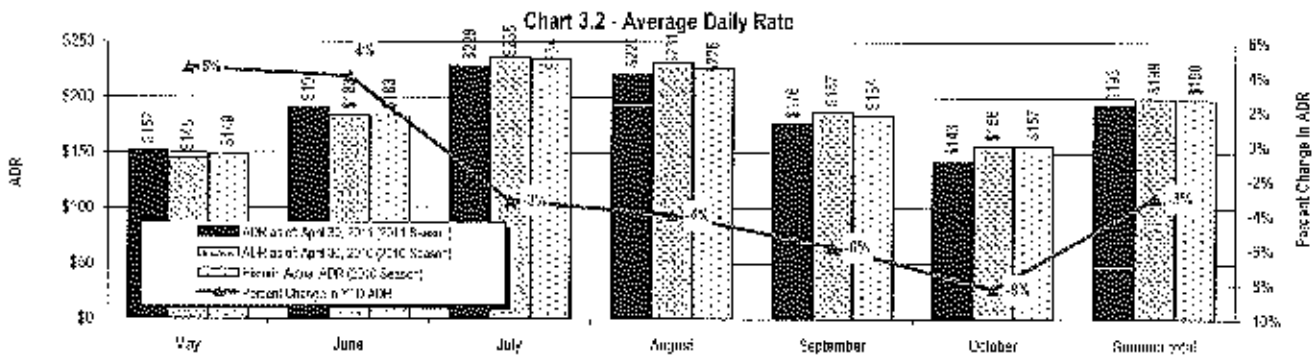
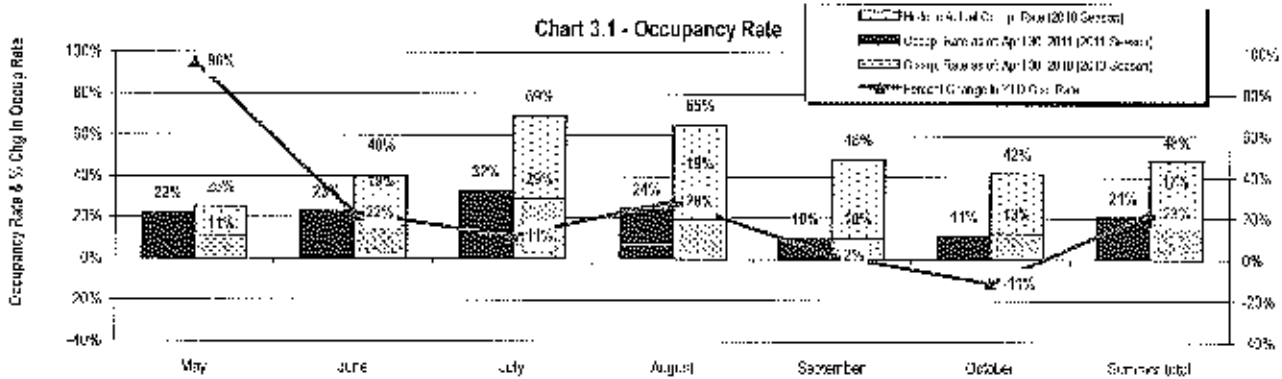


RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Apr 30, 2011) vs. 2010 YTD (as of Apr 30, 2010) vs. 2010 Historical

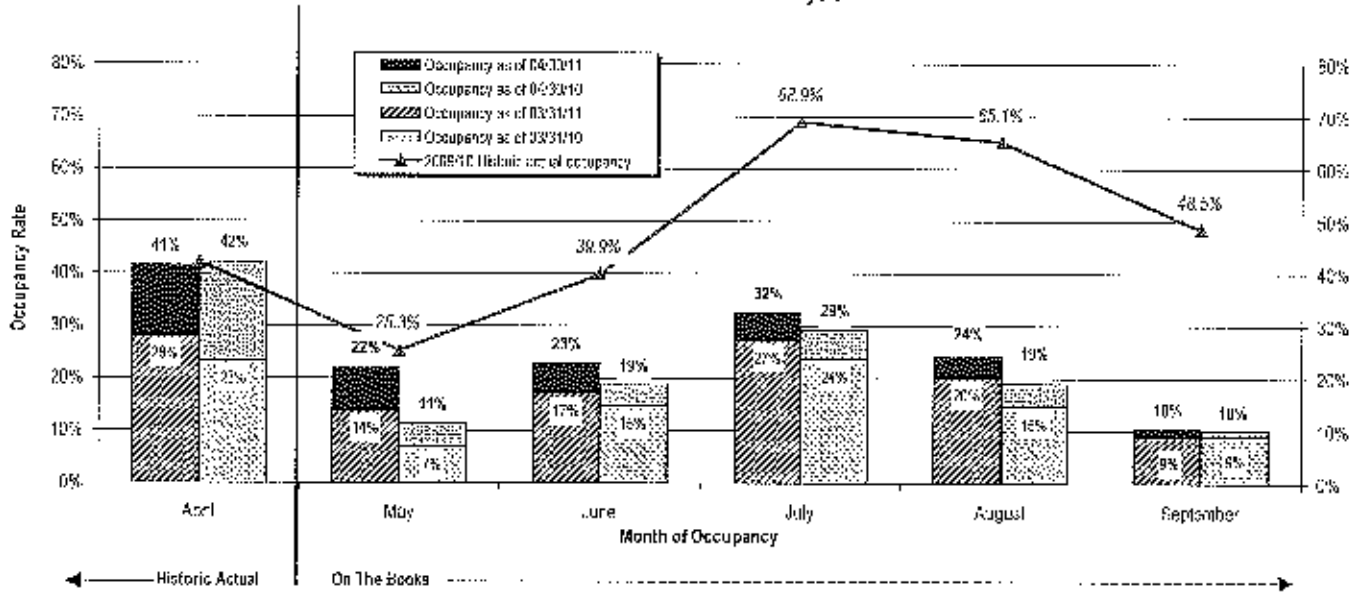
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy in the books as of the date noted above.



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

2011 Occupancy Pace as of Apr 30, 2011 and Mar. 31, 2011 versus same period 2010 Occupancy Pace

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)		2009/10 Historical occupancy
	Occupancy as of 04/30/11	Occupancy as of 04/30/10	Absolute Change	Occupancy as of 03/31/11	Occupancy as of 03/31/10	Absolute Change	Incremental occupancy booked during Apr. 2011	Incremental occupancy booked during Apr. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	April	41.5%	42.7%	-1.2%	38.0%	23.3%	14.7%	13.5%	18.9%	-5.4%	
May	22.1%	11.3%	10.8%	13.6%	6.9%	6.9%	5.3%	4.4%	0.9%	20.2%	25.5%
June	22.8%	18.6%	4.1%	17.1%	14.7%	2.3%	5.7%	3.9%	1.8%	46.0%	38.5%
July	52.5%	29.3%	23.2%	27.2%	25.5%	1.6%	5.2%	5.6%	-0.4%	-7.1%	62.2%
August	24.4%	19.0%	5.4%	20.2%	14.5%	5.6%	4.2%	4.4%	-0.2%	-5.0%	65.1%
September	10.4%	10.2%	0.2%	5.9%	5.3%	0.6%	1.5%	1.3%	0.2%	17.3%	43.5%
Total	25.7%	21.6%	3.0%	19.2%	15.3%	3.9%	6.5%	6.5%	0.0%	0.3%	47.9%

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

**Results on "percent change in incremental fill" indicate how many more nights booked during the month just ended compare to more 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 indicator of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago – i.e. a measure of the strength of booking activity occurring during the month just ended.

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

Bookings as of Apr 30, 2011

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

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample	
		Occup. Rate as of: April 30, 2011 (2010/11 season)	Occup. Rate as of: April 30, 2010 (2009/10 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2010/11 & 2009/10)							
November	Historic Actual	20.8%	17.8%	16.9%		11	
December		50.2%	43.2%	16.3%		11	
January		46.5%	47.1%	-1.1%		11	
February		52.9%	56.1%	-4.2%		11	
March		50.5%	47.7%	5.7%		11	
April		40.2%	39.2%	2.4%		11	
May		On The Books	22.1%	11.3%	95.5%	25.3%	9
June			22.8%	18.6%	22.2%	39.0%	9
July			52.5%	29.3%	11.0%	38.9%	8
August			24.4%	19.0%	28.3%	65.1%	8
September			10.4%	19.2%	2.1%	46.5%	8
October		11.3%	12.8%	-11.4%	41.8%	8	
Grand total		33.0%	30.3%	8.7%	44.4%	11	
Historic months total		43.4%	41.6%	4.4%	41.0%	11	
Forecast months total		20.7%	16.8%	22.0%	47.8%	9	

AVERAGE DAILY RATE		ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample	
		ADR as of: April 30, 2011 (2010/11 season)	ADR as of: April 30, 2010 (2009/10 season)	Percent Change in YTD ADR			
Month of Occupancy (2010/11 & 2009/10)							
November	Historic Actual	\$138	\$139	-1.0%		11	
December		\$284	\$282	0.8%		11	
January		\$248	\$246	0.9%		11	
February		\$287	\$273	5.2%		11	
March		\$226	\$214	5.5%		11	
April		\$163	\$170	-4.0%		11	
May		On The Books	\$152	\$146	4.5%	\$149	9
June			\$191	\$183	4.0%	\$183	9
July			\$226	\$235	-3.2%	\$234	8
August			\$221	\$231	-4.0%	\$225	8
September			\$178	\$187	-5.8%	\$184	8
October		\$143	\$155	-8.2%	\$157	8	
Grand total		\$224	\$224	0.0%	\$215	11	
Historic months total		\$235	\$232	1.8%	\$232	11	
Forecast months total		\$193	\$199	-2.9%	\$198	9	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample	
		RevPAR as of: April 30, 2011 (2010/11 season)	RevPAR as of: April 30, 2010 (2009/10 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2010/11 & 2009/10)							
November	Historic Actual	\$28	\$25	14.7%		11	
December		\$143	\$122	17.2%		11	
January		\$115	\$116	-0.2%		11	
February		\$151	\$150	0.8%		11	
March		\$114	\$102	11.5%		11	
April		\$66	\$67	-1.7%		11	
May		On The Books	\$33	\$16	104.4%	\$38	9
June			\$13	\$34	27.1%	\$73	9
July			\$74	\$69	7.5%	\$151	8
August			\$54	\$44	23.2%	\$147	8
September			\$18	\$19	-3.9%	\$89	8
October		\$16	\$20	-18.7%	\$65	8	
Grand total		\$74	\$58	8.7%	\$66	11	
Historic months total		\$103	\$96	6.3%	\$96	11	
Forecast months total		\$40	\$33	19.2%	\$85	9	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES
 Winter Bookings as of Apr 30, 2011

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: April 30, 2011 (2010/11 Season)	Occup. Rate as of: April 30, 2010 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	20.6%	17.8%	15.9%	
December	50.2%	43.2%	16.3%	
January	46.6%	47.1%	-1.1%	
February	52.8%	55.1%	-4.2%	
March	50.5%	47.7%	5.7%	
April	40.2%	39.2%	2.4%	
Winter total	43.4%	41.6%	4.4%	

AVERAGE DAILY RATE	ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 Season)
	ADR as of: April 30, 2011 (2010/11 Season)	ADR as of: April 30, 2010 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$138	\$139	-1.0%	
December	\$284	\$282	0.8%	
January	\$248	\$246	0.9%	
February	\$287	\$273	5.2%	
March	\$226	\$214	5.5%	
April	\$163	\$170	-4.0%	
Winter total	\$236	\$232	1.8%	

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: April 30, 2011 (2010/11 Season)	RevPAR as of: April 30, 2010 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$28	\$25	14.7%	
December	\$143	\$122	17.2%	
January	\$115	\$116	-0.2%	
February	\$151	\$150	0.8%	
March	\$114	\$102	11.5%	
April	\$66	\$67	-1.7%	
Winter total	\$103	\$96	6.3%	

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Apr 30, 2011

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2011 VS. YTD 2010			Historic Actual Occup. Rate (2010 Season)
	Occup. Rate as of: April 30, 2011 (2011 Season)	Occup. Rate as of: April 30, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	22.1%	11.3%	95.5%	25.3%
June	22.8%	18.6%	22.2%	39.9%
July	32.5%	29.3%	11.0%	68.9%
August	24.4%	19.0%	28.3%	65.1%
September	10.4%	10.2%	2.1%	48.5%
October	11.3%	12.8%	-11.4%	41.8%
Summer total	20.7%	16.8%	22.8%	47.8%

