



November 2014

Marketing Standing Reports
Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of October 31, 2014

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,547 Units ('DestiMetrics Census'*)

		2014/15	2013/14	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for last month (October) changed by (0.4%)	Paid Occupancy Rate (October) :	34.5%	34.4%	0.4%
North Lake Tahoe Average Daily Rate for last month (October) changed by (2.7%)	ADR (October) :	\$179	\$175	2.7%
North Lake Tahoe RevPAR for last month (October) changed by (3.0%)	RevPAR (October) :	\$62	\$60	3.0%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for next month (November) changed by (-2.0%)	Paid Occupancy Rate (November)	17.9%	18.3%	-2.0%
North Lake Tahoe Average Daily Rate for next month (November) changed by (1.0%)	ADR (November) :	\$155	\$153	1.0%
North Lake Tahoe RevPAR for next month (November) changed by (-1.1%)	RevPAR (November) :	\$28	\$28	-1.1%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for the prior 6 months changed by (2.9%)	Paid Occupancy Rate	51.8%	50.4%	2.9%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (7.3%)	ADR	\$233	\$217	7.3%
North Lake Tahoe RevPAR for the prior 6 months changed by (10.5%)	RevPAR	\$121	\$109	10.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Paid Occupancy Rate for the upcoming 6 months changed by (-0.1%)	Paid Occupancy Rate	17.9%	17.9%	-0.1%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-4.9%)	ADR	\$260	\$274	-4.9%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-5.0%)	RevPAR	\$47	\$49	-5.0%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Oct. 31, 2014 vs. Previous Year				
Rooms Booked during last month (October, 2014) compared to Rooms Booked during the same period last year (October, 2013) for arrival October to March has changed by (13.9%)	Booking Pace (October)	7.0%	6.1%	13.9%

* **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 paid occupancy rate, 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 Paid Occupancy Rate, ii) last YTD Paid Occupancy Rate, iii) last season's ending Paid Occupancy Rate.

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

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

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

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RESERVATIONS ACTIVITY REPORT

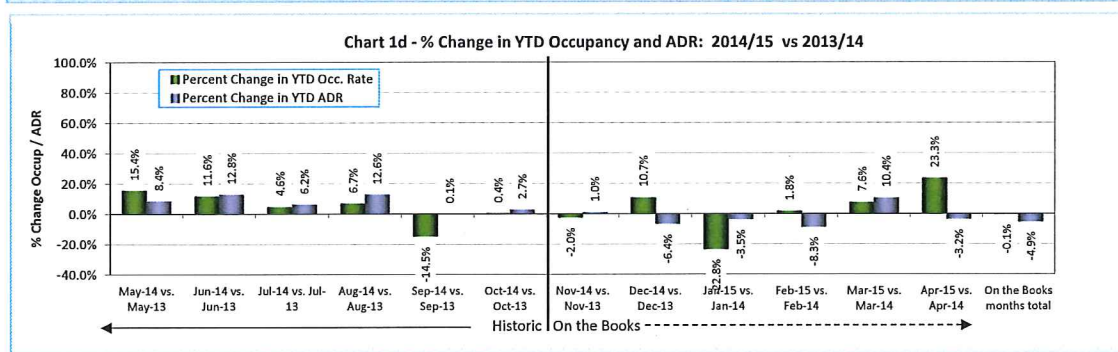
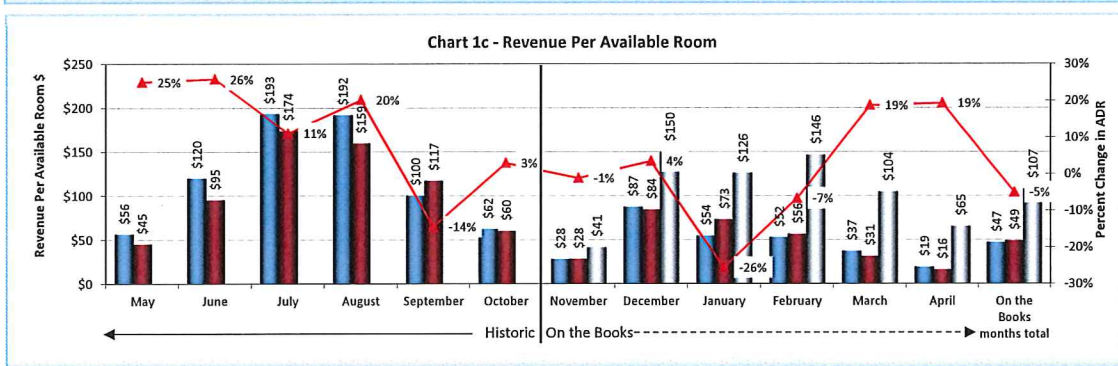
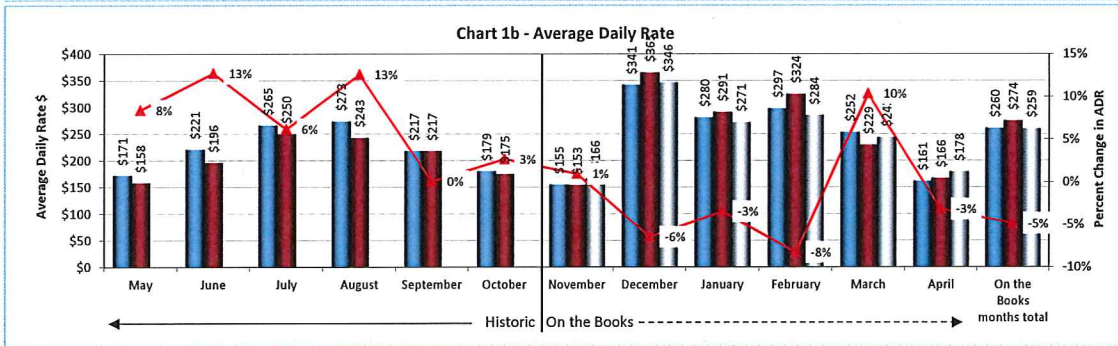
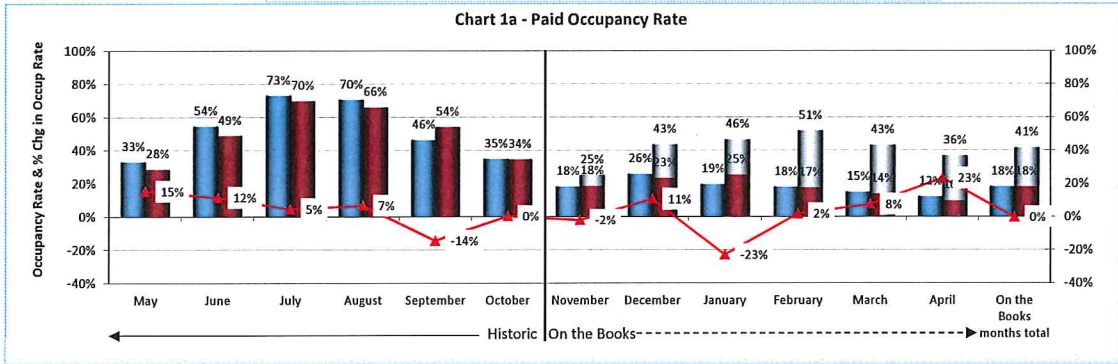
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of October 31, 2014) vs. 2013/14 YTD (as of October 31, 2013) vs. 2013/14 Historical

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

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■ Historic Actual (2013/14 season) ■ Data as of October 31, 2014 (2014/15 season)
■ Data as of October 31, 2013 (2013/14 season) — Percent Change

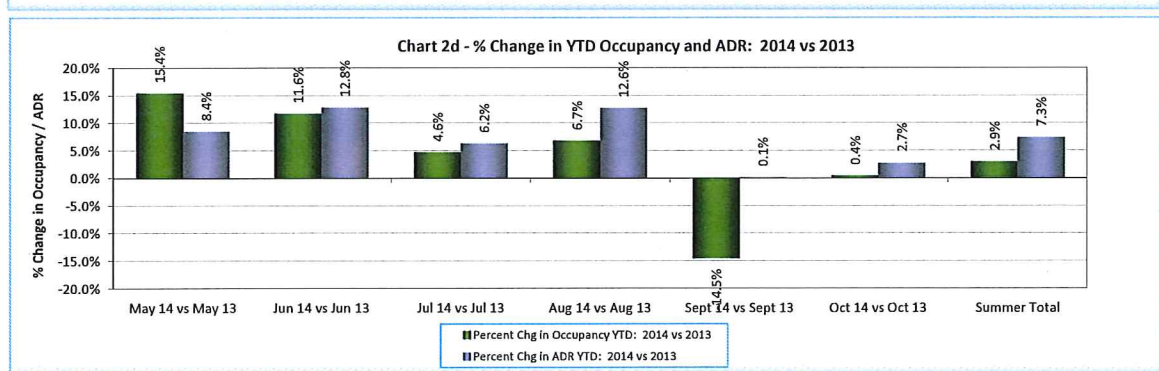
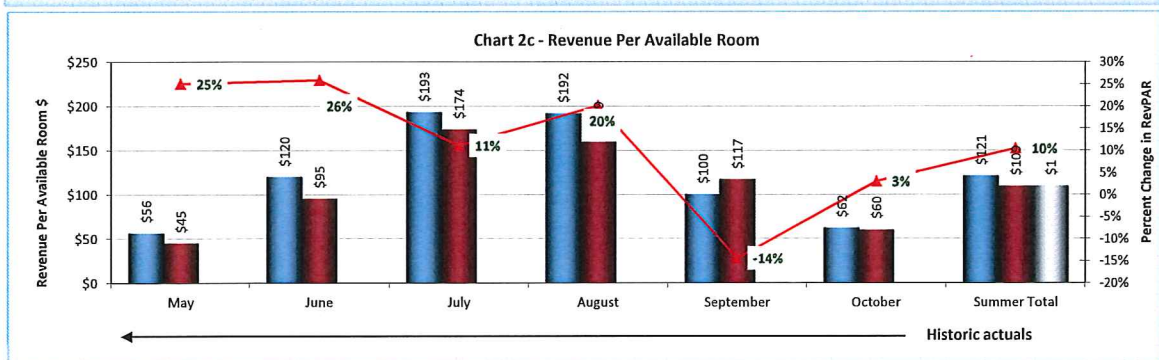
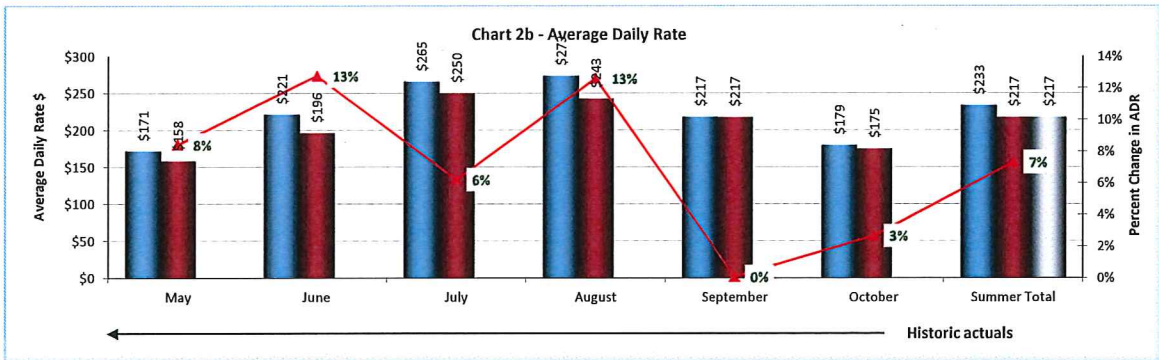
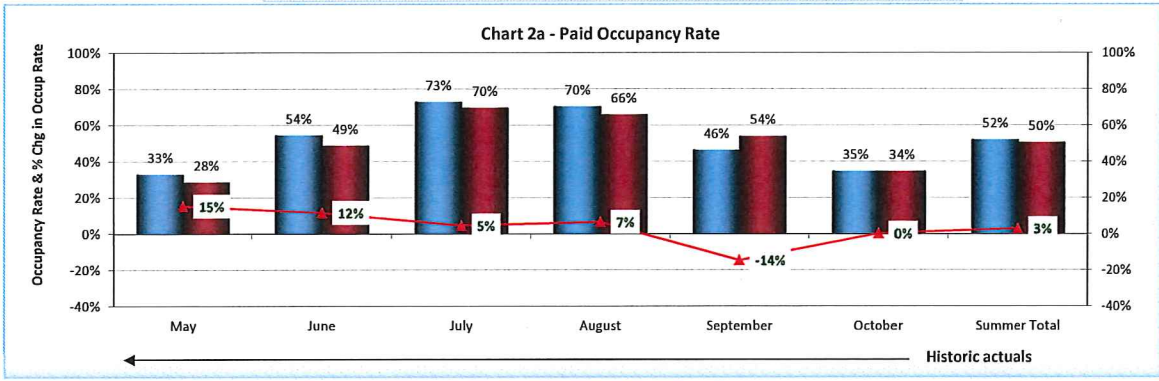


RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of October 31, 2014) vs. 2013 YTD (as of October 31, 2013) vs. 2013 Historical

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Historic Actual (2013 season) Data as of October 31, 2014 (2014 season)
 Data as of October 31, 2013 (2013 season) ▲ Percent Change



