



**north lake tahoe**  
Chamber | CVB | Resort Association

## October Marketing Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe



Destination: North Lake Tahoe

Period: Bookings as of September 30, 2013

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,537 Units ('DestiMetrics Census'\*)

a. Last Month Performance: Current YTD vs. Previous YTD		2013/14	2012/13	Year over Year % Diff
North Lake Tahoe Occupancy for last month (September) changed by (10.0%)	Occupancy (September) :	53.6%	48.8%	10.0%
North Lake Tahoe Average Daily Rate for last month (September) changed by (18.1%)	ADR (September) :	\$217	\$184	18.1%
North Lake Tahoe RevPAR for last month (September) changed by (30.0%)	RevPAR (September) :	\$117	\$90	30.0%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (October) changed by (8.0%)	Occupancy (October)	28.7%	26.6%	8.0%
North Lake Tahoe Average Daily Rate for next month (October) changed by (9.7%)	ADR (October) :	\$174	\$159	9.7%
North Lake Tahoe RevPAR for next month (October) changed by (18.5%)	RevPAR (October) :	\$50	\$42	18.5%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (-0.7%)	Occupancy	48.6%	48.9%	-0.7%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (9.6%)	ADR	\$218	\$198	9.6%
North Lake Tahoe RevPAR for the prior 6 months changed by (8.9%)	RevPAR	\$106	\$97	8.9%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (19.4%)	Occupancy	16.2%	13.5%	19.4%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (13.6%)	ADR	\$254	\$223	13.6%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (35.7%)	RevPAR	\$41	\$30	35.7%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2013 vs. Previous Year</b>				
Rooms Booked during last month (September, 2013) compared to Rooms Booked during the same period last year (September, 2012) for all arrival dates has changed by (-8.4%)	Booking Pace (September)	4.5%	4.9%	-8.4%

\* **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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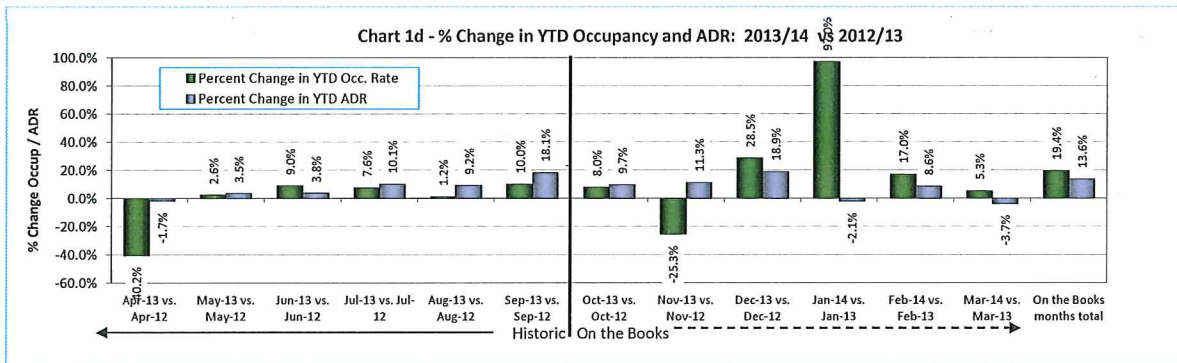
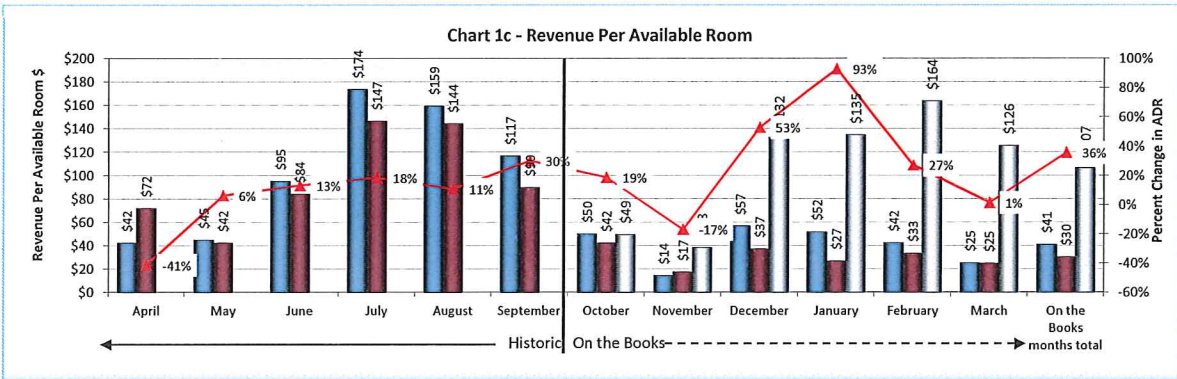
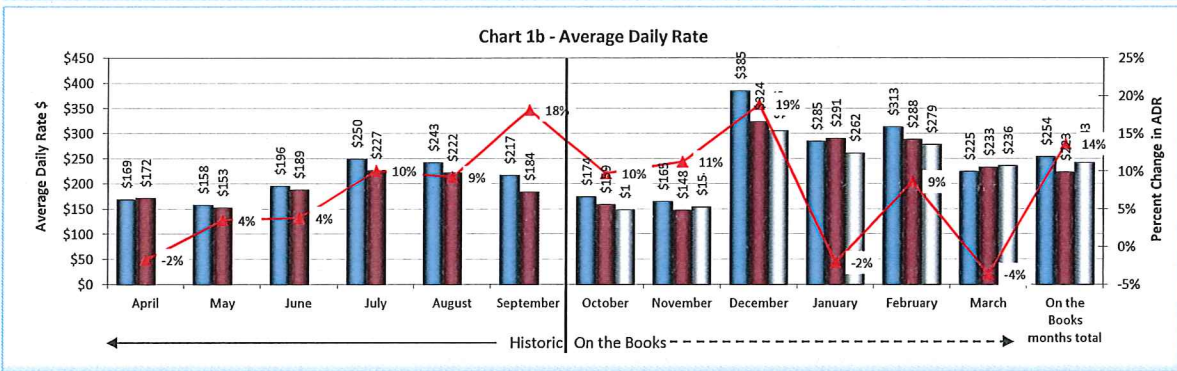
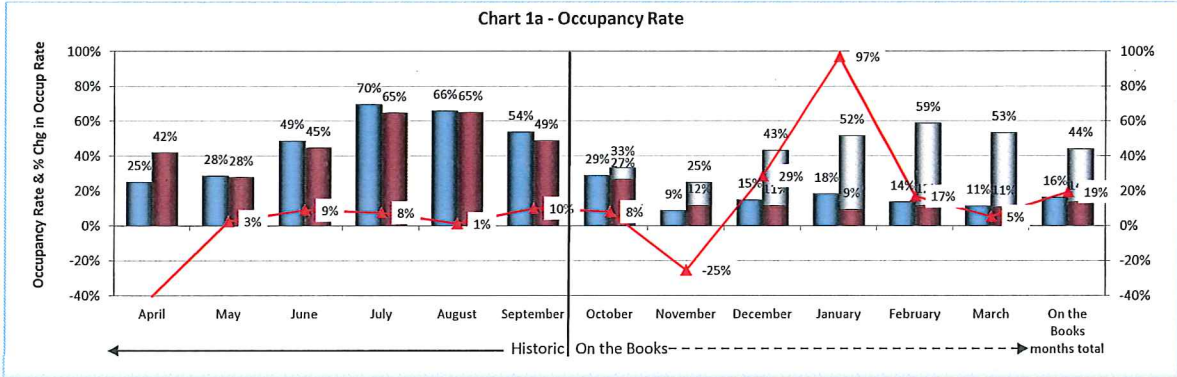
**RESERVATIONS ACTIVITY REPORT**  
**SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS**

2013/14 YTD (as of September 30, 2013) vs. 2012/13 YTD (as of September 30, 2012) vs. 2012/13 Historical

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

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■ Historic Actual (2012/13 season)     ■ Data as of September 30, 2013 (2013/14 season)  
■ Data as of September 30, 2012 (2012/13 season)     ▲ Percent Change