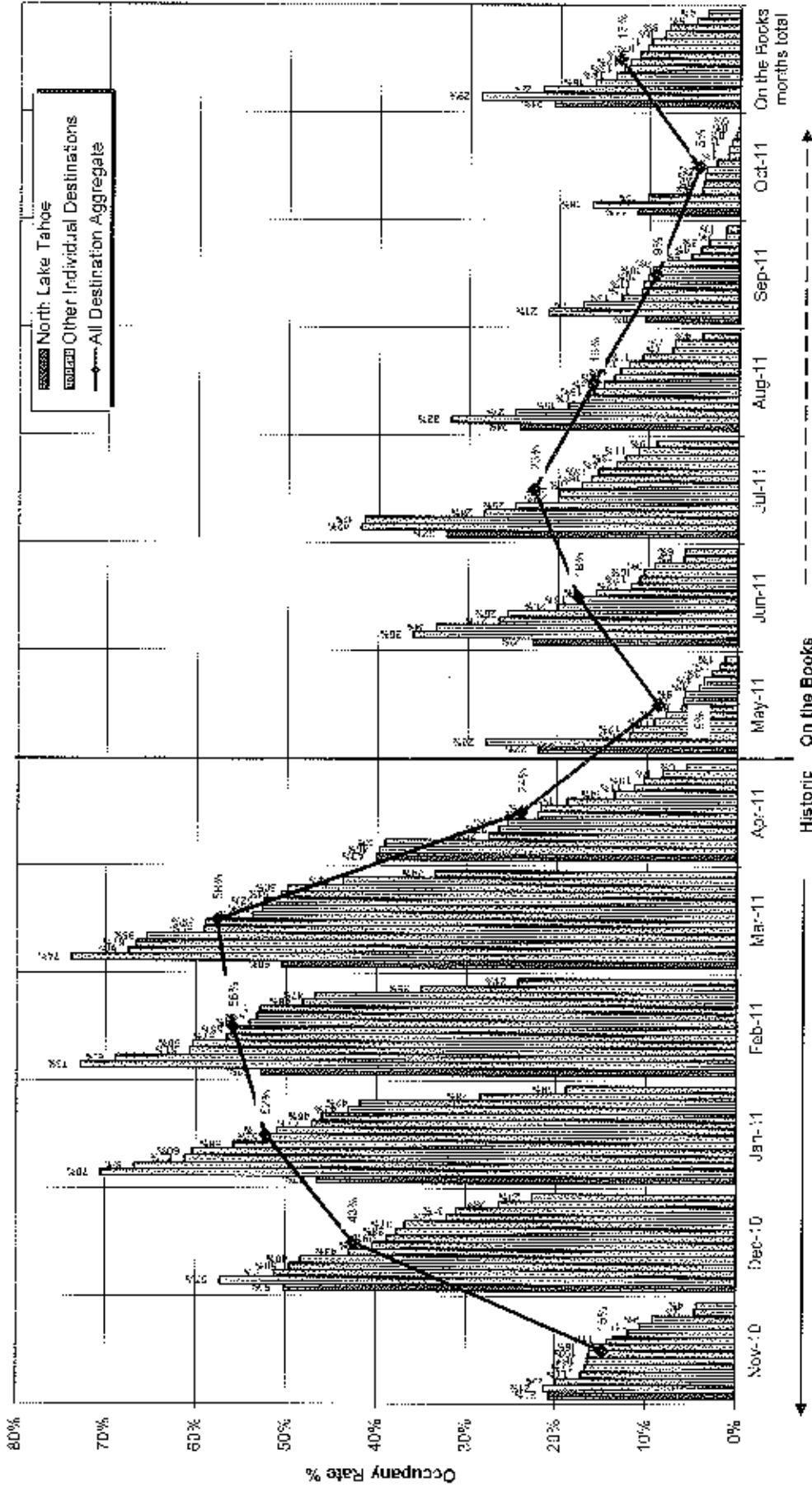
AVERAGE DAILY RATE	ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2010 Season)
	ADR as of: April 30, 2011 (2011 Season)	ADR as of: April 30, 2010 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$152	\$145	4.5%	\$149
June	\$191	\$183	4.0%	\$183
July	\$228	\$235	-3.2%	\$234
August	\$221	\$231	-4.6%	\$226
September	\$176	\$187	-5.8%	\$184
October	\$143	\$156	-8.2%	\$157
Summer total	\$193	\$199	-2.9%	\$198

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2010 Season)
	RevPAR as of: April 30, 2011 (2011 Season)	RevPAR as of: April 30, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$33	\$16	104.4%	\$38
June	\$43	\$34	27.1%	\$73
July	\$74	\$69	7.5%	\$161
August	\$54	\$44	23.2%	\$147
September	\$18	\$19	-3.9%	\$89
October	\$16	\$20	-18.7%	\$65
Summer total	\$40	\$33	19.2%	\$95

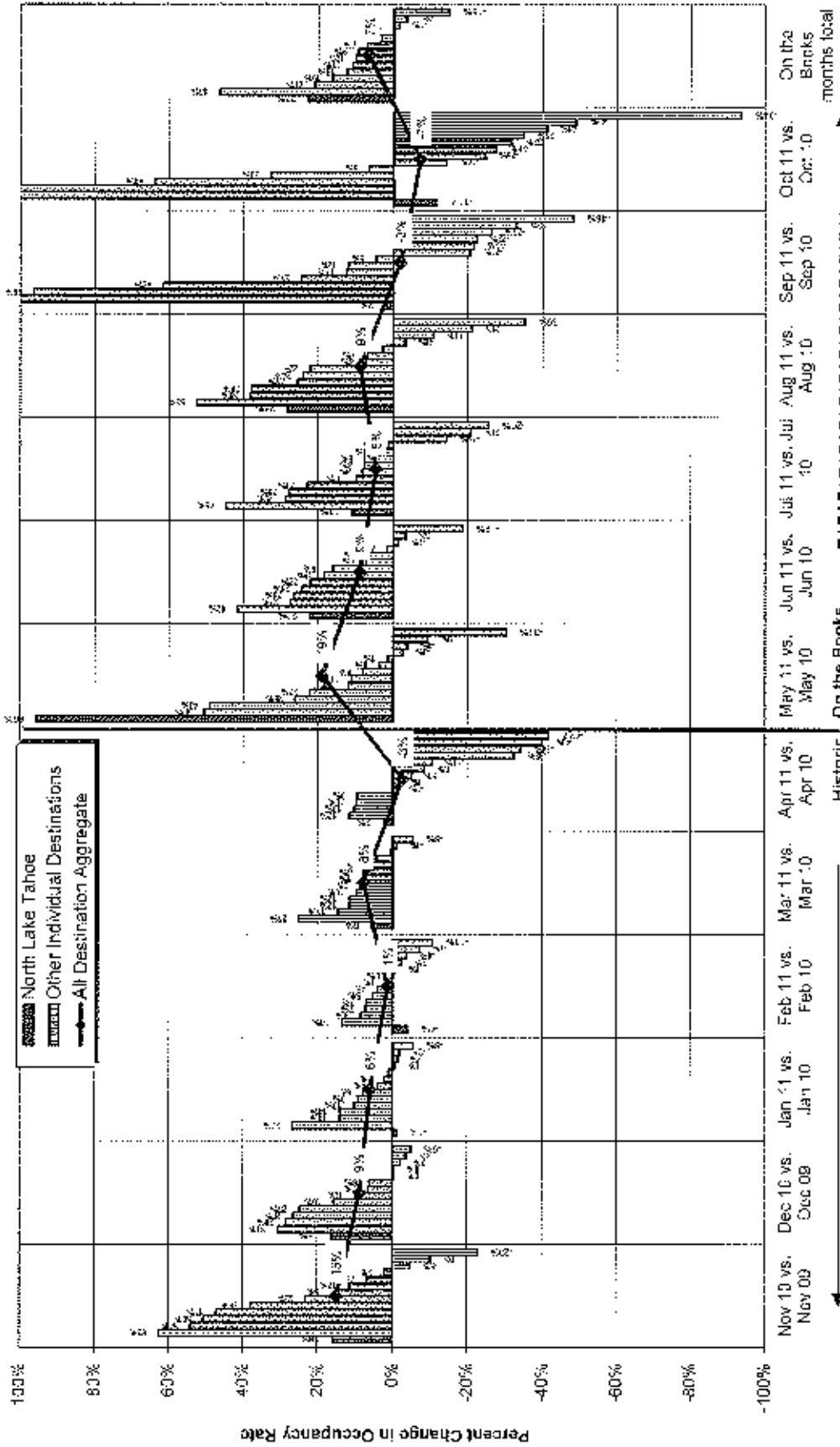
Occupancy Rate 2010/2011 Season as of Apr 30, 2011

Historic and Forecast Data

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



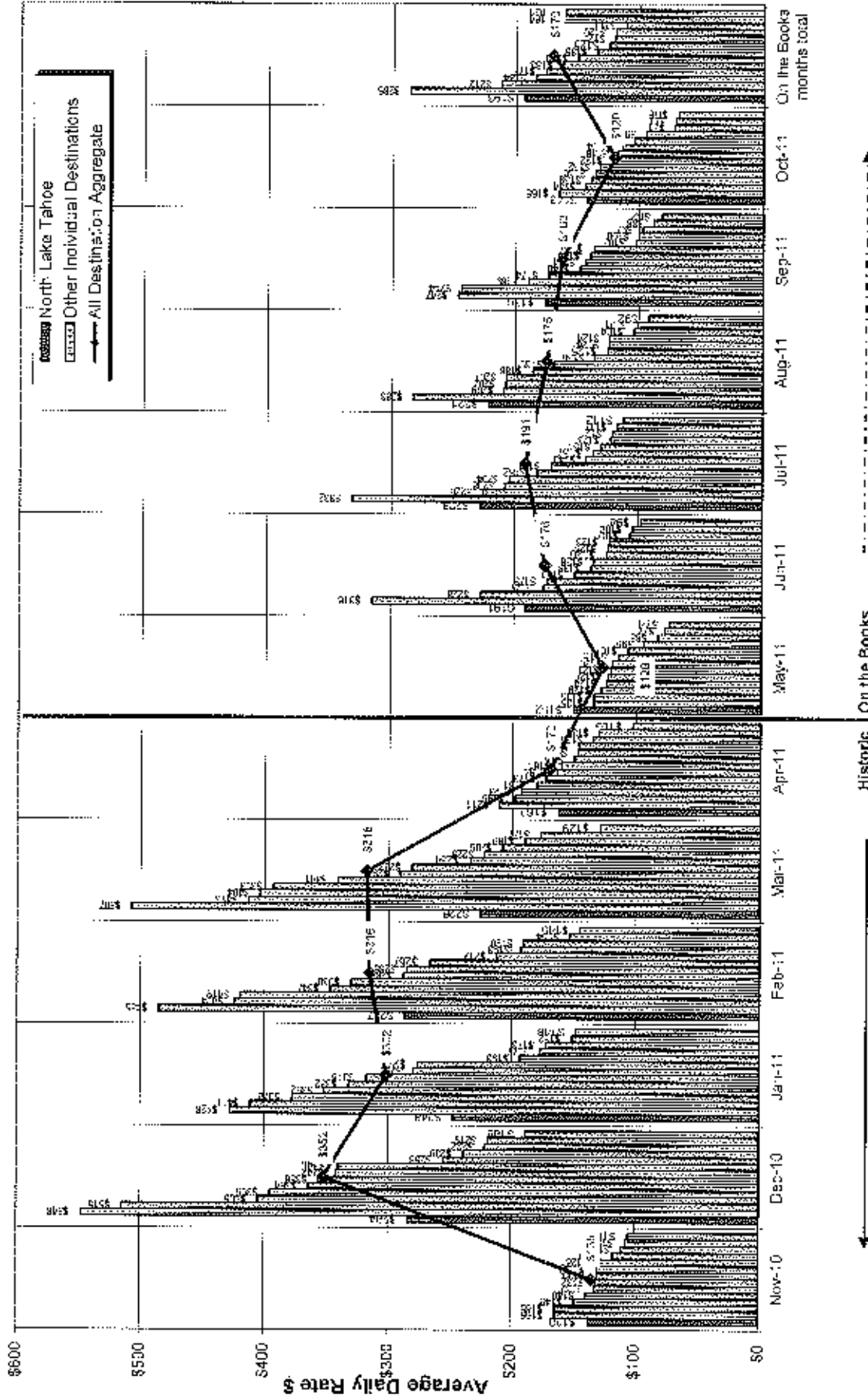
Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of April 30, 2011
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2010/2011 Season as of Apr 30, 2011

Historic and Forecast Data

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





Reno-Tahoe International Airport

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



And
up we
go.

April 22, 2011

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

Average Load Factor:	82.8% up 0.1 pts.
Number of Flights: *	7.8% up
Capacity of Seats: *	3.0% up
Crude Oil: **	\$104.6 per barrel March 25, 2011 vs. \$76.8 per barrel March 26, 2010

RNO OVERVIEW FOR MARCH 2011 – year over year comparison

Total Passengers:	Up 0.5%
Average Load Factor:	79.7% down (0.3) pts.
Actual Flights:	Up 6.9%
Actual Seats:	Up 1.7%
Total Cargo:	Up 19.3%

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

HIGHLIGHTS

March 2011

Total Passengers
+0.5%

Enplaned Passengers
+1.2%

Deplaned Passengers
(0.2%)

Average Load Factor
79.7%
(0.3) points

Total Cargo
+19.3%

MARCH 2011 SUMMARY

Reno-Tahoe International Airport served 348,583 passengers in March 2011, an increase of 0.5% versus the same period last year. The airport experienced passenger growth for the tenth consecutive month with respect to year over year monthly increases. The United States Bowling Congress (USBC), great snow in the Sierra and spring break traffic helped to drive the increase in passenger traffic this month. Total passengers for the first quarter of 2011 were 947,798, an increase of 1.3% versus the first quarter of 2010.

In terms of total cargo, Reno-Tahoe International Airport handled 10,513,446 pounds in March 2011, an increase of 19.3% versus last year. This represents the second best month of March ever, in terms of cargo volumes handled at Reno-Tahoe International Airport. Year over year cargo volumes at RNO have been up for the past fourteen months. RNO handled 28.1 million pounds of cargo in the first quarter of 2011, an increase of 11.7% versus the same period last year.