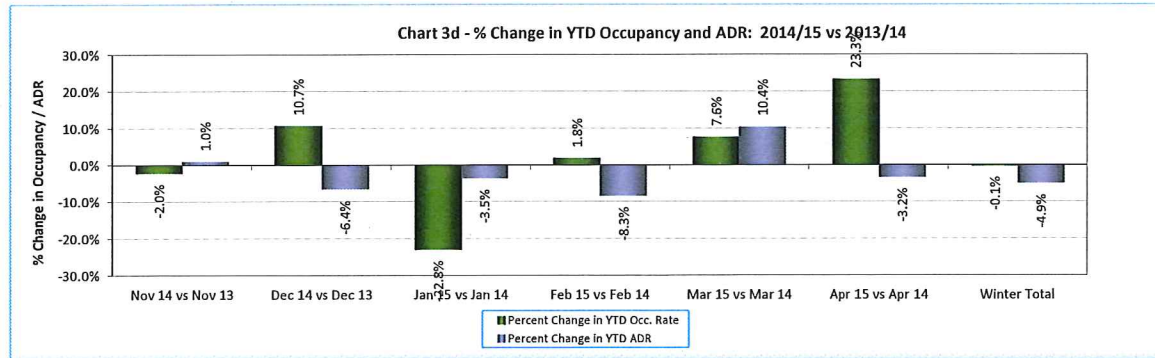
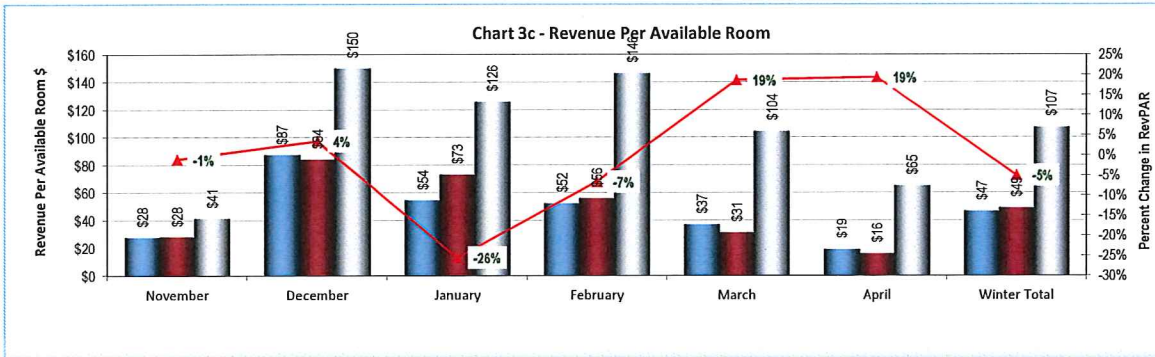
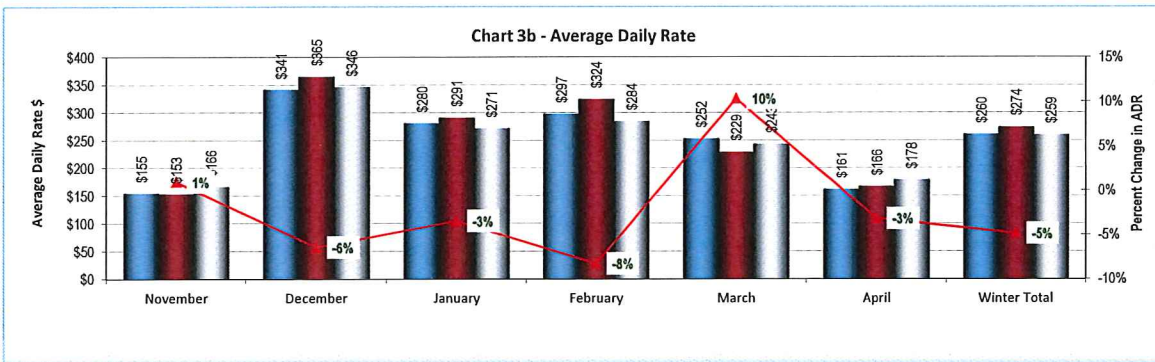
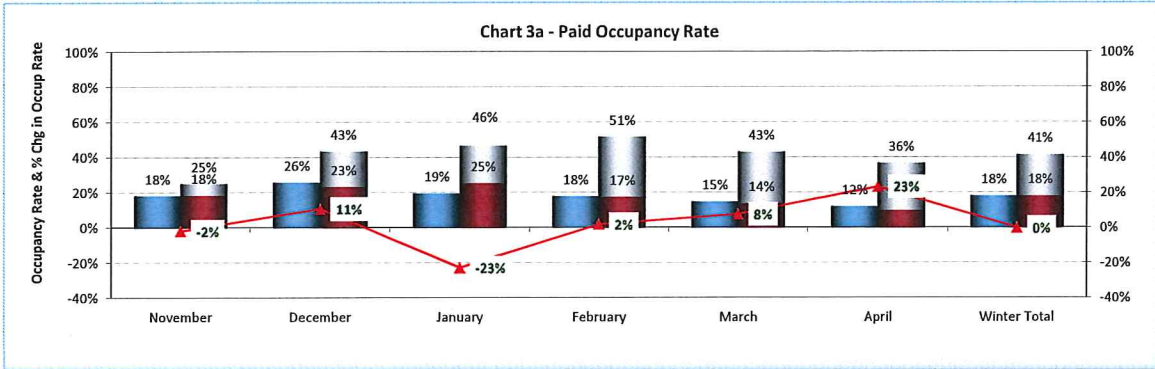
RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of October 31, 2014) vs. 2013/14 YTD (as of October 31, 2013) vs. 2013/14 Historical

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

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Historic Actual (2013/14 season) Data as of October 31, 2014 (2014/15 season)
 Data as of October 31, 2013 (2013/14 season) —▲— Percent Change





RESERVATIONS ACTIVITY REPORT

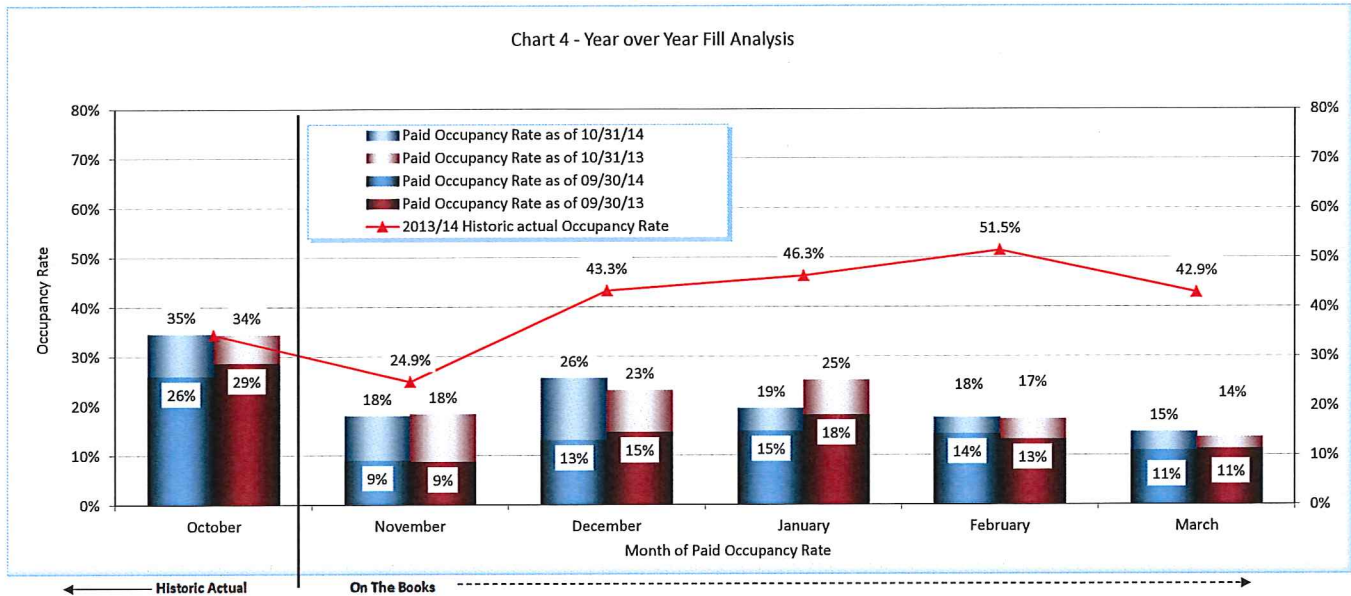
SECTION 4 - FILL ANALYSIS

2014/15 Paid Occupancy Rate Pace (as of October 31, 2014) vs. 2013/14 Paid Occupancy Rate Pace (as of October 31, 2013) vs. same period 2013/14

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	Paid Occupancy Rate AS OF OCT 31			Paid Occupancy Rate AS OF SEP 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2013/14 Historic actual Occupancy Rate
	Occupancy Rate as of 10/31/14	Occupancy Rate as of 10/31/13	Absolute Change	Paid Occupancy Rate as of 09/30/14	Occupancy Rate as of 09/30/13	Absolute Change	Incremental Occupancy booked during Oct. 2014	Incremental Occupancy booked during Oct. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	October	34.5%	34.4%	0.1%	26.0%	28.6%	-2.6%	8.5%	5.7%	2.8%	
November	17.9%	18.3%	-0.4%	8.9%	8.7%	0.3%	9.0%	9.6%	-0.6%	-6.4%	24.9%
December	25.6%	23.1%	2.5%	13.1%	14.7%	-1.6%	12.5%	8.4%	4.1%	48.4%	43.3%
January	19.4%	25.1%	-5.7%	14.9%	18.1%	-3.3%	4.5%	7.0%	-2.5%	-35.4%	46.3%
February	17.6%	17.3%	0.3%	14.3%	13.2%	1.1%	3.3%	4.1%	-0.8%	-18.9%	51.5%
March	14.6%	13.6%	1.0%	10.9%	11.2%	-0.3%	3.7%	2.4%	1.3%	53.5%	42.9%
Total	21.7%	22.2%	-0.5%	14.7%	16.1%	-1.3%	7.0%	6.1%	0.9%	13.9%	41.0%

**Based on providing complete pacing data within a given month of Paid Occupancy Rate 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 Paid Occupancy Rate 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, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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PAID OCCUPANCY RATE	PAID OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)	# of Properties in Sample
	Occup. Rate as of: October 31, 2014 (2014/15 season)	Occup. Rate as of: October 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2014/15 & 2013/14)					
May	32.8%	28.5%	15.4%		11
June	54.3%	48.6%	11.6%		11
July	72.8%	69.5%	4.6%		11
August	70.2%	65.8%	6.7%		11
September	46.0%	53.8%	-14.5%		11
October	Historic Actual 34.5%	34.4%	0.4%		11
November	On the Books 17.9%	18.3%	-2.0%	24.9%	11
December	25.6%	23.1%	10.7%	43.3%	11
January	19.4%	25.1%	-22.8%	46.3%	11
February	17.6%	17.3%	1.8%	51.5%	11
March	14.6%	13.6%	7.6%	42.9%	11
April	11.8%	9.6%	23.3%	36.5%	11
Grand total	35.1%	35.2%	-0.5%	46.2%	11
Historic months total	51.8%	50.4%	2.9%	50.4%	11
On the Books months total	17.9%	17.9%	-0.1%	41.4%	11

AVERAGE DAILY RATE	ADR: YTD 2014/15 VS. YTD 2013/14			Historic Actual ADR (2013/14 season)	# of Properties in Sample
	ADR as of: October 31, 2014 (2014/15 season)	ADR as of: October 31, 2013 (2013/14 season)	Percent Change in YTD ADR		
Month of Occupancy (2014/15 & 2013/14)					
May	\$171	\$158	8.4%		11
June	\$221	\$196	12.8%		11
July	\$265	\$250	6.2%		11
August	\$273	\$243	12.6%		11
September	\$217	\$217	0.1%		11
October	Historic Actual \$179	\$175	2.7%		11
November	On the Books \$155	\$153	1.0%	\$166	11
December	\$341	\$365	-6.4%	\$346	11
January	\$280	\$291	-3.5%	\$271	11
February	\$297	\$324	-8.3%	\$284	11
March	\$252	\$229	10.4%	\$243	11
April	\$161	\$166	-3.2%	\$178	11
Grand total	\$240	\$230	4.1%	\$235	11
Historic months total	\$233	\$217	7.3%	\$217	11
On the Books months total	\$260	\$274	-4.9%	\$259	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014/15 VS. YTD 2013/14			Historic Actual RevPAR (2013/14 season)	# of Properties in Sample
	RevPAR as of: October 31, 2014 (2014/15 season)	RevPAR as of: October 31, 2013 (2013/14 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2014/15 & 2013/14)					
May	\$56	\$45	25.1%		11
June	\$120	\$95	25.9%		11
July	\$193	\$174	11.1%		11
August	\$192	\$159	20.2%		11
September	\$100	\$117	-14.4%		11
October	Historic Actual \$62	\$60	3.0%		11
November	On the Books \$28	\$28	-1.1%	\$41	11
December	\$87	\$84	3.5%	\$150	11
January	\$54	\$73	-25.5%	\$126	11
February	\$52	\$56	-6.6%	\$146	11
March	\$37	\$31	18.7%	\$104	11
April	\$19	\$16	19.4%	\$65	11
Grand total	\$84	\$81	3.6%	\$108	11
Historic months total	\$121	\$109	10.5%	\$109	11
On the Books months total	\$47	\$49	-5.0%	\$107	11



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of October 31, 2014

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

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PAID OCCUPANCY RATE	<u>PAID OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: October 31, 2014 (2014 season)	Occup. Rate as of: October 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
May	32.8%	28.5%	15.4%	
June	54.3%	48.6%	11.6%	
July	72.8%	69.5%	4.6%	
August	70.2%	65.8%	6.7%	
September	46.0%	53.8%	-14.5%	
October Historic Actual	34.5%	34.4%	0.4%	
Summer Total	51.8%	50.4%	2.9%	50.4%

AVERAGE DAILY RATE	<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
	ADR as of: October 31, 2014 (2014 season)	ADR as of: October 31, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
May	\$171	\$158	8.4%	
June	\$221	\$196	12.8%	
July	\$265	\$250	6.2%	
August	\$273	\$243	12.6%	
September	\$217	\$217	0.1%	
October Historic Actual	\$179	\$175	2.7%	
Summer Total	\$233	\$217	7.3%	\$217

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
	RevPAR as of: October 31, 2014 (2014 season)	RevPAR as of: October 31, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014/15 & 2013/14)				
May	\$56	\$45	25.1%	
June	\$120	\$95	25.9%	
July	\$193	\$174	11.1%	
August	\$192	\$159	20.2%	
September	\$100	\$117	-14.4%	
October Historic Actual	\$62	\$60	3.0%	
Summer Total	\$121	\$109	10.5%	\$109



RESERVATIONS ACTIVITY REPORT

SECTION 5c - SUPPORTING WINTER DATA TABLES

Winter Bookings as of October 31, 2014

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

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PAID OCCUPANCY RATE	<u>PAID OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: October 31, 2014 (2014/15 season)	Occup. Rate as of: October 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	17.9%	18.3%	-2.0%	24.9%
December	25.6%	23.1%	10.7%	43.3%
January	19.4%	25.1%	-22.8%	46.3%
February	17.6%	17.3%	1.8%	51.5%
March	14.6%	13.6%	7.6%	42.9%
April	11.8%	9.6%	23.3%	36.5%
Winter Total	17.9%	17.9%	-0.1%	41.4%

AVERAGE DAILY RATE	<u>ADR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual ADR (2013/14 season)
	ADR as of: October 31, 2014 (2014/15 season)	ADR as of: October 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$155	\$153	1.0%	\$166
December	\$341	\$365	-6.4%	\$346
January	\$280	\$291	-3.5%	\$271
February	\$297	\$324	-8.3%	\$284
March	\$252	\$229	10.4%	\$243
April	\$161	\$166	-3.2%	\$178
Winter Total	\$260	\$274	-4.9%	\$259

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: October 31, 2014 (2014/15 season)	RevPAR as of: October 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$28	\$28	-1.1%	\$41
December	\$87	\$84	3.5%	\$150
January	\$54	\$73	-25.5%	\$126
February	\$52	\$56	-6.6%	\$146
March	\$37	\$31	18.7%	\$104
April	\$19	\$16	19.4%	\$65
Winter Total	\$47	\$49	-5.0%	\$107

Audience Overview

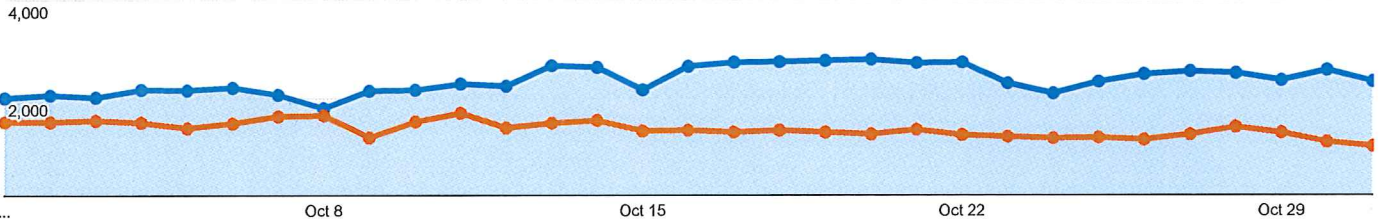
Oct 1, 2014 - Oct 31, 2014
Compare to: Oct 1, 2013 - Oct 31, 2013

All Sessions
+0.00%

+ Add Segment

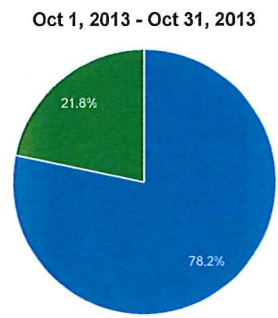
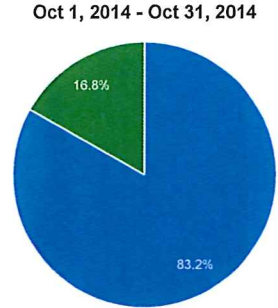
Overview

