

north lake tahoe

Chamber | CVB | Resort Association

Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Sep 30, 2012

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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 1,737 Units (MTRIP Census*)

		2012/13	2011/12	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (September) changed by (0.8%)	Occupancy (September) :	48.8%	48.4%	0.8%
North Lake Tahoe Average Daily Rate for last month (September) changed by (2.9%)	ADR (September) :	\$184	\$179	2.9%
North Lake Tahoe RevPAR for last month (September) changed by (3.7%)	RevPAR (September) :	\$90	\$86	3.7%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (October) changed by (13.4%)	Occupancy (October)	26.6%	23.4%	13.4%
North Lake Tahoe Average Daily Rate for next month (October) changed by (6.5%)	ADR (October) :	\$159	\$149	6.5%
North Lake Tahoe RevPAR for next month (October) changed by (20.8%)	RevPAR (October) :	\$42	\$35	20.8%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (0.1%)	Occupancy	48.9%	48.8%	0.1%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (3.2%)	ADR	\$198	\$192	3.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (3.3%)	RevPAR	\$97	\$94	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 (0.8%)	Occupancy	13.2%	13.1%	0.8%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-5.3%)	ADR	\$229	\$241	-5.3%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-4.6%)	RevPAR	\$30	\$32	-4.6%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Sep, 30, 2012 vs. Previous Year				
Rooms Booked during last month (September, 2012) compared to Rooms Booked during the same period last year (September, 2011) for all arrival dates has changed by (-0.8%)	Booking Pace (September)	4.9%	4.9%	-0.8%

* 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.

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.

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RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2012/13 YTD (as of Sep 30, 2012) vs. 2011/12 YTD (as of Sep 30, 2011) vs. 2011/12 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 (2011/12 season)
 Data as of September 30, 2012 (2012/13 season)

Chart 1a - Occupancy Rate

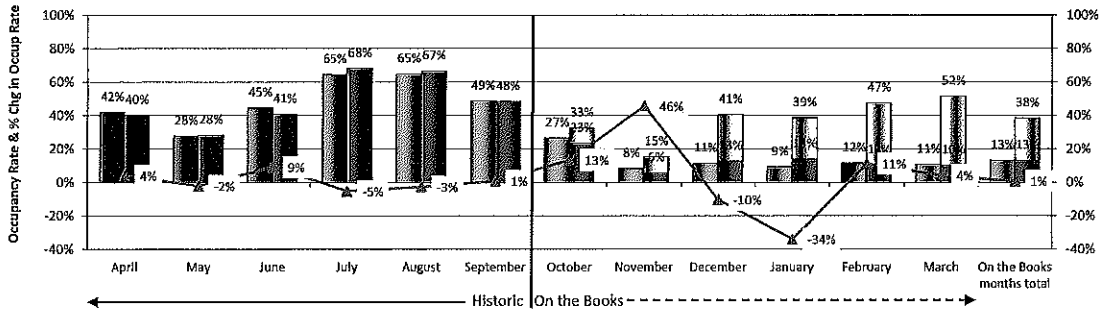


Chart 1b - Average Daily Rate

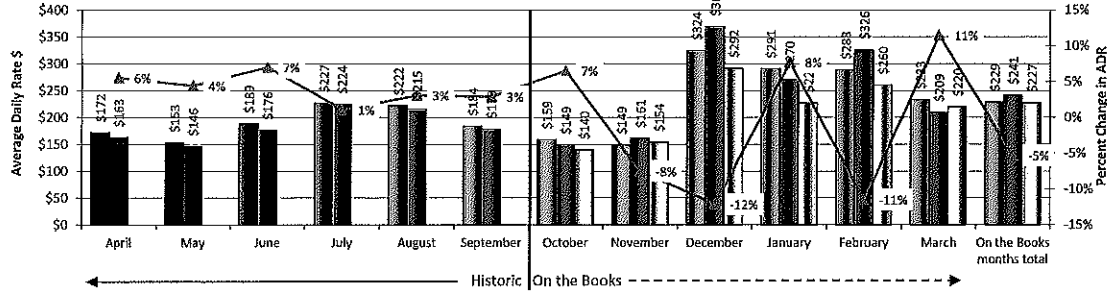


Chart 1c - Revenue Per Available Room

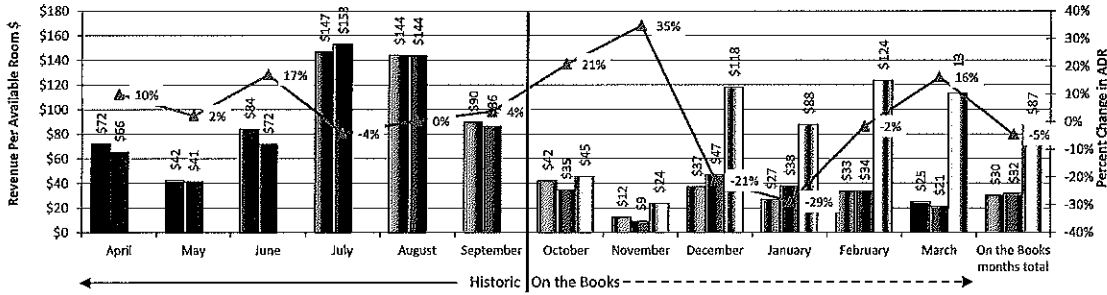
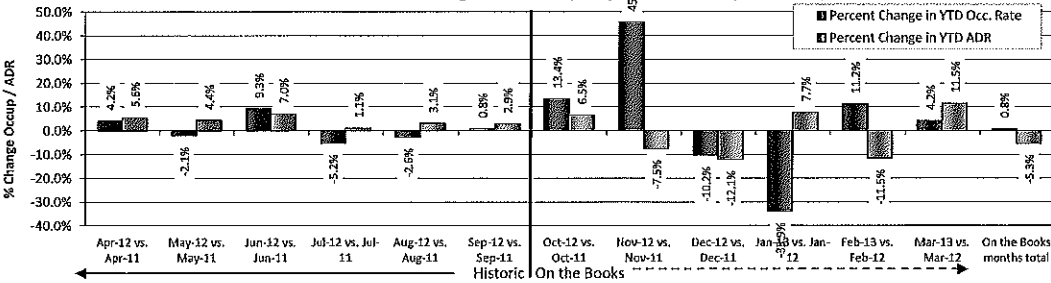


Chart 1d - % Change in YTD Occupancy and ADR: 2012/13 vs 2011/12





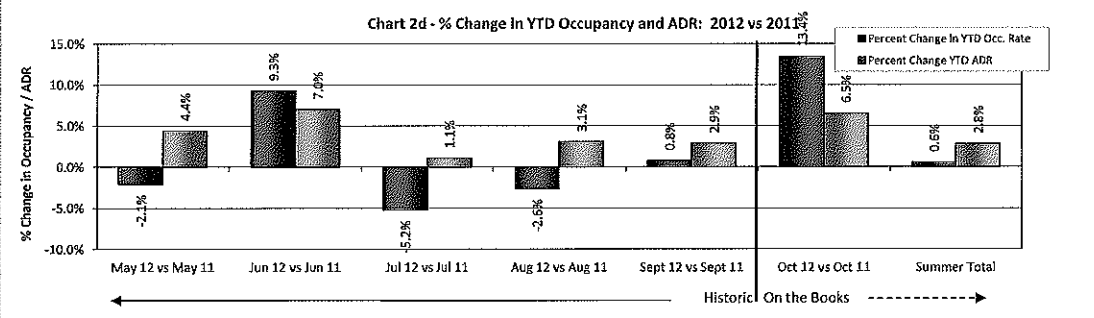
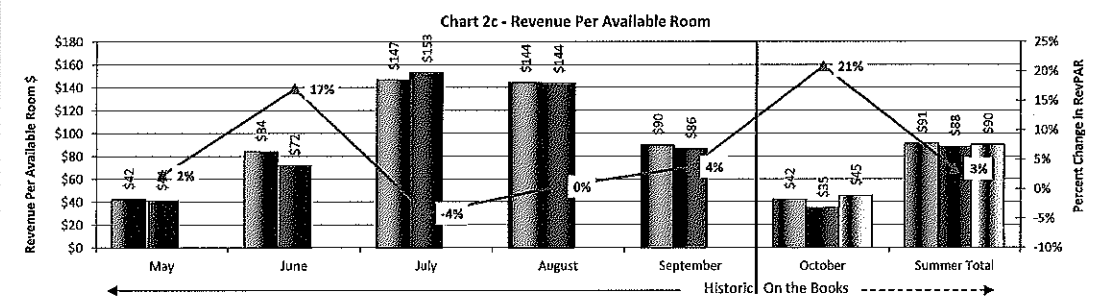
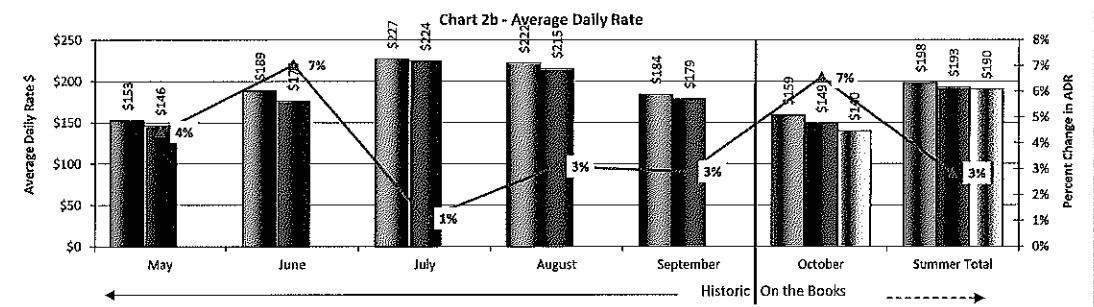
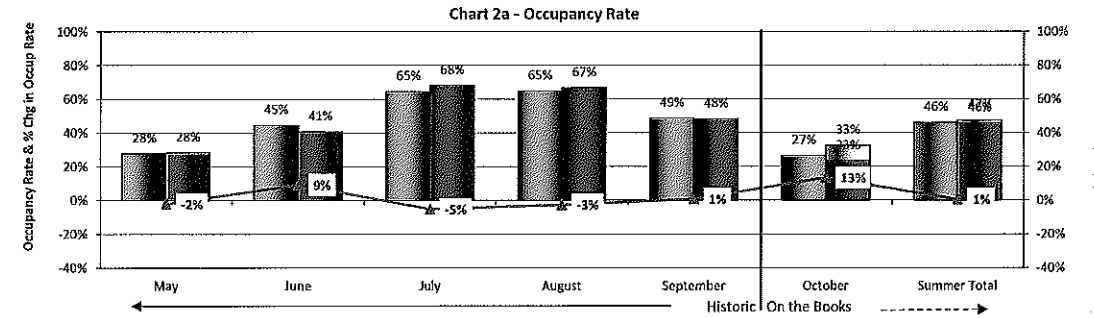
RESERVATIONS ACTIVITY REPORT
SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2012 YTD (as of Sep 30, 2012) vs. 2011 YTD (as of Sep 30, 2011) vs. 2011 Historical

