



September 2014

Marketing Standing
Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of August 31, 2014

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,547 Units ("DestiMetrics Census"*)

		2014/15	2013/14	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (August) changed by (14.2%)	Occupancy (August) :	75.4%	66.0%	14.2%
North Lake Tahoe Average Daily Rate for last month (August) changed by (14.2%)	ADR (August) :	\$294	\$258	14.2%
North Lake Tahoe RevPAR for last month (August) changed by (30.5%)	RevPAR (August) :	\$222	\$170	30.5%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (September) changed by (-7.2%)	Occupancy (September)	45.2%	48.7%	-7.2%
North Lake Tahoe Average Daily Rate for next month (September) changed by (2.4%)	ADR (September) :	\$212	\$208	2.4%
North Lake Tahoe RevPAR for next month (September) changed by (-5.1%)	RevPAR (September) :	\$96	\$101	-5.1%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.3%)	Occupancy	51.2%	47.7%	7.3%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (6.9%)	ADR	\$237	\$222	6.9%
North Lake Tahoe RevPAR for the prior 6 months changed by (14.7%)	RevPAR	\$121	\$106	14.7%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (-7.5%)	Occupancy	16.7%	18.0%	-7.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-3.6%)	ADR	\$225	\$234	-3.6%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (-10.8%)	RevPAR	\$38	\$42	-10.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2014 vs. Previous Year				
Rooms Booked during last month (August, 2014) compared to Rooms Booked during the same period last year (August, 2013) for arrival August to January has changed by (33.5%)	Booking Pace (August)	6.3%	4.7%	33.5%