Oct 1, 2014 - Oct 31, 2014: ● Sessions
Oct 1, 2013 - Oct 31, 2013: ● Sessions



<p>Sessions</p> <p>73.89%</p> <p>73,221 vs 42,108</p>	<p>Users</p> <p>79.29%</p> <p>63,753 vs 35,559</p>	<p>Pageviews</p> <p>14.55%</p> <p>170,144 vs 148,531</p>
<p>Pages / Session</p> <p>-34.12%</p> <p>2.32 vs 3.53</p>	<p>Avg. Session Duration</p> <p>-40.09%</p> <p>00:01:35 vs 00:02:39</p>	<p>Bounce Rate</p> <p>52.97%</p> <p>66.51% vs 43.48%</p>
<p>% New Sessions</p> <p>6.36%</p> <p>83.13% vs 78.17%</p>		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us		
Oct 1, 2014 - Oct 31, 2014	66,077	90.24%
Oct 1, 2013 - Oct 31, 2013	38,505	91.44%
% Change	71.61%	-1.31%
2. pt-br		
Oct 1, 2014 - Oct 31, 2014	1,212	1.66%
Oct 1, 2013 - Oct 31, 2013	257	0.61%
% Change	371.60%	171.21%
3. en-gb		
Oct 1, 2014 - Oct 31, 2014	1,034	1.41%
Oct 1, 2013 - Oct 31, 2013	447	1.06%
% Change	131.32%	33.03%

4. tr-tr		
Oct 1, 2014 - Oct 31, 2014	753	1.03%
Oct 1, 2013 - Oct 31, 2013	139	0.33%
% Change	441.73%	211.54%
5. fr		
Oct 1, 2014 - Oct 31, 2014	429	0.59%
Oct 1, 2013 - Oct 31, 2013	127	0.30%
% Change	237.80%	94.26%
6. pt-pt		
Oct 1, 2014 - Oct 31, 2014	381	0.52%
Oct 1, 2013 - Oct 31, 2013	5	0.01%
% Change	7,520.00%	4,282.12%
7. es-es		
Oct 1, 2014 - Oct 31, 2014	373	0.51%
Oct 1, 2013 - Oct 31, 2013	364	0.86%
% Change	2.47%	-41.07%
8. de-de		
Oct 1, 2014 - Oct 31, 2014	309	0.42%
Oct 1, 2013 - Oct 31, 2013	349	0.83%
% Change	-11.46%	-49.08%
9. es		
Oct 1, 2014 - Oct 31, 2014	242	0.33%
Oct 1, 2013 - Oct 31, 2013	215	0.51%
% Change	12.56%	-35.27%
10. en		
Oct 1, 2014 - Oct 31, 2014	233	0.32%
Oct 1, 2013 - Oct 31, 2013	582	1.38%
% Change	-59.97%	-76.98%

Location

Oct 1, 2014 - Oct 31, 2014

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

ALL » COUNTRY / TERRITORY: United States



All Sessions
-5.18%



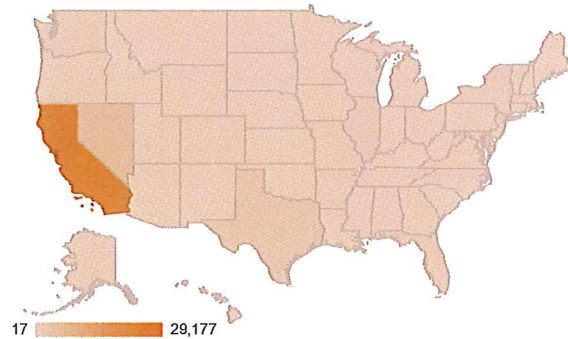
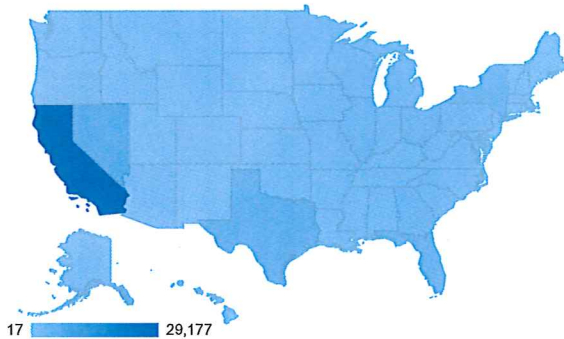
+ Add Segment

Map Overlay

Summary

Oct 1, 2014 - Oct 31, 2014

Oct 1, 2013 - Oct 31, 2013



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	63.95% ▲ 62,620 vs 38,194	4.93% ▲ 81.37% vs 77.55%	72.04% ▲ 50,955 vs 29,618	47.40% ▼ 63.75% vs 43.25%	31.46% ▼ 2.44 vs 3.55	35.46% ▼ 00:01:43 vs 00:02:40	50.53% ▼ 3.75% vs 7.58%	18.89% ▼ 2,349 vs 2,896	18.89% ▼ \$2,349.00 vs \$2,896.00
1. California									
Oct 1, 2014 -	29,177 (46.59%)	75.46%	22,018 (43.21%)	54.76%	2.76	00:02:12	4.27%	1,246 (53.04%)	\$1,246.00 (53.04%)
Oct 1, 2013 -	21,313 (55.80%)	75.76%	16,147 (54.52%)	44.63%	3.41	00:02:30	7.05%	1,503 (51.90%)	\$1,503.00 (51.90%)
% Change	36.90%	-0.39%	36.36%	22.72%	-19.02%	-12.25%	-39.44%	-17.10%	-17.10%
2. Nevada									
Oct 1, 2014 -	5,483 (8.76%)	68.39%	3,750 (7.36%)	55.39%	2.67	00:02:11	2.68%	147 (6.26%)	\$147.00 (6.26%)
Oct 1, 2013 -	4,180 (10.94%)	67.20%	2,809 (9.48%)	49.07%	3.20	00:02:38	3.49%	146 (5.04%)	\$146.00 (5.04%)
% Change	31.17%	1.77%	33.50%	12.89%	-16.54%	-17.23%	-23.24%	0.68%	0.68%
3. Texas									
Oct 1, 2014 -	3,252 (5.19%)	88.35%	2,873 (5.64%)	66.76%	2.45	00:01:31	5.87%	191 (8.13%)	\$191.00 (8.13%)
Oct 1, 2013 -	1,777 (4.65%)	83.06%	1,476 (4.98%)	32.75%	4.10	00:03:00	12.72%	226 (7.80%)	\$226.00 (7.80%)
% Change	83.01%	6.36%	94.65%	103.83%	-40.31%	-49.24%	-53.82%	-15.49%	-15.49%
4. New York									
Oct 1, 2014 -	2,006 (3.20%)	90.98%	1,825 (3.58%)	81.41%	1.71	00:00:51	2.24%	45 (1.92%)	\$45.00 (1.92%)
Oct 1, 2013 -	834 (2.18%)	83.69%	698 (2.36%)	46.64%	3.72	00:02:20	6.83%	57 (1.97%)	\$57.00 (1.97%)
% Change	140.53%	8.70%	161.46%	74.53%	-54.11%	-63.34%	-67.18%	-21.05%	-21.05%
5. Florida									
Oct 1, 2014 -	1,720 (2.75%)	91.10%	1,567 (3.08%)	75.70%	2.01	00:01:05	3.66%	63 (2.68%)	\$63.00 (2.68%)
Oct 1, 2013 -	820 (2.15%)	84.51%	693 (2.34%)	38.54%	4.03	00:03:16	9.27%	76 (2.62%)	\$76.00 (2.62%)

% Change	109.76%	7.80%	126.12%	96.43%	-50.25%	-66.71%	-60.48%	-17.11%	-17.11%
6. Illinois									
Oct 1, 2014 -	1,198 (1.91%)	91.07%	1,091 (2.14%)	71.45%	2.24	00:01:08	3.26%	39 (1.66%)	\$39.00 (1.66%)
Oct 1, 2013 -	659 (1.73%)	86.49%	570 (1.92%)	37.94%	3.84	00:02:28	11.53%	76 (2.62%)	\$76.00 (2.62%)
% Change	81.79%	5.29%	91.40%	88.35%	-41.66%	-54.16%	-71.77%	-48.68%	-48.68%
7. Washington									
Oct 1, 2014 -	1,146 (1.83%)	87.17%	999 (1.96%)	68.24%	2.24	00:01:16	3.23%	37 (1.58%)	\$37.00 (1.58%)
Oct 1, 2013 -	621 (1.63%)	74.40%	462 (1.56%)	43.32%	3.43	00:02:53	9.98%	62 (2.14%)	\$62.00 (2.14%)
% Change	84.54%	17.17%	116.23%	57.53%	-34.74%	-55.85%	-67.66%	-40.32%	-40.32%
8. Pennsylvania									
Oct 1, 2014 -	1,034 (1.65%)	91.97%	951 (1.87%)	78.82%	1.89	00:00:56	2.90%	30 (1.28%)	\$30.00 (1.28%)
Oct 1, 2013 -	412 (1.08%)	88.11%	363 (1.23%)	39.56%	4.02	00:02:44	7.52%	31 (1.07%)	\$31.00 (1.07%)
% Change	150.97%	4.39%	161.98%	99.23%	-52.89%	-66.16%	-61.44%	-3.23%	-3.23%
9. Georgia									
Oct 1, 2014 -	1,014 (1.62%)	90.53%	918 (1.80%)	79.59%	1.80	00:00:57	2.96%	30 (1.28%)	\$30.00 (1.28%)
Oct 1, 2013 -	452 (1.18%)	73.89%	334 (1.13%)	38.27%	3.60	00:05:21	8.41%	38 (1.31%)	\$38.00 (1.31%)
% Change	124.34%	22.52%	174.85%	107.94%	-50.08%	-82.38%	-64.81%	-21.05%	-21.05%
10. Oregon									
Oct 1, 2014 -	1,014 (1.62%)	89.25%	905 (1.78%)	71.30%	2.10	00:01:14	3.55%	36 (1.53%)	\$36.00 (1.53%)
Oct 1, 2013 -	398 (1.04%)	83.92%	334 (1.13%)	36.18%	4.12	00:03:13	9.80%	39 (1.35%)	\$39.00 (1.35%)
% Change	154.77%	6.35%	170.96%	97.07%	-49.01%	-61.90%	-63.77%	-7.69%	-7.69%

Rows 1 - 10 of 52

Location

Oct 1, 2014 - Oct 31, 2014
Compare to: Oct 1, 2013 - Oct 31, 2013

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

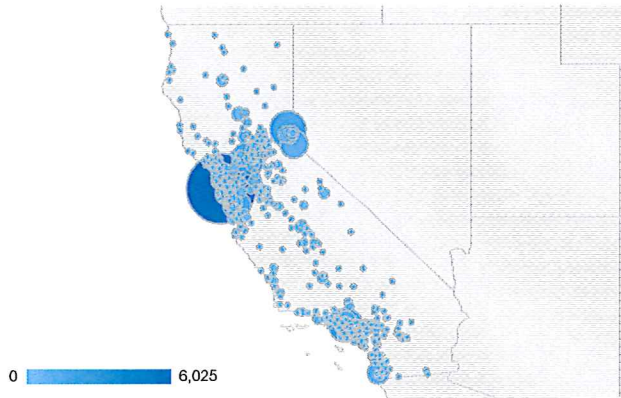
All Sessions
-10.77%

+ Add Segment

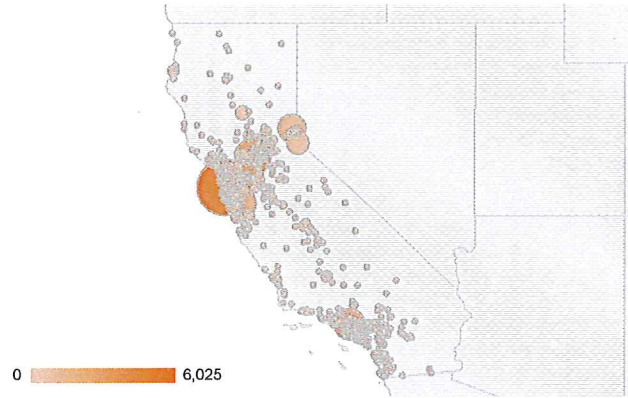
Map Overlay

Summary

Oct 1, 2014 - Oct 31, 2014



Oct 1, 2013 - Oct 31, 2013



City	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	36.90% ▲ 29,177 vs 21,313	0.39% ▼ 75.46% vs 75.76%	36.36% ▲ 22,018 vs 16,147	22.72% ▼ 54.76% vs 44.63%	19.02% ▼ 2.76 vs 3.41	12.25% ▼ 00:02:12 vs 00:02:30	39.44% ▼ 4.27% vs 7.05%	17.10% ▼ 1,246 vs 1,503	17.10% ▼ \$1,246.00 vs \$1,503.00
1. San Francisco									
Oct 1, 2014	6,025 (20.65%)	72.80%	4,386 (19.92%)	58.80%	2.38	00:01:45	3.54%	213 (17.09%)	\$213.00 (17.09%)
Oct 1, 2013	3,943 (18.50%)	75.40%	2,973 (18.41%)	49.53%	3.11	00:02:11	6.24%	246 (16.37%)	\$246.00 (16.37%)
% Change	52.80%	-3.45%	47.53%	18.72%	-23.63%	-19.78%	-43.34%	-13.41%	-13.41%
2. Truckee									
Oct 1, 2014	1,645 (5.64%)	54.41%	895 (4.06%)	53.01%	2.77	00:03:06	1.34%	22 (1.77%)	\$22.00 (1.77%)
Oct 1, 2013	971 (4.56%)	59.01%	573 (3.55%)	50.36%	3.29	00:02:53	1.34%	13 (0.86%)	\$13.00 (0.86%)
% Change	69.41%	-7.80%	56.20%	5.26%	-15.95%	7.83%	-0.11%	69.23%	69.23%
3. Los Angeles									
Oct 1, 2014	1,294 (4.44%)	83.08%	1,075 (4.88%)	56.18%	2.70	00:01:47	6.72%	87 (6.98%)	\$87.00 (6.98%)
Oct 1, 2013	1,167 (5.48%)	81.23%	948 (5.87%)	41.65%	3.69	00:02:37	8.65%	101 (6.72%)	\$101.00 (6.72%)
% Change	10.88%	2.27%	13.40%	34.91%	-26.80%	-31.51%	-22.32%	-13.86%	-13.86%
4. Sacramento									
Oct 1, 2014	1,277 (4.38%)	76.66%	979 (4.45%)	50.67%	2.91	00:02:25	3.05%	39 (3.13%)	\$39.00 (3.13%)
Oct 1, 2013	1,705 (8.00%)	72.79%	1,241 (7.69%)	45.16%	3.27	00:02:15	3.64%	62 (4.13%)	\$62.00 (4.13%)
% Change	-25.10%	5.33%	-21.11%	12.19%	-11.08%	7.32%	-16.01%	-37.10%	-37.10%
5. South Lake Tahoe									