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Historic Actual (2011 Season)
 Data as of September 30, 2012 (2012 Season)
 Data as of September 30, 2011 (2011 Season)
 Percent Change





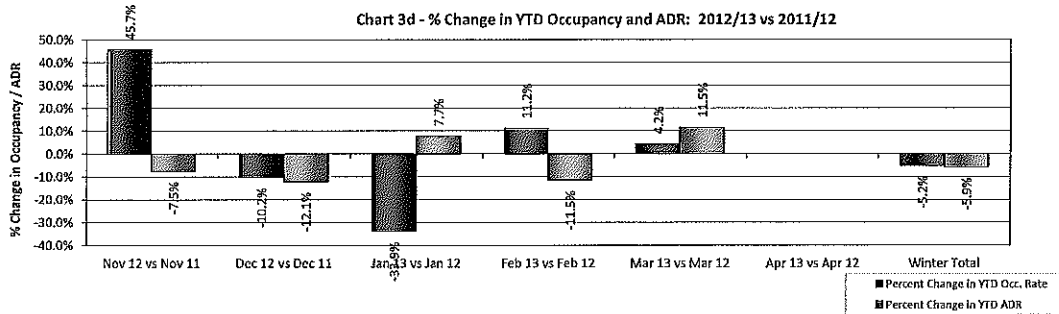
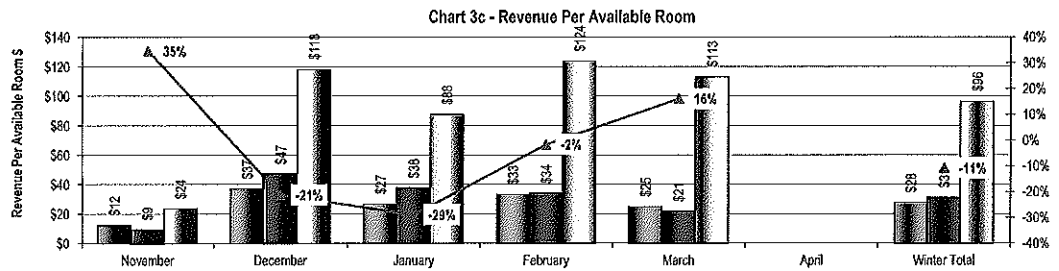
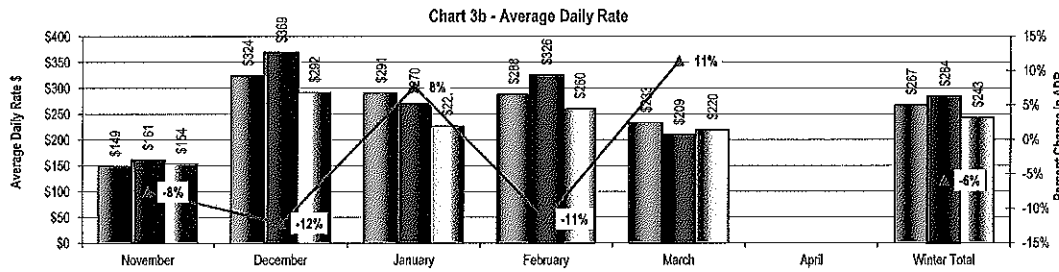
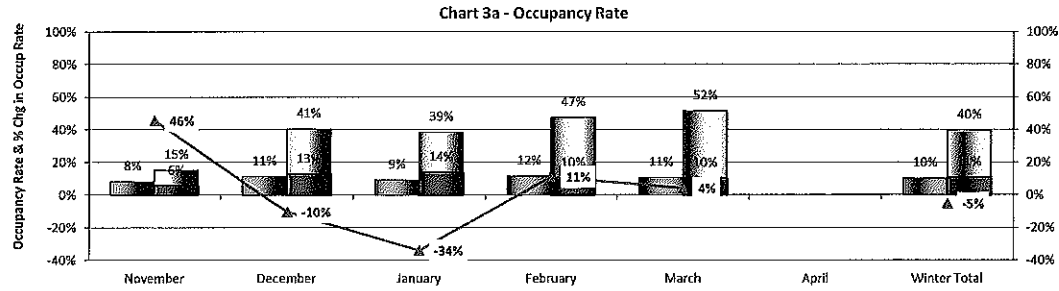
RESERVATIONS ACTIVITY REPORT
SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2012/13 YTD (as of Sep 30, 2012) vs. 2011/12 YTD (as of Sep 30, 2011) vs. 2011/12 Historical

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Historic Actual (2011/12 season)
 Data as of September 30, 2012 (2012/13 season)
 Data as of September 30, 2011 (2011/12 season)
 Percent Change



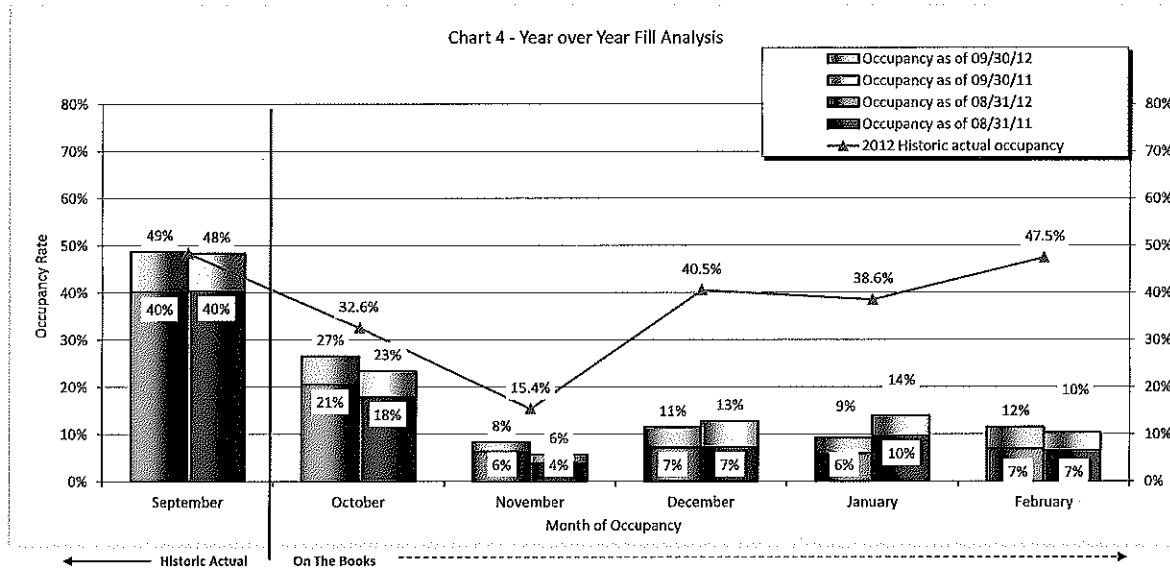


RESERVATIONS ACTIVITY REPORT
SECTION 4 - FILL ANALYSIS

2012 Occupancy Pace as of Sep 30, 2012 and Aug 31, 2012 versus same period 2011

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 Historic actual occupancy
	Occupancy as of 09/30/12	Occupancy as of 09/30/11	Absolute Change	Occupancy as of 08/31/12	Occupancy as of 08/31/11	Absolute Change	Incremental occupancy booked during Sep. 2012	Incremental occupancy booked during Sep. 2011	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
September	48.8%	48.4%	0.4%	40.3%	40.4%	-0.2%	8.5%	8.0%	0.5%	6.8%	48.4%
October	26.6%	23.4%	3.1%	20.6%	17.9%	2.7%	6.0%	5.5%	0.4%	7.9%	32.6%
November	8.3%	5.7%	2.6%	6.4%	3.9%	2.5%	1.9%	1.8%	0.1%	7.3%	15.4%
December	11.4%	12.7%	-1.3%	7.2%	7.2%	-0.1%	4.3%	5.5%	-1.2%	-22.4%	40.5%
January	9.2%	14.0%	-4.7%	6.0%	9.6%	-3.7%	3.3%	4.3%	-1.1%	-24.4%	38.6%
February	11.5%	10.4%	1.2%	6.9%	6.6%	0.3%	4.7%	3.8%	0.9%	22.7%	47.5%
Total	19.8%	19.6%	0.1%	14.9%	14.7%	0.2%	4.9%	4.9%	0.0%	-0.8%	38.0%

