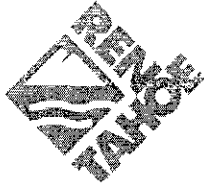




Marketing Committee  
November 25, 2008 Meeting

November 2008  
Standing Reports



## Inter-Office Memo

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### Reno-Tahoe Airport Authority

**Date:** October 31, 2008  
**To:** Statistics Recipients  
**From:** Tom Medland, Director Air Service Business Development  
**Subject:** **RENO-TAHOE INTERNATIONAL AIRPORT  
SEPTEMBER 2008 PASSENGER STATISTICS**

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#### **AIRLINE INDUSTRY SUMMARY**

During the first nine months of 2008, airlines in the U.S. have furloughed employees in record numbers, increased airfares and reduced flights and seat capacity which has resulted in a significant decline in passengers traveling throughout the nation this September. The total number of U.S. domestic passengers declined 5 percentage points during the month of September 2008 compared to September 2007 due to airline capacity reductions. The dramatic increases in the cost of jet fuel as well as an alarmingly soft U.S. economy are the major causes of the decline in the airline industry resulting in capacity reductions. Projections for the fourth quarter 2008 from the Official Airline Guide (OAG) forecast a fourth quarter decline of 11% in flights and a 9% drop in capacity in the U.S. with the possibility of 33 U.S. airports losing scheduled service altogether.

#### **RNO AIRPORT SUMMARY**

Total passengers for the month of September at RNO declined 15% compared to September 2007, which is 3 points more than the average 12% decline RNO has experienced over the past five months. This is also the eighth month this year that the number of total passengers has dropped below 2007 levels. This significant decrease in RNO traffic is a result of the nationwide jet fuel crisis, reduced capacity, increased air fares and a severely struggling economy that has reduced demand for air travel to the Reno-Tahoe region. Year-to-date RNO traffic has dipped 9.7% to 3.5 million total passengers or 379,086 fewer passengers than one year earlier.

RNO airlines reported an improved load factor of 81.6% in the month of September which was 5 points greater than reported in September 2007. This increase reflects the reduction in capacity during the month of September with airlines offering 14 fewer daily flights and 1,525 fewer seats than in September 2007.

Air Cargo declined 4% in September, compared to September 2007, for a total 9,890,572 pounds of freight. This is the seventh month in the 2008 calendar year that RNO air cargo has dipped year-over-year as a result of the downturn in the economy, high cost of fuel, and a shift in transportation modes to truck and rail in order to cut costs. Year-to-date RNO air cargo is down 6.6% in 2008.

## **RNO TOTAL PASSENGERS**

A total of 337,851 passengers traveled through Reno during the month of September, a decrease of 15% and 60,368 fewer passengers than one year earlier. Year-to-date, a total 3,514,465 passengers have flown in and out of RNO, which is a 9.7% decline and 379,086 fewer passengers versus the same period in 2007. This YTD 9.7% decline reflects six straight months of double-digit decline this year beginning in April.

## **RNO TOTAL CARGO**

RNO Air Cargo reported a 4% decline for a total of 9,890,572 pounds or 4,485.5 metric tons of freight during the month of September. This is the seventh month this year that air cargo has dropped below 2007 levels. The high cost of jet fuel in 2008 has caused cargo carriers and supply-chain managers to change transportation strategies. As a result, the trucking business is becoming more prevalent and cost efficient than air service for domestic cargo. Year-to-date 2008 air cargo is down 6.6% for a total of 88,735,590 pounds. FedEx was the only cargo airline to post a year over year increase at 12%. UPS, DHL and Southwest Airlines each posted losses for the month of September with -13.5%, -44% and -9.3% respectively.

## **AIRLINE LOAD FACTORS**

RNO airlines reported an average load factor of 81.6% for the month of September which is a 5.8% increase over one year earlier and a direct result of reduced seat capacity in the RNO market. Six airlines at RNO reported load factors over 80% in the month of September. Among those six airlines Allegiant reported the highest September load factor of 93% which is an 18 point increase above their September 2007 load factor and a direct result of moving to a smaller 130 seat aircraft. Continental Airlines reported the second highest load factor of 90.2% in September but only operated two days of scheduled service during the month before ceasing operations in RNO on September 3. The four remaining airlines reporting over 80 percent load factor include Alaska/Horizon, Skywest (Delta Connection), American, and US Airways, all reporting a higher RNO load factor in September than their domestic system-wide average. Of note, Alaska/Horizon reported a RNO load factor of 88% which was 15 points higher than their domestic system-wide average. This is attributed to the reduction of one daily frequency in the Reno-Seattle market in September.

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Allegiant	93.0%	93.8%	-0.8
Continental	90.2%	77.4%	12.8
Alaska/Horizon	88.4%	72.6%	15.8
Skywest – Delta Connection	87.0%	78.7%	8.3
American	81.2%	76.0%	5.2
US Airways	80.5%	80.1%	0.4
Delta	77.9%	81.5%	-3.6
United	74.8%	80.7%	-5.9
Southwest	61.5%	63.4%	-1.9

### **AIRLINE MARKET SHARE**

There is a noticeable shift in RNO's airline market share this month. Compared to September 2007, seven RNO airlines reduced overall capacity by 14 daily departures and 1,525 average daily seats. This shift in market share began when Aloha Airlines ceased operations in May canceling Reno-Orange County service. Other reductions included Continental canceling Reno-Houston service on September 3, Delta Air Lines discontinuing three daily flights to Los Angeles and US Airways discontinuing two daily flights to Las Vegas. Southwest Airlines maintains the largest market share in RNO for the month of September with a 52.5% market share, which is an increase of three market share points compared to September 2007. United Airlines also increased two points in RNO market share to 14.8% compared to one year earlier.

<u>Airline</u>	<u>SEP. 2008</u>	<u>SEP. 2007</u>	<u>Change</u>
Alaska	9.59%	8.90%	0.69
Allegiant	0.73%	0.50%	0.23
American	9.53%	8.50%	1.03
Continental	0.21%	2.20%	-1.99
Delta	1.56%	3.80%	-2.24
Delta Connection	2.86%	2.10%	0.76
Southwest	52.46%	48.90%	3.56
United	14.78%	12.60%	2.18
US Airways	7.33%	8.50%	-1.17
Non-Scheduled	0.95%	1.39%	-0.44

## **DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS**

RNO charter traffic decreased 40% in September 2008 with a total of 3,200 charter passengers as compared to the same month last year. This decrease in charter activity is a direct result of a new contract between Harrah's Charter and Allegiant Airlines to reduce long-haul charter flights to and from the east coast markets. A total 16 Harrah's charter flights occurred in September 2008 compared to 23 charter flights in September 2007 resulting in 1,000 fewer passengers. Total charter traffic through the first nine months of 2008 is down 7.4%, or 3,494 passengers, compared to the same period in 2007.

## **SCHEDULED DEPARTURES AND SEATS**

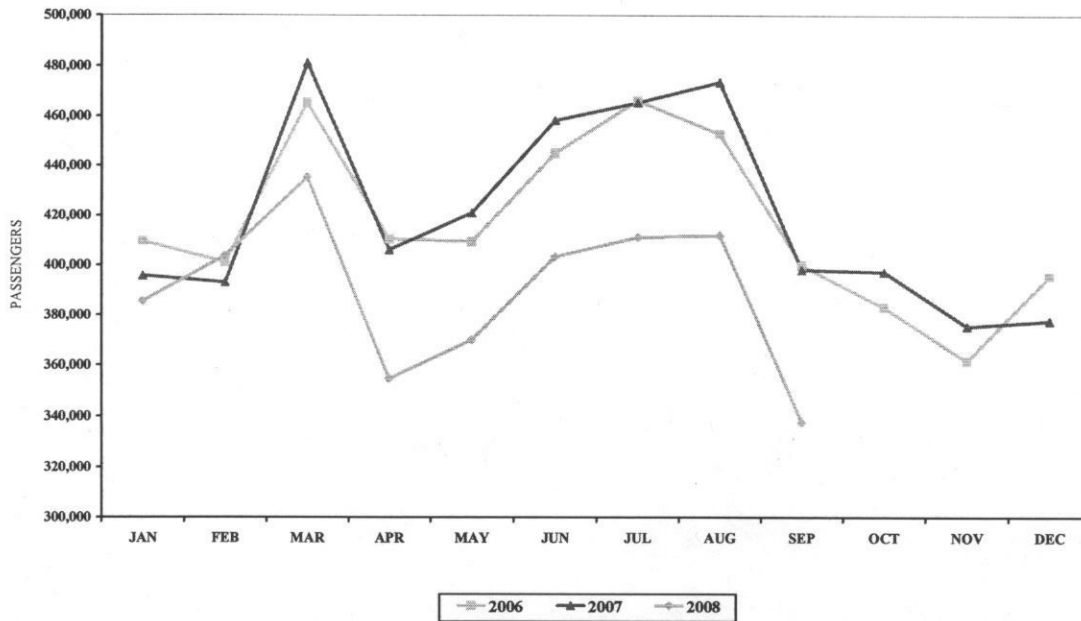
During the month of September, RNO reported 2,030 scheduled departures, 17% less than one year earlier due to the reduction in airline capacity seen throughout the nation as a direct result of increased fuel costs and a struggling economy. Monthly available seats totaling 246,105 represents a 16.7% decrease year over year. The reduction in seats is attributable to airline flight reductions and the downgrading of aircraft equipment to regional jets (RJ), which has decreased market frequency and increased the percentage of RJ aircraft at RNO from 24% in 2007 to 33.3% or one-third the total daily departures in 2008.

## **TOTAL OPERATIONS**

Total RNO airport operations dipped 1.1% to 11,572 operations during the month of September. Total airport operations consists of air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs, and military aircraft operations. Year to date, total airport operations has decreased 8.8% compared to one year earlier.

KTB

## TOTAL PASSENGERS SEPTEMBER 2008



Month	PASSENGERS <sup>1</sup>			PASSENGERS <sup>1</sup>	
	2006	2007	Percent Change	2008	Percent Change
January	409,643	395,878	-3.36%	385,612	-2.59%
February	401,220	393,086	-2.03%	403,819	2.73%
March	465,381	481,370	3.44%	435,495	-9.53%
<b>1st Q Total</b>	<b>1,276,244</b>	<b>1,270,334</b>	<b>-0.46%</b>	<b>1,224,926</b>	<b>-3.57%</b>
April	410,562	406,237	-1.05%	354,768	-12.67%
May	409,498	421,078	2.83%	370,145	-12.10%
June	445,018	458,338	2.99%	403,441	-11.98%
<b>2nd Q Total</b>	<b>1,265,078</b>	<b>1,285,653</b>	<b>1.63%</b>	<b>1,128,354</b>	<b>-12.23%</b>
July	466,271	465,487	-0.17%	411,332	-11.63%
August	452,866	473,858	4.64%	412,002	-13.05%
September	399,922	398,219	-0.43%	337,851	-15.16%
<b>3rd Q Total</b>	<b>1,319,059</b>	<b>1,337,564</b>	<b>1.40%</b>	<b>1,161,185</b>	<b>-13.19%</b>
October	383,099	397,367	3.72%		
November	361,711	375,463	3.80%		
December	395,472	377,583	-4.52%		
<b>4th Q Total</b>	<b>1,140,282</b>	<b>1,150,413</b>	<b>0.89%</b>		
<b>TOTALS</b>	<b>5,000,663</b>	<b>5,043,964</b>	<b>0.87%</b>	<b>3,514,465</b>	<b>-9.74%</b>

<sup>1</sup>Per Landing Reports

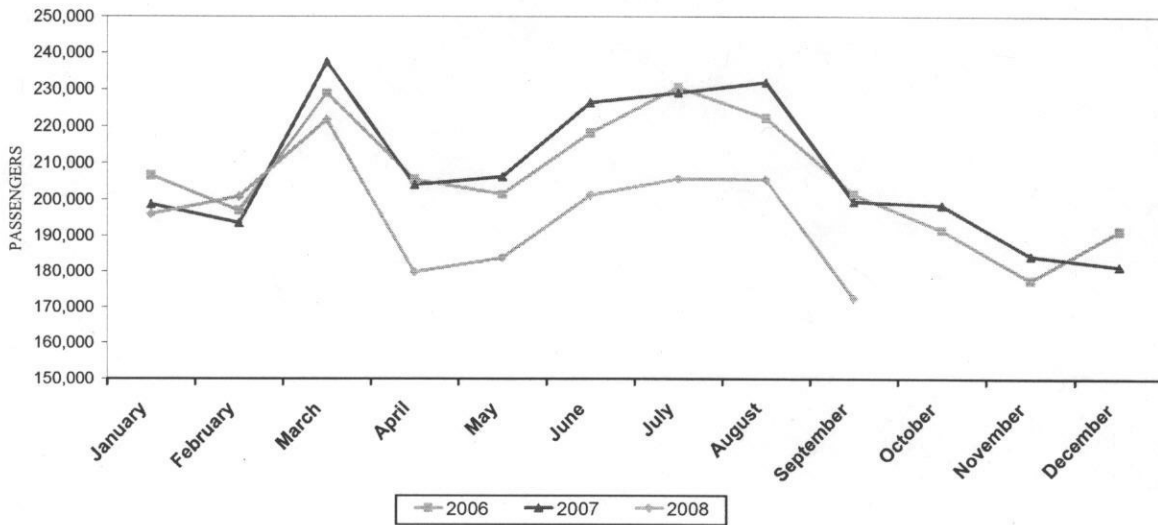
↑  
% change YTD

## MONTHLY ENPLANED PASSENGERS SEPTEMBER 2008

<u>PASSENGERS<sup>1</sup></u>				
Month	2006	2007	2008	DIFFERENCE
January	206,675	198,737	195,981	-1.39%
February	197,016	193,576	200,851	3.76%
March	229,093	237,470	221,875	-6.57%
April	205,569	204,156	179,845	-11.91%
May	201,560	206,369	183,861	-10.91%
June	218,312	226,577	201,271	-11.17%
July	230,715	229,238	205,791	-10.23%
August	222,404	232,031	205,576	-11.40%
September	201,599	199,578	172,607	-13.51%
October	191,580	198,499		
November	177,581	184,384		
December	191,404	181,472		
<b>TOTALS</b>	<b>2,473,508</b>	<b>2,492,087</b>	<b>1,767,658</b>	<b>-8.30%</b>