Oct 1, 2014	982 (3.37%)	66.19%	650 (2.95%)	60.49%	2.49	00:02:11	1.73%	17 (1.36%)	\$17.00 (1.36%)
Oct 1, 2013	567 (2.66%)	71.78%	407 (2.52%)	49.56%	3.32	00:02:29	3.00%	17 (1.13%)	\$17.00 (1.13%)
% Change	73.19%	-7.79%	59.71%	22.05%	-25.02%	-12.11%	-42.26%	0.00%	0.00%
6. San Jose									
Oct 1, 2014	940 (3.22%)	81.06%	762 (3.46%)	56.06%	2.75	00:01:48	6.91%	65 (5.22%)	\$65.00 (5.22%)
Oct 1, 2013	1,125 (5.28%)	77.60%	873 (5.41%)	44.53%	3.04	00:02:11	8.36%	94 (6.25%)	\$94.00 (6.25%)
% Change	-16.44%	4.46%	-12.71%	25.89%	-9.69%	-17.47%	-17.24%	-30.85%	-30.85%
7. Glendale									
Oct 1, 2014	651 (2.23%)	69.74%	454 (2.06%)	60.06%	2.39	00:01:44	1.23%	8 (0.64%)	\$8.00 (0.64%)
Oct 1, 2013	29 (0.14%)	86.21%	25 (0.15%)	34.48%	2.34	00:00:58	6.90%	2 (0.13%)	\$2.00 (0.13%)
% Change	2,144.83%	-19.10%	1,716.00%	74.18%	2.13%	79.66%	-82.18%	300.00%	300.00%
8. San Diego									
Oct 1, 2014	528 (1.81%)	85.98%	454 (2.06%)	55.87%	2.59	00:01:38	8.33%	44 (3.53%)	\$44.00 (3.53%)
Oct 1, 2013	432 (2.03%)	80.32%	347 (2.15%)	46.06%	3.46	00:02:36	12.73%	55 (3.66%)	\$55.00 (3.66%)
% Change	22.22%	7.05%	30.84%	21.29%	-25.24%	-37.13%	-34.55%	-20.00%	-20.00%
9. Folsom									
Oct 1, 2014	449 (1.54%)	76.61%	344 (1.56%)	51.67%	2.71	00:01:54	3.12%	14 (1.12%)	\$14.00 (1.12%)
Oct 1, 2013	115 (0.54%)	77.39%	89 (0.55%)	44.35%	3.88	00:03:59	13.04%	15 (1.00%)	\$15.00 (1.00%)
% Change	290.43%	-1.00%	286.52%	16.51%	-30.17%	-52.38%	-76.10%	-6.67%	-6.67%
10. Oakland									
Oct 1, 2014	395 (1.35%)	75.44%	298 (1.35%)	52.15%	3.61	00:03:27	6.33%	25 (2.01%)	\$25.00 (2.01%)
Oct 1, 2013	333 (1.56%)	82.58%	275 (1.70%)	44.44%	3.36	00:02:06	8.41%	28 (1.86%)	\$28.00 (1.86%)
% Change	18.62%	-8.65%	8.36%	17.34%	7.28%	64.40%	-24.73%	-10.71%	-10.71%

Rows 1 - 10 of 592

All Traffic

Oct 1, 2014 - Oct 31, 2014
Compare to: Oct 1, 2013 - Oct 31, 2013

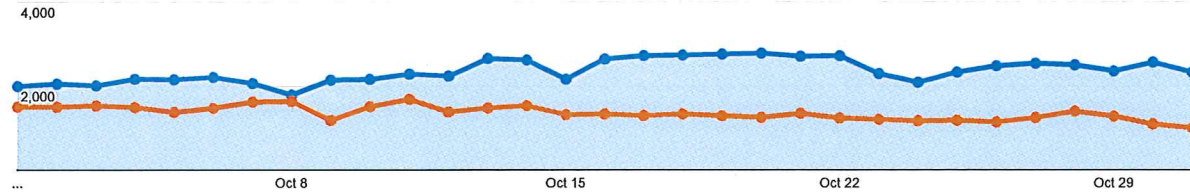
All Sessions +0.00%

+ Add Segment

Explorer

Summary

Oct 1, 2014 - Oct 31, 2014: Sessions
Oct 1, 2013 - Oct 31, 2013: Sessions



Source / Medium	Acquisition			Behavior			Conversions			Goal 1: Cool Deals Page
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)	
1. (direct) / (none)	73.89% ▲ 73,221 vs 42,108	6.29% ▲ 83.17% vs 78.24%	84.83% ▲ 60,896 vs 32,947	52.97% ▼ 66.51% vs 43.48%	34.12% ▼ 2.32 vs 3.53	40.09% ▼ 00:01:35 vs 00:02:39	53.46% ▼ 3.54% vs 7.61%	19.07% ▼ 2,593 vs 3,204	19.07% ▼ \$2,593.00 vs \$3,204.00	
Oct 1, 2014 - Oct 31, 2014	28,365 (38.74%)	93.65%	26,565 (43.62%)	93.39%	1.22	00:00:23	0.55%	157 (6.05%)	\$157.00 (6.05%)	
Oct 1, 2013 - Oct 31, 2013	5,205 (12.36%)	75.97%	3,954 (12.00%)	51.35%	3.18	00:02:44	6.67%	347 (10.83%)	\$347.00 (10.83%)	
% Change	444.96%	23.29%	571.85%	81.85%	-61.57%	-86.31%	-91.70%	-54.76%	-54.76%	
2. google / organic										
Oct 1, 2014 - Oct 31, 2014	28,147 (38.44%)	73.73%	20,754 (34.08%)	55.05%	2.70	00:02:17	2.49%	702 (27.07%)	\$702.00 (27.07%)	
Oct 1, 2013 - Oct 31, 2013	14,622 (34.72%)	71.81%	10,500 (31.87%)	50.83%	3.12	00:02:33	2.60%	380 (11.86%)	\$380.00 (11.86%)	
% Change	92.50%	2.68%	97.66%	8.29%	-13.56%	-10.44%	-4.03%	84.74%	84.74%	
3. visitinglaketahoe.com / referral										
Oct 1, 2014 - Oct 31, 2014	10,247 (13.99%)	86.52%	8,866 (14.66%)	31.33%	4.07	00:02:42	13.50%	1,383 (53.34%)	\$1,383.00 (53.34%)	
Oct 1, 2013 - Oct 31, 2013	13,546 (32.17%)	86.11%	11,664 (35.40%)	30.36%	4.28	00:02:56	13.80%	1,869 (58.33%)	\$1,869.00 (58.33%)	
% Change	-24.35%	0.48%	-23.99%	3.17%	-5.01%	-7.73%	-2.18%	-26.00%	-26.00%	
4. yahoo / organic										
Oct 1, 2014 - Oct 31, 2014	1,490 (2.03%)	73.02%	1,088 (1.79%)	51.28%	2.67	00:01:52	1.95%	29 (1.12%)	\$29.00 (1.12%)	
Oct 1, 2013 - Oct 31, 2013	1,159 (2.75%)	74.89%	868 (2.63%)	40.55%	3.24	00:02:17	1.64%	19 (0.59%)	\$19.00 (0.59%)	
% Change	28.56%	-2.50%	25.35%	26.44%	-17.47%	-18.70%	18.72%	52.63%	52.63%	
5. bing / organic										
Oct 1, 2014 - Oct 31, 2014	975 (1.33%)	74.26%	724 (1.19%)	48.51%	3.05	00:02:02	1.33%	13 (0.50%)	\$13.00 (0.50%)	
Oct 1, 2013 - Oct 31, 2013	1,024 (2.43%)	68.65%	703 (2.13%)	44.14%	3.50	00:02:36	3.52%	36 (1.12%)	\$36.00 (1.12%)	
% Change	-4.79%	8.16%	2.99%	9.91%	-12.95%	-21.76%	-62.07%	-63.89%	-63.89%	
6. skilaketahoe.com / referral										
Oct 1, 2014 - Oct 31, 2014	425 (0.58%)	88.24%	375 (0.62%)	45.41%	2.85	00:02:09	33.41%	142 (5.48%)	\$142.00 (5.48%)	
Oct 1, 2013 - Oct 31, 2013	587 (1.39%)	83.65%	491 (1.49%)	38.33%	3.88	00:03:22	33.22%	195 (6.09%)	\$195.00 (6.09%)	
% Change	-27.60%	5.49%	-23.63%	18.47%	-26.42%	-36.14%	0.58%	-27.18%	-27.18%	
7. gotahoenorth.com / referral										

	Oct 1, 2014 - Oct 31, 2014	294 (0.40%)	2.04%	6 (0.01%)	39.12%	4.49	00:06:30	1.36%	4 (0.15%)	\$4.00 (0.15%)
	Oct 1, 2013 - Oct 31, 2013	112 (0.27%)	55.36%	62 (0.19%)	43.75%	3.21	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	162.50%	-96.31%	-90.32%	-10.59%	39.79%	198.53%	∞%	∞%	∞%
8.	winterwondergrasstahoe.com / referral									
	Oct 1, 2014 - Oct 31, 2014	261 (0.36%)	86.59%	226 (0.37%)	38.70%	2.98	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Oct 1, 2013 - Oct 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
9.	web.gotahoenorth.com / referral									
	Oct 1, 2014 - Oct 31, 2014	246 (0.34%)	64.63%	159 (0.26%)	31.30%	3.67	00:04:29	6.10%	15 (0.58%)	\$15.00 (0.58%)
	Oct 1, 2013 - Oct 31, 2013	302 (0.72%)	55.63%	168 (0.51%)	20.86%	5.85	00:05:36	6.62%	20 (0.62%)	\$20.00 (0.62%)
	% Change	-18.54%	16.19%	-5.36%	50.05%	-37.23%	-19.85%	-7.93%	-25.00%	-25.00%
10.	semalt.semalt.com / referral									
	Oct 1, 2014 - Oct 31, 2014	173 (0.24%)	98.84%	171 (0.28%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Oct 1, 2013 - Oct 31, 2013	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%

Rows 1 - 10 of 690

PROPERTY REFERRAL - OCTOBER (Alpha Listing)

7-Pines Motel	1
Agate Bay Realty Vacation Rentals	11
Alpine Rental Group	10
Americas Best Value Inn Tahoe City	4
Aviva Inn	13
Brockway Springs Resort	20
Cal Neva Resort Casino Hotel	6
Cedar Glen Lodge	60
Chalet de Huttlinger	14
Chaney House	10
Chinquapin / Packard Realty	1
Christy Lodge	7
Club Tahoe Resort	2
Constellation Residences at Northstar	13
Cottage Inn at Lake Tahoe	24
Ferrari's Crown Resort	5
Ferrari's Crown Resort Cool Deals	15
Firelite Lodge	4
First Accommodations, Inc.	19
Fox Den Cottages	4
Franciscan Lakeside Lodge	7
Goldfish Properties	13
Granlibakken Conference Center & Resort	23
Granlibakken Conference Center & Resort Cool Deals	11
Hauserman Rental Group	14
Hauserman Rental Group Cool Deals	2
Holiday House	8
Hyatt Regency Lake Tahoe Resort, Spa and Casino	62
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	12
Incline at Tahoe Realty	16
Incline Vacation Rentals	12
Incline Vacation Rentals Cool Deals	5
Kingswood Village Vacation Rentals	12
Lake Tahoe Accommodations	7
Lake Tahoe Accommodations.	7
Lake Tahoe Deluxe Vacation Rentals	13
LakeFrontHouse.com	4
Martis Valley Associates Property Rentals	2
Meeks Bay Resort & Marina	8
Mother Natures Inn	4
Mourelatos Lakeshore Resort	14
Mourelatos Lakeshore Resort Cool Deals	8
North Tahoe Rental Company	10
Northstar Condominiums	14
Northstar Mountain Home Vacation Rentals	16

Northstar Resort	44
Olympic Village Inn	21
Painted Rock Lodge	24
Parkside Inn at Incline	13
PepperTree Inn	5
PlumpJack Squaw Valley Inn	43
PlumpJack Squaw Valley Inn Cool Deals	2
Pullen Realty Group	1
Rainbow Lodge	6
Red Wolf Lakeside Lodge	11
Red Wolf Lodge at Squaw Valley	13
RedAwning.com Vacation Rentals	8
Resort at Squaw Creek	34
River Ranch Lodge and Restaurant	16
Rockwood Lodge	6
Rustic Cottage Inn	2
Rustic Cottages	5
Schulze, Lola - Tahoe Luxury Properties	1
Shooting Star Bed & Breakfast	11
Shore House at Lake Tahoe	15
Sierra Vacation Rentals/Sales	10
Squaw Valley Lodge	31
Squaw Valley Lodge Cool Deals	62
Stanford Alpine Chalet	17
Stay In Lake Tahoe	18
Stevenson's Holliday Inn	3
Sunnyside Restaurant & Lodge	32
Tahoe Biltmore Lodge & Casino	18
Tahoe Biltmore Lodge & Casino Cool Deals	2
Tahoe City Inn	6
Tahoe Exclusive Properties - Carr Long Real Estate	5
Tahoe Exclusive Vacation Rentals	17
Tahoe Getaways Vacation Rentals	19
Tahoe Getaways Vacation Rentals Cool Deals	5
Tahoe Luxury Properties	29
Tahoe Luxury Properties Cool Deals	20
Tahoe Marina Lodge	6
Tahoe Moon Properties	47
Tahoe Mountain Club	16
Tahoe Mountain Resorts Lodging	27
Tahoe Mountain Resorts Lodging Cool Deals	1
Tahoe North Shore Lodge	1
Tahoe North Visitor's & Convention Bureau	1
Tahoe Sands Resort	6
Tahoe Signature Properties	24
Tahoe Tavern Properties	4
Tahoe Vista Lodge and Cabins	6

Tahoe Vistana Inn	11
Tahoe Woodside Vacation Rentals	10
TahoeRentals.com ~ Wells and Bennett Realtors	10
Tahoma Lodge	5
Tahoma Meadows Bed & Breakfast Cottages	29
Tamarack Lodge	5
The Border House	12
The Lodge at Obexers	7
The Lodge at Sugar Bowl	18
The Ritz-Carlton, Lake Tahoe	31
The Ritz-Carlton, Lake Tahoe Cool Deals	71
The Village at Squaw Valley	52
The Village at Squaw Valley Cool Deals	51
VACA North Tahoe	29
VACA North Tahoe Cool Deals	2
Vacasa	32
Vacation Station, Inc.	7
Vacation Tahoe by O'Neal Brokers	7
Waters of Tahoe Properties	12
West Lake Properties at Tahoe	9
West Shore Cafe & Inn	10
TOTAL	1681

PROPERTY REFERRAL - OCTOBER (Totals Listing)

The Ritz-Carlton, Lake Tahoe Cool Deals	71
Hyatt Regency Lake Tahoe Resort, Spa and Casino	62
Squaw Valley Lodge Cool Deals	62
Cedar Glen Lodge	60
The Village at Squaw Valley	52
The Village at Squaw Valley Cool Deals	51
Tahoe Moon Properties	47
Northstar Resort	44
PlumpJack Squaw Valley Inn	43
Resort at Squaw Creek	34
Sunnyside Restaurant & Lodge	32
Vacasa	32
Squaw Valley Lodge	31
The Ritz-Carlton, Lake Tahoe	31
Tahoe Luxury Properties	29
Tahoma Meadows Bed & Breakfast Cottages	29
VACA North Tahoe	29
Tahoe Mountain Resorts Lodging	27
Cottage Inn at Lake Tahoe	24
Painted Rock Lodge	24
Tahoe Signature Properties	24
Granlibakken Conference Center & Resort	23
Olympic Village Inn	21
Brockway Springs Resort	20
Tahoe Luxury Properties Cool Deals	20
First Accommodations, Inc.	19
Tahoe Getaways Vacation Rentals	19
Stay In Lake Tahoe	18
Tahoe Biltmore Lodge & Casino	18
The Lodge at Sugar Bowl	18
Stanford Alpine Chalet	17
Tahoe Exclusive Vacation Rentals	17
Incline at Tahoe Realty	16
Northstar Mountain Home Vacation Rentals	16
River Ranch Lodge and Restaurant	16
Tahoe Mountain Club	16
Ferrari's Crown Resort Cool Deals	15
Shore House at Lake Tahoe	15
Chalet de Huttlinger	14
Hauserman Rental Group	14
Mourelatos Lakeshore Resort	14
Northstar Condominiums	14
Aviva Inn	13
Constellation Residences at Northstar	13
Goldfish Properties	13