**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 month just ended.



RESERVATIONS ACTIVITY REPORT
SECTION 5A - SUPPORTING DATA TABLES
Bookings as of Sep 30, 2012

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 2012/13 VS. YTD 2011/12			Historic Actual Occup. Rate (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	Occup. Rate as of: September 30, 2012 (2012/13 season)	Occup. Rate as of: September 30, 2011 (2011/12 season)		
April		41.9%	40.2%	4.2%	11
May		27.7%	28.3%	-2.1%	11
June		44.6%	40.8%	9.3%	11
July		64.6%	68.2%	-5.2%	11
August		65.0%	66.7%	-2.6%	11
September	Historic Actual	48.8%	48.4%	0.8%	11
October	On the Books	26.6%	23.4%	13.4%	11
November		8.3%	5.7%	45.7%	10
December		11.4%	12.7%	-10.2%	11
January		9.2%	14.0%	-33.9%	11
February		11.5%	10.4%	11.2%	11
March		10.7%	10.2%	4.2%	11
Grand total		31.3%	31.2%	0.3%	43.8%
Historic months total		48.9%	48.8%	0.1%	48.8%
On the Books months total		13.2%	13.1%	0.8%	38.4%

AVERAGE DAILY RATE	ADR: YTD 2012/13 VS. YTD 2011/12			Historic Actual ADR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	ADR as of: September 30, 2012 (2012/13 season)	ADR as of: September 30, 2011 (2011/12 season)		
April		\$172	\$163	5.6%	11
May		\$153	\$146	4.4%	11
June		\$189	\$176	7.0%	11
July		\$227	\$224	1.1%	11
August		\$222	\$215	3.1%	11
September	Historic Actual	\$184	\$179	2.9%	11
October	On the Books	\$159	\$149	6.5%	\$140
November		\$149	\$161	-7.5%	\$154
December		\$324	\$369	-12.1%	\$292
January		\$291	\$270	7.7%	\$227
February		\$288	\$326	-11.5%	\$260
March		\$233	\$209	11.5%	\$220
Grand total		\$205	\$202	1.1%	\$207
Historic months total		\$198	\$192	3.2%	\$192
On the Books months total		\$229	\$241	-5.3%	\$227

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2012/13 VS. YTD 2011/12			Historic Actual RevPAR (2011/12 season)	# of Properties in Sample
	Month of Occupancy (2012/13 & 2011/12)	RevPAR as of: September 30, 2012 (2012/13 season)	RevPAR as of: September 30, 2011 (2011/12 season)		
April		\$72	\$66	10.0%	11
May		\$42	\$41	2.3%	11
June		\$84	\$72	17.0%	11
July		\$147	\$153	-4.2%	11
August		\$144	\$144	0.4%	11
September	Historic Actual	\$90	\$86	3.7%	11
October	On the Books	\$42	\$35	20.8%	\$45
November		\$12	\$9	34.8%	\$24
December		\$37	\$47	-21.1%	\$118
January		\$27	\$38	-28.8%	\$88
February		\$33	\$34	-1.6%	\$124
March		\$25	\$21	16.2%	\$113
Grand total		\$64	\$63	1.4%	\$91
Historic months total		\$97	\$94	3.3%	\$94
On the Books months total		\$30	\$32	-4.6%	\$87



RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Sep 30, 2012

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 2012 VS. YTD 2011</u>			Historic Actual Occup. Rate (2011 Season)
	Occup. Rate as of: September 30, 2012 (2012 Season)	Occup. Rate as of: September 30, 2011 (2011 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012 & 2011)				
May	27.7%	28.3%	-2.1%	
June	44.6%	40.8%	9.3%	
July	64.6%	68.2%	-5.2%	
August	65.0%	66.7%	-2.6%	
September Historic	48.8%	48.4%	0.8%	
October On the Books	26.6%	23.4%	13.4%	32.6%
Summer Total	46.2%	45.9%	0.6%	47.5%

AVERAGE DAILY RATE	<u>AVERAGE DAILY RATE: YTD 2012 VS. YTD 2011</u>			Historic Actual ADR (2011 Season)
	ADR as of: September 30, 2012 (2012 Season)	ADR as of: September 30, 2011 (2011 Season)	Percent Change YTD ADR	
Month of Occupancy (2012 & 2011)				
May	\$153	\$146	4.4%	
June	\$189	\$176	7.0%	
July	\$227	\$224	1.1%	
August	\$222	\$215	3.1%	
September Historic	\$184	\$179	2.9%	
October On the Books	\$159	\$149	6.5%	\$140
Summer Total	\$198	\$193	2.8%	\$190

REVENUE PER AVAILABLE ROOM	<u>RevPAR: YTD 2012 VS. YTD 2011</u>			Historic Actual RevPAR (2011 Season)
	RevPAR as of: September 30, 2012 (2012 Season)	RevPAR as of: September 30, 2011 (2011 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2012 & 2011)				
May	\$42	\$41	2.3%	
June	\$84	\$72	17.0%	
July	\$147	\$153	-4.2%	
August	\$144	\$144	0.4%	
September Historic	\$90	\$86	3.7%	
October On the Books	\$42	\$35	20.8%	\$45
Summer Total	\$91	\$88	3.4%	\$90



RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Sep 30, 2012

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 2012/13 VS. YTD 2011/12</u>			Historic Actual Occup. Rate (2011/12 season)
		Occup. Rate as of: September 30, 2012 (2012/13 season)	Occup. Rate as of: September 30, 2011 (2011/12 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	8.3%	5.7%	45.7%	15.4%
December		11.4%	12.7%	-10.2%	40.5%
January		9.2%	14.0%	-33.9%	38.6%
February		11.5%	10.4%	11.2%	47.5%
March		10.7%	10.2%	4.2%	51.5%
April					
Winter Total		10.3%	10.9%	-5.2%	39.7%

AVERAGE DAILY RATE		<u>ADR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual ADR (2011/12 season)
		ADR as of: September 30, 2012 (2012/13 season)	ADR as of: September 30, 2011 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	\$149	\$161	-7.5%	\$154
December		\$324	\$369	-12.1%	\$292
January		\$291	\$270	7.7%	\$227
February		\$288	\$326	-11.5%	\$260
March		\$233	\$209	11.5%	\$220
April					
Winter Total		\$267	\$284	-5.9%	\$243

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2012/13 VS. YTD 2011/12</u>			Historic Actual RevPAR (2011/12 season)
		RevPAR as of: September 30, 2012 (2012/13 season)	RevPAR as of: September 30, 2011 (2011/12 season)	Percent Change in YTD ADR	
Month of Occupancy (2012/13 & 2011/12)					
November	On the Books	\$12	\$9	34.8%	\$24
December		\$37	\$47	-21.1%	\$118
January		\$27	\$38	-28.8%	\$88
February		\$33	\$34	-1.6%	\$124
March		\$25	\$21	16.2%	\$113
April					
Winter Total		\$28	\$31	-10.8%	\$96

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CUSTOM QUARTERLY RESERVATIONS ACTIVITY REPORT
North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Sep 30, 2012

Executive Summary

		2012/13	2011/12	Year over Year % Diff
a. Last Quarter Performance: Current FY vs. Previous FY				
North Lake Tahoe Occupancy for last quarter changed by (-2.6%)	Occupancy Q1	59.5%	61.2%	-2.6%
North Lake Tahoe Average Daily Rate for last quarter changed by (2.1%)	ADR Q1	\$214	\$209	2.1%
North Lake Tahoe RevPAR for last quarter changed by (-0.6%)	RevPAR Q1	\$127	\$128	-0.6%
b. Next Quarter Performance: Current FY vs. Previous FY				
North Lake Tahoe Occupancy for next quarter changed by (9.3%)	Occupancy Q2	16.1%	14.8%	9.3%
North Lake Tahoe Average Daily Rate for next quarter changed by (-8.7%)	ADR Q2	\$200	\$219	-8.7%
North Lake Tahoe RevPAR for next month quarter changed by (-0.2%)	RevPAR Q2	\$32	\$32	-0.2%
c. Historical Quarters' Actual Performance: Current FY vs. Previous FY				
North Lake Tahoe Occupancy for the historic quarter(s) changed by (-2.6%)	Occupancy	59.5%	61.2%	-2.6%
North Lake Tahoe Average Daily Rate for the historic quarter(s) changed by (2.1%)	ADR	\$214	\$209	2.1%
North Lake Tahoe RevPAR for the historic quarter(s) changed by (-0.6%)	RevPAR	\$127	\$128	-0.6%
d. Future Quarters' On-The-Books Performance: Current FY vs. Previous FY				
North Lake Tahoe Occupancy for the upcoming quarter(s) changed by (0.8%)	Occupancy	13.2%	13.1%	0.8%
North Lake Tahoe Average Daily Rate for the upcoming quarter(s) changed by (-5.3%)	ADR	\$229	\$241	-5.3%
North Lake Tahoe RevPAR for the upcoming quarter(s) changed by (-4.6%)	RevPAR	\$30	\$32	-4.6%

* **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.