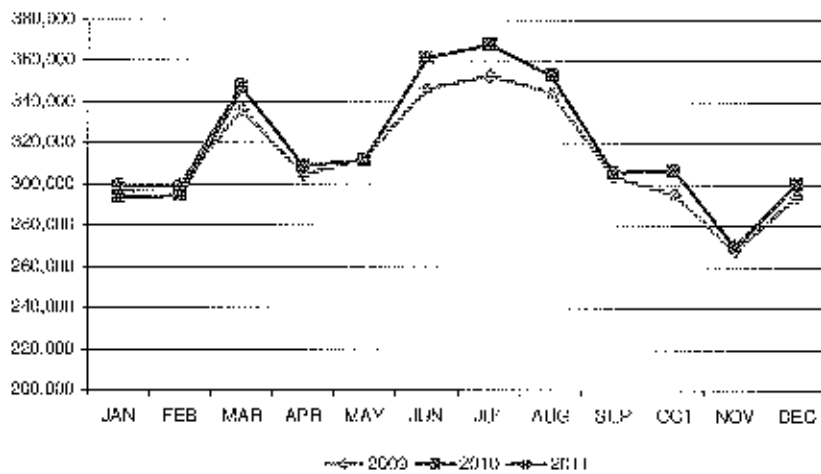
RNO is served by seven major airlines providing 68 nonstop departures each day to 16 destinations. In March 2011, RNO reported a 6.9% increase in the number of flights versus last year. This increase was due to the additional flights by American Airlines and United Airlines to Los Angeles, US Airways to Phoenix and Continental Airlines to Houston.



The actual seat capacity was up 1.7% in March 2011 versus the same period last year. American Airlines, Delta Air Lines, United Airlines and US Airways downgauged aircraft on certain routes, offsetting flight increases in other markets.

Average load factor for scheduled airlines was 79.7%, a decrease of (0.3) load factor points versus the same period last year.

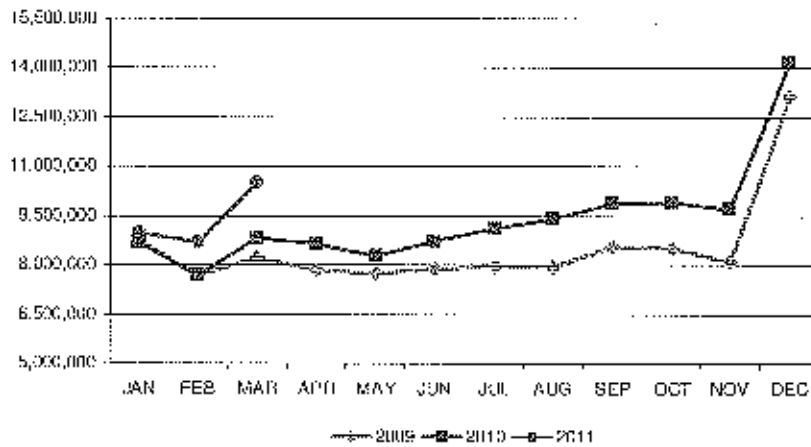
Total Passengers



TOTAL PASSENGERS

In March 2011, the passenger increase of 0.5% versus last year was driven by American Airlines and United Airlines. Year over year passenger count for American Airlines increased 19.3% and United/Continental grew 11.7%. Alaska/Horizon passengers declined (26.0%), Delta Air Lines decreased (7.1%), US Airways dropped (3.0%) and Southwest Airlines reported (0.3%) less passengers in March 2011 versus the same period last year.

Total Cargo

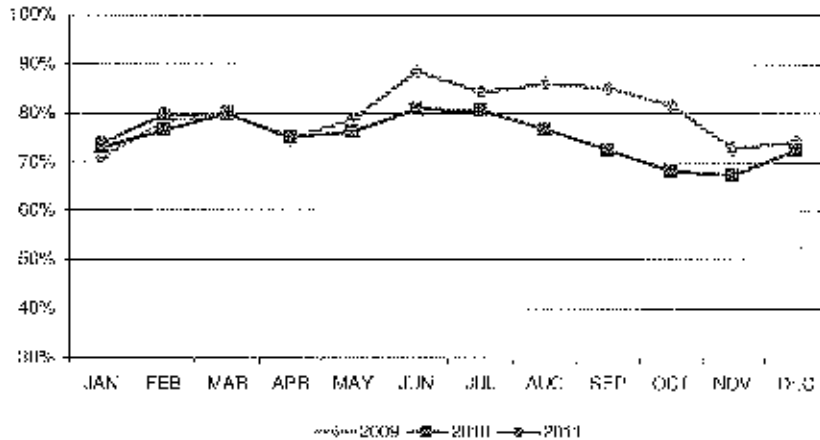


TOTAL CARGO

In March 2011, Reno-Tahoe International Airport handled 10,513,446 pounds of cargo, an increase of 19.3% versus March 2010. Total cargo volumes for AmeriFlight were up 29.0%, FedEx increased 26.5% and UPS grew 8.0% versus last year.



Average Enplaned Load Factors



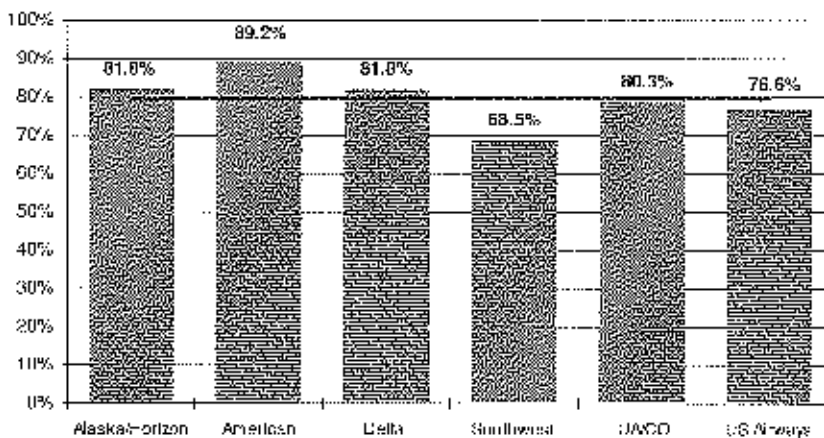
Load Factors

Mar-11

RNO System Difference

Airline	RNO	System	Difference
Alaska/Horizon	81.8%	79.5%	2.3
American	89.2%	86.5%	2.6
Delta	81.8%	79.9%	1.9
Southwest	68.5%	81.6%	-13.1
UA/CO	80.3%	76.0%	4.3
US Airways	76.6%	82.9%	6.3

Enplaned Load Factors by Airlines



AIRLINE LOAD FACTORS

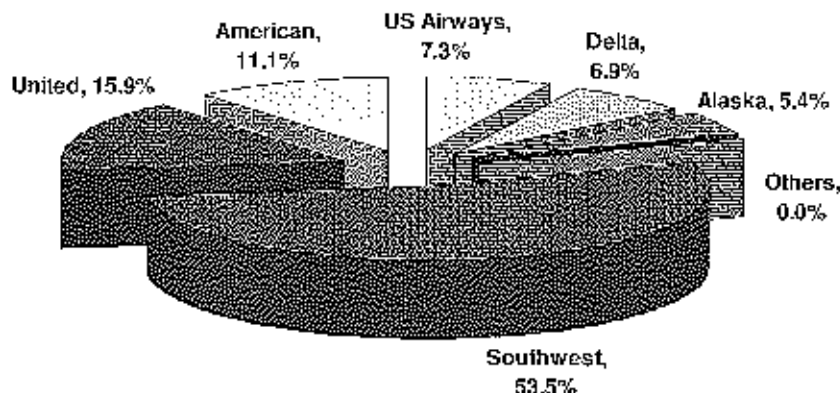
In March 2011, the average enplaned load factor at RNO was 79.7%, a decrease of (0.3) load factor points over last year.

American Airlines reported 89.2% load factor in March 2011, a year over year increase of 3.1 load factor points.

Continental Airlines operated its first full month of service at RNO with a load factor of 80.3%.



Air Carrier Market Share



AIRLINE MARKET SHARE

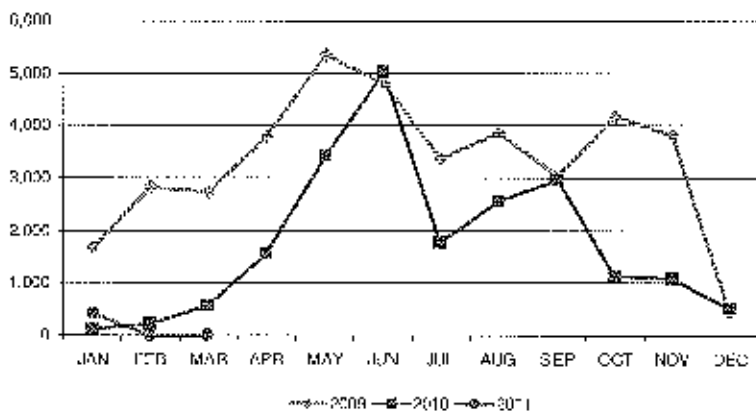
In March 2011, Southwest Airlines carried 186,616 passengers with a passenger market share of 53.5%. The next highest market share was United/Continental at 15.9% followed by American Airlines with 11.1%, US Airways at 7.3%, Delta Air Lines 6.9% and Alaska/ Horizon carried 5.4% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Mar-11	Mar-10	YOY Change
Alaska/ Horizon	5.4%	7.3%	-1.9
American	11.1%	9.3%	1.7
Delta	6.9%	7.5%	-0.6
Southwest	53.5%	51.0%	0.5
United/ Continental	15.9%	14.3%	1.6
US Airways	7.3%	7.5%	-0.3
Others	0.0%	0.1%	-0.1

American Airlines' year over year passenger market share increased 1.7 percentage points due to the addition of LAX service to their network. With the addition of a non stop flight to Houston, United/Continental's year over year passenger market share grew 1.6 percentage points. Alaska Airlines reduced a daily flight to LAX, decreasing its year over year passenger market share by (1.9) points to 5.4%.

Total Domestic Charter Passengers

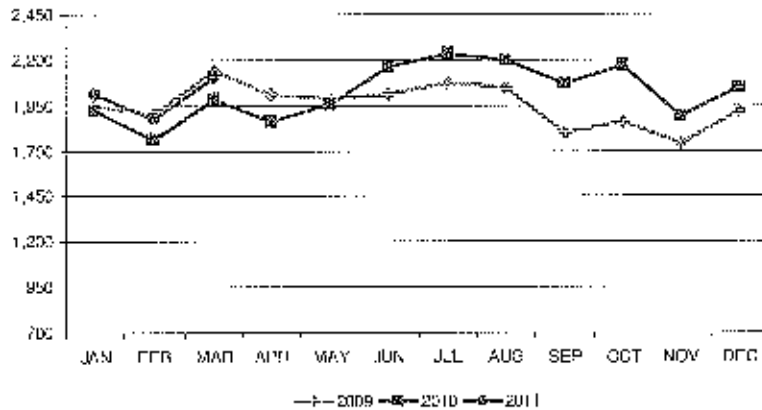


DOMESTIC CHARTER PASSENGERS

There was no charter activity in March 2011 at Reno-Tahoe International Airport. RNO served 483 charter passengers in March 2010.



Monthly Scheduled Departures



Schedule Changes Since March 2010

American Airlines

- Started 3 daily flights to LAX in June 2010

Alaska Airlines

- Reduced a daily service to LAX in January 2011

Continental Airlines

- Started a daily service to IAH in February 2011

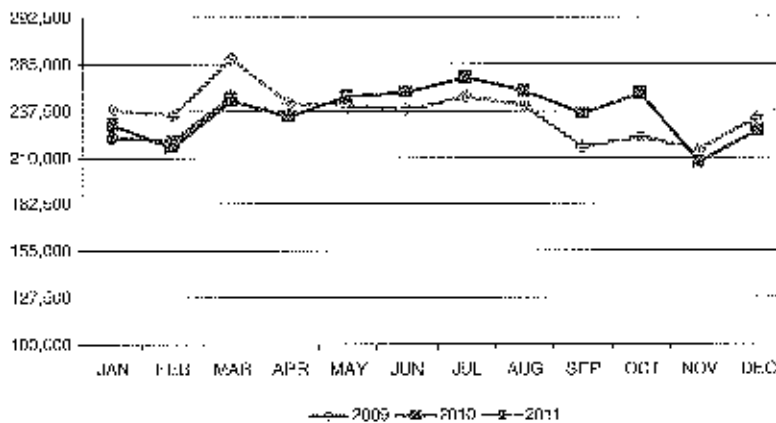
US Airways

- Added a daily flight to PHX in October 2010

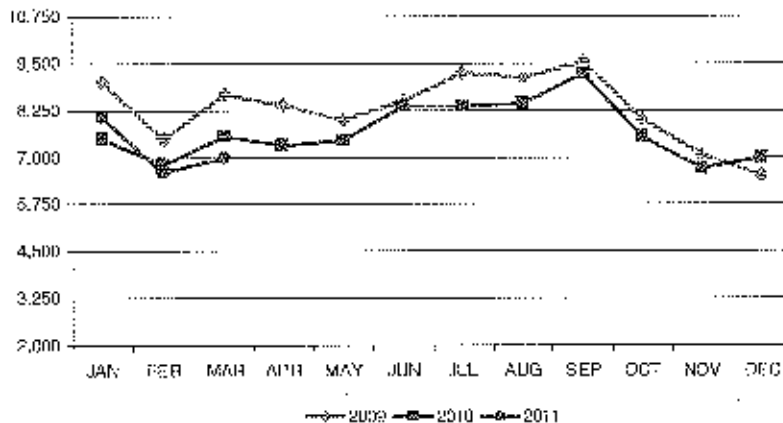
Southwest Airlines

- Added a daily flight to DEN in March 2011

Monthly Scheduled Seats



Total Operations



TOTAL OPERATIONS

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In March 2011, total operations were down (7.9%) versus the same period last year.