Lake Tahoe Deluxe Vacation Rentals	13
Parkside Inn at Incline	13
Red Wolf Lodge at Squaw Valley	13
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	12
Incline Vacation Rentals	12
Kingswood Village Vacation Rentals	12
The Border House	12
Waters of Tahoe Properties	12
Agate Bay Realty Vacation Rentals	11
Granlibakken Conference Center & Resort Cool Deals	11
Red Wolf Lakeside Lodge	11
Shooting Star Bed & Breakfast	11
Tahoe Vistana Inn	11
Alpine Rental Group	10
Chaney House	10
North Tahoe Rental Company	10
Sierra Vacation Rentals/Sales	10
Tahoe Woodside Vacation Rentals	10
TahoeRentals.com ~ Wells and Bennett Realtors	10
West Shore Cafe & Inn	10
West Lake Properties at Tahoe	9
Holiday House	8
Meeks Bay Resort & Marina	8
Mourelatos Lakeshore Resort Cool Deals	8
RedAwning.com Vacation Rentals	8
Christy Lodge	7
Franciscan Lakeside Lodge	7
Lake Tahoe Accommodations	7
Lake Tahoe Accommodations.	7
The Lodge at Obexers	7
Vacation Station, Inc.	7
Vacation Tahoe by O'Neal Brokers	7
Cal Neva Resort Casino Hotel	6
Rainbow Lodge	6
Rockwood Lodge	6
Tahoe City Inn	6
Tahoe Marina Lodge	6
Tahoe Sands Resort	6
Tahoe Vista Lodge and Cabins	6
Ferrari's Crown Resort	5
Incline Vacation Rentals Cool Deals	5
PepperTree Inn	5
Rustic Cottages	5
Tahoe Exclusive Properties - Carr Long Real Estate	5
Tahoe Getaways Vacation Rentals Cool Deals	5
Tahoma Lodge	5
Tamarack Lodge	5

Americas Best Value Inn Tahoe City	4
Firelite Lodge	4
Fox Den Cottages	4
LakeFrontHouse.com	4
Mother Natures Inn	4
Tahoe Tavern Properties	4
Stevenson's Holliday Inn	3
Club Tahoe Resort	2
Hauserman Rental Group Cool Deals	2
Martis Valley Associates Property Rentals	2
PlumpJack Squaw Valley Inn Cool Deals	2
Rustic Cottage Inn	2
Tahoe Biltmore Lodge & Casino Cool Deals	2
VACA North Tahoe Cool Deals	2
7-Pines Motel	1
Chinquapin / Packard Realty	1
Pullen Realty Group	1
Schulze, Lola - Tahoe Luxury Properties	1
Tahoe Mountain Resorts Lodging Cool Deals	1
Tahoe North Shore Lodge	1
Tahoe North Visitor's & Convention Bureau	1
TOTAL	1681



Inter-Office Memo

Reno-Tahoe Airport Authority

Date: November 3, 2014
To: Marily Mora, A.A.E., Dean Schultz, A.A.E., Executive Forum
From: Quentin Koch, Vice President of Air Service Development
Subject: **NOVEMBER 2014 FLIGHT SCHEDULE**

The November 2014 Flight Schedule at the Reno-Tahoe International Airport (RNO) provides 48 peak non-stop departures to 12 destinations with 165,960 total scheduled departing seats.

In November 2014, the number of scheduled flights is down (2.0%) compared to the November 2013 schedule. Monthly scheduled seat capacity is down (2.2%) for the same period.

November is the slowest month for RNO in terms of available seat capacity and a majority of seasonal reductions occur during this time of the year.

Effective December 16, 2014, Volaris Airlines will begin twice weekly non-stop flights between Reno and Guadalajara, Mexico. The airline will utilize Airbus 319 with 144 seats on Tuesdays and 174-seat Airbus 320 on Fridays. The flight will depart Guadalajara at 11:30 a.m. and land in Reno at 1:50 p.m. The flight will depart Reno at 3:20 p.m. and arrive in Guadalajara at 8:55 p.m.

QK:ak

Recent and Upcoming Changes

Alaska Airlines

- Alaska Airlines started service to Portland, OR with two flights per day, starting on June 8, 2014
- A fifth non-stop daily flight to Seattle was added in November.

American Airlines

- American Airlines reduced the number of flights to Dallas from two times a day to once daily in November. The flight is scheduled to return in December.
- The airline increased flights to Los Angeles from a double daily operation in October to four times a day in November.

Delta Air Lines

- Delta Air Lines' non-stop flights to Minneapolis that operated from June 7, 2014 through September 27, 2014, will return for the winter holidays.
- The airline temporarily reduced the non-stop flights to Salt Lake City from four times a day to three times a day. The fourth flight returns in March 2015.

Southwest Airlines

- Southwest Airlines will operate the Chicago-Midway flight only once during the month of November. The flight is scheduled to return in January 2015 as a weekly flight. This flight will then transition into a daily flight during March 2015.

United Airlines

- The non-stop flight to Houston on United Airlines was temporarily discontinued in August 2014. The flight is scheduled to return in December 2014.
- The airline reduced the number of non-stop flights to San Francisco from five daily flights to three daily flights in November. The flight returns to its full schedule in December, i.e. five to six times a day.

Reference

Airline Codes		Airport Codes	
AA	American Airlines	DEN	Denver, CO
AS	Alaska Airlines	DFW	Dallas/Ft. Worth, TX
DL	Delta Air Lines	GDL	Guadalajara, Mexico
G4	Allegiant Air	IAH	Houston, TX
MQ	American Eagle	LAS	Las Vegas, NV
OO	SkyWest Airlines	LAX	Los Angeles, CA
QX	Horizon Air	MDW	Chicago-Midway, IL
UA	United Airlines	MSP	Minneapolis-St. Paul
US	US Airways	ORD	Chicago-O'Hare, IL
WN	Southwest Airlines	PDX	Portland, OR
YV	Mesa Airlines	PHX	Phoenix, AZ
Y4	Volaris Airlines	SAN	San Diego, CA
		SEA	Seattle, WA
		SFO	San Francisco, CA
		SJC	San Jose, CA
		SLC	Salt Lake City, UT
Equipment Codes		Operating Days	
319	Airbus A319	1	Monday
320	Airbus A320	2	Tuesday
733, 735, 738, 73G	Boeing 737 (all variants)	3	Wednesday
757	Boeing 757	4	Thursday
CRJ, CR7, CR9	Canadair Regional Jet (all variants)	5	Friday
DH4	DeHavilland Dash 8 Q400	6	Saturday
M80, M83	McDonnell Douglas MD-80	7	Sunday
ERD	Embraer Regional Jet		

Sample Day Scheduled Non-Stop Daily Departures by Destination and Carrier

NOV 2014

Airport	Code	Alaska	Allegiant	American	Delta	Southwest	United	US Airways	Totals	Percent of Total	Total Seats
Denver, CO	DEN					2	2		4	8%	542
Dallas/Ft. Worth, TX	DFW			1					1	2%	140
Houston, TX	IAH						0		0	0%	0
Las Vegas, NV	LAS		1			10			11	23%	1,596
Los Angeles, CA	LAX			4		3	1	0	8	17%	731
Chicago, IL (Midway)	MDW					0			0	0%	0
Chicago, IL (O'Hare)	ORD			1					1	2%	140
Portland, OR	PDX	2							2	4%	152
Phoenix, AZ	PHX					2		4	6	13%	763
San Diego, CA	SAN					2			2	4%	286
Seattle, WA	SEA	5							5	10%	380
San Francisco, CA	SFO						3		3	6%	190
Salt Lake City, UT	SLC				3				3	6%	460
San Jose, CA	SJC	2							2	4%	152
Total		9	1	6	3	19	6	4	48	100%	5,532

Notes:

Allegiant operates twice a week

Sample Day Departures and Seats Change Summary

Airline/Destination	Code	NOV 2014	OCT 2014	NOV 2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	NOV 2014	OCT 2014	NOV 2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights								Seats							
Alaska - (AS)		9	8	6	1	3	12.5%	50.0%	684	608	456	76	228	12.5%	50.0%
Portland, OR	PDX	2	2	1	0	1	0.0%	100.0%	152	152	76	0	76	0.0%	100.0%
Seattle, WA	SEA	5	4	3	1	2	25.0%	66.7%	380	304	228	76	152	25.0%	66.7%
San Jose, CA	SJC	2	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%
Allegiant - (G4)		1	1	1	0	0	0.0%	0.0%	166	166	166	0	0	0.0%	0.0%
Las Vegas, NV	LAS	1	1	1	0	0	0.0%	0.0%	166	166	166	0	0	0.0%	0.0%
Oakland, CA	OAK	0	0	0	0	0	-	-	0	0	0	0	0	-	-
American Airlines (AA)		6	5	7	1	-1	20.0%	-14.3%	532	520	626	12	-94	2.3%	-15.0%
Dallas/Ft. Worth, TX	DFW	1	2	2	-1	-1	-50.0%	-50.0%	140	280	276	-140	-136	-50.0%	-49.3%
Los Angeles, CA	LAX	4	2	4	2	0	100.0%	0.0%	252	100	200	152	52	152.0%	26.0%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	140	140	150	0	-10	0.0%	-6.7%
Delta Airlines (DL)		3	4	4	-1	-1	-25.0%	-25.0%	460	491	452	-31	8	-6.3%	1.8%
Salt Lake City, UT	SLC	3	4	4	-1	-1	-25.0%	-25.0%	460	491	452	-31	8	-6.3%	1.8%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Southwest Airlines (WN)		19	20	21	-1	-2	-5.0%	-9.5%	2,717	2,860	3,003	-143	-286	-5.0%	-9.5%
Denver, CO	DEN	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%
Las Vegas, NV	LAS	10	10	10	0	0	0.0%	0.0%	1430	1430	1430	0	0	0.0%	0.0%
Los Angeles, CA	LAX	3	3	3	0	0	0.0%	0.0%	429	429	429	0	0	0.0%	0.0%
Chicago, IL (Midway)	MDW	0	1	0	-1	0	-100.0%	-	0	143	0	-143	0	-100.0%	-
Portland, OR	PDX	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
Phoenix, AZ	PHX	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%
San Diego, CA	SAN	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%
Seattle, WA	SEA	0	0	1	0	-1	-	-100.0%	0	0	143	0	-143	-	-100.0%
United Airlines (UA)		6	8	6	-2	0	-25.0%	0.0%	496	618	504	-122	-8	-19.7%	-1.6%
Denver, CO	DEN	2	2	2	0	0	0.0%	0.0%	256	278	288	-22	-32	-7.9%	-11.1%
Houston, TX	IAH	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Los Angeles, CA	LAX	1	1	1	0	0	0.0%	0.0%	50	50	50	0	0	0.0%	0.0%
San Francisco, CA	SFO	3	5	3	-2	0	-40.0%	0.0%	190	290	166	-100	24	-34.5%	14.5%
US Airways (US)		4	6	4	-2	0	-33.3%	0.0%	477	635	451	-158	26	-24.9%	5.8%
Los Angeles, CA	LAX	0	2	0	-2	0	-100.0%	-	0	158	0				
Phoenix, AZ	PHX	4	4	4	0	0	0.0%	0.0%	477	477	451	0	26	0.0%	5.8%
AIRPORT TOTALS		48	52	49	-4	-1	-7.7%	-2.0%	5,532	5,898	5,658	-366	-126	-6.2%	-2.2%

Sample Day Departures and Seats Change Summary

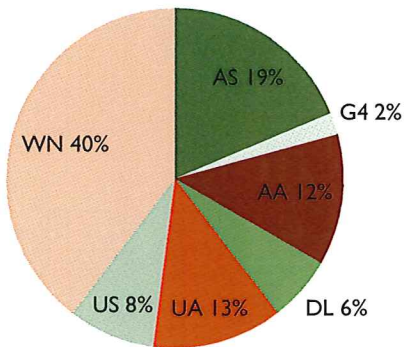
Airline/Destination	Code	NOV 2014	OCT 2014	NOV 2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	NOV 2014	OCT 2014	NOV 2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
AIRLINES TOTALS		Flights							Seats						
Alaska Airlines	AS	9	8	6	1	3	12.5%	50.0%	684	608	456	76	228	12.5%	50.0%
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	166	166	166	0	0	0.0%	0.0%
American Airlines	AA	6	5	7	1	-1	20.0%	-14.3%	532	520	626	12	-94	2.3%	-15.0%
Delta Air Lines	DL	3	4	4	-1	-1	-25.0%	-25.0%	460	491	452	-31	8	-6.3%	1.8%
Southwest Airlines	WN	19	20	21	-1	-2	-5.0%	-9.5%	2,717	2,860	3,003	-143	-286	-5.0%	-9.5%
United Airlines	UA	6	8	6	-2	0	-25.0%	0.0%	496	618	504	-122	-8	-19.7%	-1.6%
US Airways	US	4	6	4	-2	0	-33.3%	0.0%	477	635	451	-158	26	-24.9%	5.8%
Grand Total - All Airlines		48	52	49	-4	-1	-7.7%	-2.0%	5,532	5,898	5,658	-366	-126	-6.2%	-2.2%
TOTALS BY CITY		Flights							Seats						
Bellingham, WA	BLI	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Denver, CO	DEN	4	4	4	0	0	0.0%	0.0%	542	564	574	-22	-32	-3.9%	-5.6%
Dallas/Ft. Worth, TX	DFW	1	2	2	-1	-1	-50.0%	-50.0%	140	280	276	-140	-136	-50.0%	-49.3%
Houston, TX	IAH	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Las Vegas, NV	LAS	11	11	11	0	0	0.0%	0.0%	1,596	1,596	1,596	0	0	0.0%	0.0%
Los Angeles, CA	LAX	8	8	8	0	0	0.0%	0.0%	731	737	679	-6	52	-0.8%	7.7%
Chicago, IL (Midway)	MDW	0	1	0	-1	0	-100.0%	-	0	143	0	-143	0	-100.0%	-
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	140	140	150	0	-10	0.0%	-6.7%
Portland, OR	PDX	2	2	2	0	0	0.0%	0.0%	152	152	219	0	-67	0.0%	-30.6%
Phoenix, AZ	PHX	6	6	6	0	0	0.0%	0.0%	763	763	737	0	26	0.0%	3.5%
San Diego, CA	SAN	2	2	2	0	0	0.0%	0.0%	286	286	286	0	0	0.0%	0.0%
Seattle, WA	SEA	5	4	4	1	1	25.0%	25.0%	380	304	371	76	9	25.0%	2.4%
San Francisco, CA	SFO	3	5	3	-2	0	-40.0%	0.0%	190	290	166	-100	24	-34.5%	14.5%
Salt Lake City, UT	SLC	3	4	4	-1	-1	-25.0%	-25.0%	460	491	452	-31	8	-6.3%	1.8%
San Jose, CA	SJC	2	2	2	0	0	0.0%	0.0%	152	152	152	0	0	0.0%	0.0%
Grand Total - All Cities		48	52	49	-4	-1	-7.7%	-2.0%	5,532	5,898	5,658	-366	-126	-6.2%	-2.2%

Sample Day Scheduled Non-Stop Daily Flights by Concourse

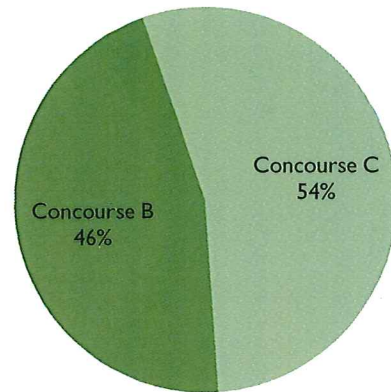
NOV 2014

Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
Delta	DL	3	13.6%	6.3%	460	14.5%	8.3%
Southwest	WN	19	86.4%	39.6%	2,717	85.5%	49.1%
B-Concourse		22	100.0%	45.8%	3,177	100.0%	57.4%
Alaska	AS	9	34.6%	18.8%	684	29.0%	12.4%
Allegiant	G4	1	3.8%	2.1%	166	7.0%	3.0%
American	AA	6	23.1%	12.5%	532	22.6%	9.6%
United	UA	6	23.1%	12.5%	496	21.1%	9.0%
US Airways	US	4	15.4%	8.3%	477	20.3%	8.6%
C-Concourse		26	100.0%	54.2%	2,355	100.0%	42.6%
Grand Total		48		100.0%	5,532		100.0%

