



October 2011
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Sep 30, 2011

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,751 Units (MTRIP Census*)

		2011/12	2010/11	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (September) changed by (9.8%)	Occupancy (September)	48.4%	44.1%	9.8%
North Lake Tahoe Average Daily Rate for last month (September) changed by (-0.1%)	ADR (September)	\$179	\$179	-0.1%
North Lake Tahoe RevPAR for last month (September) changed by (9.7%)	RevPAR (September)	\$86	\$79	9.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (October) changed by (-23.9%)	Occupancy (October)	23.0%	30.2%	-23.9%
North Lake Tahoe Average Daily Rate for next month (October) changed by (-1.7%)	ADR (October)	\$148	\$151	-1.7%
North Lake Tahoe RevPAR for next month (October) changed by (-25.1%)	RevPAR (October)	\$34	\$45	-25.1%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (6.4%)	Occupancy	48.8%	45.9%	6.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (0.0%)	ADR	\$192	\$192	0.0%
North Lake Tahoe RevPAR for the prior 6 months changed by (6.5%)	RevPAR	\$94	\$88	6.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (15.5%)	Occupancy	13.0%	11.3%	15.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (11.6%)	ADR	\$238	\$214	11.6%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (28.8%)	RevPAR	\$31	\$24	28.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep. 30, 2011 vs. Previous Year				
Rooms Booked during last month (September, 2011) compared to Rooms Booked during the same period last year (September, 2010) for all arrival dates has changed by (3.3%)	Booking Pace (September)	5.0%	4.8%	3.3%

* **MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

** **Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

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 - 12 MONTH ROLLING SUMMARY GRAPHS

2011/12 YTD (as of Aug 31, 2011) vs. 2010/11 YTD (as of Sep 30, 2010) vs. 2010/11 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

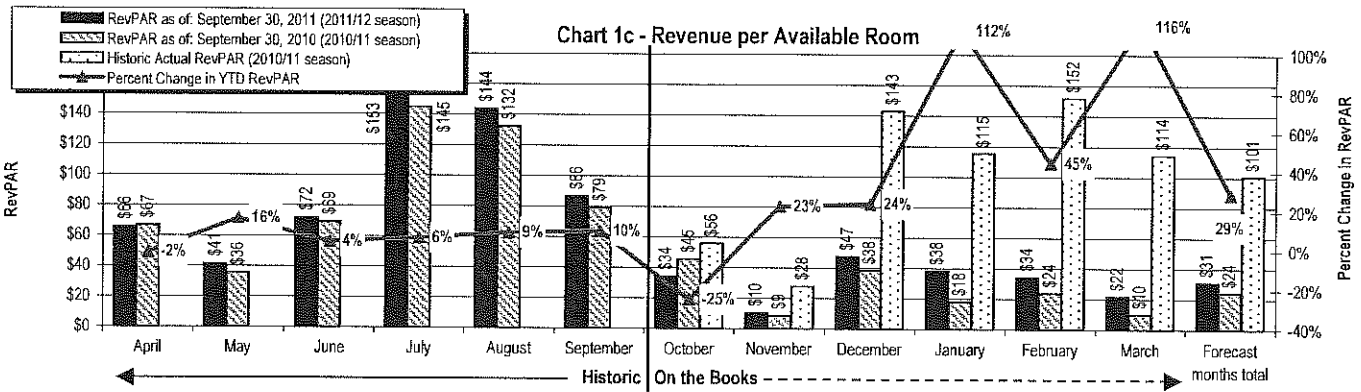
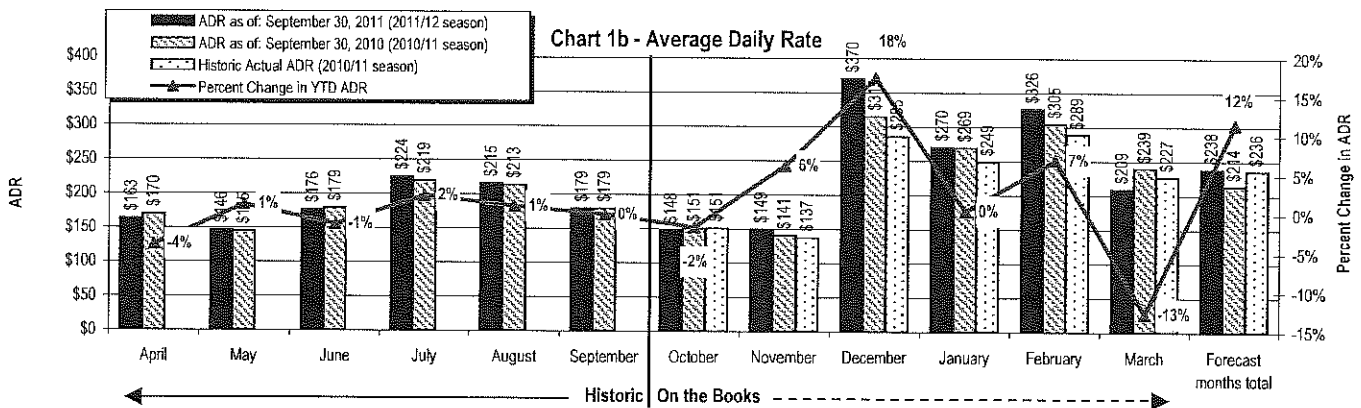
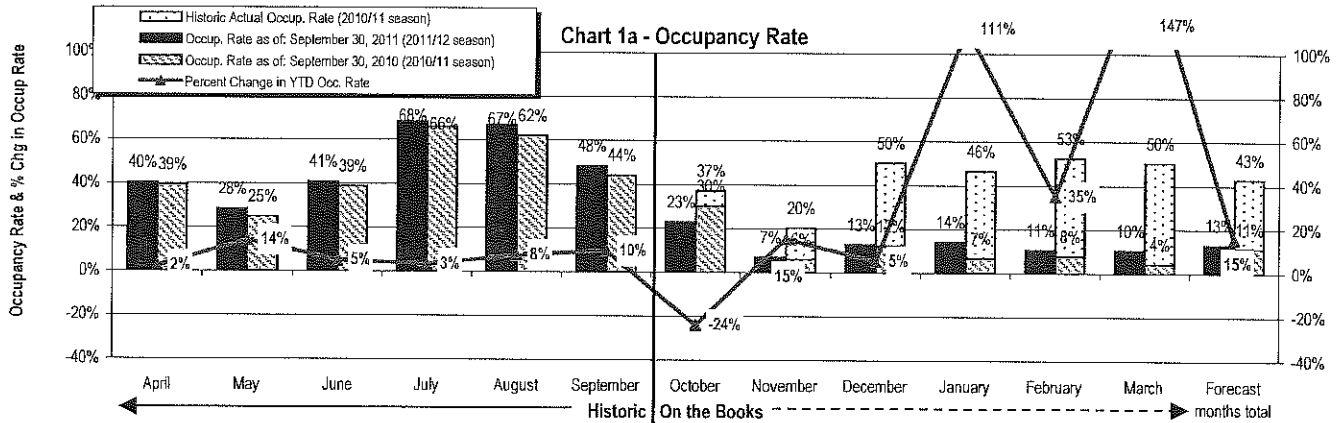
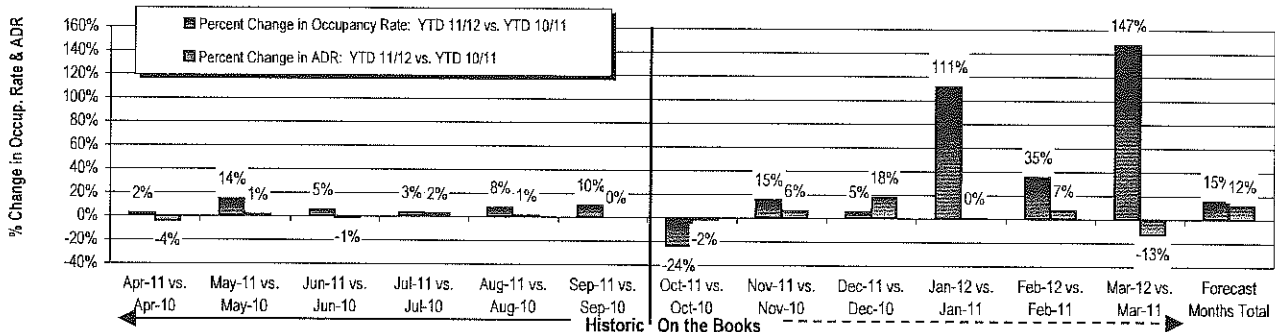


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011 YTD vs. 2010 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Sep 30, 2011) vs. 2010 YTD (as of Sep 30, 2010) vs. 2010 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

