



October 2014

Marketing Standing
Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of September 30, 2014

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,599 Units ('DestiMetrics Census'*)

		2014/15	2013/14	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (September) changed by (-14.5%)	Occupancy (September) :	46.0%	53.8%	-14.5%
North Lake Tahoe Average Daily Rate for last month (September) changed by (0.1%)	ADR (September) :	\$217	\$217	0.1%
North Lake Tahoe RevPAR for last month (September) changed by (-14.4%)	RevPAR (September) :	\$100	\$117	-14.4%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (October) changed by (-9.2%)	Occupancy (October)	26.0%	28.6%	-9.2%
North Lake Tahoe Average Daily Rate for next month (October) changed by (-3.9%)	ADR (October) :	\$167	\$174	-3.9%
North Lake Tahoe RevPAR for next month (October) changed by (-12.7%)	RevPAR (October) :	\$44	\$50	-12.7%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.5%)	Occupancy	52.3%	48.6%	7.5%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (7.0%)	ADR	\$233	\$218	7.0%
North Lake Tahoe RevPAR for the prior 6 months changed by (15.0%)	RevPAR	\$122	\$106	15.0%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (-8.3%)	Occupancy	14.7%	16.1%	-8.3%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-3.9%)	ADR	\$244	\$254	-3.9%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-11.9%)	RevPAR	\$36	\$41	-11.9%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2014 vs. Previous Year				
Rooms Booked during last month (September, 2014) compared to Rooms Booked during the same period last year (September, 2013) for arrival September to February has changed by (-23.9%)	Booking Pace (September)	3.3%	4.4%	-23.9%

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

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

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

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

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RESERVATIONS ACTIVITY REPORT

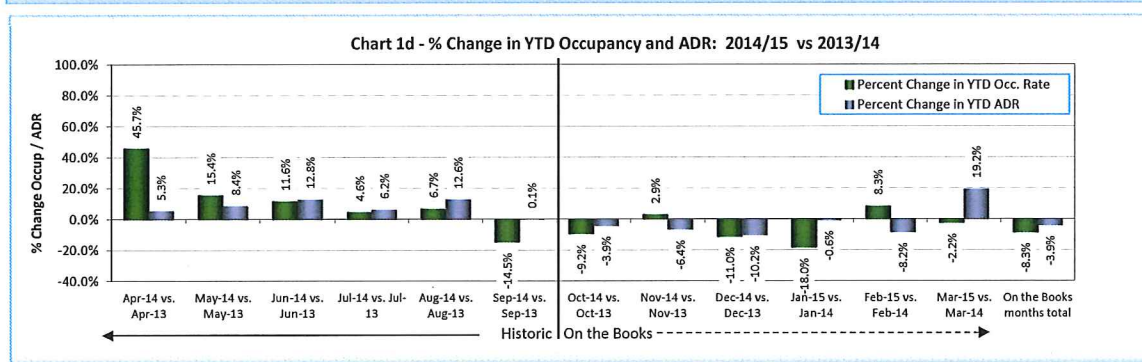
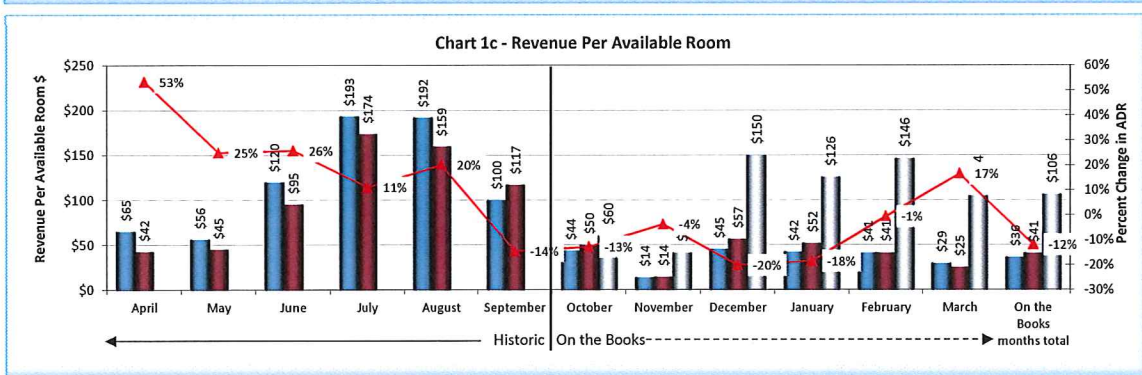
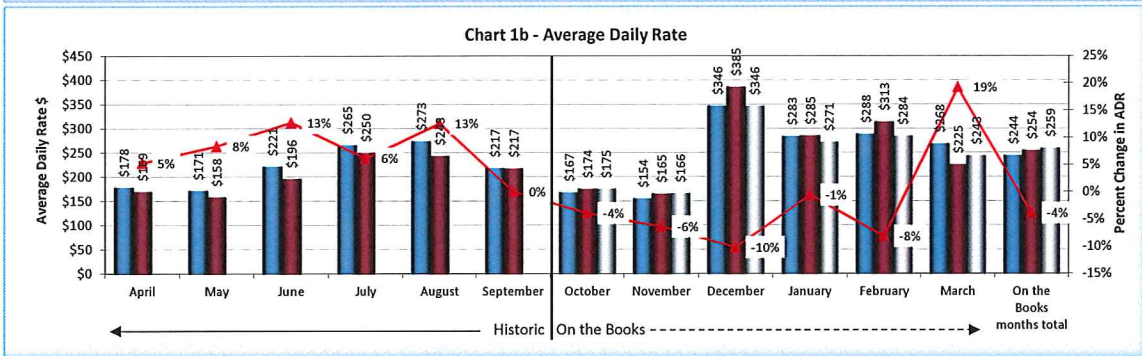
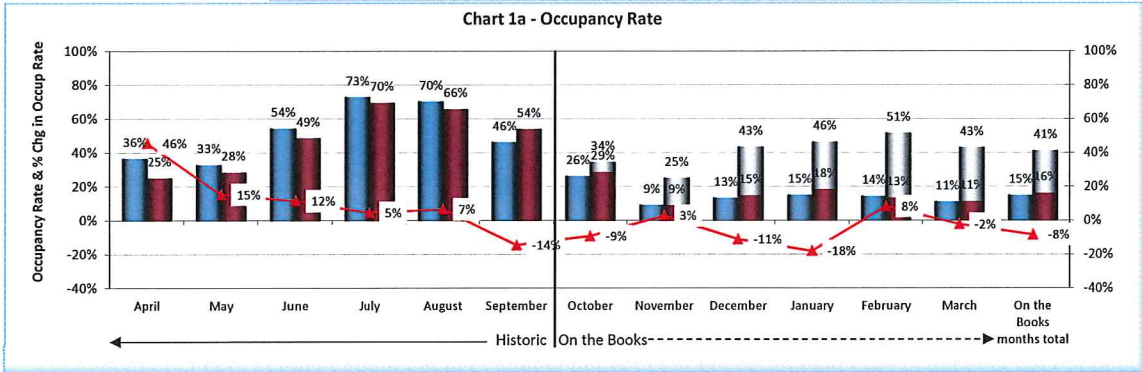
SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of September 30, 2014) vs. 2013/14 YTD (as of September 30, 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 September 30, 2014 (2014/15 season)
■ Data as of September 30, 2013 (2013/14 season) ↗ Percent Change



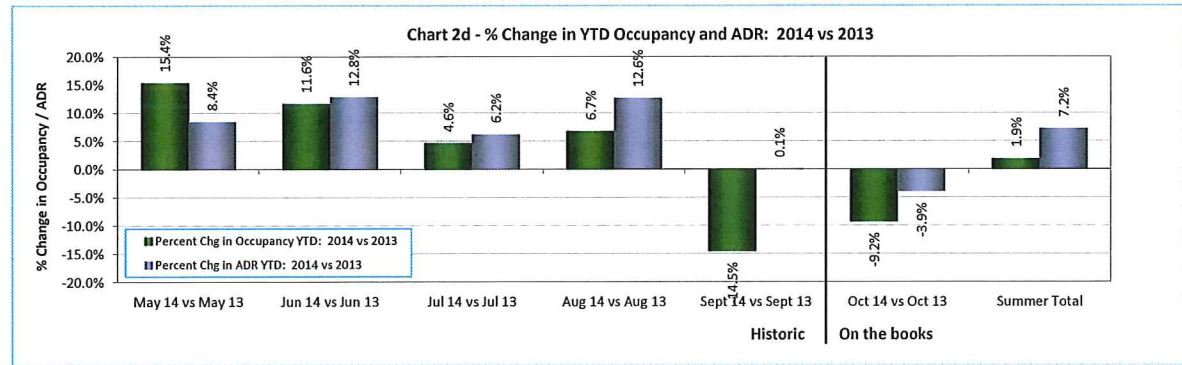
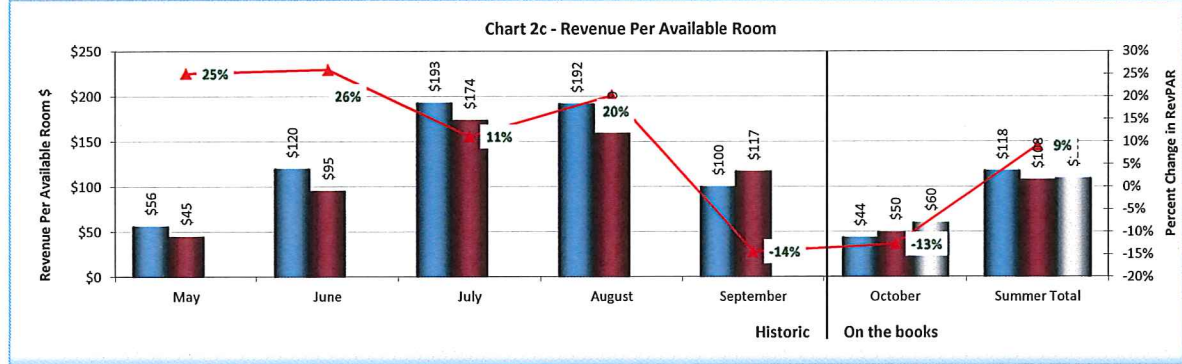
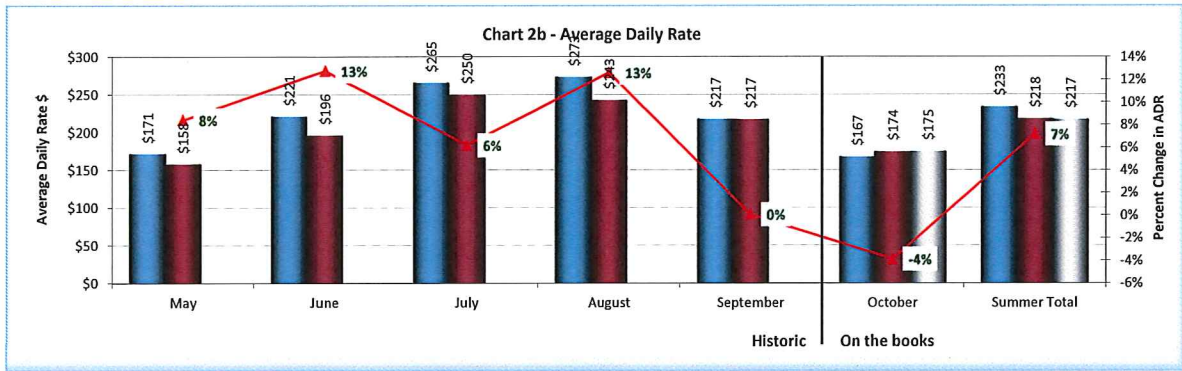
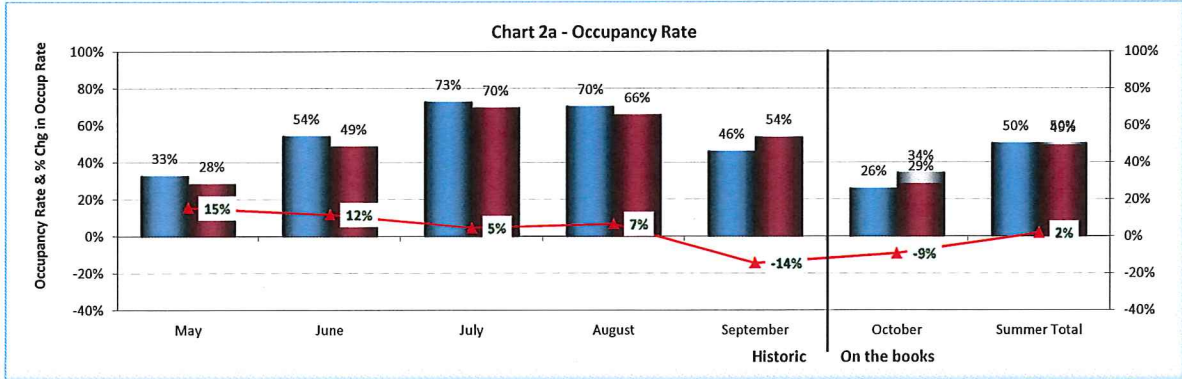
RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