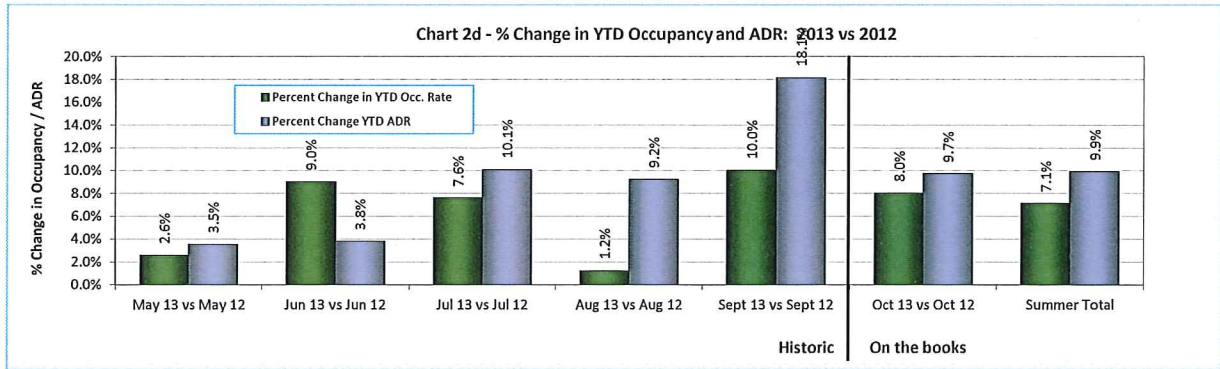
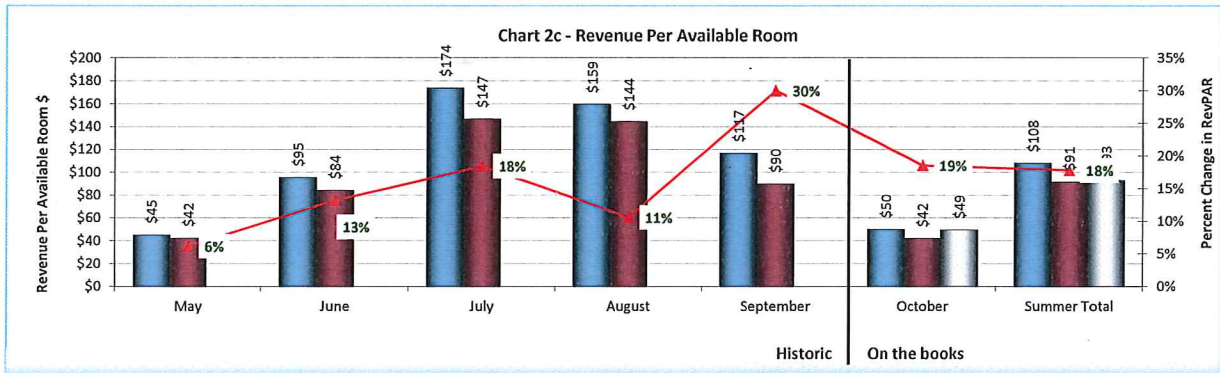
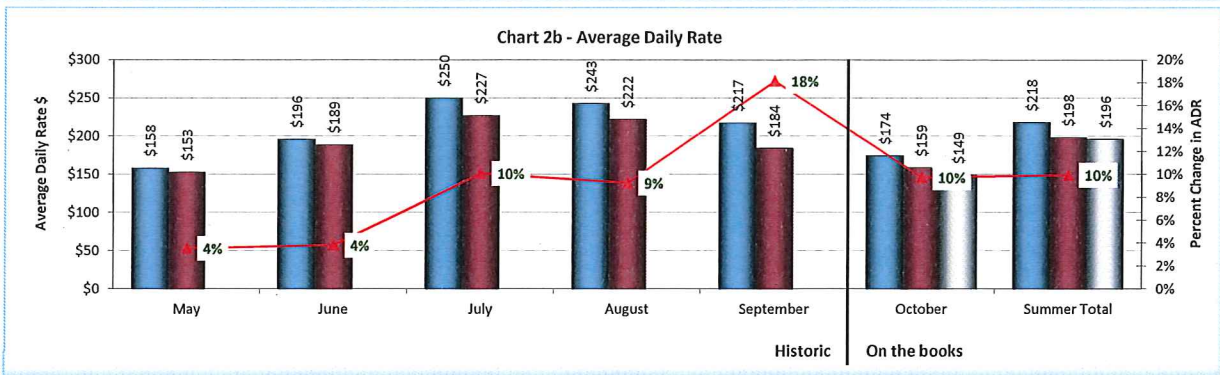
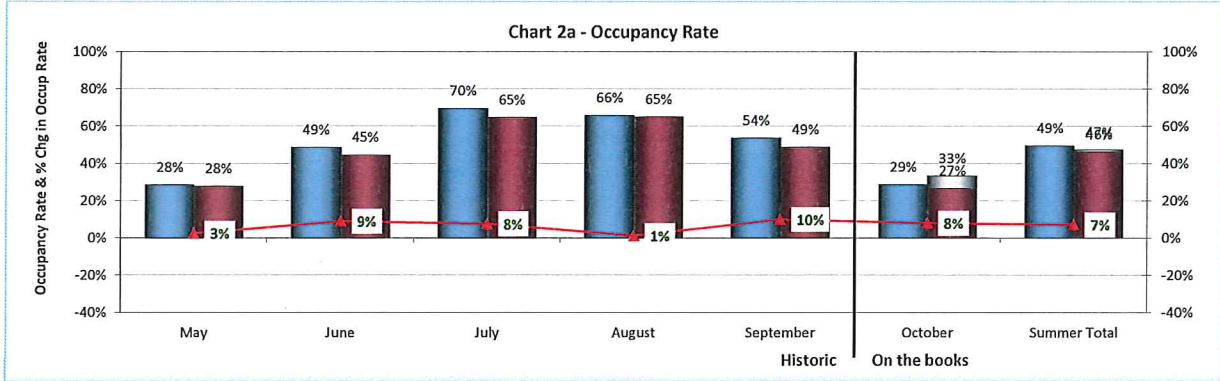
## RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of September 30, 2013) vs. 2012 YTD (as of September 30, 2012) vs. 2012 Historical

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

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Historic Actual (2012 season)       Data as of September 30, 2013 (2013 season)  
 Data as of September 30, 2012 (2012 season)      —▲— Percent Change