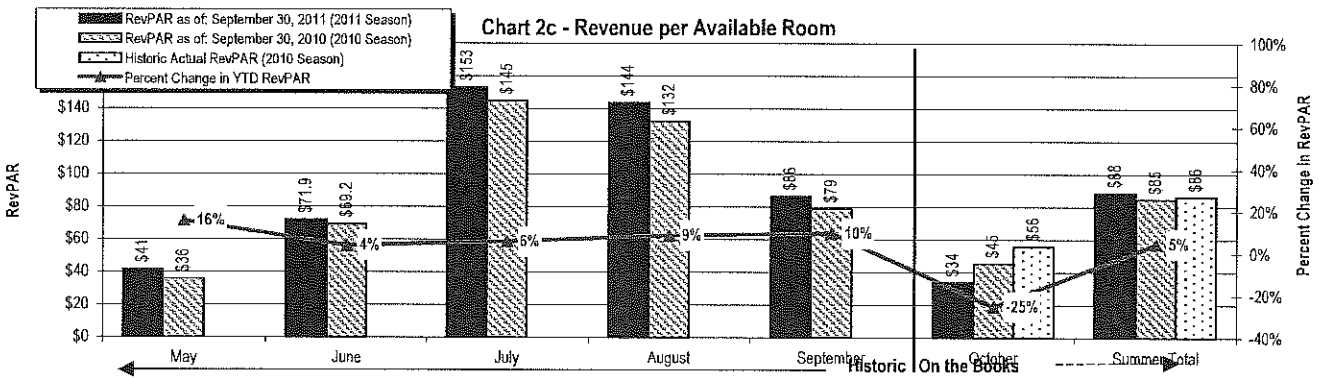
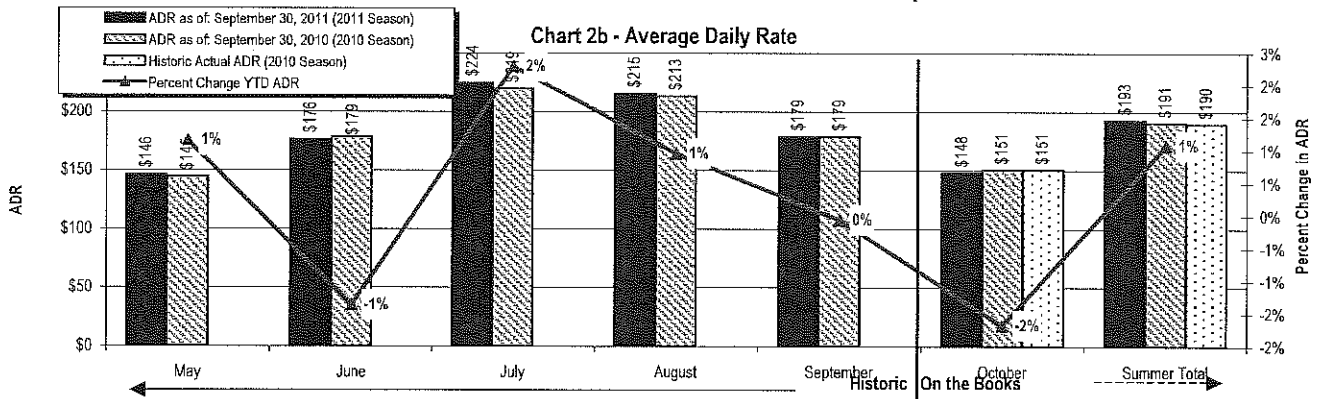
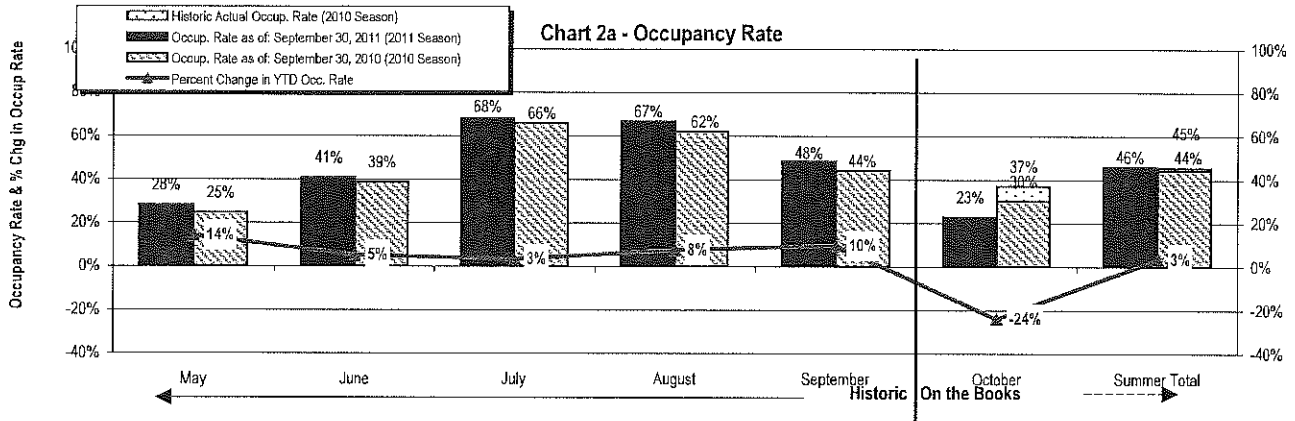
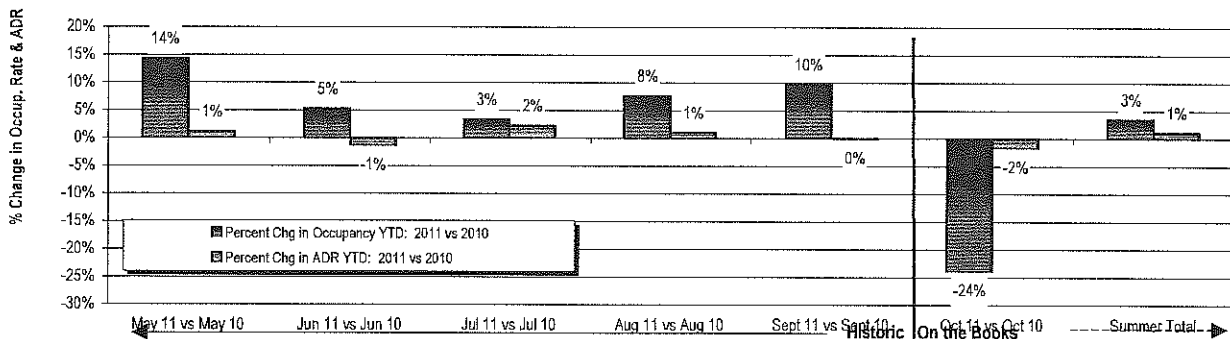


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2011 YTD vs. 2010 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2011/12 YTD (as of Sep 30, 2011) vs. 2010/11 YTD (as of Sep 30, 2010) vs. 2010/11 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

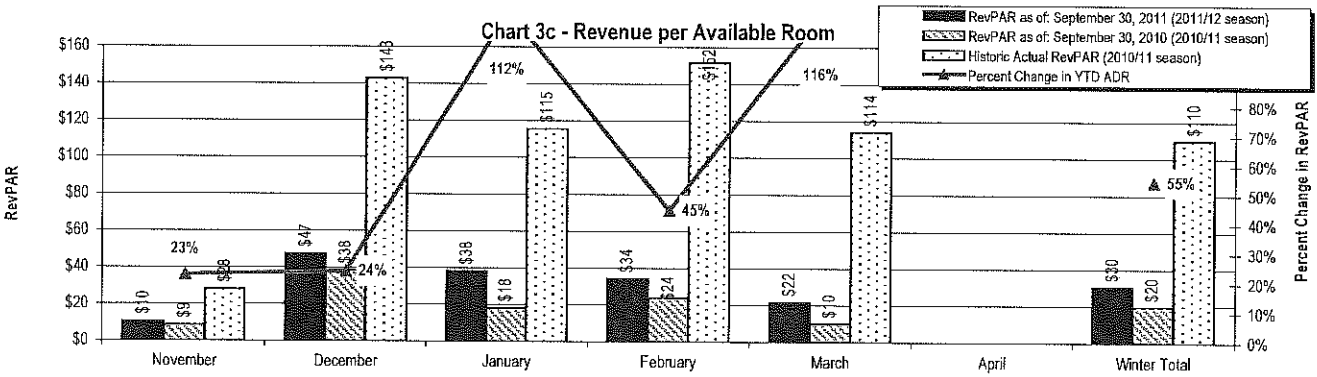
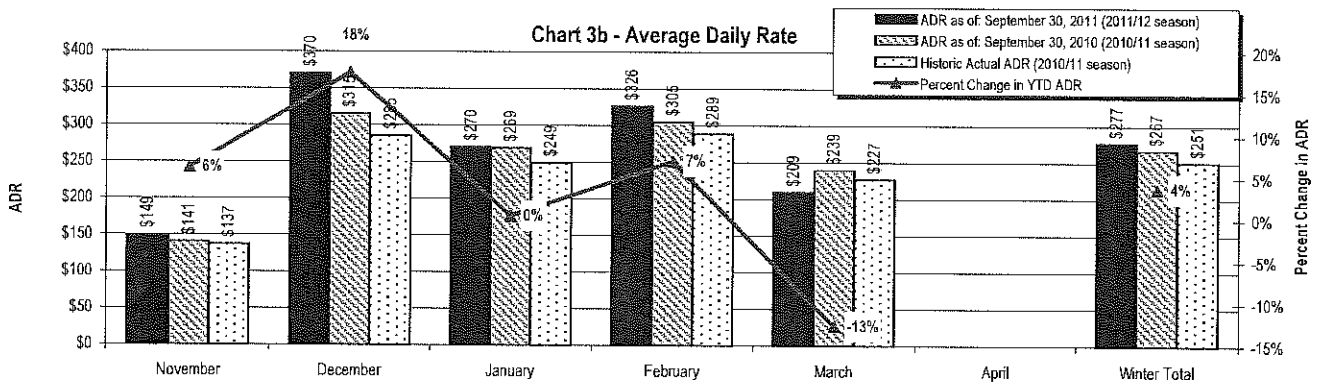
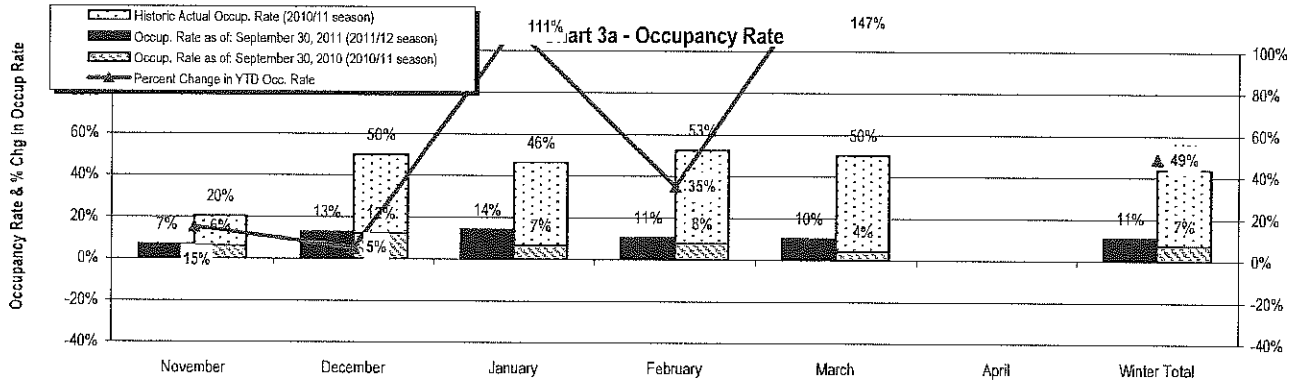
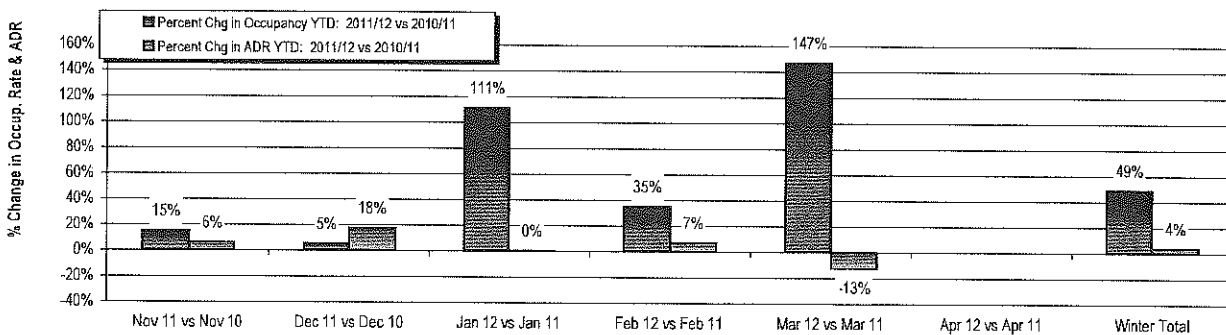


Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)

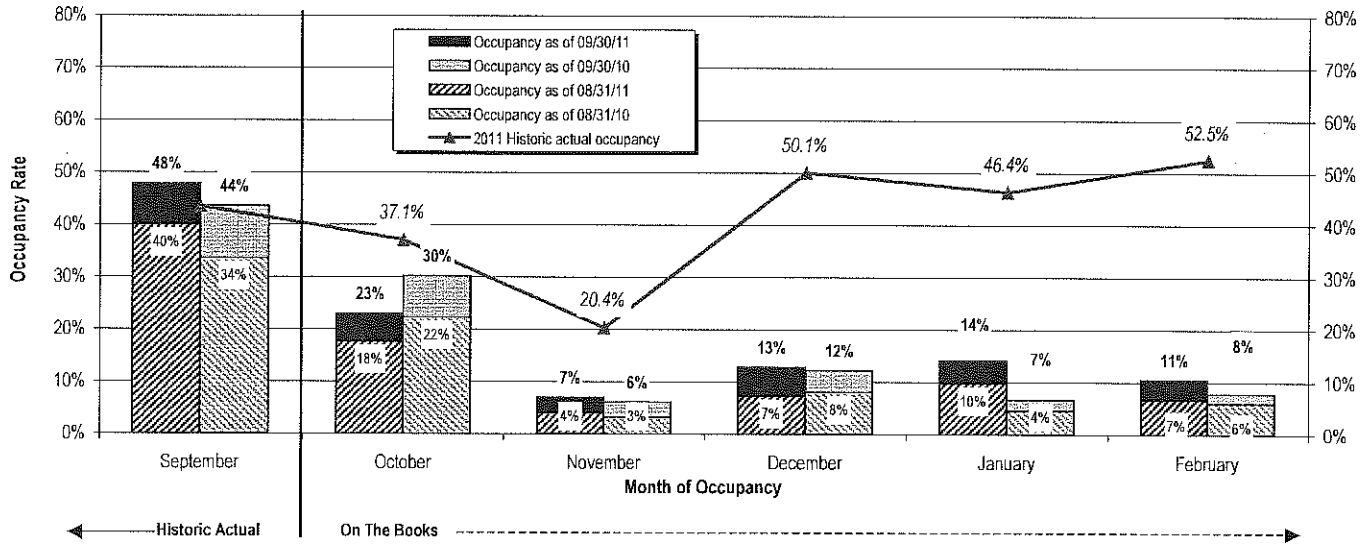


RESERVATIONS ACTIVITY REPORT SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of Sep 30, 2011 and Aug. 31, 2011 versus same period last year

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 4 - Year over Year Fill Analysis



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)		2011 Historic actual occupancy
	Occupancy as of 09/30/11	Occupancy as of 09/30/10	Absolute Change	Occupancy as of 08/31/11	Occupancy as of 08/31/10	Absolute Change	Incremental occupancy booked during Sep. 2011	Incremental occupancy booked during Sep. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	September	47.8%	43.5%	4.3%	40.0%	33.6%	6.4%	7.9%	10.0%	-2.1%	
October	23.0%	30.2%	-7.2%	17.6%	22.2%	-4.6%	5.4%	7.9%	-2.6%	-32.4%	37.1%
November	7.0%	6.1%	0.9%	4.0%	3.2%	0.8%	3.0%	2.8%	0.1%	5.1%	20.4%
December	12.8%	12.2%	0.6%	7.3%	8.0%	-0.8%	5.6%	4.1%	1.4%	35.0%	50.1%
January	14.1%	6.7%	7.4%	9.8%	4.5%	5.3%	4.3%	2.2%	2.2%	99.5%	46.4%
February	10.5%	7.8%	2.7%	6.6%	5.9%	0.7%	3.9%	1.9%	2.0%	108.3%	52.5%
Total	19.2%	17.8%	1.4%	14.2%	13.0%	1.2%	5.0%	4.8%	0.2%	3.3%	41.5%

**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 Sep 30, 2011

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)	# of Properties in Sample	
		Occup. Rate as of: September 30, 2011 (2011/12 season)	Occup. Rate as of: September 30, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2011/12 & 2010/11)							
April	Historic Actual ↑	40.2%	39.2%	2.4%		11	
May		28.3%	24.8%	14.3%		11	
June		40.8%	38.8%	5.3%		11	
July		68.2%	65.9%	3.4%		11	
August		66.7%	62.0%	7.6%		11	
September		48.4%	44.1%	9.8%		11	
October		On the Books	23.0%	30.2%	-23.9%	37.1%	10
November		↓	7.0%	6.1%	15.4%	20.4%	10
December			12.8%	12.2%	5.3%	50.1%	10
January		14.1%	6.7%	111.3%	46.4%	10	
February		10.5%	7.8%	35.2%	52.5%	10	
March		10.4%	4.2%	147.1%	50.3%	10	
Grand total		30.9%	28.7%	7.7%	44.3%	11	
Historic months total		48.8%	45.9%	6.4%	45.9%	11	
Forecast months total		13.0%	11.3%	15.5%	42.7%	10	

AVERAGE DAILY RATE		ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)	# of Properties in Sample	
		ADR as of: September 30, 2011 (2011/12 season)	ADR as of: September 30, 2010 (2010/11 season)	Percent Change in YTD ADR			
Month of Occupancy (2011/12 & 2010/11)							
April	Historic Actual ↑	\$163	\$170	-4.0%		11	
May		\$146	\$145	1.2%		11	
June		\$176	\$179	-1.4%		11	
July		\$224	\$219	2.3%		11	
August		\$215	\$213	1.0%		11	
September		\$179	\$179	-0.1%		11	
October		On the Books	\$148	\$151	-1.7%	\$151	10
November		↓	\$149	\$141	6.2%	\$137	10
December			\$370	\$315	17.5%	\$285	10
January		\$270	\$269	0.5%	\$249	10	
February		\$326	\$305	7.0%	\$289	10	
March		\$209	\$239	-12.6%	\$227	10	
Grand total		\$202	\$196	2.9%	\$213	11	
Historic months total		\$192	\$192	0.0%	\$192	11	
Forecast months total		\$238	\$214	11.6%	\$236	10	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)	# of Properties in Sample	
		RevPAR as of: September 30, 2011 (2011/12 season)	RevPAR as of: September 30, 2010 (2010/11 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2011/12 & 2010/11)							
April	Historic Actual ↑	\$66	\$67	-1.7%		11	
May		\$41	\$36	15.6%		11	
June		\$72	\$69	3.8%		11	
July		\$153	\$145	5.8%		11	
August		\$144	\$132	8.7%		11	
September		\$86	\$79	9.7%		11	
October		On the Books	\$34	\$45	-25.1%	\$56	10
November		↓	\$10	\$9	22.6%	\$28	10
December			\$47	\$38	23.8%	\$143	10
January		\$38	\$18	112.3%	\$115	10	
February		\$34	\$24	44.7%	\$152	10	
March		\$22	\$10	115.8%	\$114	10	
Grand total		\$62	\$56	10.7%	\$94	11	
Historic months total		\$94	\$88	6.5%	\$88	11	
Forecast months total		\$31	\$24	28.8%	\$101	10	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Sep 30, 2011