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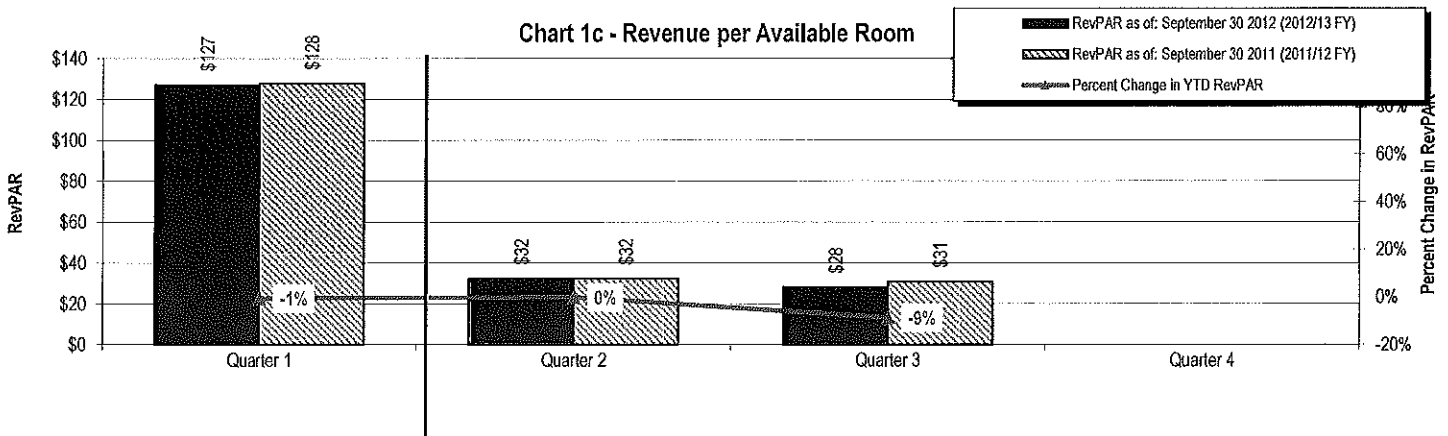
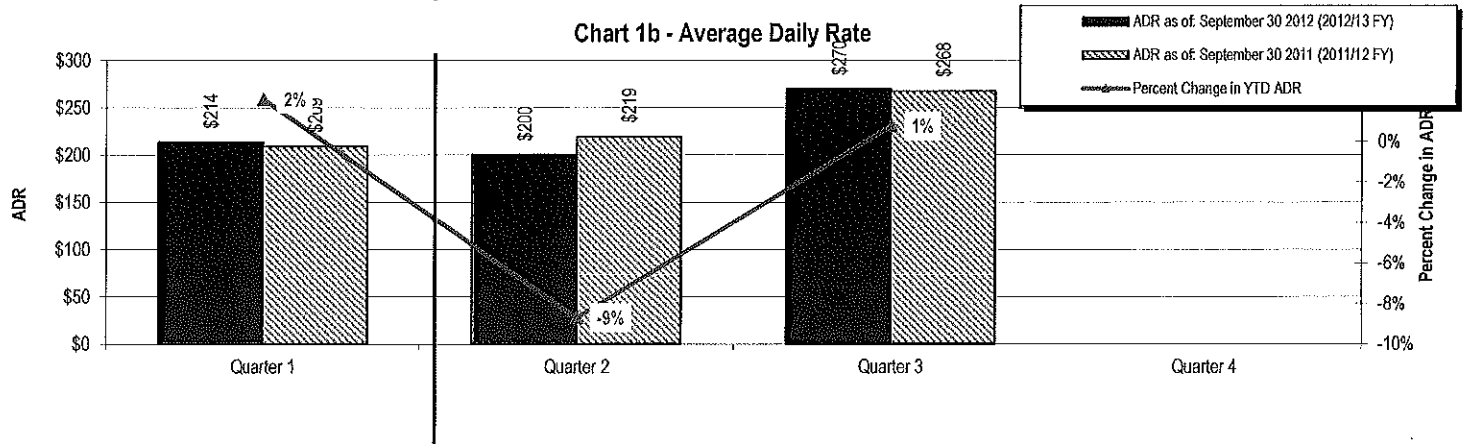
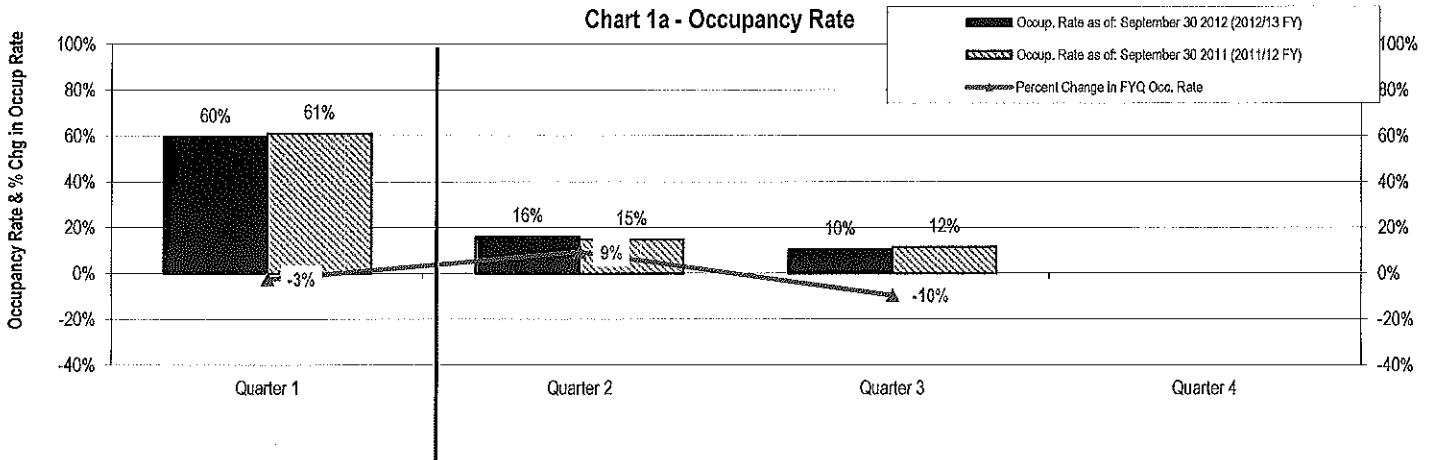
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NLTRA CUSTOM QUARTERLY RESERVATIONS ACTIVITY REPORT

SECTION 1: - 4 QUARTER STATIC SUMMARY GRAPHS

2012/13 FY (as of Sep 30, 2012) vs. 2011/12 FY (as of Sep 30, 2011)

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



NLTRA CUSTOM QUARTERLY RESERVATIONS ACTIVITY REPORT
SECTION 2 - SUPPORTING DATA TABLES
Bookings as of September 30, 2012

OCCUPANCY RATE		<u>OCCUPANCY RATE: FY 2012/13 vs FY 2011/12</u>		
		Occup. Rate as of: September 30 2012 (2012/13 FY)	Occup. Rate as of: September 30 2011 (2011/12 FY)	Percent Change in FYQ Occ. Rate
Quarter of Occupancy (FY 2012/13 & FY 2011/12)				
Quarter 1	Historic Actual	59.5%	61.2%	-2.6%
Quarter 2	On the Books	16.1%	14.8%	9.3%
Quarter 3		10.4%	11.5%	-9.6%
Quarter 4	▲			
Grand total		29.1%	29.5%	-1.1%
Historic Quarters Total		59.5%	61.2%	-2.6%
On the Books Quarters Total		13.2%	13.1%	0.8%

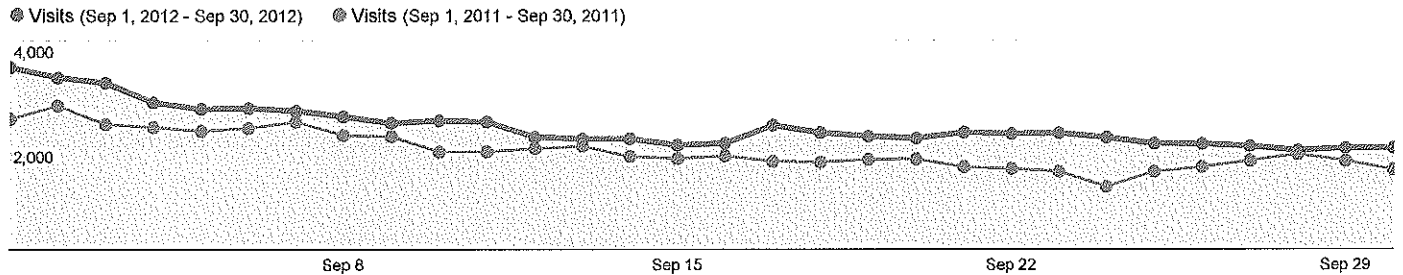
AVERAGE DAILY RATE		<u>ADR: FY 2012/13 vs FY 2011/12</u>		
		ADR as of: September 30 2012 (2012/13 FY)	ADR as of: September 30 2011 (2011/12 FY)	Percent Change in YTD ADR
Quarter of Occupancy (FY 2012/13 & FY 2011/12)				
Quarter 1	Historic Actual	\$214	\$209	2.1%
Quarter 2	On the Books	\$200	\$219	-8.7%
Quarter 3		\$270	\$268	0.8%
Quarter 4	▲			
Grand total		\$218	\$219	-0.3%
Historic Quarters Total		\$214	\$209	2.1%
On the Books Quarters Total		\$229	\$241	-5.3%