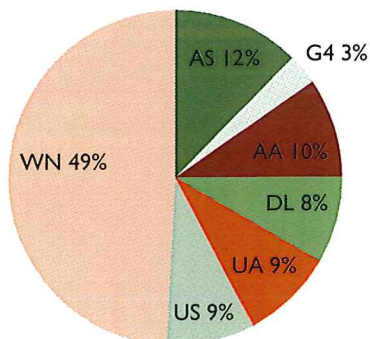
Percent of Scheduled Flights by Airlines



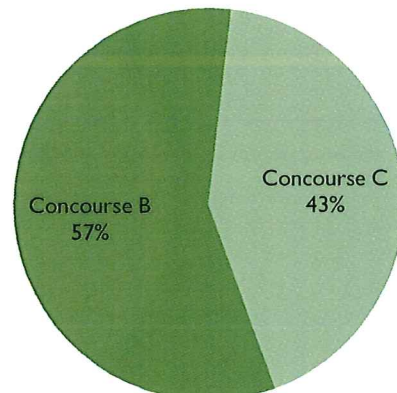
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline

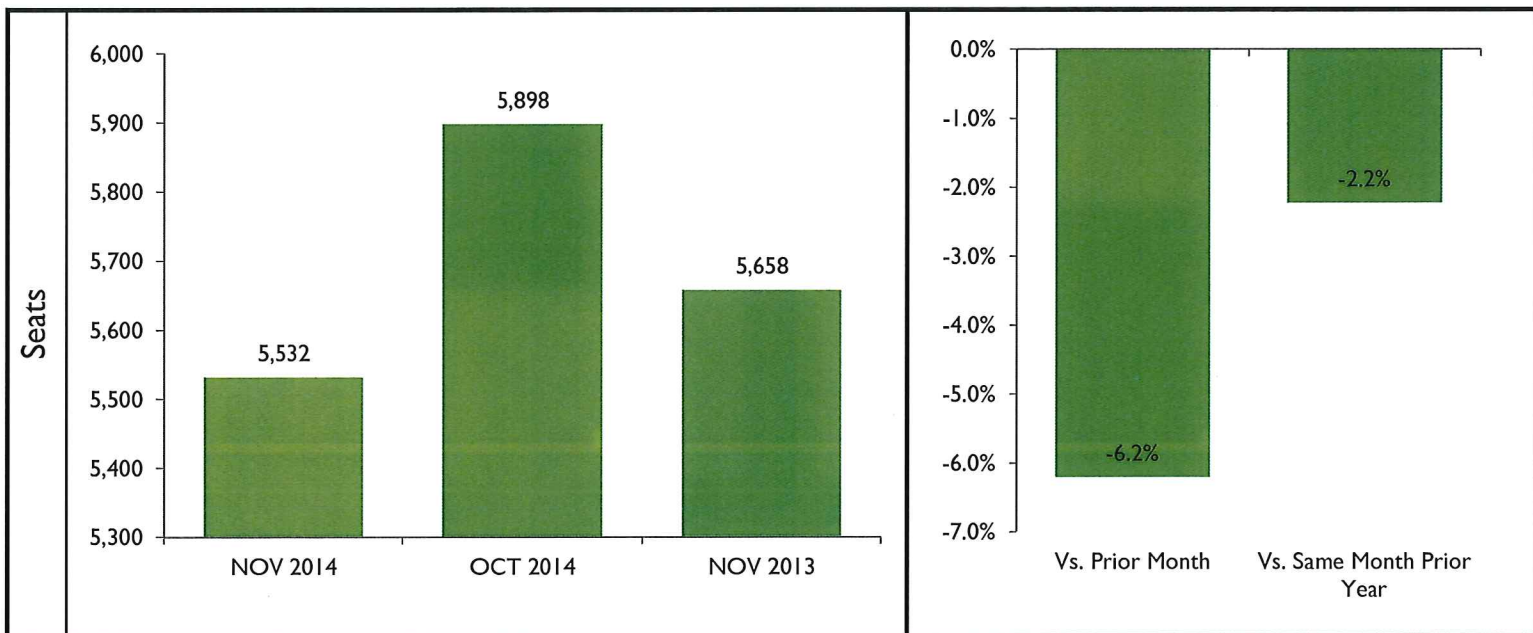
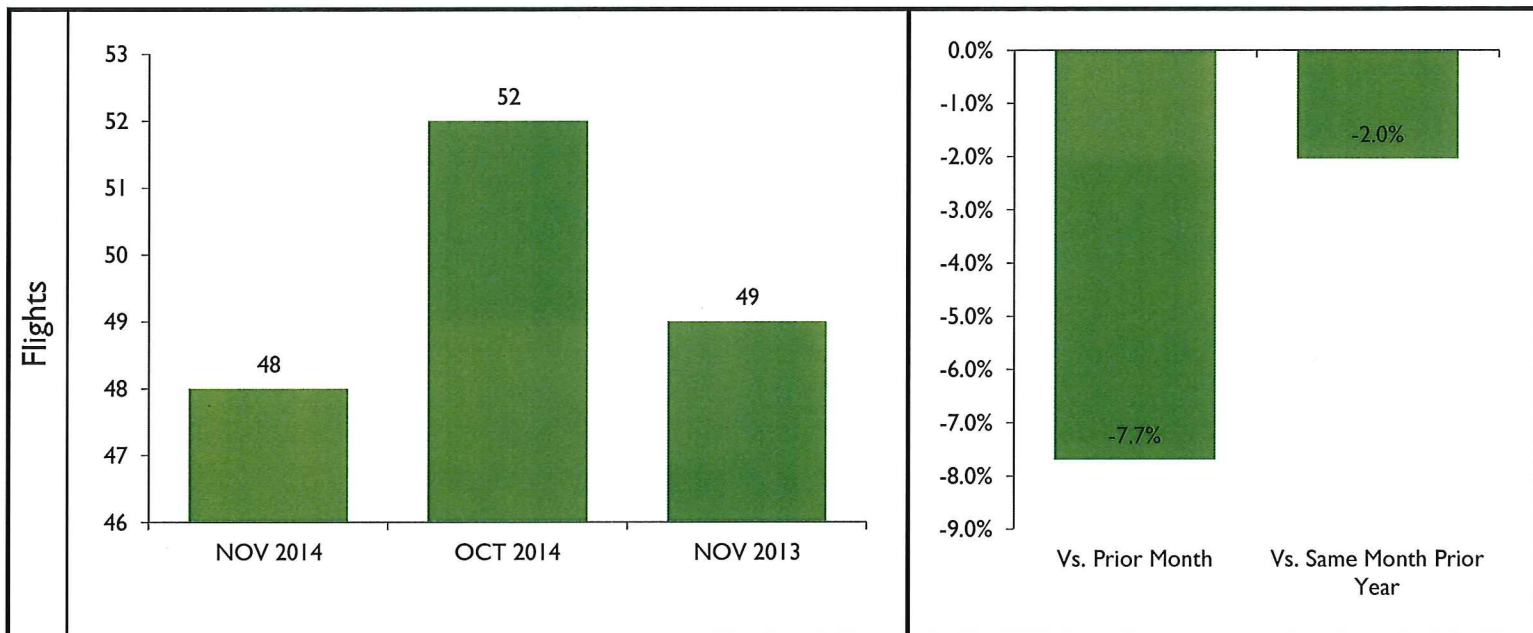


Percent of Scheduled Seats by Concourse



Sample Day Scheduled Non-Stop Comparison

NOV 2014



One-Stop, Same Plane Destinations

NOV 2014

<i>Destinations</i>	<i>Connecting point</i>	<i>Airline</i>
Albuquerque, NM, US	Las Vegas, NV, US	Southwest Airlines
Albuquerque, NM, US	Los Angeles, CA, US	Southwest Airlines
Albuquerque, NM, US	Phoenix, AZ, US	Southwest Airlines
Albuquerque, NM, US	San Diego, CA, US	Southwest Airlines
Atlanta, GA, US	Las Vegas, NV, US	Southwest Airlines
Atlanta, GA, US	Los Angeles, CA, US	Southwest Airlines
Austin, TX, US	Los Angeles, CA, US	Southwest Airlines
Austin, TX, US	Phoenix, AZ, US	US Airways
Birmingham, AL, US	Las Vegas, NV, US	Southwest Airlines
Boston, MA, US	Denver, CO, US	Southwest Airlines
Boston, MA, US	Phoenix, AZ, US	US Airways
Baltimore, MD, US	Denver, CO, US	Southwest Airlines
Charlotte-Douglas, NC, US	Phoenix, AZ, US	US Airways
Columbus, OH, US	Phoenix, AZ, US	US Airways
Des Moines, IA, US	Phoenix, AZ, US	US Airways
Detroit, MI, US	Phoenix, AZ, US	US Airways
El Paso, TX, US	Las Vegas, NV, US	Southwest Airlines
El Paso, TX, US	Phoenix, AZ, US	US Airways
Spokane, WA, US	Las Vegas, NV, US	Southwest Airlines
Houston-Hobby, TX, US	Las Vegas, NV, US	Southwest Airlines
Houston-Hobby, TX, US	Los Angeles, CA, US	Southwest Airlines
Houston-Hobby, TX, US	San Diego, CA, US	Southwest Airlines
Houston-Intercontinental, TX, US	Phoenix, AZ, US	US Airways
Kansas City, MO, US	Phoenix, AZ, US	US Airways
Orlando, FL, US	Chicago-Midway, IL, US	Southwest Airlines
Chicago-Midway, IL, US	Las Vegas, NV, US	Southwest Airlines
Chicago-Midway, IL, US	Los Angeles, CA, US	Southwest Airlines
Milwaukee, WI, US	Las Vegas, NV, US	Southwest Airlines
Minneapolis/St. Paul, MN, US	Denver, CO, US	Southwest Airlines
New Orleans, LA, US	Denver, CO, US	United Airlines
New Orleans, LA, US	Las Vegas, NV, US	Southwest Airlines
Oklahoma City, OK, US	Las Vegas, NV, US	Southwest Airlines
Omaha, NE, US	Phoenix, AZ, US	US Airways
Ontario, CA, US	Las Vegas, NV, US	Southwest Airlines
Philadelphia, PA, US	Las Vegas, NV, US	Southwest Airlines
Pittsburgh, PA, US	Phoenix, AZ, US	US Airways
San Antonio, TX, US	Phoenix, AZ, US	Southwest Airlines
Santa Barbara, CA, US	San Francisco, CA, US	United Airlines
Orange County, CA, US	Las Vegas, NV, US	Southwest Airlines
Orange County, CA, US	San Francisco, CA, US	United Airlines
St. Louis, MO, US	Las Vegas, NV, US	Southwest Airlines

St. Louis, MO, US
St. Louis, MO, US
Tampa, FL, US
Tulsa, OK, US
Tucson, AZ, US

Los Angeles, CA, US
Phoenix, AZ, US
Denver, CO, US
Denver, CO, US
Phoenix, AZ, US

Southwest Airlines
US Airways
Southwest Airlines
Southwest Airlines
US Airways

Non-Stop Departures

NOV 2014

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	RNO	DFW	1174	M83	140	0700	1210	123....
AA	AA	RNO	DFW	1174	M83	140	0720	1240	...4567
AA	AA	RNO	DFW	2467	M83	140	1200	1715	123....
AA	YV	RNO	LAX	5350	CR9	76	0535	0705	...4567
AA	YV	RNO	LAX	5366	CR9	76	1215	1345	...4567
AA	OO	RNO	LAX	2588	CRJ	50	1410	1540	...4567
AA	OO	RNO	LAX	2588	CRJ	50	1440	1610	123....
AA	OO	RNO	LAX	2576	CRJ	50	1840	2015	123....
AA	OO	RNO	LAX	2576	CRJ	50	1855	2030	...45.7
AA	AA	RNO	ORD	2335	M83	140	0840	1445	...4567
AA	AA	RNO	ORD	1136	M83	140	0855	1450	123....
AS	QX	RNO	PDX	2150	DH4	76	1005	1155	1234567
AS	QX	RNO	PDX	2252	DH4	76	1745	1935	1234567
AS	QX	RNO	SEA	2250	DH4	76	0915	1123	1.345.7
AS	QX	RNO	SEA	2442	DH4	76	1050	1255	1234567
AS	QX	RNO	SEA	2258	DH4	76	1300	1510	1234567
AS	QX	RNO	SEA	2448	DH4	76	1630	1838	1234567
AS	QX	RNO	SEA	2424	DH4	76	1850	2058	1234567
AS	QX	RNO	SJC	2183	DH4	76	0600	0706	1234567
AS	QX	RNO	SJC	2253	DH4	76	2050	2150	1.345.7
DL	DL	RNO	SLC	320	320	150	0615	08456.
DL	DL	RNO	SLC	320	320	150	0630	0901	12345.7
DL	DL	RNO	SLC	301	738	160	1210	1430	1.345.7
DL	OO	RNO	SLC	4658	CR9	76	1210	14306.
DL	DL	RNO	SLC	1356	320	150	1750	2012	.2.....
DL	DL	RNO	SLC	1356	320	150	1805	2027	1.345.7
G4	G4	RNO	LAS	431	M80	166	1427	15375..
G4	G4	RNO	LAS	431	M80	166	1629	17397
UA	UA	RNO	DEN	555	319	128	0600	0912	12345.7
UA	UA	RNO	DEN	677	319	128	0600	09126.
UA	OO	RNO	DEN	4977	CR7	70	1324	16356.
UA	UA	RNO	DEN	677	319	128	1328	1639	12345..
UA	UA	RNO	DEN	677	319	128	1330	16417
UA	OO	RNO	LAX	6453	CRJ	50	1730	1900	...4567
UA	OO	RNO	LAX	6453	CRJ	50	1735	1905	123....
UA	OO	RNO	SFO	5628	CR7	70	0534	06457
UA	OO	RNO	SFO	5628	CR7	70	0625	0736	123456.
UA	OO	RNO	SFO	6336	CR7	70	1112	1222	123456.
UA	OO	RNO	SFO	6336	CRJ	50	1112	12247
UA	OO	RNO	SFO	6454	CRJ	50	1213	1326	..3...7
UA	OO	RNO	SFO	6454	CRJ	50	1220	1333	12.456.