Reno-Tahoe International Airport

Total Passengers

	Passengers		Percent Change	Passengers		Percent Change
	2009	2010		2011	2011	
JAN	295,827	293,756	-0.7%	300,125	2.2%	
FEB	309,028	291,662	-1.8%	299,090	-1.2%	
MAR	336,637	346,846	3.0%	348,583	0.5%	
1st Quarter	932,507	938,264	0.3%	947,798	1.3%	
APR	304,829	309,533	1.5%			
MAY	322,441	312,378	-0.0%			
JUN	317,098	367,406	3.1%			
2nd Quarter	964,368	983,317	2.0%			
JUL	352,505	367,997	1.4%			
AUG	344,515	352,764	2.3%			
SEP	304,240	306,045	0.6%			
3rd Quarter	1,001,568	1,026,806	2.5%			
OCT	295,080	306,953	4.0%			
NOV	268,087	269,678	0.6%			
DEC	294,385	305,167	2.1%			
4th Quarter	857,552	877,098	2.3%			
TOTAL	3,755,935	3,822,485	1.8%	947,798	1.3%	
	YTD	925,264				

Total Scheduled Enplaned Passengers

	2009	2010	2011	YOY Change
JAN	149,107	148,805	151,353	2.0%
FEB	149,230	145,935	149,253	2.5%
MAR	166,873	173,383	176,079	1.5%
APR	150,864	155,967		
MAY	153,272	154,683		
JUN	172,383	173,887		
JUL	172,545	184,017		
AUG	130,515	134,797		
SEP	152,717	154,512		
OCT	142,648	154,560		
NOV	131,568	124,723		
DEC	142,084	145,532		
TOTAL	1,800,815	1,901,031	477,035	1.8%
	YTD	468,522		

Total Deplaned Passengers

	2009	2010	2011	YOY Change
JAN	146,014	144,826	148,053	2.2%
FEB	149,124	148,506	149,837	0.9%
MAR	166,125	172,824	172,554	0.2%
APR	152,144	152,986		
MAY	156,476	155,707		
JUN	172,499	184,681		
JUL	174,092	183,031		
AUG	172,640	176,291		
SEP	149,944	150,015		
OCT	144,653	151,989		
NOV	142,076	134,409		
DEC	152,187	154,682		
TOTAL	2,210,622	1,910,041	470,444	0.9%
	YTD	466,155		

Total Cargo

	Cargo in Pounds		Cargo in Metric Tons	Percent Change
	2009	2010		
JAN	8,777,067	8,695,801	8,959,543	4.0%
FEB	7,675,284	7,679,024	8,674,321	12.9%
MAR	8,237,283	8,814,883	10,512,116	19.2%
1st Quarter	24,689,574	25,190,623	28,147,310	11.7%
APR	7,841,956	8,633,892		
MAY	7,734,278	8,273,448		
JUN	7,870,142	8,727,038		
2nd Quarter	23,466,357	25,644,378		
JUL	7,967,294	9,113,094		
AUG	7,929,474	9,388,206		
SEP	8,552,601	9,871,400		
3rd Quarter	24,450,369	28,373,300		
OCT	8,509,560	9,915,411		
NOV	8,093,678	9,406,711		
DEC	13,149,423	14,186,519		
4th Quarter	29,752,467	33,808,641		
TOTAL	102,358,767	113,016,942	12,765	11.7%
	YTD	25,190,623	28,147,310	12,765

Load Factors

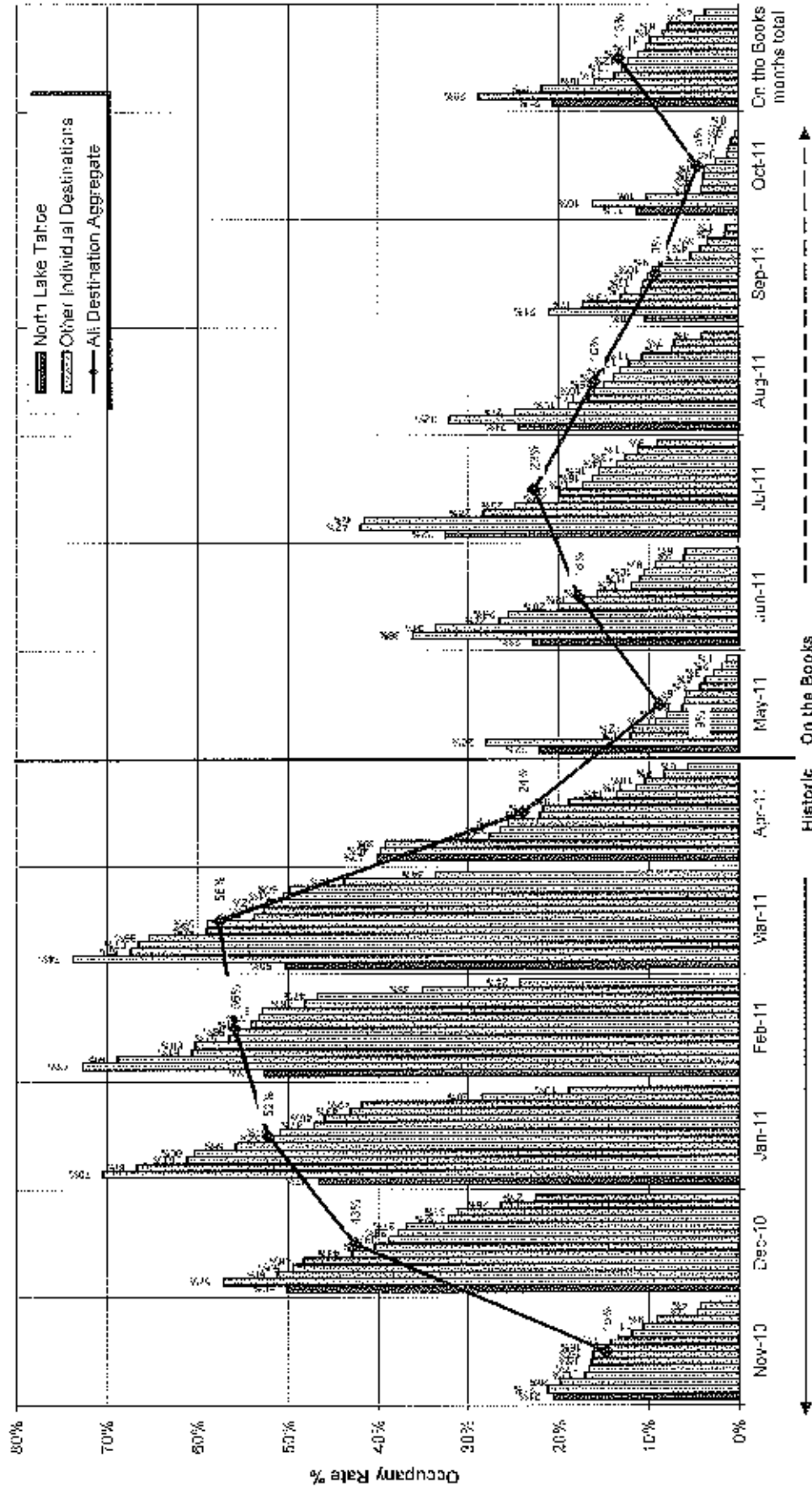
	Enplaned PAX	Mar-11	Mar-10	Diff.
Alaska/Horizon	9,447	81.8%	73.5%	2.2
American	19,441	89.2%	86.0%	3.1
Delta	12,018	81.8%	86.5%	-4.8
Southwest	93,835	68.5%	69.3%	-0.9
Dental/Continental	28,534	80.3%	77.9%	2.4
US Airways	12,753	76.6%	80.6%	-3.9

Source: RNO Monthly Flight Activity Reports

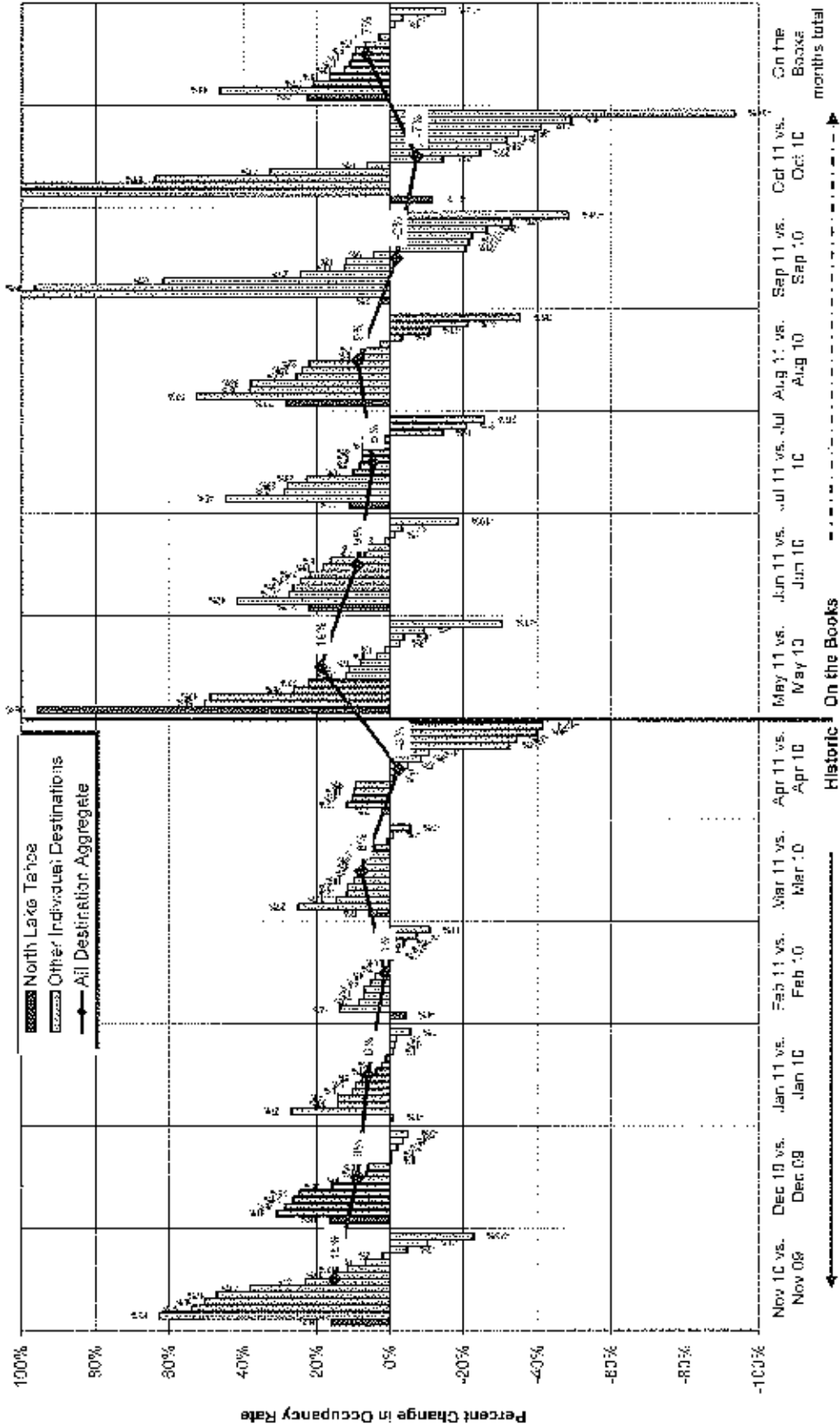
Occupancy Rate 2010/2011 Season as of Apr 30, 2011

Historic and Forecast Data

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



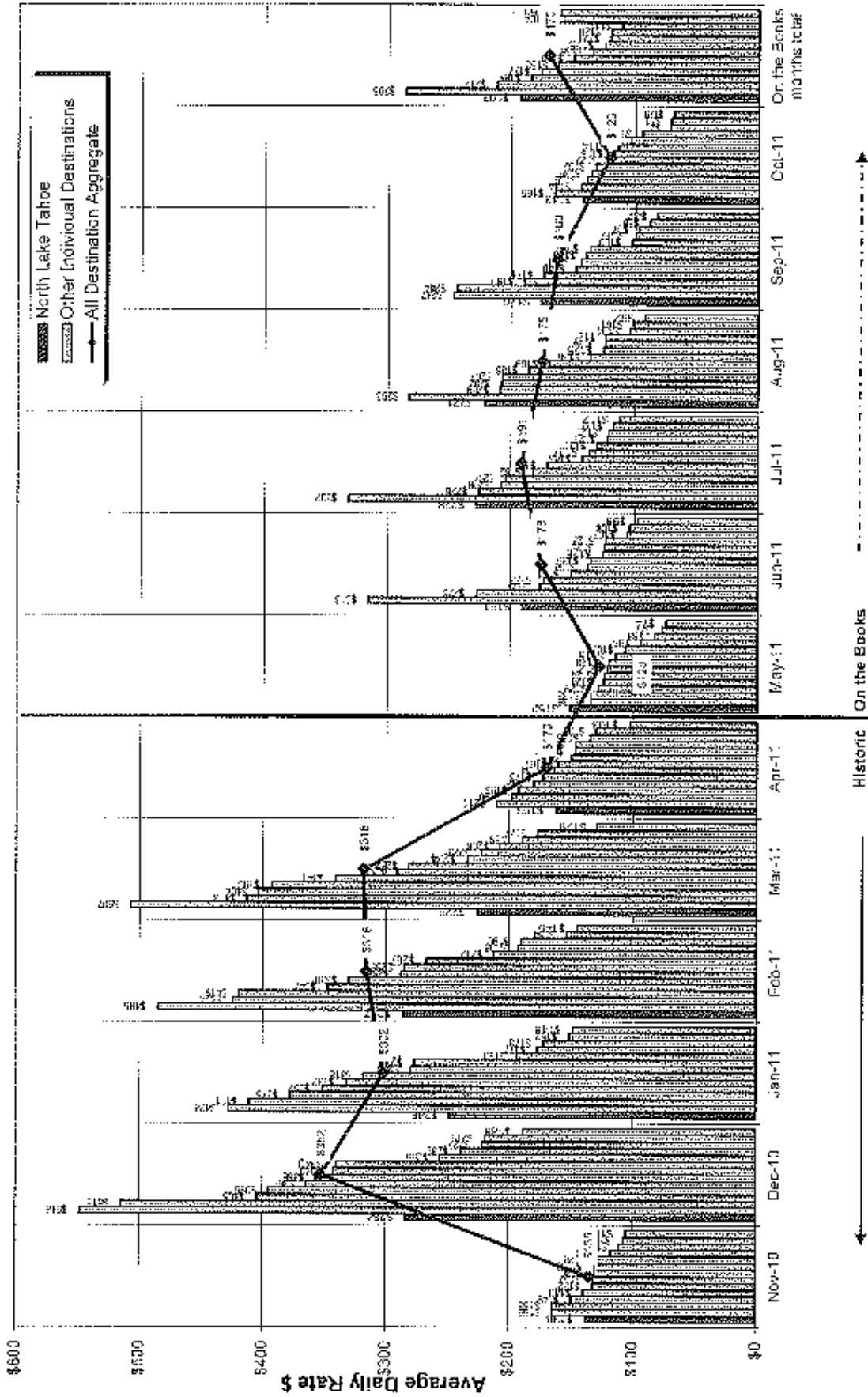
Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of April 30, 2011
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



