

October 2010
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Sep 30, 2010

Executive Summary

Data based on a sample of 10 properties in the North Lake Tahoe Community, representing 1,722 Units

		2010/11	2009/10	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (September) changed by (-1.3%)	Occupancy (September) :	43.5%	44.1%	-1.3%
North Lake Tahoe Average Daily Rate for last month (September) changed by (-5.9%)	ADR (September) :	\$178	\$189	-5.9%
North Lake Tahoe RevPAR for last month (September) changed by (-7.1%)	RevPAR (September) :	\$77	\$83	-7.1%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (October) changed by (33.1%)	Occupancy (October) :	32.6%	24.5%	33.1%
North Lake Tahoe Average Daily Rate for next month (October) changed by (-7.2%)	ADR (October) :	\$153	\$165	-7.2%
North Lake Tahoe RevPAR for next month (October) changed by (23.5%)	RevPAR (October) :	\$50	\$40	23.5%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (3.8%)	Occupancy	44.7%	43.1%	3.8%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-0.5%)	ADR	\$189	\$190	-0.5%
North Lake Tahoe RevPAR for the prior 6 months changed by (3.3%)	RevPAR	\$85	\$82	3.3%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (20.4%)	Occupancy	12.4%	10.3%	20.4%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-6.7%)	ADR	\$216	\$232	-6.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (12.3%)	RevPAR	\$27	\$24	12.3%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2010 vs. Previous Year				
Rooms Booked during last month (September, 2010) compared to Rooms Booked during the same period last year (September, 2009) for all arrival dates has changed by (10.7%)	Booking Pace (September)	5.0%	4.5%	10.7%

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

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

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

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

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

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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Sep 30, 2010) vs. 2009/10 YTD (as of Sep 30, 2009) vs. 2009/10 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

Chart 1.1 - Occupancy Rate

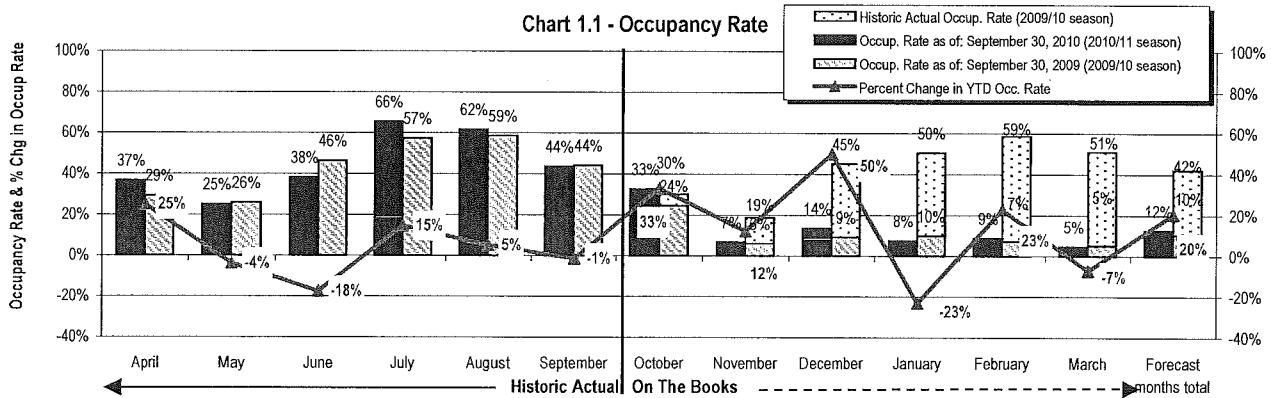


Chart 1.2 - Average Daily Rate

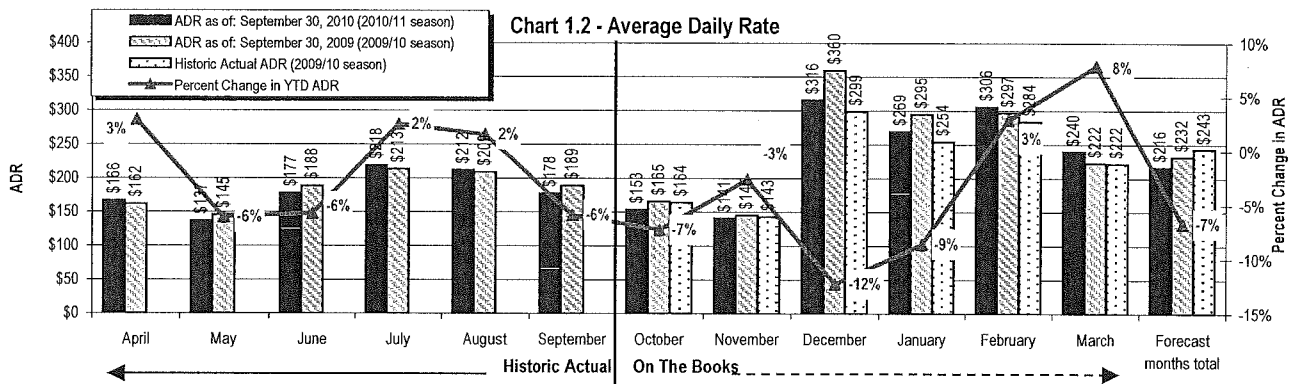


Chart 1.3 - Revenue per Available Room

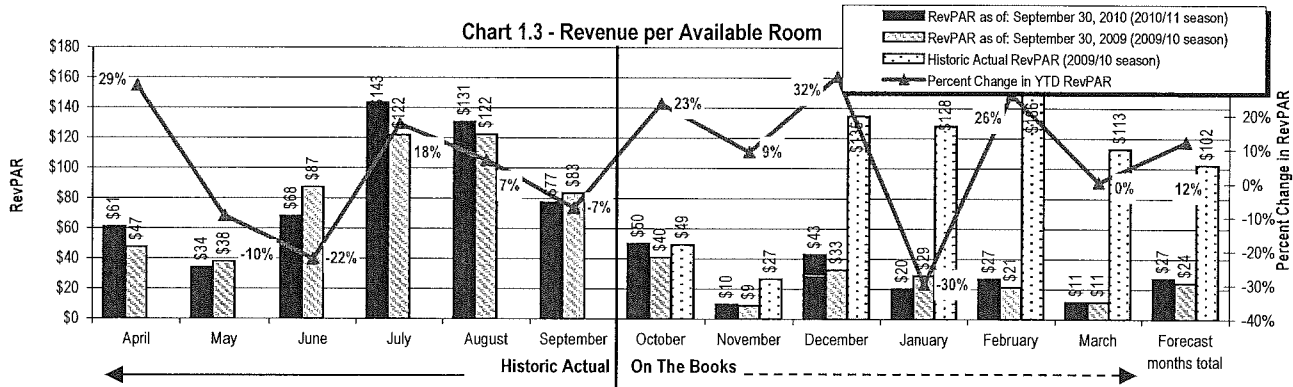
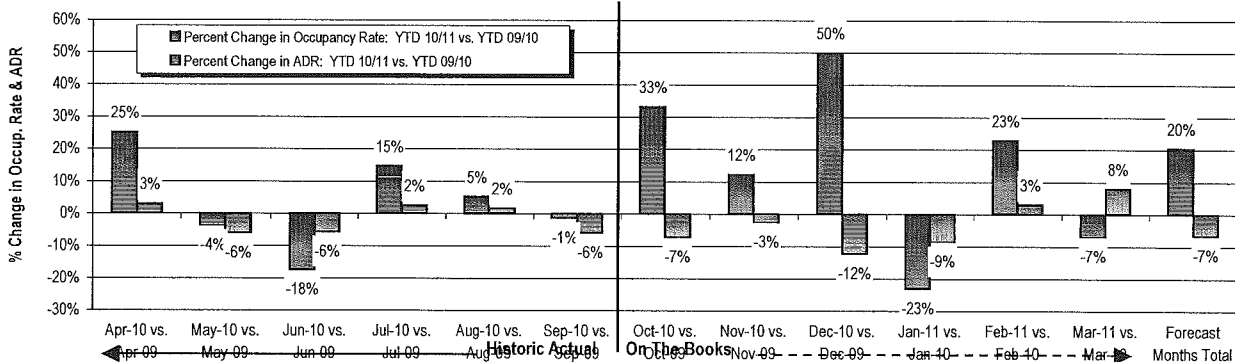