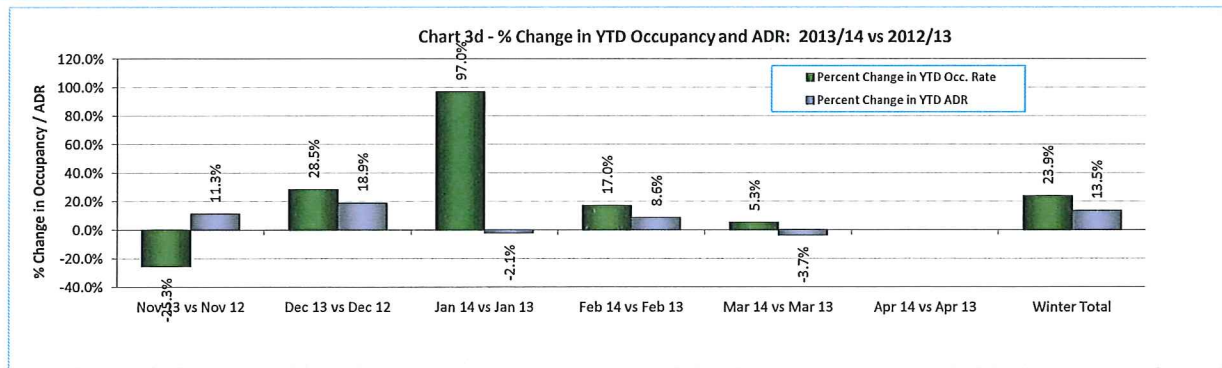
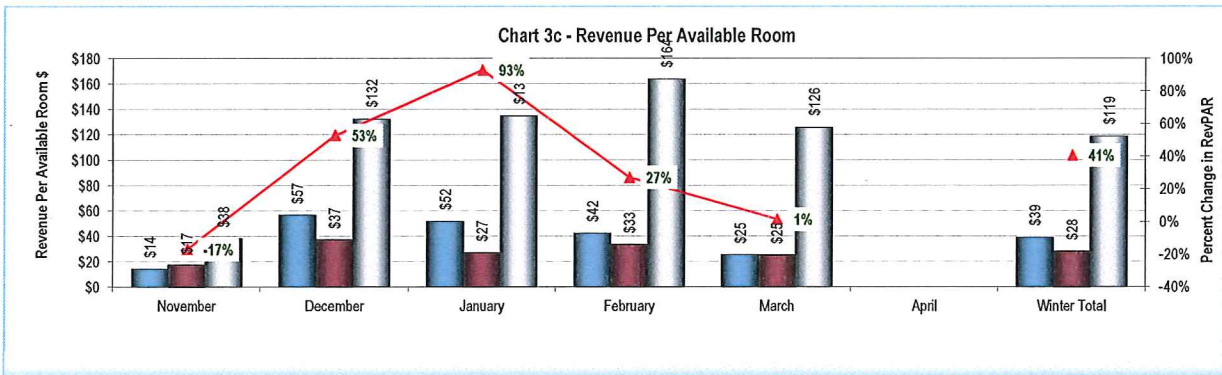
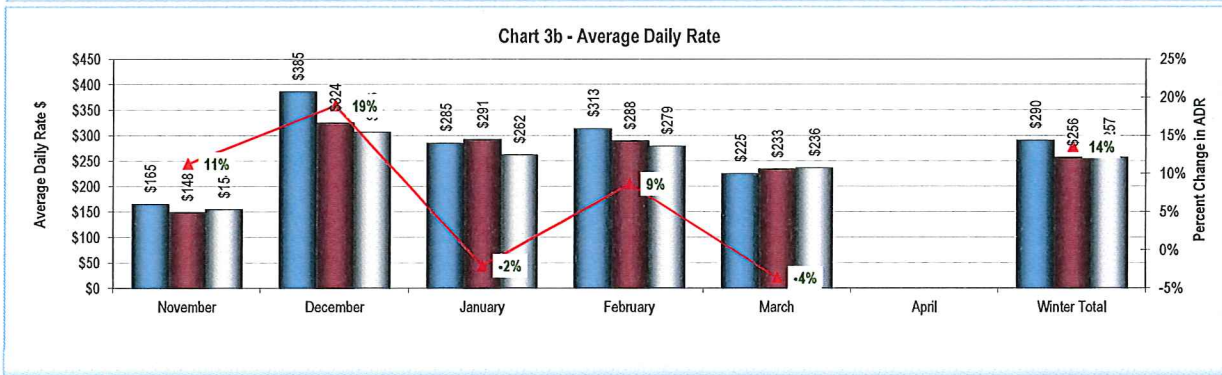
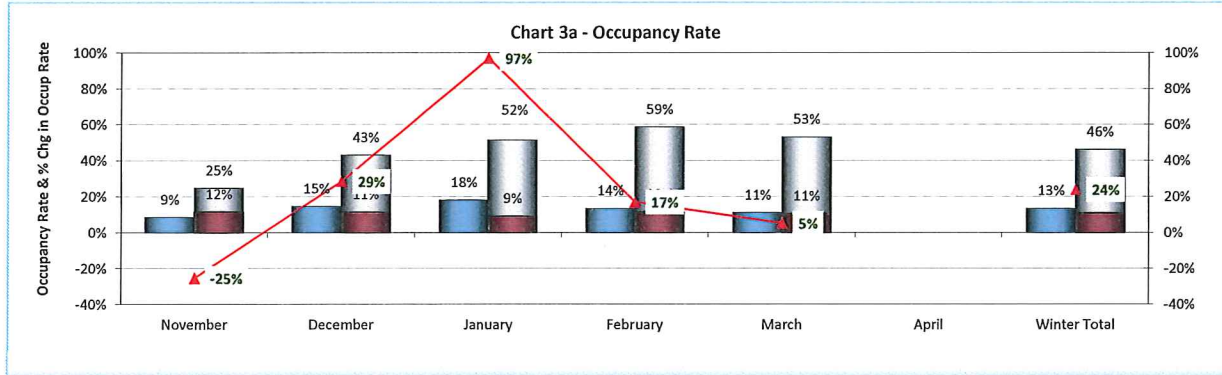
## RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2013/14 YTD (as of September 30, 2013) vs. 2012/13 YTD (as of September 30, 2012) vs. 2012/13 Historical

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

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Historic Actual (2012/13 season)    
  Data as of September 30, 2013 (2013/14 season)
  Data as of September 30, 2012 (2012/13 season)    
 ▲ Percent Change



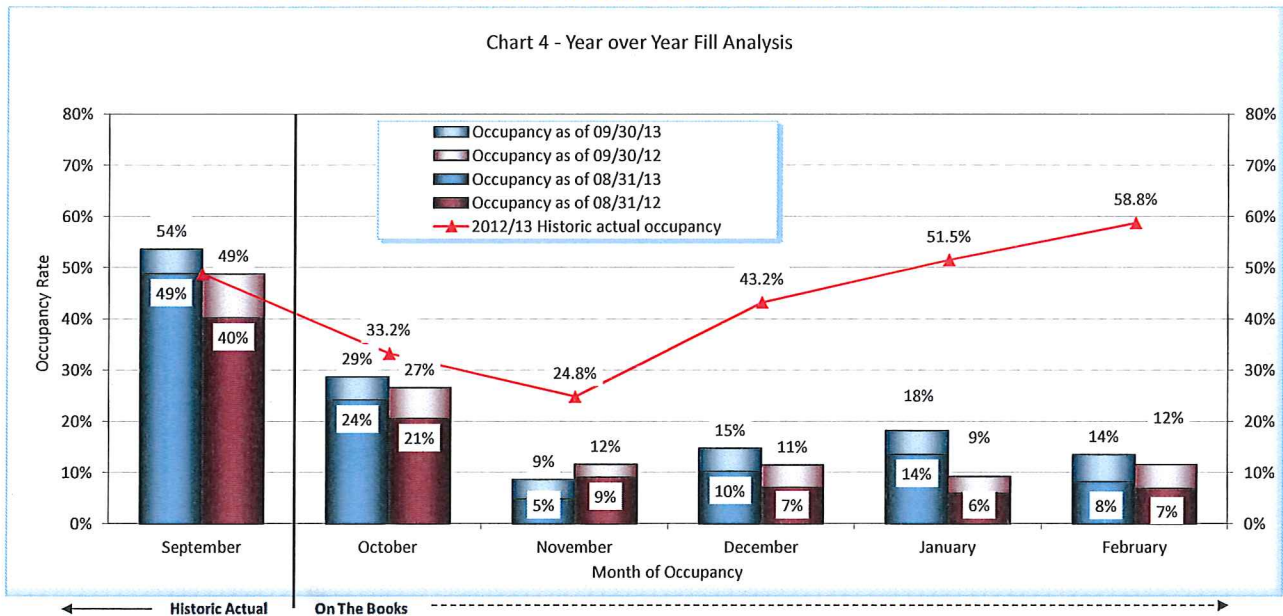


**RESERVATIONS ACTIVITY REPORT**  
SECTION 4 - FILL ANALYSIS

2013/14 Occupancy Pace (as of September 30, 2013) vs. 2012/13 Pace (as of September 30, 2012) vs. same period 2012/13