<sup>1</sup>Per Landing Reports

**Monthly Enplaned Passengers**

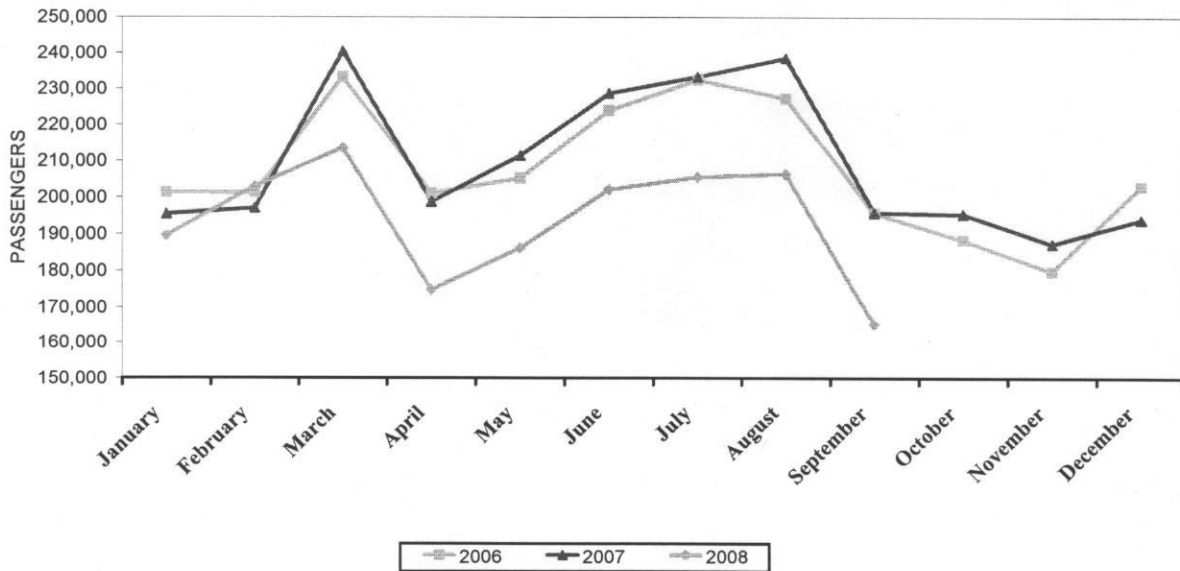


## MONTHLY DEPLANED PASSENGERS SEPTEMBER 2008

Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2006	2007	2008	
January	201,391	195,544	189,631	-3.02%
February	201,290	197,089	202,968	2.98%
March	233,269	240,490	213,620	-11.17%
April	201,208	198,794	174,923	-12.01%
May	205,261	211,521	186,284	-11.93%
June	223,935	228,762	202,170	-11.62%
July	232,477	233,323	205,541	-11.91%
August	227,304	238,540	206,426	-13.46%
September	195,756	195,908	165,244	-15.65%
October	188,438	195,508		
November	179,936	187,392		
December	202,985	193,988		
<b>TOTALS</b>	<b>2,493,250</b>	<b>2,516,859</b>	<b>1,746,807</b>	<b>-9.96%</b>

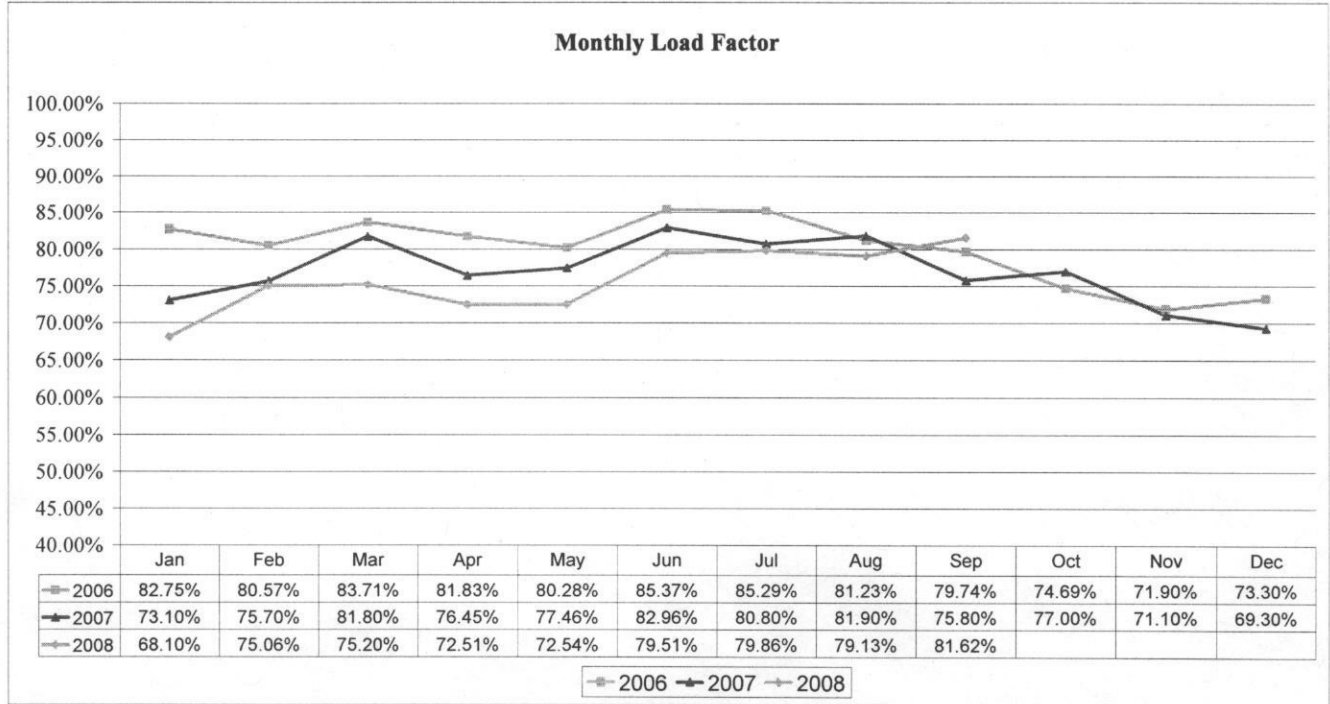
<sup>1</sup>Per Landing Reports - Scheduled and Charter

**Monthly Deplaned Passengers**





**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY  
SEPTEMBER 2008**



Month	<u>ENPLANED PASSENGERS*</u>			<u>LOAD FACTOR (%)</u>			<u>DIFFERENCE (2008 / 2007)</u>
	2006	2007	2008	2006	2007	2008	
January	206,675	198,737	195,981	82.75	73.10	68.10	-5.0
February	197,016	193,576	200,851	80.57	75.65	75.06	-0.6
March	229,093	237,470	221,875	83.71	81.78	75.20	-6.6
April	205,569	204,156	179,845	81.83	76.45	72.51	-3.9
May	201,560	206,369	183,861	80.28	77.46	72.54	-4.9
June	218,312	226,577	201,271	85.37	82.96	79.51	-3.5
July	230,715	229,238	205,791	85.29	80.75	79.86	-0.9
August	222,404	232,031	205,576	81.23	81.89	79.13	-2.8
September	201,599	199,578	172,607	79.74	75.77	81.62	5.8
October	191,580	198,499		74.69	77.07		
November	177,581	184,384		71.86	71.48		
December	191,404	181,472		73.32	69.13		
***	<b>2,473,508</b>	<b>2,492,087</b>	<b>1,767,658</b>	<b>80.05</b>	<b>76.96</b>	<b>75.9</b>	<b>-2.5</b>

\* Per Landing Reports

\*\*\* AVERAGE OF AIRLINE LOAD FACTORS

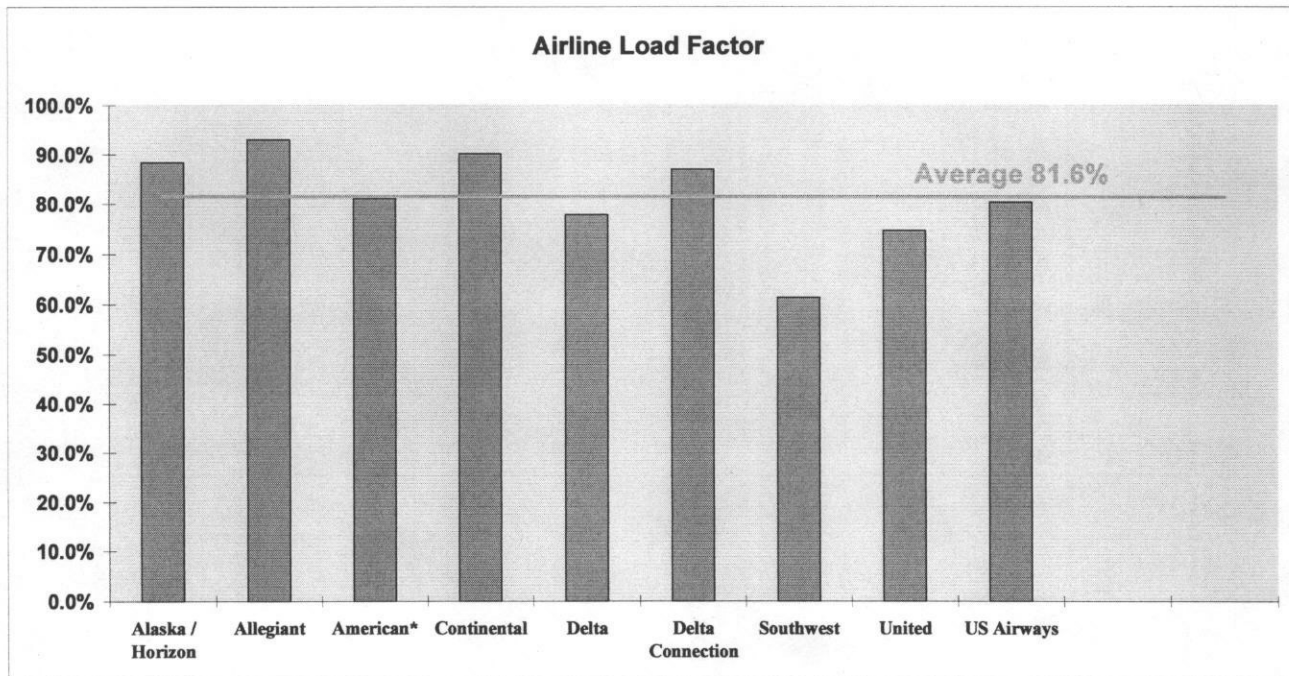
## LOAD FACTOR BY AIRLINE SEPTEMBER 2008

Carrier	Seats Available	***Enplaned Passengers	2008 Load Factor (%)	2007 Load Factor (%)	Difference
Alaska / Horizon	18,550	16,400	88.4%	81.5%	6.9
Allegiant	1,480	1,256	93.0%	74.7%	18.3
American*	19,492	16,199	81.2%	84.9%	-3.7
Continental	574	518	90.2%	95.2%	-5.0
Delta	3,300	2,572	77.9%	90.2%	-12.3
Delta Connection	5,739	4,995	87.0%	78.0%	9.0
Southwest	147,092	90,399	61.5%	59.0%	2.5
United	34,220	25,584	74.8%	78.5%	-3.7
US Airways	15,874	12,780	80.5%	71.5%	9.0
<b>AVERAGE**</b>	<b>246,321</b>	<b>170,703</b>	<b>81.6%</b>	<b>75.8%</b>	<b>5.8</b>

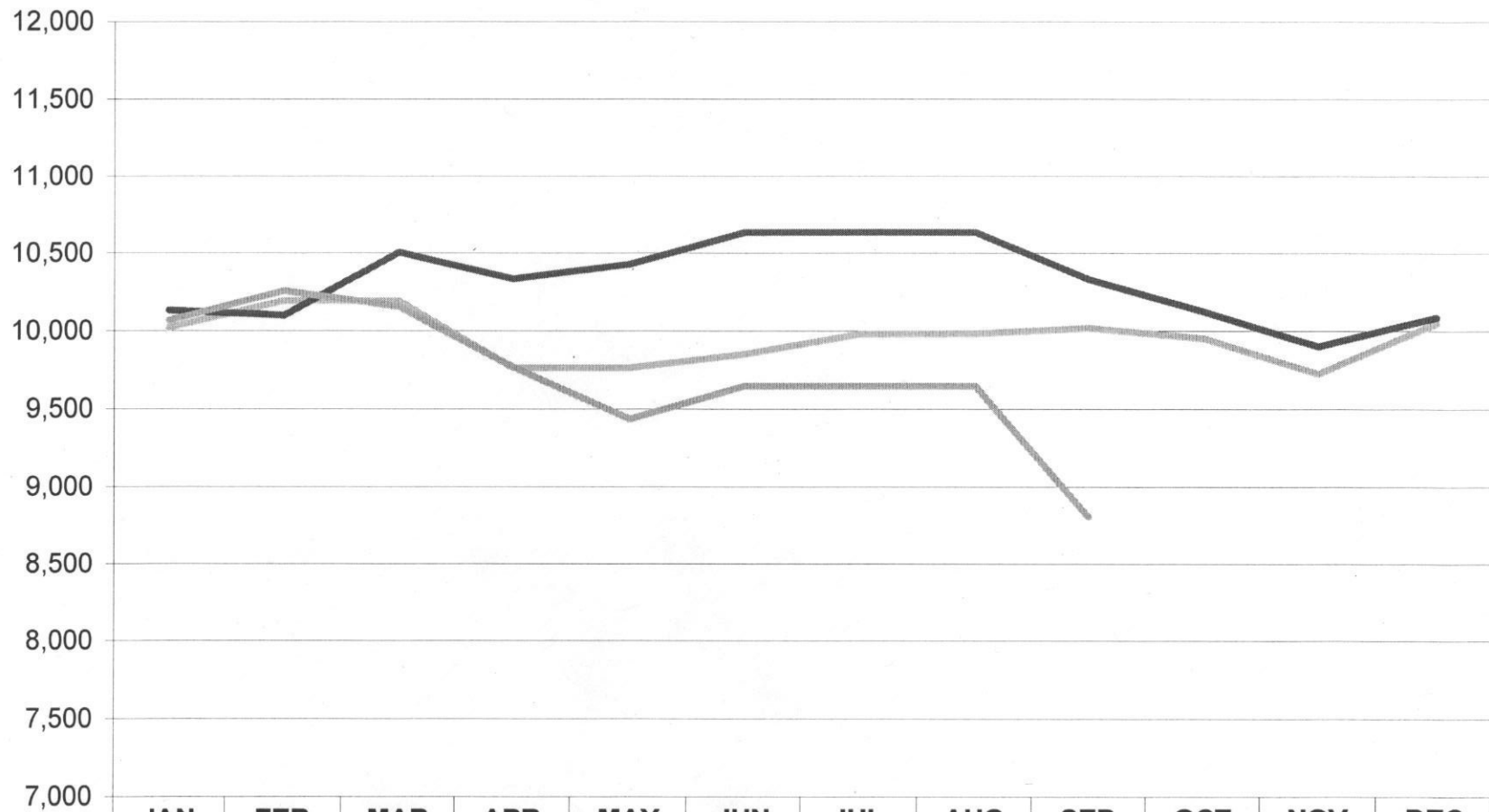
\*LOAD FACTORS REPORTED BY AIRLINES

\*\* TOTAL AVERAGE 2007 does not include Aloha, ExpressJet, or Frontier percentages