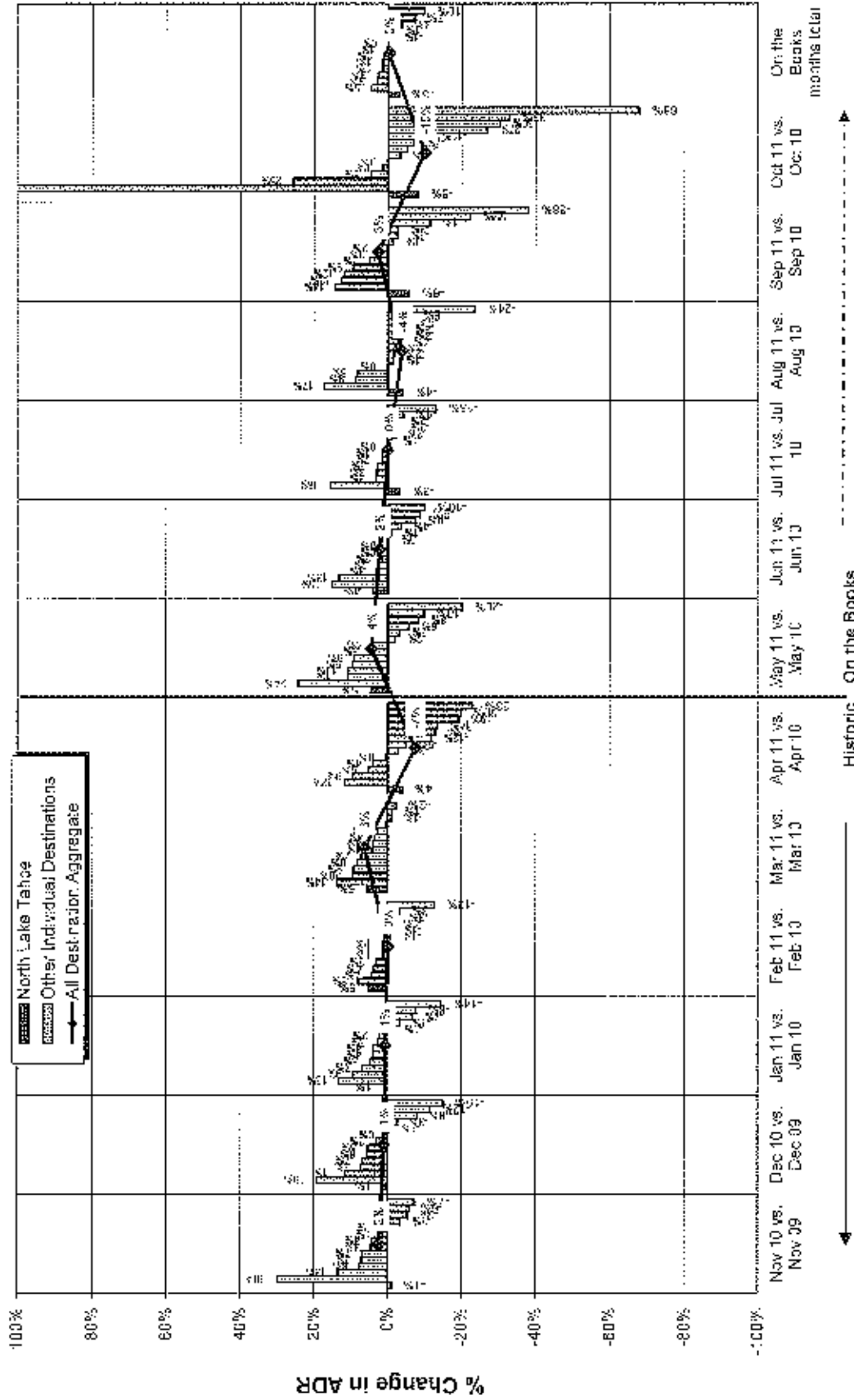
Average Daily Rate 2010/2011 Season as of Apr 30, 2011

Historic and Forecast Data

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

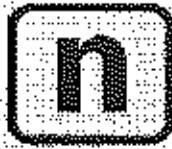


Percent Change in Average Daily Rate: 2010/2011 vs 2009/2010 as of April 30, 2011
 North Lake Tahoe vs all Individual Mtin Destinations & All Destination Average



Search Engine Marketing Report

for



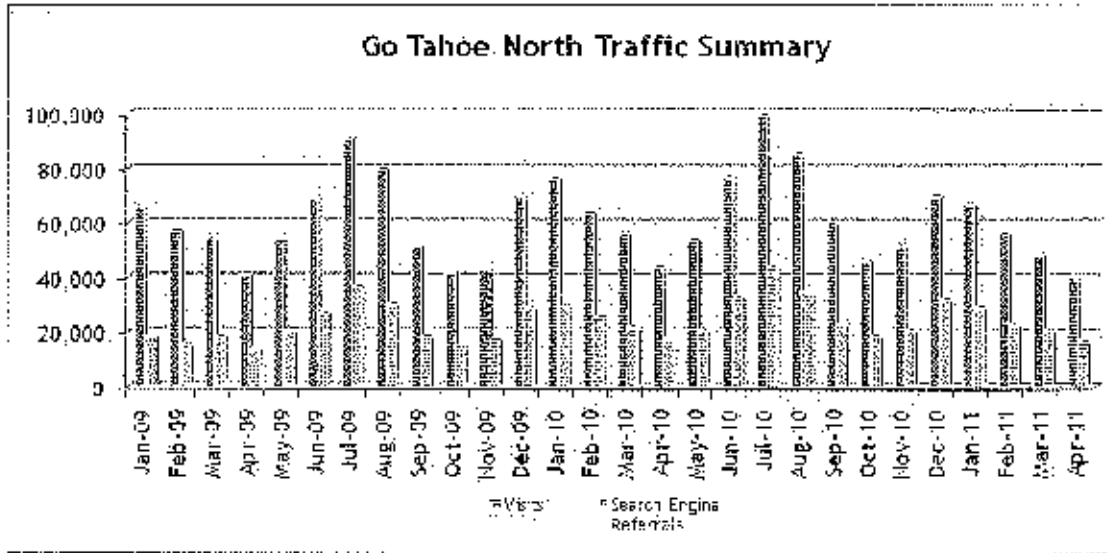
north lake tahoe

May 14, 2011

Presented by
smith & jones

Program Progress

o Organic Search Engine referrals make up approximately 40.76% of total visits in April.



Month	Views	Search Engine Referrals	Percentage
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%
Sep-10	59,575	22,849	38.35%
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	37.89%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

May 2, 2011 Google North Search Positions	
Total #1 Positions	21
Total 1st Page Positions	45
Total 2nd Page Positions	23
Google #1 Positions	11
Google 1st Page Positions	24
Google 2nd Page Positions	12

Compared with

April 27, 2011 Google North Search Positions	
Total #1 Positions	22
Total 1st Page Positions	46
Total 2nd Page Positions	16
Google #1 Positions	11
Google 1st Page Positions	26
Google 2nd Page Positions	8

Compared with

May 2, 2011 Bing North Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increases in Search Visibilities

2 New First Page Positions on Bing for:

- o Lake Tahoe summer
- o ski tahoe

Site Optimization

- smith + jones will review the Website for additional search engine optimization recommendations including optimizing additional interior page meta-data, including organization pages.
- smith + jones implemented optimization revisions to the Information Pages.
- smith + jones made the following posts on behalf of GoTahoeNorth in April:
 - <http://answers.yahoo.com/question/index?qid=20110429061255AAOk4zy>
 - <http://answers.yahoo.com/question/index?qid=20110425162917AAepu5n>
 - <http://answers.yahoo.com/question/index?qid=20110428214351AAqV2pN>
- 41 submissions were made to Social Media Web sites in the month of April. Details can be found in the attached spreadsheet.
- Continue to be active on Facebook and Twitter. Both social channels have built a great following of fans with over 3,500 likes on Facebook and 2,500 followers on Twitter.

Organic Search Position Summary Historical Data

Keyword	May-11		Apr-11		Mar-11		Feb-11		Jan-11		Dec-10		Nov-10		Oct-10		Sep-10		May-07 Baseline		
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Yahoo	Bing
Incline Village	1	4	1	6	1	5	1	6	1	4	1	4	1	4	1	2	1	2	1		12
Incline Village lake Tahoe	1	3	1	2	1	2	1	2	1	2	1	1	1	2	1	1	1	1	1		
Incline Village lake Tahoe	1	2	1	1	1	3	1	1	1	3	1	3	1	3	1	3	1	3	1		
Incline Village vacation	13		8		9		8		5		5		5		4		4		15		
kings beach	1	1	1	1	1	1	1	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	1	1	1	1	1	2			
kings beach lake tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2			
Lake Tahoe	12		15	11	14	14	11	14	13	17	14	19	13	11	12		14		8		
Lake Tahoe activities	7	11	8	13	10	13	10	12	8	12	9	8	5	8	9	3	4	6	15	9	10
lake tahoe activities in summer	13	19	10		12		10		3	1	3	1	3	1	3	4	3	1			
Lake Tahoe Chamber of Commerce	8		8		7		7		7		7		7		7		7		7		
Lake Tahoe Deals	3	1	4	1	4	1	4	2	5	2	4	1	4	2	7	2	7	2			
Lake Tahoe entertainment	13	12	19	11	12	11	15	9	10	13	11	12	10	11	14	16	10	16		16	
lake tahoe events	3	4	5	5	4	5	4	4	6	5	6	5	4	5	3	5	4	5			
Lake Tahoe fishing	6	20	7	16					6	12	6	12	6	17	5	14	5	13		7	
lake tahoe golf courses	9	11	10	10					10	13	10	17	10	20	11	8	11	8	16		18
Lake Tahoe hotels	14		15		17		16		19		20		19		18		19		14	20	12
Lake Tahoe lodging	5	2	6	2	8	2	7	2	8	2	7	2	6	3	5	2	5	1	2		15
Lake Tahoe resorts	3	1	5	1	5	1	5	1	5	1	6	1	5	2	4	2	4	1	3	15	
Lake Tahoe ski		18					20		18		18				20		19				12
Lake Tahoe ski resorts		16		14											8		8		19		
Lake Tahoe skiing	18	18									18		19	17			19		19	18	
Lake Tahoe summer		10	20						1	1	1	1	1	1	1	1	1	1	1	1	2
lake tahoe summer activities	20	16			20		13		1	1	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals																			9		
Lake Tahoe vacations	4	16	8		6	11	7	6	7	8	6	11	5	12	4	10	3	8	2	14	5
Lake Tahoe weddings	11		13		11		10		12		11		11		11	13	11	14			
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	4
north lake tahoe camping	11	13		19					1	1	1	1	1	1	1	1	1	1			
north lake tahoe hotels	1	1	1	1	1	1	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	1	1	1	1	1	1			
north lake tahoe rentals	8	4	2	7	3	9	2	2	6	11	2	6	2	6	3	3	4	3			
north lake tahoe restaurants	4	2	2	2	1	2	1	2	1	2	1	2	1	1	1	1	1	1			
north shore lake tahoe	2	2	2	1	2	1	2	2	2	2	2	1	2	1	2	1	2	1			
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
Northstar																					
Northstar at Tahoe																					
ski Tahoe	12	6	14	11	12	11	15	12	13	11	14	15	12	12	15	12	13	12		14	
ski vacations																					
Squaw Valley	16		17	16	19	14		13		16											
Tahoe City	3	2	3	2	2	2	2	2	3	2	4	2	3	2	4	3	4	3	3	11	2
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	16	1
Truckee California	18				20		19		19		17				12		19	12			9

Search Positions By Engine	
#1 Positions	11 10 13 17 12 11 12 9 15 13 15 16 15 14 15 15 15 15 2 1 1 1
1st Page Positions	24 21 26 20 23 19 24 21 30 23 29 24 30 24 28 27 29 27 11 6 7
2nd Page Positions	12 11 11 8 9 6 8 4 5 9 6 8 5 7 7 5 8 5 4 8 6

Total Search Positions	
#1 Positions	24 22 23 21 28 31 29 30 30 4
1st Page Positions	45 46 42 45 53 53 54 55 56 27
2nd Page Positions	23 15 15 12 14 14 12 12 13 20

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://twitter.com/#!/TahoeCity/statuses/65830297865953280>

<http://twitter.com/#!/nileguidetahoe/statuses/65816718827716609>

<http://twitter.com/#!/TahoeTourofCA/statuses/65805656782929921>

RT @tahoenorth: Looking for a last-minute lodging deal for the #amgentour? Discounts and packages in North Tahoe: <http://bit.ly/jxA198>

http://investorshub.advfn.com/boards/read_msg.aspx?message_id=61900277#

Years ago, when Walt was still working for the Stanaway Brothers market in CA. One of their sons opened up a wine and cheese deli together in a store, in North Shore Lake Tahoe, CA. It went over like gang busters, BIG time.