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

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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)		2012/13 Historic actual occupancy
	Occupancy as of 09/30/13	Occupancy as of 09/30/12	Absolute Change	Occupancy as of 08/31/13	Occupancy as of 08/31/12	Absolute Change	Incremental occupancy booked during Sep. 2013	Incremental occupancy booked during Sep. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
September	53.6%	48.8%	4.9%	48.9%	40.3%	8.6%	4.8%	8.5%	-3.7%	-44.1%	48.8%
October	28.7%	26.6%	2.1%	24.2%	20.6%	3.6%	4.5%	6.0%	-1.5%	-24.7%	33.2%
November	8.7%	11.6%	-2.9%	4.9%	9.1%	-4.3%	3.8%	2.5%	1.3%	53.9%	24.8%
December	14.7%	11.4%	3.3%	10.2%	7.2%	3.1%	4.5%	4.3%	0.2%	4.1%	43.2%
January	18.2%	9.2%	9.0%	13.6%	6.0%	7.6%	4.6%	3.3%	1.3%	40.5%	51.5%
February	13.5%	11.6%	2.0%	8.2%	6.9%	1.4%	5.3%	4.7%	0.6%	12.8%	58.8%
<b>Total</b>	<b>23.5%</b>	<b>19.9%</b>	<b>3.7%</b>	<b>19.1%</b>	<b>15.0%</b>	<b>4.1%</b>	<b>4.5%</b>	<b>4.9%</b>	<b>-0.4%</b>	<b>-8.4%</b>	<b>43.2%</b>

\*\*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, 2013

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

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	Occup. Rate as of: September 30, 2013 (2013/14 season)	Occup. Rate as of: September 30, 2012 (2012/13 season)		
April		25.0%	41.9%	-40.2%	11
May		28.5%	27.7%	2.6%	11
June		48.6%	44.6%	9.0%	11
July		69.5%	64.6%	7.6%	11
August		65.8%	65.0%	1.2%	11
September	Historic Actual	53.6%	48.8%	10.0%	11
October	On the Books	28.7%	26.6%	8.0%	11
November		8.7%	11.6%	-25.3%	11
December		14.7%	11.4%	28.5%	11
January		18.2%	9.2%	97.0%	11
February		13.5%	11.6%	17.0%	11
March		11.2%	10.7%	5.3%	11
Grand total		33.6%	31.1%	8.0%	46.5%
Historic months total		48.6%	48.9%	-0.7%	48.9%
On the Books months total		16.2%	13.5%	19.4%	44.0%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	ADR as of: September 30, 2013 (2013/14 season)	ADR as of: September 30, 2012 (2012/13 season)		
April		\$169	\$172	-1.7%	11
May		\$158	\$153	3.5%	11
June		\$196	\$189	3.8%	11
July		\$250	\$227	10.1%	11
August		\$243	\$222	9.2%	11
September	Historic Actual	\$217	\$184	18.1%	11
October	On the Books	\$174	\$159	9.7%	\$149
November		\$165	\$148	11.3%	\$154
December		\$385	\$324	18.9%	\$306
January		\$285	\$291	-2.1%	\$262
February		\$313	\$288	8.6%	\$279
March		\$225	\$233	-3.7%	\$236
Grand total		\$226	\$204	10.7%	\$219
Historic months total		\$218	\$198	9.6%	\$198
On the Books months total		\$254	\$223	13.6%	\$243

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)	# of Properties in Sample
	Month of Occupancy (2013/14 & 2012/13)	RevPAR as of: September 30, 2013 (2013/14 season)	RevPAR as of: September 30, 2012 (2012/13 season)		
April		\$42	\$72	-41.3%	11
May		\$45	\$42	6.2%	11
June		\$95	\$84	13.2%	11
July		\$174	\$147	18.4%	11
August		\$159	\$144	10.6%	11
September	Historic Actual	\$117	\$90	30.0%	11
October	On the Books	\$50	\$42	18.5%	\$49
November		\$14	\$17	-16.9%	\$38
December		\$57	\$37	52.8%	\$132
January		\$52	\$27	92.9%	\$135
February		\$42	\$33	27.1%	\$164
March		\$25	\$25	1.4%	\$126
Grand total		\$76	\$63	19.5%	\$102
Historic months total		\$106	\$97	8.9%	\$97
On the Books months total		\$41	\$30	35.7%	\$107



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of September 30, 2013**

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

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OCCUPANCY RATE	<i>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</i>			Historic Actual Occup. Rate (2012 season)
	Occup. Rate as of: September 30, 2013 (2013 season)	Occup. Rate as of: September 30, 2012 (2012 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	28.5%	27.7%	2.6%	
June	48.6%	44.6%	9.0%	
July	69.5%	64.6%	7.6%	
August	65.8%	65.0%	1.2%	
September	<b>Historic Actual</b> 53.6%	48.8%	10.0%	
October	<b>On the Books</b> 28.7%	26.6%	8.0%	33.2%
Summer Total	49.5%	46.2%	7.1%	47.3%

AVERAGE DAILY RATE	<i>ADR: YTD 2013 VS. YTD 2012</i>			Historic Actual ADR (2012 season)
	ADR as of: September 30, 2013 (2013 season)	ADR as of: September 30, 2012 (2012 season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$158	\$153	3.5%	
June	\$196	\$189	3.8%	
July	\$250	\$227	10.1%	
August	\$243	\$222	9.2%	
September	<b>Historic Actual</b> \$217	\$184	18.1%	
October	<b>On the Books</b> \$174	\$159	9.7%	\$149
Summer Total	\$218	\$198	9.9%	\$196

REVENUE PER AVAILABLE ROOM	<i>REVPAR: YTD 2013 VS. YTD 2012</i>			Historic Actual RevPAR (2012 season)
	RevPAR as of: September 30, 2013 (2013 season)	RevPAR as of: September 30, 2012 (2012 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$45	\$42	6.2%	
June	\$95	\$84	13.2%	
July	\$174	\$147	18.4%	
August	\$159	\$144	10.6%	
September	<b>Historic Actual</b> \$117	\$90	30.0%	
October	<b>On the Books</b> \$50	\$42	18.5%	\$49
Summer Total	\$108	\$91	17.8%	\$93





**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of September 30, 2013**

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: September 30, 2013 (2013/14 season)	Occup. Rate as of: September 30, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	8.7%	11.6%	-25.3%	24.8%
December	14.7%	11.4%	28.5%	43.2%
January	18.2%	9.2%	97.0%	51.5%
February	13.5%	11.6%	17.0%	58.8%
March	11.2%	10.7%	5.3%	53.2%
April				
Winter Total	13.5%	10.9%	23.9%	46.3%

AVERAGE DAILY RATE	<u>ADR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual ADR (2012/13 season)
	ADR as of: September 30, 2013 (2013/14 season)	ADR as of: September 30, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$165	\$148	11.3%	\$154
December	\$385	\$324	18.9%	\$306
January	\$285	\$291	-2.1%	\$262
February	\$313	\$288	8.6%	\$279
March	\$225	\$233	-3.7%	\$236
April				
Winter Total	\$290	\$256	13.5%	\$257

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013/14 VS. YTD 2012/13</u>			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: September 30, 2013 (2013/14 season)	RevPAR as of: September 30, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$14	\$17	-16.9%	\$38
December	\$57	\$37	52.8%	\$132
January	\$52	\$27	92.9%	\$135
February	\$42	\$33	27.1%	\$164
March	\$25	\$25	1.4%	\$126
April				
Winter Total	\$39	\$28	40.7%	\$119

**PROPERTY REFERRALS - September (alpha listing)****REFERRALS**

7-Pines Motel	27
Agate Bay Realty Vacation Rentals	54
Agate Bay Realty Vacation Rentals Cool Deals	27
Alpine Rental Group	12
Americas Best Value Inn Tahoe City	42
Aviva Inn	90
Brockway Springs Resort	101
Cal Neva Resort Casino Hotel	110
Cal Neva Resort Casino Hotel Cool Deals	12
Cedar Glen Lodge	321
Chalet de Huttlinger	21
Chaney House	68
Chinquapin / Packard Realty	8
Club Tahoe Resort	8
Constellation Residences at Northstar	55
Cottage Inn at Lake Tahoe	131
Ferrari's Crown Resort	79
Firelite Lodge	32
Firelite Lodge Cool Deals	119
First Accommodations, Inc.	67
Fox Den Cottages	13
Franciscan Lakeside Lodge	88
Goldfish Properties	54
Granlibakken Conference Center & Resort	93
Granlibakken Conference Center & Resort Cool Deals	20
Hauserman Rental Group	80
Holiday House	40
Hyatt Regency Lake Tahoe Resort, Spa and Casino	345
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	16
Ice Lakes Lodge at Royal Gorge XC Ski Resort	18
Incline at Tahoe Realty	35
Incline Vacation Rentals	57
Kingswood Village Vacation Rentals	18
Lake Tahoe Accommodations	37
Lake Tahoe Accommodations.	39
Lake Tahoe Accommodations. Cool Deals	96
Lake Tahoe Deluxe Vacation Rentals	34
Lake Tahoe Deluxe Vacation Rentals Cool Deals	5
LakeFrontHouse.com	41
Martis Valley Associates Property Rentals	6
Meeks Bay Resort & Marina	84
Mother Natures Inn	20
Mourelatos Lakeshore Resort	111
North Tahoe Rental Company	58
Northstar Condominiums	59