\*\*\* ENPLANED PASSENGERS DOES NOT INCLUDE CHARTER PASSENGERS



## DAILY ENPLANED SEATS AVAILABLE SEPTEMBER 2008



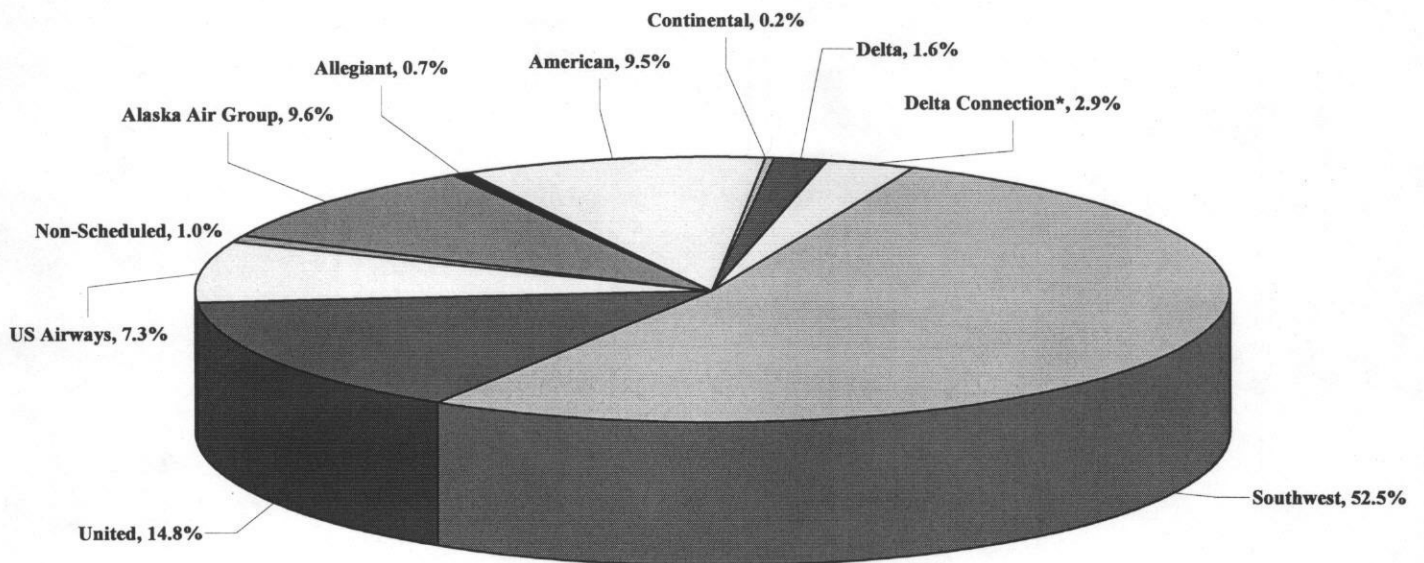
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2006	10,018	10,192	10,190	9,763	9,763	9,851	9,977	9,981	10,016	9,950	9,724	10,047
2007	10,130	10,099	10,505	10,332	10,430	10,633	10,633	10,633	10,329	10,122	9,901	10,086
2008	10,064	10,256	10,153	9,768	9,433	9,645	9,645	9,645	8,804			

— 2006 — 2007 — 2008

# TOTAL AIR CARRIER MARKET SHARE SEPTEMBER 2008

Carrier	Passengers	Percentage of Total
Alaska Air Group	32,391	9.59%
Allegiant	2,478	0.73%
American	32,211	9.53%
Continental	713	0.21%
Delta	5,278	1.56%
Delta Connection*	9,655	2.86%
Southwest	177,241	52.46%
United	49,924	14.78%
US Airways	24,760	7.33%
Non-Scheduled	3,200	0.95%
<b>Totals</b>	<b>337,851</b>	<b>100.00%</b>

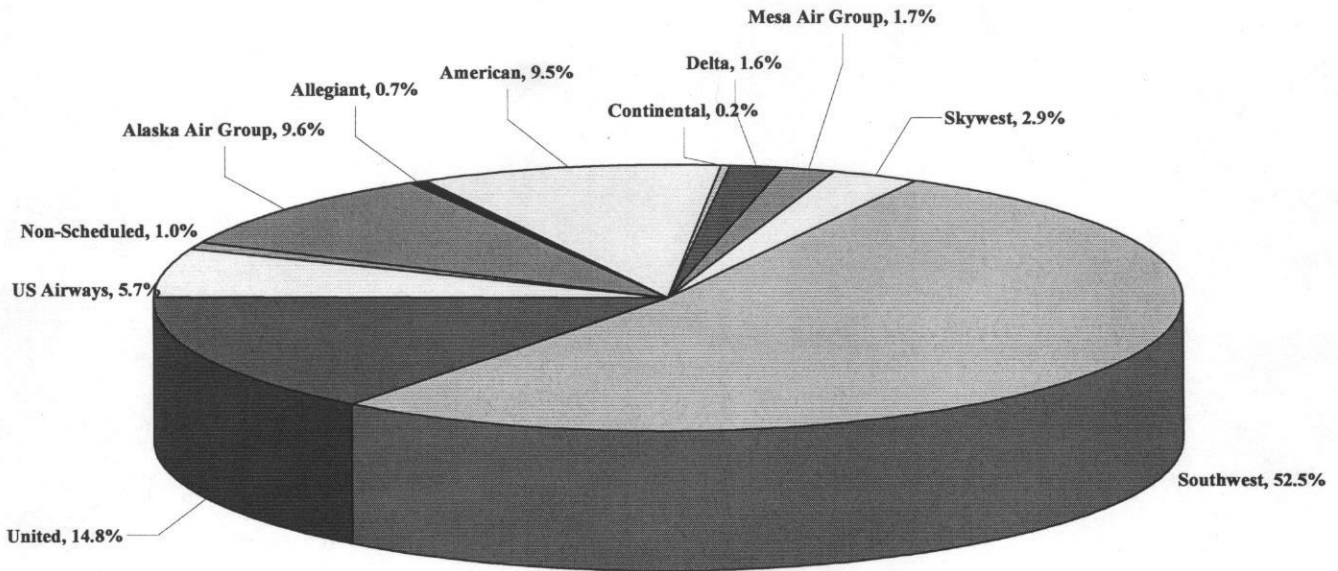
\*Delta Connection carriers: ExpressJet and SkyWest



# TOTAL AIRLINE MARKET SHARE SEPTEMBER 2008

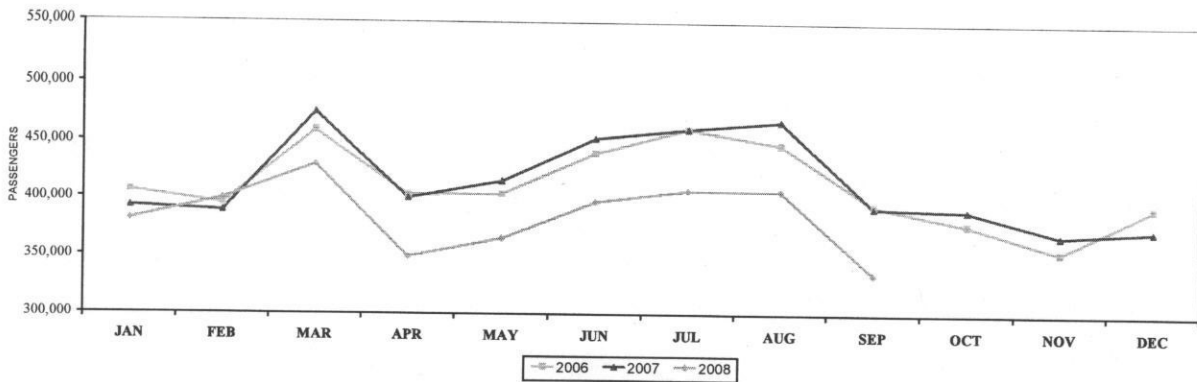
Carrier	Passengers	Percentage of Total
Alaska Air Group	32,391	9.59%
Allegiant	2,478	0.73%
American	32,211	9.53%
Continental	713	0.21%
Delta	5,278	1.56%
Mesa Air Group	5,561	1.65%
Skywest	9,655	2.86%
Southwest	177,241	52.46%
United	49,924	14.78%
US Airways	19,199	5.68%
Non-Scheduled	3,200	0.95%
<b>Totals</b>	<b>337,851</b>	<b>100.0%</b>