US	YV	RNO	LAX	5559	CR9	76	0615	0742	123....
US	YV	RNO	LAX	5575	CR9	76	1209	1335	12.....
US	US	RNO	PHX	617	319	124	0615	09026.
US	US	RNO	PHX	2074	319	124	0615	0902	...45.7
US	US	RNO	PHX	617	319	124	0625	0907	123....
US	US	RNO	PHX	418	319	124	0930	1211	123....
US	US	RNO	PHX	416	319	124	0930	1213	...45..
US	US	RNO	PHX	443	319	124	0930	12136.
US	US	RNO	PHX	476	319	124	0930	12137
US	US	RNO	PHX	562	320	150	1225	1504	123....
US	US	RNO	PHX	642	320	150	1225	15057
US	US	RNO	PHX	562	320	150	1230	1510	...45..
US	YV	RNO	PHX	5542	CR9	79	1605	18516.
US	YV	RNO	PHX	5582	CR9	79	1605	1851	...45.7
US	YV	RNO	PHX	5582	CR9	79	1610	1858	123....
WN	WN	RNO	DEN	4389	73W	143	0545	0905	12345..
WN	WN	RNO	DEN	2003	73W	143	1310	16206.
WN	WN	RNO	DEN	3472	73W	143	1355	1705	12345.7
WN	WN	RNO	LAS	172	73W	143	0600	0720	12345..
WN	WN	RNO	LAS	2624	73W	143	0630	07506.
WN	WN	RNO	LAS	3981	73W	143	0645	08057
WN	WN	RNO	LAS	289	73W	143	0700	0820	12345..
WN	WN	RNO	LAS	2712	73W	143	0825	09456.
WN	WN	RNO	LAS	648	73W	143	0930	1045	12345.7
WN	WN	RNO	LAS	1511	73W	143	1010	11206.
WN	WN	RNO	LAS	2243	73W	143	1020	1130	12345.7
WN	WN	RNO	LAS	751	73W	143	1150	1300	12345.7
WN	WN	RNO	LAS	4227	73W	143	1155	13056.
WN	WN	RNO	LAS	1255	73W	143	1345	1455	12345.7
WN	WN	RNO	LAS	1392	73W	143	1415	15256.
WN	WN	RNO	LAS	512	73W	143	1600	1715	12345.7
WN	WN	RNO	LAS	1143	73W	143	1620	17356.
WN	WN	RNO	LAS	1705	73W	143	1710	18206.
WN	WN	RNO	LAS	284	73W	143	1740	1850	12345.7
WN	WN	RNO	LAS	4247	73W	143	1830	19456.
WN	WN	RNO	LAS	299	73W	143	1925	2040	12345.7
WN	WN	RNO	LAS	1434	73W	143	2020	2130	12345.7
WN	WN	RNO	LAX	36	73W	143	0725	0855	12345..
WN	WN	RNO	LAX	2295	73W	143	0800	09306.
WN	WN	RNO	LAX	4172	73W	143	0815	09457
WN	WN	RNO	LAX	123	73W	143	1125	1245	12345.7
WN	WN	RNO	LAX	940	73W	143	1235	13556.
WN	WN	RNO	LAX	1280	73W	143	1840	2005	12345.7
WN	WN	RNO	PHX	536	73W	143	0930	1210	12345.7
WN	WN	RNO	PHX	156	73W	143	1500	1740	12345.7
WN	WN	RNO	SAN	2448	73W	143	0745	09256.
WN	WN	RNO	SAN	559	73W	143	0825	1000	12345.7

WN	WN	RNO	SAN	679	73W	143	1455	1620	12345..
WN	WN	RNO	SAN	4083	73W	143	1455	16207

Non-Stop Arrivals

NOV 2014

Marketing Airline	Operating Airline	Origin	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	DFW	RNO	2467	M83	140	0950	1115	123....
AA	AA	DFW	RNO	1055	M83	140	1745	1915	...4567
AA	AA	DFW	RNO	1055	M83	140	2050	2215	123....
AA	YV	LAX	RNO	5366	CR9	76	1010	1135	...4567
AA	OO	LAX	RNO	2588	CRJ	50	1215	1340	...4567
AA	OO	LAX	RNO	2588	CRJ	50	1245	1410	123....
AA	OO	LAX	RNO	2576	CRJ	50	1650	1810	123....
AA	YV	LAX	RNO	5364	CR9	76	1655	18156.
AA	OO	LAX	RNO	2576	CRJ	50	1700	1825	...45.7
AA	YV	LAX	RNO	5364	CR9	76	2125	2245	...45.7
AA	AA	ORD	RNO	87	M83	140	1810	2035	...4567
AA	AA	ORD	RNO	87	M83	140	1830	2040	123....
AS	QX	PDX	RNO	2141	DH4	76	0835	1020	1234567
AS	QX	PDX	RNO	2251	DH4	76	1420	1600	1234567
AS	QX	SEA	RNO	2441	DH4	76	0740	0933	1234567
AS	QX	SEA	RNO	2257	DH4	76	1030	1225	1234567
AS	QX	SEA	RNO	2259	DH4	76	1520	1712	1234567
AS	QX	SEA	RNO	2425	DH4	76	1630	1820	1234567
AS	QX	SEA	RNO	2253	DH4	76	1830	2020	1.345.7
AS	QX	SJC	RNO	2250	DH4	76	0740	0845	1.345.7
AS	QX	SJC	RNO	2078	DH4	76	2300	2358	1234567
DL	DL	SLC	RNO	301	738	160	1102	1130	1.345.7
DL	DL	SLC	RNO	301	320	150	1102	1132	.2.....
DL	OO	SLC	RNO	4658	CR9	76	1102	11356.
DL	DL	SLC	RNO	1399	320	150	1657	1725	1.345.7
DL	DL	SLC	RNO	1399	320	150	1959	20266.
DL	DL	SLC	RNO	318	320	150	2117	2146	.2.....
DL	DL	SLC	RNO	318	320	150	2145	2214	1.3....
DL	DL	SLC	RNO	318	320	150	2146	2215	...45.7
G4	G4	LAS	RNO	430	M80	166	1230	13475..
G4	G4	LAS	RNO	430	M80	166	1432	15497
UA	UA	DEN	RNO	295	319	128	1126	1246	12345..
UA	OO	DEN	RNO	4977	CR7	70	1129	12496.
UA	UA	DEN	RNO	295	319	128	1130	12507
UA	UA	DEN	RNO	296	319	128	1845	20057
UA	UA	DEN	RNO	296	319	128	1900	2020	123456.
UA	OO	LAX	RNO	6450	CR7	70	0909	1037	123456.
UA	OO	LAX	RNO	6450	CRJ	50	0910	10407
UA	OO	SFO	RNO	6270	CRJ	50	1042	1143	..3...7
UA	OO	SFO	RNO	6270	CRJ	50	1044	1145	12.456.
UA	OO	SFO	RNO	5634	CRJ	50	1600	1700	...4567

UA	OO	SFO	RNO	5634	CRJ	50	1605	1705	123....
UA	OO	SFO	RNO	6220	CR7	70	2235	2334	1234567
US	YV	LAX	RNO	5575	CR9	76	1015	1138	12.....
US	YV	LAX	RNO	5558	CR9	76	2115	2238	123....
US	US	PHX	RNO	531	320	150	1051	1143	...45.7
US	US	PHX	RNO	531	320	150	1055	1145	123....
US	YV	PHX	RNO	5578	CR9	79	1440	1526	123....
US	YV	PHX	RNO	5578	CR9	79	1440	1528	...4567
US	US	PHX	RNO	523	319	124	1750	1835	123....
US	US	PHX	RNO	523	319	124	1750	1840	...4567
US	US	PHX	RNO	528	319	124	2110	2202	123....
US	US	PHX	RNO	528	319	124	2110	2203	...4567
WN	WN	DEN	RNO	2243	73W	143	0830	0950	12345..
WN	WN	DEN	RNO	4221	73W	143	0850	10106.
WN	WN	DEN	RNO	284	73W	143	1555	1710	12345.7
WN	WN	LAS	RNO	559	73W	143	0635	0800	12345..
WN	WN	LAS	RNO	383	73W	143	0745	0905	12345.7
WN	WN	LAS	RNO	1980	73W	143	0820	09406.
WN	WN	LAS	RNO	412	73W	143	0935	1055	12345..
WN	WN	LAS	RNO	4238	73W	143	0935	10557
WN	WN	LAS	RNO	4550	73W	143	0935	10556.
WN	WN	LAS	RNO	2003	73W	143	1120	12406.
WN	WN	LAS	RNO	1077	73W	143	1200	1320	12345.7
WN	WN	LAS	RNO	679	73W	143	1305	1425	12345..
WN	WN	LAS	RNO	4083	73W	143	1305	14257
WN	WN	LAS	RNO	872	73W	143	1320	14406.
WN	WN	LAS	RNO	4098	73W	143	1415	1535	12345.7
WN	WN	LAS	RNO	2281	73W	143	1510	16306.
WN	WN	LAS	RNO	2766	73W	143	1640	18006.
WN	WN	LAS	RNO	150	73W	143	1650	1810	12345.7
WN	WN	LAS	RNO	2110	73W	143	1815	19356.
WN	WN	LAS	RNO	255	73W	143	1835	1955	12345.7
WN	WN	LAS	RNO	1401	73W	143	1930	20456.
WN	WN	LAS	RNO	632	73W	143	2015	2130	12345.7
WN	WN	LAS	RNO	405	73W	143	2120	2235	12345.7
WN	WN	LAX	RNO	2082	73W	143	0735	0855	12345..
WN	WN	LAX	RNO	4075	73W	143	0825	09457
WN	WN	LAX	RNO	1794	73W	143	1305	1425	12345..
WN	WN	LAX	RNO	4879	73W	143	1305	14257
WN	WN	LAX	RNO	1754	73W	143	1425	15456.
WN	WN	LAX	RNO	2477	73W	143	1915	20356.
WN	WN	LAX	RNO	271	73W	143	2040	2155	12345.7
WN	WN	PHX	RNO	3472	73W	143	1225	1325	12345.7
WN	WN	PHX	RNO	368	73W	143	2125	2210	12345.7
WN	WN	SAN	RNO	1715	73W	143	0950	1120	12345.7
WN	WN	SAN	RNO	1392	73W	143	1210	13456.
WN	WN	SAN	RNO	1686	73W	143	1620	17506.

WN	WN	SAN	RNO	299	73W	143	1725	1855	12345.7
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One-Stop Departures

NOV 2014

Marketing Airline	Operating Airline	Origin	Connect Point	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	RNO	LAX	PHX	6453	CRJ	50	1730	23276.
UA	OO	RNO	LAX	PHX	6453	CRJ	50	1730	23297
UA	OO	RNO	LAX	PHX	6453	CRJ	50	1730	2333	...45..
UA	OO	RNO	LAX	PHX	6453	CRJ	50	1735	2327	123....
UA	OO	RNO	SFO	SNA	5628	CR7	70	0534	09437
UA	OO	RNO	SFO	SNA	5628	CR7	70	0625	10046.
UA	OO	RNO	SFO	SNA	5628	CR7	70	0625	1103	12345..
US	US	RNO	PHX	AUS	2074	319	124	0615	1309	...45.7
US	US	RNO	PHX	BOS	562	320	150	1225	2257	123....
US	US	RNO	PHX	BOS	562	320	150	1230	2246	...45..
US	US	RNO	PHX	CMH	617	319	124	0615	15396.
US	US	RNO	PHX	CMH	617	319	124	0625	1544	123....
US	US	RNO	PHX	DEN	642	320	150	1225	17397
US	US	RNO	PHX	DTW	418	319	124	0930	1916	123....
US	YV	RNO	PHX	ELP	5582	CR9	79	1605	2053	...45.7
US	YV	RNO	PHX	ELP	5582	CR9	79	1610	2058	..3....
US	US	RNO	PHX	IAH	443	319	124	0930	17006.
US	US	RNO	PHX	STL	416	319	124	0930	1700	...45..
US	YV	RNO	PHX	TUS	5542	CR9	79	1605	20426.
WN	WN	RNO	LAS	ABQ	3981	73W	143	0645	11057
WN	WN	RNO	SAN	ABQ	559	73W	143	0825	1310	12345.7
WN	WN	RNO	PHX	ABQ	536	73W	143	0930	1350	12345.7
WN	WN	RNO	LAX	ABQ	1280	73W	143	1840	2310	12345.7
WN	WN	RNO	LAS	ATL	2624	73W	143	0630	15106.
WN	WN	RNO	LAX	ATL	4172	73W	143	0815	17307
WN	WN	RNO	LAX	ATL	123	73W	143	1125	2035	12345.7
WN	WN	RNO	LAX	AUS	2295	73W	143	0800	15006.
WN	WN	RNO	LAS	BHM	751	73W	143	1150	1905	12345.7
WN	WN	RNO	LAX	DEN	940	73W	143	1235	17456.
WN	WN	RNO	LAX	HOU	36	73W	143	0725	1430	12345..
WN	WN	RNO	LAS	HOU	1143	73W	143	1620	23106.
WN	WN	RNO	SAN	LAS	2448	73W	143	0745	11206.
WN	WN	RNO	LAS	LAX	2712	73W	143	0825	11256.
WN	WN	RNO	PHX	LAX	156	73W	143	1500	1840	12345.7
WN	WN	RNO	LAS	MDW	172	73W	143	0600	1330	12345..
WN	WN	RNO	LAS	MKE	512	73W	143	1600	2310	12345.7
WN	WN	RNO	LAS	MSY	1392	73W	143	1415	21306.
WN	WN	RNO	LAS	ONT	2243	73W	143	1020	1305	12345.7
WN	WN	RNO	LAS	PHL	4227	73W	143	1155	21206.
WN	WN	RNO	LAS	SAN	648	73W	143	0930	1225	12345.7
WN	WN	RNO	LAS	SAN	1511	73W	143	1010	13006.
WN	WN	RNO	LAS	SNA	1705	73W	143	1710	19506.
WN	WN	RNO	LAS	STL	289	73W	143	0700	1350	12345..
WN	WN	RNO	DEN	TPA	2003	73W	143	1310	22206.
WN	WN	RNO	DEN	TPA	3472	73W	143	1355	2300	12345.7

One-Stop Arrivals

NOV 2014

Marketing Airline	Operating Airline	Origin	Connect Point	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
AA	AA	LHR	ORD	RNO	87	777	247	0955	2035	...4567
AA	AA	LHR	ORD	RNO	87	777	247	0955	2040	123....
UA	OO	AMA	DEN	RNO	4977	CRJ	50	1842	12495..
UA	OO	DFW	SFO	RNO	6220	E75	76	1814	2334	12345.7
UA	UA	MSY	DEN	RNO	295	319	128	0819	12507
UA	UA	MSY	DEN	RNO	295	319	128	0825	1246	1.345..
UA	UA	MSY	DEN	RNO	295	320	150	0825	1246	.2.....
US	US	CMH	PHX	RNO	528	319	124	1745	2203	...45.7
US	US	MCI	PHX	RNO	523	319	124	1500	18406.
US	US	PIT	PHX	RNO	531	320	150	0705	11437
US	YV	PSP	PHX	RNO	5578	CR9	79	1145	1528	...4567
US	YV	PSP	PHX	RNO	5578	CR9	79	1150	1526	123....
US	US	STL	PHX	RNO	523	319	124	1430	1840	...45.7
US	US	STL	PHX	RNO	523	319	124	1435	1835	123....
US	US	STL	PHX	RNO	528	319	124	1755	2202	123....
US	US	YEG	PHX	RNO	531	320	150	0615	1143	...45..
US	US	YEG	PHX	RNO	531	320	150	0620	1145	123....
WN	WN	BWI	PHX	RNO	3472	73W	143	0825	1325	12345..
WN	WN	BWI	LAS	RNO	679	73W	143	1000	1425	12345..
WN	WN	BWI	LAS	RNO	4083	73W	143	1000	14257
WN	WN	BWI	LAS	RNO	872	73W	143	1015	14406.
WN	WN	DAL	LAS	RNO	1077	73W	143	1025	1320	12345.7
WN	WN	DAL	LAS	RNO	1401	73W	143	1800	20456.
WN	WN	HOU	DEN	RNO	4221	73W	143	0620	10106.
WN	WN	IAD	LAS	RNO	2281	73W	143	1215	16306.
WN	WN	IAD	LAS	RNO	632	73W	143	1720	2130	12345.7
WN	WN	LAS	SAN	RNO	1715	73W	143	0815	1120	12345.7
WN	WN	LAX	LAS	RNO	2003	73W	143	0945	12406.
WN	WN	MCI	DEN	RNO	2243	73W	143	0640	0950	12345..
WN	WN	MDW	LAX	RNO	1794	73W	143	1005	1425	12345..
WN	WN	MDW	LAX	RNO	4879	73W	143	1005	14257
WN	WN	ONT	LAS	RNO	1980	73W	143	0630	09406.
WN	WN	ONT	LAS	RNO	4550	73W	143	0800	10556.
WN	WN	PDX	LAS	RNO	4238	73W	143	0700	10557
WN	WN	PHX	LAS	RNO	383	73W	143	0700	0905	12345..
WN	WN	PHX	LAS	RNO	2766	73W	143	1605	18006.
WN	WN	PIT	LAS	RNO	150	73W	143	1410	1810	12345.7
WN	WN	PIT	LAS	RNO	2110	73W	143	1535	19356.
WN	WN	SAN	LAS	RNO	412	73W	143	0745	1055	12345..
WN	WN	SFO	LAS	RNO	4098	73W	143	1215	1535	12345.7
WN	WN	SFO	LAS	RNO	255	73W	143	1625	1955	12345.7
WN	WN	SNA	LAS	RNO	405	73W	143	1945	2235	12345.7
WN	WN	STL	LAX	RNO	271	73W	143	1750	2155	12345.7
WN	WN	TUS	LAX	RNO	2082	73W	143	0630	0855	12345..
WN	WN	TUS	LAX	RNO	1754	73W	143	1315	15456.

Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 3rd - 9th November, 2014

		Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday								
		Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep					
0	0	0000	0	0	0	0	0000	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0	0000	0	0	0	0	0	0000	0	0		
0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0	0100	0	0	0	0	0	0100	0	0		
0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0	0200	0	0	0	0	0	0200	0	0		
0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0	0300	0	0	0	0	0	0300	0	0		
0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0	0400	0	0	0	0	0	0400	0	0		
0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	1	143	0	0	0500	0	0	0	0500	0	0	
0	0	0600	2	293	0	0	0600	2	293	0	0	0600	2	293	0	0	0600	2	293	0	0	0600	2	293	0	0	0600	2	293	0	0	0600	2	293
0	0	0700	2	286	0	0	0700	2	286	0	0	0700	2	286	0	0	0700	2	286	0	0	0700	2	286	0	0	0700	1	143	0	0	0700	0	0
286	2	0800	1	143	286	2	0800	1	143	286	2	0800	1	143	286	2	0800	1	143	286	2	0800	1	143	286	2	0800	2	286	0	0	0800	2	286
286	2	0900	2	286	286	2	0900	2	286	286	2	0900	2	286	286	2	0900	2	286	286	2	0900	2	286	286	2	0900	0	0	286	2	0900	2	286
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0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0	0	0	2300	0	0
3,177	22		22	3,177	3,017	21		21	3,017	3,177	22		22	3,177	3,177	22		22	3,177	3,177	22		22	3,177	2,085	15		15	2,085	2,891	20		20	2,891
		Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday								
		Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep	Seats	Arr	Time	Dep					
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Reno-Tahoe International Airport

Hourly schedule arrivals, departures, and related seats
Sample: 3rd - 9th September, 2014

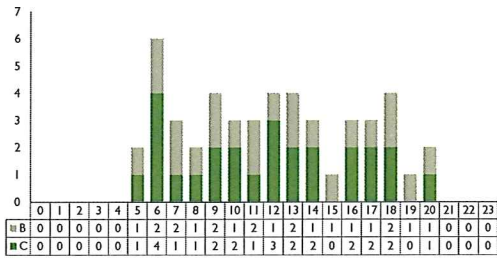
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	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats	Seats	Arr	Time	Dep	Seats				
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0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0200	0	0	0	0	0	0200	0	0				
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0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0400	0	0	0	0	0	0400	0	0				
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0	0	0700	3	426	0	0	0700	3	426	0	0	0700	3	426	0	0	0700	3	426	0	0	0700	3	426	0	0	0700	2	283	0	0	0700	1	140					
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289	3	1000	3	295	289	3	1000	3	295	289	3	1000	3	295	289	3	1000	3	295	289	3	1000	3	295	432	4	1000	3	295	269	3	1000	3	295					
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76	1	1600	3	298	76	1	1600	3	298	76	1	1600	3	298	76	1	1600	3	298	76	1	1600	3	298	219	2	1600	3	298	76	1	1600	4	464					
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536	5	1800	4	419	536	5	1800	3	269	536	5	1800	4	419	536	5	1800	4	419	536	5	1800	4	419	419	4	1800	2	219	536	5	1800	4	419					
143	1	1900	1	143	143	1	1900	1	143	143	1	1900	1	143	283	2	1900	1	143	283	2	1900	1	143	283	2	1900	0	0	283	2	1900	1	143					
344	3	2000	2	219	268	2	2000	1	143	344	3	2000	2	219	344	3	2000	2	219	344	3	2000	2	219	704	5	2000	0	0	344	3	2000	2	219					
286	2	2100	0	0	436	3	2100	0	0	286	2	2100	0	0	286	2	2100	0	0	286	2	2100	0	0	0	0	2100	0	0	286	2	2100	0	0					
776	6	2200	0	0	636	5	2200	0	0	776	6	2200	0	0	636	5	2200	0	0	636	5	2200	0	0	124	1	2200	0	0	636	5	2200	0	0					
146	2	2300	0	0	146	2	2300	0	0	146	2	2300	0	0	146	2	2300	0	0	146	2	2300	0	0	146	2	2300	0	0	146	2	2300	0	0					
5,506	48		48	5,506	5,194	45		45	5,194	5,430	47		47	5,430	5,366	47		47	5,366	5,532	48		48	5,532	3,864	36		36	3,864	5,226	46		46	5,226					

Reno-Tahoe International Airport

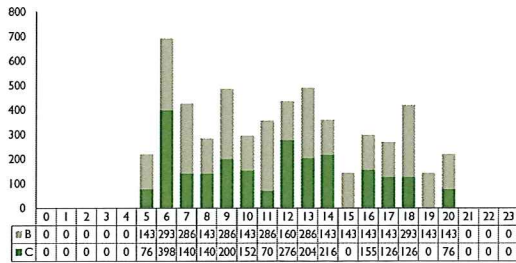
Hourly schedule arrivals, departures, and related seats

Friday 7th November, 2014

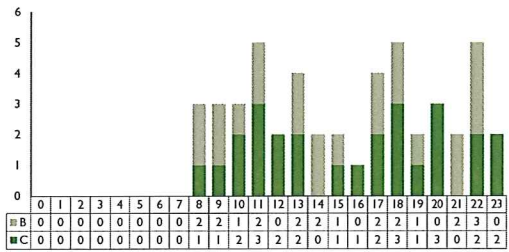
Hourly Departure Flights by Concourse



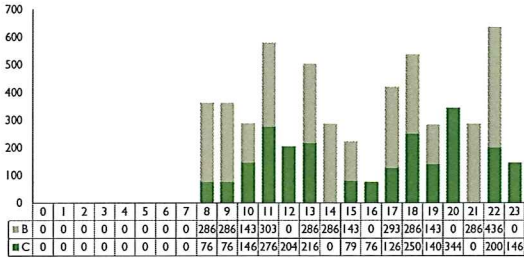
Hourly Departure Seats by Concourse



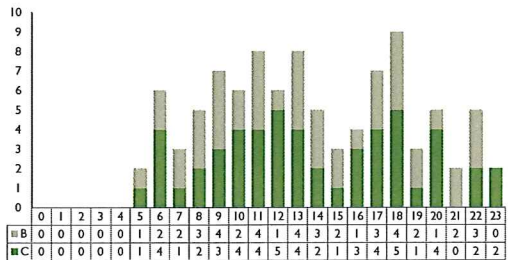
Hourly Arrival Flights by Concourse



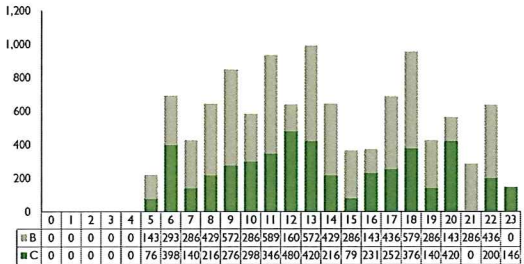
Hourly Arrival Seats by Concourse



Hourly Departure/Arrival Flights by Concourse



Hourly Departure/Arrival Seats by Concourse



November 2014

Daily Departures and Departing Seats

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 39 4,414
2	3	4	5	6	7	8
47 5,366	48 5,506	45 5,194	47 5,430	47 5,366	48 5,532	36 3,864
9	10	11	12	13	14	15
46 5,226	46 5,287	45 5,214	44 5,000	47 5,366	48 5,532	36 3,864
16	17	18	19	20	21	22
46 5,226	46 5,287	45 5,214	44 5,000	48 5,490	49 5,656	36 3,844
23	24	25	26	27	28	29
45 4,991	45 5,042	49 5,687	49 5,713	33 3,553	36 4,002	43 4,831
30					Total 1,334 151,629	Average 44 5,054
Legend	Departures	Seats	Sample Week	Sample Day		

Monthly Report October 2014
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 14/15

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 14/15</u>	<u>FY 13/14</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/14:	\$2,119,639	\$2,018,625	5%
Forecasted Commission for this Revenue:	\$135,526	\$147,911	-8%
Number of Room Nights:	11671	10540	11%
Number of Delegates:	7355	5931	24%
Auuual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	102	96	6%

<u>Monthly Detail/Activity</u>	<u>October-14</u>	<u>October-13</u>	
<u>Number of Groups Booked:</u>	4	7	
Revenue Booked:	\$44,208	\$163,439	-73%
Projected Commission:	\$895	\$12,807	-93%
Room Nights:	260	1080	-76%
Number of Delegates:	180	473	-62%
Booked Group Types:	1 Corp, 3 Smf	5 Corp, 1 Smf,	
Lost Business, # of Groups:	6	1 Corp	2

<u>Arrived in the month</u>	<u>October-14</u>	* Est.	<u>October-13</u>	
Number of Groups:	4		5	
Revenue Arrived:	\$69,712		\$158,725	-56%
Projected Commission:	\$786		\$13,718	-94%
Room Nights:	524		980	-47%
Number of Delegates:	568		675	-16%
Arrived Group Types:	2 Corp, 1 Assn, 1 Smf		1 Assoc, 1 Smf, 1 Non-Profit, 1 TA	

<u>Monthly Detail/Activity</u>	<u>September-14</u>	<u>September-13</u>	
<u>Number of Groups Booked:</u>	8	6	
Revenue Booked:	\$367,511	\$59,226	521%
Projected Commission:	\$28,336	\$5,421	423%
Room Nights:	3417	347	885%
Number of Delegates:	2115	265	698%
Booked Group Types:	2 Corp, 6 Assoc	1 Corp, 2 Assoc, 3 Smf	
Lost Business, # of Groups:	5	9	

<u>Arrived in the month</u>	<u>September-14</u> * Est.	<u>September-13</u>	
Number of Groups:	9	12	
Revenue Arrived:	\$629,739	\$848,564	-26%
Projected Commission:	\$7,673	\$17,455	-56%
Room Nights:	3417	4052	-16%
Number of Delegates:	2115	2148	-2%
Arrived Group Types:	4 Assoc, 1 Corp, 3 Smf and 1 Society	4 Corp, 2 Assoc, 1 Govt, 1 Film, 4 Smf	

<u>Monthly Detail/Activity</u>	<u>August-14</u>	<u>August-13</u>	
<u>Number of Groups Booked:</u>	7	5	
Revenue Booked:	\$328,584	\$106,808	208%
Projected Commission:	\$14,879	\$6,248	138%
Room Nights:	1452	767	89%
Number of Delegates:	723	359	101%
Booked Group Types:	4 Smf, 2 Corp, 1 Assn, 1 Govt.	2 Seminar, 2 Film, 1 Smf	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>August-14</u> * Est.	<u>August-13</u>	
Number of Groups:	8	15	
Revenue Arrived:	\$42,046	\$552,037	-92%
Projected Commission:	\$1,521	\$31,949	-95%
Room Nights:	276	2457	-89%
Number of Delegates:	290	1064	-73%
Arrived Group Types:	2 Corp., 1 Assoc 4 Smf and 1 Govt.	6 Corp, 7 Assoc, 1 Smf, 1 Film	

<u>Monthly Detail/Activity</u>	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$156,104	\$45,413	244%
Projected Commission:	\$1,075	\$2,247	-52%
Room Nights:	636	369	72%
Number of Delegates:	390	328	19%
Booked Group Types:	2 Assoc., 2	4 Assn, 6 Smf,	
Lost Business, # of Groups:	1	4	

<u>Arrived in the month</u>	<u>July-14</u>	<u>July-13</u>	
Number of Groups:	12	10	
Revenue Arrived:	\$546,907	\$177,016	209%
Projected Commission:	\$23,673	\$5,685	316%
Room Nights:	2103	1256	67%
Number of Delegates:	898	1086	-17%
Arrived Group Types:	6 Smf, 2 Corp, 2 Assoc., 2 Sem.	3 Assoc, 5 Smf, 1 Govt 1 Corp.	

For 2015/16:	\$1,403,818	(Goal) \$1,500,000
For 2016/17:	\$1,928,570	\$2,000,000

NUMBER OF LEADS Generated as o 10/31/14:

Total Number of Leads Generated in Previous Years:	58
2013/14	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report October 2014
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 14/15

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>14/15</u>	<u>13/14</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/14:	\$822,567	\$465,962	77%
Forecasted Commission for this Revenue:	\$31,004	\$3,158	882%
Number of Room Nights:	6723	4749	42%
Number of Delegates:	3230	1410	129%
Annual Commission Projection:	\$30,000	\$10,000	

<u>Monthly Detail/Activity</u>	<u>October-14</u>	<u>October-13</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$9,841
Projected Commission:	\$0	\$1,476
Room Nights:	0	105
Number of Delegates:	0	35
Booked Group Types:		1 Corp.

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

<u>Monthly Detail/Activity</u>	<u>September-14</u>	<u>September-13</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$38,493	\$36,900	4%
Projected Commission:	\$1,925	\$1,800	7%
Room Nights:	230	490	-53%
Number of Delegates:	200	220	-9%
Booked Group Types:	1 Smf	1 Assoc.	

<u>Arrived in the month</u>	<u>September-14</u> *Est.	<u>September-13</u>	
Number of Groups:	4	1	
Revenue Arrived:	\$529,298	\$8,792	5920%
Projected Commission:	\$27,774	\$1,318	
Room Nights:	4211	48	8673%
Number of Delegates:	1665	40	4063%
Arrived Group Types:	2 Corp, 1 Assn, 1 Smf	1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-14</u>	<u>August-13</u>
<u>Number of Groups Booked:</u>	2	0
Revenue Booked:	\$9,603	\$0
Projected Commission:	\$481	\$0
Room Nights:	80	0

Number of Delegates:	30	0
Booked Group Types:	2 Smf	1 Corp, 1 Assoc.

<u>Arrived in the month</u>	<u>August-14</u>	*Est.	<u>August-13</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$21,456		\$8,792	144%
Projected Commission:	\$0		\$1,318	
Room Nights:	160		48	233%
Number of Delegates:	60		40	50%
Arrived Group Types:	1 Corp.		1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>July-14</u>		<u>July-13</u>	
<u>Number of Groups Booked:</u>	1		3	
Revenue Booked:	\$10,800		\$490,297	-98%
Projected Commission:	\$0		\$24,010	
Room Nights:	55		1525	-96%
Number of Delegates:	40		3666	-99%
Booked Group Types:	1 Smf		1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>July-14</u>	* Est.	<u>July-13</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 Smf

NUMBER OF LEADS Generated as of 10/31/14: 58

Total Number of Leads Generated in Previous Years:

2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205