<http://www.gotahoenorth.com/>

<http://yubanet.com/regional/Tahoe-s-Paved-Bike-Paths-Cleared-of-Snow.php>

Tahoe's Paved Bike Paths Cleared of Snow

<http://www.mtdemocrat.com/entertainment/2011-amgen-tour-packed-with-events-and-entertainment/>

2011 Amgen Tour packed with events and entertainment

<http://twitter.com/#!/amywood87/statuses/65150250133889024>

So excited to be coming home today! RT @TahoeNorth: So grateful to have peaceful blue skies, blue waters and great weather in Tahoe today!

<http://twitter.com/#!/SugarBowlAcad/statuses/65832668742418433>

The Fighting Marmot Daily is out!<http://bit.ly/goYFFa> ▶ Top stories today via @davidsonwildcat @sierra_at_tahoe @tahoenorth @skialpine

<http://twitter.com/#!/TahoeTV/statuses/65827358476742656>

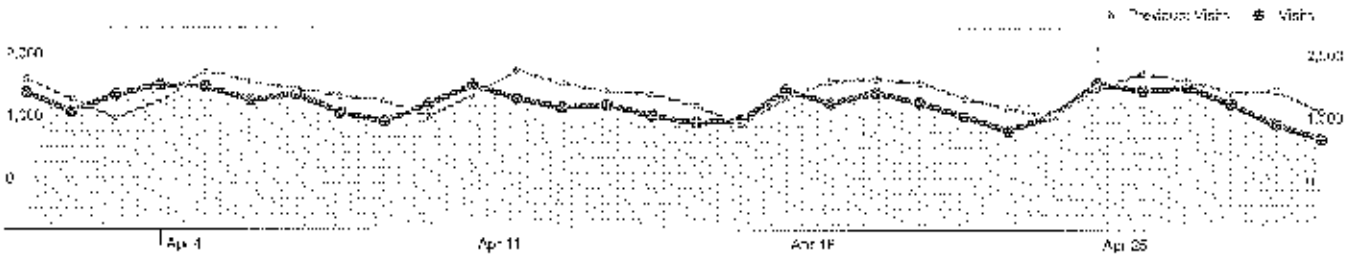
Thanks to the plow folks for this! RT @TahoeNorth: North Tahoe bike paths are open! #amgentour

<http://twitter.com/#!/TahoeCity/statuses/65203005649203200>

Calling all @TahoeNorth fans. Post your bike photos on our Facebook page and enter to win! <https://www.facebook.com/DowntownTahoeCity>

Dashboard

Apr 1, 2011 - Apr 30, 2011
 Comparing to: Apr 1, 2010 - Apr 30, 2010



Site Usage

40,331 Visits
 Previous: 40,377 (-0.11%)

33.23% Bounce Rate
 Previous: 32.05% (+3.68%)

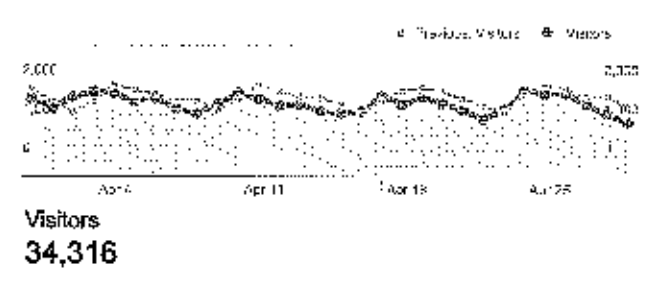
202,514 Pageviews
 Previous: 211,270 (-4.13%)

00:03:49 Avg. Time on Site
 Previous: 00:03:53 (-0.11%)

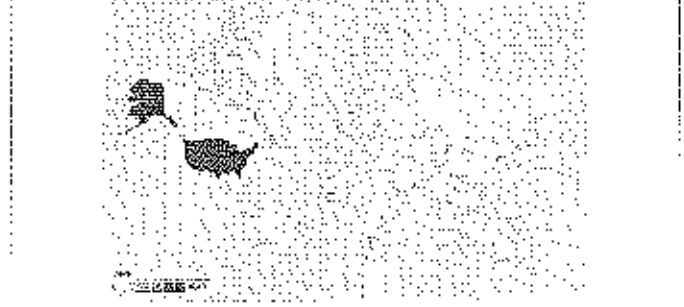
5.02 Pages/Visit
 Previous: 4.94 (+1.62%)

78.98% % New Visits
 Previous: 81.14% (-2.67%)

Visitors Overview



Map Overview

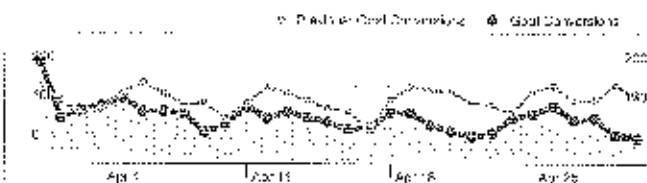


Traffic Sources Overview



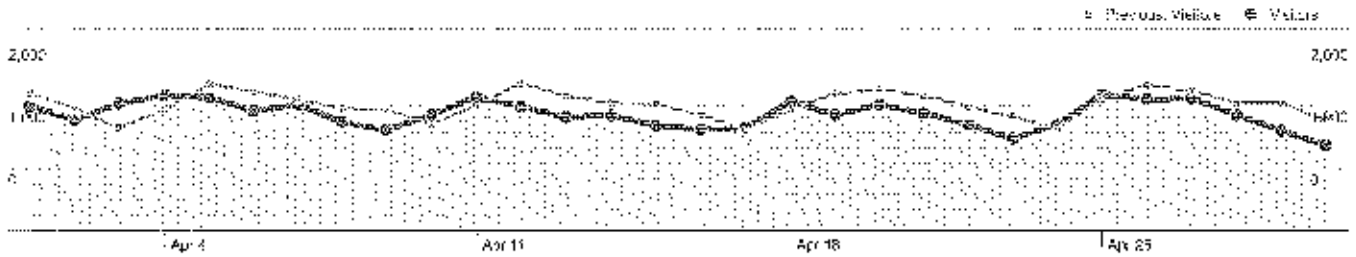
- Search Engines**
16,440.00 (40.76%)
- Referring Sites**
12,212.00 (30.78%)
- Direct Traffic**
11,653.00 (28.89%)
- Other**
26 (0.06%)

Goals Overview



Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Apr 1, 2011 - Apr 30, 2011	11,886	6.87%
Apr 1, 2010 - Apr 30, 2010	12,203	6.78%
% Change	-2.60%	1.02%
/external/return (true)		
Apr 1, 2011 - Apr 30, 2011	5,769	2.85%
Apr 1, 2010 - Apr 30, 2010	0	0.00%
% Change	100.00%	100.00%
/stay/lodging-by-type		
Apr 1, 2011 - Apr 30, 2011	3,896	1.92%
Apr 1, 2010 - Apr 30, 2010	0	0.00%
% Change	100.00%	100.00%
/events		
Apr 1, 2011 - Apr 30, 2011	3,616	1.79%
Apr 1, 2010 - Apr 30, 2010	14	0.01%
% Change	25,778.57%	26,048.43%
/external/index.php		
Apr 1, 2011 - Apr 30, 2011	3,601	1.78%
Apr 1, 2010 - Apr 30, 2010	1,265	0.60%
% Change	184.55%	196.95%



34,316 people visited this site

40,331 Visits

Previous: 43,777 (-7.65%)

34,316 Absolute Unique Visitors

Previous: 37,137 (-6.82%)

202,514 Pageviews

Previous: 211,239 (-4.14%)

5.02 Average Pageviews

Previous: 4.86 (3.01%)

00:03:49 Time on Site

Previous: 00:03:38 (3.17%)

33.23% Bounce Rate

Previous: 32.85% (1.15%)

78.98% New Visits

Previous: 80.14% (-1.15%)

Technical Profile

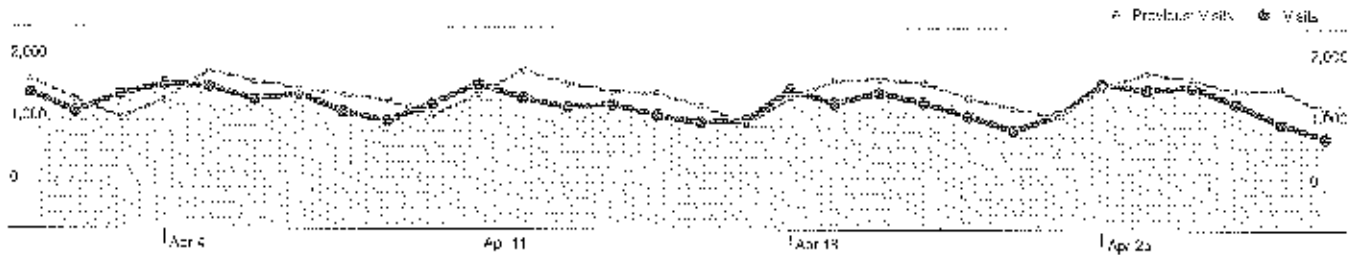
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Apr 1, 2011 - Apr 30, 2011	20,301	50.34%	Apr 1, 2011 - Apr 30, 2011	40,331	100.00%
Apr 1, 2010 - Apr 30, 2010	25,319	57.97%	Apr 1, 2010 - Apr 30, 2010	8,611	19.72%
% Change	-19.82%	-13.17%	% Change	359.37%	407.22%
Firefox			T1		
Apr 1, 2011 - Apr 30, 2011	8,418	20.87%	Apr 1, 2011 - Apr 30, 2011	0	0.00%
Apr 1, 2010 - Apr 30, 2010	9,775	22.38%	Apr 1, 2010 - Apr 30, 2010	5,624	12.86%
% Change	-13.86%	-6.74%	% Change	-100.00%	-100.00%

Safari		
Apr 1, 2011 - Apr 30, 2011	7,260	18.00%
Apr 1, 2010 - Apr 30, 2010	5,906	13.52%
% Change	21.93%	33.12%
Chrome		
Apr 1, 2011 - Apr 30, 2011	3,956	9.81%
Apr 1, 2010 - Apr 30, 2010	2,091	4.79%
% Change	89.13%	104.39%
Mozilla Compatible Agent		
Apr 1, 2011 - Apr 30, 2011	139	0.34%
Apr 1, 2010 - Apr 30, 2010	112	0.26%
% Change	24.11%	34.30%

Cable		
Apr 1, 2011 - Apr 30, 2011	0	0.00%
Apr 1, 2010 - Apr 30, 2010	16,880	38.65%
% Change	-100.00%	-100.00%
Dialup		
Apr 1, 2011 - Apr 30, 2011	0	0.00%
Apr 1, 2010 - Apr 30, 2010	578	1.32%
% Change	-100.00%	-100.00%
DSL		
Apr 1, 2011 - Apr 30, 2011	0	0.00%
Apr 1, 2010 - Apr 30, 2010	11,538	26.42%
% Change	-100.00%	-100.00%

Traffic Sources Overview

Apr 1, 2011 - Apr 30, 2011
Comparing to: Apr 1, 2010 - Apr 30, 2010



All traffic sources sent a total of 40,331 visits

28.89% Direct Traffic

Previous: 32.27% (11,073)

30.28% Referring Sites

Previous: 24.81% (8,119)

40.76% Search Engines

Previous: 36.94% (12,301)



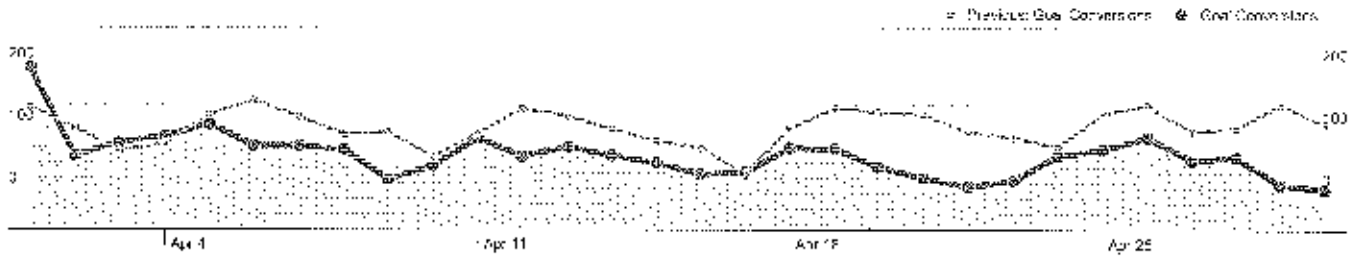
- Search Engines**
16,148.00 (40.76%)
- Referring Sites**
12,212.00 (30.28%)
- Direct Traffic**
11,653.00 (28.89%)
- Other**
26 (0.66%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Apr 1, 2011 - Apr 30, 2011	12,890	31.96%
Apr 1, 2010 - Apr 30, 2010	14,568	33.35%
% Change	-11.52%	-4.18%
(direct) ((none))		
Apr 1, 2011 - Apr 30, 2011	11,653	28.89%
Apr 1, 2010 - Apr 30, 2010	15,404	35.27%
% Change	-24.35%	-18.07%
visitinglaketahoe.com (referral)		
Apr 1, 2011 - Apr 30, 2011	8,024	19.90%
Apr 1, 2010 - Apr 30, 2010	7,249	16.60%
% Change	10.69%	10.87%
yahoo (organic)		
Apr 1, 2011 - Apr 30, 2011	1,582	3.92%
Apr 1, 2010 - Apr 30, 2010	1,149	2.63%
% Change	37.68%	49.11%
bing (organic)		