Chart 1.4 - Percent Change in YTD Occupancy Rate & ADR

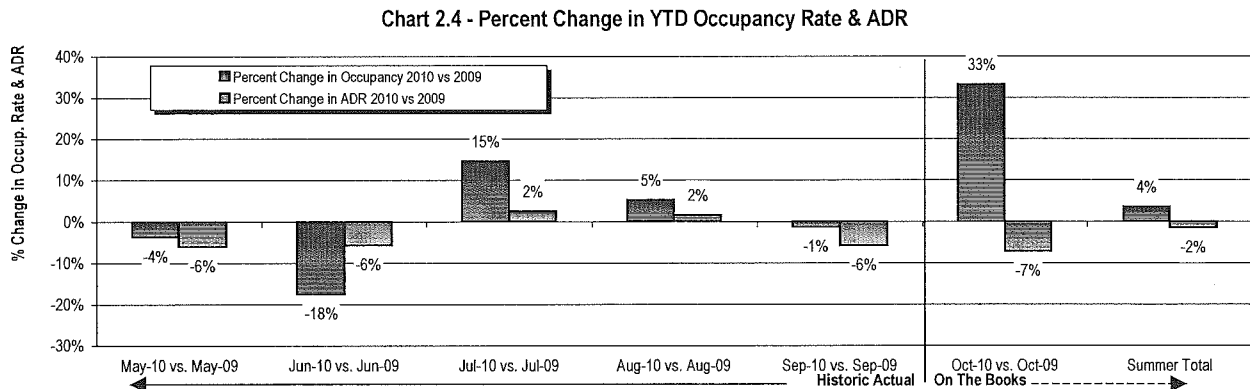
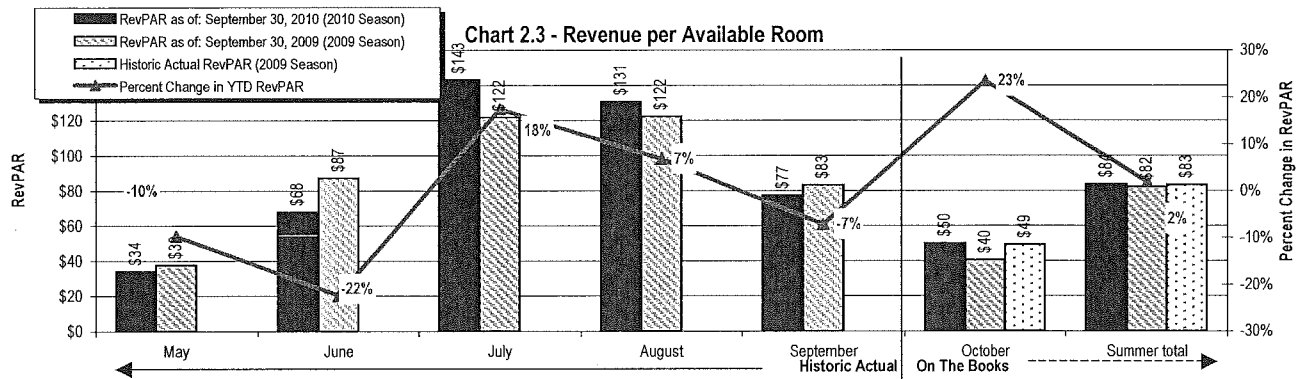
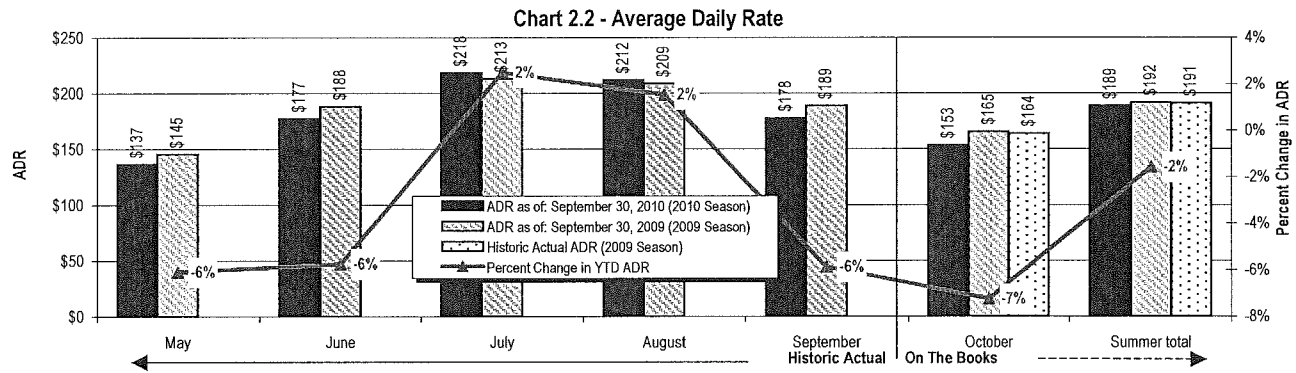
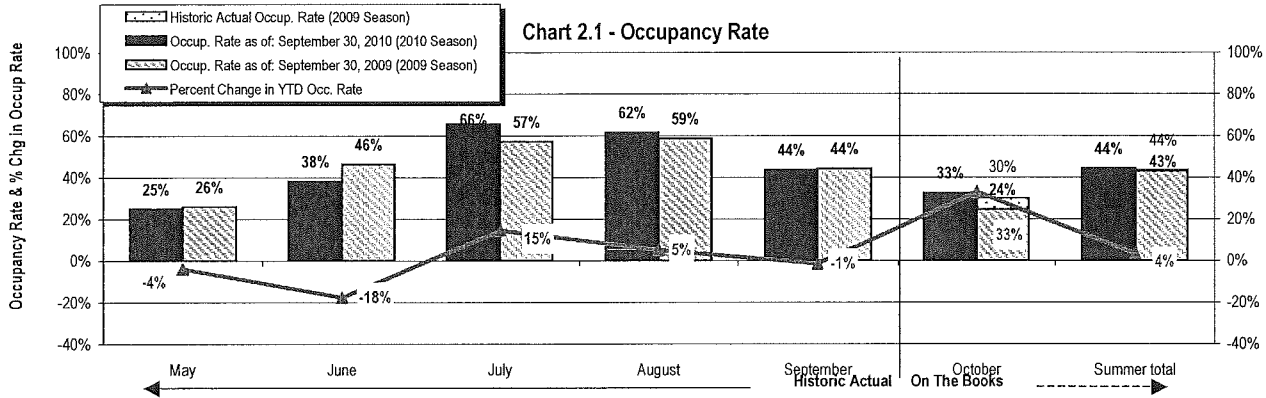


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC SUMMER SEASON SUMMARY GRAPHS

2010 YTD (as of Sep 30, 2010) vs. 2009 YTD (as of Sep 30, 2009) vs. 2009 Historical

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

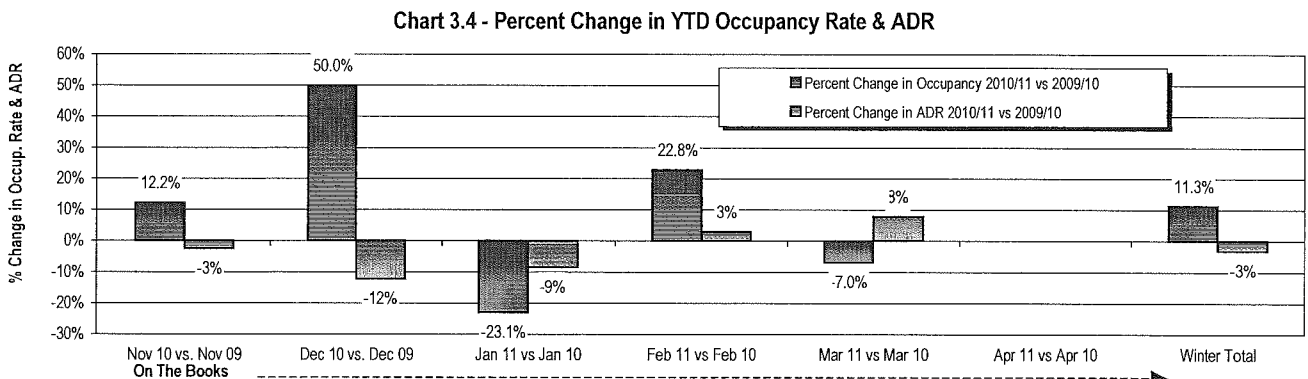
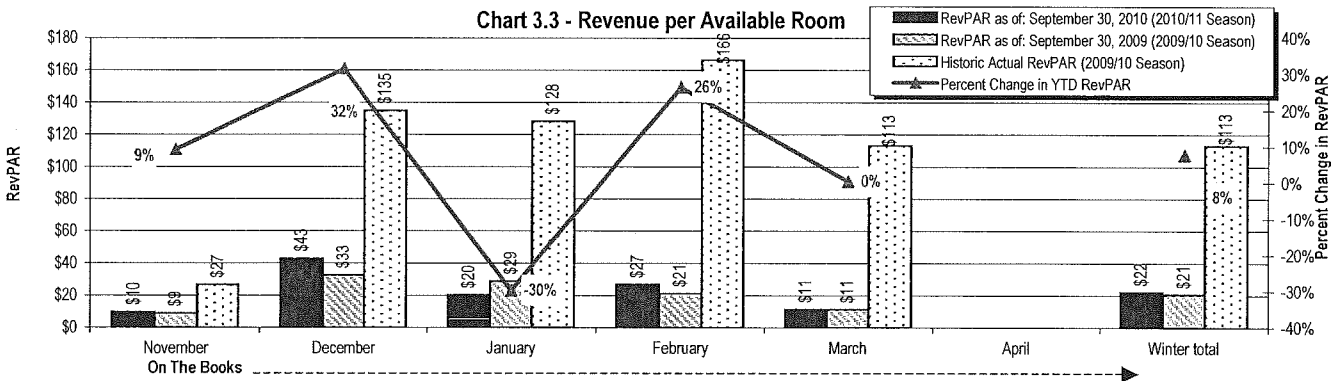
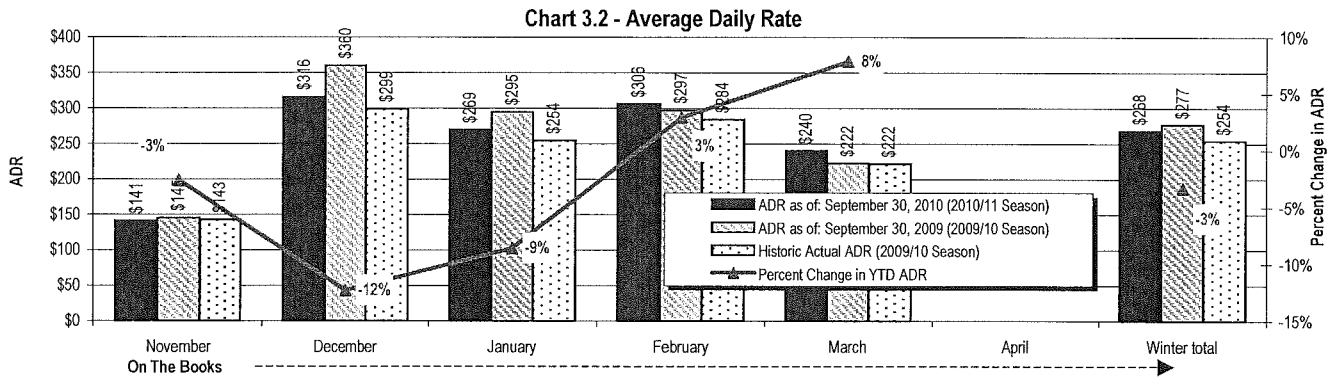
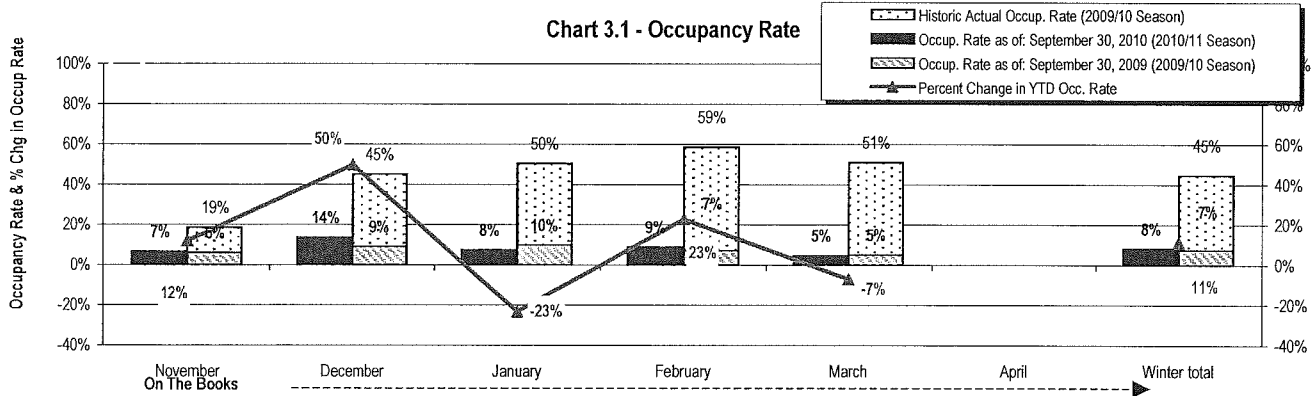


RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Sep 30, 2010) vs. 2009/10 YTD (as of Sep 30, 2009) vs. 2009/10 Historical

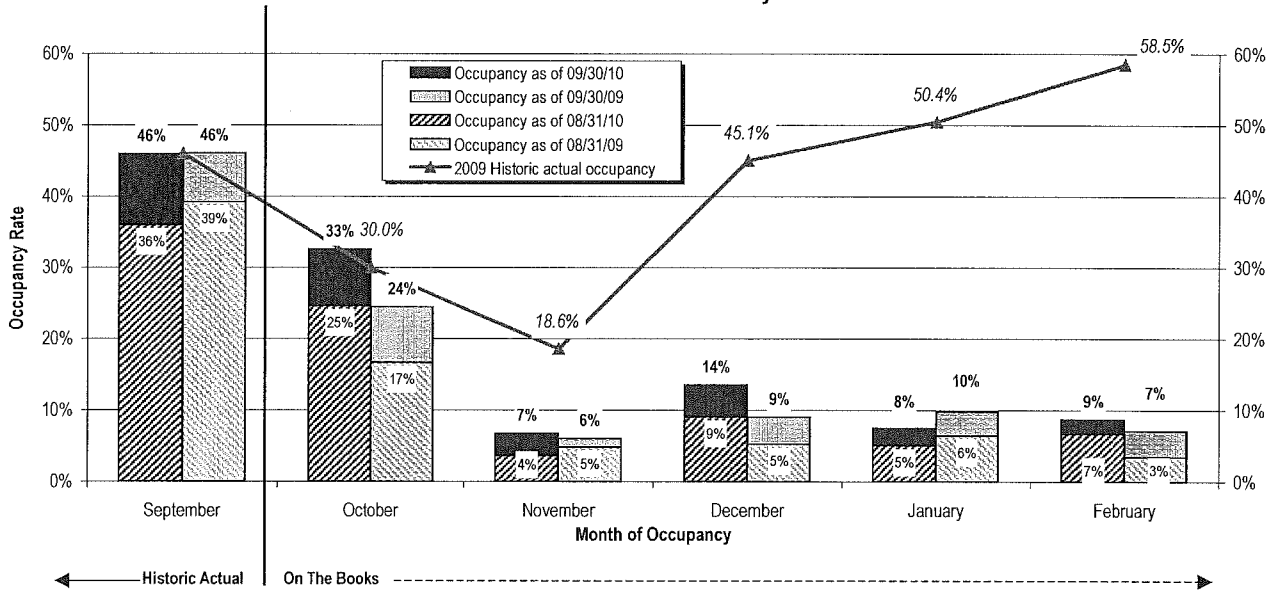
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



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

2010 Occupancy Pace as of Sep 30, 2010 and Aug. 31, 2010 versus same period 2009 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

25	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)		2009 historic actual occupancy
	Occupancy as of 09/30/10	Occupancy as of 09/30/09	Absolute Change	Occupancy as of 08/31/10	Occupancy as of 08/31/09	Absolute Change	Incremental occupancy booked during Sep. 2010	Incremental occupancy booked during Sep. 2009	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
Month of Occupancy:											
September	45.9%	46.0%	-0.1%	36.0%	39.2%	-3.2%	10.0%	6.8%	3.1%	45.5%	46.0%
October	32.6%	24.5%	8.1%	24.6%	16.7%	8.0%	7.9%	7.8%	0.1%	1.9%	30.0%
November	6.8%	6.0%	0.7%	3.6%	4.8%	-1.2%	3.1%	1.2%	1.9%	160.9%	18.6%
December	13.6%	9.0%	4.5%	9.1%	5.2%	3.9%	4.5%	3.8%	0.7%	17.6%	45.1%
January	7.5%	9.8%	-2.3%	5.1%	6.4%	-1.3%	2.4%	3.4%	-0.9%	-27.6%	50.4%
February	8.7%	7.1%	1.6%	6.7%	3.5%	3.2%	2.1%	3.6%	-1.6%	-43.6%	58.5%
Total	19.3%	17.1%	2.2%	14.3%	12.6%	1.7%	5.0%	4.5%	0.5%	10.7%	41.2%

**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 - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Sep 30, 2010

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

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	Occup. Rate as of: September 30, 2010 (2010/11 season)	Occup. Rate as of: September 30, 2009 (2009/10 season)		
April		36.7%	29.3%	25.1%	11
May		24.9%	25.9%	-3.8%	11
June		38.2%	46.4%	-17.5%	10
July		65.6%	57.2%	14.7%	10
August		61.7%	58.6%	5.2%	10
September	Historic Actual	43.5%	44.1%	-1.3%	10
October	On The Books	32.6%	24.5%	33.1%	9
November		6.8%	6.0%	12.2%	9
December		13.6%	9.0%	50.0%	9
January		7.5%	9.8%	-23.1%	9
February		8.7%	7.1%	22.8%	9
March		4.7%	5.1%	-7.0%	9
Grand total		29.9%	28.1%	6.3%	11
Historic months total		44.7%	43.1%	3.8%	11
Forecast months total		12.4%	10.3%	20.4%	9

AVERAGE DAILY RATE	ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	ADR as of: September 30, 2010 (2010/11 season)	ADR as of: September 30, 2009 (2009/10 season)		
April		\$166	\$162	2.9%	11
May		\$137	\$145	-6.1%	11
June		\$177	\$188	-5.8%	10
July		\$218	\$213	2.5%	10
August		\$212	\$209	1.6%	10
September	Historic Actual	\$178	\$189	-5.9%	10
October	On The Books	\$153	\$165	-7.2%	9
November		\$141	\$145	-2.6%	9
December		\$316	\$360	-12.3%	9
January		\$269	\$295	-8.6%	9
February		\$306	\$297	2.9%	9
March		\$240	\$222	7.9%	9
Grand total		\$194	\$197	-1.4%	11
Historic months total		\$189	\$190	-0.5%	11
Forecast months total		\$216	\$232	-6.7%	9

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	RevPAR as of: September 30, 2010 (2010/11 season)	RevPAR as of: September 30, 2009 (2009/10 season)		
April		\$61	\$47	28.8%	11
May		\$34	\$38	-9.6%	11
June		\$68	\$87	-22.3%	10
July		\$143	\$122	17.5%	10
August		\$131	\$122	6.8%	10
September	Historic Actual	\$77	\$83	-7.1%	10
October	On The Books	\$50	\$40	23.5%	9
November		\$10	\$9	9.3%	9
December		\$43	\$33	31.6%	9
January		\$20	\$29	-29.7%	9
February		\$27	\$21	26.5%	9
March		\$11	\$11	0.4%	9
Grand total		\$58	\$55	4.8%	11
Historic months total		\$85	\$82	3.3%	11
Forecast months total		\$27	\$24	12.3%	9

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Sep 30, 2010

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above.