REVENUE PER AVAILABLE ROOM		<u>REVPAR: FY 2012/13 vs FY 2011/12</u>		
		RevPAR as of: September 30 2012 (2012/13 FY)	RevPAR as of: September 30 2011 (2011/12 FY)	Percent Change in YTD RevPAR
Quarter of Occupancy (FY 2012/13 & FY 2011/12)				
Quarter 1	Historic Actual	\$127	\$128	-0.6%
Quarter 2	On the Books	\$32	\$32	-0.2%
Quarter 3		\$28	\$31	-8.9%
Quarter 4	▲			
Grand total		\$63	\$64	-1.4%
Historic Quarters Total		\$127	\$128	-0.6%
On the Books Quarters Total		\$30	\$32	-4.6%

Visitors Overview

● ● change in % of visits: +0.00%

Overview



57,704 people visited this site

Visits: 24.18%
70,485 vs 56,768

Unique Visitors: 22.07%
57,704 vs 47,273

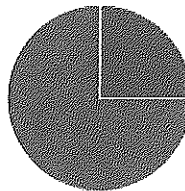
Pageviews: 7.72%
263,850 vs 244,951

Pages / Visit: -13.26%
3.74 vs 4.31

Avg. Visit Duration: -11.42%
00:02:48 vs 00:03:09

Bounce Rate: 12.05%
40.98% vs 36.58%

% New Visits: -2.49%
75.02% vs 76.93%



75.06% New Visitor

52,914 Visits

24.94% Returning Visitor

17,581 Visits

Language	Visits	% Visits
1. en-us		
Sep 1, 2012 - Sep 30, 2012	63,198	89.65%
Sep 1, 2011 - Sep 30, 2011	50,926	89.71%
% Change	24.10%	-0.07%
2. en		
Sep 1, 2012 - Sep 30, 2012	3,879	5.50%
Sep 1, 2011 - Sep 30, 2011	2,870	5.06%
% Change	35.16%	8.84%
3. en-gb		
Sep 1, 2012 - Sep 30, 2012	570	0.81%
Sep 1, 2011 - Sep 30, 2011	419	0.74%
% Change	36.04%	9.55%
4. pt-br		
Sep 1, 2012 - Sep 30, 2012	359	0.51%
Sep 1, 2011 - Sep 30, 2011	321	0.57%

	% Change	11.84%	-9.94%
5.	de-de		
	Sep 1, 2012 - Sep 30, 2012	336	0.48%
	Sep 1, 2011 - Sep 30, 2011	256	0.45%
	% Change	31.25%	5.69%
6.	es		
	Sep 1, 2012 - Sep 30, 2012	293	0.42%
	Sep 1, 2011 - Sep 30, 2011	285	0.50%
	% Change	2.81%	-17.21%
7.	es-es		
	Sep 1, 2012 - Sep 30, 2012	221	0.31%
	Sep 1, 2011 - Sep 30, 2011	206	0.36%
	% Change	7.28%	-13.61%
8.	fr		
	Sep 1, 2012 - Sep 30, 2012	167	0.24%
	Sep 1, 2011 - Sep 30, 2011	152	0.27%
	% Change	9.87%	-11.53%
9.	de		
	Sep 1, 2012 - Sep 30, 2012	155	0.22%
	Sep 1, 2011 - Sep 30, 2011	242	0.43%
	% Change	-35.95%	-48.42%
10.	zh-cn		
	Sep 1, 2012 - Sep 30, 2012	116	0.16%
	Sep 1, 2011 - Sep 30, 2011	88	0.16%
	% Change	31.82%	6.15%

[view full report](#)

SEPTEMBER PROPERTY REFERRALS (ALPHA LISTING)

REFFERALS

Agate Bay Realty Vacation Rentals	126
Agate Bay Realty Vacation Rentals Cool Deals	21
Alpine Rental Group	38
Americas Best Value Inn Tahoe City	145
Brockway Springs Resort	165
Cal Neva Resort Casino Hotel	201
Cal Neva Resort Casino Hotel Cool Deals	159
Cedar Glen Lodge	379
Cedar Glen Lodge Cool Deals	4
Chaney House	65
Chinquapin / Packard Realty	16
Club Tahoe Resort	59
Constellation Residences at Northstar	94
Cottage Inn at Lake Tahoe	149
Ferrari's Crown Resort	111
Firelite Lodge	71
Franciscan Lakeside Lodge	224
Goldfish Properties	51
Granlibakken Conference Center & Resort	199
Granlibakken Conference Center & Resort Cool Deals	246
Hauserman Rental Group	100
Holiday House	143
Hyatt Regency Lake Tahoe Resort, Spa and Casino	485
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	661
Ice Lakes Lodge at Royal Gorge XC Ski Resort	60
Incline at Tahoe Realty	107
Incline Vacation Rentals	71
Incline Vacation Rentals Cool Deals	54
Kingswood Village Vacation Rentals	54
Lake of the Sky Motor Inn	66
Lake Tahoe Accommodations	52
Lake Tahoe Accommodations.	73
Lake Tahoe Deluxe Vacation Rentals	88
LakeFrontHouse.com	47
Martis Valley Associates Property Rentals	14
Meeks Bay Resort & Marina	95
Mother Natures Inn	96
Mourelatos Lakeshore Resort	189
Mourelatos Lakeshore Resort Cool Deals	164
North Tahoe Rental Company	50
Northstar Condominiums	86
Northstar Mountain Home Vacation Rentals	60
Northstar Resort	263
Northstar Resort Cool Deals	140
Olympic Village Inn	63

Painted Rock Lodge	130
Parkside Inn at Incline	78
PepperTree Inn	129
PlumpJack Squaw Valley Inn	112
Rainbow Lodge	72
Red Wolf Lakeside Lodge	85
Red Wolf Lodge at Squaw Valley	24
RedAwning.com Vacation Rentals	96
RedAwning.com Vacation Rentals Cool Deals	16
Resort at Squaw Creek	165
Resort at Squaw Creek Cool Deals	19
River Ranch Lodge and Restaurant	131
Rustic Cottage Inn	61
Shooting Star Bed & Breakfast	72
Shooting Star Bed & Breakfast Cool Deals	43
Shore House at Lake Tahoe	169
Squaw Valley Lodge	94
Squaw Valley Lodge Cool Deals	52
Stanford Alpine Chalet	155
Stay In Lake Tahoe	172
Stay In Lake Tahoe Cool Deals	17
Stevenson's Holliday Inn	92
Sunnyside Restaurant & Lodge	251
Tahoe Biltmore Lodge & Casino	288
Tahoe Biltmore Lodge & Casino Cool Deals	151
Tahoe City Inn	76
Tahoe City Inn Cool Deals	91
Tahoe Edgelake Beach Club	21
Tahoe Exclusive Properties - Carr Long Real Estate	30
Tahoe Exclusive Vacation Rentals	44
Tahoe Getaways Vacation Rentals	426
Tahoe Getaways Vacation Rentals Cool Deals	52
Tahoe Luxury Properties	124
Tahoe Marina Lodge	72
Tahoe Mountain Club	62
Tahoe Mountain Resorts Lodging	91
Tahoe Mountain Resorts Lodging Cool Deals	93
Tahoe North Shore Lodge	26
Tahoe Real Estate Group	1
Tahoe Sands Resort	47
Tahoe Tavern Properties	40
Tahoe Vista Lodge and Cabins	8
Tahoe Vistana Inn	62
Tahoe Woodside Vacation Rentals	38
TahoeRentals.com ~ Wells and Bennett Realtors	101
Tahoma Lodge	105
Tahoma Meadows Bed & Breakfast Cottages	76

Tahoma Meadows Bed & Breakfast Cottages Cool Deals	134
Tamarack Lodge	43
The Border House	115
The Lodge at Sugar Bowl	65
The Ritz-Carlton, Lake Tahoe	214
The Ritz-Carlton, Lake Tahoe Cool Deals	326
The Village at Squaw Valley	148
The Village at Squaw Valley Cool Deals	826
Vacasa Rentals	37
Vacation Station, Inc.	79
Vacation Tahoe by O'Neal Brokers	29
Waters of Tahoe Properties	109
West Lake Properties at Tahoe	43
West Shore Cafe & Inn	117
	12449

SEPTEMBER PROPERTY REFERRALS (TOTALS LISTING)	REFFERALS
The Village at Squaw Valley Cool Deals	826
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	661
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Cedar Glen Lodge Cool Deals	4
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	12449

And
up we
go.