Keywords	Visits	% visits
north lake tahoe		
Apr 1, 2011 - Apr 30, 2011	980	5.96%
Apr 1, 2010 - Apr 30, 2010	771	4.43%
% Change	27.11%	34.53%
incline village		
Apr 1, 2011 - Apr 30, 2011	746	4.54%
Apr 1, 2010 - Apr 30, 2010	592	3.40%
% Change	26.01%	32.30%
lake tahoe		
Apr 1, 2011 - Apr 30, 2011	471	2.86%
Apr 1, 2010 - Apr 30, 2010	200	1.15%
% Change	135.50%	149.20%
north lake tahoe hotels		
Apr 1, 2011 - Apr 30, 2011	344	2.09%
Apr 1, 2010 - Apr 30, 2010	323	1.86%
% Change	6.50%	12.74%
kings beach		

Apr 1, 2011 - Apr 30, 2011	1,388	3.44%	Apr 1, 2011 - Apr 30, 2011	150	0.91%
Apr 1, 2010 - Apr 30, 2010	1,076	2.46%	Apr 1, 2010 - Apr 30, 2010	119	0.68%
% Change	29.93%	39.79%	% Change	26.05%	35.45%



Visitors completed 2,397 goal conversions

2,397 conversions, Goal 1: Cool Deals Page

Target: 3,205 (+27.22%)

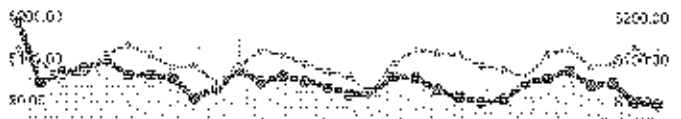
Goal Performance

Goal Conversion Rate



Goal Conversion Rate
 5.94%

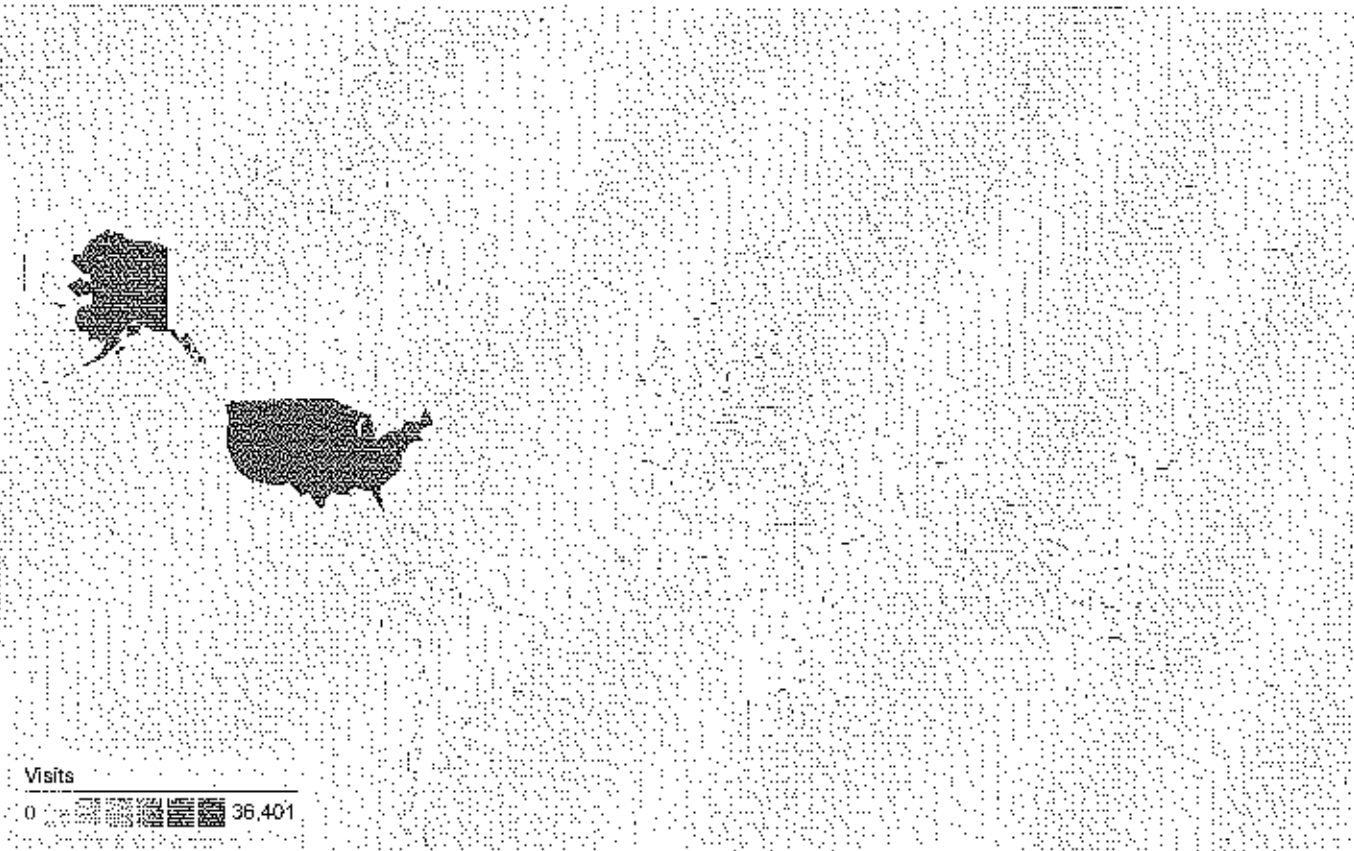
Total Goal Value



Total Goal Value
 \$2,397.00

Map Overlay

Apr 1, 2011 - Apr 30, 2011
 Comparing to: Apr 1, 2010 - Apr 30, 2010



40,331 visits came from 136 countries/territories

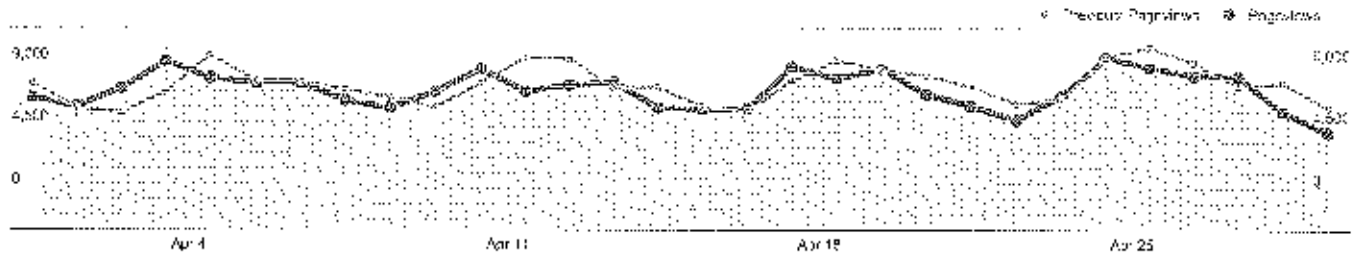
Summary						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
40,331	5.02	00:03:49	78.99%	33.23%		
Previous: 43,877 (+7.66%)	Previous: 4.84 (-3.61%)	Previous: 00:03:55 (-1.71%)	Previous: 80.24% (-1.55%)	Previous: 32.85% (1.13%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
April 1, 2011 - April 30, 2011	36,401	5.11	00:03:52	78.18%	32.63%	
April 1, 2010 - April 30, 2010	38,947	4.93	00:04:01	79.48%	31.78%	
% Change	-6.54%	3.41%	-3.86%	-1.63%	2.68%	
United Kingdom						
April 1, 2011 - April 30, 2011	642	4.42	00:03:12	85.51%	34.89%	
April 1, 2010 - April 30, 2010	813	4.21	00:03:14	80.93%	37.76%	
% Change	-21.03%	5.04%	-1.03%	5.95%	-7.60%	
Canada						
April 1, 2011 - April 30, 2011	531	5.36	00:03:25	88.14%	32.96%	

April 1, 2010 - April 30, 2010	774	4.13	00:02:28	90.18%	39.02%
% Change	31.40%	29.29%	35.70%	-2.27%	-13.83%
Australia					
April 1, 2011 - April 30, 2011	351	5.04	00:04:26	83.76%	32.48%
April 1, 2010 - April 30, 2010	320	4.39	00:04:30	82.50%	35.62%
% Change	9.69%	14.59%	-1.30%	1.57%	-8.83%
Germany					
April 1, 2011 - April 30, 2011	239	3.65	00:01:28	91.63%	40.59%
April 1, 2010 - April 30, 2010	294	3.73	00:01:59	91.84%	47.28%
% Change	-18.71%	-2.11%	-26.31%	-0.22%	-14.16%
Mexico					
April 1, 2011 - April 30, 2011	203	4.21	00:09:11	80.30%	34.48%
April 1, 2010 - April 30, 2010	172	4.40	00:03:46	90.70%	35.47%
% Change	17.44%	-4.30%	145.78%	-11.47%	-2.77%
Brazil					
April 1, 2011 - April 30, 2011	196	3.86	00:02:41	87.24%	39.29%
April 1, 2010 - April 30, 2010	214	3.79	00:04:56	88.79%	37.85%
% Change	-8.41%	1.79%	-45.65%	-1.73%	3.79%
France					
April 1, 2011 - April 30, 2011	124	4.32	00:02:48	79.84%	41.13%
April 1, 2010 - April 30, 2010	144	4.24	00:03:11	89.58%	38.89%
% Change	-13.89%	1.87%	-23.95%	-10.88%	5.76%
India					
April 1, 2011 - April 30, 2011	111	3.22	00:03:29	92.79%	45.95%
April 1, 2010 - April 30, 2010	142	3.65	00:04:10	81.69%	44.37%
% Change	-21.83%	-12.00%	-18.46%	13.59%	3.56%
Singapore					
April 1, 2011 - April 30, 2011	99	4.42	00:03:37	55.56%	54.55%
April 1, 2010 - April 30, 2010	70	5.21	00:06:50	87.14%	22.86%
% Change	41.43%	-15.15%	-47.17%	-36.25%	138.64%

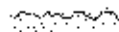
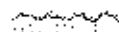
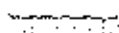
1 - 10 of 136

Content Overview

Apr 1, 2011 - Apr 30, 2011
 Comparing to: Apr 1, 2010 - Apr 30, 2010



Pages on this site were viewed a total of 202,514 times

-  **202,514** Pageviews
Previous: 211,279 (+1.15%)
-  **150,294** Unique Views
Previous: 100,580 (+49.41%)
-  **33.23%** Bounce Rate
Previous: 32.46% (+2.33%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Apr 1, 2011 - Apr 30, 2011	11,886	5.87%
Apr 1, 2010 - Apr 30, 2010	12,203	5.78%
% Change	-2.60%	1.62%
/external/return (true)		
Apr 1, 2011 - Apr 30, 2011	5,769	2.85%
Apr 1, 2010 - Apr 30, 2010	0	0.00%
% Change	100.00%	100.00%
/stay/lodging-by-type		
Apr 1, 2011 - Apr 30, 2011	3,896	1.92%
Apr 1, 2010 - Apr 30, 2010	0	0.00%
% Change	100.00%	100.00%
events		
Apr 1, 2011 - Apr 30, 2011	3,616	1.79%
Apr 1, 2010 - Apr 30, 2010	14	0.01%
% Change	25,729.57%	26,816.15%
/external/index.php		

Apr 1, 2011 - Apr 30, 2011	3,601	1.78%
Apr 1, 2010 - Apr 30, 2010	1,265	0.60%
% Change	184.62%	195.05%

PROPERTY REFERRAL REPORT - APRIL 2011

CLICKS

Agate Bay Realty	123
Agate Bay Realty Cool Deals	64
Alpine Rental Group	57
Americas Best Value Inn Tahoe City	174
Book Tahoe Rentals	1
Brockway Springs Resort	205
Brockway Springs Resort Cool Deals	20
Cal Neva Resort Casino Hotel	337
Cedar Glen Lodge	244
Cedar Glen Lodge Cool Deals	39
Chaney House	65
Chinquapin / Packard Realty	29
Club Tahoe Resort	141
Coldwell Banker Rentals	240
Coldwell Banker Rentals Cool Deals	4
Cottage Inn at Lake Tahoe	212
Ferrari's Crown Resort	190
Ferrari's Crown Resort Cool Deals	41
Firelite Lodge	80
First Accommodations	146
Franciscan Lakeside Lodge	178
Goldfish Properties	53
Granlibakken Conference Center & Resort	269
Granlibakken Conference Center & Resort Cool Deals	161
Granlibakken Resort Ski Area	1
Hauserman Rental Group	150
Hauserman Rental Group Cool Deals	2
Holiday House	116
Holiday House Cool Deals	60
Hyatt Regency Lake Tahoe Resort, Spa and Casino	602
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	366
Ice Lakes Lodge at Royal Gorge XC Ski Resort	38
Incline at Tahoe Realty	103
Incline Vacation Rentals	123
Incline Vacation Rentals Cool Deals	9
Kingswood Village Vacation Rentals	28
Lake of the Sky Motor Inn	95
Lake Tahoe Accommodations	63
Lake Tahoe Accommodations.	96
Lake Tahoe Accommodations. Cool Deals	64
Lake Tahoe Deluxe Vacation Rentals	106
Lake Tahoe Getaways Vacation Rentals	4
LakeFrontHouse.com	84
Meeks Bay Resort & Marina	107
Mother Natures Inn	101
Mourelatos Lakeshore Resort	168
Mourelatos Lakeshore Resort Cool Deals	27
North Tahoe Rental Company	105
Northstar Condominiums	81
Northstar Mountain Home Vacation Rentals	57