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2009 Season)
		Occup. Rate as of: September 30, 2010 (2010 Season)	Occup. Rate as of: September 30, 2009 (2009 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010 & 2009)					
May		24.9%	25.9%	-3.8%	
June		38.2%	46.4%	-17.5%	
July		65.6%	57.2%	14.7%	
August		61.7%	58.6%	5.2%	
September	Historic Actual	43.5%	44.1%	-1.3%	
October	On the Books	32.6%	24.5%	33.1%	30.0%
Summer total		44.3%	42.8%	3.5%	43.6%

AVERAGE DAILY RATE		<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2009 Season)
		ADR as of: September 30, 2010 (2010 Season)	ADR as of: September 30, 2009 (2009 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010 & 2009)					
May		\$137	\$145	-6.1%	
June		\$177	\$188	-5.8%	
July		\$218	\$213	2.5%	
August		\$212	\$209	1.6%	
September	Historic Actual	\$178	\$189	-5.9%	
October	On the Books	\$153	\$165	-7.2%	\$164
Summer total		\$189	\$192	-1.6%	\$191

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2009 Season)
		RevPAR as of: September 30, 2010 (2010 Season)	RevPAR as of: September 30, 2009 (2009 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010 & 2009)					
May		\$34	\$38	-9.6%	
June		\$68	\$87	-22.3%	
July		\$143	\$122	17.5%	
August	Historic Actual	\$131	\$122	6.8%	
September	On the Books	\$77	\$83	-7.1%	
October		\$50	\$40	23.5%	\$49
Summer total		\$84	\$82	1.9%	\$83

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC WINTER SEASON SUPPORTING DATA TABLES
 Winter Bookings as of Sep 30, 2010

NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: September 30, 2010 (2010/11 Season)	Occup. Rate as of: September 30, 2009 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	6.8%	6.0%	12.2%	18.6%
December	13.6%	9.0%	50.0%	45.1%
January	7.5%	9.8%	-23.1%	50.4%
February	8.7%	7.1%	22.8%	58.5%
March	4.7%	5.1%	-7.0%	51.0%
April				
Winter total	8.3%	7.4%	11.3%	44.5%

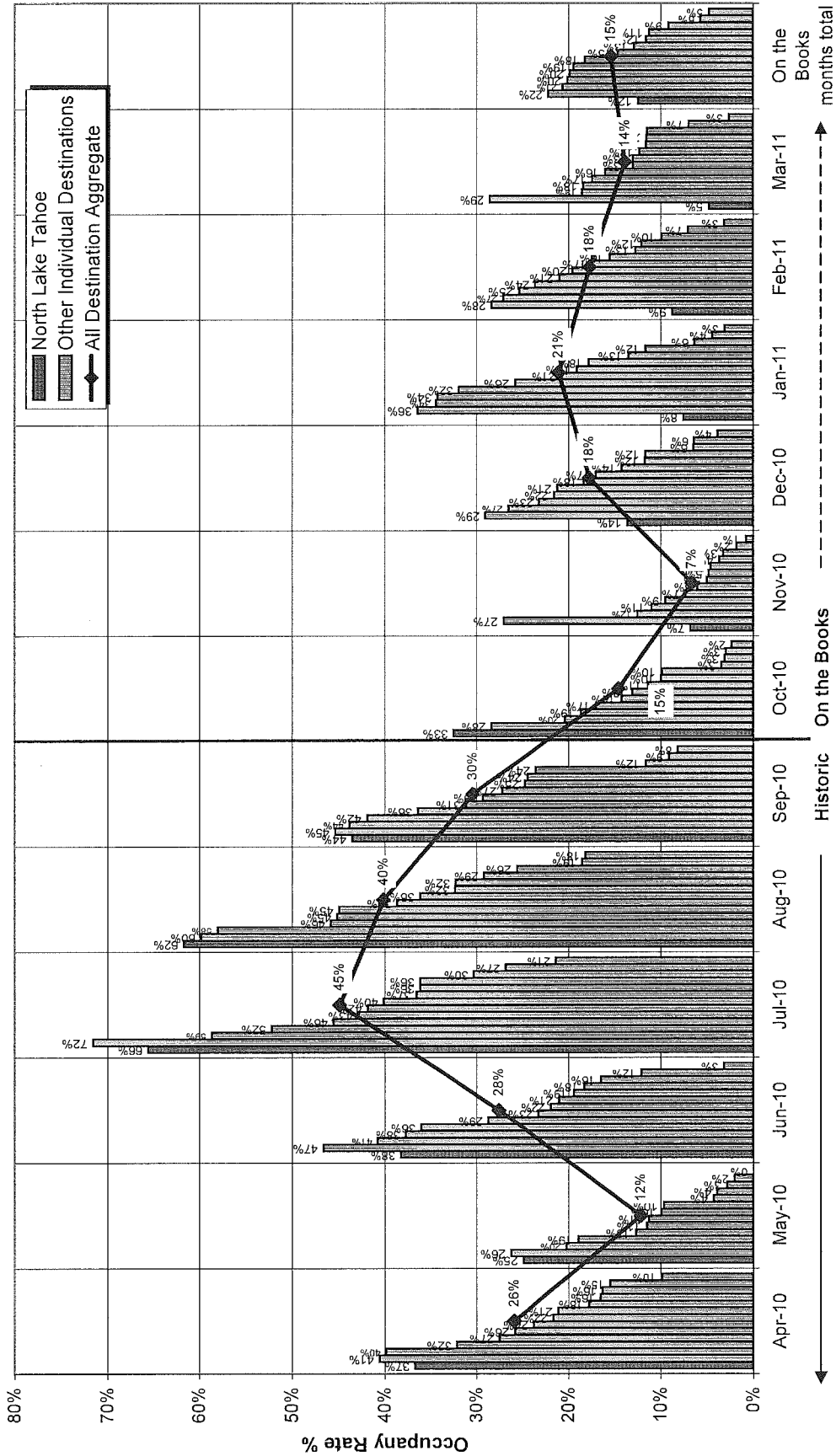
AVERAGE DAILY RATE	<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
	ADR as of: September 30, 2010 (2010/11 Season)	ADR as of: September 30, 2009 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$141	\$145	-2.6%	\$143
December	\$316	\$360	-12.3%	\$299
January	\$269	\$295	-8.6%	\$254
February	\$306	\$297	2.9%	\$284
March	\$240	\$222	7.9%	\$222
April				
Winter total	\$268	\$277	-3.3%	\$254

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: September 30, 2010 (2010/11 Season)	RevPAR as of: September 30, 2009 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$10	\$9	9.3%	\$27
December	\$43	\$33	31.6%	\$135
January	\$20	\$29	-29.7%	\$128
February	\$27	\$21	26.5%	\$166
March	\$11	\$11	0.4%	\$113
April				
Winter total	\$22	\$21	7.6%	\$113

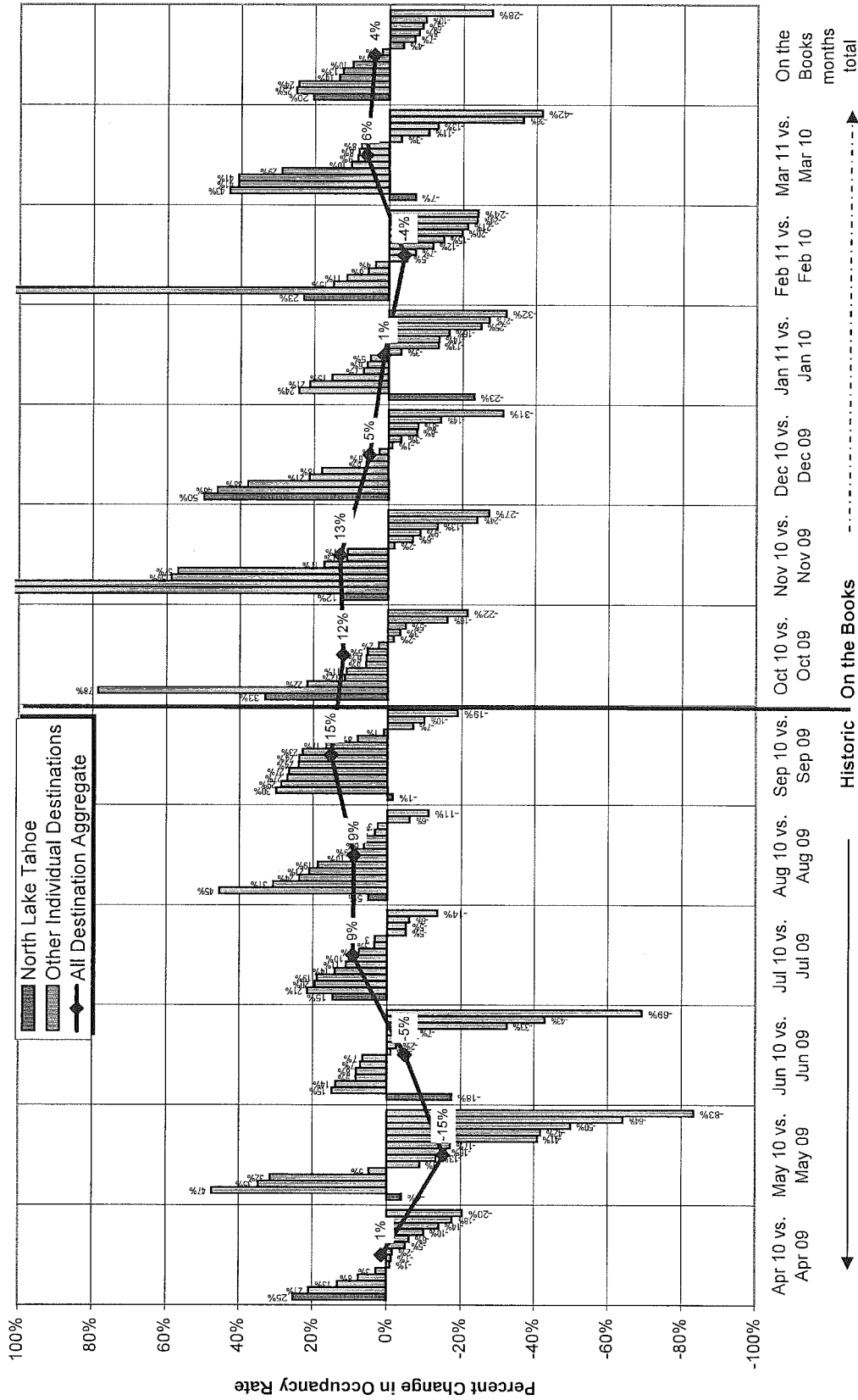
Occupancy Rate 2010/2011 Season as of Sep 30, 2010