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

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





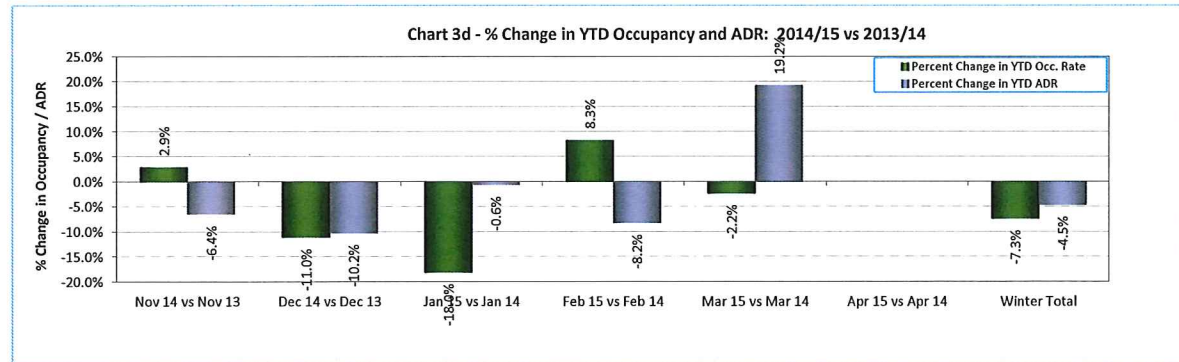
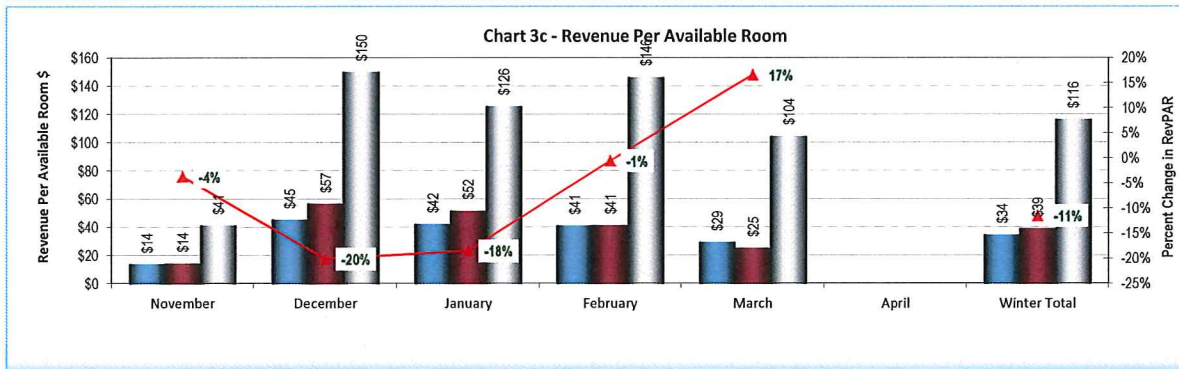
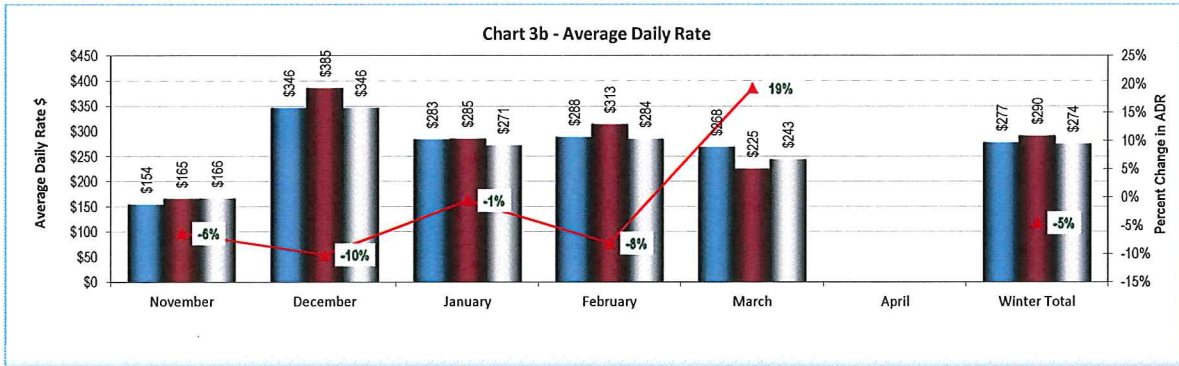
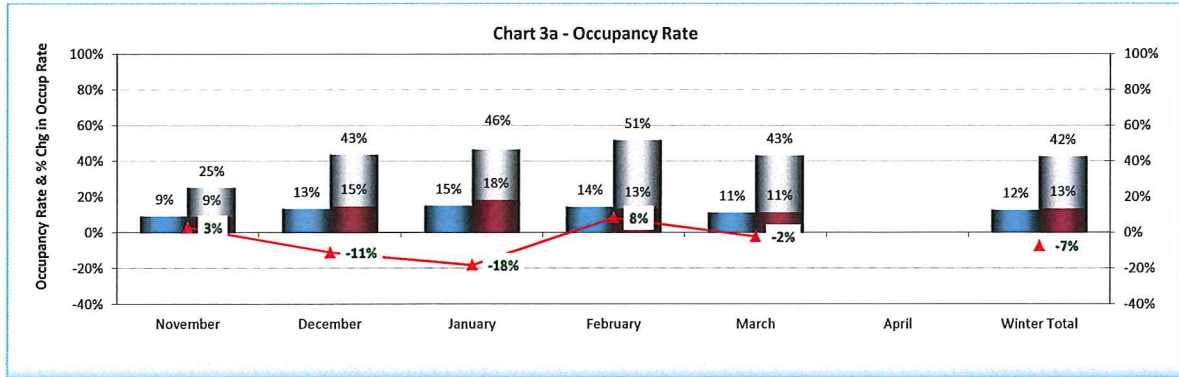
RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of September 30, 2014) vs. 2013/14 YTD (as of September 30, 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 September 30, 2014 (2014/15 season)

Data as of September 30, 2013 (2013/14 season)
 Percent Change





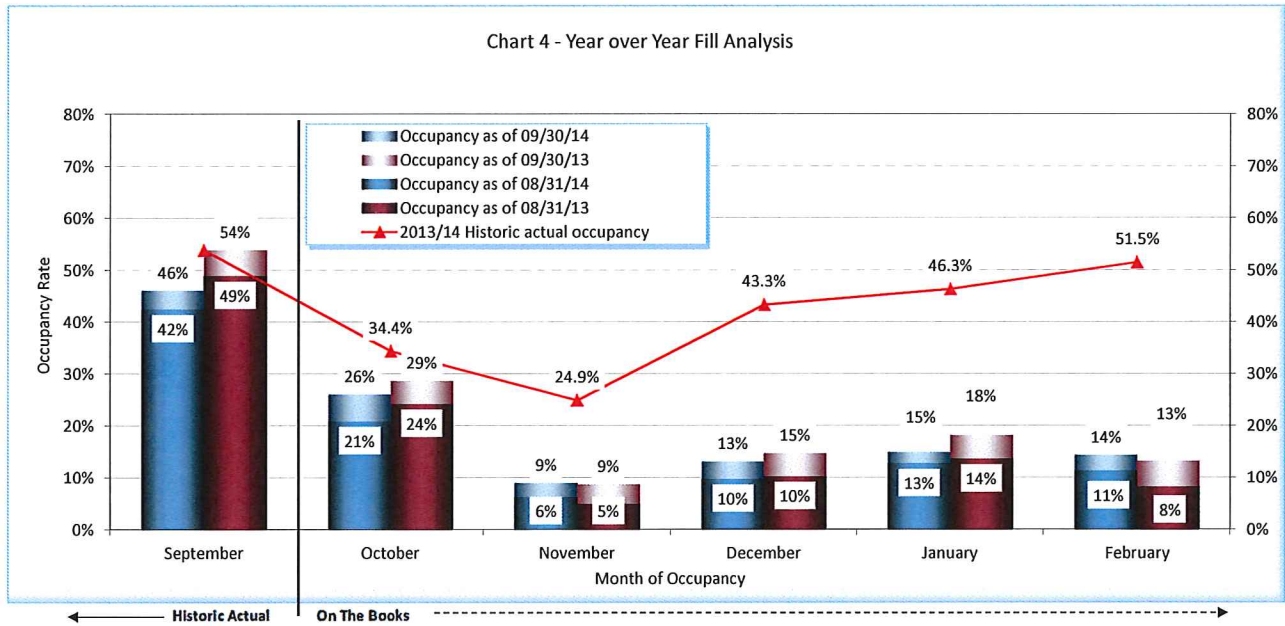
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2014/15 Occupancy Pace (as of September 30, 2014) vs. 2013/14 Occupancy Pace (as of September 30, 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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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF SEP 30			OCCUPANCY AS OF AUG 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2013/14 Historic actual occupancy
	Occupancy as of 09/30/14	Occupancy as of 09/30/13	Absolute Change	Occupancy as of 08/31/14	Occupancy as of 08/31/13	Absolute Change	Incremental occupancy booked during Sep. 2014	Incremental occupancy booked during Sep. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
September	46.0%	53.8%	-7.8%	42.4%	48.9%	-6.4%	3.6%	4.9%	-1.3%	-27.3%	53.8%
October	26.0%	28.6%	-2.6%	20.8%	24.2%	-3.3%	5.1%	4.4%	0.7%	15.8%	34.4%
November	8.9%	8.7%	0.3%	6.3%	4.9%	1.4%	2.7%	3.8%	-1.1%	-29.8%	24.9%
December	13.1%	14.7%	-1.6%	9.7%	10.2%	-0.5%	3.3%	4.4%	-1.1%	-24.6%	43.3%
January	14.9%	18.1%	-3.3%	12.7%	13.6%	-0.9%	2.2%	4.6%	-2.4%	-52.1%	46.3%
February	14.3%	13.2%	1.1%	11.3%	8.2%	3.1%	3.0%	4.9%	-2.0%	-40.1%	51.5%
Total	20.6%	23.4%	-2.8%	17.3%	19.1%	-1.8%	3.3%	4.4%	-1.0%	-23.9%	42.8%

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

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



RESERVATIONS ACTIVITY REPORT
SECTION 5a - SUPPORTING DATA TABLES
 Bookings as of September 30, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE		OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)	# of Properties in Sample
		Occup. Rate as of: September 30, 2014 (2014/15 season)	Occup. Rate as of: September 30, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2014/15 & 2013/14)						
April		36.5%	25.0%	45.7%		11
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	Historic Actual	46.0%	53.8%	-14.5%		11
October	On the Books	26.0%	28.6%	-9.2%	34.4%	11
November		8.9%	8.7%	2.9%	24.9%	11
December		13.1%	14.7%	-11.0%	43.3%	11
January		14.9%	18.1%	-18.0%	46.3%	11
February		14.3%	13.2%	8.3%	51.5%	11
March		10.9%	11.2%	-2.2%	42.9%	11
Grand total		33.6%	33.5%	0.2%	45.1%	11
Historic months total		52.3%	48.6%	7.5%	48.6%	11
On the Books months total		14.7%	16.1%	-8.3%	41.0%	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: September 30, 2014 (2014/15 season)	ADR as of: September 30, 2013 (2013/14 season)	Percent Change in YTD ADR		
Month of Occupancy (2014/15 & 2013/14)						
April		\$178	\$169	5.3%		11
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	Historic Actual	\$217	\$217	0.1%		11
October	On the Books	\$167	\$174	-3.9%	\$175	11
November		\$154	\$165	-6.4%	\$166	11
December		\$346	\$385	-10.2%	\$346	11
January		\$283	\$285	-0.6%	\$271	11
February		\$288	\$313	-8.2%	\$284	11
March		\$268	\$225	19.2%	\$243	11
Grand total		\$235	\$226	4.2%	\$235	11
Historic months total		\$233	\$218	7.0%	\$218	11
On the Books months total		\$244	\$254	-3.9%	\$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: September 30, 2014 (2014/15 season)	RevPAR as of: September 30, 2013 (2013/14 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2014/15 & 2013/14)						
April		\$65	\$42	53.5%		11
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	Historic Actual	\$100	\$117	-14.4%		11
October	On the Books	\$44	\$50	-12.7%	\$60	11
November		\$14	\$14	-3.7%	\$41	11
December		\$45	\$57	-20.1%	\$150	11
January		\$42	\$52	-18.5%	\$126	11
February		\$41	\$41	-0.6%	\$146	11
March		\$29	\$25	16.6%	\$104	11
Grand total		\$79	\$76	4.4%	\$106	11
Historic months total		\$122	\$106	15.0%	\$106	11
On the Books months total		\$36	\$41	-11.9%	\$106	11



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

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</u>			Historic Actual Occup. Rate (2013 season)
	Occup. Rate as of: September 30, 2014 (2014 season)	Occup. Rate as of: September 30, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)				
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	Historic Actual 46.0%	53.8%	-14.5%	
October	On the Books 26.0%	28.6%	-9.2%	34.4%
Summer Total	50.4%	49.5%	1.9%	50.4%

AVERAGE DAILY RATE	<u>ADR: YTD 2014 VS. YTD 2013</u>			Historic Actual ADR (2013 season)
	ADR as of: September 30, 2014 (2014 season)	ADR as of: September 30, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)				
May	\$171	\$158	8.4%	
June	\$221	\$196	12.8%	
July	\$265	\$250	6.2%	
August	\$273	\$243	12.6%	
September	Historic Actual \$217	\$217	0.1%	
October	On the Books \$167	\$174	-3.9%	\$175
Summer Total	\$233	\$218	7.2%	\$217

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014 VS. YTD 2013</u>			Historic Actual RevPAR (2013 season)
	RevPAR as of: September 30, 2014 (2014 season)	RevPAR as of: September 30, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)				
May	\$56	\$45	25.1%	
June	\$120	\$95	25.9%	
July	\$193	\$174	11.1%	
August	\$192	\$159	20.2%	
September	Historic Actual \$100	\$117	-14.4%	
October	On the Books \$44	\$50	-12.7%	\$60
Summer Total	\$118	\$108	9.2%	\$109



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

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

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: September 30, 2014 (2014/15 season)	Occup. Rate as of: September 30, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	8.9%	8.7%	2.9%	24.9%
December	13.1%	14.7%	-11.0%	43.3%
January	14.9%	18.1%	-18.0%	46.3%
February	14.3%	13.2%	8.3%	51.5%
March	10.9%	11.2%	-2.2%	42.9%
April				
Winter Total	12.4%	13.4%	-7.3%	42.4%

AVERAGE DAILY RATE	ADR: YTD 2014/15 VS. YTD 2013/14			Historic Actual ADR (2013/14 season)
	ADR as of: September 30, 2014 (2014/15 season)	ADR as of: September 30, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$154	\$165	-6.4%	\$166
December	\$346	\$385	-10.2%	\$346
January	\$283	\$285	-0.6%	\$271
February	\$288	\$313	-8.2%	\$284
March	\$268	\$225	19.2%	\$243
April				
Winter Total	\$277	\$290	-4.5%	\$274

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2014/15 VS. YTD 2013/14			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: September 30, 2014 (2014/15 season)	RevPAR as of: September 30, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$14	\$14	-3.7%	\$41
December	\$45	\$57	-20.1%	\$150
January	\$42	\$52	-18.5%	\$126
February	\$41	\$41	-0.6%	\$146
March	\$29	\$25	16.6%	\$104
April				
Winter Total	\$34	\$39	-11.5%	\$116

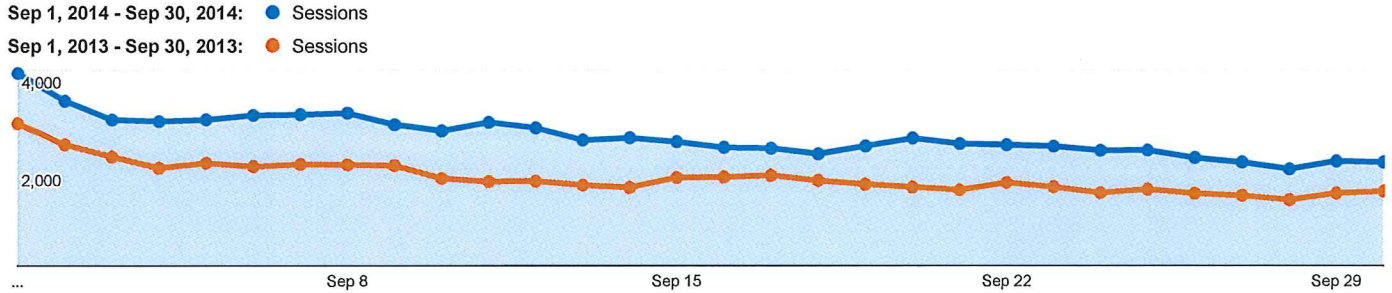
Audience Overview

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

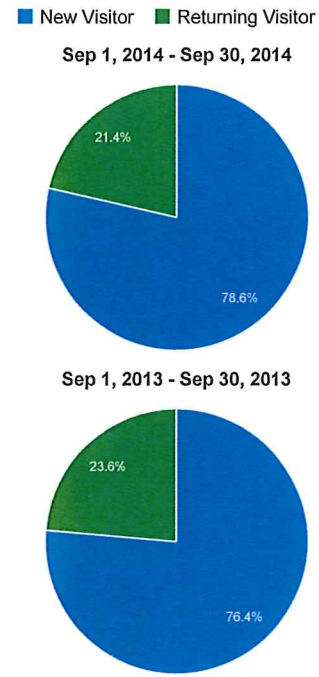
All Sessions +0.00%

 + Add Segment

Overview



Sessions 46.94% 79,579 vs 54,158	Users 47.73% 66,542 vs 45,044	Pageviews 18.60% 215,770 vs 181,926
Pages / Session -19.28% 2.71 vs 3.36	Avg. Session Duration -19.19% 00:02:03 vs 00:02:32	Bounce Rate 24.45% 58.00% vs 46.60%
% New Sessions 2.92% 78.52% vs 76.29%		



Language	Sessions	% Sessions
1. en-us		
Sep 1, 2014 - Sep 30, 2014	73,734	92.66%
Sep 1, 2013 - Sep 30, 2013	49,874	92.09%
% Change	47.84%	0.61%
2. en-gb		
Sep 1, 2014 - Sep 30, 2014	948	1.19%
Sep 1, 2013 - Sep 30, 2013	534	0.99%
% Change	77.53%	20.82%
3. fr-fr		
Sep 1, 2014 - Sep 30, 2014	644	0.81%
Sep 1, 2013 - Sep 30, 2013	175	0.32%
% Change	268.00%	150.44%