Northstar Mountain Home Vacation Rentals	26
Northstar Resort	179
Northstar Resort Cool Deals	293
Olympic Village Inn	46
Painted Rock Lodge	90
Parkside Inn at Incline	45
PepperTree Inn	45
PlumpJack Squaw Valley Inn	66
Pullen Realty Group	13
Rainbow Lodge	8
Red Wolf Lakeside Lodge	46
Red Wolf Lodge at Squaw Valley	18
RedAwning.com Vacation Rentals	12
Resort at Squaw Creek	133
Resort at Squaw Creek Cool Deals	507
River Ranch Lodge and Restaurant	70
River Ranch Lodge and Restaurant Cool Deals	187
Rockwood Lodge	42
Rustic Cottage Inn	4
Rustic Cottages	46
Shooting Star Bed & Breakfast	40
Shore House at Lake Tahoe	130
Sierra Mountain Properties	11
Sierra Vacation Rentals/Sales	75
Sierra Vacation Rentals/Sales Cool Deals	89
Squaw Valley Lodge	67
Squaw Valley Lodge Cool Deals	192
Stanford Alpine Chalet	56
Stay In Lake Tahoe	77
Stevenson's Holliday Inn	35
Sunnyside Restaurant & Lodge	203
Tahoe Biltmore Lodge & Casino	113
Tahoe Biltmore Lodge & Casino Cool Deals	19
Tahoe City Inn	39
Tahoe City Inn Cool Deals	1
Tahoe Edgelake Beach Club	13
Tahoe Exclusive Properties - Carr Long Real Estate	28
Tahoe Exclusive Vacation Rentals	59
Tahoe Getaways Vacation Rentals	126
Tahoe Getaways Vacation Rentals Cool Deals	166
Tahoe Luxury Properties	95
Tahoe Luxury Properties Cool Deals	40
Tahoe Marina Lodge	24
Tahoe Moon Properties	153
Tahoe Mountain Club	54
Tahoe Mountain Resorts Lodging	86
Tahoe Mountain Resorts Lodging Cool Deals	122

Tahoe North Shore Lodge	10
Tahoe North Visitor's & Convention Bureau	1
Tahoe Real Estate Group	2
Tahoe Sands Resort	19
Tahoe Signature Properties	106
Tahoe Tavern Properties	20
Tahoe Vista Lodge and Cabins	42
Tahoe Vistana Inn	42
Tahoe Woodside Vacation Rentals	30
TahoeRentals.com ~ Wells and Bennett Realtors	73
Tahoma Lodge	32
Tahoma Meadows Bed & Breakfast Cottages	119
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	5
Tamarack Lodge	6
The Border House	51
The Lodge at Sugar Bowl	31
The Ritz-Carlton, Lake Tahoe	137
The Ritz-Carlton, Lake Tahoe Cool Deals	229
The Village at Squaw Valley	110
The Village at Squaw Valley Cool Deals	249
VACA North Tahoe	165
Vacasa Rentals	113
Vacation Station, Inc.	47
Vacation Tahoe by O'Neal Brokers	22
Waters of Tahoe Properties	59
Wells and Bennett Realtors	1
West Lake Properties at Tahoe	26
West Shore Cafe & Inn	83
<b>Totals</b>	<b>8670</b>

**PROPERTY REFERRALS - September (totals listing)****REFERRALS**

Resort at Squaw Creek Cool Deals	507
Hyatt Regency Lake Tahoe Resort, Spa and Casino	345
Cedar Glen Lodge	321
Northstar Resort Cool Deals	293
The Village at Squaw Valley Cool Deals	249
The Ritz-Carlton, Lake Tahoe Cool Deals	229
Sunnyside Restaurant & Lodge	203
Squaw Valley Lodge Cool Deals	192
River Ranch Lodge and Restaurant Cool Deals	187
Northstar Resort	179
Tahoe Getaways Vacation Rentals Cool Deals	166
VACA North Tahoe	165
Tahoe Moon Properties	153
The Ritz-Carlton, Lake Tahoe	137
Resort at Squaw Creek	133
Cottage Inn at Lake Tahoe	131
Shore House at Lake Tahoe	130
Tahoe Getaways Vacation Rentals	126
Tahoe Mountain Resorts Lodging Cool Deals	122
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Rustic Cottage Inn	4
Tahoe Real Estate Group	2
Tahoe City Inn Cool Deals	1
Tahoe North Visitor's & Convention Bureau	1
Wells and Bennett Realtors	1
<b>Totals</b>	<b>8670</b>

And  
up we  
go.



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

September 30, 2013



Reno-Tahoe  
Airport Authority





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

Average Load Factor:	86.2%, Down (0.7) pts.
Number of Flights *:	Down (1.2%)
Capacity of Seats *:	Up 0.9%
Crude Oil **:	\$106.57 per barrel in August 2013 vs. \$94.13 per barrel in August 2012

**RNO OVERVIEW FOR AUGUST 2013 – year over year comparison**

Total Passengers:	Down (8.2%)
Avg. Enplaned Load Factor:	82.6% Down (4.3) pts.
Scheduled Departures:	Down (7.2%)
Scheduled Departing Seats:	Down (4.8%)
Total Cargo:	Up 4.4%

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

**AUGUST 2013 SUMMARY**

Reno-Tahoe International Airport (RNO) served 322,083 passengers in August 2013, a decrease of (8.2%) versus August 2012. Partially contributable to the decrease was the shifted start of the local school year, which occurred two weeks earlier, in the middle of the month. This shift had an effect on family vacations and outbound leisure travel, reducing the overall traffic potential. August's figures coupled with July's decline, resulted in a (0.3%) CYTD decrease in total passengers compared to January-August 2012, negating the positive bump seen earlier in the year from the National Bowling Championships.

Southwest Airlines saw the largest decrease in total passengers, carrying 31,206 fewer passengers in August 2013 compared to August 2012. The loss of Oakland and Salt Lake City service, coupled with Portland service reductions, reduced the scheduled monthly totals by 141 flights with 19,267 seats. In all, Southwest's scheduled capacity was down (13%) in August 2013 versus August 2012.

However, American Airlines, Allegiant Air, and US Airways all saw year-over-year increases in the amount of 7,068 combined total passengers.

With respect to air cargo, RNO handled 10,859,694 pounds of cargo in August 2013, showing an increase of 4.4% over August 2012. Year-to-date, RNO handled 76,411,013 pounds of cargo, leading to a 4.6% increase compared to the prior year.