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 2011 VS. YTD 2010			Historic Actual Occup. Rate (2010 Season)
		Occup. Rate as of: September 30, 2011 (2011 Season)	Occup. Rate as of: September 30, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)					
May		28.3%	24.8%	14.3%	
June		40.8%	38.8%	5.3%	
July		68.2%	65.9%	3.4%	
August		66.7%	62.0%	7.6%	
September	Historic Actual	48.4%	44.1%	9.8%	
October	On the Books	23.0%	30.2%	-23.9%	37.1%
Summer Total		45.9%	44.3%	3.5%	45.5%

AVERAGE DAILY RATE		ADR: YTD 2011 VS. YTD 2010			Historic Actual ADR (2010 Season)
		ADR as of: September 30, 2011 (2011 Season)	ADR as of: September 30, 2010 (2010 Season)	Percent Change YTD ADR	
Month of Occupancy (2011 & 2010)					
May		\$146	\$145	1.2%	
June		\$176	\$179	-1.4%	
July		\$224	\$219	2.3%	
August		\$215	\$213	1.0%	
September	Historic Actual	\$179	\$179	-0.1%	
October	On the Books	\$148	\$151	-1.7%	\$151
Summer Total		\$193	\$191	1.1%	\$190

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011 VS. YTD 2010			Historic Actual RevPAR (2010 Season)
		RevPAR as of: September 30, 2011 (2011 Season)	RevPAR as of: September 30, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)					
May		\$41	\$36	15.6%	
June		\$71.9	\$69.2	3.8%	
July		\$153	\$145	5.8%	
August		\$144	\$132	8.7%	
September	Historic Actual	\$86	\$79	9.7%	
October	On the Books	\$34	\$45	-25.1%	\$56
Summer Total		\$88	\$85	4.6%	\$86

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Sep 30, 2011

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		<i>OCCUPANCY RATE: YTD 2011/12 VS. YTD 2010/11</i>			Historic Actual Occup. Rate (2010/11 season)
		Occup. Rate as of: September 30, 2011 (2011/12 season)	Occup. Rate as of: September 30, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	7.0%	6.1%	15.4%	20.4%
December		12.8%	12.2%	5.3%	50.1%
January		14.1%	6.7%	111.3%	46.4%
February		10.5%	7.8%	35.2%	52.5%
March		10.4%	4.2%	147.1%	50.3%
April					
Winter Total		11.0%	7.4%	48.9%	43.9%

AVERAGE DAILY RATE		<i>ADR: YTD 2011/12 VS. YTD 2010/11</i>			Historic Actual ADR (2010/11 season)
		ADR as of: September 30, 2011 (2011/12 season)	ADR as of: September 30, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$149	\$141	6.2%	\$137
December		\$370	\$315	17.5%	\$285
January		\$270	\$269	0.5%	\$249
February		\$326	\$305	7.0%	\$289
March		\$209	\$239	-12.6%	\$227
April					
Winter Total		\$277	\$267	3.8%	\$251

REVENUE PER AVAILABLE ROOM		<i>REVPAR: YTD 2011/12 VS. YTD 2010/11</i>			Historic Actual RevPAR (2010/11 season)
		RevPAR as of: September 30, 2011 (2011/12 season)	RevPAR as of: September 30, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$10	\$9	22.6%	\$28
December		\$47	\$38	23.8%	\$143
January		\$38	\$18	112.3%	\$115
February		\$34	\$24	44.7%	\$152
March		\$22	\$10	115.8%	\$114
April					
Winter Total		\$30	\$20	54.5%	\$110



Reno-Tahoe International Airport

August 2011 Passenger and Cargo Traffic Statistics Reno-Tahoe International Airport



And
up we
go.

September 21, 2011

K-9



U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2011
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	86.3%, up 0.8 pts.
Number of Flights *:	Up 0.04%
Capacity of Seats *:	Up 1.33%
Crude Oil **:	\$86.3 per barrel August 2011 (Avg.) vs. \$76.6 per barrel August 2010 (Avg.)

RNO OVERVIEW FOR AUGUST 2011 – year over year comparison

Total Passengers:	Up 2.4%
Avg. Enplaned Load Factor:	82.3% up 5.4 pts.
Passenger Flights:	Down (1.9%)
Total Seats:	Down (0.1%)
Total Cargo:	Up 2.8%

*Source: RNO Monthly Flight Activity Reports; *APGDat; ** U.S. Energy Information Administration*

HIGHLIGHTS

**August 2011
vs.
August 2010**

**Total Passengers
Up 2.4%**

**Enplaned Passengers
Up 1.9%**

**Deplaned Passengers
Up 3.0%**

**Average Enplaned
Load Factor
82.3%, up 5.4 points**

**Total Cargo
Up 2.8%**

AUGUST 2011 SUMMARY

Reno-Tahoe International Airport served 361,348 passengers in August 2011, an increase of 2.4% versus the same period last year. This represents the highest year-over-year monthly increase reported this year. Total passenger increase resulted in part from a strong showing of Burning Man Festival traffic. Year-to-date passenger traffic is down slightly (0.9%) at 2,616,806.

Reno-Tahoe International Airport handled 9,646,833 pounds of cargo in August 2011, an increase of 2.8% versus last year. Year-to-date cargo volumes are up 6.1% to 73,545,036 pounds versus the same period last year.

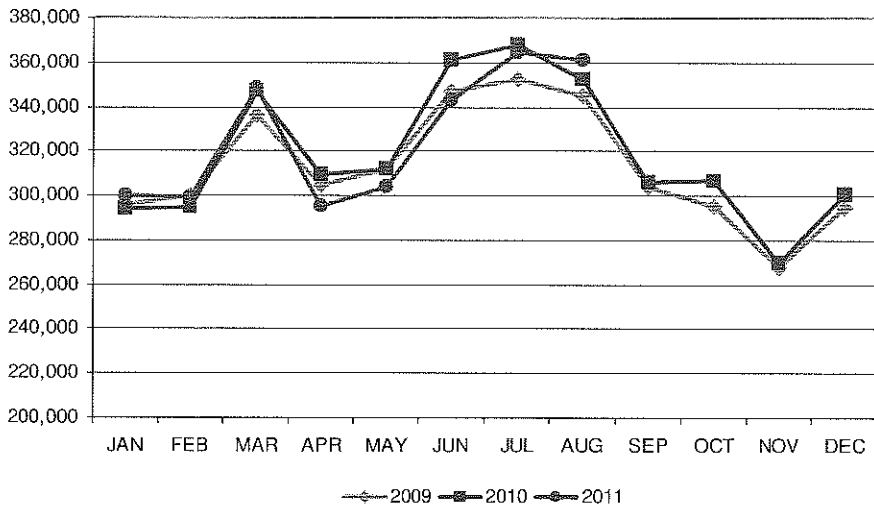
RNO is served by seven major airlines providing 71 nonstop departures each day to 17 destinations. In August 2011, RNO reported a (1.9%) decrease in the number of flights versus last year. The addition of non-stop flights to Houston and Minneapolis on Continental Airlines and Delta Air Lines respectively, was offset by the elimination of Alaska Airlines' non-stop flights to Los Angeles. In addition, Southwest and Alaska Airlines reduced the number of non-stop flights to Boise and Seattle respectively.

Total seat capacity was down (0.1%) in August 2011 versus the same period last year.

Average enplaned load factor for scheduled airlines was 82.3%, 5.4 load factor points higher than the prior year.



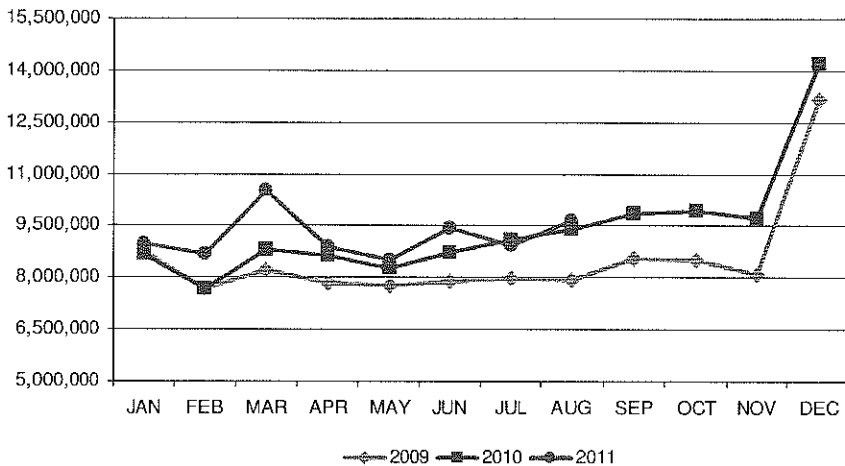
Total Passengers



TOTAL PASSENGERS

In August 2011, total passenger traffic at RNO increased 2.4% versus August 2010. Year-over-year passenger count for Delta Air Lines was up 28.5%, United/Continental increased 13.8%, US Airways passenger count increased 10.7% and Southwest Airlines grew 3.3%. Alaska Airlines' passenger traffic declined (40.7%) as a result of ending their flights from Reno to Los Angeles and American Airlines reported (3.7%) less passengers in August 2011 versus the same period last year.