4. tr		
Sep 1, 2014 - Sep 30, 2014	393	0.49%
Sep 1, 2013 - Sep 30, 2013	134	0.25%
% Change	193.28%	99.60%
5. en		
Sep 1, 2014 - Sep 30, 2014	365	0.46%
Sep 1, 2013 - Sep 30, 2013	1,016	1.88%
% Change	-64.07%	-75.55%
6. es-es		
Sep 1, 2014 - Sep 30, 2014	352	0.44%
Sep 1, 2013 - Sep 30, 2013	298	0.55%
% Change	18.12%	-19.61%
7. de-de		
Sep 1, 2014 - Sep 30, 2014	344	0.43%
Sep 1, 2013 - Sep 30, 2013	394	0.73%
% Change	-12.69%	-40.58%
8. pt-br		
Sep 1, 2014 - Sep 30, 2014	339	0.43%
Sep 1, 2013 - Sep 30, 2013	309	0.57%
% Change	9.71%	-25.34%
9. es		
Sep 1, 2014 - Sep 30, 2014	265	0.33%
Sep 1, 2013 - Sep 30, 2013	203	0.37%
% Change	30.54%	-11.16%
10. de		
Sep 1, 2014 - Sep 30, 2014	228	0.29%
Sep 1, 2013 - Sep 30, 2013	114	0.21%
% Change	100.00%	36.11%

Location

Sep 1, 2014 - Sep 30, 2014

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

ALL » COUNTRY / TERRITORY: United States



All Sessions
-1.01%



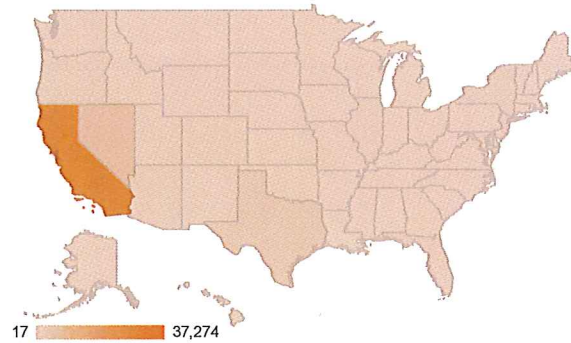
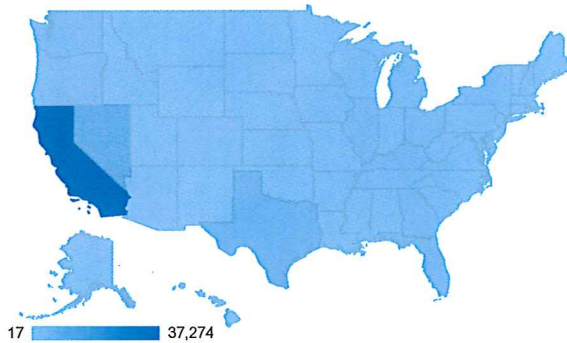
+ Add Segment

Map Overlay

Summary

Sep 1, 2014 - Sep 30, 2014

Sep 1, 2013 - Sep 30, 2013



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	45.31% ▲ 72,033 vs 49,572	1.86% ▲ 77.32% vs 75.91%	48.01% ▲ 55,693 vs 37,629	22.36% ▼ 56.73% vs 46.36%	18.18% ▼ 2.77 vs 3.38	22.03% ▼ 00:02:00 vs 00:02:34	41.63% ▼ 3.90% vs 6.68%	15.19% ▼ 2,809 vs 3,312	15.19% ▼ \$2,809.00 vs \$3,312.00
1. California									
Sep 1, 201	37,274 (51.75%)	73.61%	27,438 (49.27%)	53.26%	2.86	00:02:10	3.74%	1,394 (49.63%)	\$1,394.00 (49.63%)
Sep 1, 201	28,163 (56.81%)	74.48%	20,975 (55.74%)	48.39%	3.23	00:02:28	5.73%	1,614 (48.73%)	\$1,614.00 (48.73%)
% Change	32.35%	-1.16%	30.81%	10.08%	-11.56%	-12.14%	-34.74%	-13.63%	-13.63%
2. Nevada									
Sep 1, 201	7,711 (10.70%)	66.84%	5,154 (9.25%)	54.53%	2.77	00:02:16	2.84%	219 (7.80%)	\$219.00 (7.80%)
Sep 1, 201	5,046 (10.18%)	64.51%	3,255 (8.65%)	50.85%	2.99	00:02:30	3.71%	187 (5.65%)	\$187.00 (5.65%)
% Change	52.81%	3.62%	58.34%	7.24%	-7.42%	-9.27%	-23.36%	17.11%	17.11%
3. Texas									
Sep 1, 201	3,118 (4.33%)	84.89%	2,647 (4.75%)	54.87%	2.93	00:02:05	6.19%	193 (6.87%)	\$193.00 (6.87%)
Sep 1, 201	2,094 (4.22%)	81.71%	1,711 (4.55%)	36.87%	4.07	00:03:04	11.37%	238 (7.19%)	\$238.00 (7.19%)
% Change	48.90%	3.90%	54.70%	48.84%	-28.02%	-32.11%	-45.54%	-18.91%	-18.91%
4. Washington									
Sep 1, 201	1,894 (2.63%)	77.14%	1,461 (2.62%)	57.39%	2.62	00:01:43	2.96%	56 (1.99%)	\$56.00 (1.99%)
Sep 1, 201	786 (1.59%)	82.82%	651 (1.73%)	40.20%	3.73	00:02:40	8.40%	66 (1.99%)	\$66.00 (1.99%)
% Change	140.97%	-6.87%	124.42%	42.75%	-29.78%	-35.57%	-64.79%	-15.15%	-15.15%
5. Florida									
Sep 1, 201	1,622 (2.25%)	88.66%	1,438 (2.58%)	66.09%	2.52	00:01:26	4.38%	71 (2.53%)	\$71.00 (2.53%)
Sep 1, 201									

Sep 1, 201	1,120 (2.26%)	81.70%	915 (2.43%)	41.70%	3.79	00:02:38	9.55%	107 (3.23%)	\$107.00 (3.23%)
% Change	44.82%	8.52%	57.16%	58.51%	-33.57%	-45.41%	-54.18%	-33.64%	-33.64%
6. New York									
Sep 1, 201	1,510 (2.10%)	91.13%	1,376 (2.47%)	71.26%	2.22	00:01:10	2.72%	41 (1.46%)	\$41.00 (1.46%)
Sep 1, 201	1,020 (2.06%)	81.76%	834 (2.22%)	51.57%	3.42	00:02:12	9.51%	97 (2.93%)	\$97.00 (2.93%)
% Change	48.04%	11.45%	64.99%	38.18%	-35.29%	-47.07%	-71.45%	-57.73%	-57.73%
7. Oregon									
Sep 1, 201	1,222 (1.70%)	85.52%	1,045 (1.88%)	64.73%	2.64	00:01:41	2.45%	30 (1.07%)	\$30.00 (1.07%)
Sep 1, 201	600 (1.21%)	77.33%	464 (1.23%)	41.83%	3.74	00:02:39	8.00%	48 (1.45%)	\$48.00 (1.45%)
% Change	103.67%	10.58%	125.22%	54.73%	-29.44%	-36.48%	-69.31%	-37.50%	-37.50%
8. Illinois									
Sep 1, 201	1,209 (1.68%)	85.94%	1,039 (1.87%)	61.04%	2.69	00:01:39	4.38%	53 (1.89%)	\$53.00 (1.89%)
Sep 1, 201	826 (1.67%)	82.32%	680 (1.81%)	42.86%	3.59	00:02:31	7.75%	64 (1.93%)	\$64.00 (1.93%)
% Change	46.37%	4.39%	52.79%	42.43%	-25.17%	-34.70%	-43.42%	-17.19%	-17.19%
9. Kentucky									
Sep 1, 201	1,063 (1.48%)	74.98%	797 (1.43%)	62.37%	2.48	00:01:49	2.82%	30 (1.07%)	\$30.00 (1.07%)
Sep 1, 201	143 (0.29%)	76.22%	109 (0.29%)	47.55%	3.56	00:02:31	7.69%	11 (0.33%)	\$11.00 (0.33%)
% Change	643.36%	-1.64%	631.19%	31.16%	-30.36%	-27.76%	-63.31%	172.73%	172.73%
10. Arizona									
Sep 1, 201	961 (1.33%)	82.31%	791 (1.42%)	54.73%	3.14	00:02:22	4.58%	44 (1.57%)	\$44.00 (1.57%)
Sep 1, 201	678 (1.37%)	82.74%	561 (1.49%)	40.41%	3.99	00:02:40	9.59%	65 (1.96%)	\$65.00 (1.96%)
% Change	41.74%	-0.52%	41.00%	35.44%	-21.39%	-11.01%	-52.24%	-32.31%	-32.31%

Rows 1 - 10 of 52

Location

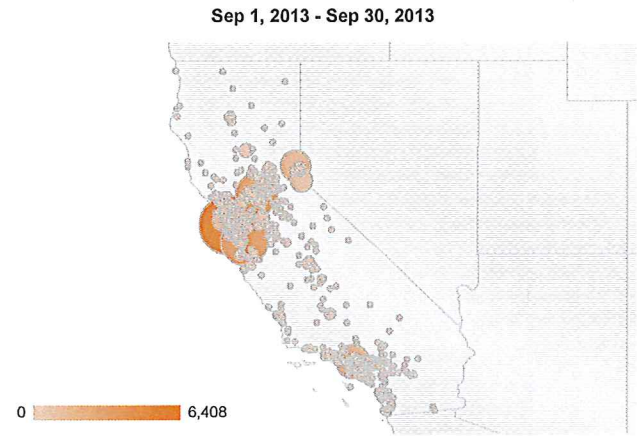
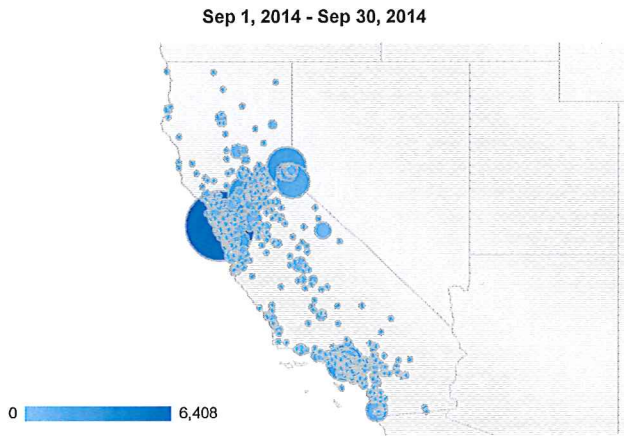
Sep 1, 2014 - Sep 30, 2014
Compare to: Sep 1, 2013 - Sep 30, 2013

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

All Sessions -5.16% + Add Segment

Map Overlay

Summary



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)
	32.35% ▲ 37,274 vs 28,163	1.16% ▼ 73.61% vs 74.48%	30.81% ▲ 27,438 vs 20,975	10.08% ▼ 53.26% vs 48.39%	11.56% ▼ 2.86 vs 3.23	12.14% ▼ 00:02:10 vs 00:02:28	34.74% ▼ 3.74% vs 5.73%	13.63% ▼ 1,394 vs 1,614	13.63% ▼ \$1,394.00 vs \$1,614.00
1. San Francisco									
Sep 1, 2014	6,408 (17.19%)	73.11%	4,685 (17.07%)	57.16%	2.49	00:01:58	3.11%	199 (14.28%)	\$199.00 (14.28%)
Sep 1, 2013	4,498 (15.97%)	74.54%	3,353 (15.99%)	53.91%	2.85	00:02:03	4.49%	202 (12.52%)	\$202.00 (12.52%)
% Change	42.46%	-1.92%	39.73%	6.03%	-12.51%	-3.41%	-30.85%	-1.49%	-1.49%
2. Truckee									
Sep 1, 2014	2,084 (5.59%)	56.38%	1,175 (4.28%)	52.54%	2.90	00:02:29	1.30%	27 (1.94%)	\$27.00 (1.94%)
Sep 1, 2013	1,238 (4.40%)	55.98%	693 (3.30%)	53.55%	2.93	00:02:05	2.02%	25 (1.55%)	\$25.00 (1.55%)
% Change	68.34%	0.72%	69.55%	-1.89%	-1.08%	19.30%	-35.84%	8.00%	8.00%
3. Sacramento									
Sep 1, 2014	1,875 (5.03%)	74.08%	1,389 (5.06%)	53.71%	2.84	00:01:52	3.15%	59 (4.23%)	\$59.00 (4.23%)
Sep 1, 2013	2,429 (8.62%)	70.81%	1,720 (8.20%)	49.61%	3.15	00:02:24	4.16%	101 (6.26%)	\$101.00 (6.26%)
% Change	-22.81%	4.62%	-19.24%	8.26%	-9.86%	-22.21%	-24.32%	-41.58%	-41.58%
4. Los Angeles									
Sep 1, 2014	1,638 (4.39%)	79.00%	1,294 (4.72%)	53.91%	2.81	00:01:52	5.74%	94 (6.74%)	\$94.00 (6.74%)
Sep 1, 2013	1,466 (5.21%)	78.92%	1,157 (5.52%)	45.50%	3.39	00:02:27	8.94%	131 (8.12%)	\$131.00 (8.12%)
% Change	11.73%	0.10%	11.84%	18.48%	-17.04%	-24.05%	-35.78%	-28.24%	-28.24%
5. South Lake Tahoe									

Sep 1, 2014	1,488 (3.99%)	66.80%	994 (3.62%)	56.85%	2.50	00:02:00	2.08%	31 (2.22%)	\$31.00 (2.22%)
Sep 1, 2013	692 (2.46%)	74.13%	513 (2.45%)	51.45%	2.74	00:02:01	1.59%	11 (0.68%)	\$11.00 (0.68%)
% Change	115.03%	-9.89%	93.76%	10.52%	-8.49%	-0.78%	31.06%	181.82%	181.82%
6. San Jose									
Sep 1, 2014	1,076 (2.89%)	78.81%	848 (3.09%)	52.88%	3.12	00:02:11	5.20%	56 (4.02%)	\$56.00 (4.02%)
Sep 1, 2013	2,814 (9.99%)	74.13%	2,086 (9.95%)	53.23%	2.80	00:01:53	5.15%	145 (8.98%)	\$145.00 (8.98%)
% Change	-61.76%	6.31%	-59.35%	-0.66%	11.36%	15.92%	1.00%	-61.38%	-61.38%
7. Folsom									
Sep 1, 2014	744 (2.00%)	68.82%	512 (1.87%)	53.90%	2.67	00:02:00	1.48%	11 (0.79%)	\$11.00 (0.79%)
Sep 1, 2013	167 (0.59%)	73.05%	122 (0.58%)	43.11%	3.80	00:02:25	3.59%	6 (0.37%)	\$6.00 (0.37%)
% Change	345.51%	-5.80%	319.67%	25.01%	-29.65%	-17.34%	-58.85%	83.33%	83.33%
8. San Diego									
Sep 1, 2014	602 (1.62%)	81.40%	490 (1.79%)	52.82%	2.99	00:02:06	5.65%	34 (2.44%)	\$34.00 (2.44%)
Sep 1, 2013	496 (1.76%)	85.69%	425 (2.03%)	44.76%	3.60	00:02:37	5.65%	28 (1.73%)	\$28.00 (1.73%)
% Change	21.37%	-5.01%	15.29%	18.02%	-16.92%	-19.91%	0.05%	21.43%	21.43%
9. Roseville									
Sep 1, 2014	598 (1.60%)	76.25%	456 (1.66%)	49.00%	3.09	00:02:09	2.84%	17 (1.22%)	\$17.00 (1.22%)
Sep 1, 2013	399 (1.42%)	77.94%	311 (1.48%)	43.61%	3.72	00:02:54	7.02%	28 (1.73%)	\$28.00 (1.73%)
% Change	49.87%	-2.17%	46.62%	12.35%	-16.92%	-25.78%	-59.49%	-39.29%	-39.29%
10. Glendale									
Sep 1, 2014	574 (1.54%)	71.78%	412 (1.50%)	58.36%	2.44	00:01:58	0.87%	5 (0.36%)	\$5.00 (0.36%)
Sep 1, 2013	39 (0.14%)	89.74%	35 (0.17%)	33.33%	3.90	00:02:50	10.26%	4 (0.25%)	\$4.00 (0.25%)
% Change	1,371.79%	-20.02%	1,077.14%	75.09%	-37.38%	-30.70%	-91.51%	25.00%	25.00%

