



November 2013 Marketing Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe



Destination: North Lake Tahoe

Period: Bookings as of October 31, 2013

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,535 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 (October) changed by (3.4%)	Occupancy (October) :	34.4%	33.2%	3.4%
North Lake Tahoe Average Daily Rate for last month (October) changed by (17.3%)	ADR (October) :	\$175	\$149	17.3%
North Lake Tahoe RevPAR for last month (October) changed by (21.3%)	RevPAR (October) :	\$60	\$49	21.3%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (November) changed by (4.6%)	Occupancy (November)	18.3%	17.5%	4.6%
North Lake Tahoe Average Daily Rate for next month (November) changed by (5.9%)	ADR (November) :	\$153	\$145	5.9%
North Lake Tahoe RevPAR for next month (November) changed by (10.8%)	RevPAR (November) :	\$28	\$25	10.8%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (6.5%)	Occupancy	50.4%	47.3%	6.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (10.7%)	ADR	\$217	\$196	10.7%
North Lake Tahoe RevPAR for the prior 6 months changed by (17.9%)	RevPAR	\$109	\$93	17.9%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (29.5%)	Occupancy	17.9%	13.8%	29.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (9.1%)	ADR	\$274	\$251	9.1%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (41.3%)	RevPAR	\$49	\$35	41.3%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Oct. 31, 2013 vs. Previous Year				
Rooms Booked during last month (October, 2013) compared to Rooms Booked during the same period last year (October, 2012) for all arrival dates has changed by (17.2%)	Booking Pace (October)	6.1%	5.2%	17.2%

* **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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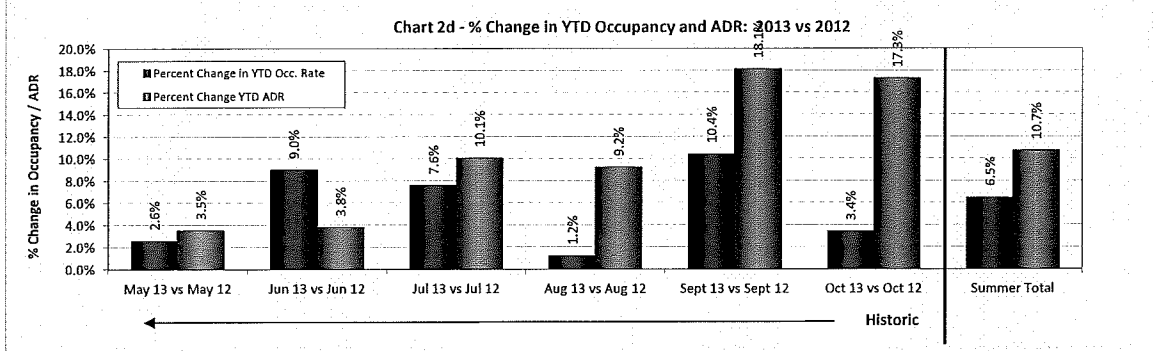
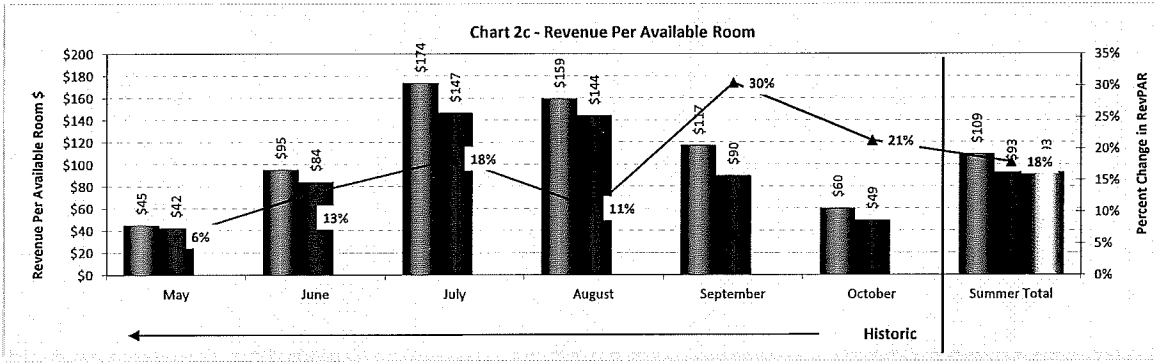
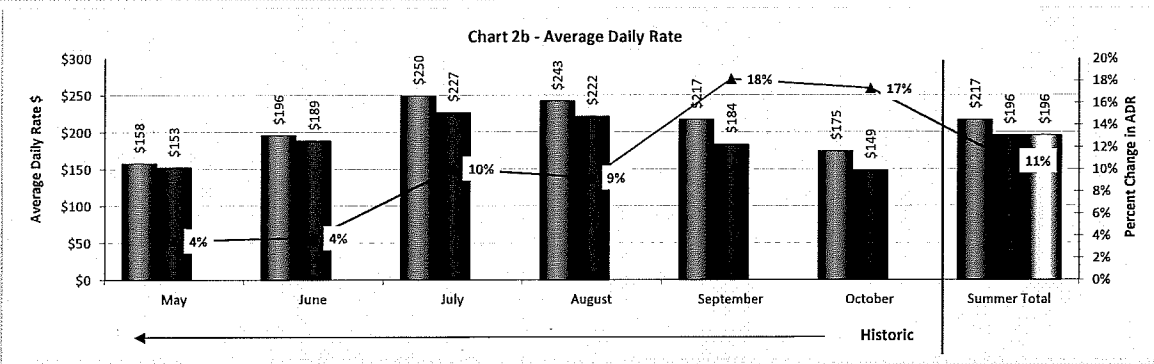
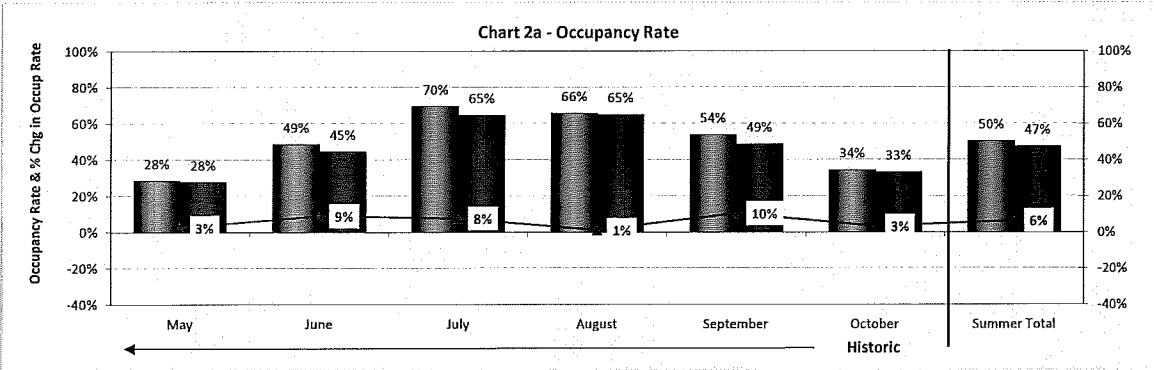
RESERVATIONS ACTIVITY REPORT
SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of October 31, 2013) vs. 2012 YTD (as of October 31, 2012) vs. 2012 Historical

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

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Historic Actual (2012 season)
 Data as of October 31, 2013 (2013 season)
 Data as of October 31, 2012 (2012 season)
 Percent Change



RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

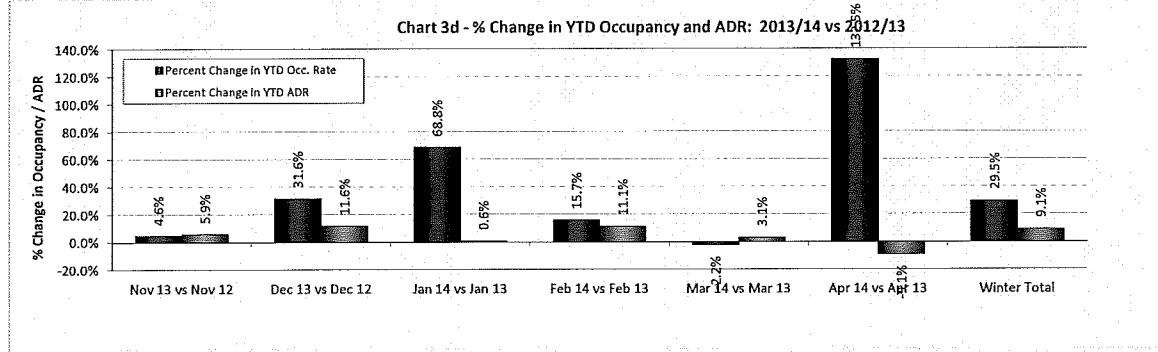
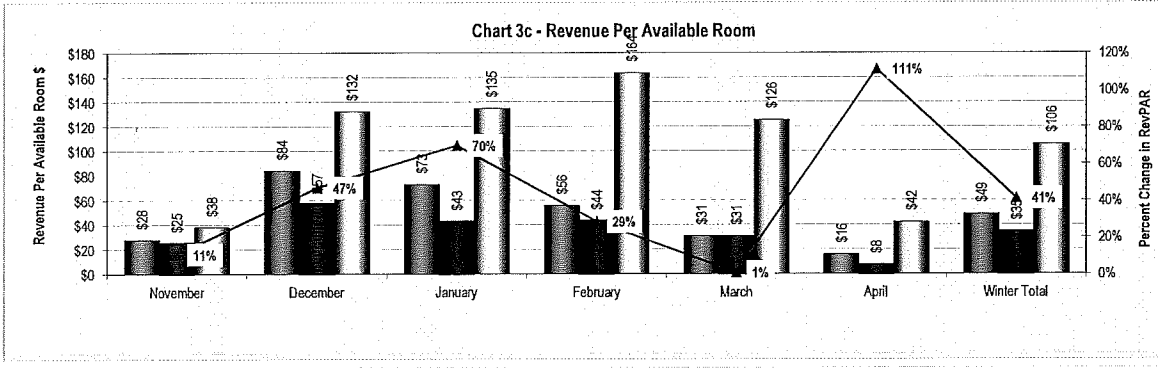
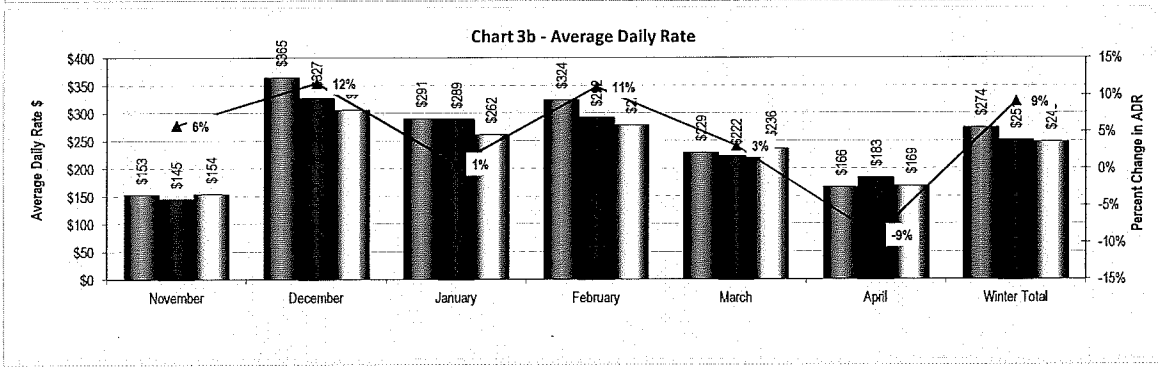
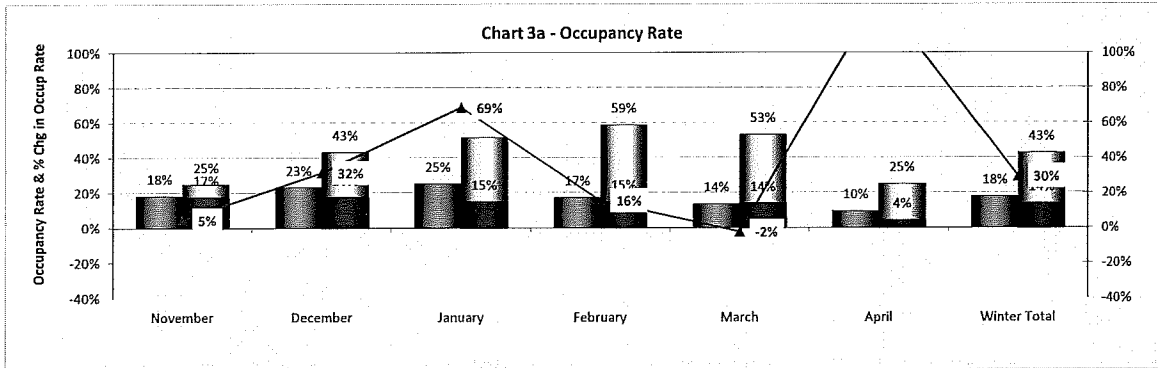
2013/14 YTD (as of October 31, 2013) vs. 2012/13 YTD (as of October 31, 2012) vs. 2012/13 Historical

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 October 31, 2013 (2013/14 season)

Data as of October 31, 2012 (2012/13 season)
 Percent Change

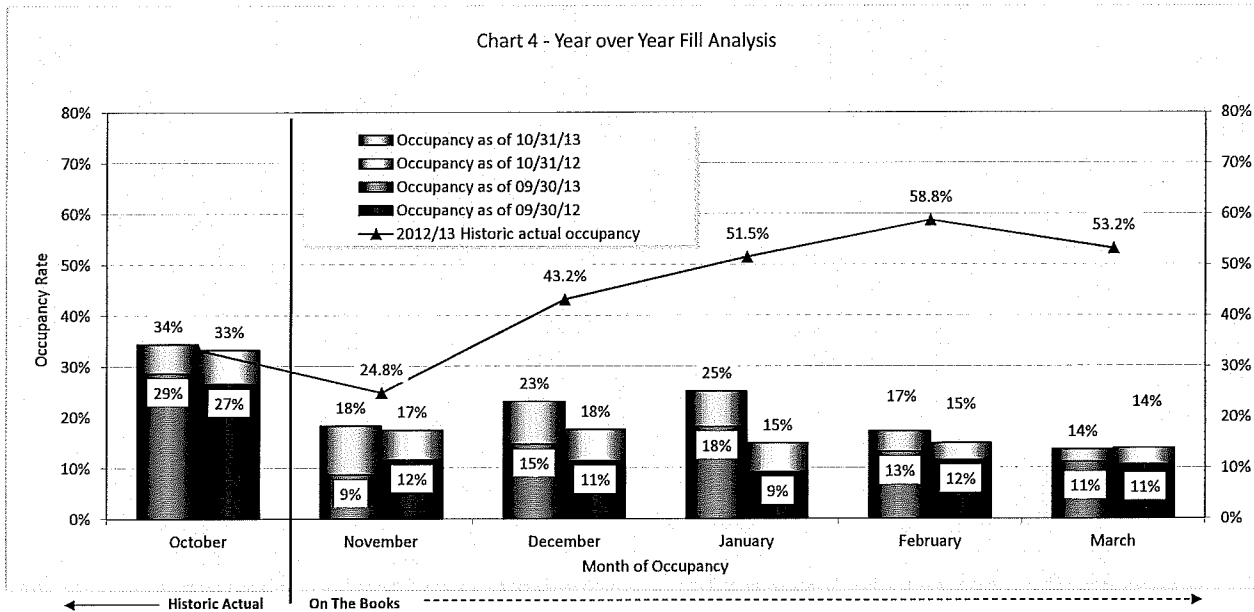


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS
2013/14 Occupancy Pace (as of October 31, 2013) vs. 2012/13 Pace (as of October 31, 2012) vs. same period 2012/13

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

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Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF OCT 31			OCCUPANCY AS OF SEP 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012/13 Historic actual occupancy
	Occupancy as of 10/31/13	Occupancy as of 10/31/12	Absolute Change	Occupancy as of 09/30/13	Occupancy as of 09/30/12	Absolute Change	Incremental occupancy booked during Oct. 2013	Incremental occupancy booked during Oct. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	October	34.4%	33.2%	1.1%	28.6%	26.6%	2.1%	5.7%	6.7%	-0.9%	
November	18.3%	17.5%	0.8%	8.7%	11.6%	-2.9%	9.6%	5.9%	3.7%	62.9%	24.8%
December	23.1%	17.6%	5.6%	14.7%	11.4%	3.2%	8.5%	6.1%	2.3%	37.9%	43.2%
January	25.1%	14.9%	10.2%	18.1%	9.2%	8.9%	7.0%	5.7%	1.3%	23.5%	51.5%
February	17.3%	14.9%	2.3%	13.2%	11.6%	1.6%	4.1%	3.4%	0.7%	21.5%	58.8%
March	13.6%	13.9%	-0.3%	11.2%	10.7%	0.5%	2.4%	3.2%	-0.9%	-26.2%	53.2%
Total	22.2%	18.8%	3.4%	16.1%	13.5%	2.5%	6.1%	5.2%	0.9%	17.2%	44.0%