\*Delta Connection carriers: ExpressJet and SkyWest

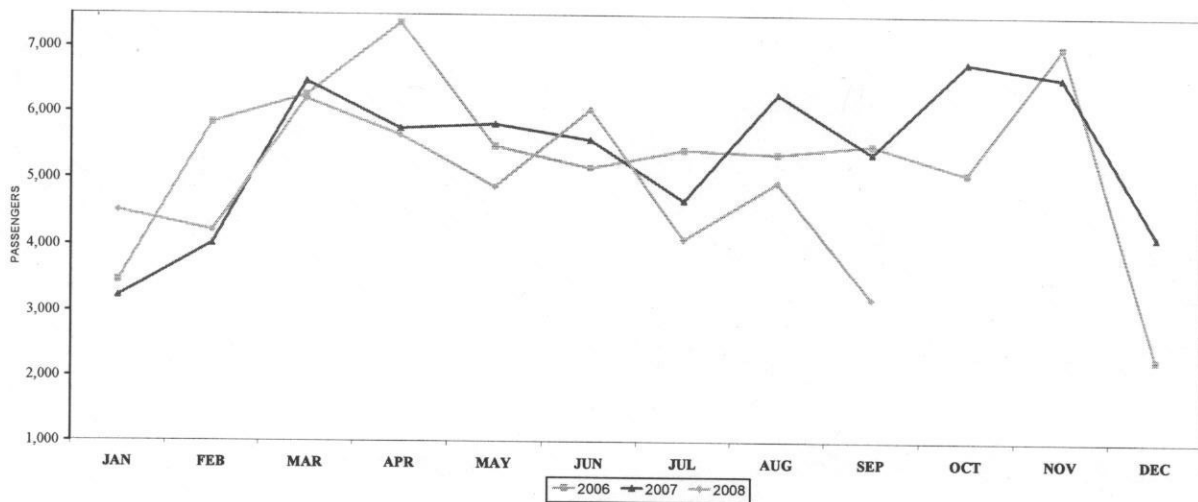


## TOTAL PASSENGERS DOMESTIC & INTERNATIONAL SEPTEMBER 2008

### DOMESTIC SCHEDULED PASSENGERS



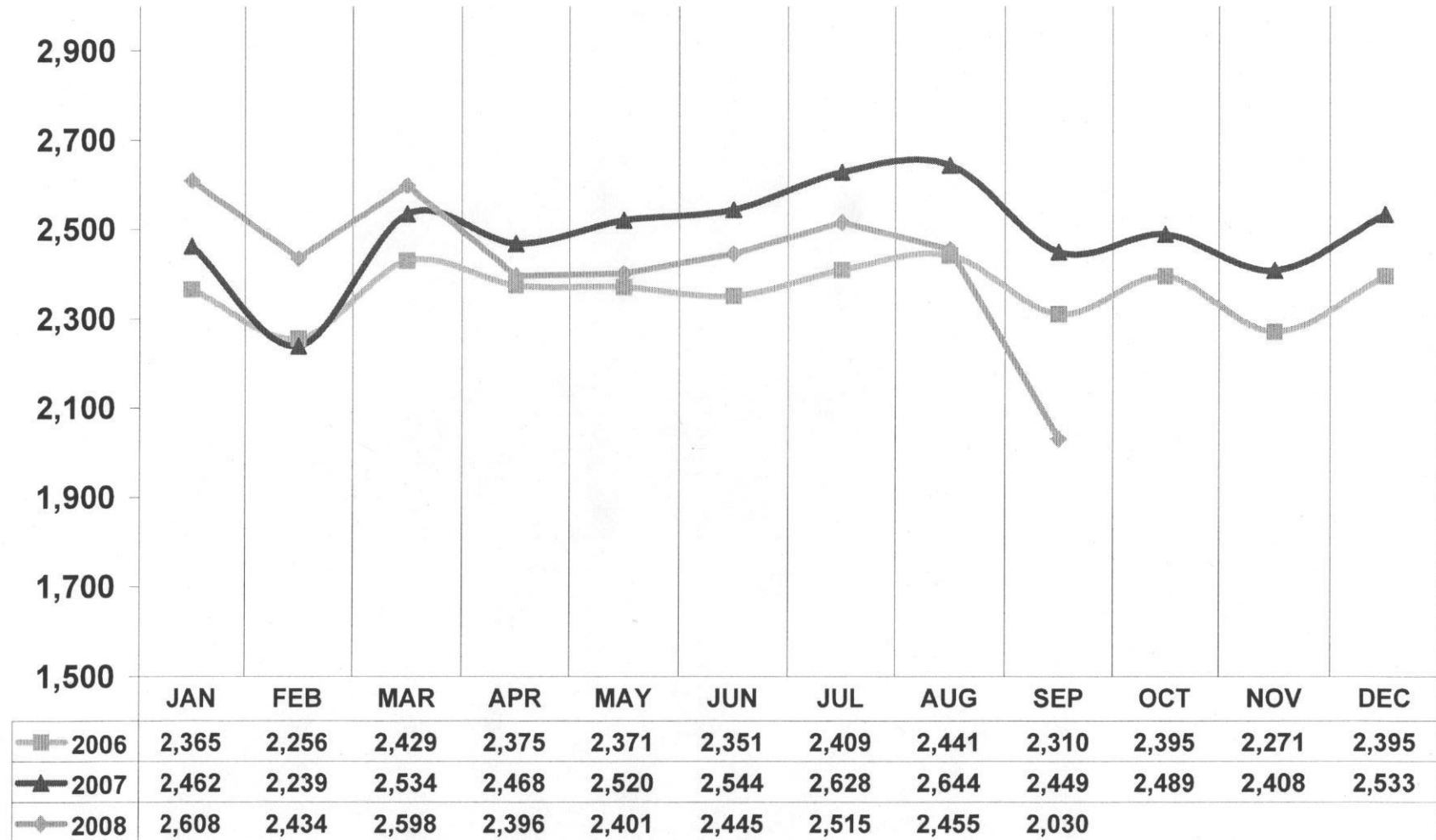
### DOMESTIC CHARTER PASSENGERS



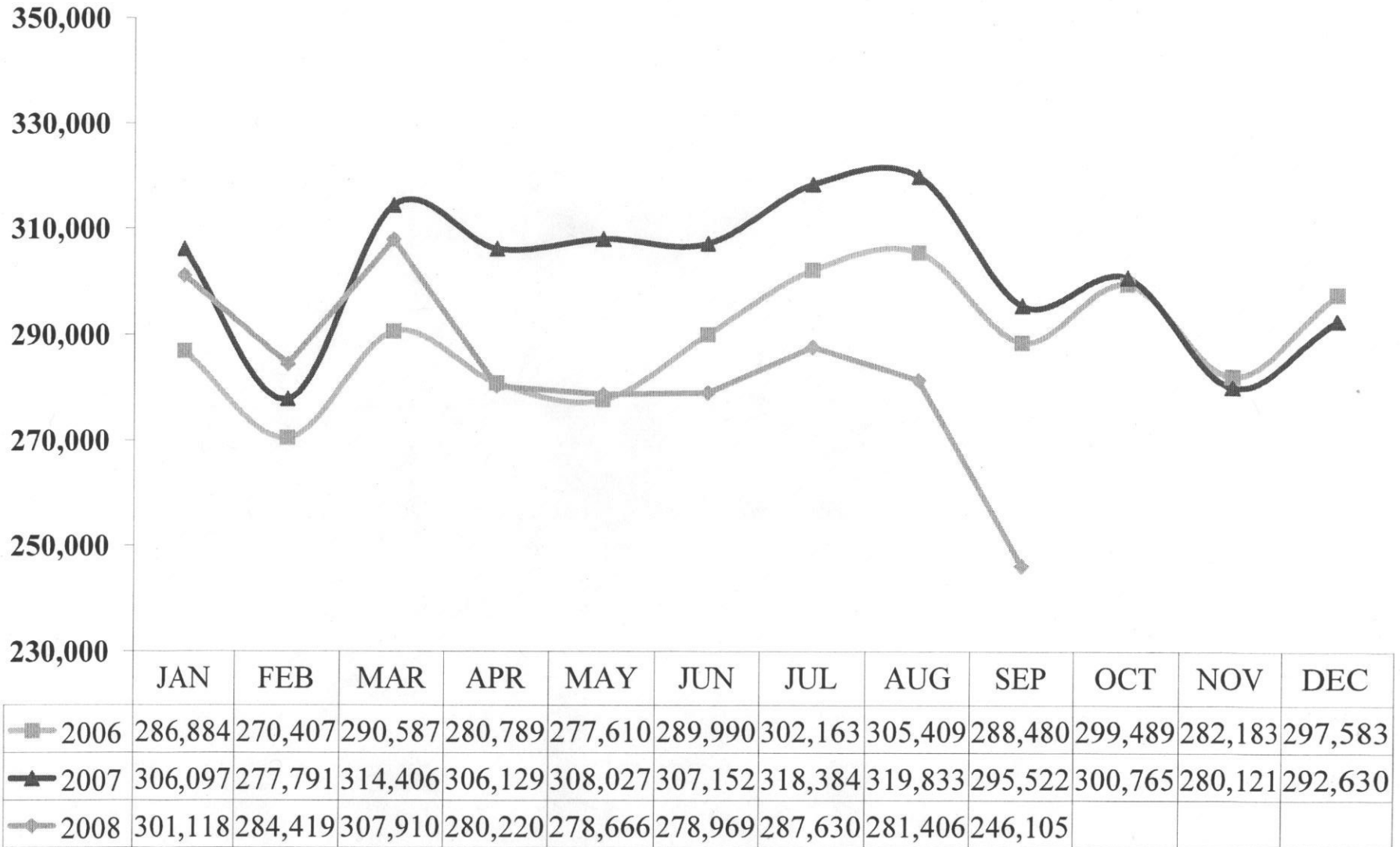
2008 MONTH	DOMESTIC <sup>1</sup>		INTERNATIONAL <sup>1</sup>		2008 TOTAL Passengers	2008 Charter Passengers	2007 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	381,103	4,509	0	0	385,612	4,509	3,230	39.6%
February	399,602	4,217	0	0	403,819	4,217	4,021	4.9%
March	429,293	6,202	0	0	435,495	6,202	6,471	-4.2%
April	349,113	5,655	0	0	354,768	5,655	5,757	-1.8%
May	365,271	4,874	0	0	370,145	4,874	5,824	-16.3%
June	397,396	6,045	0	0	403,441	6,045	5,585	8.2%
July	407,235	4,097	0	0	411,332	4,097	4,673	-12.3%
August	407,055	4,947	0	0	412,002	4,947	6,291	-21.4%
September	334,651	3,200	0	0	337,851	3,200	5,388	-40.6%
October								
November								
December								
<b>TOTALS</b>	<b>3,470,719</b>	<b>43,746</b>	<b>0</b>	<b>0</b>	<b>3,514,465</b>	<b>43,746</b>	<b>47,240</b>	<b>-7.4%</b>

<sup>1</sup>Per Landing Reports

## MONTHLY SCHEDULED DEPARTURES SEPTEMBER 2008



## MONTHLY AVAILABLE SEATS SEPTEMBER 2008





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# Go Tahoe North Search Engine Marketing Report

November 06, 2008



smith & jones

795 Mays Boulevard

Incline Village, Nevada

Phone: 775.831.6262

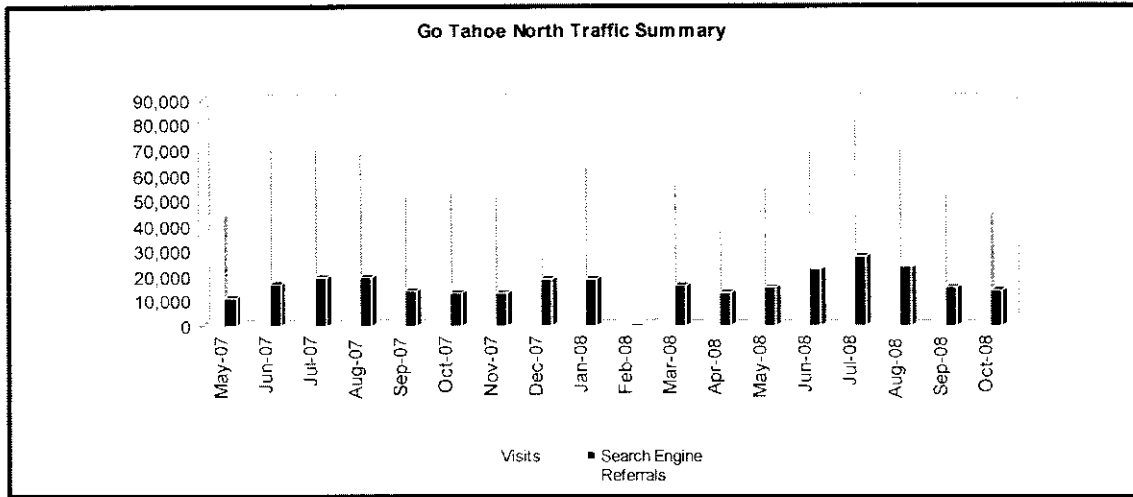
Email: [mwilliams@sjmarketing.com](mailto:mwilliams@sjmarketing.com)

Web Site: <http://www.sjmarketing.com/>

# Program Progress

## Traffic:

- ❖ Search Referral traffic accounts for 32% of total site traffic.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Oct-08	44,008	14,198	32.26%
Sep-08	51,571	15,198	29.47%
Aug-08	69,627	23,406	33.62%
Jul-08	81,336	27,874	34.27%
Jun-08	69,079	22,696	32.86%
May-08	53,611	15,558	29.02%
Apr-08	47,229	13,409	28.39%
Mar-08	56,720	16,071	28.33%
Feb-08	NA	NA	NA
Jan-08	62,949	18,724	29.74%
Dec-07	62,443	18,632	29.84%
Nov-07	51,207	13,612	26.58%
Oct-07	52,241	13,314	25.49%
Sep-07	51,339	14,012	27.29%
Aug-07	68,590	19,767	28.82%
Jul-07	69,885	19,793	28.32%
Jun-07	69,910	16,589	23.73%
May-07	44,288	11,315	25.55%

# Position Progress Summary

## Summary of Progress:

- ❖ There was a drop of three 1<sup>st</sup> page positions on Yahoo for:
  - Incline Village
  - Lake Tahoe
  - Northstar at Tahoe

## Search positions on Google, Yahoo & MSN compared with last month.

November 6, 2008 Go Tahoe North Search Positions	
Total #1 Positions	8
Total 1st Page Positions	34
Total 2nd Page Positions	16
Google #1 Positions	3
Google 1st Page Positions	11
Google 2nd Page Positions	8

### **Compared with**

October 7, 2008 Go Tahoe North Search Positions	
Total #1 Positions	8
Total 1st Page Positions	37
Total 2nd Page Positions	12
Google #1 Positions	4
Google 1st Page Positions	12
Google 2nd Page Positions	8

### **Compared with**

March 07, 2007 Go Tahoe North Search Positions	
Total #1 Positions	0
Total 1st Page Positions	0
Total 2nd Page Positions	0
Google #1 Positions	0
Google 1st Page Positions	0
Google 2nd Page Positions	0

## Site Optimization

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### Action Steps:

- ❖ Smith + Jones refreshed optimization on the Information pages last month.
- ❖ Continue to post new informative content on the website. The search engines continue to reward websites that continually add new content.
- ❖ Smith + Jones continues to work on aligning the DNS details for tahoeallcelebration.com with the other GoTahoeNorth domains.
- ❖ There were 203 submissions to social media marketing sites made in October 2008. The associated social media spreadsheet provides further details.

## Search Position Summary

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Engine	Keyword	Position	Page
Google US	Incline Village	1	1
Google US	Incline Village vacation	3	1
Google US	Lake Tahoe	15	2
Google US	Lake Tahoe activities	12	2
Google US	Lake Tahoe Chamber of Commerce	8	1
Google US	Lake Tahoe fishing	9	1
Google US	Lake Tahoe golf courses	16	2
Google US	Lake Tahoe hotels	19	2
Google US	Lake Tahoe lodging	9	1
Google US	Lake Tahoe resorts	2	1
Google US	Lake Tahoe ski resorts	20	2
Google US	Lake Tahoe summer	1	1
Google US	Lake Tahoe vacation rentals	16	2
Google US	Lake Tahoe vacations	2	1
Google US	North Lake Tahoe	1	1
Google US	ski Tahoe	16	2
Google US	Tahoe City	7	1
Google US	Tahoe Vista	2	1
Google US	Truckee California	15	2
MSN US	Lake Tahoe	8	1
MSN US	Lake Tahoe activities	4	1
MSN US	Lake Tahoe Chamber of Commerce	12	2
MSN US	Lake Tahoe entertainment	9	1
MSN US	Lake Tahoe fishing	9	1
MSN US	Lake Tahoe lodging	3	1
MSN US	Lake Tahoe ski resorts	18	2
MSN US	Lake Tahoe summer	3	1
MSN US	Lake Tahoe weddings	19	2
MSN US	North Lake Tahoe	1	1
MSN US	ski Tahoe	18	2
MSN US	Tahoe City	6	1
MSN US	Tahoe Vista	1	1
MSN US	Truckee California	6	1
Yahoo! US	Incline Village	16	2
Yahoo! US	Lake Tahoe	15	2
Yahoo! US	Lake Tahoe activities	10	1
Yahoo! US	Lake Tahoe entertainment	7	1
Yahoo! US	Lake Tahoe fishing	14	2
Yahoo! US	Lake Tahoe lodging	1	1
Yahoo! US	Lake Tahoe ski	9	1
Yahoo! US	Lake Tahoe ski resorts	4	1
Yahoo! US	Lake Tahoe skiing	6	1
Yahoo! US	Lake Tahoe summer	1	1
Yahoo! US	Lake Tahoe vacation rentals	8	1
Yahoo! US	Lake Tahoe vacations	6	1
Yahoo! US	North Lake Tahoe	1	1

Yahoo! US	Northstar at Tahoe	19	2
Yahoo! US	ski Tahoe	6	1
Yahoo! US	Tahoe City	10	1
Yahoo! US	Tahoe Vista	2	1

Total #1 Positions	8
Total 1st Page Positions	34
Total 2nd Page Positions	16

# Google Historical Positions

Keyword	Nov-08	Oct-08	Sep-08	Aug-08	Jul-08	Jun-08
Incline Village	1	1	1	1	1	1
Incline Village vacation	3	3	3		10	10
Lake Tahoe	15	13	13	19	18	16
Lake Tahoe activities	12	15	17	4	15	15
Lake Tahoe Chamber of Commerce	8	6	6	11	15	11
Lake Tahoe entertainment				19		
Lake Tahoe fishing	9	10	11	7	7	11
Lake Tahoe golf courses	16	15	16	18	15	
Lake Tahoe hotels	19			19		
Lake Tahoe lodging	9	7	9	5	4	4
Lake Tahoe resorts	2	3	3	2	2	1
Lake Tahoe ski		18	20	20	17	
Lake Tahoe ski resorts	20	7	15	16	8	14
Lake Tahoe skiing		19	8	15	18	20
Lake Tahoe summer	1	1	1	1	1	1
Lake Tahoe vacation rentals	16	18		13	13	12
Lake Tahoe vacations	2	3	3	2	2	2
Lake Tahoe weddings						
North Lake Tahoe	1	1	1	1	1	1
Northstar						
Northstar at Tahoe						
ski Tahoe	16	19	17	17	16	20
ski vacations						
Squaw Valley						
Tahoe City	7	9	9	6	8	7
Tahoe Vista	2	1	1	1	1	1
Truckee California	15	20	20	18		

<b>#1 Positions</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>5</b>
<b>1st Page Positions</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>9</b>
<b>2nd Page Positions</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>11</b>	<b>8</b>	<b>8</b>



Name GoTahoeNorth Home Page

Move your mouse over the bars below for more information. Click on the bars in the graph, to see the data 'behind' the bar.

Select View:

Enter Date Range:

Date  Region

From: Oct 01, 2008

City  Country

To: Oct 31, 2008

Sort by Value

[Generate New Report](#)

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Tuesday, Nov 18 2008 1:35PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=region>

[CLICK HERE to see realtime data!](#)

Region	Country	Number of Visitors (CLICK ON REGION BAR FOR DETAIL)	
California	United States	14739	28.98%
New York	United States	5948	11.69%
Texas	United States	2793	5.49%
Nevada	United States	2109	4.15%
Florida	United States	1628	3.20%
England	United Kingdom	1291	2.54%
Illinois	United States	1265	2.49%
Washington	United States	1011	1.99%
Georgia	United States	905	1.78%
New Jersey	United States	839	1.65%
Ohio	United States	825	1.62%
North Carolina	United States	762	1.50%
Arizona	United States	743	1.46%
Pennsylvania	United States	652	1.28%
Michigan	United States	649	1.28%
Virginia	United States	647	1.27%
Colorado	United States	642	1.26%
Ontario	Canada	586	1.15%
Massachusetts	United States	572	1.12%
Maryland	United States	521	1.02%
Minnesota	United States	516	1.01%
Oregon	United States	489	0.96%
Tennessee	United States	429	0.84%
Missouri	United States	423	0.83%
Wisconsin	United States	392	0.77%
Connecticut	United States	372	0.73%
Louisiana	United States	366	0.72%
Indiana	United States	344	0.68%
Arkansas	United States	280	0.55%
Utah	United States	275	0.54%
Oklahoma	United States	264	0.52%
Alabama	United States	259	0.51%
Hawaii	United States	238	0.47%
British Columbia	Canada	233	0.46%
South Carolina	United States	212	0.42%
Kentucky	United States	211	0.41%
District of Columbia	United States	192	0.38%
São Paulo	Brazil	181	0.36%
Idaho	United States	175	0.34%
Nebraska	United States	174	0.34%





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Name GoTahoeNorth Home Page

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Select View:

Enter Date Range:

Date  Region

From: Oct 01, 2008

City  Country

To: Oct 31, 2008

Sort by Value

[Generate New Report](#)

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Tuesday, Nov 18 2008 1:36PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

Cities in California, United States, Number of Visitors  
 (CLICK ON CITY BAR FOR DETAIL)