Rows 1 - 10 of 612

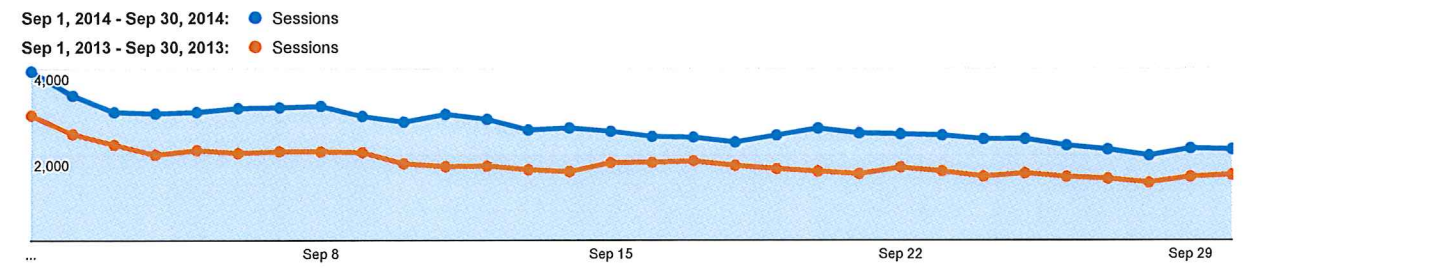
All Traffic

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

All Sessions +0.00% + Add Segment

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
1. google / organic	46.94% ▲ 79,579 vs 54,158	2.87% ▲ 78.55% vs 76.36%	51.16% ▲ 62,511 vs 41,354	24.45% ▼ 58.00% vs 46.60%	19.28% ▼ 2.71 vs 3.36	19.19% ▼ 00:02:03 vs 00:02:32	41.88% ▼ 3.93% vs 6.77%	14.59% ▼ 3,131 vs 3,666	14.59% ▼ \$3,131.00 vs \$3,666.00
Sep 1, 2014 - Sep 30, 2	34,920 (43.88%)	72.44%	25,297 (40.47%)	54.66%	2.77	00:02:19	2.48%	867 (27.69%)	\$867.00 (27.69%)
Sep 1, 2013 - Sep 30, 2	16,829 (31.07%)	69.26%	11,655 (28.18%)	51.68%	3.05	00:02:24	2.16%	363 (9.90%)	\$363.00 (9.90%)
% Change	107.50%	4.60%	117.05%	5.76%	-9.27%	-3.29%	15.11%	138.84%	138.84%
2. (direct) / (none)									
Sep 1, 2014 - Sep 30, 2	17,907 (22.50%)	91.39%	16,366 (26.18%)	86.35%	1.57	00:01:12	1.10%	197 (6.29%)	\$197.00 (6.29%)
Sep 1, 2013 - Sep 30, 2	9,263 (17.10%)	78.13%	7,237 (17.50%)	56.33%	2.83	00:02:25	5.64%	522 (14.24%)	\$522.00 (14.24%)
% Change	93.32%	16.98%	126.14%	53.29%	-44.71%	-50.39%	-80.48%	-62.26%	-62.26%
3. visitinglaketahoe.com / referral									
Sep 1, 2014 - Sep 30, 2	12,505 (15.71%)	85.56%	10,699 (17.12%)	30.11%	4.20	00:02:53	13.15%	1,645 (52.54%)	\$1,645.00 (52.54%)
Sep 1, 2013 - Sep 30, 2	16,388 (30.26%)	83.41%	13,670 (33.06%)	30.97%	4.30	00:03:02	13.20%	2,163 (59.00%)	\$2,163.00 (59.00%)
% Change	-23.69%	2.57%	-21.73%	-2.78%	-2.21%	-4.92%	-0.33%	-23.95%	-23.95%
4. rl / cpc									
Sep 1, 2014 - Sep 30, 2	6,561 (8.24%)	70.46%	4,623 (7.40%)	57.00%	2.46	00:01:14	1.08%	71 (2.27%)	\$71.00 (2.27%)
Sep 1, 2013 - Sep 30, 2	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	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
5. yahoo / organic									
Sep 1, 2014 - Sep 30, 2	2,091 (2.63%)	67.53%	1,412 (2.26%)	49.83%	2.84	00:02:08	2.06%	43 (1.37%)	\$43.00 (1.37%)
Sep 1, 2013 - Sep 30, 2	1,759 (3.25%)	68.05%	1,197 (2.89%)	44.80%	3.15	00:02:27	2.33%	41 (1.12%)	\$41.00 (1.12%)
% Change	18.87%	-0.77%	17.96%	11.24%	-9.83%	-12.98%	-11.77%	4.88%	4.88%
6. bing / organic									
Sep 1, 2014 - Sep 30, 2	1,368 (1.72%)	69.59%	952 (1.52%)	44.96%	3.36	00:02:24	2.19%	30 (0.96%)	\$30.00 (0.96%)
Sep 1, 2013 - Sep 30, 2	1,422 (2.63%)	69.13%	983 (2.38%)	42.33%	3.47	00:02:28	2.46%	35 (0.95%)	\$35.00 (0.95%)
% Change	-3.80%	0.67%	-3.15%	6.19%	-3.10%	-2.74%	-10.90%	-14.29%	-14.29%

7.	skilaketahoe.com / referral									
	Sep 1, 2014 - Sep 30, 2	351 (0.44%)	88.60%	311 (0.50%)	42.74%	3.19	00:02:57	34.76%	122 (3.90%)	\$122.00 (3.90%)
	Sep 1, 2013 - Sep 30, 2	456 (0.84%)	77.63%	354 (0.86%)	44.08%	3.29	00:02:52	30.92%	141 (3.85%)	\$141.00 (3.85%)
	% Change	-23.03%	14.13%	-12.15%	-3.05%	-3.04%	2.79%	12.41%	-13.48%	-13.48%
8.	gotahoenorth.com / referral									
	Sep 1, 2014 - Sep 30, 2	240 (0.30%)	4.58%	11 (0.02%)	35.42%	6.24	00:07:22	5.83%	14 (0.45%)	\$14.00 (0.45%)
	Sep 1, 2013 - Sep 30, 2	116 (0.21%)	68.97%	80 (0.19%)	43.10%	3.22	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	106.90%	-93.35%	-86.25%	-17.83%	94.11%	375.27%	∞%	∞%	∞%
9.	successfulmeetings.com / referral									
	Sep 1, 2014 - Sep 30, 2	189 (0.24%)	99.47%	188 (0.30%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	Sep 1, 2013 - Sep 30, 2	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%
10.	web.gotahoenorth.com / referral									
	Sep 1, 2014 - Sep 30, 2	189 (0.24%)	60.85%	115 (0.18%)	23.81%	5.37	00:05:06	5.82%	11 (0.35%)	\$11.00 (0.35%)
	Sep 1, 2013 - Sep 30, 2	275 (0.51%)	46.18%	127 (0.31%)	28.00%	5.36	00:05:05	8.73%	24 (0.65%)	\$24.00 (0.65%)
	% Change	-31.27%	31.75%	-9.45%	-14.97%	0.03%	0.32%	-33.31%	-54.17%	-54.17%

Rows 1 - 10 of 735

Referral Traffic

Sep 1, 2014 - Sep 30, 2014

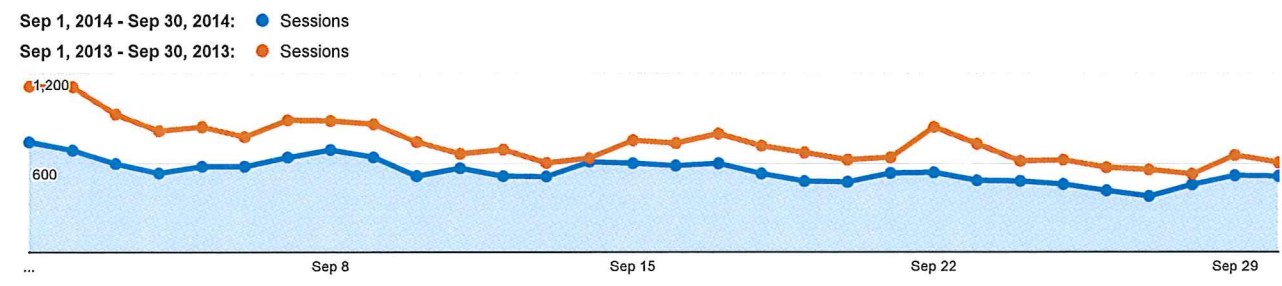
Compare to: Sep 1, 2013 - Sep 30, 2013

All Sessions -20.35%

+ Add Segment

Explorer

Summary



Source	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)
	26.17% ↓ 16,358 vs 22,156	2.66% ↑ 83.02% vs 80.87%	24.20% ↓ 13,581 vs 17,918	4.72% ↑ 36.78% vs 38.60%	0.40% ↑ 3.88 vs 3.86	2.17% ↓ 00:02:43 vs 00:02:46	0.95% ↑ 11.72% vs 11.61%	25.47% ↓ 1,917 vs 2,572	25.47% ↓ \$1,917.00 vs \$2,572.00
1. visitinglaketahoe.com									
Sep 1, 2014 - Sep 30, 2	12,505 (76.45%)	85.56%	10,699 (78.78%)	30.11%	4.20	00:02:53	13.15%	1,645 (85.81%)	\$1,645.00 (85.81%)
Sep 1, 2013 - Sep 30, 2	16,388 (73.97%)	83.41%	13,670 (76.29%)	30.97%	4.30	00:03:02	13.20%	2,163 (84.10%)	\$2,163.00 (84.10%)
% Change	-23.69%	2.57%	-21.73%	-2.78%	-2.21%	-4.92%	-0.33%	-23.95%	-23.95%
2. skilaketahoe.com									
Sep 1, 2014 - Sep 30, 2	351 (2.15%)	88.60%	311 (2.29%)	42.74%	3.19	00:02:57	34.76%	122 (6.36%)	\$122.00 (6.36%)
Sep 1, 2013 - Sep 30, 2	456 (2.06%)	77.63%	354 (1.98%)	44.08%	3.29	00:02:52	30.92%	141 (5.48%)	\$141.00 (5.48%)
% Change	-23.03%	14.13%	-12.15%	-3.05%	-3.04%	2.79%	12.41%	-13.48%	-13.48%
3. gotahoenorth.com									
Sep 1, 2014 - Sep 30, 2	240 (1.47%)	4.58%	11 (0.08%)	35.42%	6.24	00:07:22	5.83%	14 (0.73%)	\$14.00 (0.73%)
Sep 1, 2013 - Sep 30, 2	116 (0.52%)	68.97%	80 (0.45%)	43.10%	3.22	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	106.90%	-93.35%	-86.25%	-17.83%	94.11%	375.27%	∞%	∞%	∞%
4. successfulmeetings.com									
Sep 1, 2014 - Sep 30, 2	189 (1.16%)	99.47%	188 (1.38%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2013 - Sep 30, 2	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%
5. web.gotahoenorth.com									
Sep 1, 2014 - Sep 30, 2	189 (1.16%)	60.85%	115 (0.85%)	23.81%	5.37	00:05:06	5.82%	11 (0.57%)	\$11.00 (0.57%)
Sep 1, 2013 - Sep 30, 2	275 (1.24%)	46.18%	127 (0.71%)	28.00%	5.36	00:05:05	8.73%	24 (0.93%)	\$24.00 (0.93%)
% Change	-31.27%	31.75%	-9.45%	-14.97%	0.03%	0.32%	-33.31%	-54.17%	-54.17%
6. facebook.com									
Sep 1, 2014 - Sep 30, 2	103 (0.63%)	54.37%	56 (0.41%)	57.28%	2.50	00:02:14	4.85%	5 (0.26%)	\$5.00 (0.26%)

Sep 1, 2013 - Sep 30, 2	160 (0.72%)	56.88%	91 (0.51%)	69.38%	2.42	00:02:57	4.38%	7 (0.27%)	\$7.00 (0.27%)
% Change	-35.62%	-4.41%	-38.46%	-17.43%	2.89%	-24.11%	10.96%	-28.57%	-28.57%
7. t.e2ma.net									
Sep 1, 2014 - Sep 30, 2	98 (0.60%)	93.88%	92 (0.68%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2013 - Sep 30, 2	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%
8. m.facebook.com									
Sep 1, 2014 - Sep 30, 2	91 (0.56%)	86.81%	79 (0.58%)	80.22%	1.62	00:01:11	4.40%	4 (0.21%)	\$4.00 (0.21%)
Sep 1, 2013 - Sep 30, 2	47 (0.21%)	72.34%	34 (0.19%)	76.60%	1.43	00:00:20	4.26%	2 (0.08%)	\$2.00 (0.08%)
% Change	93.62%	20.01%	132.35%	4.73%	13.32%	255.73%	3.30%	100.00%	100.00%
9. ironman.com									
Sep 1, 2014 - Sep 30, 2	88 (0.54%)	81.82%	72 (0.53%)	72.73%	2.31	00:01:11	1.14%	1 (0.05%)	\$1.00 (0.05%)
Sep 1, 2013 - Sep 30, 2	908 (4.10%)	77.20%	701 (3.91%)	70.15%	2.15	00:01:19	4.07%	37 (1.44%)	\$37.00 (1.44%)
% Change	-90.31%	5.98%	-89.73%	3.67%	7.47%	-10.33%	-72.11%	-97.30%	-97.30%
10. semalt.semalt.com									
Sep 1, 2014 - Sep 30, 2	88 (0.54%)	100.00%	88 (0.65%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Sep 1, 2013 - Sep 30, 2	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 709

PROPERTY REFERRALS - SEPTEMBER (ALPHA LISTING)	REFERRALS
7-Pines Motel	24
Agate Bay Realty Vacation Rentals	75
Agate Bay Realty Vacation Rentals Cool Deals	1
Alpine Rental Group	27
Americas Best Value Inn Tahoe City	68
Aviva Inn	105
Brockway Springs Resort	102
Cal Neva Resort Casino Hotel	27
Cedar Glen Lodge	329
Chalet de Huttlinger	30
Chaney House	90
Chinquapin / Packard Realty	12
Christy Lodge	43
Club Tahoe Resort	13
Constellation Residences at Northstar	40
Cottage Inn at Lake Tahoe	147
Ferrari's Crown Resort	72
Firelite Lodge	26
First Accommodations, Inc.	72
Fox Den Cottages	9
Franciscan Lakeside Lodge	93
Goldfish Properties	46
Granlibakken Conference Center & Resort	93
Granlibakken Conference Center & Resort Cool Deals	18
Hauserman Rental Group	79
Hauserman Rental Group Cool Deals	21
Holiday House	69
Hyatt Regency Lake Tahoe Resort, Spa and Casino	363
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	100
Ice Lakes Lodge at Royal Gorge XC Ski Resort	5
Incline at Tahoe Realty	50
Incline Vacation Rentals	58
Incline Vacation Rentals Cool Deals	21
Kingswood Village Vacation Rentals	31
Lake Tahoe Accommodations	29
Lake Tahoe Accommodations.	60
Lake Tahoe Deluxe Vacation Rentals	47
LakeFrontHouse.com	33
Martis Valley Associates Property Rentals	8
Meeks Bay Resort & Marina	85
Mother Natures Inn	28
Mourelatos Lakeshore Resort	156
North Tahoe Rental Company	60
Northstar Condominiums	46
Northstar Mountain Home Vacation Rentals	27
Northstar Resort	161