**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 October 31, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Occup. Rate as of:	Occup. Rate as of:	Percent		
	October 31, 2013 (2013/14 season)	October 31, 2012 (2012/13 season)	Change in YTD Occ. Rate		
Month of Occupancy (2013/14 & 2012/13)					
May	28.5%	27.7%	2.6%		11
June	48.6%	44.6%	9.0%		11
July	69.5%	64.6%	7.6%		11
August	65.8%	65.0%	1.2%		11
September	53.8%	48.8%	10.4%		11
October	Historic Actual 34.4%	33.2%	3.4%		11
November	On the Books 18.3%	17.5%	4.6%	24.8%	11
December	23.1%	17.6%	31.6%	43.2%	11
January	25.1%	14.9%	68.8%	51.5%	11
February	17.3%	14.9%	15.7%	58.8%	11
March	13.6%	13.9%	-2.2%	53.2%	11
April	9.6%	4.1%	132.5%	25.0%	11
Grand total	35.2%	30.7%	14.6%	45.0%	11
Historic months total	50.4%	47.3%	6.5%	47.3%	11
On the Books months total	17.9%	13.8%	29.5%	42.7%	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:	ADR as of:	Percent		
	October 31, 2013 (2013/14 season)	October 31, 2012 (2012/13 season)	Change in YTD ADR		
Month of Occupancy (2013/14 & 2012/13)					
May	\$158	\$153	3.5%		11
June	\$196	\$189	3.8%		11
July	\$250	\$227	10.1%		11
August	\$243	\$222	9.2%		11
September	\$217	\$184	18.1%		11
October	Historic Actual \$175	\$149	17.3%		11
November	On the Books \$153	\$145	5.9%	\$154	11
December	\$365	\$327	11.6%	\$306	11
January	\$291	\$289	0.6%	\$262	11
February	\$324	\$292	11.1%	\$279	11
March	\$229	\$222	3.1%	\$236	11
April	\$166	\$183	-9.1%	\$169	11
Grand total	\$230	\$208	10.7%	\$220	11
Historic months total	\$217	\$196	10.7%	\$196	11
On the Books months total	\$274	\$251	9.1%	\$248	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:	RevPAR as of:	Percent		
	October 31, 2013 (2013/14 season)	October 31, 2012 (2012/13 season)	Change in YTD RevPAR		
Month of Occupancy (2013/14 & 2012/13)					
May	\$45	\$42	6.2%		11
June	\$95	\$84	13.2%		11
July	\$174	\$147	18.4%		11
August	\$159	\$144	10.6%		11
September	\$117	\$90	30.4%		11
October	Historic Actual \$60	\$49	21.3%		11
November	On the Books \$28	\$25	10.8%	\$38	11
December	\$84	\$57	46.9%	\$132	11
January	\$73	\$43	69.8%	\$135	11
February	\$56	\$44	28.5%	\$164	11
March	\$31	\$31	0.8%	\$126	11
April	\$16	\$8	111.4%	\$42	11
Grand total	\$81	\$64	26.8%	\$99	11
Historic months total	\$109	\$93	17.9%	\$93	11
On the Books months total	\$49	\$35	41.3%	\$106	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of October 31, 2013

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 season)
	Occup. Rate as of: October 31, 2013 (2013 season)	Occup. Rate as of: October 31, 2012 (2012 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	28.5%	27.7%	2.6%	
June	48.6%	44.6%	9.0%	
July	69.5%	64.6%	7.6%	
August	65.8%	65.0%	1.2%	
September	53.8%	48.8%	10.4%	
October Historic Actual	34.4%	33.2%	3.4%	
Summer Total	50.4%	47.3%	6.5%	47.3%

AVERAGE DAILY RATE	<u>ADR: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 season)
	ADR as of: October 31, 2013 (2013 season)	ADR as of: October 31, 2012 (2012 season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$158	\$153	3.5%	
June	\$196	\$189	3.8%	
July	\$250	\$227	10.1%	
August	\$243	\$222	9.2%	
September	\$217	\$184	18.1%	
October Historic Actual	\$175	\$149	17.3%	
Summer Total	\$217	\$196	10.7%	\$196

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 season)
	RevPAR as of: October 31, 2013 (2013 season)	RevPAR as of: October 31, 2012 (2012 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$45	\$42	6.2%	
June	\$95	\$84	13.2%	
July	\$174	\$147	18.4%	
August	\$159	\$144	10.6%	
September	\$117	\$90	30.4%	
October Historic Actual	\$60	\$49	21.3%	
Summer Total	\$109	\$93	17.9%	\$93



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of October 31, 2013

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

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: October 31, 2013 (2013/14 season)	Occup. Rate as of: October 31, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	18.3%	17.5%	4.6%	24.8%
December	23.1%	17.6%	31.6%	43.2%
January	25.1%	14.9%	68.8%	51.5%
February	17.3%	14.9%	15.7%	58.8%
March	13.6%	13.9%	-2.2%	53.2%
April	9.6%	4.1%	132.5%	25.0%
Winter Total	17.9%	13.8%	29.5%	42.7%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: October 31, 2013 (2013/14 season)	ADR as of: October 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$153	\$145	5.9%	\$154
December	\$365	\$327	11.6%	\$306
January	\$291	\$289	0.6%	\$262
February	\$324	\$292	11.1%	\$279
March	\$229	\$222	3.1%	\$236
April	\$166	\$183	-9.1%	\$169
Winter Total	\$274	\$251	9.1%	\$248

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: October 31, 2013 (2013/14 season)	RevPAR as of: October 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$28	\$25	10.8%	\$38
December	\$84	\$57	46.9%	\$132
January	\$73	\$43	69.8%	\$135
February	\$56	\$44	28.5%	\$164
March	\$31	\$31	0.8%	\$126
April	\$16	\$8	111.4%	\$42
Winter Total	\$49	\$35	41.3%	\$106

Oct 1, 2013 - Oct 31, 2013
Compare to: Oct 1, 2012 - Oct 31, 2012

Location

ALL » COUNTRY / TERRITORY: United States

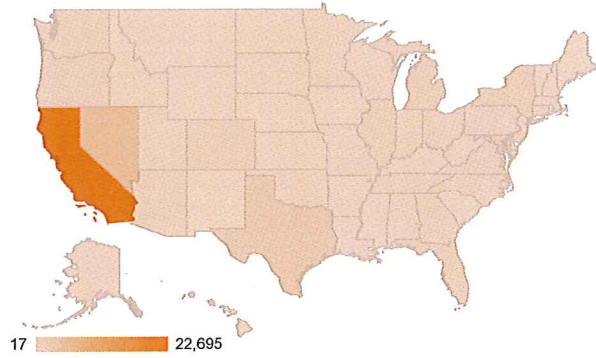
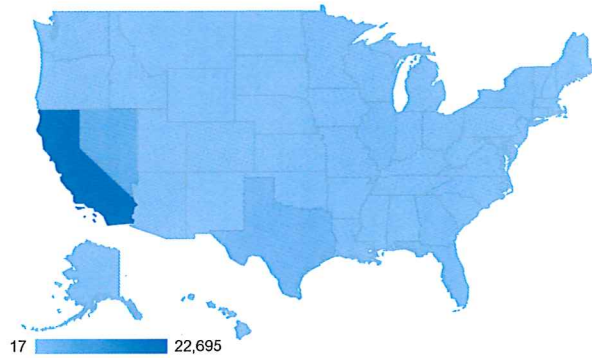