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

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

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

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

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

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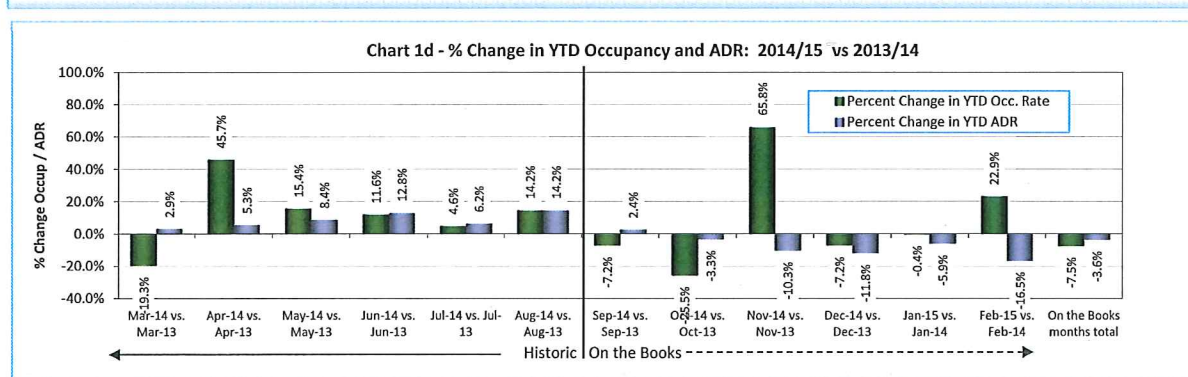
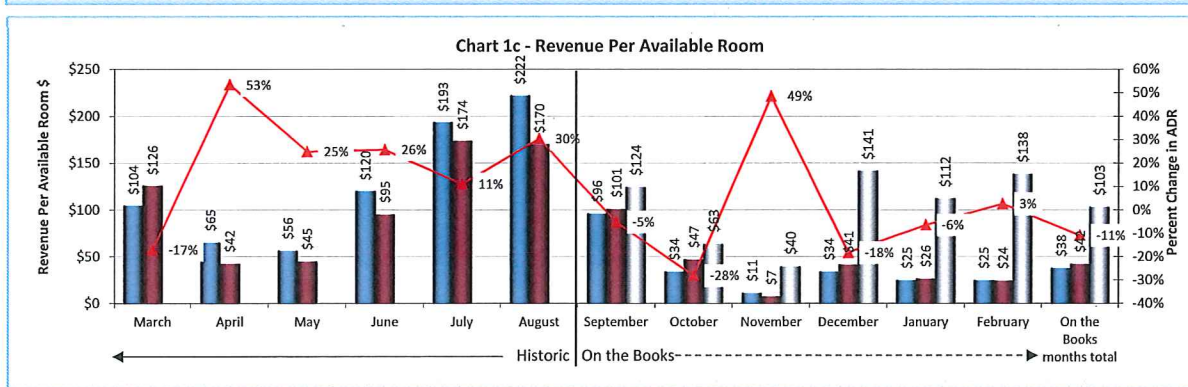
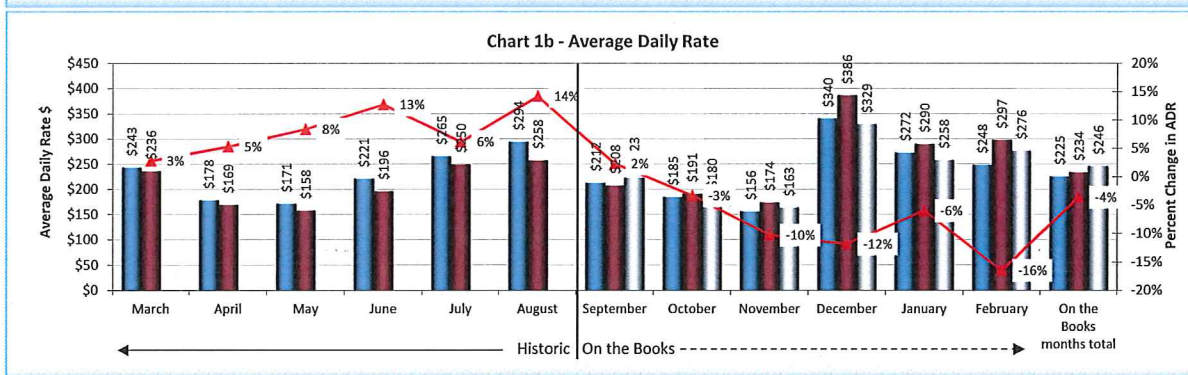
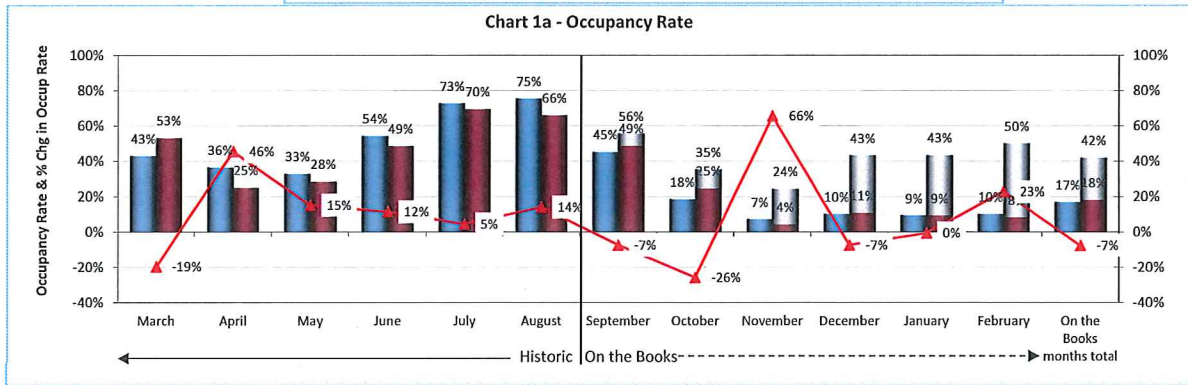
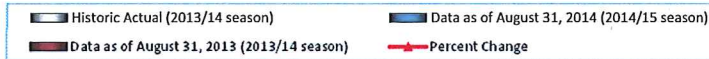
RESERVATIONS ACTIVITY REPORT

SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2014/15 YTD (as of August 31, 2014) vs. 2013/14 YTD (as of August 31, 2013) vs. 2013/14 Historical