Olympic Village Inn	50
Painted Rock Lodge	148
Parkside Inn at Incline	63
PepperTree Inn	29
PlumpJack Squaw Valley Inn	102
PlumpJack Squaw Valley Inn Cool Deals	97
Pullen Realty Group	7
Rainbow Lodge	9
Red Wolf Lakeside Lodge	57
Red Wolf Lodge at Squaw Valley	21
RedAwning.com Vacation Rentals	20
Resort at Squaw Creek	103
Resort at Squaw Creek Cool Deals	149
River Ranch Lodge and Restaurant	76
River Ranch Lodge and Restaurant Cool Deals	56
Rockwood Lodge	47
Rustic Cottage Inn	3
Rustic Cottages	74
Schulze, Lola - Tahoe Luxury Properties	3
Shooting Star Bed & Breakfast	71
Shore House at Lake Tahoe	136
Sierra Mountain Properties	10
Sierra Vacation Rentals/Sales	48
Sierra Vacation Rentals/Sales Cool Deals	31
Squaw Valley Lodge	64
Squaw Valley Lodge Cool Deals	273
Stanford Alpine Chalet	85
Stay In Lake Tahoe	78
Stevenson's Holliday Inn	38
Sunnyside Restaurant & Lodge	224
Tahoe Biltmore Lodge & Casino	92
Tahoe Biltmore Lodge & Casino Cool Deals	37
Tahoe City Inn	33
Tahoe Edgelake Beach Club	19
Tahoe Exclusive Properties - Carr Long Real Estate	28
Tahoe Exclusive Vacation Rentals	51
Tahoe Getaways Vacation Rentals	162
Tahoe Getaways Vacation Rentals Cool Deals	75
Tahoe Luxury Properties	79
Tahoe Luxury Properties Cool Deals	29
Tahoe Marina Lodge	44
Tahoe Moon Properties	182
Tahoe Mountain Club	66
Tahoe Mountain Resorts Lodging	69
Tahoe Mountain Resorts Lodging Cool Deals	10
Tahoe North Shore Lodge	7
Tahoe North Visitor's & Convention Bureau	3

Tahoe Real Estate Group	1
Tahoe Sands Resort	19
Tahoe Signature Properties	108
Tahoe Tavern Properties	20
Tahoe Vista Lodge and Cabins	51
Tahoe Vistana Inn	52
Tahoe Vistana Inn Cool Deals	293
Tahoe Woodside Vacation Rentals	37
TahoeRentals.com ~ Wells and Bennett Realtors	71
Tahoma Lodge	36
Tahoma Meadows Bed & Breakfast Cottages	115
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	46
Tamarack Lodge	20
The Border House	53
The Lodge at Obexers	28
The Lodge at Sugar Bowl	44
The Ritz-Carlton, Lake Tahoe	163
The Ritz-Carlton, Lake Tahoe Cool Deals	329
The Village at Squaw Valley	118
The Village at Squaw Valley Cool Deals	207
VACA North Tahoe	199
VACA North Tahoe Cool Deals	39
Vacasa	142
Vacation Station, Inc.	47
Vacation Tahoe by O'Neal Brokers	30
Waters of Tahoe Properties	120
West Lake Properties at Tahoe	32
West Shore Cafe & Inn	103
TOTALS	8780

PROPERTY REFERRALS - SEPTEMBER (TOTALS LISTING)	REFERRALS
Hyatt Regency Lake Tahoe Resort, Spa and Casino	363
Cedar Glen Lodge	329
The Ritz-Carlton, Lake Tahoe Cool Deals	329
Tahoe Vistana Inn Cool Deals	293
Squaw Valley Lodge Cool Deals	273
Sunnyside Restaurant & Lodge	224
The Village at Squaw Valley Cool Deals	207
VACA North Tahoe	199
Tahoe Moon Properties	182
The Ritz-Carlton, Lake Tahoe	163
Tahoe Getaways Vacation Rentals	162
Northstar Resort	161
Mourelatos Lakeshore Resort	156
Resort at Squaw Creek Cool Deals	149
Painted Rock Lodge	148
Cottage Inn at Lake Tahoe	147
Vacasa	142
Shore House at Lake Tahoe	136
Waters of Tahoe Properties	120
The Village at Squaw Valley	118
Tahoma Meadows Bed & Breakfast Cottages	115
Tahoe Signature Properties	108
Aviva Inn	105
Resort at Squaw Creek	103
West Shore Cafe & Inn	103
Brockway Springs Resort	102
PlumpJack Squaw Valley Inn	102
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	100
PlumpJack Squaw Valley Inn Cool Deals	97
Franciscan Lakeside Lodge	93
Granlibakken Conference Center & Resort	93
Tahoe Biltmore Lodge & Casino	92
Chaney House	90
Meeks Bay Resort & Marina	85
Stanford Alpine Chalet	85
Hauserman Rental Group	79
Tahoe Luxury Properties	79
Stay In Lake Tahoe	78
River Ranch Lodge and Restaurant	76
Agate Bay Realty Vacation Rentals	75
Tahoe Getaways Vacation Rentals Cool Deals	75
Rustic Cottages	74
Ferrari's Crown Resort	72
First Accommodations, Inc.	72
Shooting Star Bed & Breakfast	71
TahoeRentals.com ~ Wells and Bennett Realtors	71

Holiday House	69
Tahoe Mountain Resorts Lodging	69
Americas Best Value Inn Tahoe City	68
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Squaw Valley Lodge	64
Parkside Inn at Incline	63
Lake Tahoe Accommodations.	60
North Tahoe Rental Company	60
Incline Vacation Rentals	58
Red Wolf Lakeside Lodge	57
River Ranch Lodge and Restaurant Cool Deals	56
The Border House	53
Tahoe Vistana Inn	52
Tahoe Exclusive Vacation Rentals	51
Tahoe Vista Lodge and Cabins	51
Incline at Tahoe Realty	50
Olympic Village Inn	50
Sierra Vacation Rentals/Sales	48
Lake Tahoe Deluxe Vacation Rentals	47
Rockwood Lodge	47
Vacation Station, Inc.	47
Goldfish Properties	46
Northstar Condominiums	46
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	46
Tahoe Marina Lodge	44
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Cal Neva Resort Casino Hotel	27
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Tahoe North Shore Lodge	7
Ice Lakes Lodge at Royal Gorge XC Ski Resort	5
Rustic Cottage Inn	3
Schulze, Lola - Tahoe Luxury Properties	3
Tahoe North Visitor's & Convention Bureau	3
Agate Bay Realty Vacation Rentals Cool Deals	1
Tahoe Real Estate Group	1
TOTALS	8780



Inter-Office Memo

Reno-Tahoe Airport Authority

Date: October 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: OCTOBER 2014 FLIGHT SCHEDULE

The October 2014 Flight Schedule at the Reno-Tahoe International Airport (RNO) provides 52 peak non-stop departures to 15 destinations with 169,982 total scheduled departing seats. The number of flights is flat as compared to the October 2013 schedule.

The October 2014 Flight Schedule is a (3.8%) decrease in monthly seat capacity versus October 2013, while the number of flights remains constant.

Alaska Airlines added non-stop flights to Portland, OR and increased flights to San Jose, CA and Seattle, WA. Southwest Airlines discontinued service to Seattle and Portland effective June 7, 2014 and Allegiant Air discontinued the twice a week service to Oakland, CA in October 2013.

QK:cs

Recent and Upcoming Changes

Alaska Airlines

- Reduced Wednesday, Thursday, Sunday midday turn to San Jose, CA from two to one daily flights in October 2014.
- In addition, Alaska Airlines started service to Portland, OR with two flights per day, starting on June 8, 2014 and plans to add an additional Seattle flight in November 2014 (From 3 in 2013 to 4 for 2014). The airline is utilizing 76-seat Q400 aircraft.

American Airlines

- Effective September 3, 2014, American will increase the Reno – Los Angeles service from a CRJ-200 to a CRJ-900.
 - Three daily flights will become 76 seats vs. previous 50.

Delta Air Lines

- Effective June 7, 2014 through September 27, 2014, Delta added non-stop service to Minneapolis/St. Paul with Saturday service.
 - The service uses a 126-seat A319

Southwest Airlines

- Chicago-Midway service was transitioned to daily service March 8, 2014 till November 1, 2014.

Reference

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

**Sample Day Scheduled Non-Stop Daily Departures by Destination and Carrier
OCT2014**

Airport	Code	Alaska	Allegiant	American	Delta	Southwest	United	US Airways	Totals	Percent of Total	Total Seats
Denver, CO	DEN					2	2		4	8%	564
Dallas/Ft. Worth, TX	DFW			2					2	4%	280
Houston, TX	IAH						0		0	0%	0
Las Vegas, NV	LAS		1			10			11	21%	1,596
Los Angeles, CA	LAX			2		3	1	2	8	15%	737
Chicago, IL (Midway)	MDW					1			1	2%	143
Chicago, IL (O'Hare)	ORD			1					1	2%	140
Portland, OR	PDX	2							2	4%	152
Phoenix, AZ	PHX					2		4	6	12%	763
San Diego, CA	SAN					2			2	4%	286
Seattle, WA	SEA	4							4	8%	304
San Francisco, CA	SFO						5		5	10%	290
Salt Lake City, UT	SLC				4				4	8%	491
San Jose, CA	SJC	2							2	4%	152
Total		8	1	5	4	20	8	6	52	100%	5,898

Notes:

Allegiant flights operate on twice weekly basis

*Delta Saturday only service to MSP

Sample Day Departures and Seats Change Summary

Airline/Destination	Code	OCT2014	SEP2014	OCT2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	OCT2014	SEP2014	OCT2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year
Flights									Seats						
Alaska - (AS)		8	9	5	-1	3	-11.1%	60.0%	608	684	380	-76	228	-11.1%	60.0%
Portland, OR	PDX	2	2	0	0	2	0.0%	-	152	152	0	0	152	0.0%	-
Seattle, WA	SEA	4	5	3	-1	1	-20.0%	33.3%	304	380	228	-76	76	-20.0%	33.3%
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	332	0	-166	0.0%	-50.0%
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	1	0	-1	-	-100.0%	0	0	166	0	-166	-	-100.0%
American Airlines (AA)		5	4	7	1	-2	25.0%	-28.6%	520	500	622	20	-102	4.0%	-16.4%
Dallas/Ft. Worth, TX	DFW	2	2	2	0	0	0.0%	0.0%	280	300	272	-20	8	-6.7%	2.9%
Los Angeles, CA	LAX	2	1	4	1	-2	100.0%	-50.0%	100	50	200	50	-100	100.0%	-50.0%
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	140	150	150	-10	-10	-6.7%	-6.7%
Delta Airlines (DL)		4	4	4	0	0	0.0%	0.0%	491	467	440	24	51	5.1%	11.6%
Salt Lake City, UT	SLC	4	4	4	0	0	0.0%	0.0%	491	467	440	24	51	5.1%	11.6%
Minneapolis, MN	MSP	0	0	0	0	0	-	-	0	0	0	0	0	-	-
Southwest Airlines (WN)		20	20	23	0	-3	0.0%	-13.0%	2,860	2,860	3,289	0	-429	0.0%	-13.0%
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	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-
Portland, OR	PDX	0	0	2	0	-2	-	-100.0%	0	0	286	0	-286	-	-100.0%
Phoenix, AZ	PHX	2	2	3	0	-1	0.0%	-33.3%	286	286	429	0	-143	0.0%	-33.3%
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)		8	10	8	-2	0	-20.0%	0.0%	618	780	620	-162	-2	-20.8%	-0.3%
Denver, CO	DEN	2	3	2	-1	0	-33.3%	0.0%	278	350	288	-72	-10	-20.6%	-3.5%
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	5	6	5	-1	0	-16.7%	0.0%	290	380	282	-90	8	-23.7%	2.8%
US Airways (US)		6	7	4	-1	2	-14.3%	50.0%	635	682	448	-47	187	-6.9%	41.7%
Los Angeles, CA	LAX	2	3	0	-1	2	-33.3%	-	158	231	0	26	29	5.8%	6.5%
Phoenix, AZ	PHX	4	4	4	0	0	0.0%	0.0%	477	451	448	26	29	5.8%	6.5%
AIRPORT TOTALS		52	55	52	-3	0	-5.5%	0.0%	5,898	6,139	6,131	-241	-233	-3.9%	-3.8%

Sample Day Departures and Seats Change Summary

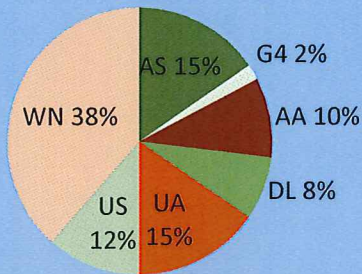
Airline/Destination	Code	OCT2014	SEP2014	OCT2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year	OCT2014	SEP2014	OCT2013	Change vs Prior Month	Change vs Prior Year	% Change vs Prior Month	% Change vs Prior Year		
AIRLINES TOTALS		Flights								Seats							
Alaska Airlines	AS	8	9	5	-1	3	-11.1%	60.0%	608	684	380	-76	228	-11.1%	60.0%		
Allegiant Air	G4	1	1	1	0	0	0.0%	0.0%	166	166	332	0	-166	0.0%	-50.0%		
American Airlines	AA	5	4	7	1	-2	25.0%	-28.6%	520	500	622	20	-102	4.0%	-16.4%		
Delta Air Lines	DL	4	4	4	0	0	0.0%	0.0%	491	467	440	24	51	5.1%	11.6%		
Southwest Airlines	WN	20	20	23	0	-3	0.0%	-13.0%	2,860	2,860	3,289	0	-429	0.0%	-13.0%		
United Airlines	UA	8	10	8	-2	0	-20.0%	0.0%	618	780	620	-162	-2	-20.8%	-0.3%		
US Airways	US	6	7	4	-1	2	-14.3%	50.0%	635	682	448	-47	187	-6.9%	41.7%		
Grand Total - All Airlines		52	55	52	-3	0	-5.5%	0.0%	5,898	6,139	6,131	-241	-233	-3.9%	-3.8%		
TOTALS BY CITY		Flights								Seats							
Bellingham, WA	BLI	0	0	0	0	0	-	-	0	0	0	0	0	-	-		
Denver, CO	DEN	4	5	4	-1	0	-20.0%	0.0%	564	636	574	-72	-10	-11.3%	-1.7%		
Dallas/Ft. Worth, TX	DFW	2	2	2	0	0	0.0%	0.0%	280	300	272	-20	8	-6.7%	2.9%		
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%	737	760	679	-23	58	-3.0%	8.5%		
Chicago, IL (Midway)	MDW	1	1	0	0	1	0.0%	-	143	143	0	0	143	0.0%	-		
Chicago, IL (O'Hare)	ORD	1	1	1	0	0	0.0%	0.0%	140	150	150	-10	-10	-6.7%	-6.7%		
Portland, OR	PDX	2	2	2	0	0	0.0%	0.0%	152	152	286	0	-134	0.0%	-46.9%		
Phoenix, AZ	PHX	6	6	7	0	-1	0.0%	-14.3%	763	737	877	26	-114	3.5%	-13.0%		
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	4	5	4	-1	0	-20.0%	0.0%	304	380	371	-76	-67	-20.0%	-18.1%		
San Francisco, CA	SFO	5	6	5	-1	0	-16.7%	0.0%	290	380	282	-90	8	-23.7%	2.8%		
Salt Lake City, UT	SLC	4	4	4	0	0	0.0%	0.0%	491	467	440	24	51	5.1%	11.6%		
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		52	55	52	-3	0	-5.5%	0.0%	5,898	6,139	5,965	-241	-67	-3.9%	-1.1%		