Total Cargo

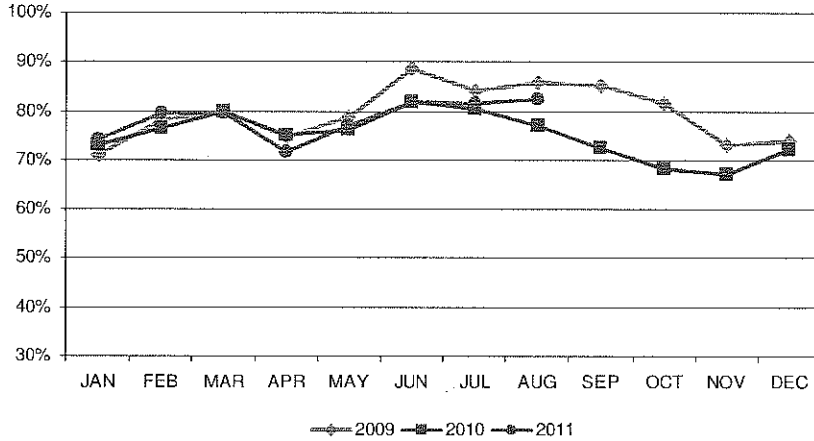


TOTAL CARGO

In August 2011, total cargo volume increased 2.8% versus August 2010, representing the 18th year-over-year monthly increase during the last 19 months. Year-over-year cargo volumes for Ameriflight and FedEx increased 13.3% and 10.7% respectively. UPS cargo volumes decreased (13.5%) for the same period.

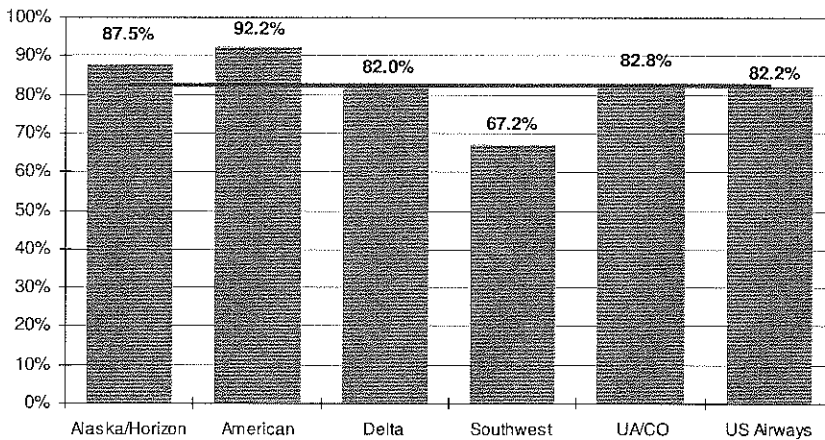


Average Enplaned Load Factors



Airline	RNO	Network	Difference
Alaska	87.5%	87.8%	(0.3)
American	92.2%	84.5%	7.7
Delta	82.0%	86.9%	(4.9)
Southwest	67.2%	82.6%	(15.4)
UA/CO	82.8%	85.7%	(2.9)
US Airways	82.2%	87.4%	(5.2)

Enplaned Load Factors by Airlines

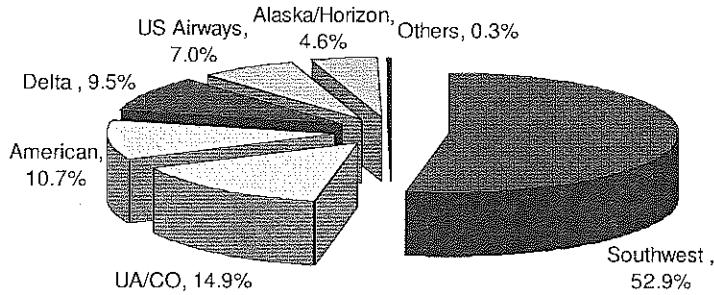


AIRLINE LOAD FACTORS

In August 2011, the average enplaned load factor at RNO was 82.3%, an increase of 5.4 load factor points versus last year. Alaska Airlines experienced the highest year-over-year load factor point difference of 12.7, while Delta Air Lines had the lowest load factor point difference of (4.4).



Air Carrier Market Share

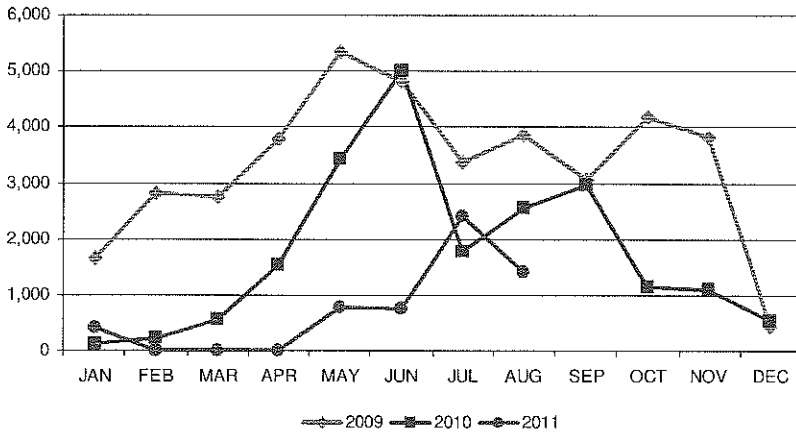


AIRLINE MARKET SHARE

In August 2011, Southwest Airlines carried a total of 191,297 passengers with a passenger market share of 52.9%. The next highest market share was United/Continental at 14.9% followed by American Airlines with 10.7%, Delta Air Lines with 9.5%, US Airways at 7.0% and Alaska Airlines carried 4.6% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share			
	Aug-11	Aug-10	YOY Change
Alaska	4.6%	7.9%	(3.3)
American	10.7%	11.4%	(0.7)
Delta	9.5%	7.6%	1.9
Southwest	52.9%	52.5%	0.4
UA/CO	14.9%	13.4%	1.5
US Airways	7.0%	6.5%	0.5
Others	0.3%	0.7%	(0.4)

Total Domestic Charter Passengers

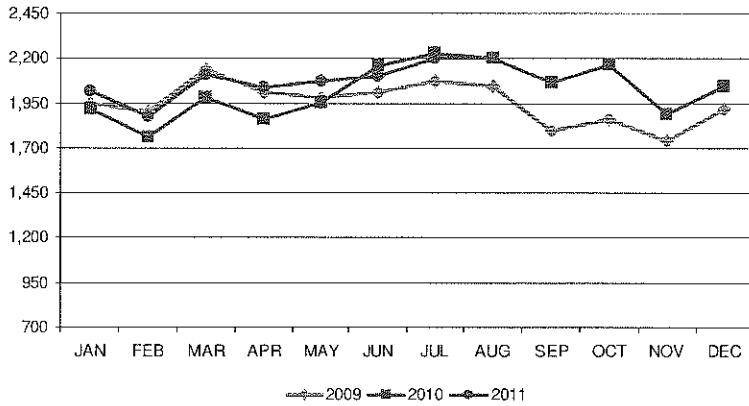


DOMESTIC CHARTER PASSENGERS

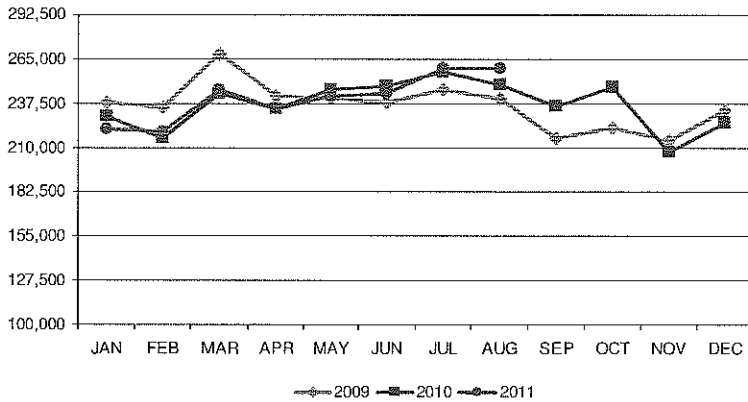
In August 2011, RNO served 1,413 domestic charter passengers, a decrease of (44.8%) versus the same period last year.



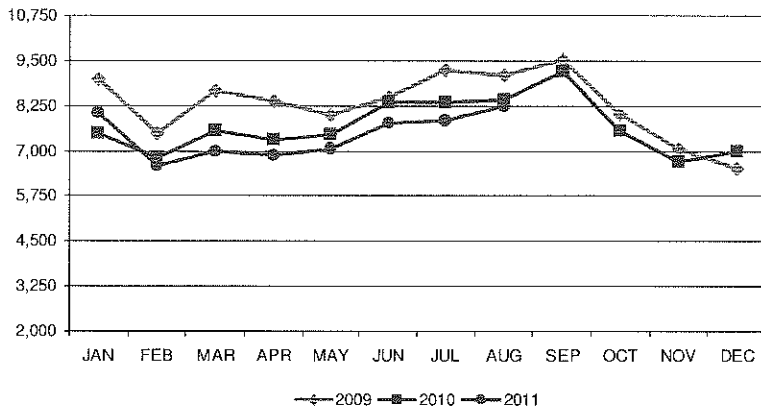
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes Since August 2010

Alaska Airlines

Eliminated service to Los Angeles in April 2011

Continental Airlines

Started non-stop daily flight to Houston in February 2011

Delta Air Lines

Started non-stop daily flight to Minneapolis in July 2011

Southwest Airlines

- Added a daily flight to Denver in March 2011
- Added 5 weekly flights to Seattle in June 2011

US Airways

Added a daily flight to Phoenix in October 2010

TOTAL OPERATIONS

Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA. In August 2011, total operations were down (2.0%) versus the same period last year.