In August 2013, RNO was served by seven major airlines providing 61 daily departures to 16 non-stop destinations. RNO reported a (3.9%) decrease in total seats, whereas total flights were down (7.0%) compared to August 2012. U.S. airlines continue to adjust capacity by eliminating less profitable routes and downgauging aircraft size on certain routes, aligning it closer with passenger

**HIGHLIGHTS**

**August 2013 vs. August  
2012**

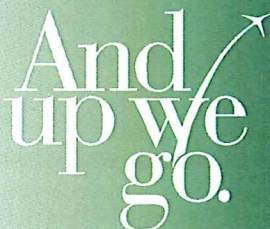
**Total Passengers  
Down (8.2%)**

**Enplaned Passengers  
Down (7.5%)**

**Deplaned Passengers  
Down (9.2%)**

**Average Enplaned Load  
Factor  
82.6%, Down (4.3) points**

**Total Cargo  
Up 4.4%**



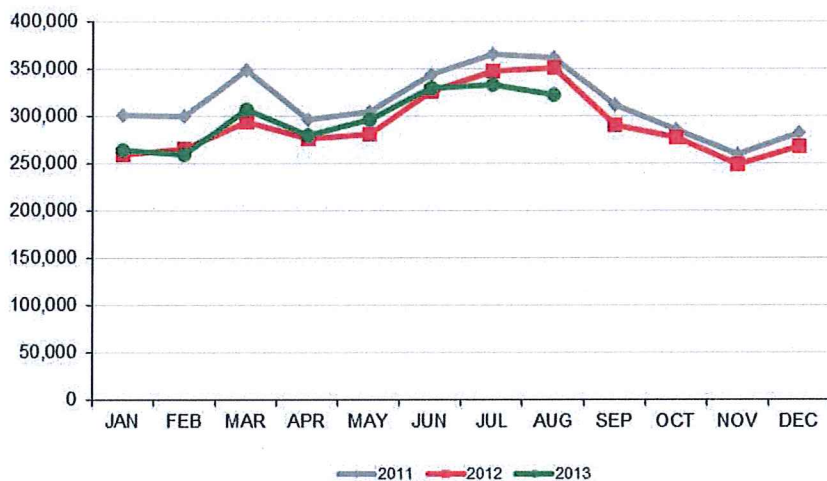


demand to offset high operating costs, especially as the price of oil exceeded \$100 dollars a barrel for a second straight month.

August 2013 marked the start of Allegiant Air's Oakland service, which operates twice weekly. These flights add to Allegiant's existing Bellingham, WA and Las Vegas, NV service which represent year-over-year increases for Allegiant, as Allegiant did not operate in 2012.

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

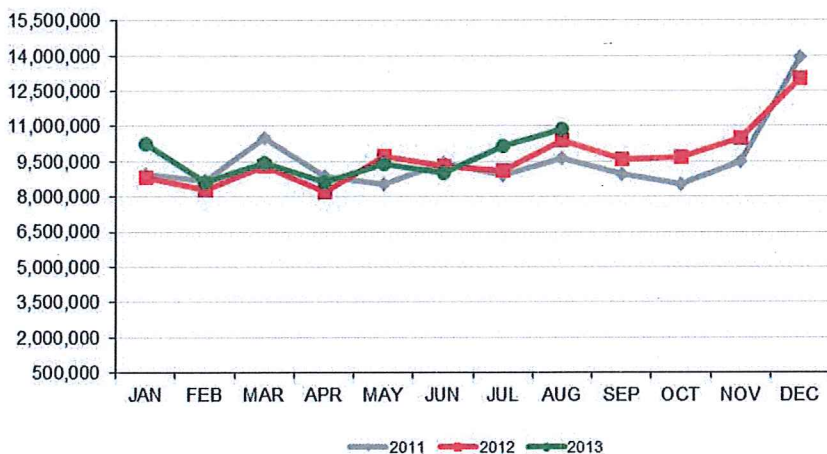
**Total Passengers**



**TOTAL PASSENGERS**

In August 2013, total passenger traffic at RNO decreased (8.2%) versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to Las Vegas, Bellingham, and Oakland. With slightly increased service to Los Angeles and Dallas Fort-Worth, American Airlines' passenger traffic grew 3.3% for the same period. United reported a decrease of (1.7%) despite a nearly 92% load factor. Alaska Airlines decreased (7.9%) as a result of day of week adjustments to San Jose. Delta Air Lines decreased (10.4%) on declining capacity and flights to/from Salt Lake City. Southwest Airlines decreased (16.3%) with the loss of Oakland and Salt Lake City service compared to last year. US Airways increased 3.1% on greater capacity to Phoenix.

**Total Cargo**

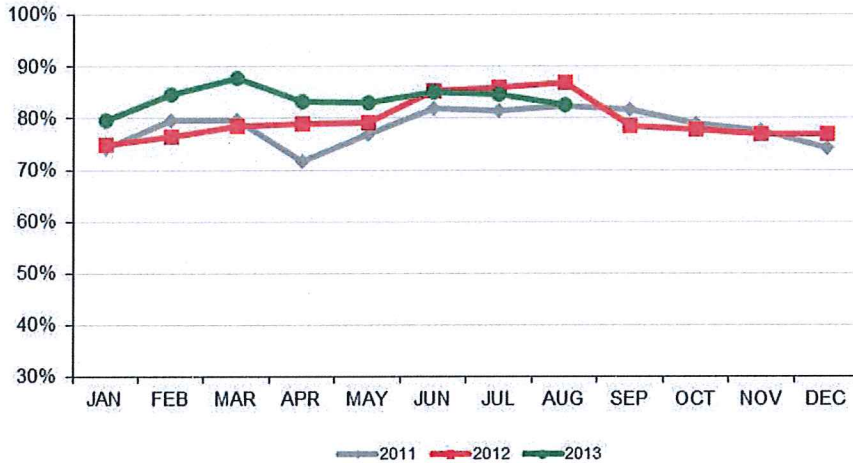


**TOTAL CARGO**

Total cargo volume at RNO increased 4.4% in August 2013 versus the same period last year. While this was largely driven by a 11.6% year-over-year increase from FedEx, UPS saw a (9.1%) year-over-year decrease.



**Average Enplaned Load Factors**



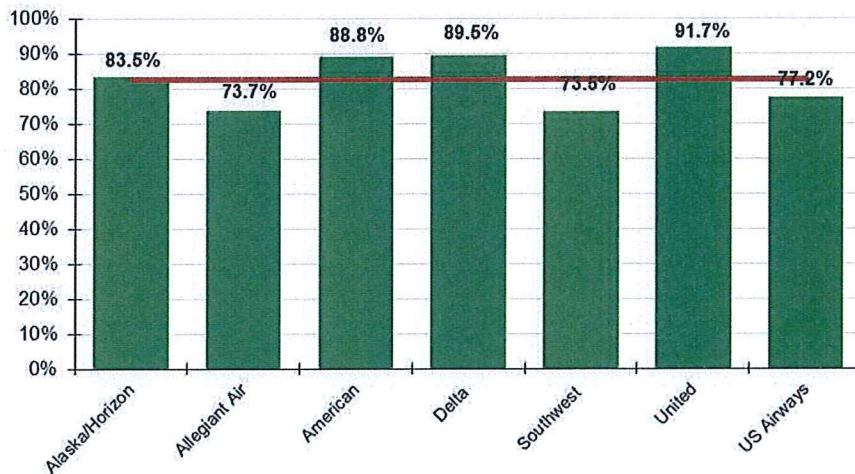
Load Factors August 2013			
Airline	RNO	Network	Difference
American Airlines	88.8%	86.4%	2.4
Alaska Airlines	83.5%	85.5%	(2.0)
Allegiant Air	73.7%	87.4%	(13.7)
Delta Air Lines	89.5%	85.3%	4.2
Southwest Airlines	73.5%	81.3%	(7.8)
United Airlines	91.7%	88.7%	3.0
US Airways	77.2%	88.8%	(11.6)

Source: Airline Traffic Reports, August 2013

Load Factors are for domestic service only, where applicable

Horizon Air figures used for Alaska

**Enplaned Load Factors by Airlines**

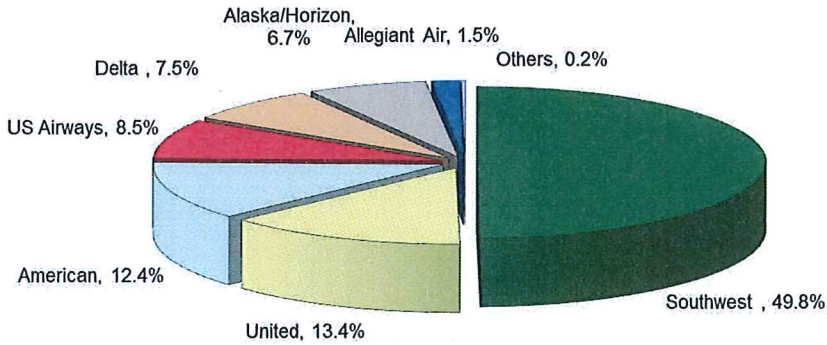


**AIRLINE LOAD FACTORS**

In August 2013, the average enplaned load factor at RNO was 82.6%, a decrease of (4.3) percentage points versus last year. Southwest Airlines reported an estimated 73.5% load factor, a (3.4) percentage point decrease compared to August 2012. American Airlines, Delta Air lines, and United Airlines all reported load factors of nearly 90% or above.