Map Overlay

Summary

Oct 1, 2013 - Oct 31, 2013

Oct 1, 2012 - Oct 31, 2012



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	16.91% <small>38,194 vs 45,967</small>	2.19% <small>77.55% vs 75.89%</small>	15.09% <small>29,618 vs 34,883</small>	4.71% <small>43.25% vs 41.30%</small>	5.42% <small>3.55 vs 3.76</small>	4.43% <small>00:02:40 vs 00:02:47</small>	34.31% <small>7.58% vs 5.65%</small>	11.60% <small>2,896 vs 2,595</small>	11.60% <small>\$2,896.00 vs \$2,595.00</small>
1. California									
Oct 1, 2013 - Oct 31, 2013	21,313	75.76%	16,147	44.63%	3.41	00:02:30	7.05%	1,503	\$1,503.00
Oct 1, 2012 - Oct 31, 2012	22,695	72.84%	16,531	40.89%	3.70	00:02:53	5.62%	1,276	\$1,276.00
% Change	-6.09%	4.01%	-2.32%	9.15%	-8.07%	-13.15%	25.43%	17.79%	17.79%
2. Nevada									
Oct 1, 2013 - Oct 31, 2013	4,180	67.20%	2,809	49.07%	3.20	00:02:38	3.49%	146	\$146.00
Oct 1, 2012 - Oct 31, 2012	4,435	58.87%	2,611	42.48%	3.71	00:03:01	2.64%	117	\$117.00
% Change	-5.75%	14.15%	7.58%	15.51%	-13.84%	-12.61%	32.40%	24.79%	24.79%
3. Texas									
Oct 1, 2013 - Oct 31, 2013	1,777	83.06%	1,476	32.75%	4.10	00:03:00	12.72%	226	\$226.00
Oct 1, 2012 - Oct 31, 2012	2,114	81.32%	1,719	34.39%	4.53	00:03:13	7.95%	168	\$168.00
% Change	-15.94%	2.15%	-14.14%	-4.76%	-9.48%	-7.06%	60.04%	34.52%	34.52%
4. New York									
Oct 1, 2013 - Oct 31, 2013	834	83.69%	698	46.64%	3.72	00:02:20	6.83%	57	\$57.00
Oct 1, 2012 - Oct 31, 2012	1,319	85.52%	1,128	43.37%	3.62	00:02:01	6.44%	85	\$85.00
% Change	-36.77%	-2.14%	-38.12%	7.56%	2.80%	15.58%	6.06%	-32.94%	-32.94%
5. Florida									
Oct 1, 2013 - Oct 31, 2013	820	84.51%	693	38.54%	4.03	00:03:16	9.27%	76	\$76.00
Oct 1, 2012 - Oct 31, 2012	1,053	83.29%	877	36.37%	4.10	00:03:22	7.88%	83	\$83.00

% Change	-22.13%	1.47%	-20.98%	5.95%	-1.71%	-2.96%	17.58%	-8.43%	-8.43%
6. Illinois									
Oct 1, 2013 - Oct 31, 2013	659	86.49%	570	37.94%	3.84	00:02:28	11.53%	76	\$76.00
Oct 1, 2012 - Oct 31, 2012	935	80.53%	753	37.33%	4.16	00:02:50	6.74%	63	\$63.00
% Change	-29.52%	7.40%	-24.30%	1.63%	-7.85%	-12.84%	71.16%	20.63%	20.63%
7. Washington									
Oct 1, 2013 - Oct 31, 2013	621	74.40%	462	43.32%	3.43	00:02:53	9.98%	62	\$62.00
Oct 1, 2012 - Oct 31, 2012	649	82.74%	537	37.44%	3.93	00:02:40	6.47%	42	\$42.00
% Change	-4.31%	-10.09%	-13.97%	15.69%	-12.85%	8.18%	54.27%	47.62%	47.62%
8. Arizona									
Oct 1, 2013 - Oct 31, 2013	519	80.54%	418	41.23%	3.83	00:02:56	8.09%	42	\$42.00
Oct 1, 2012 - Oct 31, 2012	575	84.17%	484	37.39%	3.85	00:03:05	6.78%	39	\$39.00
% Change	-9.74%	-4.32%	-13.64%	10.27%	-0.42%	-4.89%	19.31%	7.69%	7.69%
9. Georgia									
Oct 1, 2013 - Oct 31, 2013	452	73.89%	334	38.27%	3.60	00:05:21	8.41%	38	\$38.00
Oct 1, 2012 - Oct 31, 2012	603	72.47%	437	45.61%	3.33	00:02:53	5.31%	32	\$32.00
% Change	-25.04%	1.96%	-23.57%	-16.07%	7.99%	85.39%	58.42%	18.75%	18.75%
10. Pennsylvania									
Oct 1, 2013 - Oct 31, 2013	412	88.11%	363	39.56%	4.02	00:02:44	7.52%	31	\$31.00
Oct 1, 2012 - Oct 31, 2012	536	85.63%	459	34.33%	4.43	00:02:43	5.78%	31	\$31.00
% Change	-23.13%	2.89%	-20.92%	15.25%	-9.27%	0.53%	30.10%	0.00%	0.00%

Rows 1 - 10 of 52

Location

Oct 1, 2013 - Oct 31, 2013
Compare to: Oct 1, 2012 - Oct 31, 2012

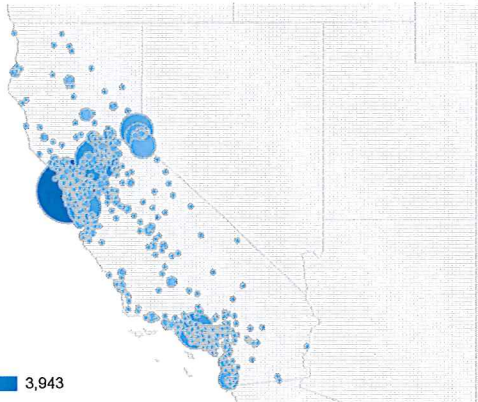
ALL » COUNTRY / TERRITORY: United States » REGION: California



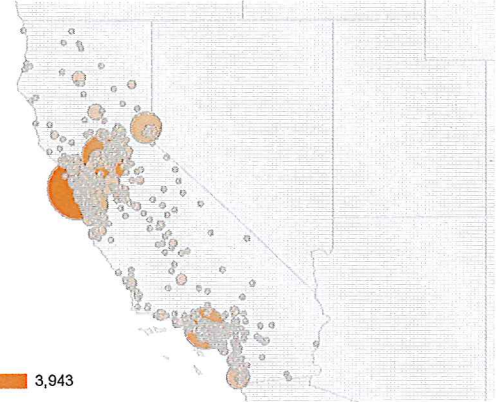
Map Overlay

Summary

Oct 1, 2013 - Oct 31, 2013



Oct 1, 2012 - Oct 31, 2012



City	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	6.09% <small>21,313 vs 22,695</small>	4.01% <small>75.76% vs 72.84%</small>	2.32% <small>16,147 vs 16,531</small>	9.15% <small>44.63% vs 40.89%</small>	8.07% <small>3.41 vs 3.70</small>	13.15% <small>00:02:30 vs 00:02:53</small>	25.43% <small>7.05% vs 5.62%</small>	17.79% <small>1,503 vs 1,276</small>	17.79% <small>\$1,503.00 vs \$1,276.00</small>
1. San Francisco									
Oct 1, 2013 - Oct 31, 2013	3,943	75.40%	2,973	49.53%	3.11	00:02:11	6.24%	246	\$246.00
Oct 1, 2012 - Oct 31, 2012	3,530	71.67%	2,530	43.03%	3.37	00:02:26	5.21%	184	\$184.00
% Change	11.70%	5.20%	17.51%	15.10%	-7.51%	-10.60%	19.69%	33.70%	33.70%
2. Sacramento									
Oct 1, 2013 - Oct 31, 2013	1,705	72.79%	1,241	45.16%	3.27	00:02:15	3.64%	62	\$62.00
Oct 1, 2012 - Oct 31, 2012	2,233	64.94%	1,450	43.53%	3.51	00:03:04	3.22%	72	\$72.00
% Change	-23.65%	12.09%	-14.41%	3.75%	-6.83%	-26.72%	12.78%	-13.89%	-13.89%
3. Los Angeles									
Oct 1, 2013 - Oct 31, 2013	1,167	81.23%	948	41.65%	3.69	00:02:37	8.65%	101	\$101.00
Oct 1, 2012 - Oct 31, 2012	1,588	75.19%	1,194	41.75%	3.42	00:02:19	6.61%	105	\$105.00
% Change	-26.51%	8.04%	-20.60%	-0.25%	8.13%	13.07%	30.89%	-3.81%	-3.81%
4. San Jose									
Oct 1, 2013 - Oct 31, 2013	1,125	77.60%	873	44.53%	3.04	00:02:11	8.36%	94	\$94.00
Oct 1, 2012 - Oct 31, 2012	789	77.06%	608	43.09%	3.64	00:02:46	7.98%	63	\$63.00
% Change	42.59%	0.70%	43.59%	3.34%	-16.41%	-21.15%	4.64%	49.21%	49.21%
5. Truckee									
Oct 1, 2013 - Oct 31, 2013	971	59.01%	573	50.36%	3.29	00:02:53	1.34%	13	\$13.00