Reno-Tahoe International Airport

Total Passengers					
August-11					
	Passengers		YOY %	Passengers	
	2009	2010	Change	2011	YOY % Change
JAN	295,827	293,756	-0.7%	300,125	2.2%
FEB	300,028	294,662	-1.8%	299,090	1.5%
MAR	336,652	346,846	3.0%	348,583	0.5%
1st Quarter	932,507	935,264	0.3%	947,798	1.3%
APR	304,829	309,533	1.5%	295,537	-4.5%
MAY	312,441	312,378	0.0%	304,220	-2.6%
JUN	347,038	361,406	4.1%	343,054	-5.1%
2nd Quarter	964,308	983,317	2.0%	942,811	-4.1%
JUL	352,504	367,997	4.4%	364,849	2.4%
AUG	344,815	352,764	2.3%	361,348	2.4%
SEP	304,249	306,045	0.6%		
3rd Quarter	1,001,568	1,026,806	2.5%		
OCT	295,080	306,953	4.0%		
NOV	268,087	269,678	0.6%		
DEC	294,385	300,467	2.1%		
4th Quarter	857,552	877,098	2.3%		
TOTAL	3,755,935	3,822,485	1.8%	2,616,806	-0.9%
YTD		2,639,342			

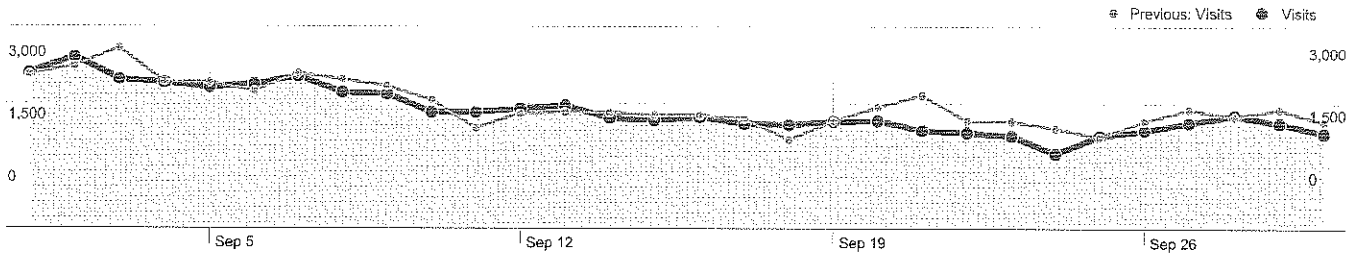
Total Scheduled Enplaned Passengers				
August-11				
	2009	2010	2011	YOY %
	Change			
JAN	149,107	148,805	151,753	2.0%
FEB	149,239	145,935	149,253	2.3%
MAR	168,873	173,783	176,029	1.3%
APR	150,864	155,967	148,920	-4.5%
MAY	153,272	154,683	151,672	-1.9%
JUN	172,383	173,887	169,309	-2.6%
JUL	172,545	184,017	179,717	-2.3%
AUG	170,315	174,797	178,906	2.4%
SEP	152,717	154,522		
OCT	147,848	154,380		
NOV	131,568	134,723		
DEC	142,084	145,532		
TOTAL	1,860,815	1,901,031	1,305,559	-0.5%
YTD		1,311,874		

Total Cargo					
August-11					
	Cargo in Pounds		YOY %	2011	
	2009	2010	Change	Pounds	Metric Tons
JAN	8,777,047	8,695,804	-0.9%	8,959,543	4,063
FEB	7,675,284	7,679,924	0.1%	8,674,321	3,934
MAR	8,237,243	8,814,895	7.0%	10,513,446	4,768
1st Quarter	24,689,574	25,190,623	2.0%	28,147,310	12,765
APR	7,841,936	8,633,892	10.1%	8,870,669	4,023
MAY	7,754,278	8,273,448	6.7%	8,510,228	3,860
JUN	7,870,143	8,737,038	11.0%	9,437,259	4,280
2nd Quarter	23,466,357	25,644,378	9.3%	26,818,156	12,162
JUL	7,967,294	9,113,694	14.4%	8,932,737	4,051
AUG	7,929,474	9,388,206	18.4%	9,646,833	4,375
SEP	8,553,601	9,871,400	15.4%		
3rd Quarter	24,450,369	28,373,300	16.0%		
OCT	8,509,360	9,915,411	16.5%		
NOV	8,093,678	9,706,711	19.9%		
DEC	13,149,429	14,186,519	7.9%		
4th Quarter	29,752,467	33,808,641	13.6%		
TOTAL	102,358,767	113,016,942	10.4%	73,545,036	33,354
YTD		69,336,901			6.1%

Total Deplaned Passengers				
August-11				
	2009	2010	2011	YOY %
	Change			
JAN	146,014	144,826	148,053	2.2%
FEB	149,134	148,506	149,837	0.9%
MAR	166,155	172,823	172,554	-0.2%
APR	152,144	152,986	146,617	-4.2%
MAY	156,476	155,702	152,207	-2.2%
JUN	172,499	184,651	173,343	-6.1%
JUL	178,092	183,031	183,814	0.4%
AUG	172,640	176,391	181,611	3.0%
SEP	149,944	150,035		
OCT	144,653	151,999		
NOV	134,078	134,409		
DEC	152,183	154,682		
TOTAL	2,210,622	1,910,041	1,308,036	-0.8%
YTD		1,318,916		

Load Factors				
August-11				
	Enplaned PAX	Aug-11	Aug-10	Diff.
Alaska/Horizon	7,977	87.5%	74.8%	12.7
American	19,397	92.2%	85.7%	6.5
Delta	16,986	82.0%	86.4%	-4.4
Southwest	95,565	67.2%	68.5%	-1.3
United/Continental	26,754	82.8%	72.2%	10.6
US Airways	12,439	82.2%	74.1%	8.1

Source: RNO Monthly Flight Activity Reports



Site Usage

56,768 Visits
 Previous: 59,575 (-4.71%)

36.58% Bounce Rate
 Previous: 35.69% (2.50%)

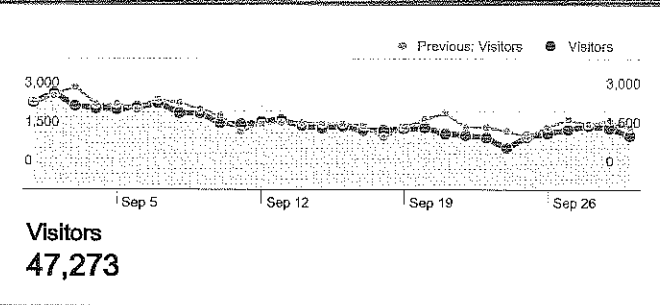
244,951 Pageviews
 Previous: 270,145 (-9.33%)

00:03:09 Avg. Time on Site
 Previous: 00:03:40 (-14.14%)

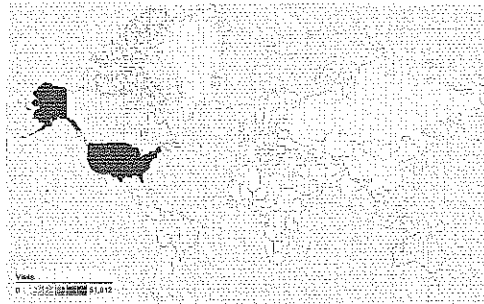
4.31 Pages/Visit
 Previous: 4.53 (-4.84%)

76.93% % New Visits
 Previous: 78.51% (-2.02%)

Visitors Overview



Map Overlay

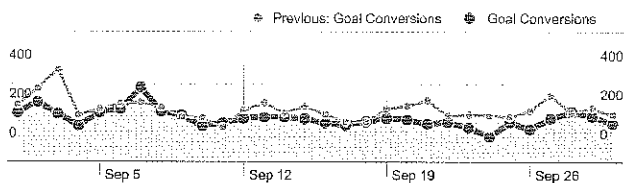


Traffic Sources Overview



- Search Engines**
25,989.00 (45.78%)
- Referring Sites**
19,041.00 (33.54%)
- Direct Traffic**
11,731.00 (20.66%)
- Other**
7 (0.01%)

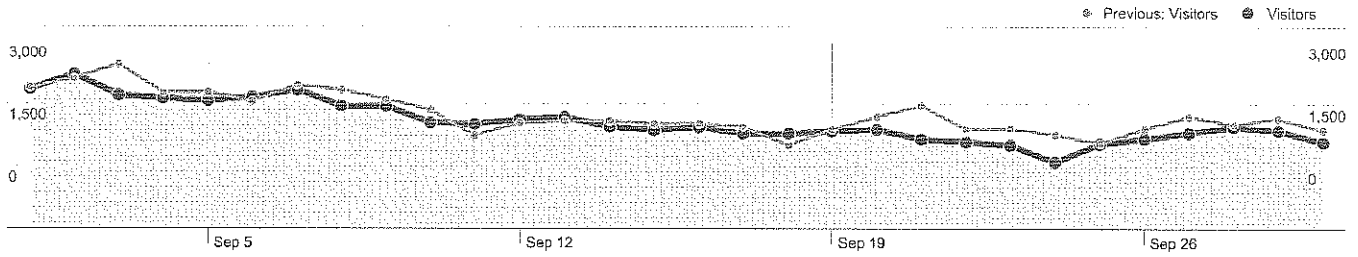
Goals Overview



Goal Conversions
4,497

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Sep 1, 2011 - Sep 30, 2011	16,091	6.57%
Sep 1, 2010 - Sep 30, 2010	13,331	4.93%
% Change	20.70%	33.12%
/events		
Sep 1, 2011 - Sep 30, 2011	6,687	2.73%
Sep 1, 2010 - Sep 30, 2010	16	0.01%
% Change	41,693.75%	45,992.37%
/external//return (true)		
Sep 1, 2011 - Sep 30, 2011	5,540	2.26%
Sep 1, 2010 - Sep 30, 2010	0	0.00%
% Change	100.00%	100.00%
/lodging		
Sep 1, 2011 - Sep 30, 2011	3,793	1.55%
Sep 1, 2010 - Sep 30, 2010	5,940	2.20%
% Change	-36.14%	-29.58%
/resorts-and-towns/incline-village		
Sep 1, 2011 - Sep 30, 2011	3,161	1.29%
Sep 1, 2010 - Sep 30, 2010	3,156	1.17%
% Change	0.16%	10.46%



47,273 people visited this site

56,768 Visits

Previous: 59,575 (-4.71%)