Historic and Forecast Data

North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



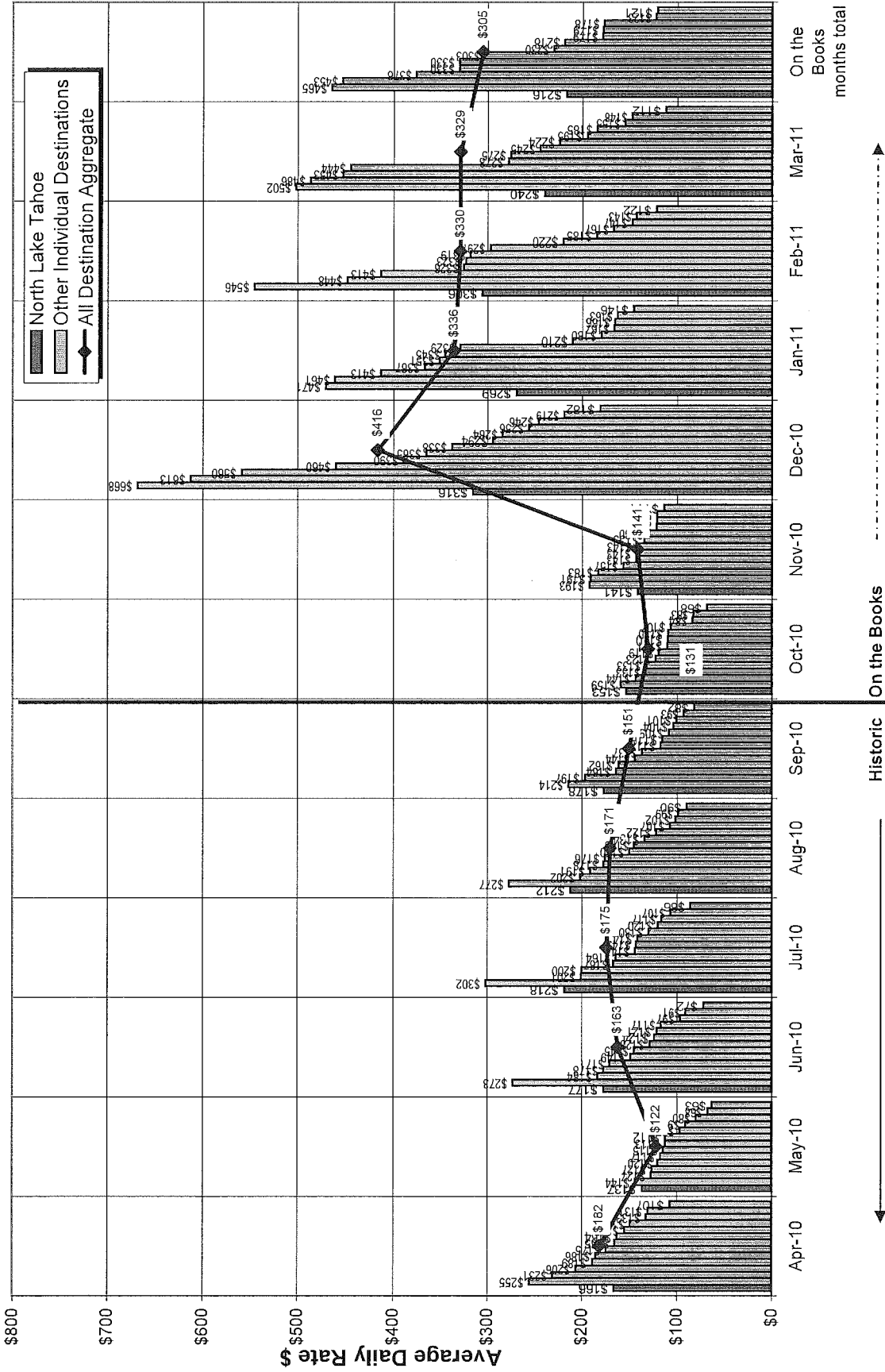
Percent Change in Occupancy Rate: 2010/2011 YTD vs 2009/2010 as of September 30, 2010
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



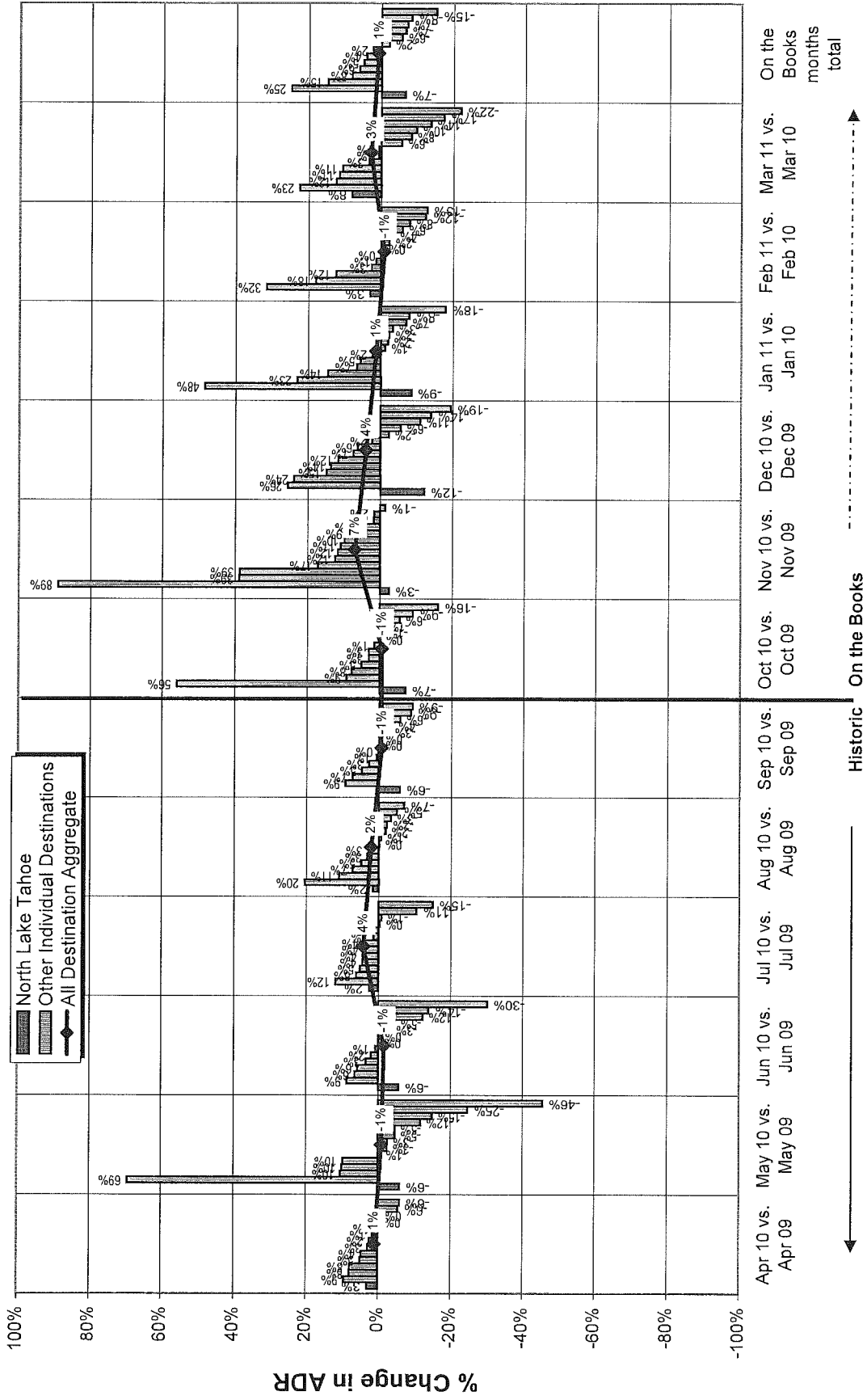
Average Daily Rate 2010/2011 Season as of Sep 30, 2010

Historic and Forecast Data

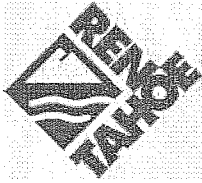
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Percent Change in Average Daily Rate: 2010/2011 YTD vs 2009/2010 as of August 31, 2010
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average



Historic (left side, arrow pointing down)
 On the Books (right side, arrow pointing up)



Inter-Office Memo

Reno-Tahoe Airport Authority

Date: October 5, 2010
To: Chairman and Board of Trustees
From: Krys T. Bart, A.A.E., President/CEO
Subject: RENO-TAHOE INTERNATIONAL AIRPORT
AUGUST 2010 PASSENGER & CARGO STATISTICS

U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2010

Average Load Factor:	85.2% (all RNO carriers system wide)
Number of Flights:	Up 2.4%*
Capacity of Seats:	Up 2.4%*
Crude Oil:	\$71 per barrel August 2010 vs. \$72 per barrel August 2009

* Source: APGDat

RNO OVERVIEW FOR AUGUST 2010

Average Load Factor:	76.8%
Number of Flights:	Up 7.6%
Capacity of Seats:	Up 3.8%
Total Passengers:	Up 2.3%
Total Cargo:	Up 18.4%

RNO AIRPORT SUMMARY

For the sixth month in a row, the Reno-Tahoe International Airport continued its positive passenger and cargo growth trend. Total passengers at RNO increased 2.3% to 352,764 during August 2010 bringing the year-to-date total passenger count to 2,639,342, an increase of 1.74% over the same period last year. In addition, RNO air cargo volumes increased 18.4%, the largest percentage increase since February 2007. This significant growth brings the year-to-date cargo volumes to 69.3 million pounds, an increase of 8.5%.

RNO had an increase of nine daily departures for the summer 2010 schedule. This equated to a 7.6% increase in flights over August 2009, bringing the number of daily departures to 71. RNO also saw a 3.8% increase in seats during the month of August. With the increase in flight capacity that began in June, the average load factor in August slipped to 76.8%, still very positive results.