Sample Day Scheduled Non-Stop Daily Flights by Concourse

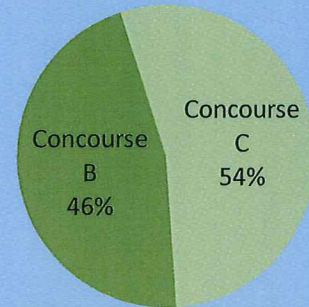
OCT2014

Airline	Code	Daily Flights	Concourse	Airport	Daily Seats	Concourse	Airport
Delta	DL	4	16.7%	7.7%	491	14.7%	8.3%
Southwest	WN	20	83.3%	38.5%	2,860	85.3%	48.5%
B-Concourse		24	100.0%	46.2%	3,351	100.0%	56.8%
Alaska	AS	8	28.6%	15.4%	608	23.9%	10.3%
Allegiant	G4	1	3.6%	1.9%	166	6.5%	2.8%
American	AA	5	17.9%	9.6%	520	20.4%	8.8%
United	UA	8	28.6%	15.4%	618	24.3%	10.5%
US Airways	US	6	21.4%	11.5%	635	24.9%	10.8%
C-Concourse		28	100.0%	53.8%	2,547	100.0%	43.2%
Grand Total		52		100.0%	5,898		100.0%

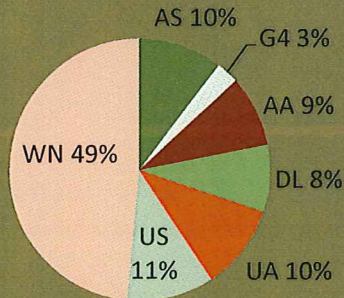
Percent of Scheduled Flights by Airlines



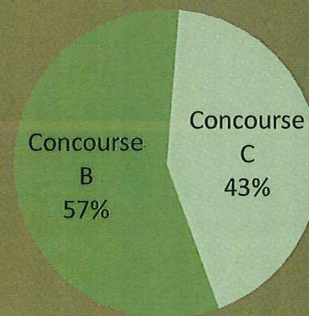
Percent of Scheduled Flights by Concourse



Percent of Scheduled Seats by Airline

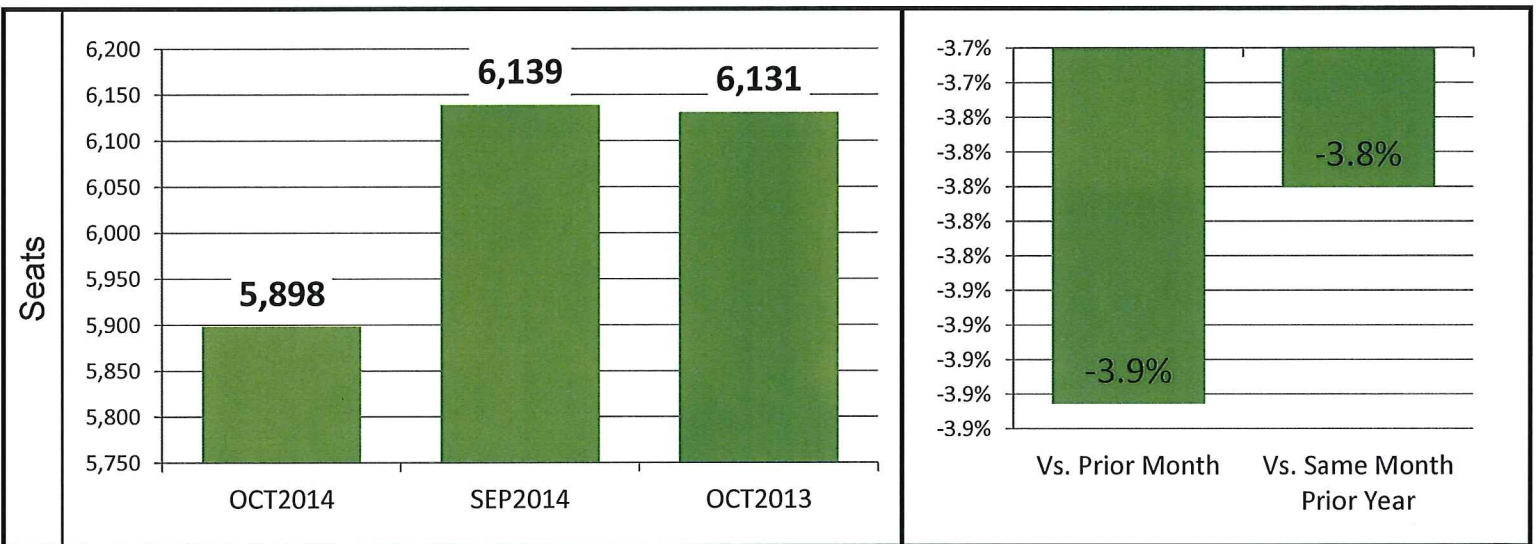
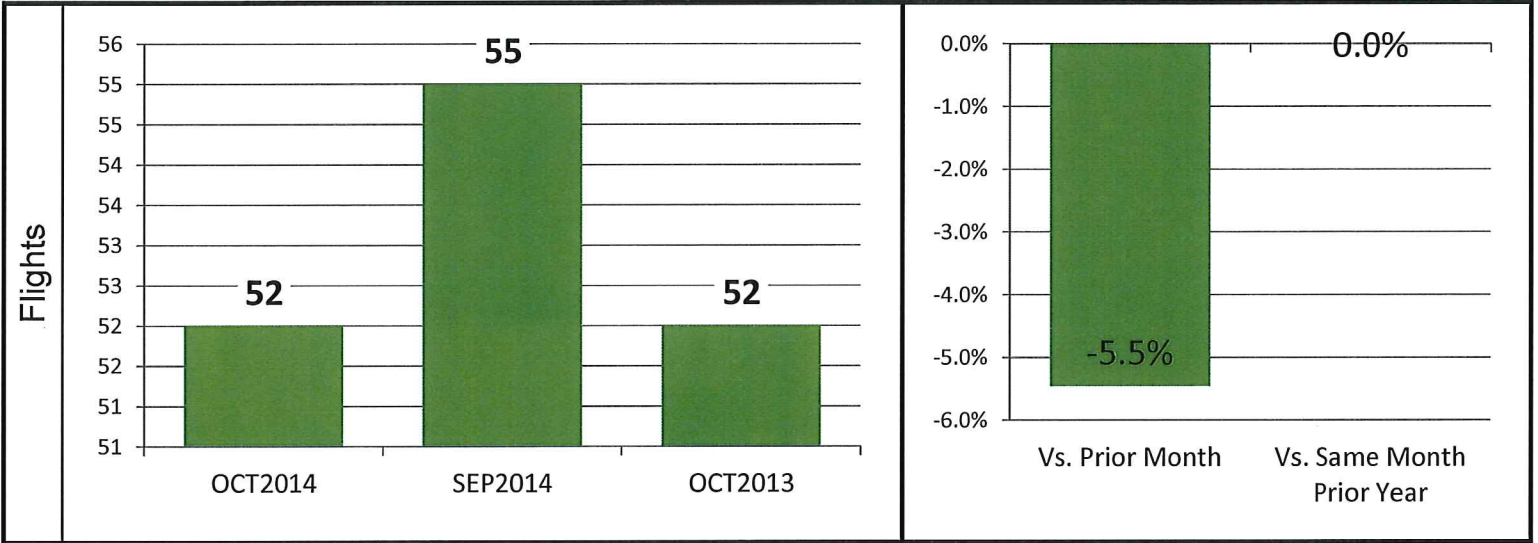


Percent of Scheduled Seats by Concourse



Sample Day Scheduled Non-Stop Comparison

OCT2014



Remain Overnight (RON) Flights		
Airline	Aircraft	Destination *
Alaska Airlines	DH4	SJC
Allegiant Air	n/a	n/a
American Airlines	CRJ	LAX
	737-800	DFW
	737-800	ORD
Delta Air Lines	319	SLC
Southwest Airlines	737	LAS
	737	LAS
	737	LAX
	737	PHX
	737	DEN
United Airlines	A320	DEN
	CRJ	SFO
US Airways	A319	PHX
	A319	PHX
RONs for Thursday September 11, 2014 * Friday departures		

One-Stop, Same Plane Destinations

OCT2014

<i>Destinations</i>	<i>Connecting point</i>	<i>Airline</i>
Atlanta, GA, US	Las Vegas, NV, US	Southwest Airlines
Atlanta, GA, US	San Diego, CA, US	Southwest Airlines
Austin, TX, US	San Francisco, CA, US	United Airlines
Nashville, TN, US	Los Angeles, CA, 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
Colorado Springs, CO, US	San Francisco, CA, US	United Airlines
Des Moines, IA, US	Phoenix, AZ, US	US Airways
Detroit, MI, US	Phoenix, AZ, US	US Airways
Newark, NJ, US	Chicago-Midway, IL, US	Southwest Airlines
Houston-Hobby, TX, US	Denver, CO, US	Southwest Airlines
Houston-Intercontinental, TX, US	Phoenix, AZ, US	US Airways
Wichita, KS, US	Las Vegas, NV, US	Southwest Airlines
Milwaukee, WI, US	Las Vegas, NV, US	Southwest Airlines
Minneapolis/St. Paul, MN, US	Phoenix, AZ, US	Southwest Airlines
Oakland, CA, US	Las Vegas, NV, US	Southwest Airlines
Oakland, CA, US	Los Angeles, CA, 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
Ontario, CA, US	Phoenix, AZ, US	Southwest Airlines
Pittsburgh, PA, US	Phoenix, AZ, US	US Airways
San Antonio, TX, US	Phoenix, AZ, US	Southwest Airlines
Orange County, CA, US	Las Vegas, NV, US	Southwest Airlines
Orange County, CA, US	Phoenix, AZ, 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	Los Angeles, CA, US	Southwest Airlines
St. Louis, MO, US	Chicago-Midway, IL, US	Southwest Airlines
Tampa, FL, US	Denver, CO, US	Southwest Airlines
Tucson, AZ, US	Los Angeles, CA, US	Southwest Airlines
Tucson, AZ, US	Phoenix, AZ, US	US Airways

Non-Stop Destinations

OCT2014

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	1234567
AA	AA	RNO	DFW	2467	M83	140	1200	1715	1234567
AA	OO	RNO	LAX	2588	CRJ	50	1440	1610	1234567
AA	OO	RNO	LAX	2576	CRJ	50	1840	2015	12345.7
AA	AA	RNO	ORD	1136	M83	140	0855	1450	1234567
AS	QX	RNO	PDX	2150	DH4	76	1005	1150	1234567
AS	QX	RNO	PDX	2252	DH4	76	1920	2105	1234567
AS	QX	RNO	SEA	2250	DH4	76	0905	1110	1.345.7
AS	QX	RNO	SEA	2442	DH4	76	1055	1300	1234567
AS	QX	RNO	SEA	2238	DH4	76	1435	1640	12.4567
AS	QX	RNO	SEA	2448	DH4	76	1710	1913	1234567
AS	QX	RNO	SJC	2183	DH4	76	0600	0700	1234567
AS	QX	RNO	SJC	2253	DH4	76	2055	2203	1.345.7
DL	DL	RNO	SLC	1930	319	126	0630	0851	..3....
DL	DL	RNO	SLC	1930	320	150	0630	08516.
DL	DL	RNO	SLC	1930	320	150	0630	0852	12.45.7
DL	OO	RNO	SLC	4520	CR7	65	0950	1214	12345.7
DL	DL	RNO	SLC	857	320	150	1210	1427	12345.7
DL	OO	RNO	SLC	4658	CR7	65	1330	15526.
DL	DL	RNO	SLC	1356	319	126	1754	2014	.2.....
DL	DL	RNO	SLC	1356	319	126	1805	2025	1.345.7
G4	G4	RNO	LAS	431	M80	166	1436	15515..
G4	G4	RNO	LAS	431	M80	166	1638	17537
UA	UA	RNO	DEN	422	320	150	0600	0911	1234567
UA	UA	RNO	DEN	677	319	128	1322	1631	1234567
UA	OO	RNO	LAX	6453	CRJ	50	1755	1927	123456.
UA	OO	RNO	LAX	6453	CRJ	50	1805	19377
UA	OO	RNO	SFO	5628	CR7	70	0615	0722	123456.
UA	OO	RNO	SFO	5263	CR7	70	0620	07277
UA	OO	RNO	SFO	6484	CRJ	50	1017	11347
UA	OO	RNO	SFO	6484	CRJ	50	1027	1144	..3....
UA	OO	RNO	SFO	6484	CRJ	50	1030	1147	12.456.
UA	OO	RNO	SFO	6450	CR7	70	1145	1302	12345..
UA	OO	RNO	SFO	5528	CRJ	50	1145	13046.
UA	OO	RNO	SFO	6336	CR7	70	1211	13287
UA	OO	RNO	SFO	6454	CRJ	50	1623	1732	123456.
UA	OO	RNO	SFO	5528	CRJ	50	1657	18067
UA	OO	RNO	SFO	5628	CRJ	50	2035	21447
UA	OO	RNO	SFO	6336	CRJ	50	2035	2144	123456.
US	YV	RNO	LAX	5559	CR9	79	0615	0742	1234567
US	YV	RNO	LAX	5575	CR9	79	1210	1336	12.4567
US	US	RNO	PHX	617	319	124	0625	0807	1234567
US	US	RNO	PHX	418	319	124	0930	1111	12345.7
US	US	RNO	PHX	511	319	124	0930	11116.
US	US	RNO	PHX	562	320	150	1225	1404	12345..
US	US	RNO	PHX	642	320	150	1225	14047
US	US	RNO	PHX	1854	319	124	1225	14046.
US	YV	RNO	PHX	5542	CR9	79	1610	17586.