47,273 Absolute Unique Visitors

Previous: 50,717 (-6.79%)

244,951 Pageviews

Previous: 270,145 (-9.33%)

4.31 Average Pageviews

Previous: 4.53 (-4.84%)

00:03:09 Time on Site

Previous: 00:03:40 (-14.14%)

36.58% Bounce Rate

Previous: 35.69% (2.50%)

76.93% New Visits

Previous: 78.51% (-2.02%)

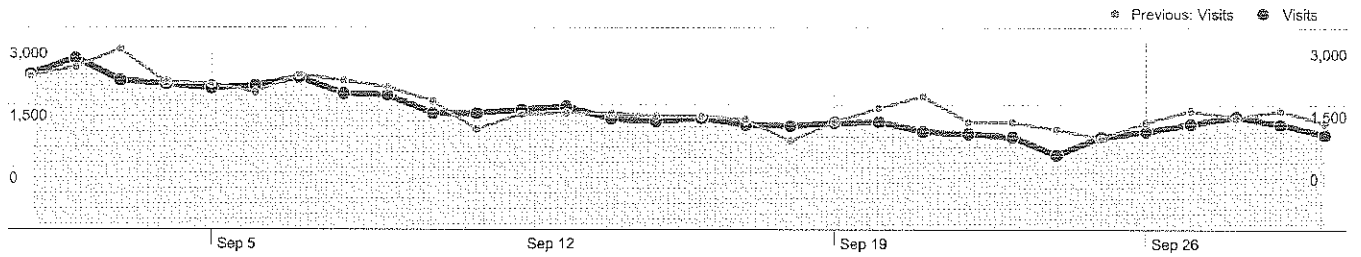
Technical Profile

Browser	Visits	% visits
Internet Explorer		
Sep 1, 2011 - Sep 30, 2011	23,373	41.17%
Sep 1, 2010 - Sep 30, 2010	31,679	53.17%
% Change	-26.22%	-22.57%
Safari		
Sep 1, 2011 - Sep 30, 2011	13,457	23.71%
Sep 1, 2010 - Sep 30, 2010	10,525	17.67%
% Change	27.86%	34.18%

Firefox		
Sep 1, 2011 - Sep 30, 2011	10,013	17.64%
Sep 1, 2010 - Sep 30, 2010	12,363	20.75%
% Change	-19.01%	-15.00%
Chrome		
Sep 1, 2011 - Sep 30, 2011	6,152	10.84%
Sep 1, 2010 - Sep 30, 2010	4,278	7.18%
% Change	43.81%	50.92%
Android Browser		
Sep 1, 2011 - Sep 30, 2011	2,276	4.01%
Sep 1, 2010 - Sep 30, 2010	0	0.00%
% Change	100.00%	100.00%

Traffic Sources Overview

Sep 1, 2011 - Sep 30, 2011
Comparing to: Sep 1, 2010 - Sep 30, 2010



All traffic sources sent a total of 56,768 visits

20.66% Direct Traffic

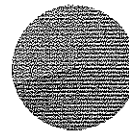
Previous: 30.15% (-31.46%)

33.54% Referring Sites

Previous: 30.98% (3.26%)

45.78% Search Engines

Previous: 38.87% (17.79%)



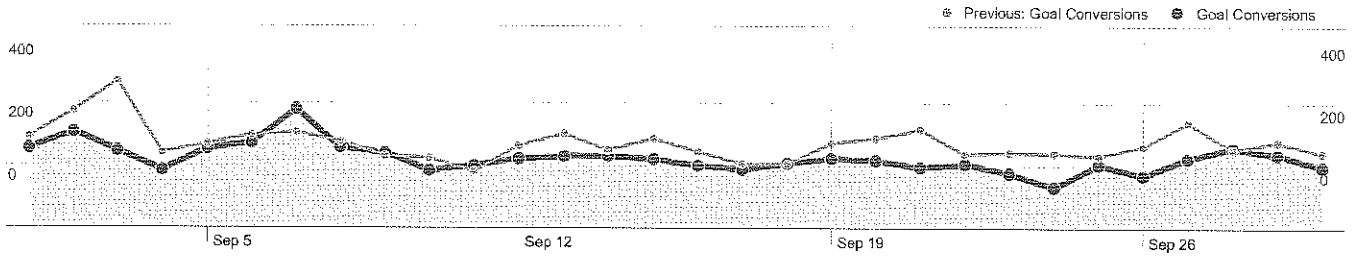
- Search Engines
25,989.00 (45.78%)
- Referring Sites
19,041.00 (33.54%)
- Direct Traffic
11,731.00 (20.66%)
- Other
7 (0.01%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Sep 1, 2011 - Sep 30, 2011	21,514	37.90%
Sep 1, 2010 - Sep 30, 2010	18,335	30.78%
% Change	17.34%	23.14%
visitinglaketahoe.com (referral)		
Sep 1, 2011 - Sep 30, 2011	12,809	22.56%
Sep 1, 2010 - Sep 30, 2010	10,412	17.48%
% Change	23.02%	29.10%
(direct) ((none))		
Sep 1, 2011 - Sep 30, 2011	11,731	20.66%
Sep 1, 2010 - Sep 30, 2010	17,962	30.15%
% Change	-34.69%	-31.46%
yahoo (organic)		
Sep 1, 2011 - Sep 30, 2011	1,896	3.34%
Sep 1, 2010 - Sep 30, 2010	2,221	3.73%
% Change	-14.63%	-10.41%
bing (organic)		

Keywords	Visits	% visits
incline village		
Sep 1, 2011 - Sep 30, 2011	1,139	4.38%
Sep 1, 2010 - Sep 30, 2010	630	2.72%
% Change	80.79%	61.08%
north lake tahoe		
Sep 1, 2011 - Sep 30, 2011	1,110	4.27%
Sep 1, 2010 - Sep 30, 2010	1,182	5.10%
% Change	-6.09%	-16.33%
north lake tahoe hotels		
Sep 1, 2011 - Sep 30, 2011	370	1.42%
Sep 1, 2010 - Sep 30, 2010	384	1.66%
% Change	-3.65%	-14.15%
kings beach		
Sep 1, 2011 - Sep 30, 2011	358	1.38%
Sep 1, 2010 - Sep 30, 2010	187	0.81%
% Change	91.44%	70.57%
kings beach lake tahoe		

Sep 1, 2011 - Sep 30, 2011	1,512	2.66%	Sep 1, 2011 - Sep 30, 2011	290	1.12%
Sep 1, 2010 - Sep 30, 2010	1,450	2.43%	Sep 1, 2010 - Sep 30, 2010	361	1.56%
% Change	4.28%	9.43%	% Change	-19.67%	-28.43%



Visitors completed 4,497 goal conversions

4,194 conversions, Goal 1: Cool Deals Page

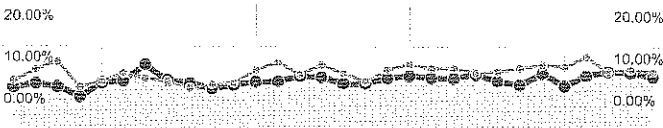
Previous: 5,434 (-22.82%)

303 conversions, Goal 3: Email Signup

Previous: 0 (0.00%)

Goal Performance

Goal Conversion Rate



Goal Conversion Rate
7.92%

Total Goal Value



Total Goal Value
\$4,194.00



56,768 visits came from 132 countries/territories

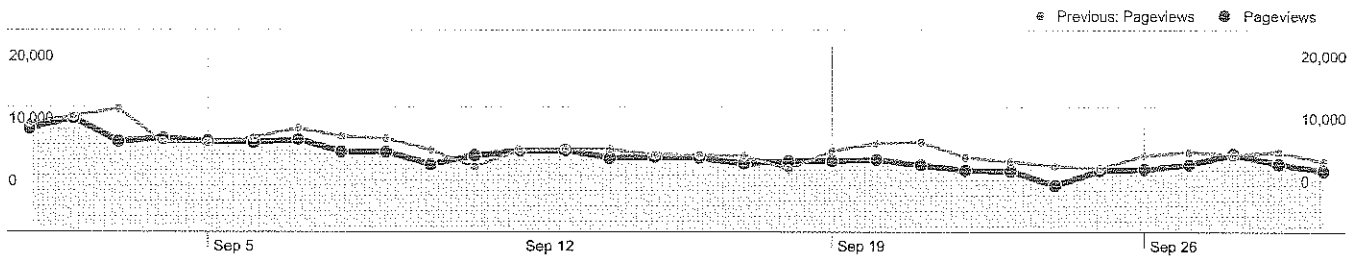
Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
56,768 Previous: 59,575 (-4.71%)	4.31 Previous: 4.53 (-4.84%)	00:03:09 Previous: 00:03:40 (-14.14%)	76.94% Previous: 78.56% (-2.05%)	36.58% Previous: 35.69% (2.50%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
September 1, 2011 - September 30, 2011	51,812	4.34	00:03:10	76.20%	36.32%	
September 1, 2010 - September 30, 2010	54,354	4.57	00:03:41	77.90%	35.37%	
% Change	-4.68%	-4.93%	-14.21%	-2.18%	2.69%	
United Kingdom						
September 1, 2011 - September 30, 2011	819	4.42	00:02:53	82.78%	37.12%	
September 1, 2010 - September 30, 2010	821	4.29	00:02:45	88.19%	35.57%	
% Change	-0.24%	2.92%	4.76%	-6.12%	4.36%	
Canada						
September 1, 2011 - September 30, 2011	564	4.03	00:02:07	91.67%	34.22%	