From a national perspective, the Air Transport Association of America (ATA) reports domestic passenger revenue rose 19 percent in August 2010 compared to the same month in 2009, marking the eighth consecutive month of revenue growth. While airlines continue to increase fares, they continue to keep capacity growth nominal at best to maintain pricing leverage.

TOTAL PASSENGERS

In August 2010, a total of 352,764 passengers traveled to and from RNO compared to 344,815 passengers in the same month last year. Year-to-date RNO total passengers are at 2.64 million, marking an increase of 1.74%. Major events such as Burning Man and Hot August Nights helped to drive the increase in passenger traffic this month. Burning Man reported a record turnout of 52,000 attendees. It is estimated that 15,000 people from 34 countries flew into RNO for this year's Burning Man festival. In addition, August is traditionally one of the busiest months for airlines at RNO due to summer travel before the beginning of the school year.

AIRLINE LOAD FACTORS

In the month of August 2010, RNO airlines reported an average load factor of 76.8%, a 10-point decrease from August 2009. This is not unexpected, as it may take several months for the market demand to absorb the additional capacity RNO attained in the month of June. American, Alaska/Horizon and United each increased their number of daily departures last month.

August 2010 RNO Airline Load Factor and System-Wide Comparison

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	74.8%	86.5%	-11.7
American	85.7%	84.6%	1.1
Delta	85.4%	86.5%	-1.1
Southwest	68.5%	82.3%	-13.8
United	72.2%	86.7%	-14.5
US Airways	74.1%	84.7%	-10.6

AIRLINE MARKET SHARE

Southwest Airlines continues to hold the largest percentage of the RNO market share with 52.5% of the total passenger traffic. The next highest in-market share was United at 13.5. American, with the third largest market share percentage, had the largest increase in market share with an increase of 2.4 points to 11.4% as a result of adding three new daily departures to Los Angeles on American Eagle in June of this year.

August 2010 RNO Airline Market Share Percentage

	<u>August 2010</u>	<u>August 2009</u>	<u>Change</u>
Alaska/Horizon	7.9%	7.6%	0.3
American	11.4%	9.1%	2.4
Delta	7.5%	7.9%	-0.4
Southwest	52.5%	53.0%	-0.4
United	13.5%	13.9%	-0.4
US Airways	6.5%	7.5%	-1.0
Non-Scheduled	0.7%	1.1%	-0.4

DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS

RNO charter traffic decreased 33.7% in August 2010 versus the same period in 2009. A total of 2,559 charter passengers were reported in August 2010 compared to 3,859 the previous year. The vast majority of charter traffic is driven by the Harrah's charter program which has been scaled back slightly.

SCHEDULED DEPARTURES AND SEATS

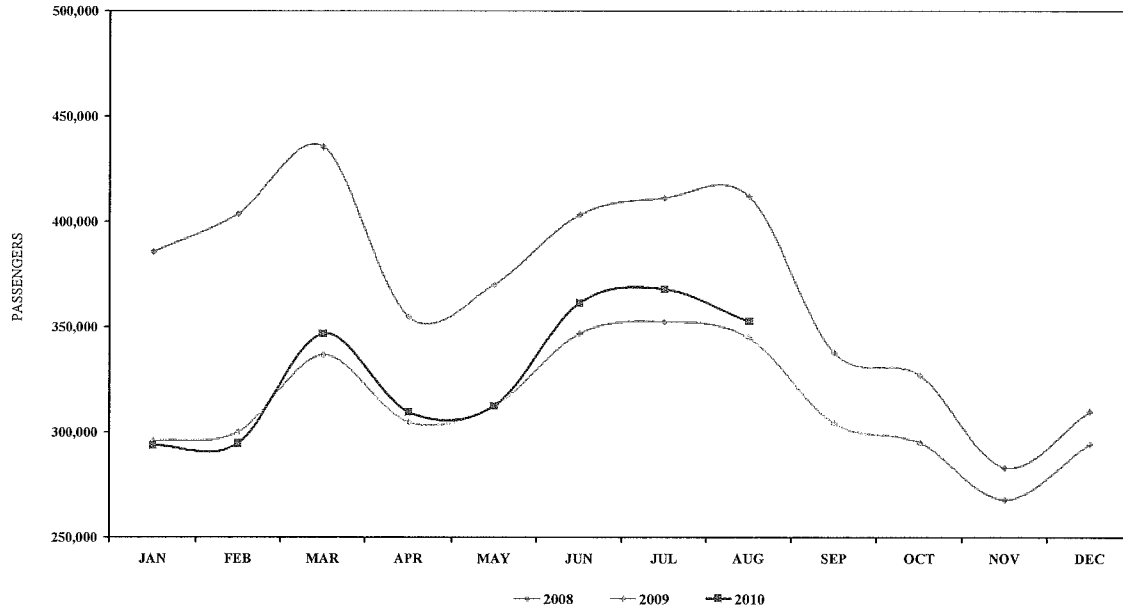
RNO is served by six major airlines providing 71 nonstop departures to 15 destinations. During the month of August, RNO reported 2,201 scheduled departures, a 7.6% increase over August 2009. Seat capacity, at 249,209 seats, increased 3.8%. This increase is mainly a result of the recent addition of six flights to the LAX market by several RNO carriers, in addition to increases in the SEA and SFO markets.

TOTAL CARGO

A total of 9,388,206 pounds, or 4,257.7 metric tons, was handled at RNO during the month of August 2010 marking a significant increase of 18.4% over August 2009. This is the seventh consecutive month cargo has increased year over year at RNO. According to the U.S. Census Bureau, U.S. retail sales for August increased only slightly, or 0.4%, from the previous month, yet showed a 3.6% gain above August 2009. Nonstore (or e-commerce) retailers continued to demonstrate the greatest rate of growth with an 11% increase over August 2009.

KTB:bp

TOTAL PASSENGERS AUGUST 2010



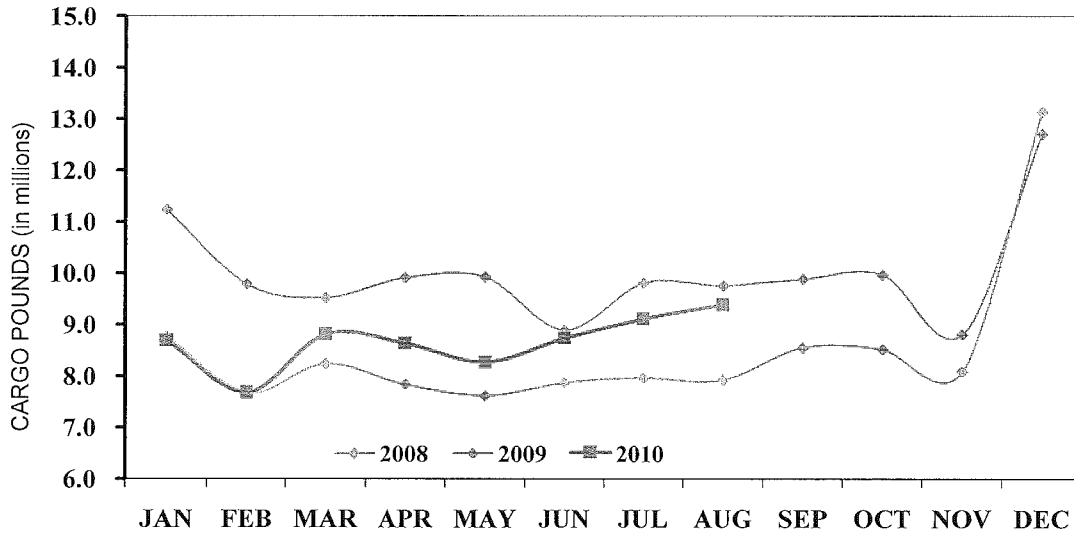
Month	PASSENGERS ¹			PASSENGERS ¹	
	2008	2009	Percent Change	2010	Percent Change
January	385,612	295,827	-23.28%	293,756	-0.70%
February	403,819	300,028	-25.70%	294,662	-1.79%
March	435,495	336,652	-22.70%	346,846	3.03%
1st Q Total	1,224,926	932,507	-23.87%	935,264	0.30%
April	354,768	304,829	-14.08%	309,533	1.54%
May	370,145	312,441	-15.59%	312,378	-0.02%
June	403,441	347,038	-13.98%	361,406	4.14%
2nd Q Total	1,128,354	964,308	-14.54%	983,317	1.97%
July	411,332	352,504	-14.30%	367,997	4.40%
August	412,002	344,815	-16.31%	352,764	2.31%
September	337,851	304,249	-9.95%		
3rd Q Total	1,161,185	1,001,568	-13.75%		
October	327,146	295,080	-9.80%		
November	283,256	268,087	-5.36%		
December	309,771	294,385	-4.97%		
4th Q Total	920,173	857,552	-6.81%		
TOTALS	4,434,638	3,755,935	-15.30%	2,639,342	1.74%

¹Per Landing Reports

↑
% change YTD

3-18

TOTAL CARGO AUGUST 2010



Month	CARGO (IN POUNDS)			METRIC TONS	PERCENT CHANGE
	2008	2009	2010		
January	11,231,880	8,777,047	8,695,804	3,943.7	-0.93%
February	9,786,730	7,675,284	7,679,924	3,483.0	0.06%
March	9,519,983	8,237,243	8,814,895	3,997.7	7.01%
1st Quarter	30,538,593	24,689,574	25,190,623	11,424	2.03%
April	9,915,236	7,841,936	8,633,892	3,915.6	10.10%
May	9,923,064	7,619,402	8,273,448	3,752.1	8.58%
June	8,893,972	7,870,143	8,737,038	3,962.4	11.01%
2nd Quarter	28,732,272	23,331,481	25,644,378	11,630	9.91%
July	9,811,115	7,967,294	9,113,694	4,133.2	14.39%
August	9,763,038	7,929,474	9,388,206	4,257.7	18.40%
September	9,890,572	8,553,601			
3rd Quarter	29,464,725	24,450,369			
October	9,971,505	8,519,360			
November	8,811,895	8,093,678			
December	12,713,339	13,149,429			
4th Quarter	31,496,739	29,762,467			
TOTALS	120,232,329	102,233,891	69,336,901	31,445.3	8.48%