Oct 1, 2012 - Oct 31, 2012	872	59.06%	515	45.30%	3.10	00:03:19	0.69%	6	\$6.00
% Change	11.35%	-0.08%	11.26%	11.18%	6.28%	-13.35%	94.58%	116.67%	116.67%
6. Tahoe City									
Oct 1, 2013 - Oct 31, 2013	645	42.48%	274	39.07%	4.30	00:04:26	3.72%	24	\$24.00
Oct 1, 2012 - Oct 31, 2012	150	54.67%	82	54.67%	3.42	00:03:10	3.33%	5	\$5.00
% Change	330.00%	-22.29%	234.15%	-28.53%	25.80%	40.18%	11.63%	380.00%	380.00%
7. South Lake Tahoe									
Oct 1, 2013 - Oct 31, 2013	567	71.78%	407	49.56%	3.32	00:02:29	3.00%	17	\$17.00
Oct 1, 2012 - Oct 31, 2012	538	52.97%	285	52.42%	2.84	00:02:43	1.67%	9	\$9.00
% Change	5.39%	35.50%	42.81%	-5.45%	16.79%	-8.50%	79.23%	88.89%	88.89%
8. San Diego									
Oct 1, 2013 - Oct 31, 2013	432	80.32%	347	46.06%	3.46	00:02:36	12.73%	55	\$55.00
Oct 1, 2012 - Oct 31, 2012	471	81.95%	386	37.15%	4.20	00:03:50	9.13%	43	\$43.00
% Change	-8.28%	-1.99%	-10.10%	23.98%	-17.68%	-32.21%	39.45%	27.91%	27.91%
9. Oakland									
Oct 1, 2013 - Oct 31, 2013	333	82.58%	275	44.44%	3.36	00:02:06	8.41%	28	\$28.00
Oct 1, 2012 - Oct 31, 2012	316	77.53%	245	31.96%	4.08	00:03:18	5.06%	16	\$16.00
% Change	5.38%	6.51%	12.24%	39.05%	-17.68%	-36.31%	66.07%	75.00%	75.00%
10. Roseville									
Oct 1, 2013 - Oct 31, 2013	256	76.17%	195	36.33%	3.55	00:02:34	10.16%	26	\$26.00
Oct 1, 2012 - Oct 31, 2012	284	70.07%	199	38.38%	3.71	00:02:15	6.34%	18	\$18.00
% Change	-9.86%	8.71%	-2.01%	-5.35%	-4.13%	13.54%	60.24%	44.44%	44.44%

Rows 1 - 10 of 606

PROPERTY REFERRALS - OCTOBER (Alfa Listing)**REFERRALS**

7-Pines Motel	12
Agate Bay Realty Vacation Rentals	54
Agate Bay Realty Vacation Rentals Cool Deals	31
Alpine Rental Group	21
Americas Best Value Inn Tahoe City	21
Aviva Inn	58
Brockway Springs Resort	61
Cal Neva Resort Casino Hotel	16
Cedar Glen Lodge	257
Cedar Glen Lodge Cool Deals	91
Chalet de Huttlinger	26
Chaney House	46
Chinquapin / Packard Realty	10
Club Tahoe Resort	23
Constellation Residences at Northstar	49
Cottage Inn at Lake Tahoe	84
Ferrari's Crown Resort	42
Firelite Lodge	16
First Accommodations, Inc.	96
Fox Den Cottages	6
Franciscan Lakeside Lodge	57
Goldfish Properties	43
Granlibakken Conference Center & Resort	83
Granlibakken Conference Center & Resort Cool Deals	78
Hauserman Rental Group	74
Holiday House	31
Hyatt Regency Lake Tahoe Resort, Spa and Casino	285
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	17
Ice Lakes Lodge at Royal Gorge XC Ski Resort	19
Incline at Tahoe Realty	36
Incline Vacation Rentals	49
Kingswood Village Vacation Rentals	31
Lake Tahoe Accommodations	20
Lake Tahoe Accommodations.	25
Lake Tahoe Accommodations. Cool Deals	78
Lake Tahoe Deluxe Vacation Rentals	40
LakeFrontHouse.com	24
Martis Valley Associates Property Rentals	8
Meeks Bay Resort & Marina	37
Mother Natures Inn	21
Mourelatos Lakeshore Resort	83
Mourelatos Lakeshore Resort Cool Deals	6
North Tahoe Rental Company	42
Northstar Condominiums	55
Northstar Mountain Home Vacation Rentals	54

Northstar Resort	148
Northstar Resort Cool Deals	271
Olympic Village Inn	54
Painted Rock Lodge	98
Parkside Inn at Incline	35
PepperTree Inn	31
PlumpJack Squaw Valley Inn	72
Pullen Realty Group	7
Rainbow Lodge	3
Red Wolf Lakeside Lodge	31
Red Wolf Lodge at Squaw Valley	11
RedAwning.com Vacation Rentals	13
Resort at Squaw Creek	119
Resort at Squaw Creek Cool Deals	444
River Ranch Lodge and Restaurant	50
River Ranch Lodge and Restaurant Cool Deals	149
Rockwood Lodge	24
Rustic Cottage Inn	1
Rustic Cottages	43
Shooting Star Bed & Breakfast	39
Shore House at Lake Tahoe	85
Sierra Mountain Properties	5
Sierra Vacation Rentals/Sales	58
Sierra Vacation Rentals/Sales Cool Deals	47
Squaw Valley Lodge	57
Squaw Valley Lodge Cool Deals	201
Stanford Alpine Chalet	50
Stay In Lake Tahoe	67
Stevenson's Holliday Inn	15
Sunnyside Restaurant & Lodge	145
Tahoe Biltmore Lodge & Casino	73
Tahoe Biltmore Lodge & Casino Cool Deals	5
Tahoe City Inn	23
Tahoe Edgelake Beach Club	10
Tahoe Exclusive Properties - Carr Long Real Estate	32
Tahoe Exclusive Vacation Rentals	47
Tahoe Getaways Vacation Rentals	106
Tahoe Getaways Vacation Rentals Cool Deals	81
Tahoe Luxury Properties	87
Tahoe Luxury Properties Cool Deals	46
Tahoe Marina Lodge	24
Tahoe Moon Properties	148
Tahoe Mountain Club	36
Tahoe Mountain Resorts Lodging	77
Tahoe Mountain Resorts Lodging Cool Deals	37
Tahoe North Shore Lodge	5
Tahoe Real Estate Group	1

Tahoe Sands Resort	14
Tahoe Signature Properties	74
Tahoe Tavern Properties	14
Tahoe Vista Lodge and Cabins	42
Tahoe Vistana Inn	21
Tahoe Woodside Vacation Rentals	27
TahoeRentals.com ~ Wells and Bennett Realtors	66
Tahoma Lodge	27
Tahoma Meadows Bed & Breakfast Cottages	104
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	16
Tamarack Lodge	15
The Border House	39
The Lodge at Sugar Bowl	32
The Ritz-Carlton, Lake Tahoe	163
The Ritz-Carlton, Lake Tahoe Cool Deals	229
The Village at Squaw Valley	142
The Village at Squaw Valley Cool Deals	239
VACA North Tahoe	112
Vacasa Rentals	126
Vacation Station, Inc.	26
Vacation Tahoe by O'Neal Brokers	19
Waters of Tahoe Properties	41
Wells and Bennett Realtors	1
West Lake Properties at Tahoe	27
West Shore Cafe & Inn	54
TOTALS	7197

PROPERTY REFERRALS - OCTOBER (Totals Listing)**REFERRALS**

Resort at Squaw Creek Cool Deals	444
Hyatt Regency Lake Tahoe Resort, Spa and Casino	285
Northstar Resort Cool Deals	271
Cedar Glen Lodge	257
The Village at Squaw Valley Cool Deals	239
The Ritz-Carlton, Lake Tahoe Cool Deals	229
Squaw Valley Lodge Cool Deals	201
The Ritz-Carlton, Lake Tahoe	163
River Ranch Lodge and Restaurant Cool Deals	149
Northstar Resort	148
Tahoe Moon Properties	148
Sunnyside Restaurant & Lodge	145
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Vacasa Rentals	126
Resort at Squaw Creek	119
VACA North Tahoe	112
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Tahoma Meadows Bed & Breakfast Cottages	104
Painted Rock Lodge	98
First Accommodations, Inc.	96
Cedar Glen Lodge Cool Deals	91
Tahoe Luxury Properties	87
Shore House at Lake Tahoe	85
Cottage Inn at Lake Tahoe	84
Granlibakken Conference Center & Resort	83
Mourelatos Lakeshore Resort	83
Tahoe Getaways Vacation Rentals Cool Deals	81
Granlibakken Conference Center & Resort Cool Deals	78
Lake Tahoe Accommodations. Cool Deals	78
Tahoe Mountain Resorts Lodging	77
Hauserman Rental Group	74
Tahoe Signature Properties	74
Tahoe Biltmore Lodge & Casino	73
PlumpJack Squaw Valley Inn	72
Stay In Lake Tahoe	67
TahoeRentals.com ~ Wells and Bennett Realtors	66
Brockway Springs Resort	61
Aviva Inn	58
Sierra Vacation Rentals/Sales	58
Franciscan Lakeside Lodge	57
Squaw Valley Lodge	57
Northstar Condominiums	55
Agate Bay Realty Vacation Rentals	54
Northstar Mountain Home Vacation Rentals	54
Olympic Village Inn	54

West Shore Cafe & Inn	54
River Ranch Lodge and Restaurant	50
Stanford Alpine Chalet	50
Constellation Residences at Northstar	49
Incline Vacation Rentals	49
Sierra Vacation Rentals/Sales Cool Deals	47
Tahoe Exclusive Vacation Rentals	47
Chaney House	46
Tahoe Luxury Properties Cool Deals	46
Goldfish Properties	43
Rustic Cottages	43
Ferrari's Crown Resort	42
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Tahoe Biltmore Lodge & Casino Cool Deals	5
Tahoe North Shore Lodge	5
Rainbow Lodge	3
Rustic Cottage Inn	1
Tahoe Real Estate Group	1
Wells and Bennett Realtors	1

Totals 7197

And
up we
go.