City	Visitors	Percentage
Sacramento	1750	11.87%
Los Angeles	1721	11.68%
San Jose	1098	7.45%
San Francisco	932	6.32%
San Diego	671	4.55%
Santa Clara	352	2.39%
Huntington Beach	311	2.11%
Oakland	259	1.76%
San Rafael	234	1.59%
Stockton	188	1.28%
Berkeley	172	1.17%
San Mateo	147	1.00%
Truckee	145	0.98%
Fresno	142	0.96%
Fremont	140	0.95%
Tracy	126	0.85%
Modesto	126	0.85%
Irvine	121	0.82%
Long Beach	114	0.77%
Chico	114	0.77%
Yuba City	113	0.77%
Pleasanton	110	0.75%
Lafayette	104	0.71%
San Francisco	95	0.64%
Rocklin	86	0.58%
Concord	80	0.54%
Salinas	79	0.54%
Livermore	77	0.52%
Riverside	76	0.52%
Bakersfield	74	0.50%
Citrus Heights	72	0.49%
Vallejo	72	0.49%
Santa Rosa	70	0.47%
Palo Alto	69	0.47%
Moraga	68	0.46%
San Ramon	68	0.46%
San Luis Obispo	65	0.44%
Hayward	65	0.44%
Santa Barbara	62	0.42%
South Lake Tahoe	62	0.42%
Torrance	61	0.41%
Auburn	60	0.41%
Anaheim	60	0.41%



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**Name** GoTahoeNorth Home Page

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Select View:

Date  Region

City  Country

Sort by Value

Enter Date Range:

From: Oct 01, 2008

To: Oct 31, 2008

[Generate New Report!](#)

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Tuesday, Nov 18 2008 1:36PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

**Cities in New York, United States**      **Number of Visitors**  
 (CLICK ON CITY BAR FOR DETAIL)

New York	4979	83.71%	
Brooklyn	104	1.75%	
Rochester	61	1.03%	
Schenectady	49	0.82%	
Monroe	49	0.82%	
Bronx	37	0.62%	
Yonkers	26	0.44%	
Staten Island	25	0.42%	
Ithaca	22	0.37%	
Syracuse	20	0.34%	
Glens Falls	18	0.30%	
Buffalo	18	0.30%	
Westbury	18	0.30%	
Albany	15	0.25%	
Rexford	13	0.22%	
Shelter Island	12	0.20%	
Hicksville	11	0.18%	
White Plains	11	0.18%	
Poughkeepsie	11	0.18%	
Rye	11	0.18%	
Hampton Bays	10	0.17%	
Spring Valley	10	0.17%	
Lindenhurst	10	0.17%	
Binghamton	10	0.17%	
Northport	9	0.15%	
Fairport	9	0.15%	
Hartsdale	8	0.13%	
Astoria	8	0.13%	
Johnson City	8	0.13%	
Flushing	8	0.13%	
Troy	8	0.13%	
Massapequa	8	0.13%	
New Hyde Park	8	0.13%	
Rosedale	7	0.12%	
Rome	7	0.12%	
North Babylon	7	0.12%	
Chester	6	0.10%	
Bellmore	6	0.10%	
West Babylon	6	0.10%	
Kingston	6	0.10%	



Name GoTahoeNorth Home Page

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Select View:

Enter Date Range:

Date  Region

From: Oct 01, 2008

City  Country

To: Oct 31, 2008

Sort by Value

Change views without drilling down by selecting the view to the left and then clicking "Generate New Report". You can also change the date range, or the Sort by options.

Current Time Tuesday, Nov 18 2008 1:37PM PDT

This report: <http://www.geobytes.com/gr.htm?gr&buttonid=29026&view=city>

[CLICK HERE to see realtime data!](#)

Cities in Texas, United States Number of Visitors  
(CLICK ON CITY BAR FOR DETAIL)

City	Number of Visitors	Percentage
Houston	661	23.67%
Dallas	402	14.39%
Austin	221	7.91%
San Antonio	190	6.80%
Fort Worth	100	3.58%
Arlington	58	2.08%
Plano	56	2.01%
Tyler	51	1.83%
Lubbock	42	1.50%
Irving	38	1.36%
College Station	37	1.32%
El Paso	36	1.29%
Roanoke	32	1.15%
Mesquite	30	1.07%
Nacogdoches	27	0.97%
Corpus Christi	22	0.79%
Southlake	22	0.79%
Spring	21	0.75%
Abilene	21	0.75%
Pearland	21	0.75%
Beaumont	20	0.72%
Lufkin	18	0.64%
Texarkana	18	0.64%
Round Rock	16	0.57%
Montgomery	16	0.57%
Longview	16	0.57%
Lewisville	16	0.57%
Denton	15	0.54%
Desoto	14	0.50%
Katy	14	0.50%
Midland	14	0.50%
Wylie	14	0.50%
Keller	13	0.47%
Missouri City	13	0.47%
Garland	12	0.43%
Cedar Park	12	0.43%
Frisco	11	0.39%
Richardson	11	0.39%
Victoria	11	0.39%
Waco	11	0.39%



Print Page

**Report:** Summary - gotahoenorth.com  
**Date Range:** 10/01/2008 - 10/31/2008

First Time Unique Visitors	35,913.00
Prior Unique Visitors	2,249.00
Total Unique Visitors	38,162.00
Average First Time Unique Visitors Per Day	1,158.48
Average Prior Unique Visitors Per Day	72.55
Average Unique Visitors Per Day	1,231.03
Initial Sessions	38,162.00
Repeat Sessions	5,844.00
Total Unique Visitor Sessions	44,006.00
Average Initial Session Per Day	1,231.03
Average Repeat Sessions Per Day	188.52
Average Unique Visitor Sessions Per Day	1,419.55

#### ? Help Information:

#### Visitors & Sessions Summary

This report is broken down into four sections: Visitor Totals, Visitor Averages, Session Totals, and Session Averages. Totals are calculated for the selected Date Range and averages are computed by dividing the totals by the number of non-zero days in the selected Date Range.

- **First Time Unique Visitors:** Visitors that have not been on your site at any time prior to the current Date Range.
- **Prior Unique Visitors:** Visitors that have been on your site at least once prior to the Date Range.
- **Total Unique Visitors:** A Unique Visitor may have more than one session during the Date Range, but is only counted once for the current Date Range, either as a First Time Unique Visitor or a Prior Unique Visitor.
- **Initial Sessions:** Only a Visitor's first Session during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- **Repeat Sessions:** If a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.
- **Total Unique Visitor Sessions:** A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity. Sessions are tracked for each Unique Visitor and classified as either an Initial Session or a Repeat Session.

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Print Page

**Report:** Entrance Pages - gotahoenorth.com  
**Date Range:** 10/01/2008 - 10/31/2008

Entrance Pages	Pageviews	Percent
1. /index.php	31,868	73.22%
2. /neighborhoods/tahoe-vista/lodging	930	2.14%
3. /lodging	700	1.61%
4. /cool-deals/event-calendar	696	1.60%
5. /events-and-activities/event-calendar	675	1.55%
6. /neighborhoods/incline-village	632	1.45%
7. /neighborhoods/kings-beach	356	0.82%
8. /cool-deals/cool-deals-and-more	284	0.65%
9. /weddings	281	0.65%
10. /events-and-activities	230	0.53%
<b>View Total:</b>	<b>36,652</b>	<b>84.21%</b>
<b>Total:</b>	<b>43,526</b>	<b>100.00%</b>

**? Help Information:**

**Entrance Pages**

This report shows the first Page viewed for each Session in the currently selected Date Range. This is where Visitors entered your website. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

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**Print Page**

**Report:** Exit Pages - gotahoenorth.com  
**Date Range:** 10/01/2008 - 10/31/2008

Exit Pages	Pageviews	Percent	
1. /index.php	14,246	32.61%	
2. /events-and-activities/event-calendar	1,218	2.79%	
3. /lodging	1,017	2.33%	
4. /neighborhoods/tahoe-vista/lodging	920	2.11%	
5. /events-and-activities/winter	914	2.09%	
6. /cool-deals/cool-deals-and-more	906	2.07%	
7. /neighborhoods/incline-village	614	1.41%	
8. /lodging/lodging-by-type	612	1.40%	
9. /cool-deals/event-calendar	508	1.16%	
10. /about-north-tahoe/lake-tahoe-map	493	1.13%	
<b>View Total:</b>	21,448	49.09%	
<b>Total:</b>	43,690	100.00%	

**? Help Information:**

**Exit Pages**

This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

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Print Page

**Report:** Referrals - gotahoenorth.com  
**Date Range:** 10/01/2008 - 10/31/2008

Referrals	Sessions	Percent	
1. (no referral)	20,036	45.53%	
2. www.google.com/search	10,269	23.33%	
3. www.visitinglaketahoe.com/trackerNLTRA.php	5,139	11.68%	
4. search.yahoo.com/search	1,401	3.18%	
5. www.stumbleupon.com/refer.php	979	2.22%	
6. top10kid.com/2008/07/21/top-10-unintentionally-funny-websites/	762	1.73%	
7. search.msn.com/results.aspx	395	0.90%	
8. search.live.com/results.aspx	156	0.35%	
9. aolsearch.aol.com/aol/search	150	0.34%	
10. google.co.uk/search	113	0.26%	
<b>View Total:</b>	39,400	89.53%	
<b>Total:</b>	44,008	100.00%	

**? Help Information:**

**Referrals**

This report ranks referring URLs (external web pages) that brought traffic to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing in the URL directly, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site. Click any referring page to view it in a new browser window.

**Calculation Methodology**

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.

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**Print Page**

**Report:** Search Terms - gotahoenorth.com  
**Date Range:** 10/01/2008 - 10/31/2008

Search Terms	Sessions	Percent	
1. incline village	1,187	8.36%	
2. north lake tahoe	641	4.51%	
3. lake taho	393	2.77%	
4. lake tahoe	327	2.30%	
5. lake tahoe resorts	297	2.09%	
6. north lake tahoe hotels	167	1.18%	
7. north lake tahoe lodging	148	1.04%	
8. incline village lake tahoe	135	0.95%	
9. incline village, nv	123	0.87%	
10. kings beach	120	0.85%	
<b>View Total:</b>	<b>3,538</b>	<b>24.92%</b>	
<b>Total:</b>	<b>14,198</b>	<b>100.00%</b>	

**? Help Information:**

**Search Terms**

This report lists the actual keywords/phrases people typed into search engines to find your site. Entries are ranked by the number of Sessions each was responsible for. To list all phrases with a particular word, enter the word in the Filter at the top and press Enter. The Total at the bottom of the report will now represent the total number of search phrases that contain that word.

**Calculation Methodology**

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the term is entered and incremented. The list of search variables can be controlled in Urchin's configuration.

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## October 2008 Property Referral Report

PROPERTY	CLICKS
Hyatt Regency Lake Tahoe Resort, Spa and Casino	6.10%
Tahoe Biltmore Lodge & Casino Restaurants	5.20%
Northstar Resort	4.30%
Granlibakken Resort Ski Area	3.60%
Cal Neva Resort Casino Hotel	3.50%
Resort at Squaw Creek	3.30%
PlumpJack Squaw Valley Inn	2.90%
Cottage Inn at Lake Tahoe	2.40%
Coldwell Banker Rentals	2.40%
Stanford Alpine Chalet	2.30%
Sunnyside Resort	2.10%
River Ranch Lodge and Restaurant	2.10%
Lake Tahoe Accommodations	2.00%
Mourelatos Lakeshore Resort	1.90%
Cedar House Sport Hotel	1.90%
Village at Squaw Valley USA	1.80%
Brockway Springs Resort	1.80%
Parkside Inn at Incline	1.80%
Village at Northstar (tm)	1.80%
Tahoe Mountain Resorts Lodging	1.70%
Sierra Vacation Rentals/Sales	1.60%
Hauserman Rental Group	1.60%
Rockwood Lodge	1.40%
Tahoma Meadows Bed & Breakfast	1.40%
Holiday House	1.40%
Tahoe Lake Cottages	1.40%
Ferrari's Crown Resort	1.30%
Chaney House	1.30%
Cedar Glen Lodge	1.30%
Incline at Tahoe Realty	1.30%
Incline Vacation Rentals	1.20%
Red Wolf Lakeside Lodge	1.20%
Franciscan Lakeside Lodge	1.20%
Shore House at Lake Tahoe	1.20%
Tahoe Moon Properties	1.10%
Squaw Valley Lodge	1.10%
Olympic Village Inn	1.10%
Tahoe Woodside Vacation Rentals	1.00%
Club Tahoe Resort	1.00%
Vacation Station	1.00%
First Accommodations, Inc.	0.90%
Squaw Valley Accommodations - Realty/Rentals	0.90%
Tahoe Sands Resort	0.90%
PepperTree Inn	0.80%
Vacation Tahoe by O'Neal Brokers	0.80%
Tahoma Lodge	0.80%
Firelite Lodge	0.80%
Martis Valley Vacation Rentals	0.70%
Mother Natures Inn	0.70%

Lake of the Sky Motor Inn	0.70%
Red Wolf Lodge at Squaw Valley	0.70%
West Lake Properties	0.70%
Alpine Rental Group	0.70%
Assist 2 Sell - All Service Realty	0.70%
Shooting Star Bed & Breakfast	0.60%
West Shore Cafe & Inn	0.60%
Goldfish Properties	0.60%
R.R.E.N.T. Realty	0.60%
Sierra Mountain Properties	0.60%
Tahoe Inn	0.60%
Stevenson's Holliday Inn	0.50%
Americas Best Value Inn Tahoe City	0.50%
Waters of Tahoe Properties	0.50%
Tahoe Resort Property Management Inc.	0.50%
Tahoe Marina Lodge	0.40%
Tahoe Vistana Inn	0.40%
Agate Bay Realty	0.40%
Meeks Bay Resort & Marina	0.40%
Tahoe Real Estate Group	0.40%
Martis Valley Associates Property Rentals	0.40%
Cal Lodge Hostel	0.30%
Tamarack Lodge	0.30%
O'Neal Brokers of Lake Tahoe	0.20%
Pullen Rental Group	0.20%
U.S. Vacation Rentals LLC	0.20%
Tahoe Tavern Condominiums	0.10%
	100.00%

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Marketing  
For the Three Months Ending September 30, 2008

CURRENT MONTH					DESCRIPTION	YEAR - TO - DATE				
Actual	Budget	\$ Variance	Prior YR	% Chg		Actual	Budget	Variance	Prior YR	% Chg
86,154	80,000	6,154	72,324	8%	Revenue and Other Support	86,154	80,000	6,154	72,324	8%
111,493	111,493		137,421		Special Events & Functions				412,262	
					Placer County Funding	334,479	334,479			
197,647	191,493	6,154	209,744	3%	Total Revenue and Other Support	420,633	414,479	6,154	484,586	1%
					Expenses					
21,664	22,050	(386)	18,491	(2%)	Salaries and benefits	73,798	75,250	(1,452)	60,900	(2%)
2,899	2,000	899	1,656	45%	Rent & Utilities	6,669	6,000	669	5,170	11%
963	700	263	704	38%	Telephone Services	2,124	2,100	24	1,766	1%
					Internet Access	25		25		
43	220	(177)	481	(80%)	Mail Expenses	588	660	(73)	1,203	(11%)
144	180	(36)	204	(20%)	Insurance & Bonding	467	540	(73)	651	(14%)
494	360	134	498	37%	Supplies	1,067	1,080	(13)	1,606	(1%)
175	260	(85)	138	(33%)	Equipment Sup.& Maint.	835	780	55	749	7%
					Taxes, Licenses & Fees	315	360	(45)	359	(13%)
97	160	(63)	88	(40%)	Equip. Rental / Leasing	426	480	(54)	422	(11%)
2,800	5,050	(2,250)		(45%)	Special Events	2,800	5,150	(2,350)	245	(46%)
86,538	74,000	12,538	67,646	17%	Autumn Food & Wine Costs	88,246	74,000	14,246	68,366	19%
1,869		1,869			Promotional/ Giveaways	1,719		1,719		
50,500	50,500		56,333		Marketing Cooperative/Media	151,500	151,500		168,999	
15,567	5,000	10,567	34,244	211%	Marketing Other	15,696	5,000	10,696	22,891	214%
					Programs		12,500	(12,500)		(100%)
142	100	42		42%	Associate Relations	221	150	71	42	47%
5	70	(65)	90	(92%)	Credit Card Fees	32	210	(178)	261	(85%)
94	10	84		845%	Automobile Expenses	192	30	162		540%
212	200	12	395	6%	Local Meals & Entertainment	248	600	(352)	486	(59%)
10		10			Dues & Subscriptions	880		880		
1,242	750	492	106	66%	Travel	1,242	750	492	111	66%
19,187	19,187		20,058		Allocated	57,561	57,561		60,174	
204,645	180,797	23,848	201,132	13%	Total Expense Before Depreciation/Re	406,649	394,701	11,948	394,400	3%
					Depreciation	1,875	1,875		1,875	
625	625		625		Total Expense	408,524	396,576	11,948	396,275	3%
205,270	181,422	23,848	201,757	13%	Changes in Unrestricted Net Assets	12,109	17,903	(5,794)	88,311	(32%)
(7,623)	10,071	(17,694)	7,988	(176%)						