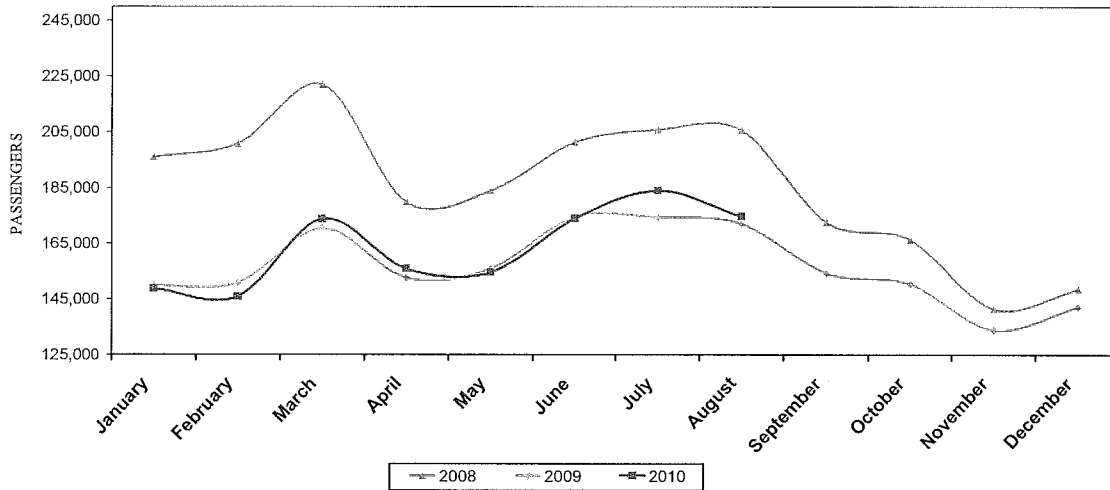
↑
% change YTD

MONTHLY ENPLANED PASSENGERS AUGUST 2010

PASSENGERS¹				
Month	2008	2009	2010	DIFFERENCE
January	195,981	149,813	148,805	-0.67%
February	200,851	150,894	145,935	-3.29%
March	221,875	170,497	173,783	1.93%
April	179,845	152,685	155,967	2.15%
May	183,861	155,965	154,683	-0.82%
June	201,271	174,608	173,887	-0.41%
July	205,791	174,412	184,017	5.51%
August	205,576	172,175	174,797	1.52%
September	172,607	154,305		
October	166,339	150,427		
November	141,456	134,009		
December	148,563	142,202		
TOTALS	2,224,016	1,881,992	1,311,874	0.83%

¹Per Landing Reports

Monthly Enplaned Passengers

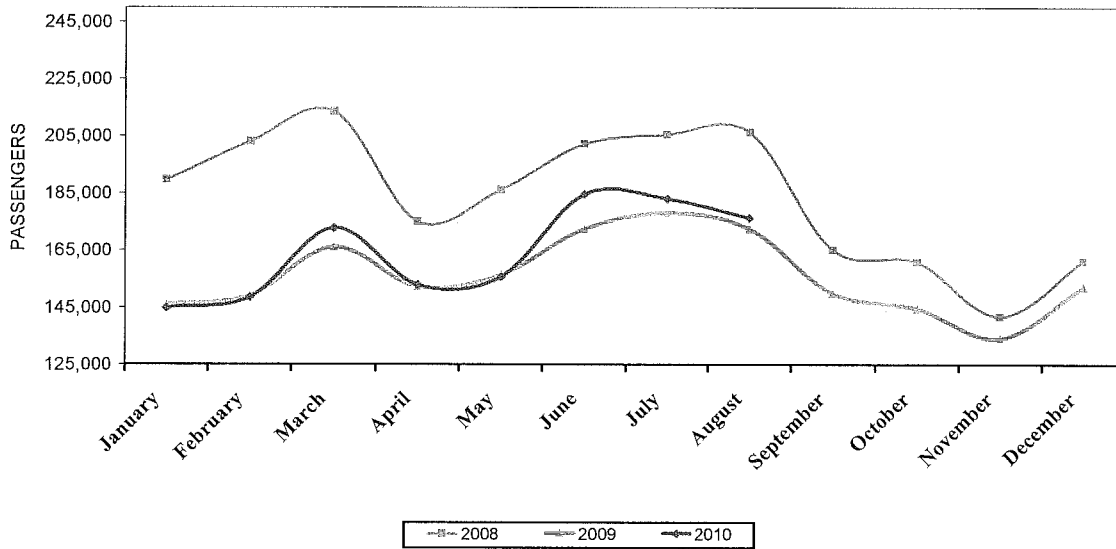


MONTHLY DEPLANED PASSENGERS AUGUST 2010

Month	PASSENGERS ¹			DIFFERENCE
	2008	2009	2010	
January	189,631	146,014	144,826	-0.81%
February	202,968	149,134	148,506	-0.42%
March	213,620	166,155	172,823	4.01%
April	174,923	152,144	152,986	0.55%
May	186,284	156,476	155,702	-0.49%
June	202,170	172,499	184,651	7.04%
July	205,541	178,092	183,031	2.77%
August	206,426	172,640	176,391	2.17%
September	165,244	149,944		
October	160,807	144,653		
November	141,800	134,078		
December	161,208	152,183		
TOTALS	2,210,622	1,874,012	1,318,916	1.99%

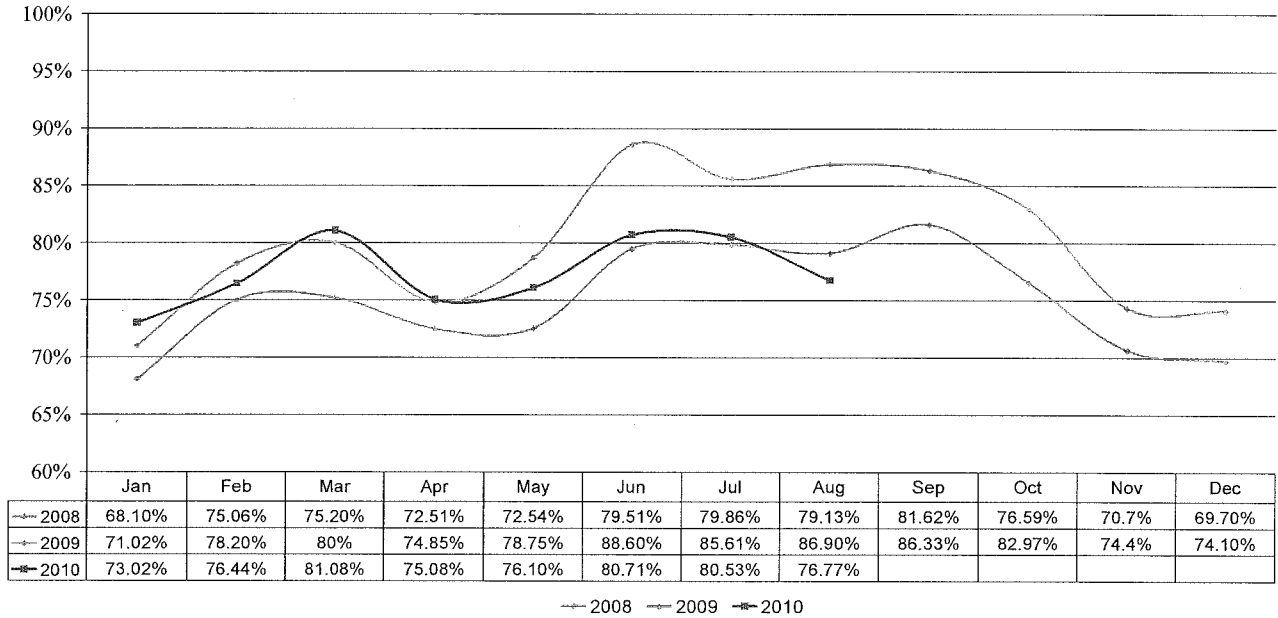
¹Per Landing Reports - Scheduled and Charte

Monthly Deplaned Passengers



**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY
AUGUST 2010**

Monthly Load Factor



Month	ENPLANED PASSENGERS*			LOAD FACTOR (%)			DIFFERENCE (2010 / 2009)
	2008	2009	2010	2008	2009	2010	
January	195,981	149,813	148,930	68.10	71.02	73.02	2.0
February	200,851	150,894	146,156	75.06	78.20	76.44	-1.8
March	221,875	170,497	174,023	75.20	80.00	81.08	1.1
April	179,845	152,685	156,547	72.51	74.85	75.08	0.2
May	183,861	155,965	156,676	72.54	78.75	76.10	-2.6
June	201,271	174,608	176,755	79.51	88.59	80.71	-7.9
July	205,791	174,412	184,966	79.86	85.61	80.53	-5.1
August	205,576	172,175	176,373	79.13	86.92	76.77	-10.1
September	172,607	154,305		81.62	86.33		
October	166,339	150,427		76.59	82.97		
November	141,456	134,009		70.67	74.34		
December	148,563	142,202		69.67	74.06		
***	2,224,016	1,881,992	1,320,426	75.04	80.27	77.47	-3.0