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

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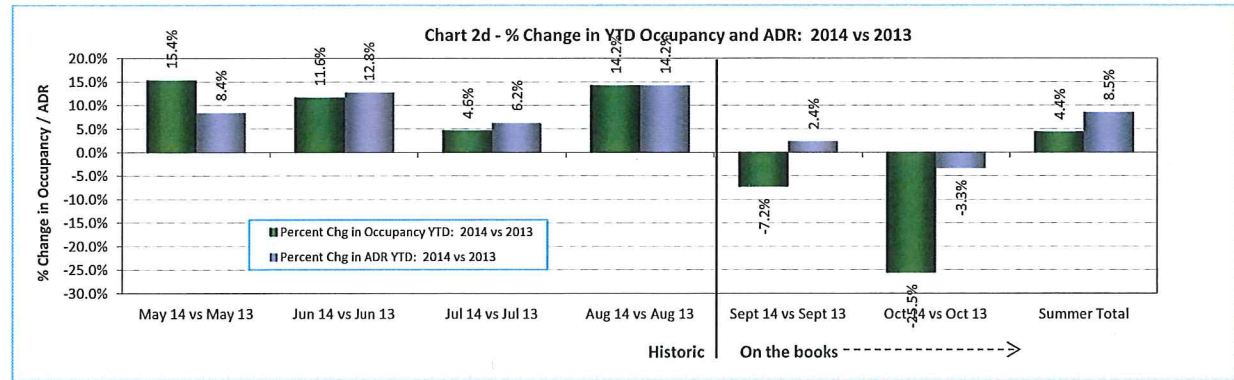
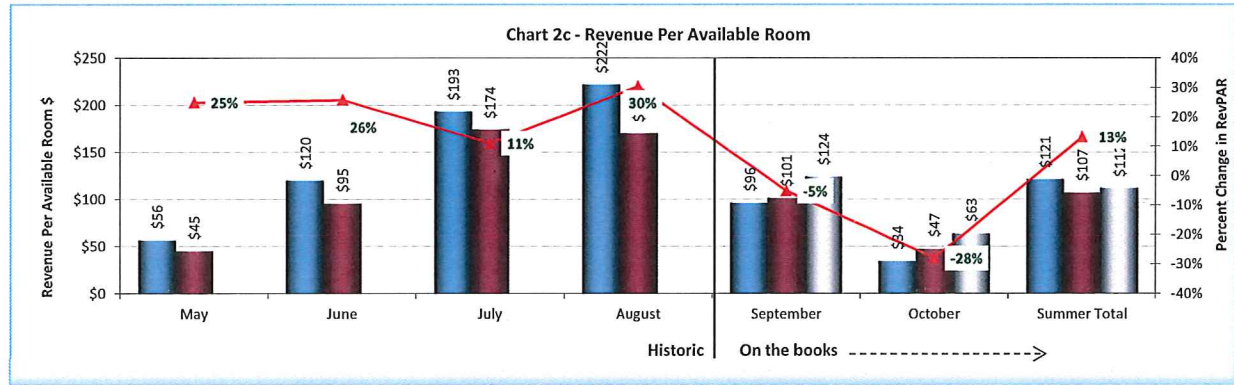
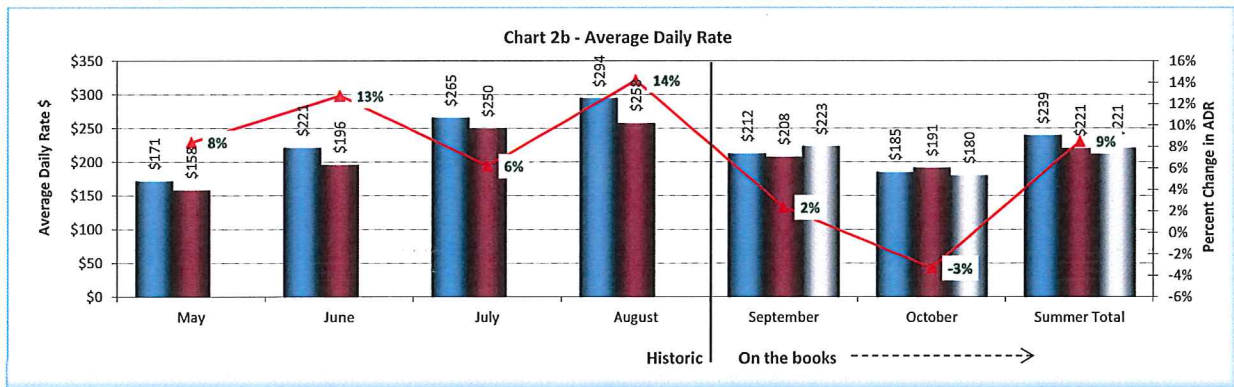
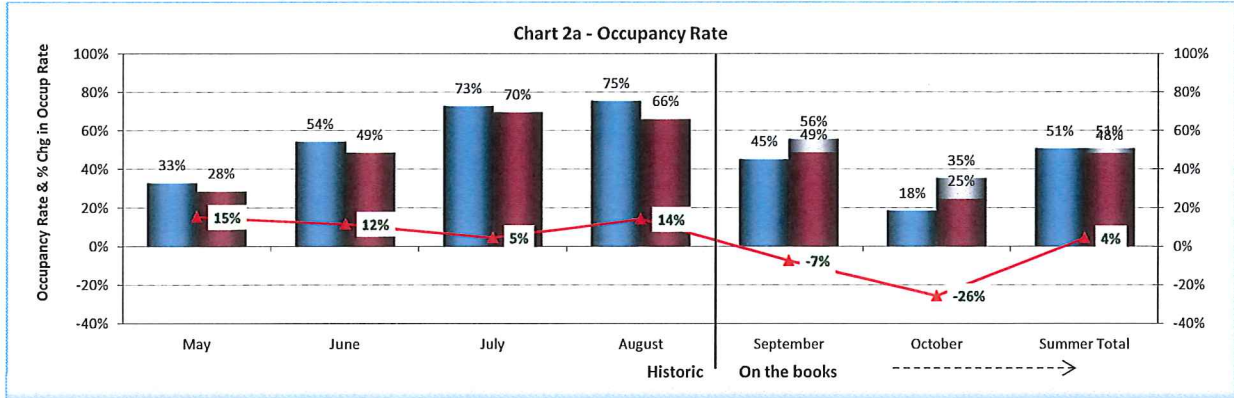
RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2014 YTD (as of August 31, 2014) vs. 2013 YTD (as of August 31, 2013) vs. 2013 Historical