Northstar Resort	231
Northstar Resort Cool Deals	167
Olympic Village Inn	78
Painted Rock Lodge	113
Parkside Inn at Incline	111
PepperTree Inn	193
PlumpJack Squaw Valley Inn	104
Prudential California Realty	1
Rainbow Lodge	130
Red Wolf Lakeside Lodge	67
Red Wolf Lodge at Squaw Valley	34
ReserveMyHome.com	85
Resort at Squaw Creek	200
Resort at Squaw Creek Cool Deals	64
River Ranch Lodge and Restaurant	211
River Ranch Lodge and Restaurant Cool Deals	126
Rustic Cottage Resort	7
Shooting Star Bed & Breakfast	75
Shore House at Lake Tahoe	199
Shore House at Lake Tahoe Cool Deals	26
Squaw Valley Lodge	35
Squaw Valley Lodge Cool Deals	45
Stanford Alpine Chalet	203
Stanford Alpine Chalet Cool Deals	11
Stevenson's Holliday Inn	80
Sunnyside Steakhouse & Lodge	347
Sunnyside Steakhouse & Lodge Cool Deals	87
Tahoe Biltmore Lodge & Casino	441
Tahoe Biltmore Lodge & Casino Cool Deals	174
Tahoe City Inn	51
Tahoe City Inn Cool Deals	48
Tahoe Edgefake Beach Club	57
Tahoe Luxury Properties	114
Tahoe Luxury Properties Cool Deals	10
Tahoe Marina Lodge	67
Tahoe Mountain Resorts Lodging	126
Tahoe Real Estate Group	3
Tahoe Sands Resort	47
Tahoe Tavern Properties	73
Tahoe Vistana Inn	86
Tahoe Woodside Vacation Rentals	64
Tahoma Lodge	115
Tahoma Lodge Cool Deals	80
Tahoma Meadows Bed & Breakfast	75
Tahoma Meadows Bed & Breakfast Cool Deals	116
Tamarack Lodge	29
The Border House	193
The Lodge at Sugar Bowl	84
The Ritz-Carlton, Lake Tahoe	226
The Village at Squaw Valley USA	161
The Village at Squaw Valley USA Cool Deals	54
Vacation Station, Inc.	151

Vacation Station, Inc. Cool Deals	12
Vacation Tahoe by O'Neal Brokers	83
Waters of Tahoe Properties	139
West Lake Properties	75
West Shore Cafe & Inn	123
TOTAL	11936

PROPERTY REFERRAL REPORT (by clicks) - APRIL 2011	CLICKS
Hyatt Regency Lake Tahoe Resort, Spa and Casino	602
Tahoe Biltmore Lodge & Casino	441
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	366
Sunnyside Steakhouse & Lodge	347
Cal Neva Resort Casino Hotel	337
Granlibakken Conference Center & Resort	269
Cedar Glen Lodge	244
Coldwell Banker Rentals	240
Northstar Resort	231
The Ritz-Carlton, Lake Tahoe	226
Cottage Inn at Lake Tahoe	212
River Ranch Lodge and Restaurant	211
Brockway Springs Resort	205
Stanford Alpine Chalet	203
Resort at Squaw Creek	200
Shore House at Lake Tahoe	199
PepperTree Inn	193
The Border House	193
Ferrari's Crown Resort	190
Franciscan Lakeside Lodge	178
Americas Best Value Inn Tahoe City	174
Tahoe Biltmore Lodge & Casino Cool Deals	174
Mourelatos Lakeshore Resort	168
Northstar Resort Cool Deals	167
Granlibakken Conference Center & Resort Cool Deals	161
The Village at Squaw Valley USA	161
Vacation Station, Inc.	151
Hauserman Rental Group	150
First Accommodations	146
Club Tahoe Resort	141
Waters of Tahoe Properties	139
Rainbow Lodge	130
River Ranch Lodge and Restaurant Cool Deals	126
Tahoe Mountain Resorts Lodging	126
Agate Bay Realty	123
Incline Vacation Rentals	123
West Shore Cafe & Inn	123
Holiday House	116
Tahoma Meadows Bed & Breakfast Cool Deals	116
Tahoma Lodge	115
Tahoe Luxury Properties	114
Painted Rock Lodge	113
Parkside Inn at Incline	111
Meeks Bay Resort & Marina	107
Lake Tahoe Deluxe Vacation Rentals	106
North Tahoe Rental Company	105
PlumpJack Squaw Valley Inn	104
Incline at Tahoe Realty	103
Mother Natures Inn	101
Lake Tahoe Accommodations.	96

Lake of the Sky Motor Inn	95
Sunnyside Steakhouse & Lodge Cool Deals	87
Tahoe Vistana Inn	86
ReserveMyHome.com	85
LakeFrontHouse.com	84
The Lodge at Sugar Bowl	84
Vacation Tahoe by O'Neal Brokers	83
Northstar Condominiums	81
Firelite Lodge	80
Stevenson's Holliday Inn	80
Tahoma Lodge Cool Deals	80
Olympic Village Inn	78
Shooting Star Bed & Breakfast	75
Tahoma Meadows Bed & Breakfast	75
West Lake Properties	75
Tahoe Tavern Properties	73
Red Wolf Lakeside Lodge	67
Tahoe Marina Lodge	67
Chaney House	65
Agate Bay Realty Cool Deals	64
Lake Tahoe Accommodations, Cool Deals	64
Resort at Squaw Creek Cool Deals	64
Tahoe Woodside Vacation Rentals	64
Lake Tahoe Accommodations	63
Holiday House Cool Deals	60
Alpine Rental Group	57
Northstar Mountain Home Vacation Rentals	57
Tahoe Edgetake Beach Club	57
The Village at Squaw Valley USA Cool Deals	54
Goldfish Properties	53
Tahoe City Inn	51
Tahoe City Inn Cool Deals	48
Tahoe Sands Resort	47
Squaw Valley Lodge Cool Deals	46
Ferrari's Crown Resort Cool Deals	41
Cedar Glen Lodge Cool Deals	39
Ice Lakes Lodge at Royal Gorge XC Ski Resort	38
Squaw Valley Lodge	35
Red Wolf Lodge at Squaw Valley	34
Chinquapin / Packard Realty	29
Tamarack Lodge	29
Kingswood Village Vacation Rentals	28
Mourelatos Lakeshore Resort Cool Deals	27
Shore House at Lake Tahoe Cool Deals	26
Brockway Springs Resort Cool Deals	20
Vacation Station, Inc. Cool Deals	12
Stanford Alpine Chalet Cool Deals	11
Tahoe Luxury Properties Cool Deals	10
Incline Vacation Rentals Cool Deals	9
Rustic Cottage Resort	7
Coldwell Banker Rentals Cool Deals	4
Lake Tahoe Getaways Vacation Rentals	4

Tahoe Real Estate Group	3
Hauserman Rental Group Cool Deals	2
Book Tahoe Rentals	1
Granlibakken Resort Ski Area	1
Prudential California Realty	1
TOTAL	11936

North Shore:							
April '11							
Groups Booked: 4							
Placer County:	1	Room Nights:	162	Delegates:	80	Revenue:	\$39,220
Washoe County:	2	Room Nights:	615	Delegates:	530	Revenue:	\$51,457
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue:	\$4,515
Groups Arrived: 2							
Placer County:	1	Room Nights:	1050	Delegates:	300	Revenue:	\$99,225
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	1	Room Nights:	35	Delegates:	25	Revenue:	\$4,515
May '11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
June '11							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Quarter total by county:							
Groups Booked:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	
Groups Arrived:							
Placer County:		Room Nights:		Delegates:		Revenue:	
Washoe County:		Room Nights:		Delegates:		Revenue:	
Nevada County:		Room Nights:		Delegates:		Revenue:	

Monthly Report April 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/11:	\$1,643,995	\$1,043,129	58%
Forecasted Commission for this Revenue:	\$100,765	\$49,124	105%
Number of Room Nights:	9857	5327	85%
Number of Delegates:	4805	2459	95%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	44	36	22%

Monthly Detail/Activity	<u>April-11</u>		<u>April-10</u>	
<u>Number of Groups Booked:</u>	4		2	
Revenue Booked:	\$95,192		\$22,002	333%
Projected Commission:	\$5,239		\$1,169	348%
Room Nights:	812		113	619%
Number of Delegates:	635		63	908%
Booked Group Types:	2 Assoc., 1 Film, 1 TA		1 TA, 1 Film Crew	
Lost Business, # of Groups:	4		8	

<u>Arrived in the month</u>	<u>April-11</u>	<u>Est.</u>	<u>April-10</u>	
Number of Groups:	2		3	
Revenue Arrived:	\$103,740		\$83,099	25%
Projected Commission:	\$10,374		\$8,309	25%
Room Nights:	1085		572	90%
Number of Delegates:	325		239	36%
Arrived Group Types:	1 Govt., 1 Film Crew		1 Assoc., 1 Govt and 1 Film	

Monthly Detail/Activity	<u>March-11</u>		<u>March-10</u>	
<u>Number of Groups Booked:</u>	2		2	
Revenue Booked:	\$34,141		\$105,325	-68%
Projected Commission:	\$3,414		\$10,532	-68%
Room Nights:	340		665	-49%
Number of Delegates:	140		205	-32%
Booked Group Types:	1 Smerf		2 Corp.	
Lost Business, # of Groups:	6		6	

<u>Arrived in the month</u>	<u>March-11</u>		<u>March-10</u>	
Number of Groups:	1		2	
Revenue Arrived:	\$91,524		\$17,885	412%
Projected Commission:	\$0		\$645	-100%
Room Nights:	488		79	518%
Number of Delegates:	150		26	477%
Arrived Group Types:	1 Corp.		1 Corp, 1 TA	

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</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	0	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$49,579	\$187,426	-74%
Projected Commission:	\$4,384	\$9,371	-53%
Room Nights:	257	360	-29%
Number of Delegates:	115	225	-49%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>January-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$6,412	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	28	0	
Number of Delegates:	14	0	
Arrived Group Type:	1 Assoc.		

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

<u>Monthly Detail/Activity</u>	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

<u>Monthly Detail/Activity</u>	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	

<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2011/12:	\$815,101	\$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 4/30/11: 84

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484

Monthly Report April 2011

CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 4/30/11:	\$218,894	\$473,721	-54%
Forecasted Commission for this Revenue:	\$23,170	\$33,267	-30%
Number of Room Nights:	2038	4217	-52%
Number of Delegates:	1310	1656	-21%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	42	41	2%

<u>Monthly Detail/Activity</u>	<u>April-11</u>	<u>April-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$19,269
Projected Commission:	\$0	\$2,890
Room Nights:	0	110
Number of Delegates:	0	157
Booked Group Types:	0	1 Assoc., 1 SMF
Lost Business, # of Groups:	5	

<u>Arrived in the month</u>	<u>April-11</u>	<u>Est.</u>	<u>April-10</u>
Number of Groups:	2		0
Revenue Arrived:	\$5,648		\$0
Projected Commission:	\$179		\$0
Room Nights:	57		0
Number of Delegates:	100		0
Arrived Group Types:	1 TA, 1 Corp.		0

<u>Monthly Detail/Activity</u>	<u>March-11</u>	<u>March-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$72,000
Projected Commission:	\$0	\$10,800
Room Nights:	0	800
Number of Delegates:	0	350
Booked Group Types:	0	1 Smerf
Lost Business, # of Groups:	5	6

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>
Number of Groups:	1	0
Revenue Arrived:	\$4,791	\$0
Projected Commission:	\$718	\$0
Room Nights:	39	0
Number of Delegates:	50	0
Arrived Group Types:	1 Corp. 1 Assn.	0

Monthly Detail/Activity	<u>February-11</u>	<u>February-10</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	0	
Lost Business, # of Groups:	6	3	
<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$20,013	\$187,426	-89%
Projected Commission:	\$3,002	\$9,371	-68%
Room Nights:	225	360	-38%
Number of Delegates:	150	225	-33%
Arrived Group Types:	1 Assoc.	1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>January-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	
<u>Arrived in the month</u>	<u>January-11</u>	<u>January-10</u>	
Number of Groups:	0	0	
Revenue Arrived:	\$0	\$0	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	0	
Number of Delegates:	0	0	
Arrived Group Type:			

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	
<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$2,550	
Projected Commission:	\$0	\$255	
Number of Room Nights:	0	34	
Number of Delegates:	0	18	
Arrived Group Type:	0	1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
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Number of Delegates:	525	360	46%
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<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$40,363	
Projected Commission:	\$0	\$0	
Number of Room Nights:	0	414	
Number of Delegates:	0	150	
Arrived Group Type:	0	1 Assn.	

<u>Monthly Detail/Activity</u>	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
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<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
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Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
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Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$15,093	(Goal)
For 2012/13:		\$100,000
		\$50,000

NUMBER OF LEADS Generated as of 4/30/11: 60

Total Number of Leads Generated in Previous Years:

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2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484