* Per Landing Reports

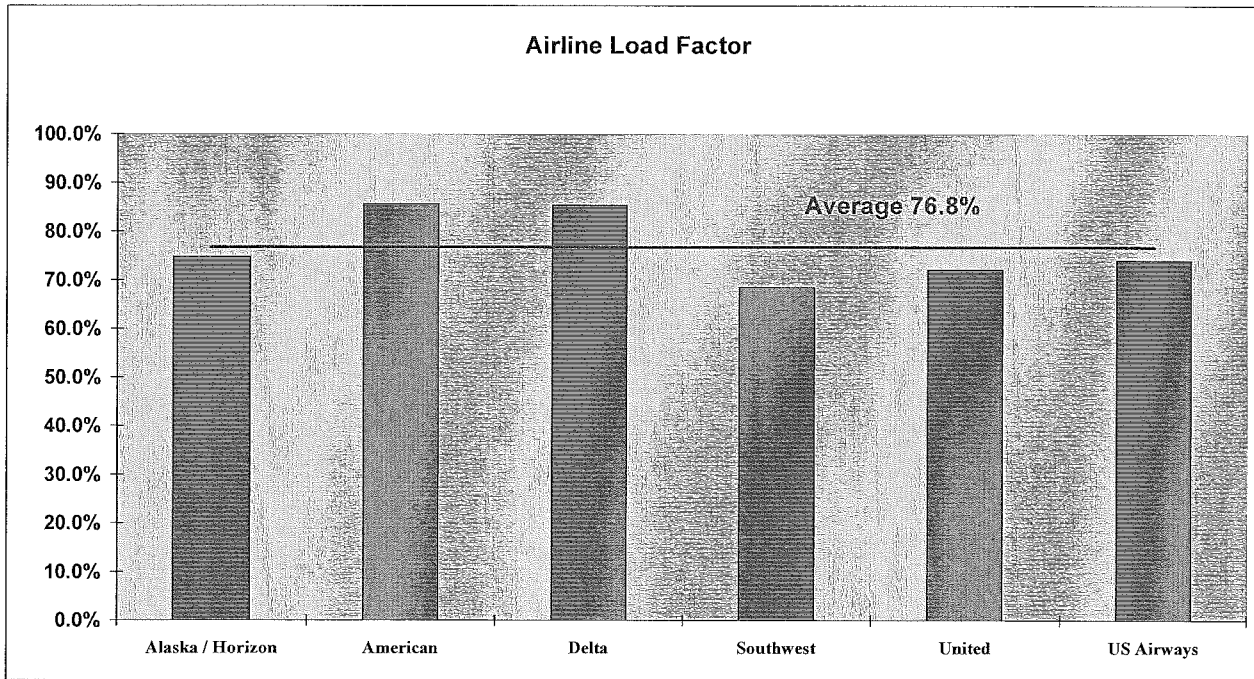
*** AVERAGE OF AIRLINE LOAD FACTORS

3-22

LOAD FACTOR BY AIRLINE AUGUST 2010

Carrier	Seats Available	***Enplaned Passengers	2010 Load Factor (%)	2009 Load Factor (%)	Difference
Alaska / Horizon	17,860	13,353	74.8%	87.5%	-12.7
American	23,148	19,842	85.7%	89.5%	-3.8
Delta	15,476	13,213	85.4%	93.5%	-8.1
Southwest	136,087	93,175	68.5%	69.4%	-0.9
United	32,718	23,623	72.2%	85.8%	-13.6
US Airways	15,644	11,591	74.1%	82.7%	-8.6
AVERAGE*	240,933	174,797	76.8%	86.9%	-10.1

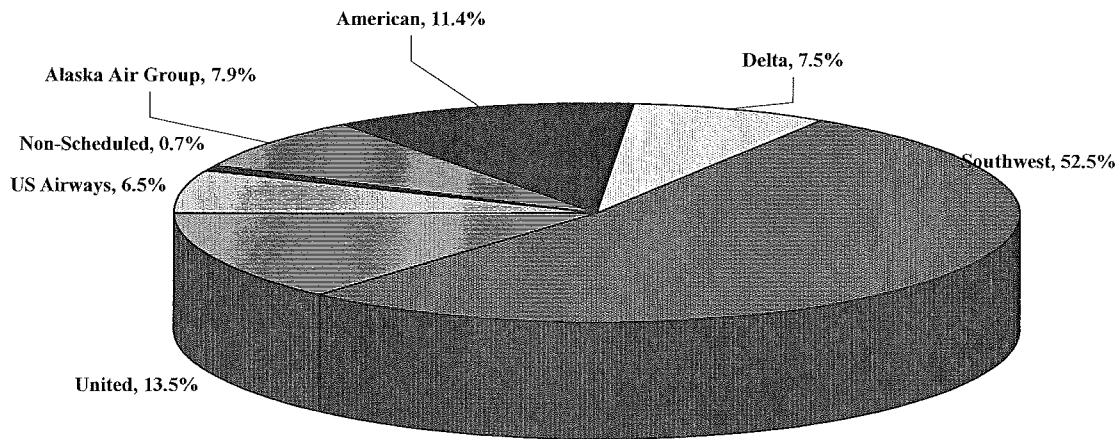
* LOAD FACTORS COMPARED WITH CURRENT OPERATING CARRIERS ONLY AND DOES NOT INCLUDE CHARTER PASSENGERS



3-23

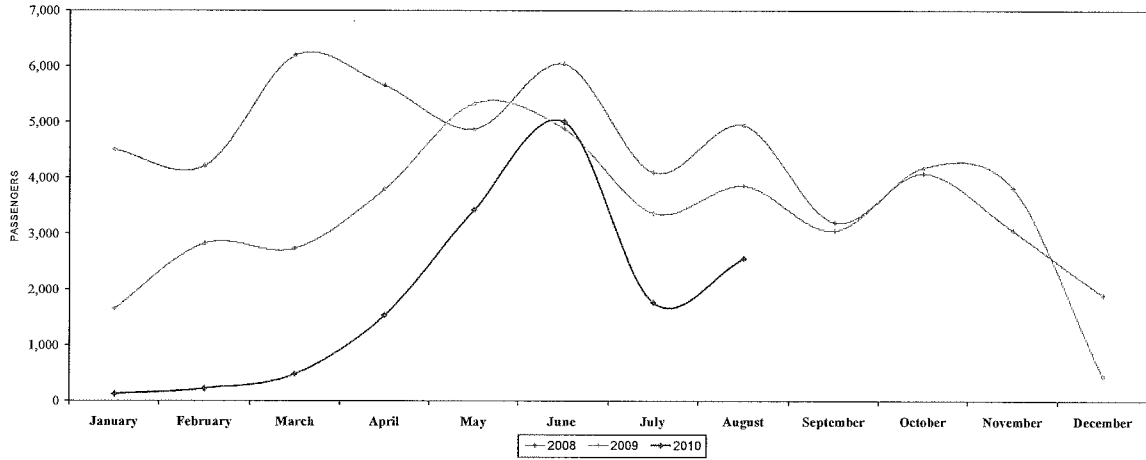
TOTAL AIR CARRIER MARKET SHARE AUGUST 2010

Carrier	Passengers	Percentage of Total
Alaska Air Group	27,853	7.90%
American	40,238	11.41%
Delta	26,556	7.53%
Southwest	185,234	52.51%
United	47,442	13.45%
US Airways	22,882	6.49%
Non-Scheduled	2,559	0.73%
Totals	352,764	100.00%

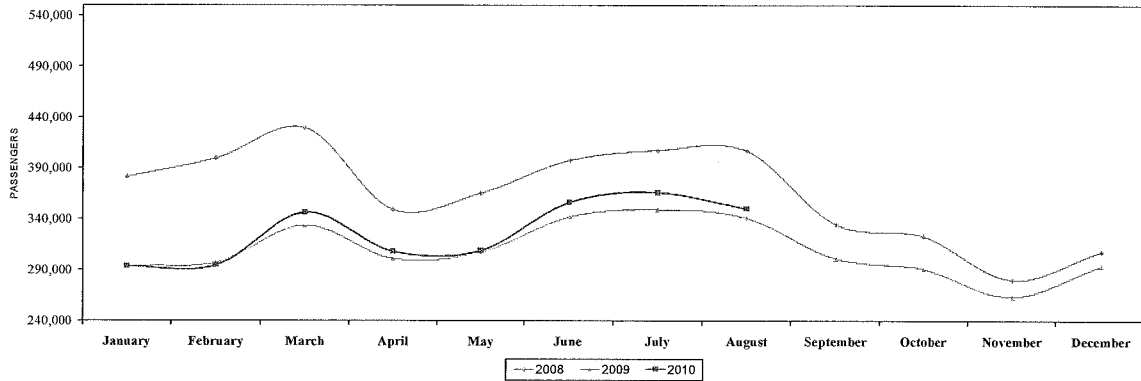


**TOTAL PASSENGERS
AUGUST 2010**

DOMESTIC CHARTER PASSENGERS



DOMESTIC SCHEDULED PASSENGERS



MONTH	DOMESTIC		INTERNATIONAL		2010 TOTAL Passengers	2010 Charter Passengers	2009 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	293,631	125	0	0	293,756	125	1,661	-92.5%
February	294,441	221	0	0	294,662	221	2,827	-92.2%
March	346,363	483	0	0	346,846	483	2,736	-82.3%
April	307,996	1,537	0	0	309,533	1,537	3,792	-59.5%
May	308,951	3,427	0	0	312,378	3,427	5,333	-35.7%
June	356,401	5,005	0	0	361,406	5,005	4,888	2.4%
July	366,231	1,766	0	0	367,997	1,766	3,369	-47.6%
August	350,205	2,559	0	0	352,764	2,559	3,859	-33.7%
September							3,056	
October							4,184	
November							4,410	
December							445	
TOTALS	2,624,219	15,123	0	0	2,639,342	15,123	40,560	-55.1%

Per Landing Reports

3-25

**MONTHLY SCHEDULED DEPARTURES
AUGUST 2010**