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

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Historic Actual (2013 season) Data as of August 31, 2014 (2014 season)
 Data as of August 31, 2013 (2013 season) ▲ Percent Change



RESERVATIONS ACTIVITY REPORT

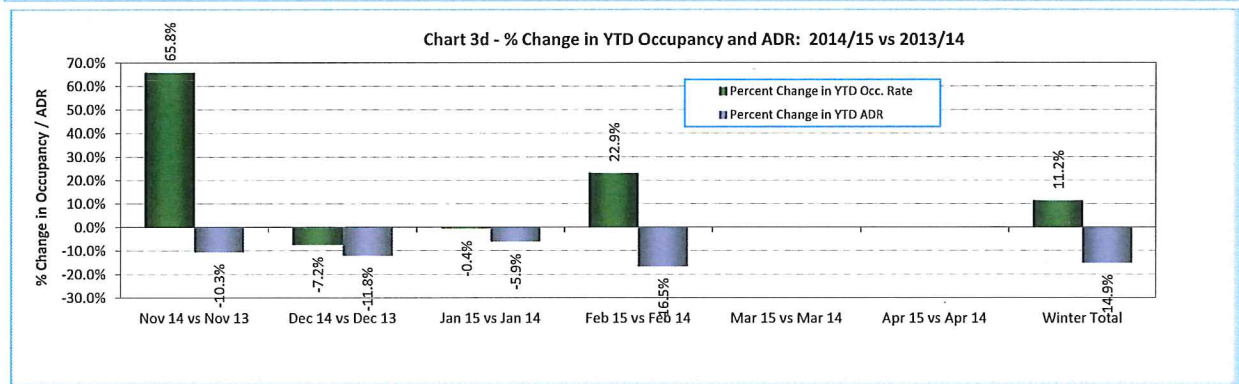
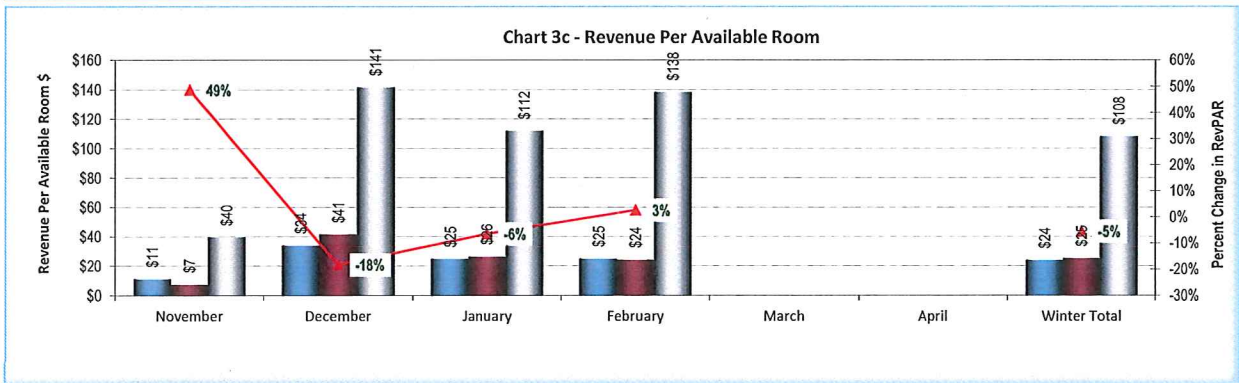
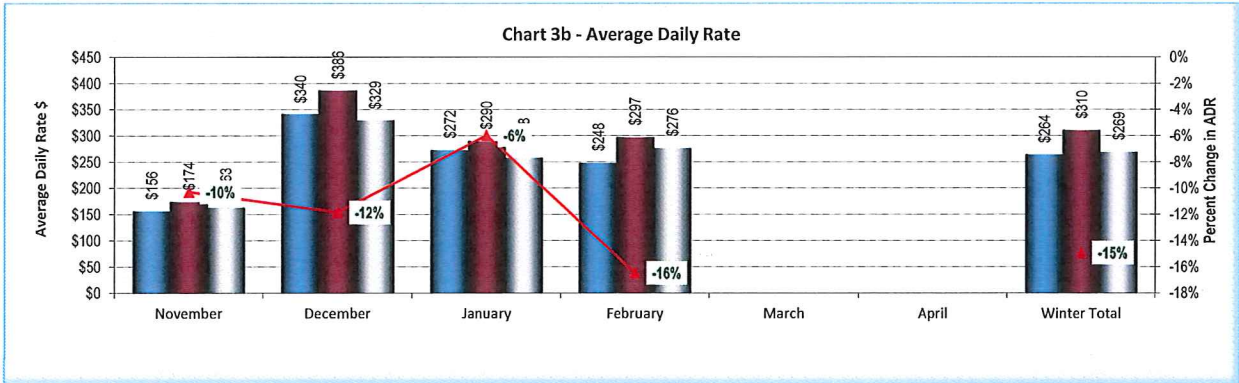
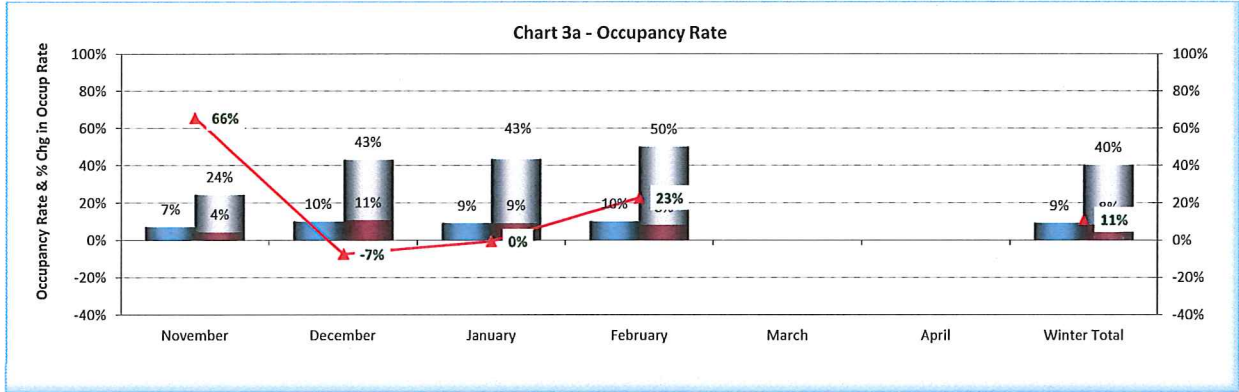
SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2014/15 YTD (as of August 31, 2014) vs. 2013/14 YTD (as of August 31, 2013) vs. 2013/14 Historical

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

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Historic Actual (2013/14 season) Data as of August 31, 2014 (2014/15 season)
 Data as of August 31, 2013 (2013/14 season) Percent Change