**Air Carrier Market Share**



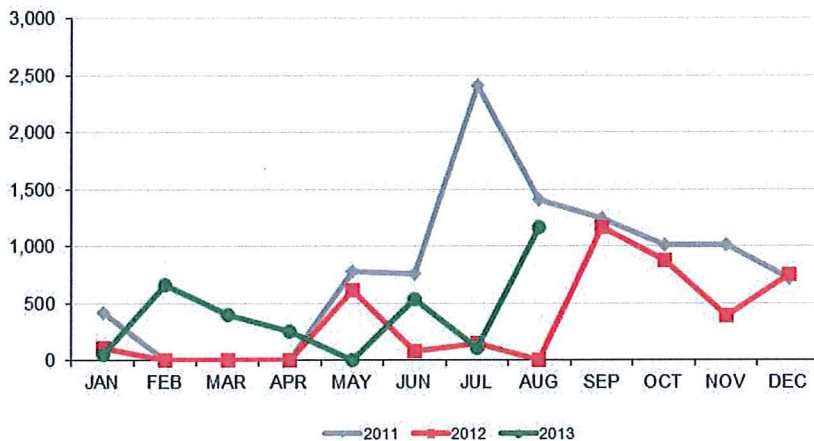
**AIRLINE MARKET SHARE**

In August 2013, Southwest Airlines carried a total of 160,305 passengers resulting in a market share of 49.8%. The next highest market shares were: United Airlines at 13.4%, American Airlines with 12.4%, US Airways with 8.5%, Delta Air Lines at 7.5%, Alaska Airlines carried 6.7% and Allegiant Air rounded out the carriers with 1.5% of the total passengers at Reno-Tahoe International Airport.

**Air Carrier Market Share**

	Aug-13	Aug-12	YOY Change
Alaska/Horizon	6.7%	6.7%	0.0
Allegiant Air	1.5%	n/a	n/a
American	12.4%	11.0%	1.4
Delta	7.5%	7.7%	(0.2)
Southwest	49.8%	54.6%	(4.8)
United	13.4%	12.5%	0.9
US Airways	8.5%	7.5%	0.9
Others	0.2%	0.0%	0.2

**Total Domestic Charter Passengers**

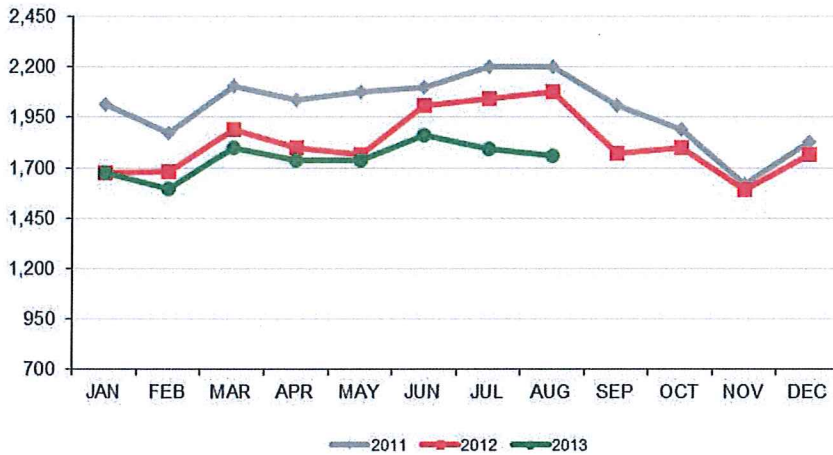


**DOMESTIC CHARTER PASSENGERS**

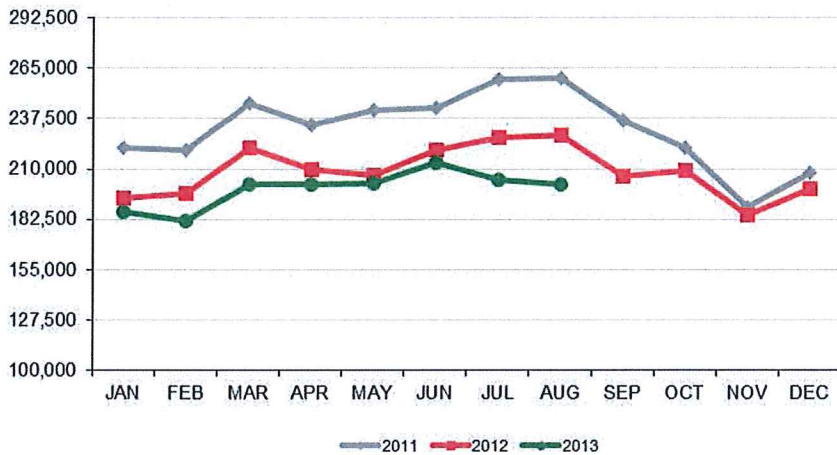
During the month of August 2013, 1,162 domestic charter passengers moved through Reno-Tahoe International Airport. There were no charter passengers reported in August 2012.



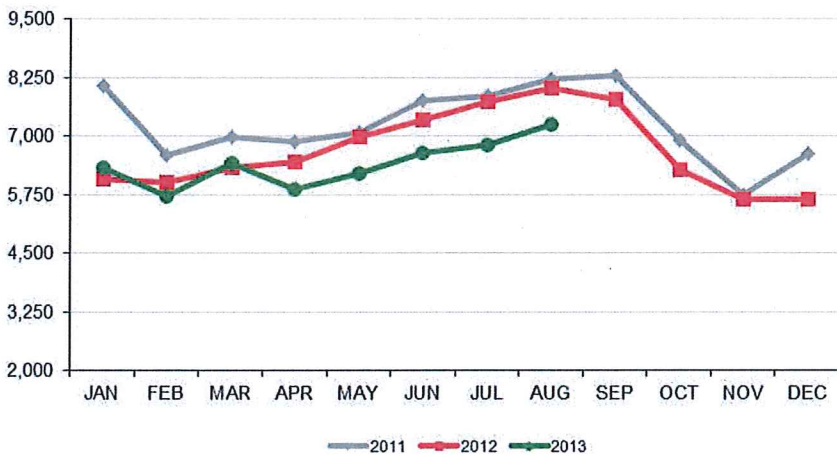
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Allegiant Air**

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

**Alaska Airlines**

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

**Southwest Airlines**

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

**United Airlines**

- Resumed its seasonal service to Houston, TX effective June 6th, which continued through August 26th.

**US Airways**

- Increased the number of days operating five daily flights to Phoenix, as an extension of the normal increase typically seen during the summer

**TOTAL OPERATIONS**

A total of 7,235 operations occurred at RNO in August 2013, leading to a decrease of (9.9%) versus August 2012. YTD RNO is down (6.8%) year-over-year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



## Reno-Tahoe International Airport

Total Passengers August-13						
	Passengers		YOY %	Passengers		YOY %
	2011	2012	Change	2013	Change	
JAN	300,125	259,012	-13.7%	264,265	2.0%	
FEB	299,090	265,017	-11.4%	259,299	-2.2%	
MAR	348,583	292,939	-16.0%	306,049	4.5%	
<b>1st Quarter</b>	<b>947,798</b>	<b>816,968</b>	<b>-13.8%</b>	<b>829,613</b>	<b>1.5%</b>	
APR	295,537	275,926	-6.6%	279,418	1.3%	
MAY	304,220	279,857	-8.0%	295,494	5.6%	
JUN	343,054	325,260	-5.2%	328,755	1.1%	
<b>2nd Quarter</b>	<b>942,811</b>	<b>881,043</b>	<b>-6.6%</b>	<b>903,667</b>	<b>2.6%</b>	
JUL	364,849	347,060	-4.9%	333,321	-4.0%	
AUG	361,348	350,934	-2.9%	322,083	-8.2%	
SEP	311,031	290,311	-6.7%			
<b>3rd Quarter</b>	<b>1,037,228</b>	<b>988,305</b>	<b>-4.7%</b>			
OCT	285,490	277,030	-3.0%			
NOV	259,425	248,067	-4.4%			
DEC	281,403	267,739	-4.9%			
<b>4th Quarter</b>	<b>826,318</b>	<b>792,836</b>	<b>-4.1%</b>			
<b>TOTAL</b>	<b>3,754,155</b>	<b>3,479,152</b>	<b>-7.3%</b>			
<b>YTD Total</b>		<b>2,396,005</b>		<b>2,388,684</b>	<b>-0.3%</b>	