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

October 31, 2013



Reno-Tahoe
Airport Authority



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

Average Load Factor:	81.0%, Up 0.1 pts.
Number of Flights *:	Down (0.3%)
Capacity of Seats *:	Up 0.7%
Crude Oil **:	\$106.29 per barrel in SEP 2013 vs. \$94.51 per barrel in SEP 2012

RNO OVERVIEW FOR SEPTEMBER 2013 – year over year comparison

Total Passengers:	Down (2.3%)
Avg. Enplaned Load Factor:	81.0% Up 2.5 pts.
Scheduled Departures:	Down (6.0%)
Scheduled Departing Seats:	Down (4.4%)
Total Cargo:	Up 1.2%

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

SEPTEMBER 2013 SUMMARY

Reno-Tahoe International Airport (RNO) served 283,565 passengers in September 2013, a decrease of (2.3%) versus September 2012. A challenging third quarter resulted in a (0.5%) CYTD decrease in total passengers compared to January-September 2012. The relatively flat year-to-date passenger numbers are in spite of a (7.0%) CYTD decrease in scheduled capacity.

The travel sector as a whole was impacted by a difficult September, with the RSCVA reporting a (3.9%) drop in year-over-year hotel occupancy rates.

Southwest Airlines saw the largest decrease in total passengers, carrying 12,001 fewer passengers in September 2013 compared to September 2012. The loss of Oakland and Salt Lake City service, coupled with Portland service reductions, decreased the scheduled monthly totals by 128 departures with 17,548 departing seats. Overall, Southwest’s scheduled capacity was down (10.2%) in September 2013 versus September 2012.

American Airlines, Allegiant Air, United Airlines, and US Airways all saw year-over-year increases in the amount of 7,695 combined total passengers.

With respect to air cargo, RNO handled 9,689,115 pounds of cargo in September 2013, showing an increase of 1.2% over September 2012. Year-to-date, RNO handled 86,100,128 pounds of cargo, leading to a 4.2% increase compared to the prior year.

In September 2013, RNO was served by seven major airlines providing 56 daily departures to 15 non-stop destinations. RNO reported a (4.1%) decrease in total passenger seats, whereas, total passenger flights were down (6.5%) compared to September 2012. U.S. airlines continue to adjust capacity by eliminating less

HIGHLIGHTS

September 2013 vs. September 2012

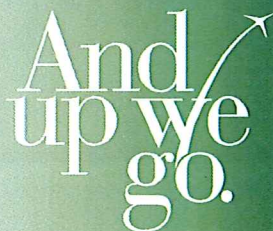
**Total Passengers
Down (2.3%)**

**Enplaned Passengers
Down (2.8%)**

**Deplaned Passengers
Down (1.9%)**

**Average Enplaned Load
Factor
81.0%, Up 2.5 points**

**Total Cargo
Up 1.2%**

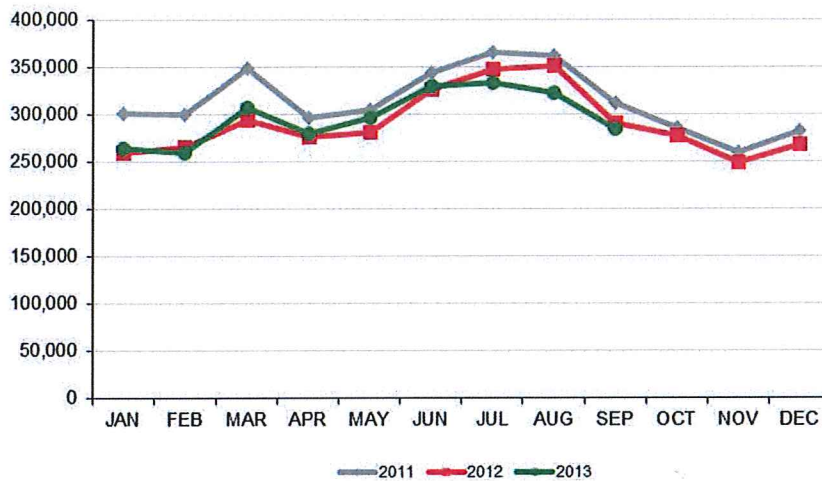




profitable routes and downgauging aircraft size on certain routes. Such measures allow airlines to better align capacity with passenger demand thus offsetting high operating costs, especially as the price of oil exceeded \$100 dollars a barrel for a third straight month.

Alaska Airlines has announced that it will begin daily nonstop service between Portland, OR and Reno-Tahoe, effective November 8th. The daily flight will be operated utilizing a 76-seat Q400 aircraft.

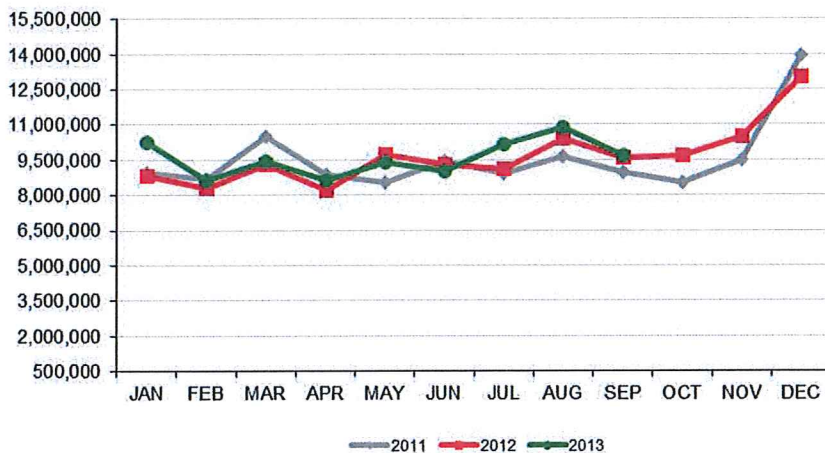
Total Passengers



TOTAL PASSENGERS

In September 2013, total passenger traffic at RNO decreased (2.3%) versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to Las Vegas, Bellingham, and Oakland which was discontinued in October 2013. With slightly increased capacity to Los Angeles and improved load factor, American Airlines' passenger traffic grew 2.7% for the same period. United reported an increase of 6.1%, partially related to increased service to Denver and an improved load factor. Alaska Airlines traffic decreased (6.6%) as a result of day of week adjustments to San Jose. Delta Air Lines decreased (7.9%) on declining capacity and flights to/from Salt Lake City. Southwest Airlines decreased (7.6%) with the loss of Oakland and Salt Lake City service compared to last year. US Airways increased 1.5% on greater capacity to Phoenix.

Total Cargo

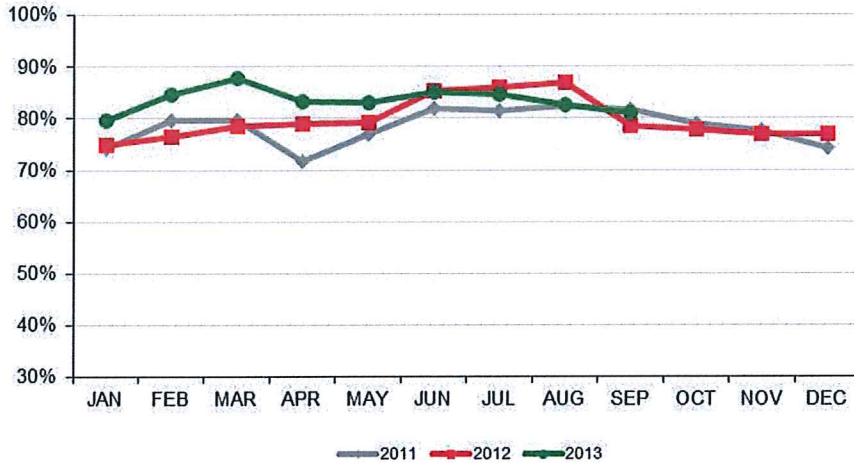


TOTAL CARGO

Total cargo volume at RNO increased 1.2% in September 2013 versus the same period last year. This was largely driven by a 6.2% year-over-year increase from FedEx, while UPS and Ameriflight saw year-over-year decreases of (9.4%) and (5.8%) respectively.