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Conference  
For the Three Months Ending September 30, 2008

CURRENT MONTH					DESCRIPTION	YEAR - TO - DATE				
Actual	Budget	\$ Variance	Prior YR	% Chg		Actual	Budget	Variance	Prior YR	% Chg
729	700	29	1,099	4%	Revenue and Other Support					
14,771	16,000	(1,229)	11,635	(8%)	Member Dues	2,104	2,100	4	3,306	0%
25,834	25,833	1	25,833	0%	Commissions & Booking Fees	28,284	36,250	(7,966)	58,749	(22%)
					Placer County Funding	77,402	77,499	(97)	77,500	0%
<u>41,334</u>	<u>42,533</u>	<u>(1,199)</u>	<u>38,568</u>	<u>(3%)</u>	<b>Total Revenue and Other Support</b>	<u>107,790</u>	<u>115,849</u>	<u>(8,059)</u>	<u>139,555</u>	<u>(7%)</u>
					<b>Expenses</b>					
11,250	11,039	211	15,869	2%	Salaries and benefits	37,481	38,459	(977)	38,906	(3%)
1,471	1,050	421	829	40%	Rent & Utilities	3,391	3,150	241	2,991	8%
391	300	91	272	30%	Telephone Services	1,122	900	222	914	25%
139	120	19	214	16%	Mail Expenses	381	360	21	288	6%
75	95	(20)	106	(21%)	Insurance & Bonding	243	285	(42)	338	(15%)
(109)	180	(289)	344	(160%)	Supplies	274	540	(266)	645	(49%)
91	120	(29)	72	(24%)	Equipment Sup. & Maint.	471	360	111	390	31%
		(34)	88	(27%)	Taxes, Licenses & Fees	164	190	(26)	187	(14%)
91	125				Equip. Rental / Leasing	346	375	(29)	346	(8%)
18,833	18,833		12,917		Marketing Cooperative/Media	56,499	56,499		38,751	
74	50	24		48%	Associate Relations	93	80	13	22	16%
186	40	146		364%	Automobile Expenses	283	120	163	118	136%
	10	(10)		(100%)	Local Meals & Entertainment		30	(30)		(100%)
<u>6,340</u>	<u>6,340</u>		<u>5,730</u>		Allocated	<u>19,020</u>	<u>19,020</u>		<u>17,190</u>	
<u>38,831</u>	<u>38,302</u>	<u>529</u>	<u>36,440</u>	<u>1%</u>	<b>Total Expense Before Depreciation/Re</b>	<u>119,769</u>	<u>120,368</u>	<u>(599)</u>	<u>101,085</u>	<u>0%</u>
					Depreciation	975	975		975	
325	325		325		<b>Total Expense</b>	<u>120,744</u>	<u>121,343</u>	<u>(599)</u>	<u>102,060</u>	<u>0%</u>
39,156	38,627	529	36,765	1%	<b>Changes in Unrestricted Net Assets</b>	<u>(12,954)</u>	<u>(5,494)</u>	<u>(7,460)</u>	<u>37,495</u>	<u>136%</u>
<u>2,178</u>	<u>3,906</u>	<u>(1,728)</u>	<u>1,803</u>	<u>(44%)</u>						

North Lake Tahoe Resort Association  
Statement of Activities and Changes in Net Assets  
Visitor Information  
For the Three Months Ending September 30, 2008

CURRENT MONTH					DESCRIPTION	YEAR - TO - DATE				
Actual	Budget	\$ Variance	Prior YR	% Chg		Actual	Budget	Variance	Prior YR	% Chg
115	700	(585)	1,300	(84%)	Revenue and Other Support					
1,236	1,100	136	1,795	12%	Commissions & Booking Fees	850	2,500	(1,650)	2,195	(66%)
14,500	14,500		12,833		Retail Sales & Other	6,080	3,300	2,780	6,791	84%
					Placer County Funding	43,500	43,500		38,500	
15,851	16,300	(449)	15,928	(3%)	Total Revenue and Other Support	50,430	49,300	1,130	47,486	2%
					Expenses					
10,018	12,362	(2,344)	8,781	(19%)	Salaries and benefits	33,580	41,361	(7,781)	26,724	(19%)
435	470	(35)	589	(7%)	Rent & Utilities	1,325	1,410	(85)	1,393	(6%)
191	200	(9)	136	(5%)	Telephone Services	551	600	(50)	708	(8%)
27	23	4	36	15%	Mail Expenses	70	69	1	45	2%
75	100	(25)	218	(25%)	Insurance & Bonding	243	300	(57)	674	(19%)
61	160	(99)	163	(62%)	Supplies	590	480	110	412	23%
91	120	(29)	72	(24%)	Equipment Sup. & Maint.	696	360	336	3,390	93%
					Taxes, Licenses & Fees	252	250	2	251	1%
263	300	(37)	264	(12%)	Equip. Rental / Leasing	866	900	(34)	873	(4%)
278	825	(547)	1,804	(66%)	Cost of Goods Sold	3,745	2,475	1,270	5,056	51%
74	75	(1)		(1%)	Associate Relations	93	95	(2)	22	(2%)
3	60	(57)	222	(95%)	Credit Card Fees	151	180	(29)	381	(16%)
	20	(20)		(100%)	Automobile Expenses		60	(60)		(100%)
	20	(20)		(100%)	Local Meals & Entertainment		60	(60)	37	(100%)
2,784	2,784		2,637		Allocated	8,352	8,352		7,911	
14,298	17,519	(3,221)	14,921	(18%)	Total Expense Before Depreciation/Re	50,515	56,952	(6,437)	47,876	(11%)
					Depreciation	975	975		975	
325	325		325		Total Expense	51,490	57,927	(6,437)	48,851	(11%)
14,623	17,844	(3,221)	15,246	(18%)	Changes in Unrestricted Net Assets	(1,060)	(8,627)	7,568	(1,366)	(88%)
1,228	(1,544)	2,772	683	(180%)						



## RESERVATION ACTIVITY OUTLOOK REPORT



MOUNTAIN TRAVEL RESEARCH PROGRAM



### Welcome to the New Reservations Activity Outlook Report "3 View"!

In an effort to provide our Subscribers with better, deeper data viewing options, and just in time to respond to the onset of 'interesting' economic and industry circumstances, we have expanded the Reservations Activity Outlook Report to meet expanding needs. In addition to a new color coding system that helps identify 'Prior Year' data more readily and consistently, you will find that we have improved on some aspects of the Product and added some new components. While originally created to be an "a la carte" premium version of the product, we are including it as part of our 08-09 product offering at no additional charge, trying to do our part to help our subscribers navigate a tumultuous season. Here's a brief overview:

#### **New Cover Page:**

The cover page has been reformatted to group overview metrics by month rather than metric, giving you the same great information but grouping by chronology. We've also added census information (where reliable Town Data is available), giving total number of Rooms represented on the Report and a measurement of this number as a % of the total community census

#### **New Summer and Winter Seasonal Charts**

Using the same format as the standard 12 Month Charts, these 'static views' of the Summer and Winter Seasons allows you to focus on the May-October; November - April season performance year over year, and measured against historic actual data. On this first iteration we see the full Summer 2008 view as well as the full Winter 2008/9 ahead. Views change as seasons come into scope and next month we will show the first month of the Summer 2009 Season (May) as well as a static November (actual) through April (On the Books) Winter 2008/9 view.

#### **Improved Year over Year "Fill" Pacing Report**

An improvement on our existing "Fill" charts, which have traditionally displayed the rate of reservations Occupancy "Fill" during the previous month, this new report combines this data with the same data from one year ago - allowing you to not only look at the current pace of reservations against historic actuals, but also against the same period one year ago. As with all other MTRIP metrics, this is an apples to apples view, comparing data for properties that have reported in both the current and prior year. Accompanied by a new set of supporting tables, we think you'll find great value in this improvement

#### **New Winter / Summer Season Supporting Data Tables**

In keeping with our standard format of providing 'tiers' of data, the New Summer and Winter Seasonal Charts are accompanied by their respective supporting data tables.

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# RESERVATION ACTIVITY OUTLOOK REPORT

Destination: North Lake Tahoe

Period: Bookings as of Oct. 31, 2008

## Index and Summary

### 1. Year to Date Comparison Series – As of: Oct. 31, 2008

**a. Last Month Performance: Current YTD vs Previous YTD**

1 Occupancy for last month (October) changed by:	<b>0.7%</b>
2 ADR for last month (October) changed by:	<b>1.9%</b>
3 RevPAR for last month (October) changed by:	<b>2.6%</b>

**b. Next Month Performance: Current YTD vs Previous YTD**

1 Occupancy for next month (November) changed by:	<b>-28.4%</b>
2 ADR for next month (November) changed by:	<b>4.3%</b>
3 RevPAR for next month (November) changed by:	<b>-25.4%</b>

**c. 6 Month Forecast Performance: Current YTD vs Previous YTD**

1 Occupancy for the forward looking 6 months has changed by:	<b>-8.7%</b>
2 ADR for the forward looking 6 months has changed by:	<b>-8.6%</b>
3 RevPAR for the forward looking 6 months has changed by:	<b>-16.6%</b>

**d. Compilation - Percent Change in Occupancy Rate & ADR: 2008/09 YTD Compared to 2007/08 YTD**

1 The Compilation Chart shows the graphic relationship between occupancy and rate, for purposes of yield management.
--

### 2. Supporting Data Tables

Supporting Data Tables are provided in the last section of this Report, and provide a full set of supporting information. While neither as easy or convenient as the Summary or Charts, the Tables offer the most complete presentation of data that is available to MTRIP Subscribers.

### 3. Participating Properties:

**RESPONDENTS TO Oct. 31, 2008 SURVEY:**

Mourelabs Lakeshore Resort, Northstar-at-Tahoe, Plumpjack Squaw Valley Inn, DHR - NLT-Resort at Squaw Creek, Squaw Valley Lodge, IW - NLT-Village at Squaw Valley, Tahoe Mountain Resorts Lodging, Granlibakken Resort, Hyatt Regency Lake Tahoe Resort and Spa

### 4. About the Reservation Activity Outlook

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

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

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

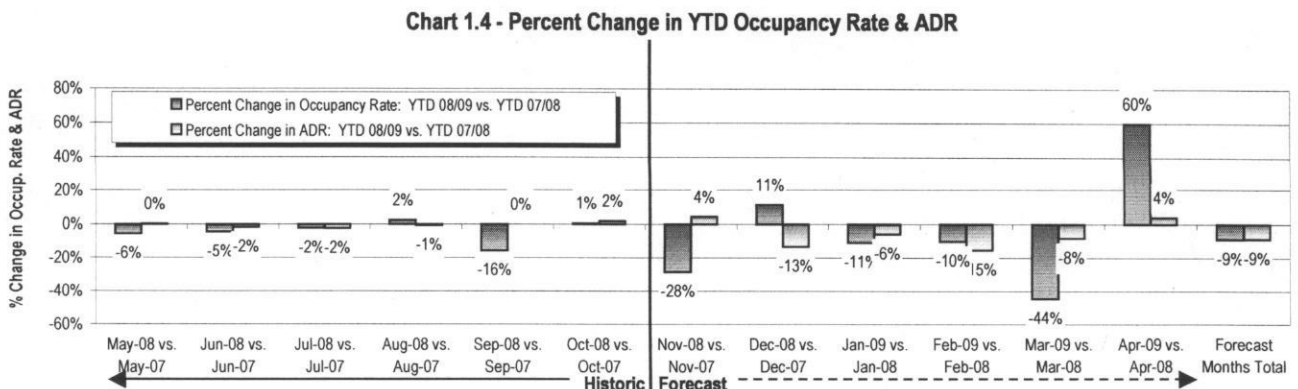
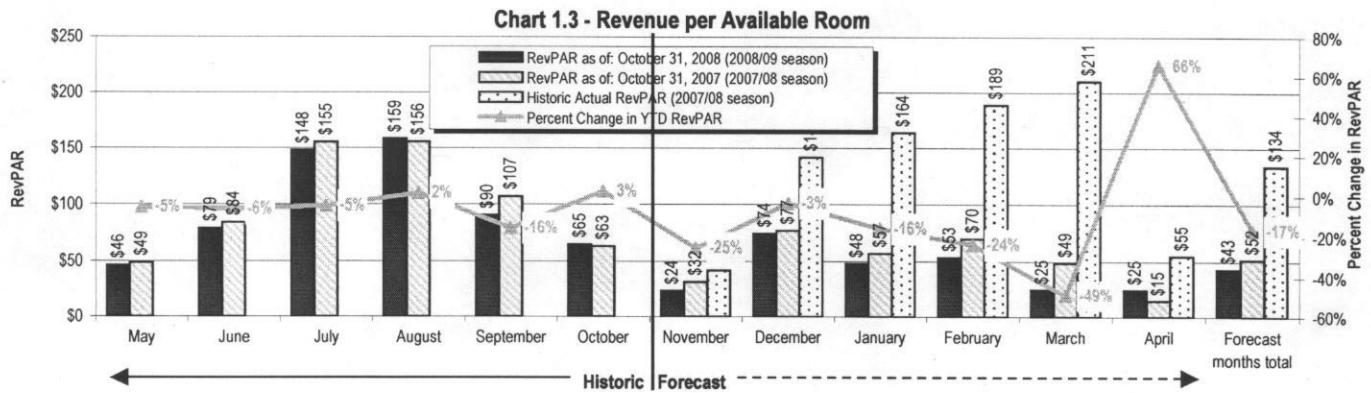
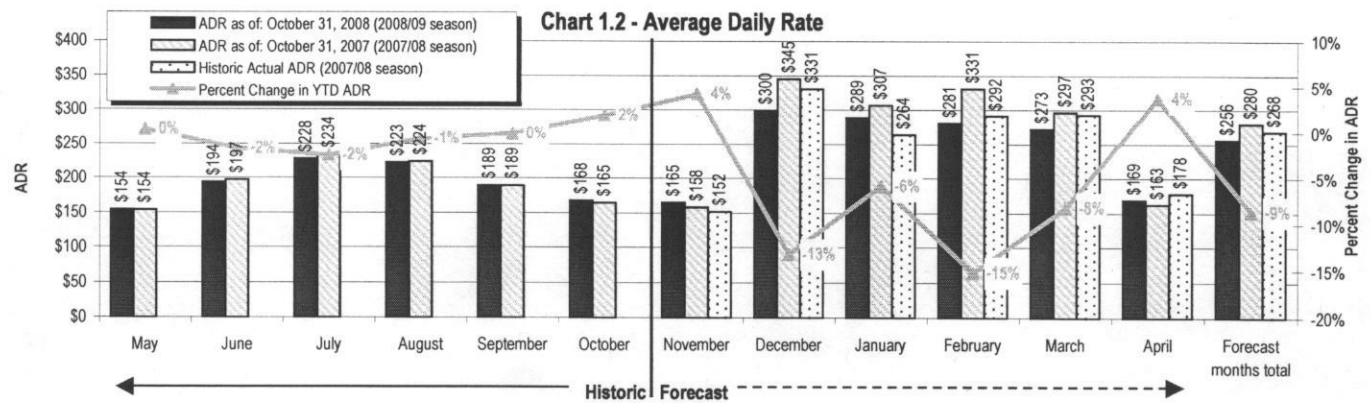
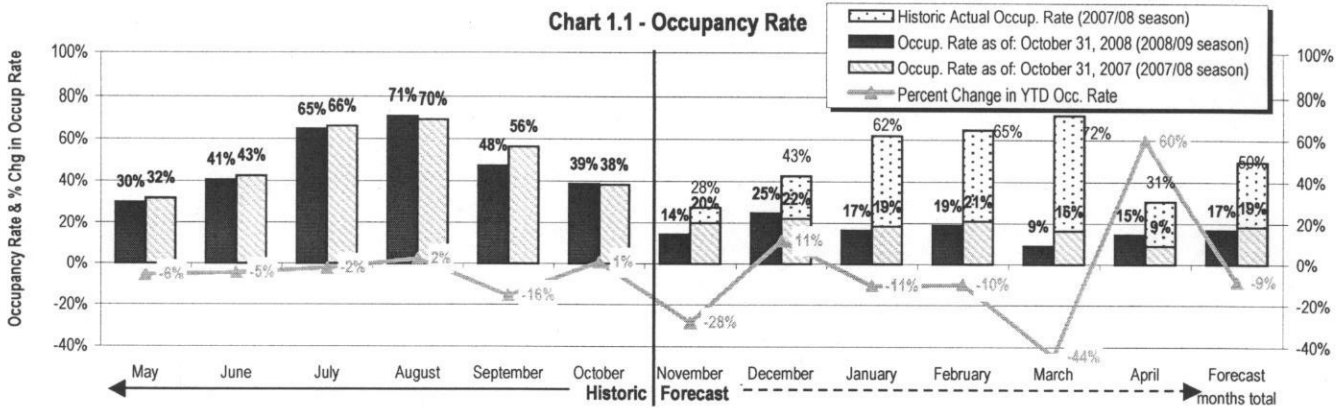
As is the case in all MTRIP data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