US	YV	RNO	PHX	5582	CR9	79	1610	1758	12345.7
WN	WN	RNO	DEN	751	73W	143	0600	0910	12345.7
WN	WN	RNO	DEN	1587	73W	143	0640	09506.
WN	WN	RNO	DEN	243	73W	143	1315	1625	12345.7
WN	WN	RNO	DEN	1558	73W	143	1320	16306.
WN	WN	RNO	LAS	601	73W	143	0600	0715	12345..
WN	WN	RNO	LAS	1719	73W	143	0700	0815	12345.7
WN	WN	RNO	LAS	2158	73W	143	0715	08306.
WN	WN	RNO	LAS	284	73W	143	0830	0945	12345..
WN	WN	RNO	LAS	931	73W	143	0900	10157
WN	WN	RNO	LAS	3317	73W	143	1015	11306.
WN	WN	RNO	LAS	2272	73W	143	1020	11357
WN	WN	RNO	LAS	2332	73W	143	1020	1135	12345..
WN	WN	RNO	LAS	823	73W	143	1125	1240	12345.7
WN	WN	RNO	LAS	4920	73W	143	1140	12556.
WN	WN	RNO	LAS	639	73W	143	1305	1420	12345..
WN	WN	RNO	LAS	2214	73W	143	1305	14207
WN	WN	RNO	LAS	1796	73W	143	1335	14506.
WN	WN	RNO	LAS	1449	73W	143	1500	16206.
WN	WN	RNO	LAS	686	73W	143	1520	1640	12345.7
WN	WN	RNO	LAS	4401	73W	143	1605	17256.
WN	WN	RNO	LAS	132	73W	143	1635	1745	12345.7
WN	WN	RNO	LAS	2582	73W	143	1800	19156.
WN	WN	RNO	LAS	3051	73W	143	1800	1915	12345.7
WN	WN	RNO	LAS	400	73W	143	2000	2110	.2345.7
WN	WN	RNO	LAX	386	73W	143	0735	0905	12345..
WN	WN	RNO	LAX	3118	73W	143	0745	09057
WN	WN	RNO	LAX	4264	73W	143	0935	11006.
WN	WN	RNO	LAX	164	73W	143	1055	1220	12345.7
WN	WN	RNO	LAX	1048	73W	143	1200	13256.
WN	WN	RNO	LAX	869	73W	143	1640	18006.
WN	WN	RNO	LAX	175	73W	143	1905	2030	12345.7
WN	WN	RNO	MDW	1812	73W	143	1035	16206.
WN	WN	RNO	MDW	1714	73W	143	1405	1950	12345.7
WN	WN	RNO	PHX	1555	73W	143	0635	08156.
WN	WN	RNO	PHX	2964	73W	143	0725	09107
WN	WN	RNO	PHX	2253	73W	143	0730	0915	12345..
WN	WN	RNO	PHX	2415	73W	143	1610	1755	12345.7
WN	WN	RNO	SAN	3309	73W	143	0750	0915	12345.7
WN	WN	RNO	SAN	1624	73W	143	0900	10306.
WN	WN	RNO	SAN	1209	73W	143	1330	15006.
WN	WN	RNO	SAN	561	73W	143	1805	1935	12345.7

Non-Stop Arrivals

OCT2014

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	1234567
AA	AA	DFW	RNO	1055	M83	140	2050	2215	1234567
AA	OO	LAX	RNO	2588	CRJ	50	1245	1410	1234567
AA	OO	LAX	RNO	2576	CRJ	50	1650	1810	12345.7
AA	AA	ORD	RNO	87	M83	140	1830	2040	1234567
AS	QX	PDX	RNO	2141	DH4	76	0845	1025	1234567
AS	QX	PDX	RNO	2251	DH4	76	1225	1405	1234567
AS	QX	SEA	RNO	2441	DH4	76	0740	0934	1234567
AS	QX	SEA	RNO	2259	DH4	76	1440	1632	1234567
AS	QX	SEA	RNO	2255	DH4	76	1650	1839	12.4567
AS	QX	SEA	RNO	2253	DH4	76	1825	2014	1.345.7
AS	QX	SJC	RNO	2250	DH4	76	0730	0835	1.345.7
AS	QX	SJC	RNO	2078	DH4	76	2300	2359	1234567
DL	OO	SLC	RNO	4520	CR7	65	0843	0913	12345.7
DL	DL	SLC	RNO	857	320	150	1102	1127	12345.7
DL	OO	SLC	RNO	4658	CR7	65	1106	11386.
DL	DL	SLC	RNO	1399	319	126	1650	1714	.2.....
DL	DL	SLC	RNO	1399	319	126	1658	1722	1.345.7
DL	DL	SLC	RNO	1399	320	150	2000	20256.
DL	DL	SLC	RNO	1929	319	126	2117	2142	.2.....
DL	DL	SLC	RNO	1929	320	150	2144	2208	1.345..
DL	DL	SLC	RNO	1929	320	150	2145	22097
G4	G4	LAS	RNO	430	M80	166	1230	13565..
G4	G4	LAS	RNO	430	M80	166	1432	15587
UA	UA	DEN	RNO	295	319	128	1120	1237	1234567
UA	UA	DEN	RNO	296	320	150	1855	2014	12345.7
UA	UA	DEN	RNO	296	320	150	1858	20176.
UA	OO	LAX	RNO	6450	CRJ	50	0830	0957	123456.
UA	OO	LAX	RNO	6450	CR7	70	1010	11367
UA	OO	SFO	RNO	6336	CRJ	50	0845	09477
UA	OO	SFO	RNO	6270	CR7	70	1010	1109	12345..
UA	OO	SFO	RNO	6270	CRJ	50	1010	11116.
UA	OO	SFO	RNO	6286	CRJ	50	1454	1553	123456.
UA	OO	SFO	RNO	5634	CRJ	50	1528	16277
UA	OO	SFO	RNO	5634	CRJ	50	1620	1719	123456.
UA	OO	SFO	RNO	6270	CRJ	50	1636	17357
UA	OO	SFO	RNO	5628	CRJ	50	1900	19597
UA	OO	SFO	RNO	6336	CRJ	50	1900	1959	123456.
UA	OO	SFO	RNO	6220	CR7	70	2220	2319	1234567
US	YV	LAX	RNO	5575	CR9	79	1015	1138	12.4567
US	YV	LAX	RNO	5558	CR9	76	1930	20536.
US	YV	LAX	RNO	5558	CR9	79	2115	2238	12345.7
US	US	PHX	RNO	531	319	124	0955	11456.
US	US	PHX	RNO	531	320	150	0955	1145	12345.7
US	YV	PHX	RNO	5578	CR9	79	1340	1526	1234567
US	US	PHX	RNO	523	319	124	1650	1835	1234567
US	US	PHX	RNO	528	319	124	2010	2202	1234567
WN	WN	DEN	RNO	2272	73W	143	0830	09557
WN	WN	DEN	RNO	2332	73W	143	0830	0955	12345..

WN	WN	DEN	RNO	4301	73W	143	0845	10056.
WN	WN	DEN	RNO	686	73W	143	1335	1450	12345.7
WN	WN	DEN	RNO	2020	73W	143	2020	21356.
WN	WN	LAS	RNO	3309	73W	143	0605	0720	12345..
WN	WN	LAS	RNO	3139	73W	143	0830	09506.
WN	WN	LAS	RNO	164	73W	143	0905	1025	12345.7
WN	WN	LAS	RNO	944	73W	143	1000	11206.
WN	WN	LAS	RNO	354	73W	143	1110	1230	12345.7
WN	WN	LAS	RNO	1209	73W	143	1135	13006.
WN	WN	LAS	RNO	1714	73W	143	1210	1335	12345.7
WN	WN	LAS	RNO	1386	73W	143	1315	14356.
WN	WN	LAS	RNO	324	73W	143	1440	1600	12345.7
WN	WN	LAS	RNO	2866	73W	143	1445	16056.
WN	WN	LAS	RNO	2784	73W	143	1610	1730	12345.7
WN	WN	LAS	RNO	175	73W	143	1710	1830	12345.7
WN	WN	LAS	RNO	4224	73W	143	1715	18356.
WN	WN	LAS	RNO	4402	73W	143	1810	1930	12345.7
WN	WN	LAS	RNO	1673	73W	143	1840	19556.
WN	WN	LAS	RNO	745	73W	143	2000	2115	12345.7
WN	WN	LAS	RNO	1342	73W	143	2130	2245	.2345.7
WN	WN	LAX	RNO	284	73W	143	0635	0755	12345..
WN	WN	LAX	RNO	931	73W	143	0715	08357
WN	WN	LAX	RNO	1558	73W	143	1120	12406.
WN	WN	LAX	RNO	1083	73W	143	1420	15356.
WN	WN	LAX	RNO	2415	73W	143	1425	1540	12345.7
WN	WN	LAX	RNO	4320	73W	143	1700	18156.
WN	WN	LAX	RNO	4563	73W	143	1950	2105	12345.7
WN	WN	MDW	RNO	1324	73W	143	1000	12156.
WN	WN	MDW	RNO	561	73W	143	1520	1735	12345.7
WN	WN	PHX	RNO	639	73W	143	1030	1230	12345..
WN	WN	PHX	RNO	2214	73W	143	1030	12307
WN	WN	PHX	RNO	1973	73W	143	1745	1930	12345.7
WN	WN	PHX	RNO	984	73W	143	1940	21256.
WN	WN	SAN	RNO	2002	73W	143	0900	10306.
WN	WN	SAN	RNO	823	73W	143	0930	1100	12345.7
WN	WN	SAN	RNO	4545	73W	143	1515	16456.
WN	WN	SAN	RNO	2408	73W	143	1920	2050	12345..
WN	WN	SAN	RNO	2541	73W	143	1920	20507

One-Stop Destinations

OCT2014

Marketing Airline	Operating Airline	Origin	Connect Point	Destination	Flight	Aircraft	Seats	Departure Time	Arrival Time	Days of Operation
UA	OO	RNO	SFO	AUS	6484	CRJ	50	1030	18206.
UA	OO	RNO	SFO	SAN	6454	CRJ	50	1623	09296.
UA	OO	RNO	SFO	SEA	5528	CRJ	50	1145	16576.
UA	OO	RNO	SFO	SNA	5628	CR7	70	0615	10006.
UA	OO	RNO	SFO	SNA	5628	CR7	70	0615	1035	12345..
UA	OO	RNO	SFO	SNA	5628	CRJ	50	2035	10357
US	US	RNO	PHX	BOS	562	320	150	1225	2257	12345..
US	US	RNO	PHX	CLT	1854	319	124	1225	21486.
US	US	RNO	PHX	CMH	617	319	124	0625	1544	1234567
US	US	RNO	PHX	DEN	642	320	150	1225	17457
US	YV	RNO	PHX	DSM	5582	CR9	79	1610	2328	..345.7
US	US	RNO	PHX	DTW	418	319	124	0930	1916	12345.7
US	US	RNO	PHX	OMA	511	319	124	0930	17016.
US	YV	RNO	PHX	TUS	5542	CR9	79	1610	19396.
WN	WN	RNO	LAX	BNA	164	73W	143	1055	1850	12345.7
WN	WN	RNO	DEN	BOS	1587	73W	143	0640	16256.
WN	WN	RNO	DEN	BWI	1558	73W	143	1320	22406.
WN	WN	RNO	LAX	DEN	3118	73W	143	0745	13057
WN	WN	RNO	MDW	EWB	1812	73W	143	1035	20156.
WN	WN	RNO	DEN	HOU	751	73W	143	0600	1310	12345.7
WN	WN	RNO	LAS	ICT	931	73W	143	0900	15107
WN	WN	RNO	LAS	LAX	400	73W	143	2000	2250	.2345.7
WN	WN	RNO	LAX	MDW	4264	73W	143	0935	17256.
WN	WN	RNO	LAS	MKE	132	73W	143	1635	2355	12345.7
WN	WN	RNO	PHX	MSP	2964	73W	143	0725	14507
WN	WN	RNO	LAS	OKC	1449	73W	143	1500	21206.
WN	WN	RNO	LAS	ONT	2158	73W	143	0715	09556.
WN	WN	RNO	LAS	ONT	3317	73W	143	1015	13056.
WN	WN	RNO	PHX	ONT	2415	73W	143	1610	1935	12345.7
WN	WN	RNO	LAS	PHX	1719	73W	143	0700	0955	12345.7
WN	WN	RNO	LAS	SAN	601	73W	143	0600	0850	12345..
WN	WN	RNO	LAS	SAN	284	73W	143	0830	1120	12345..
WN	WN	RNO	LAS	SAN	639	73W	143	1305	1600	12345..
WN	WN	RNO	LAS	SAN	2214	73W	143	1305	16007
WN	WN	RNO	PHX	SAT	1555	73W	143	0635	13106.
WN	WN	RNO	PHX	SNA	2253	73W	143	0730	1100	12345..
WN	WN	RNO	LAS	SNA	4920	73W	143	1140	14406.
WN	WN	RNO	LAS	SNA	1796	73W	143	1335	16306.
WN	WN	RNO	LAS	SNA	4401	73W	143	1605	19056.
WN	WN	RNO	LAS	STL	823	73W	143	1125	1825	12345.7
WN	WN	RNO	LAX	STL	1048	73W	143	1200	19306.
WN	WN	RNO	MDW	STL	1714	73W	143	1405	2135	12345.7
WN	WN	RNO	DEN	TPA	243	73W	143	1315	2240	12345.7
WN	WN	RNO	LAX	TUS	175	73W	143	1905	2220	12345.7

One-Stop Arrivals

OCT2014

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	1015	2040	1234567
UA	OO	DFW	SFO	RNO	6220	CR7	70	1927	23197
UA	OO	DFW	SFO	RNO	6220	CR7	70	1928	2319	12345..
UA	UA	MSY	DEN	RNO	295	320	150	0832	12377
UA	UA	MSY	DEN	RNO	295	320	150	0833	1237	123456.
UA	OO	SBA	SFO	RNO	6286	EM2	30	1000	1553	123456.
US	US	CLT	PHX	RNO	531	319	124	0725	11456.
US	US	DTW	PHX	RNO	528	319	124	1745	22026.
US	US	MCI	PHX	RNO	523	319	124	1500	183567
US	US	PIT	PHX	RNO	531	320	150	0730	11457
US	YV	PSP	PHX	RNO	5578	CR9	79	1150	1526	1234567
US	US	STL	PHX	RNO	523	319	124	1435	1835	12345..
US	US	STL	PHX	RNO	528	319	124	1755	2202	12345.7
US	US	YEG	PHX	RNO	531	320	150	0620	1145	12345..
WN	WN	ABQ	LAS	RNO	1714	73W	143	1105	1335	12345.7
WN	WN	ABQ	PHX	RNO	1973	73W	143	1705	1930	12345.7
WN	WN	ATL	SAN	RNO	2408	73W	143	1645	2050	12345..
WN	WN	ATL	SAN	RNO	2541	73W	143	1645	20507
WN	WN	AUS	LAX	RNO	4320	73W	143	1505	18156.
WN	WN	BWI	PHX	RNO	984	73W	143	1655	21256.
WN	WN	CLE	MDW	RNO	561	73W	143	1425	1735	12345.7
WN	WN	CLT	MDW	RNO	1324	73W	143	0800	12156.
WN	WN	CMH	LAS	RNO	1386	73W	143	1110	14356.
WN	WN	DEN	PHX	RNO	2214	73W	143	0855	12307
WN	WN	DEN	PHX	RNO	639	73W	143	0900	1230	12345..
WN	WN	DTW	DEN	RNO	4301	73W	143	0655	10056.
WN	WN	HOU	LAS	RNO	745	73W	143	1805	2115	12345.7
WN	WN	IND	LAS	RNO	944	73W	143	0820	11206.
WN	WN	MCI	DEN	RNO	2332	73W	143	0650	0955	12345..
WN	WN	MSY	LAS	RNO	164	73W	143	0635	1025	12345.7
WN	WN	MSY	SAN	RNO	4545	73W	143	1235	16456.
WN	WN	OAK	LAX	RNO	2415	73W	143	1240	1540	12345.7
WN	WN	OMA	DEN	RNO	2272	73W	143	0700	09557
WN	WN	PHX	LAS	RNO	1209	73W	143	0955	13006.
WN	WN	PHX	LAX	RNO	1083	73W	143	1220	15356.
WN	WN	SAN	LAS	RNO	4224	73W	143	1530	18356.
WN	WN	SFO	LAS	RNO	3139	73W	143	0625	09506.
WN	WN	SFO	LAS	RNO	2784	73W	143	1410	1730	12345.7
WN	WN	SNA	LAS	RNO	2866	73W	143	1245	16056.
WN	WN	SNA	LAS	RNO	324	73W	143	1305	1600	12345.7
WN	WN	SNA	LAS	RNO	4402	73W	143	1635	1930	12345.7
WN	WN	SNA	LAS	RNO	1673	73W	143	1700	19556.
WN	WN	SNA	LAS	RNO	1342	73W	143	2000	2245	.2345.7
WN	WN	TPA	LAS	RNO	354	73W	143	0825	1230	12345.7
WN	WN	TUS	LAX	RNO	1558	73W	143	0910	12406.