Average Enplaned Load Factors



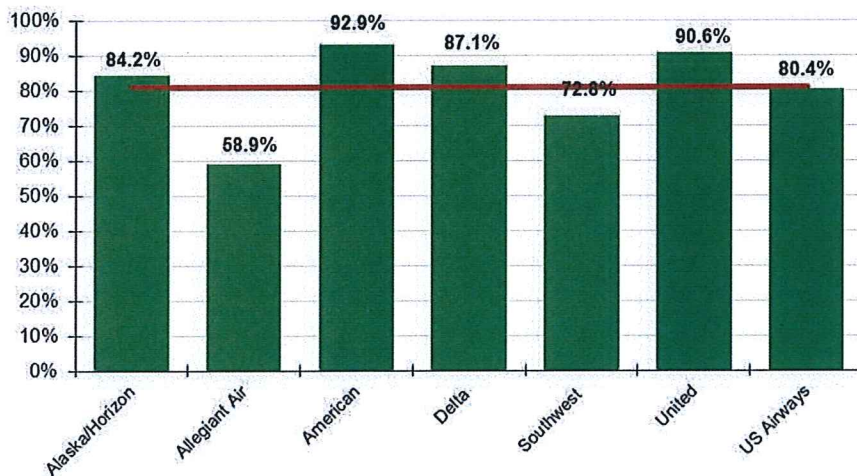
Load Factors September 2013			
Airline	RNO	Network	Difference
Alaska/Horizon	84.2%	79.7%	5.5
Allegiant Air	58.9%	86.1%	(27.2)
American	92.9%	80.2%	12.7
Delta	87.1%	80.8%	6.3
Southwest	72.8%	77.1%	(4.3)
United	90.6%	83.4%	7.2
US Airways	80.4%	84.0%	(3.6)

Source: Airline Traffic Reports, September 2013

Load Factors are for domestic service only, where applicable

Horizon Air figures are used for Alaska

Enplaned Load Factors by Airlines

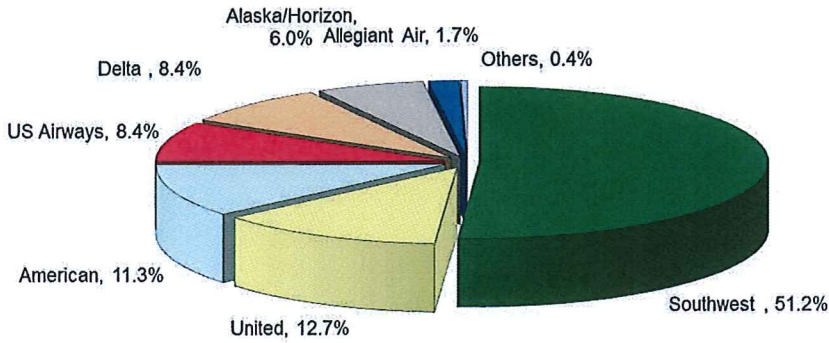


AIRLINE LOAD FACTORS

In September 2013, the average enplaned load factor at RNO was 81.0%, an increase of 2.5 percentage points versus last year. Allegiant Air, while below both the national average and RNO average, showed a 14.6 percentage point increase versus September 2012. US Airways was the only airline to show a year-over-year drop in average load factor with a (9.6) percentage point decrease, while still maintaining a monthly load factor of 80.4%



Air Carrier Market Share



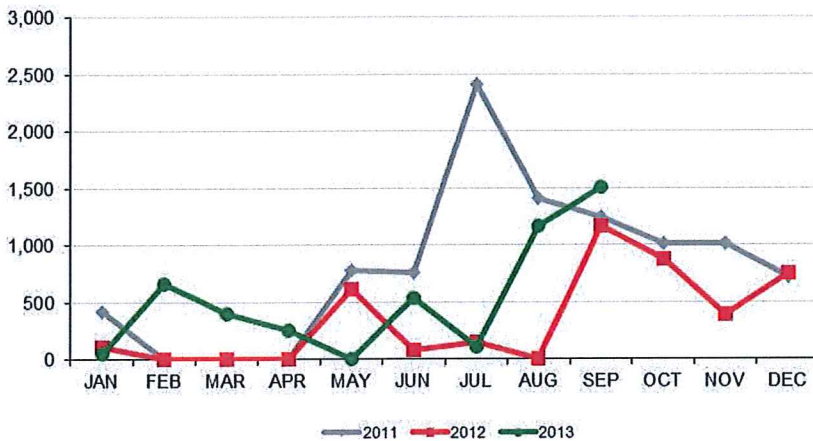
AIRLINE MARKET SHARE

In September 2013, Southwest Airlines carried a total of 145,120 passengers resulting in a market share of 51.2%. The next highest market shares were: United Airlines at 12.7%, American Airlines with 11.3%, US Airways with 8.4%, Delta Air Lines at 8.4%, Alaska Airlines carried 6.0% and Allegiant Air rounded out the carriers with 1.7% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Sep-13	Sep-12	YOY Change
Alaska/Horizon	6.0%	6.3%	(0.3)
Allegiant Air	1.7%	0.1%	1.6
American	11.3%	10.7%	0.6
Delta	8.4%	8.9%	(0.5)
Southwest	51.2%	54.1%	(2.9)
United	12.7%	11.7%	1.0
US Airways	8.4%	8.1%	0.3
Others	0.4%	0.1%	0.3

Total Domestic Charter Passengers

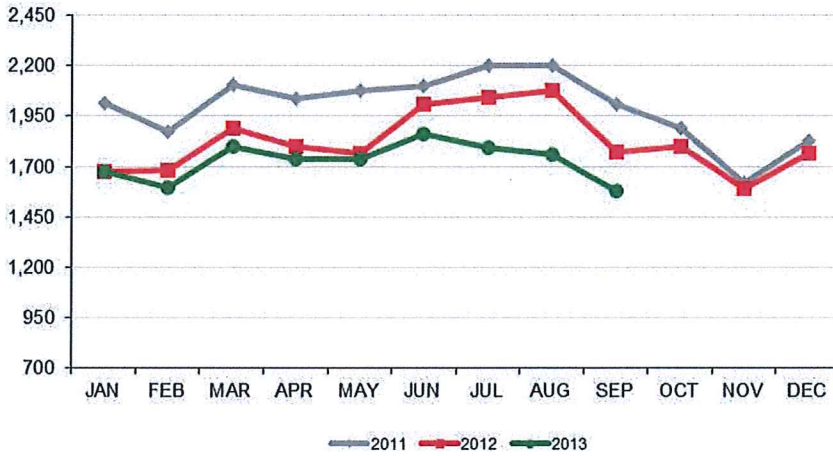


DOMESTIC CHARTER PASSENGERS

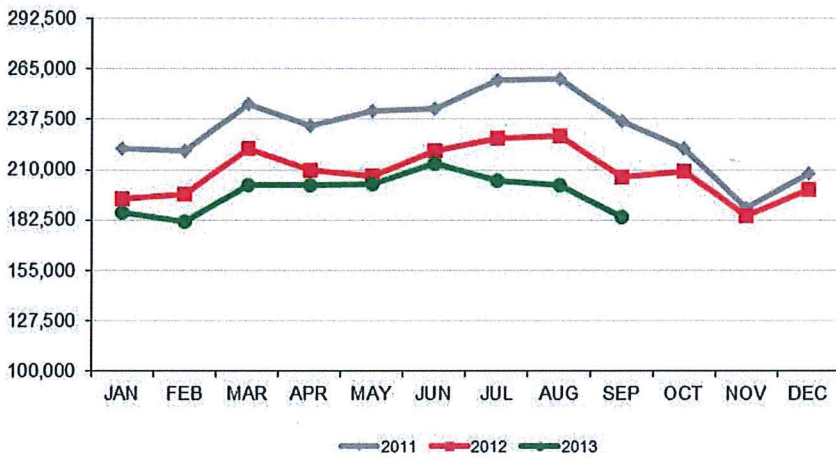
During the month of September 2013, 1,505 domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 1,162 charter passengers reported in September 2012.