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# RESERVATIONS ACTIVITY REPORT

## SECTION 1 - SUMMARY GRAPHS

2008/09 YTD (as of Oct. 31, 2008) vs. 2007/08 YTD (as of Oct. 31, 2007) vs. 2007/08 Historical



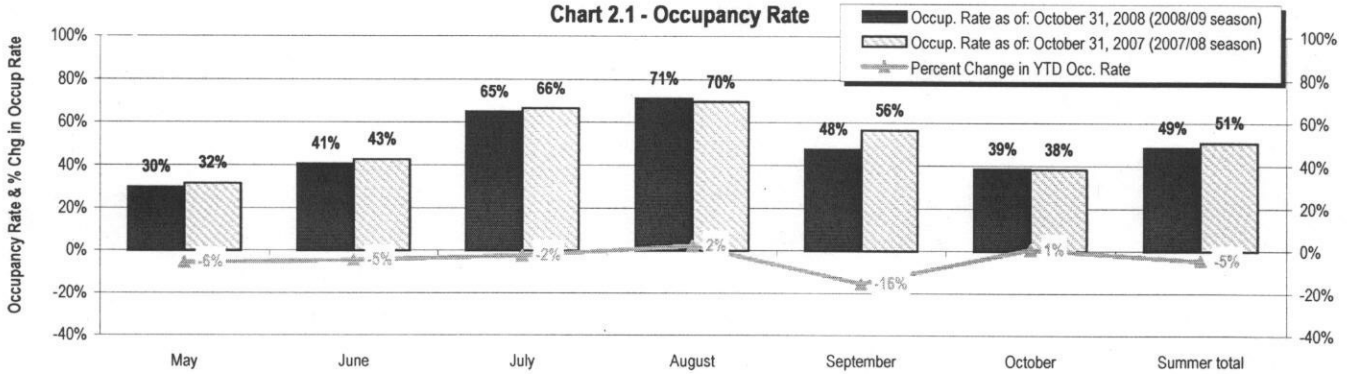


# RESERVATIONS ACTIVITY REPORT

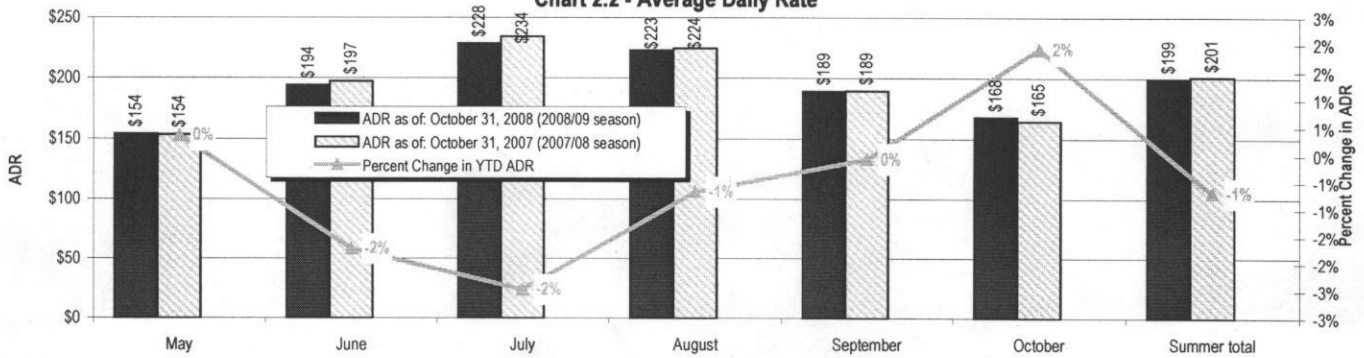
## SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2008/09 YTD (as of Oct. 31, 2008) vs. 2007/08 YTD (as of Oct. 31, 2007) vs. 2007/08 Historical

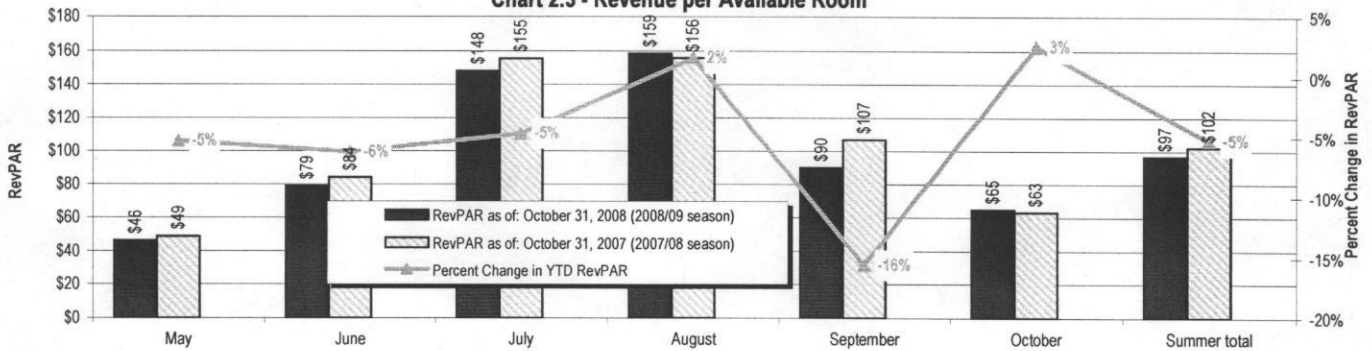
**Chart 2.1 - Occupancy Rate**



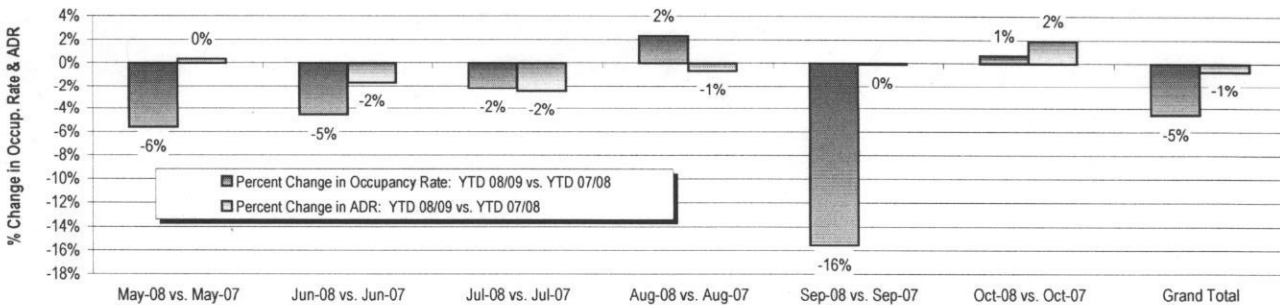
**Chart 2.2 - Average Daily Rate**



**Chart 2.3 - Revenue per Available Room**



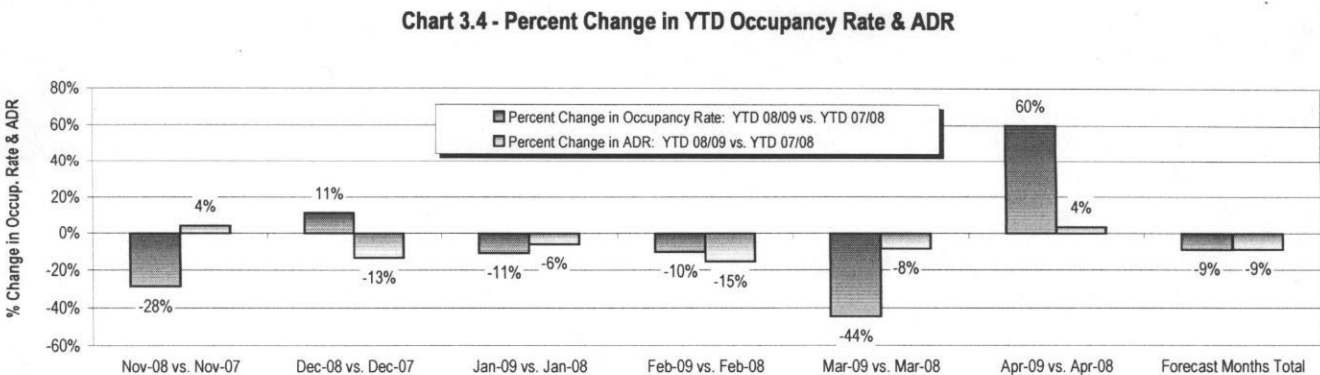
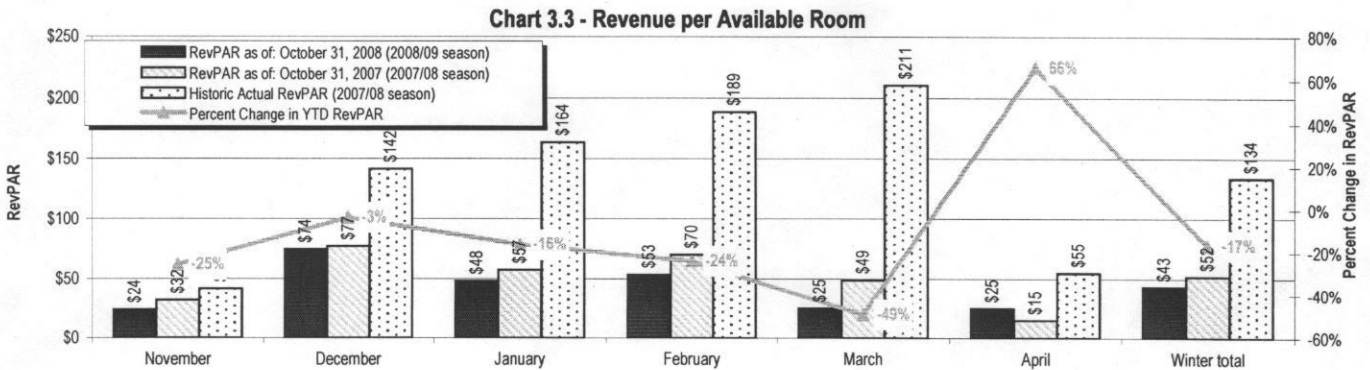
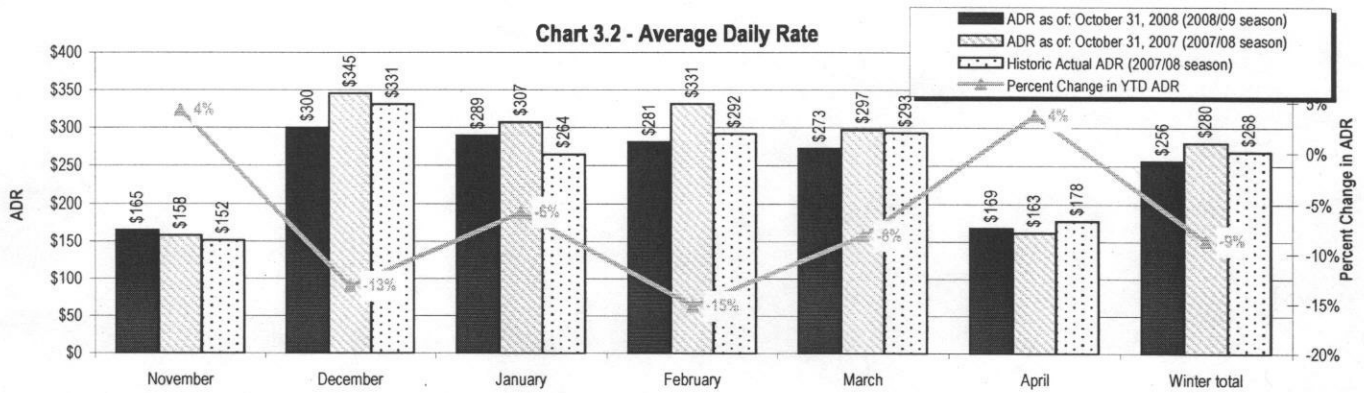
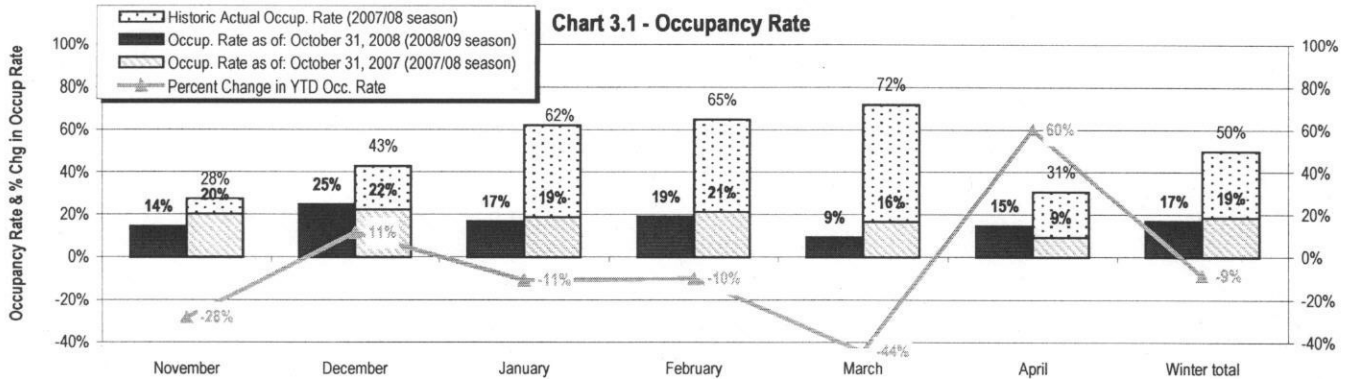
**Chart 2.4 - Percent Change in YTD Occupancy Rate & ADR**