August 2012
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport

September 26, 2012



U.S. DOMESTIC INDUSTRY OVERVIEW FOR AUGUST 2012
All RNO Carriers Systemwide – year over year comparison

Average Load Factor:	87.4%, up 0.9 pts.
Number of Flights *:	Down (4.7%)
Capacity of Seats *:	Down (3.6%)
Crude Oil **:	\$94.13 per barrel in August 2012 vs. \$86.33 per barrel in August 2011

RNO OVERVIEW FOR AUGUST 2012 – year over year comparison

Total Passengers:	Down (2.9%)
Avg. Enplaned Load Factor:	86.9% up 4.6 pts.
Passenger Flights:	Down (8.0%)
Total Seats:	Down (12.4%)
Total Cargo:	Up 7.8%

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

HIGHLIGHTS

Aug. 2012 vs. Aug. 2011

**Total Passengers
Down (2.9%)**

**Enplaned Passengers
Down (3.7%)**

**Deplaned Passengers
Down (2.1%)**

**Average Enplaned Load
Factor
86.9%, up 4.6 points**

**Total Cargo
Up 7.8%**

AUGUST 2012 SUMMARY

Reno-Tahoe International Airport (RNO) served 350,934 passengers in August 2012, a decrease of (2.9%) versus the same period last year. This represents the smallest year-over-year decline reported in the past 11 months. The main reasons for the year-over-year passenger decline at RNO are fewer conventions and events in the Reno/Sparks region and the lack of charter flights at RNO. In addition, high fuel costs, which are typically passed on to travelers, played a role in suppressing air travel demand as the airlines raised air fares five times in the last eight months. Domestically, Airlines Reporting Corporation (ARC), which captures transaction data from airlines, travel agencies and other travel suppliers, reported a decline of (2.0%) in the number of transactions during the month of August, reflecting a nationwide decrease in travel. Calendar year-to-date passenger traffic at RNO is down (8.4%) at 2,396,005.

Reno-Tahoe International Airport handled 10,398,754 pounds of cargo in August 2012, an increase of 7.8% versus August of last year. The growth in cargo volume is primarily driven by a general increase in domestic air cargo demand. The U.S. Census Bureau reported that overall retail sales increased 4.4% in August 2012 versus August 2011. Non-store retailers (i.e. e-commerce) sales increased 10.6% for the same period, a large contributor to northern Nevada air cargo. Calendar year-to-date cargo volume at RNO is down (0.6%) at 73,071,634 pounds.

However, globally there are mixed results. Several cargo airlines have reduced capacity due to weak demand caused by instability and uncertainty in the world's major economies, as reported by airlines in Asia and Europe. As an example, Cathay Pacific Airline, one of the largest cargo carriers, reported a year-over-year decrease of (6.9%) in cargo volume in August 2012. Air France-KLM and Lufthansa Cargo reported a decrease of (7.8%) and (8.0%) for the same period.





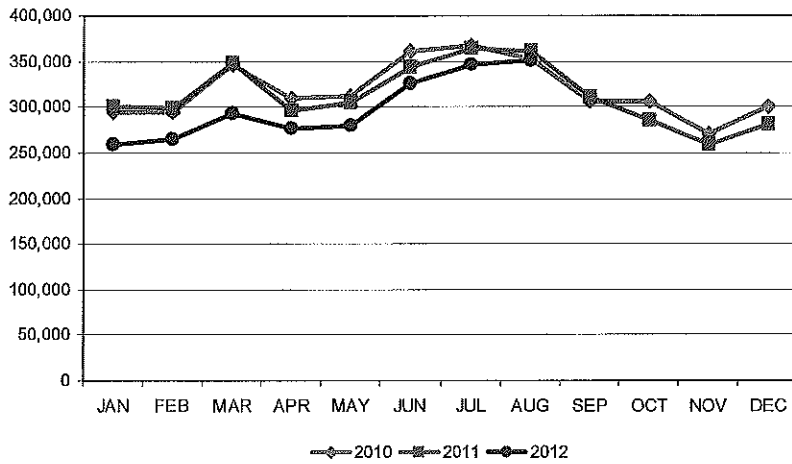
In August 2012, RNO was served by six major airlines providing 67 nonstop departures each day to 15 destinations. RNO reported a (8.0%) decrease in the number of flights and a (12.4%) decrease in total seats versus August 2011. The U.S. domestic airlines are forced to eliminate excess capacity from their networks to offset high operating costs. United Airlines reduced its non-stop flights to Denver from four flights a day to three flights a day. United Airlines also reduced its non-stop daily flights to Los Angeles from three flights a day to one flight a day.

However, Alaska Airlines began two non-stop daily flights between Reno and San Jose on June 4, providing outstanding connections to the entire Alaska network each day. In addition, American Airlines increased its non-stop flights between Reno and Los Angeles from three flights a day to four flights a day on August 21.

Effective January 6, 2013, Southwest Airlines will offer new non-stop seasonal flights between Reno and Ontario, California. The new flight will enhance Reno's connections to the L.A. Basin area during the peak ski season.

In August 2012, the average enplaned load factor for scheduled airlines was 86.9%, 4.6 load factor points higher than in the August of the prior year. This represents the highest load factor at RNO since August 2009.

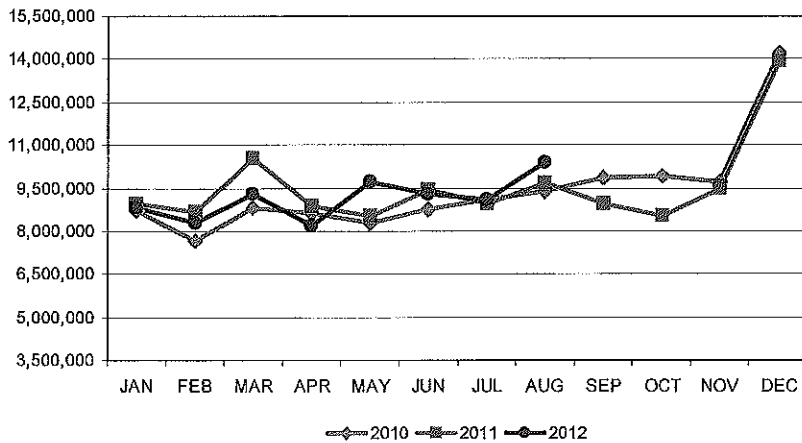
Total Passengers



TOTAL PASSENGERS

In August 2012, total passenger traffic at RNO decreased (2.9%) versus last year. Year-over-year passenger traffic of Alaska Airlines increased 41.5%, US Airways was up 4.5% and Southwest Airlines reported an increase of 0.1%. Delta Air Lines' passenger traffic decreased (21.3%), United Airlines was down (18.6%) and American Airlines reported a passenger traffic decline of (0.4%) for the same period.

Total Cargo

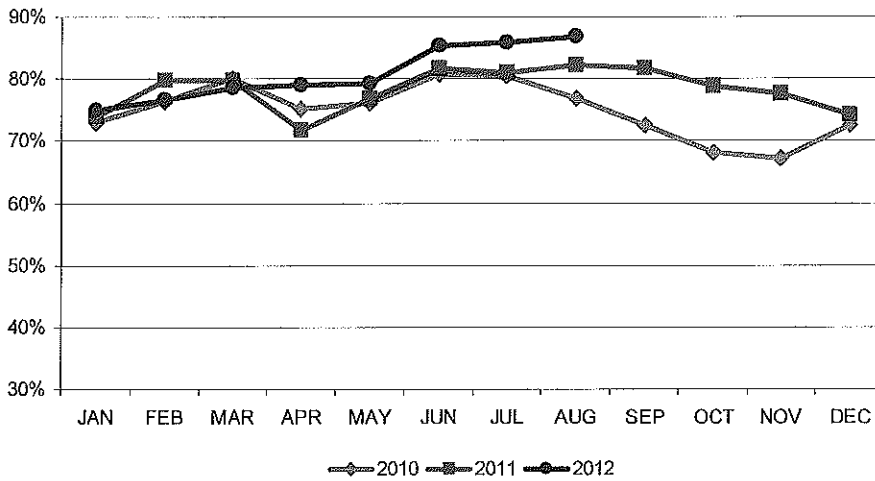


TOTAL CARGO

Total cargo volume at RNO increased 7.8% in August 2012 versus the same period last year. Year-over-year cargo volume of UPS and FedEx was up 26.4% and 0.8% respectively. Ameriflight reported a decrease of (6.4%) for the same period.