September 1, 2010 - September 30, 2010	642	4.44	00:03:03	90.97%	32.09%
% Change	-12.15%	-9.24%	-30.67%	0.77%	6.65%
Australia					
September 1, 2011 - September 30, 2011	429	3.87	00:02:56	84.15%	34.73%
September 1, 2010 - September 30, 2010	377	4.74	00:04:11	81.96%	37.14%
% Change	13.79%	-18.36%	-29.92%	2.67%	-6.47%
Brazil					
September 1, 2011 - September 30, 2011	374	4.24	00:03:19	84.22%	37.70%
September 1, 2010 - September 30, 2010	384	4.95	00:07:00	79.17%	29.95%
% Change	-2.60%	-14.35%	-52.63%	6.39%	25.89%
Mexico					
September 1, 2011 - September 30, 2011	373	4.46	00:03:48	70.24%	40.75%
September 1, 2010 - September 30, 2010	354	4.82	00:03:55	79.10%	34.46%
% Change	5.37%	-7.54%	-3.33%	-11.19%	18.24%
Germany					
September 1, 2011 - September 30, 2011	320	4.13	00:02:10	90.94%	37.19%
September 1, 2010 - September 30, 2010	307	3.83	00:02:42	91.86%	47.56%
% Change	4.23%	7.93%	-19.75%	-1.00%	-21.80%
India					
September 1, 2011 - September 30, 2011	133	2.52	00:02:44	90.98%	47.37%
September 1, 2010 - September 30, 2010	107	2.70	00:03:58	94.39%	48.60%
% Change	24.30%	-6.74%	-31.26%	-3.62%	-2.53%
France					
September 1, 2011 - September 30, 2011	129	3.72	00:04:52	76.74%	41.09%
September 1, 2010 - September 30, 2010	130	3.32	00:02:15	86.92%	52.31%
% Change	-0.77%	12.23%	115.86%	-11.71%	-21.45%
Singapore					
September 1, 2011 - September 30, 2011	115	6.04	00:05:52	73.91%	27.83%
September 1, 2010 - September 30, 2010	103	4.10	00:03:51	80.58%	32.04%
% Change	11.65%	47.51%	52.25%	-8.28%	-13.15%

1 - 10 of 132

Content Overview

Sep 1, 2011 - Sep 30, 2011
 Comparing to: Sep 1, 2010 - Sep 30, 2010



Pages on this site were viewed a total of 244,951 times

244,951 Pageviews

Previous: 270,145 (-9.33%)

188,279 Unique Views

Previous: 206,008 (-8.61%)

36.58% Bounce Rate

Previous: 35.69% (2.50%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Sep 1, 2011 - Sep 30, 2011	16,091	6.57%
Sep 1, 2010 - Sep 30, 2010	13,331	4.93%
% Change	20.70%	33.12%
/events		
Sep 1, 2011 - Sep 30, 2011	6,687	2.73%
Sep 1, 2010 - Sep 30, 2010	16	0.01%
% Change	41,693.75%	45,992.37%
/external//return (true)		
Sep 1, 2011 - Sep 30, 2011	5,540	2.26%
Sep 1, 2010 - Sep 30, 2010	0	0.00%
% Change	100.00%	100.00%
/lodging		
Sep 1, 2011 - Sep 30, 2011	3,793	1.55%
Sep 1, 2010 - Sep 30, 2010	5,940	2.20%
% Change	-36.14%	-29.58%
/resorts-and-towns/incline-village		

Sep 1, 2011 - Sep 30, 2011	3,161	1.29%
Sep 1, 2010 - Sep 30, 2010	3,156	1.17%
% Change	0.16%	10.46%

PROPERTY REFERRALS - SEPTEMBER 2011 (ALFA LISTING)	REFERRALS
Agate Bay Realty	169
Agate Bay Realty Cool Deals	25
Alpine Rental Group	61
Americas Best Value Inn Tahoe City	122
Book Tahoe Rentals	5
Brockway Springs Resort	257
Cal Neva Resort Casino Hotel	347
Cal Neva Resort Casino Hotel Cool Deals	83
Cedar Glen Lodge	258
Cedar Glen Lodge Cool Deals	35
Chaney House	82
Chinquapin / Packard Realty	22
Club Tahoe Resort	90
Coldwell Banker Rentals	234
Coldwell Banker Rentals Cool Deals	6
Cottage Inn at Lake Tahoe	190
Ferrari's Crown Resort	175
Ferrari's Crown Resort Cool Deals	53
Firelite Lodge	82
Firelite Lodge Cool Deals	20
Franciscan Lakeside Lodge	187
Goldfish Properties	77
Granlibakken Conference Center & Resort	223
Hauserman Rental Group	164
Holiday House	176
Holiday House Cool Deals	144
Hyatt Regency Lake Tahoe Resort, Spa and Casino	555
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	305
Ice Lakes Lodge at Royal Gorge XC Ski Resort	43
Incline at Tahoe Realty	99
Incline Vacation Rentals	98
Incline Vacation Rentals Cool Deals	49
Kingswood Village Vacation Rentals	28
Lake of the Sky Motor Inn	57
Lake Tahoe Accommodations	45
Lake Tahoe Accommodations.	95
Lake Tahoe Accommodations. Cool Deals	83
Lake Tahoe Deluxe Vacation Rentals	152
LakeFrontHouse.com	79
Martis Valley Associates Property Rentals	7
Meeks Bay Resort & Marina	101
Mother Natures Inn	114
Mourelatos Lakeshore Resort	190
North Tahoe Rental Company	117
Northstar Condominiums	105
Northstar Mountain Home Vacation Rentals	73
Northstar Resort	288
Northstar Resort Cool Deals	595
Olympic Village Inn	97
Painted Rock Lodge	137
Parkside Inn at Incline	147

PepperTree Inn	147
PlumpJack Squaw Valley Inn	153
Rainbow Lodge	120
Red Wolf Lakeside Lodge	96
Red Wolf Lodge at Squaw Valley	52
ReserveMyHome.com	49
Resort at Squaw Creek	232
Resort at Squaw Creek Cool Deals	92
River Ranch Lodge and Restaurant	276
River Ranch Lodge and Restaurant Cool Deals	13
Rustic Cottage Resort	33
Shooting Star Bed & Breakfast	62
Shore House at Lake Tahoe	248
Squaw Valley Lodge	103
Squaw Valley Lodge Cool Deals	67
Stanford Alpine Chalet	275
Stevenson's Holliday Inn	100
Sunnyside Steakhouse & Lodge	186
Tahoe Biltmore Lodge & Casino	381
Tahoe Biltmore Lodge & Casino Cool Deals	64
Tahoe City Inn	83
Tahoe City Inn Cool Deals	300
Tahoe Edgelake Beach Club	34
Tahoe Getaways Vacation Rentals	317
Tahoe Luxury Properties	194
Tahoe Luxury Properties Cool Deals	7
Tahoe Marina Lodge	81
Tahoe Mountain Resorts Lodging	135
Tahoe Mountain Resorts Lodging Cool Deals	23
Tahoe Real Estate Group	2
Tahoe Sands Resort	63
Tahoe Tavern Properties	46
Tahoe Vistana Inn	70
Tahoe Woodside Vacation Rentals	81
Tahoma Lodge	142
Tahoma Meadows Bed & Breakfast	77
Tahoma Meadows Bed & Breakfast Cool Deals	64
Tamarack Lodge	57
The Border House	112
The Lodge at Sugar Bowl	69
The Ritz-Carlton, Lake Tahoe	241
The Village at Squaw Valley USA	203
The Village at Squaw Valley USA Cool Deals	538
Vacation Station, Inc.	103
Vacation Tahoe by O'Neal Brokers	60
Waters of Tahoe Properties	104
West Lake Properties	72
West Shore Cafe & Inn	171

13144

Monthly Report September 2011
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/11:	\$1,622,133	\$1,525,802	6%
Forecasted Commission for this Revenue:	\$134,583	\$119,538	13%
Number of Room Nights:	9368	9002	4%
Number of Delegates:	4549	4718	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	39	42	-7%

<u>Monthly Detail/Activity</u>	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	
 <u>Arrived in the month</u>	 <u>September-11 * Est.</u>	 <u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$41,957	\$145,651	-71%
Projected Commission:	\$2,581	\$14,565	-82%
Room Nights:	357	980	-64%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$500,027	(Goal) \$750,000
For 2014/15:	\$1,286,368	\$500,000

NUMBER OF LEADS Generated as of 9/30/11: 25

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

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CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/11:	\$151,400	\$201,472	-25%
Forecasted Commission for this Revenue:	\$8,298	\$22,995	-64%
Number of Room Nights:	1873	1836	2%
Number of Delegates:	1255	1133	11%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	25	46	-46%

<u>Monthly Detail/Activity</u>	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$4,455	\$0	
Projected Commission:	\$668	\$0	
Room Nights:	50	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Smf	0	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-11 Est.</u>	<u>September-10</u>	
Number of Groups:	1	4	
Revenue Arrived:	\$4,455	\$67,983	-93%
Projected Commission:	\$668	\$6,042	-89%
Room Nights:	50	616	-92%
Number of Delegates:	50	291	-83%
Arrived Group Types:	1 Smf	2 Corp, 1 Assoc, 1 TA	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>
<u>Number of Groups Booked:</u>	0	2
Revenue Booked:	\$0	\$5,148
Projected Commission:	\$0	\$558
Room Nights:	0	80
Number of Delegates:	0	30
Booked Group Types:		1 Corp, 1 TA
Lost Business, # of Groups:	0	8

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>
Number of Groups:	0	4
Revenue Arrived:	\$0	\$98,226
Projected Commission:	\$0	\$12,964
Room Nights:	0	832
Number of Delegates:	0	495
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2012/13:	\$0	\$100,000
For 2014/15:	\$0	\$50,000

NUMBER OF LEADS Generated as of 9/30/11: 16

Total Number of Leads Generated in Previous Years:

2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205