# RESERVATIONS ACTIVITY REPORT

## SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2008/09 YTD (as of Oct. 31, 2008) vs. 2007/08 YTD (as of Oct. 31, 2007) vs. 2007/08 Historical

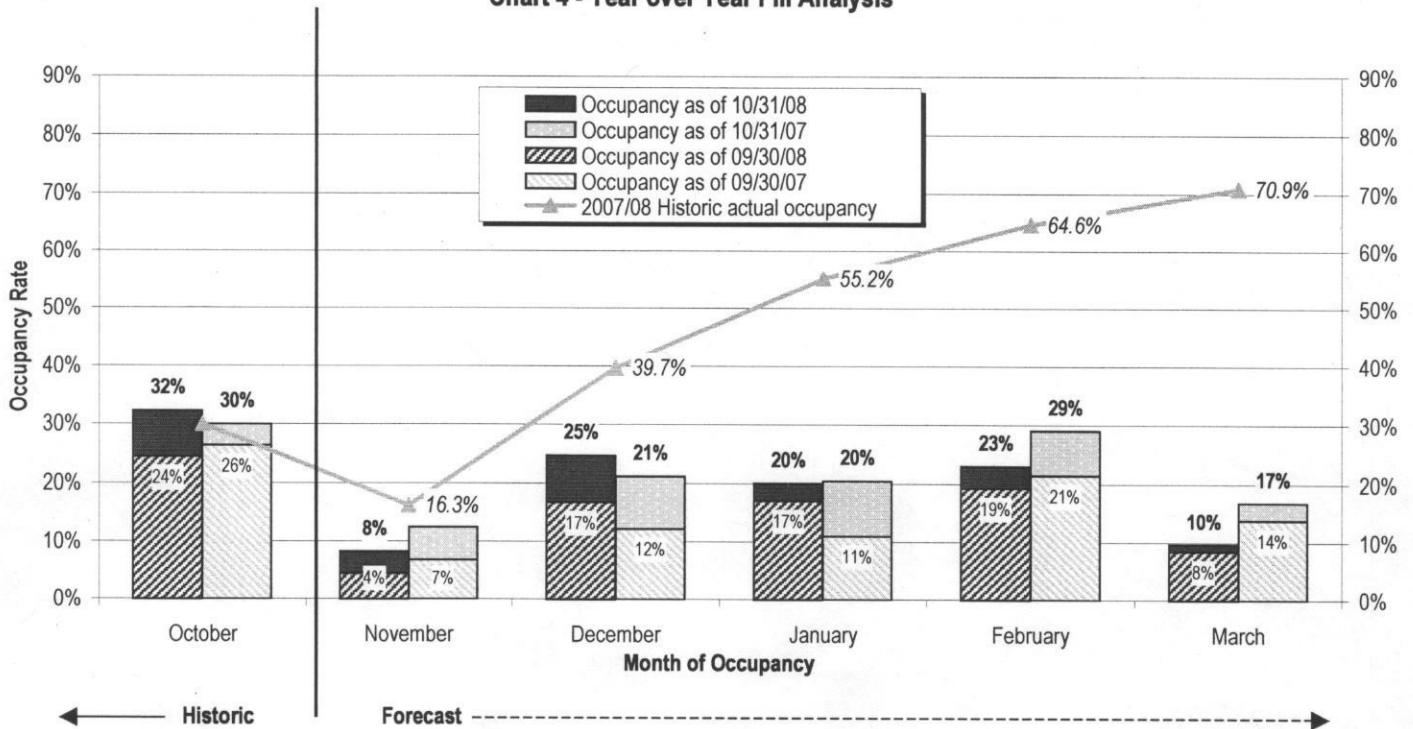


## RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

**Occupancy Pace as of Oct. 31, 2008 and Sep. 30, 2008 versus same period 2007/08 Occupancy Pace**

\* Fill analysis is representative of properties providing valid data in Prior and Current Months of both 2008 and 2007

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



**Supporting Table for Chart 4\***

Month of Occupancy:	OCCUPANCY AS OF OCT 31			OCCUPANCY AS OF SEP 30			INCREMENTAL OCCUP. BOOKED			2007/08 Historic actual occupancy
	Occupancy as of 10/31/08	Occupancy as of 10/31/07	Change	Occupancy as of 09/30/08	Occupancy as of 09/30/07	Change	Incremental occupancy booked during Oct. 2008	Incremental occupancy booked during Oct. 2007	Change	
October	32.3%	30.0%	2.3%	24.4%	26.4%	-1.9%	7.9%	3.6%	4.2%	30.0%
November	8.3%	12.5%	-4.2%	4.4%	6.9%	-2.4%	3.9%	5.6%	-1.8%	16.3%
December	24.7%	21.2%	3.5%	16.7%	12.2%	4.5%	8.0%	9.0%	-1.0%	39.7%
January	20.1%	20.5%	-0.4%	17.1%	11.0%	6.1%	3.0%	9.4%	-6.5%	55.2%
February	23.0%	29.1%	-6.0%	19.3%	21.5%	-2.2%	3.8%	7.6%	-3.8%	64.6%
March	9.7%	16.8%	-7.1%	8.5%	13.8%	-5.3%	1.2%	3.0%	-1.8%	70.9%
<b>Total</b>	<b>19.6%</b>	<b>21.7%</b>	<b>-2.1%</b>	<b>15.0%</b>	<b>15.4%</b>	<b>-0.3%</b>	<b>4.6%</b>	<b>6.3%</b>	<b>-1.7%</b>	<b>46.1%</b>

\*Based on providing complete pacing data within a given month of occupancy only.

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

Bookings as of Oct. 31, 2008

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08			Historic Actual Occup. Rate (2007/08 season)	# of Properties in Sample
	Occup. Rate as of: October 31, 2008 (2008/09 season)	Occup. Rate as of: October 31, 2007 (2007/08 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2008/09 & 2007/08)					
May	30.0%	31.8%	-5.6%		11
June	40.8%	42.7%	-4.6%		7
July	64.9%	66.4%	-2.2%		8
August	71.2%	69.6%	2.3%		10
September	47.7%	56.5%	-15.5%		9
October	Historic 38.7%	38.5%	0.7%		9
November	Forecast 14.4%	20.1%	-28.4%	27.6%	6
December	24.9%	22.3%	11.4%	42.9%	5
January	16.6%	18.6%	-10.7%	62.1%	6
February	19.0%	21.2%	-10.1%	64.8%	6
March	9.1%	16.5%	-44.4%	71.9%	5
April	14.7%	9.2%	60.0%	30.8%	5
Grand total	35.1%	36.5%	-3.9%	50.5%	11
Historic months total	48.6%	51.0%	-4.6%	51.0%	11
Forecast months total	16.9%	18.5%	-8.7%	49.9%	6

AVERAGE DAILY RATE	ADR: YTD 2008/09 VS. YTD 2007/08			Historic Actual ADR (2007/08 season)	# of Properties in Sample
	ADR as of: October 31, 2008 (2008/09 season)	ADR as of: October 31, 2007 (2007/08 season)	Percent Change in YTD ADR		
Month of Occupancy (2008/09 & 2007/08)					
May	\$154	\$154	0.4%		11
June	\$194	\$197	-1.7%		7
July	\$228	\$234	-2.5%		8
August	\$223	\$224	-0.7%		10
September	\$189	\$189	-0.1%		9
October	Historic \$168	\$165	1.9%		9
November	Forecast \$165	\$158	4.3%	\$152	6
December	\$300	\$345	-13.2%	\$331	5
January	\$289	\$307	-5.8%	\$264	6
February	\$281	\$331	-15.2%	\$292	6
March	\$273	\$297	-8.2%	\$293	5
April	\$169	\$163	3.7%	\$178	5
Grand total	\$211	\$219	-3.5%	\$230	11
Historic months total	\$199	\$201	-0.7%	\$201	11
Forecast months total	\$256	\$280	-8.6%	\$268	6

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2008/09 VS. YTD 2007/08			Historic Actual RevPAR (2007/08 season)	# of Properties in Sample
	RevPAR as of: October 31, 2008 (2008/09 season)	RevPAR as of: October 31, 2007 (2007/08 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2008/09 & 2007/08)					
May	\$46	\$49	-5.3%		11
June	\$79	\$84	-6.2%		7
July	\$148	\$155	-4.6%		8
August	\$159	\$156	1.7%		10
September	\$90	\$107	-15.6%		9
October	Historic \$65	\$63	2.6%		9
November	Forecast \$24	\$32	-25.4%	\$42	6
December	\$74	\$77	-3.4%	\$142	5
January	\$48	\$57	-15.9%	\$164	6
February	\$53	\$70	-23.7%	\$189	6
March	\$25	\$49	-49.0%	\$211	5
April	\$25	\$15	65.9%	\$55	5
Grand total	\$74	\$80	-7.3%	\$116	11
Historic months total	\$97	\$102	-5.2%	\$102	11
Forecast months total	\$43	\$52	-16.6%	\$134	6

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5B - SUMMER SEASON SUPPORTING DATA TABLES**  
 Summer Bookings as of Oct. 31, 2008

<b>OCCUPANCY RATE</b>	<b><u>OCCUPANCY RATE: YTD 2008 VS. YTD 2007</u></b>			<b>Historic Actual Occup. Rate (2007/08 season)</b>
	<b>Occup. Rate as of: October 31, 2008 (2008/09 season)</b>	<b>Occup. Rate as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD Occ. Rate</b>	
<b>Month of Occupancy (2008 &amp; 2007)</b>				
May	30.0%	31.8%	-5.6%	
June	40.8%	42.7%	-4.6%	
July	64.9%	66.4%	-2.2%	
August	71.2%	69.6%	2.3%	
September	47.7%	56.5%	-15.5%	
October	38.7%	38.5%	0.7%	
Summer total	48.6%	51.0%	-4.6%	

<b>AVERAGE DAILY RATE</b>	<b><u>ADR: YTD 2008 VS. YTD 2007</u></b>			<b>Historic Actual ADR (2007/08 season)</b>
	<b>ADR as of: October 31, 2008 (2008/09 season)</b>	<b>ADR as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD ADR</b>	
<b>Month of Occupancy (2008 &amp; 2007)</b>				
May	\$154	\$154	0.4%	
June	\$194	\$197	-1.7%	
July	\$228	\$234	-2.5%	
August	\$223	\$224	-0.7%	
September	\$189	\$189	-0.1%	
October	\$168	\$165	1.9%	
Summer total	\$199	\$201	-0.7%	

<b>REVENUE PER AVAILABLE ROOM</b>	<b><u>REVPAR: YTD 2008 VS. YTD 2007</u></b>			<b>Historic Actual RevPAR (2007/08 season)</b>
	<b>RevPAR as of: October 31, 2008 (2008/09 season)</b>	<b>RevPAR as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD RevPAR</b>	
<b>Month of Occupancy (2008 &amp; 2007)</b>				
May	\$46	\$49	-5.3%	
June	\$79	\$84	-6.2%	
July	\$148	\$155	-4.6%	
August	\$159	\$156	1.7%	
September	\$90	\$107	-15.6%	
October	\$65	\$63	2.6%	
Summer total	\$97	\$102	-5.2%	

**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5C - WINTER SEASON SUPPORTING DATA TABLES**  
 Winter Bookings as of Oct. 31, 2008

<b>OCCUPANCY RATE</b>	<b><u>OCCUPANCY RATE: YTD 2008/09 VS. YTD 2007/08</u></b>			<b>Historic Actual Occup. Rate (2007/08 season)</b>
	<b>Occup. Rate as of: October 31, 2008 (2008/09 season)</b>	<b>Occup. Rate as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD Occ. Rate</b>	
<b>Month of Occupancy (2008/09 &amp; 2007/08)</b>				
November	14.4%	20.1%	-28.4%	27.6%
December	24.9%	22.3%	11.4%	42.9%
January	16.6%	18.6%	-10.7%	62.1%
February	19.0%	21.2%	-10.1%	64.8%
March	9.1%	16.5%	-44.4%	71.9%
April	14.7%	9.2%	60.0%	30.8%
Winter total	16.9%	18.5%	-8.7%	49.9%

<b>AVERAGE DAILY RATE</b>	<b><u>ADR: YTD 2008/09 VS. YTD 2007/08</u></b>			<b>Historic Actual ADR (2007/08 season)</b>
	<b>ADR as of: October 31, 2008 (2008/09 season)</b>	<b>ADR as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD ADR</b>	
<b>Month of Occupancy (2008/09 &amp; 2007/08)</b>				
November	\$165	\$158	4.3%	\$152
December	\$300	\$345	-13.2%	\$331
January	\$289	\$307	-5.8%	\$264
February	\$281	\$331	-15.2%	\$292
March	\$273	\$297	-8.2%	\$293
April	\$169	\$163	3.7%	\$178
Winter total	\$256	\$280	-8.6%	\$268

<b>REVENUE PER AVAILABLE ROOM</b>	<b><u>REVPAR: YTD 2008/09 VS. YTD 2007/08</u></b>			<b>Historic Actual RevPAR (2007/08 season)</b>
	<b>RevPAR as of: October 31, 2008 (2008/09 season)</b>	<b>RevPAR as of: October 31, 2007 (2007/08 season)</b>	<b>Percent Change in YTD RevPAR</b>	
<b>Month of Occupancy (2008/09 &amp; 2007/08)</b>				
November	\$24	\$32	-25.4%	\$42
December	\$74	\$77	-3.4%	\$142
January	\$48	\$57	-15.9%	\$164
February	\$53	\$70	-23.7%	\$189
March	\$25	\$49	-49.0%	\$211
April	\$25	\$15	65.9%	\$55
Winter total	\$43	\$52	-16.6%	\$134