Total Cargo August-13						
	2011		YOY %	2013		YOY %
	Cargo in Pounds	2012	Change	Pounds	Metric Tons	Change
JAN	8,959,543	8,813,491	-1.6%	10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%	8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%	9,457,376	4,289	1.6%
<b>1st Quarter</b>	<b>28,147,310</b>	<b>26,392,250</b>	<b>-6.2%</b>	<b>28,362,729</b>	<b>12,863</b>	<b>7.5%</b>
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%	9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%	9,001,339	4,082	-3.2%
<b>2nd Quarter</b>	<b>26,818,156</b>	<b>27,184,617</b>	<b>1.4%</b>	<b>27,038,783</b>	<b>12,262</b>	<b>-0.5%</b>
JUL	8,932,737	9,096,013	1.8%	10,149,807	4,603	11.6%
AUG	9,646,833	10,398,754	7.8%	10,859,694	4,925	4.4%
SEP	8,958,988	9,573,812	6.9%			
<b>3rd Quarter</b>	<b>27,538,558</b>	<b>29,068,579</b>	<b>5.6%</b>			
OCT	8,527,399	9,677,334	13.5%			
NOV	9,494,432	10,469,628	10.3%			
DEC	13,928,256	13,007,942	-6.6%			
<b>4th Quarter</b>	<b>31,950,087</b>	<b>33,154,904</b>	<b>3.8%</b>			
<b>TOTAL</b>	<b>114,454,111</b>	<b>115,800,350</b>	<b>1.2%</b>			
<b>YTD Total</b>		<b>73,071,634</b>		<b>76,411,013</b>	<b>34,654</b>	<b>4.6%</b>

Total Scheduled Enplaned Passengers August-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563	165,218	-4.3%
AUG	178,906	173,097	160,091	-7.5%
SEP	158,663	149,113		
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
<b>TOTAL</b>	<b>1,873,627</b>	<b>1,737,376</b>		
<b>YTD Total</b>		<b>1,195,362</b>	<b>1,191,278</b>	<b>-0.3%</b>

Total Deplaned Passengers August-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432	168,053	-3.7%
AUG	181,611	177,837	161,513	-9.2%
SEP	151,844	140,626		
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
<b>TOTAL</b>	<b>1,875,588</b>	<b>1,739,550</b>		
<b>YTD Total</b>		<b>1,199,881</b>	<b>1,195,795</b>	<b>-0.3%</b>

Enplaned Passengers & Load Factor				
	Enplaned PAX	Aug-13	Aug-12	Diff.
Alaska/Horizon	10,406	83.5%	82.3%	1.2
Allegiant Air	2,447	73.7%	n/a	n/a
American	19,889	88.8%	93.6%	-4.8
Delta	12,128	89.5%	91.6%	-2.1
Southwest	80,264	73.5%	76.9%	-3.4
United	21,853	91.7%	90.1%	1.6
US Airways	13,288	77.2%	86.8%	-9.6

Source: RNO Monthly Flight Activity Reports

**Monthly Report September 2013**  
**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 13/14**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/13:	\$2,070,019	\$1,175,751	76%
Forecasted Commission for this Revenue:	\$155,590	\$53,155	193%
Number of Room Nights:	11882	7093	68%
Number of Delegates:	6833	3160	116%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	92	61	51%

<u>Monthly Detail/Activity</u>	<u>September-13</u>	<u>September-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>6</b>	<b>8</b>	
Revenue Booked:	\$59,226	\$145,737	-59%
Projected Commission:	\$5,421	\$8,299	-35%
Room Nights:	347	910	-62%
Number of Delegates:	265	368	-28%
	1 Corp., 2	1 Corp, 5	
	Assoc. and 3	Assoc. 2 Film	
Booked Group Types:	Smerf	Crew	
Lost Business, # of Groups:	9	2	

<u>Arrived in the month</u>	<u>September-13</u> * Est.	<u>September-12</u>	
Number of Groups:	16	8	
Revenue Arrived:	\$1,027,170	\$124,013	728%
Projected Commission:	\$99,568	\$13,900	616%
Room Nights:	5861	689	751%
Number of Delegates:	3068	347	784%
Arrived Group Types:	4 Corp, 2 Assoc., 1 Govt.	4 Corp., 2 Assoc	
	1 Film Crew, 8 Smerf	2 Smerf	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>1</b>	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2		
	Film Crew and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u> * Est.	<u>August-12</u>	
Number of Groups:	14	6	
Revenue Arrived:	\$502,213	\$372,770	35%
Projected Commission:	\$26,579	\$23,733	12%

Room Nights:	2436	2033	20%
Number of Delegates:	1114	656	70%
Arrived Group Types:	6 Corp, 6 Assoc, 1 Smf 1 Film crew	2 Corp, 2 Assoc. 1 Smf 1 Film crew	

<b>Monthly Detail/Activity</b>	<b><u>July-13</u></b>	<b><u>July-12</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>6</b>	<b>9</b>	
Revenue Booked:	\$45,413	\$168,743	-73%
Projected Commission:	\$2,247	\$6,118	-63%
Room Nights:	369	953	-61%
Number of Delegates:	328	379	-13%
	4 Assoc., 6	5 Corp, 1	
Booked Group Types:	Smf, 1 Govt.	Assoc, 3 Smf	
Lost Business, # of Groups:	4	4	

<b><u>Arrived in the month</u></b>	<b><u>July-13</u></b>	<b>* Est.</b>	<b><u>July-12</u></b>	
Number of Groups:	12		2	
Revenue Arrived:	\$203,900		\$82,912	146%
Projected Commission:	\$6,063		\$0	
Room Nights:	1686		426	296%
Number of Delegates:	1190		192	520%
Arrived Group Types:	4 Assoc, 6 Smf, 1 Govt.		1 Corp, 1 Assoc.	

**Future Year Bookings, booked in this fiscal year:**

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

**NUMBER OF LEADS Generated as o 9/30/13: 43**

**Total Number of Leads Generated in Previous Years:**

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



**Monthly Report September 2013**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 13/14**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/13:	\$465,962	\$222,528	109%
Forecasted Commission for this Revenue:	\$3,158	\$14,184	-78%
Number of Room Nights:	4749	2281	108%
Number of Delegates:	1410	1802	-22%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>September-13</u>	<u>September-12</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>2</b>	
Revenue Booked:	\$36,000	\$21,917	64%
Projected Commission:	\$1,800	\$1,113	62%
Room Nights:	490	206	138%
Number of Delegates:	220	302	-27%
Booked Group Types:	1 CA Assoc.	1 Assoc. 1 Smerf	

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

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<u>Number of Groups Booked:</u>	<b>0</b>	<b>0</b>	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>August-13</u>	<u>August-12</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$8,792	\$31,325	
Projected Commission:	\$1,318	\$4,698	
Room Nights:	48	175	
Number of Delegates:	40	90	
Arrived Group Types:	1 Assoc.	1 Corp.	

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<u>Number of Groups Booked:</u>	<b>3</b>	<b>1</b>	

Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>July-12</u>
Number of Groups:	4	1
Revenue Arrived:	\$49,294	\$10,103
Projected Commission:	\$813	\$1,515
Room Nights:	311	60
Number of Delegates:	185	40
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf	1 Smerf

**NUMBER OF LEADS Generated as of 8/31/13: 30**

**Total Number of Leads Generated in Previous Years:**

2012/13:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205