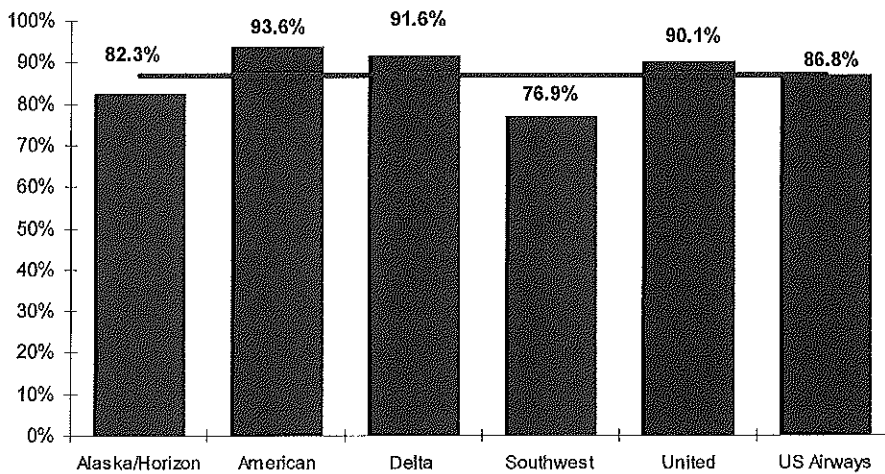


Average Enplaned Load Factors



Load Factors August 2012			
Airline	RNO	Network	Difference
Alaska	82.3%	88.4%	(6.1)
American	93.6%	85.8%	7.8
Delta	91.6%	87.8%	3.8
Southwest	76.9%	84.2%	(7.3)
United	90.1%	86.6%	3.5
US Airways	86.8%	87.3%	(0.5)

Enplaned Load Factors by Airlines

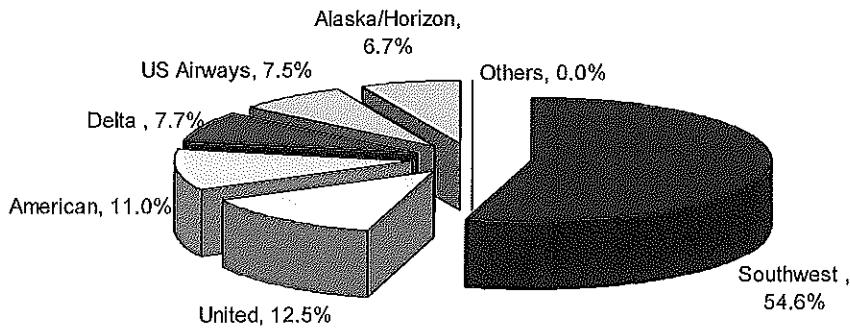


AIRLINE LOAD FACTORS

In August 2012, the average enplaned load factor at RNO was 86.9%, an increase of 4.6 load factor points versus last year.



Air Carrier Market Share



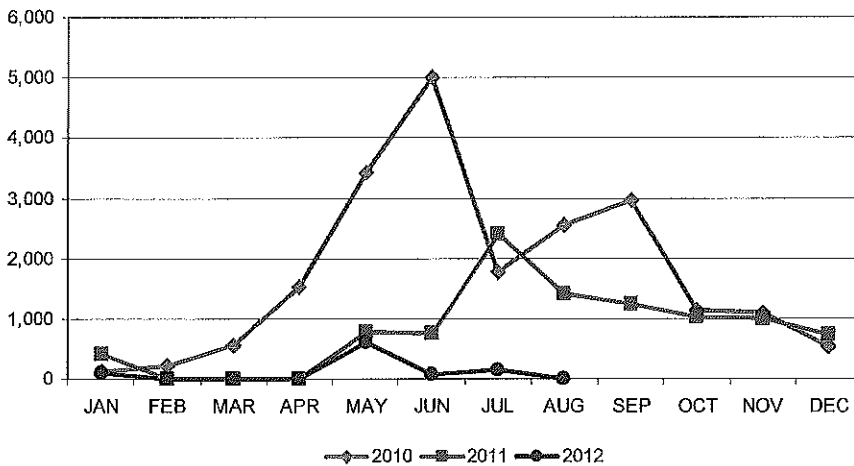
AIRLINE MARKET SHARE

In August 2012, Southwest Airlines carried a total of 191,511 passengers with a passenger market share of 54.6%. The next highest market share was United Airlines at 12.5% followed by American Airlines with 11.0%, Delta Air Lines with 7.7%, US Airways at 7.5% and Alaska Airlines carried 6.7% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	Aug-12	Aug-11	YOY Change
Alaska/Horizon	6.7%	4.6%	2.1
American	11.0%	10.7%	0.3
Delta	7.7%	9.5%	(1.8)
Southwest	54.6%	52.9%	1.6
United	12.5%	14.9%	(2.4)
US Airways	7.5%	7.0%	0.5
Others	0.0%	0.3%	(0.3)

Total Domestic Charter Passengers

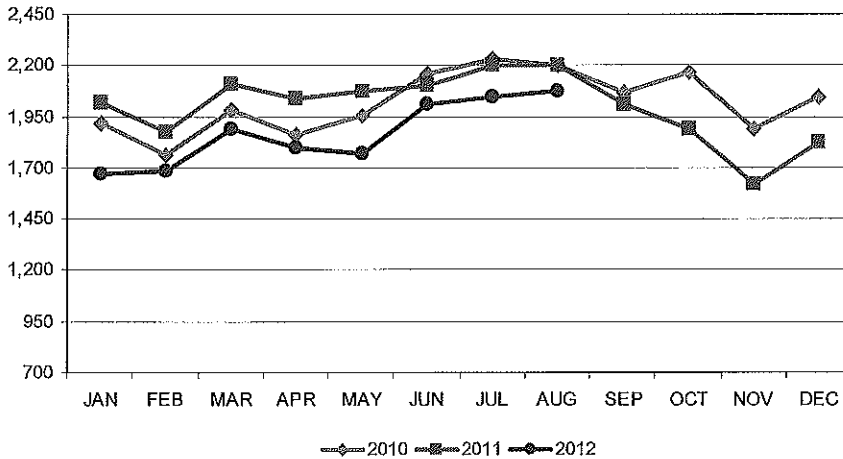


DOMESTIC CHARTER PASSENGERS

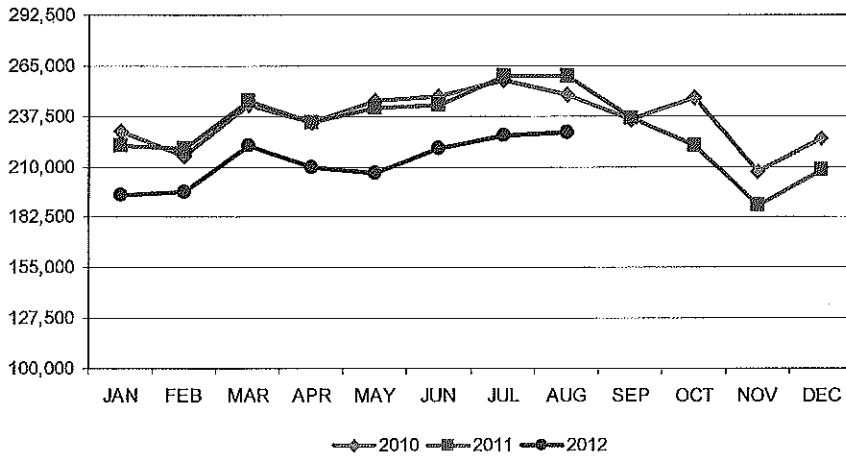
There was no charter activity at RNO during the month of August 2012.



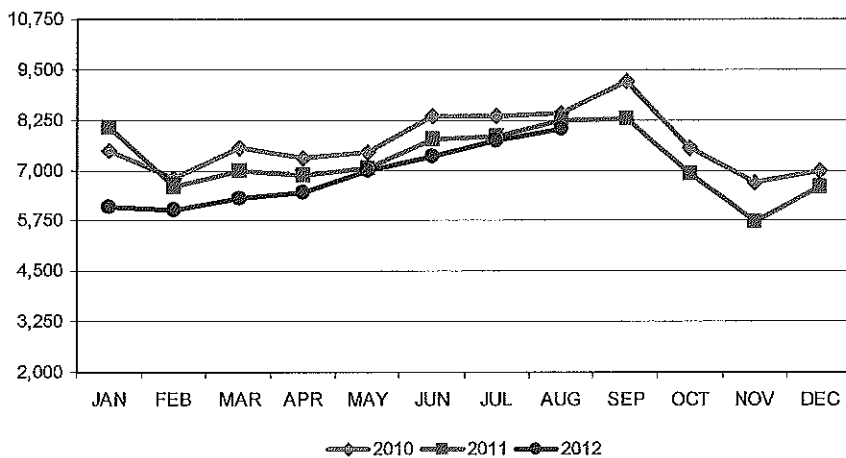
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

- Started twice daily non-stop service to San Jose in June 2012.

American Airlines

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day on August 21, 2012.

Delta Air Lines

- Non-stop seasonal flight to Minneapolis was temporarily discontinued in June 2012 and is expected to return during the winter holidays.

Southwest Airlines

- Eliminated non-stop service to Boise in January 2012.
- Eliminated non-stop service to San Jose in April 2012.
- Begins non-stop daily flights (seasonal) to Ontario, CA in January 2013.

United Airlines

- Non-stop daily flight to Houston was temporarily discontinued during the last week of August. This flight is scheduled to return in December 2012.