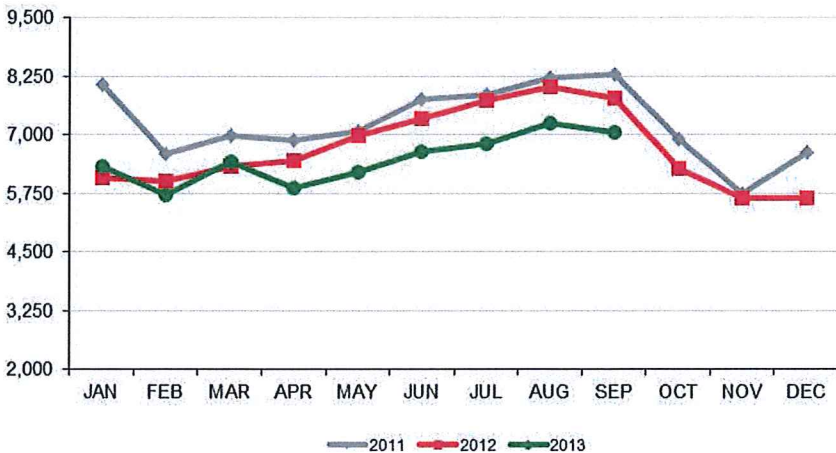
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Allegiant Air

- Started twice weekly non-stop service to Las Vegas in February 2013
- Began twice weekly flights to Bellingham effective June 6th, 2013
- Operated twice weekly flights to Oakland on August 30th, 2013 thru October 10th, 2013

Alaska Airlines

- Temporarily reduced some midweek service to San Jose from two to one daily flight starting in February 2013, which is expected to return to twice daily service in March 2014

Southwest Airlines

- Eliminated non-stop service to Salt Lake City in January 2013
- Eliminated non-stop service to Oakland in June 2013

TOTAL OPERATIONS

A total of 7,048 operations occurred at RNO in September 2013, leading to a decrease of (9.5%) versus September 2012. YTD RNO is down (7.1%) year-over-year. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers September-13						
	Passengers		YOY % Change	Passengers		YOY % Change
	2011	2012		2013		
JAN	300,125	259,012	-13.7%	264,265		2.0%
FEB	299,090	265,017	-11.4%	259,299		-2.2%
MAR	348,583	292,939	-16.0%	306,049		4.5%
1st Quarter	947,798	816,968	-13.8%	829,613		1.5%
APR	295,537	275,926	-6.6%	279,418		1.3%
MAY	304,220	279,857	-8.0%	295,494		5.6%
JUN	343,054	325,260	-5.2%	328,755		1.1%
2nd Quarter	942,811	881,043	-6.6%	903,667		2.6%
JUL	364,849	347,060	-4.9%	333,321		-4.0%
AUG	361,348	350,934	-2.9%	322,083		-8.2%
SEP	311,031	290,311	-6.7%	283,565		-2.3%
3rd Quarter	1,037,228	988,305	-4.7%	938,969		-5.0%
OCT	285,490	277,030	-3.0%			
NOV	259,425	248,067	-4.4%			
DEC	281,403	267,739	-4.9%			
4th Quarter	826,318	792,836	-4.1%			
TOTAL	3,754,155	3,479,152	-7.3%			
YTD Total		2,686,316		2,672,249		-0.5%

Total Cargo September-13							
	2011		2012	YOY % Change	2013		YOY % Change
	Cargo in Pounds				Pounds	Metric Tons	
JAN	8,959,543	8,813,491	-1.6%		10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%		8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%		9,457,376	4,289	1.6%
1st Quarter	28,147,310	26,392,250	-6.2%		28,362,729	12,863	7.5%
APR	8,870,669	8,175,766	-7.8%		8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%		9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%		9,001,339	4,082	-3.2%
2nd Quarter	26,818,156	27,184,617	1.4%		27,038,783	12,262	-0.5%
JUL	8,932,737	9,096,013	1.8%		10,149,807	4,603	11.6%
AUG	9,646,833	10,398,754	7.8%		10,859,694	4,925	4.4%
SEP	8,958,988	9,573,812	6.9%		9,689,115	4,394	1.2%
3rd Quarter	27,538,558	29,068,579	5.6%		30,698,616	13,922	5.6%
OCT	8,527,399	9,677,334	13.5%				
NOV	9,494,432	10,469,628	10.3%				
DEC	13,928,256	13,007,942	-6.6%				
4th Quarter	31,950,087	33,154,904	3.8%				
TOTAL	114,454,111	115,800,350	1.2%				
YTD Total		82,645,446			86,100,128	39,048	4.2%

Total Scheduled Enplaned Passengers September-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563	165,218	-4.3%
AUG	178,906	173,097	160,091	-7.5%
SEP	158,663	149,113	144,896	-2.8%
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
TOTAL	1,873,627	1,737,376		
YTD Total		1,344,475	1,336,174	-0.6%

Total Deplaned Passengers September-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432	168,053	-3.7%
AUG	181,611	177,837	161,513	-9.2%
SEP	151,844	140,626	137,942	-1.9%
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
TOTAL	1,875,588	1,739,550		
YTD Total		1,340,507	1,333,737	-0.5%

Enplaned Passengers & Load Factor				
	Enplaned PAX	Sep-13	Sep-12	Diff.
Alaska/Horizon	8,572	84.2%	82.3%	1.9
Allegiant Air	2,444	58.9%	44.3%	14.6
American	16,754	92.9%	92.7%	0.2
Delta	11,787	87.1%	79.8%	7.2
Southwest	74,277	72.8%	71.6%	1.2
United	18,439	90.6%	88.4%	2.2
US Airways	12,814	80.4%	90.1%	-9.6

Source: RNO Monthly Flight Activity Reports

Monthly Report October 2013
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 10/31/13:	\$2,233,038	\$1,169,337	91%
Forecasted Commission for this Revenue:	\$162,592	\$53,979	201%
Number of Room Nights:	12161	7009	74%
Number of Delegates:	6966	3157	121%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	96	69	39%

<u>Monthly Detail/Activity</u>	<u>October-13</u>	<u>October-13</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$163,439	\$59,386	175%
Projected Commission:	\$12,807	\$3,055	319%
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>	* Est.	<u>October-12</u>	
Number of Groups:	6		6	
Revenue Arrived:	\$203,883		\$165,774	23%
Projected Commission:	\$6,939		\$5,482	27%
Room Nights:	1459		1185	23%
Number of Delegates:	1155		735	57%
Arrived Group Types:	2 Assoc, 2 Smf		2 Assoc., 2 Smf,	
	1 Non-Profit, 1 Corp		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	-35%
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
	1 Corp., 2	1 Corp, 5	
	Assoc. and 3	Assoc. 2 Film	
Booked Group Types:	Smerf	Crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u>	* Est.	<u>September-12</u>	
Number of Groups:	16		8	
Revenue Arrived:	\$1,027,170		\$124,013	728%
Projected Commission:	\$99,568		\$13,900	616%
Room Nights:	5861		689	751%

Number of Delegates:	3068	347	784%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt. 1 Film Crew, 8 Smerf	4 Corp., 2 Assoc 2 Smerf	

Monthly Detail/Activity	<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 and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u>	* Est.	<u>August-12</u>	
Number of Groups:	15		6	
Revenue Arrived:	\$551,281		\$372,770	48%
Projected Commission:	\$31,874		\$23,733	34%
Room Nights:	2455		2033	21%
Number of Delegates:	1099		656	68%
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%
Booked Group Types:	4 Assoc., 6	5 Corp, 1	
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.	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2014/15:	\$1,486,282	\$2,000,000
For 2015/16:	\$3,714,507	\$4,000,000

NUMBER OF LEADS Generated as o 10/31/13: 62

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

Monthly Report October 2013
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 10/31/13:	\$465,962	\$240,557	94%
Forecasted Commission for this Revenue:	\$3,158	\$14,836	-79%
Number of Room Nights:	4749	2437	95%
Number of Delegates:	1410	1850	-24%
Annual Commission Projection:	\$10,000	\$16,000	

<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	

<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 Smerf	

<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 Smerf	

<u>Arrived in the month</u>	<u>September-13</u> *Est.	<u>September-12</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$6,845	\$10,648	-36%
Projected Commission:	\$1,026	\$1,597	
Room Nights:	45	104	
Number of Delegates:	85	75	
Arrived Group Types:	1 Ca Assoc.	1 Assoc. and 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:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.

<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
Projected Commission:	\$1,318	\$4,698
Room Nights:	48	175
Number of Delegates:	40	90
Arrived Group Types:	1 Assoc.	1 Corp.

Monthly Detail/Activity	<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 CA Assoc. 1 Smerf	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
Projected Commission:	\$813	\$1,515
Room Nights:	311	60
Number of Delegates:	185	40
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf	1 Smerf

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