Reno Tahoe International Airport

Hourly schedule arrivals, departures, and related seats

Sample: 6th - 10th October, 2014

	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday									
	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time								
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep								
	0	0000	0	0000	0	0000	0	0000	0	0000	0	0000	0	0000								
	0	0100	0	0100	0	0100	0	0100	0	0100	0	0100	0	0100								
	0	0200	0	0200	0	0200	0	0200	0	0200	0	0200	0	0200								
	0	0300	0	0300	0	0300	0	0300	0	0300	0	0300	0	0300								
	0	0400	0	0400	0	0400	0	0400	0	0400	0	0400	0	0400								
	0	0500	0	0500	0	0500	0	0500	0	0500	0	0500	0	0500								
	0	0600	3	0600	3	0600	3	0600	3	0600	3	0600	3	0600								
	286	2 0700	4	286 2 0700	4	286 2 0700	4	286 2 0700	4	286 2 0700	4	286 2 0700	4	286 2 0700								
	0	0800	1	0	0800	1	0	0800	1	0	0800	1	0	0800								
	208	2 0900	1	208 2 0900	1	208 2 0900	1	208 2 0900	1	208 2 0900	1	208 2 0900	1	208 2 0900								
	143	1 1000	2	143 1 1000	2	143 1 1000	2	143 1 1000	2	143 1 1000	2	143 1 1000	2	143 1 1000								
	293	2 1100	1	293 2 1100	1	293 2 1100	1	293 2 1100	1	293 2 1100	1	293 2 1100	1	293 2 1100								
	286	2 1200	1	286 2 1200	1	286 2 1200	1	286 2 1200	1	286 2 1200	1	286 2 1200	1	286 2 1200								
	143	1 1300	2	143 1 1300	2	143 1 1300	2	143 1 1300	2	143 1 1300	2	143 1 1300	2	143 1 1300								
	143	1 1400	1	143 1 1400	1	143 1 1400	1	143 1 1400	1	143 1 1400	1	143 1 1400	1	143 1 1400								
	143	1 1500	1	143 1 1500	1	143 1 1500	1	143 1 1500	1	143 1 1500	1	143 1 1500	1	143 1 1500								
	143	1 1600	2	143 1 1600	2	143 1 1600	2	143 1 1600	2	143 1 1600	2	143 1 1600	2	143 1 1600								
	412	3 1700	0	412 3 1700	1	412 3 1700	0	412 3 1700	0	412 3 1700	0	412 3 1700	0	412 3 1700								
	143	1 1800	3	143 1 1800	2	143 1 1800	3	143 1 1800	3	143 1 1800	3	143 1 1800	3	143 1 1800								
	286	2 1900	1	286 2 1900	1	286 2 1900	1	286 2 1900	1	286 2 1900	1	286 2 1900	1	286 2 1900								
	143	1 2000	0	143 1 2000	1	143 1 2000	1	143 1 2000	1	143 1 2000	1	143 1 2000	1	143 1 2000								
	286	2 2100	0	412 3 2100	0	286 2 2100	0	286 2 2100	0	286 2 2100	0	286 2 2100	0	286 2 2100								
	150	1 2200	0	143 1 2200	0	293 2 2200	0	293 2 2200	0	293 2 2200	0	293 2 2200	0	293 2 2200								
	0	2300	0	0	0	0	0	0	0	0	0	0	0	0								
	3,208	23	23	3,208	3,327	24	24	3,351	24	24	3,327	24	3,351	24	2,503	18	18	2,503	3,208	23	23	3,208
	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday									
	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time	Seats	Time								
	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep	Arr	Dep								
	0	0000	0	0000	0	0000	0	0000	0	0000	0	0000	0	0000								
	0	0100	0	0	0100	0	0	0100	0	0	0100	0	0	0100								
	0	0200	0	0	0200	0	0	0200	0	0	0200	0	0	0200								
	0	0300	0	0	0300	0	0	0300	0	0	0300	0	0	0300								
	0	0400	0	0	0400	0	0	0400	0	0	0400	0	0	0400								
	0	0500	0	0	0500	0	0	0500	0	0	0500	0	0	0500								
	0	0600	5	0	0600	5	0	0600	5	0	0600	5	0	0600								
	0	0700	1	0	0700	1	0	0700	1	0	0700	1	0	0700								
	76	1 0800	1	0	0800	1	0	0800	1	0	0800	1	0	0800								
	126	2 0900	2	126 2 0900	1	124 2 0900	2	126 2 0900	2	200 126 2 0900	2	200 126 2 0900	1	124 2 0900								
	76	1 1000	3	76 1 1000	3	202 76 1 1000	3	202 76 1 1000	3	202 76 1 1000	3	202 76 1 1000	3	202 76 1 1000								
	439	4 1100	1	70 439 4 1100	1	70 360 3 1100	1	70 439 4 1100	1	70 439 4 1100	1	70 393 4 1100	1	50 439 4 1100								
	128	1 1200	3	128 1 1200	3	369 128 1 1200	2	290 128 1 1200	3	369 128 1 1200	3	369 128 1 1200	3	343 128 1 1200								
	0	1300	1	0	1300	1	128 0	1300	1	128 0	1300	1	128 0	1300								
	126	2 1400	2	126 2 1400	2	126 2 1400	1	50 126 2 1400	2	126 2 1400	3	292 126 2 1400	2	126 2 1400								
	129	2 1500	0	129 2 1500	0	129 2 1500	0	129 2 1500	0	129 2 1500	0	129 2 1500	0	129 2 1500								
	76	1 1600	2	76 1 1600	2	128 76 1 1600	2	128 76 1 1600	2	128 76 1 1600	2	128 76 1 1600	2	128 76 1 1600								
	50	1 1700	2	126 50 1 1700	2	126 50 1 1700	2	126 50 1 1700	2	126 50 1 1700	2	126 50 1 1700	2	126 50 1 1700								
	250	3 1800	1	50 250 3 1800	1	50 174 2 1800	1	50 250 3 1800	1	50 250 3 1800	1	50 200 2 1800	0	250 3 1800								
	50	1 1900	1	50 1 1900	1	76 50 1 1900	1	76 50 1 1900	1	76 50 1 1900	1	76 50 1 1900	1	76 50 1 1900								
	366	3 2000	2	126 366 3 2000	2	126 366 3 2000	2	126 366 3 2000	2	126 366 3 2000	2	126 366 3 2000	1	50 366 3 2000								
	0	2100	0	0	0	0	0	0	0	0	0	0	0	2100								
	343	3 2200	0	343 3 2200	0	343 3 2200	0	343 3 2200	0	343 3 2200	0	264 3 2200	0	343 3 2200								
	146	2 2300	0	146 2 2300	0	146 2 2300	0	146 2 2300	0	146 2 2300	0	146 2 2300	0	146 2 2300								
	2,381	27	27	2,381	2,229	25	25	2,229	2,226	25	25	2,226	25	2,381	2,547	28	28	2,547	2,381	27	27	2,381

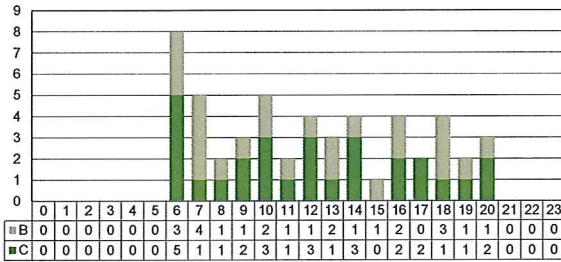
Reno Tahoe International Airport
 Hourly schedule arrivals, departures, and related seats
 Sample: 6th - 10th
 October, 2014

	Monday					Tuesday					Wednesday					Thursday					Friday					Saturday					Sunday																								
	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																				
	50	1	0000	0	0	50	1	0000	0	0	50	1	0000	0	0	50	1	0000	0	0	50	1	0000	0	0	70	1	0000	0	0	174	2	0000	0	0																				
	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	0	0	0	0	0100	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	0200	0	0	0	0	0200	0	0	0	0	0200	0	0															
	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	0	0	0	0	0300	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	0400	0	0	0	0	0400	0	0	0	0	0400	0	0															
	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	50	0	0	0500	1	70										
	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	7	838	0	0	0600	6	695															
	143	1	0700	5	722	143	1	0700	5	722	143	1	0700	5	722	143	1	0700	5	722	143	1	0700	5	722	143	1	0700	5	722	0	0	0700	2	293	0	0	0700	5	722															
	269	3	0800	3	343	193	2	0800	3	343	269	3	0800	3	343	269	3	0800	3	343	269	3	0800	3	343	269	3	0800	3	343	50	1	0800	2	200	219	2	0800	2	200															
	354	4	0900	4	335	334	4	0900	2	189	354	4	0900	4	335	354	4	0900	4	335	354	4	0900	4	335	354	4	0900	4	335	412	4	0900	3	410	354	4	0900	5	478															
	219	2	1000	4	438	219	2	1000	5	488	219	2	1000	4	438	219	2	1000	4	438	219	2	1000	4	438	219	2	1000	4	438	345	3	1000	5	488	219	2	1000	3	295															
	719	6	1100	3	350	643	5	1100	2	293	719	6	1100	2	293	719	6	1100	3	369	719	6	1100	3	369	719	6	1100	3	369	719	6	1100	3	369	719	6	1100	4	512															
	506	4	1200	3	350	506	4	1200	3	350	506	4	1200	3	350	506	4	1200	3	350	506	4	1200	3	350	506	4	1200	3	350	486	4	1200	4	469	486	4	1200	3	350															
	243	3	1300	4	506	243	3	1300	4	506	243	3	1300	4	506	243	3	1300	4	506	243	3	1300	4	506	243	3	1300	4	506	313	4	1300	6	775	243	3	1300	4	486															
	269	3	1400	3	243	269	3	1400	3	243	269	3	1400	3	243	269	3	1400	3	243	269	3	1400	4	409	219	2	1400	2	100	269	3	1400	3	243																				
	301	3	1500	3	269	301	3	1500	3	269	346	3	1500	2	219	301	3	1500	3	269	301	3	1500	3	269	301	3	1500	3	269	346	3	1500	2	219	467	4	1500	3	269															
	269	3	1600	4	444	269	3	1600	4	444	269	3	1600	3	365	269	3	1600	4	444	269	3	1600	4	444	269	3	1600	4	444	362	3	1600	3	365	269	3	1600	5	610															
	412	3	1700	4	415	412	3	1700	4	415	412	3	1700	4	415	412	3	1700	4	415	412	3	1700	4	415	412	3	1700	4	415	50	1	1700	2	146	412	3	1700	4	395															
	343	3	1800	1	143	343	3	1800	1	143	267	2	1800	1	143	343	3	1800	1	143	343	3	1800	1	143	343	3	1800	1	143	486	4	1800	1	143	343	3	1800	1	143															
	486	4	1900	2	219	486	4	1900	2	219	486	4	1900	2	219	486	4	1900	2	219	486	4	1900	2	219	486	4	1900	2	219	293	2	1900	1	76	486	4	1900	3	343															
	369	3	2000	3	269	417	3	2000	2	193	369	3	2000	3	269	369	3	2000	3	269	369	3	2000	3	269	369	3	2000	3	269	276	2	2000	0	0	369	3	2000	3	269															
	266	2	2100	0	0	412	3	2100	0	0	266	2	2100	0	0	266	2	2100	0	0	266	2	2100	0	0	266	2	2100	0	0	362	3	2100	0	0	266	2	2100	0	0															
	619	5	2200	0	0	369	3	2200	0	0	495	4	2200	0	0	619	5	2200	0	0	619	5	2200	0	0	619	5	2200	0	0	150	1	2200	0	0	643	5	2200	0	0															
	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0	76	1	2300	0	0															
Airport Totals	6,973	64		64	6,973	6,725	61		61	6,725	6,742	61		61	6,742	6,973	64		64	6,973	6,139	65		65	6,139	6,016	45		45	6,016	4,845	64		64	4,845	6,054	64		64	6,054	6,100	65		65	6,100										

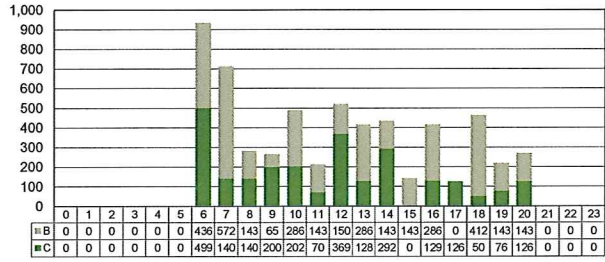
Reno Tahoe International Airport

Hourly schedule arrivals, departures, and related seats
Friday 13th October, 2014

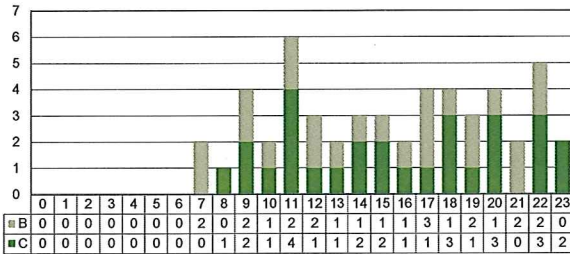
Hourly Departure Flights by Concourse



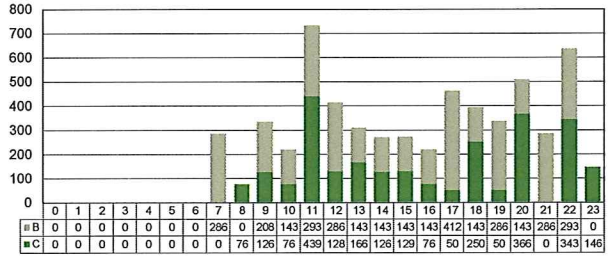
Hourly Departure Seats by Concourse



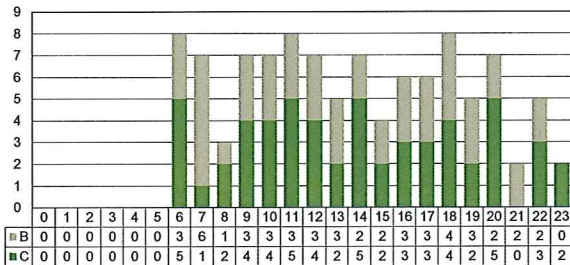
Hourly Arrival Flights by Concourse



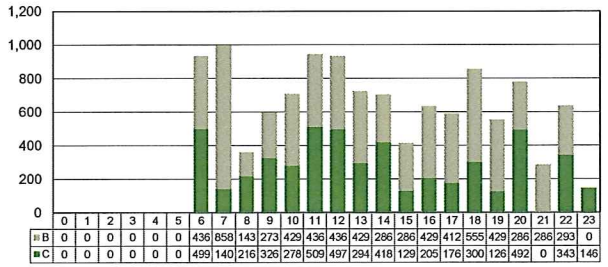
Hourly Arrival Seats by Concourse



Hourly Departure/Arrival Flights by Concourse



Hourly Departure/Arrival Seats by Concourse



October 2014

Daily Departures and Departing Seats

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			49 5,580	52 5,818	53 5,974	42 4,584
5	6	7	8	9	10	11
51 5,803	50 5,589	49 5,580	49 5,553	51 5,732	52 5,898	42 4,636
12	13	14	15	16	17	18
51 5,755	51 5,764	49 5,612	49 5,585	51 5,764	51 5,787	42 4,636
19	20	21	22	23	24	25
51 5,813	49 5,478	49 5,612	49 5,585	51 5,764	51 5,787	42 4,636
26	27	28	29	30	31	
49 5,645	46 5,213	45 5,204	45 5,116	47 5,380	44 5,099	
					Total 1,502 169,982	Average 48 5,483
Legend	Departures	Seats	Sample Week	Sample Day		

Monthly Report September 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 9/30/14:	\$2,060,179	\$1,844,035	12%
Forecasted Commission for this Revenue:	\$133,235	\$137,619	-3%
Number of Room Nights:	11427	9632	19%
Number of Delegates:	7162	5498	30%
Annual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	104	92	13%

<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%
		1 Corp, 2	
Booked Group Types:	2 Corp, 6 Assoc	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%
	4 Smf, 2 Corp,	2 Seminar, 2	
Booked Group Types:	1 Assn, 1 Govt.	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	

Monthly Detail/Activity

	<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%
	2 Assoc., 2	4 Assn, 6 Smf,	
Booked Group Types:	Corp	1 Govt.	
Lost Business, # of Groups:	1	4	

Arrived in the month

	<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. (Goal)	

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

NUMBER OF LEADS Generated as o 9/30/14:

Total Number of Leads Generated in Previous Years:	51
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 September 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 9/30/14:	\$800,525	\$443,563	80%
Forecasted Commission for this Revenue:	\$31,004	\$2,551	1115%
Number of Room Nights:	6715	4132	63%
Number of Delegates:	3225	1232	162%
Annual Commission Projection:	\$30,000	\$10,000	

<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 9/30/14: 51

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