TOTAL OPERATIONS

A total of 8,027 operations occurred at RNO in August 2012, down (2.5%) versus the same period last 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-12						
	Passengers		YOY % Change	Passengers		YOY % Change
	2010	2011		2012		
JAN	293,756	300,125	2.2%	259,012	-13.7%	
FEB	294,662	299,090	1.5%	265,017	-11.4%	
MAR	346,846	348,583	0.5%	292,939	-16.0%	
1st Quarter	935,264	947,798	1.3%	816,968	-13.8%	
APR	309,533	295,537	-4.5%	275,926	-6.6%	
MAY	312,378	304,220	-2.6%	279,857	-8.0%	
JUN	361,406	343,054	-5.1%	325,260	-5.2%	
2nd Quarter	983,317	942,811	-4.1%	881,043	-6.6%	
JUL	367,997	364,849	-0.9%	347,060	-4.9%	
AUG	352,764	361,348	2.4%	350,934	-2.9%	
SEP	306,045	311,031	1.6%			
3rd Quarter	1,026,806	1,037,228	1.0%			
OCT	306,953	285,490	-7.0%			
NOV	270,586	259,425	-4.1%			
DEC	300,467	281,403	-6.3%			
4th Quarter	878,006	826,318	-5.9%			
TOTAL	3,823,393	3,754,155	-1.8%			
YTD Total		2,616,806		2,396,005	-8.4%	

Total Scheduled Enplaned Passengers August-12				
	2010	2011	2012	YOY % Change
	JAN	148,805	151,753	131,484
FEB	145,935	149,253	131,201	-12.1%
MAR	173,783	176,029	148,163	-15.8%
APR	155,967	148,920	138,938	-6.7%
MAY	154,683	151,672	138,309	-8.8%
JUN	173,887	169,309	161,607	-4.5%
JUL	184,017	179,717	172,563	-4.0%
AUG	174,797	178,906	173,097	-3.2%
SEP	154,522	158,663		
OCT	154,380	143,851		
NOV	134,723	129,071		
DEC	145,532	136,483		
TOTAL	1,901,031	1,873,627		
YTD Total		1,305,559	1,195,362	-8.4%

Total Deplaned Passengers August-12				
	2010	2011	2012	YOY % Change
	JAN	144,826	148,053	127,179
FEB	148,506	149,837	133,816	-10.7%
MAR	172,823	172,554	144,776	-16.1%
APR	152,986	146,617	136,988	-6.6%
MAY	155,702	152,207	141,282	-7.2%
JUN	184,651	173,343	163,571	-5.6%
JUL	183,031	183,814	174,432	-5.1%
AUG	176,391	181,611	177,837	-2.1%
SEP	150,035	151,844		
OCT	151,999	141,158		
NOV	134,860	129,993		
DEC	154,682	144,557		
TOTAL	1,910,492	1,875,588		
YTD Total		1,308,036	1,199,881	-8.3%

Total Cargo August-12						
	2010	2011	YOY % Change	2012		YOY % Change
	Cargo in Pounds			Pounds	Metric Tons	
JAN	8,695,804	8,959,543	3.0%	8,813,491	3,997	-1.6%
FEB	7,679,924	8,674,321	12.9%	8,274,037	3,752	-4.6%
MAR	8,814,895	10,513,446	19.3%	9,304,722	4,220	-11.5%
1st Quarter	25,190,623	28,147,310	11.7%	26,392,250	11,969	-6.2%
APR	8,633,892	8,870,669	2.7%	8,175,766	3,708	-7.8%
MAY	8,273,448	8,510,228	2.9%	9,706,074	4,402	14.1%
JUN	8,737,038	9,437,259	8.0%	9,302,777	4,219	-1.4%
2nd Quarter	25,644,378	26,818,156	4.6%	27,184,617	12,329	1.4%
JUL	9,113,694	8,932,737	-2.0%	9,096,013	4,125	1.8%
AUG	9,388,206	9,646,833	2.8%	10,398,754	4,716	7.8%
SEP	9,871,400	8,958,988	-9.2%			
3rd Quarter	28,373,300	27,538,558	-2.9%			
OCT	9,915,411	8,527,399	-14.0%			
NOV	9,706,711	9,494,432	-2.2%			
DEC	14,186,519	13,928,256	-1.8%			
4th Quarter	33,808,641	31,950,087	-5.5%			
TOTAL	102,358,767	113,016,942	10.4%			
YTD Total		73,545,036		73,071,634	33,139	-0.6%

Load Factors August-12				
	Enplaned PAX	Aug-12	Aug-11	Diff.
Alaska/Horizon	11,127	82.3%	87.5%	-5.2
American	19,310	93.6%	92.2%	1.4
Delta	13,341	91.6%	82.0%	9.6
Southwest	94,634	76.9%	67.2%	9.7
United	21,815	90.1%	82.8%	7.3
US Airways	12,870	86.8%	82.2%	4.6

Source: RNO Monthly Flight Activity Reports

Monthly Report September 2012
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/12:	\$1,136,568	\$1,632,151	-30%
Forecasted Commission for this Revenue:	\$50,006	\$134,787	-63%
Number of Room Nights:	7097	9410	-25%
Number of Delegates:	3168	4549	-30%
Annual Revenue Goal:	\$1,750,000	\$1,700,000	
Annual Commission Goal:	\$75,000	\$125,000	
Number of Tentative Bookings:	61	39	56%

<u>Monthly Detail/Activity</u>	<u>September-12</u>	<u>September-11</u>	
<u>Number of Groups Booked:</u>	8	5	60%
Revenue Booked:	\$145,737	\$464,992	-69%
Projected Commission:	\$8,299	\$46,076	
Room Nights:	910	1758	-48%
Number of Delegates:	368	823	-55%
Booked Group Types:	1 Corp, 5 Assoc., 2 Film	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	2	0	

<u>Arrived in the month</u>	<u>September-12 Est.</u>	<u>September-11</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$113,538	\$371,268	-69%
Projected Commission:	\$9,822	\$36,583	-73%
Room Nights:	746	541	38%
Number of Delegates:	357	220	62%
Arrived Group Types:	4 Corp., 2 Assoc., Smf	1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	1	5	-80%
Revenue Booked:	\$2,902	\$464,992	-99%
Projected Commission:	\$0	\$46,076	
Room Nights:	25	1758	-99%
Number of Delegates:	25	823	-97%
Booked Group Types:	1 Film Crew	3 Corp, 1 Smf, 1	
Lost Business, # of Groups:	3	0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	6	4	
Revenue Arrived:	\$372,770	\$371,268	0%
Projected Commission:	\$23,733	\$36,583	-35%
Room Nights:	2033	541	276%
Number of Delegates:	656	220	198%
Arrived Group Types:	2 Corp, 2 Assoc., 1Smf 1 Film Crew	1 Corp., 1 Assoc.	

Monthly Detail/Activity	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	9	5	80%
Revenue Booked:	\$168,743	\$737,507	-77%
Projected Commission:	\$6,118	\$36,875	-83%
Room Nights:	953	2873	-67%
Number of Delegates:	379	890	-57%
Booked Group Types:	5 Corp, 1 Assoc. 3 Smerf	1 Corp, 4 Assoc	
Lost Business, # of Groups:	4	0	
<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$82,912	\$61,096	36%
Projected Commission:	\$0	\$4,855	
Room Nights:	426	541	-21%
Number of Delegates:	192	220	-13%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 1 Assoc.	

Future Year Bookings, booked in this fiscal year:

		(Goal)
For 2013/14:	\$1,371,330	\$1,200,000
For 2014/15:	\$2,699,256	\$800,000

NUMBER OF LEADS Generated as of 9/30/12: 35

Total Number of Leads Generated in Previous Years:

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

Monthly Report September 2012
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 12/13

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 12/13</u>	<u>FY 11/12</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/12:	\$222,528	\$146,945	51%
Forecasted Commission for this Revenue:	\$14,184	\$7,630	86%
Number of Room Nights:	2281	1823	25%
Number of Delegates:	1802	1205	50%
Annual Commission Goal:	\$16,000	\$15,000	

Monthly Detail/Activity	<u>September-12</u>	<u>September-11</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$21,917	\$4,455	392%
Projected Commission:	\$1,113	\$668	67%
Room Nights:	206	50	312%
Number of Delegates:	302	50	504%
Booked Group Types:	1 Assoc. and 1 Smf	1 Smf	

<u>Arrived in the month</u>	<u>September-12</u> *Est.	<u>September-11</u>	
Number of Groups:	2	1	
Revenue Arrived:	\$9,144	\$4,459	105%
Projected Commission:	\$1,371	\$668	105%
Room Nights:	100	47	113%
Number of Delegates:	70	50	40%
Arrived Group Types:	1 Assoc. and 1 Smf.	1 Smf	

Monthly Detail/Activity	<u>August-12</u>	<u>August-11</u>	
<u>Number of Groups Booked:</u>	0	0	
Revenue Booked:	\$0	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	0	0	
Number of Delegates:	0	0	
Booked Group Types:		0	

<u>Arrived in the month</u>	<u>August-12</u>	<u>August-11</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$31,325	\$33,959	
Projected Commission:	\$4,698	\$5,093	
Room Nights:	175	372	
Number of Delegates:	90	75	
Arrived Group Types:	1 Corp.	1 Govt.	

Monthly Detail/Activity	<u>July-12</u>	<u>July-11</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$5,004	\$0	
Projected Commission:	\$500	\$0	
Room Nights:	40	0	

Number of Delegates:	40	0
Booked Group Types:	1 Assoc.	0
Lost Business, # of Groups:	0	2

<u>Arrived in the month</u>	<u>July-12</u>	<u>July-11</u>
Number of Groups:	1	0
Revenue Arrived:	\$10,103	\$0
Projected Commission:	\$1,515	\$0
Room Nights:	60	0
Number of Delegates:	40	0
Arrived Group Types:	1 Smerf	0

NUMBER OF LEADS Generated as of 9/30/12: 35

Total Number of Leads Generated in Previous Years:

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