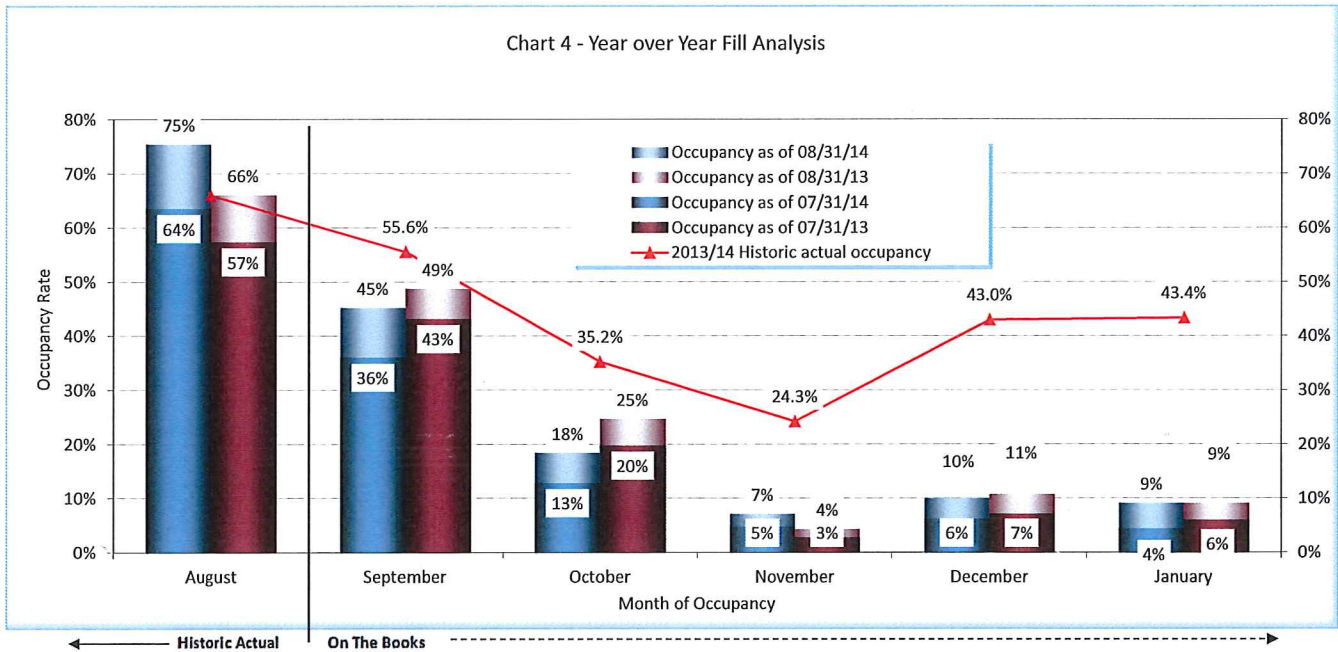
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2014/15 Occupancy Pace (as of August 31, 2014) vs. 2013/14 Occupancy Pace (as of August 31, 2013) vs. same period 2013/14

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

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF AUG 31			OCCUPANCY AS OF JUL 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2013/14 Historic actual occupancy
	Occupancy as of 08/31/14	Occupancy as of 08/31/13	Absolute Change	Occupancy as of 07/31/14	Occupancy as of 07/31/13	Absolute Change	Incremental occupancy booked during Aug. 2014	Incremental occupancy booked during Aug. 2013	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	August	75.4%	66.0%	9.4%	63.5%	57.4%	6.2%	11.9%	8.7%	3.2%	
September	45.2%	48.7%	-3.5%	36.0%	43.2%	-7.1%	9.1%	5.5%	3.6%	65.7%	55.6%
October	18.4%	24.7%	-6.3%	12.9%	19.7%	-6.9%	5.5%	4.9%	0.6%	11.8%	35.2%
November	7.1%	4.3%	2.8%	4.7%	2.7%	2.0%	2.3%	1.6%	0.8%	50.6%	24.3%
December	10.0%	10.7%	-0.8%	6.2%	7.1%	-1.0%	3.8%	3.6%	0.2%	5.0%	43.0%
January	9.1%	9.1%	0.0%	4.4%	6.0%	-1.7%	4.7%	3.1%	1.6%	52.7%	43.4%
Total	27.7%	28.9%	-1.2%	21.5%	24.2%	-2.7%	6.3%	4.7%	1.6%	33.5%	45.5%

**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 August 31, 2014

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

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OCCUPANCY RATE		<i>OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</i>			Historic Actual Occup. Rate (2013/14 season)	# of Properties in Sample
		Occup. Rate as of: August 31, 2014 (2014/15 season)	Occup. Rate as of: August 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2014/15 & 2013/14)						
March		42.9%	53.2%	-19.3%		11
April		36.5%	25.0%	45.7%		11
May		32.8%	28.5%	15.4%		11
June		54.3%	48.6%	11.6%		11
July		72.8%	69.5%	4.6%		11
August	Historic Actual	75.4%	66.0%	14.2%		9
September	On the Books	45.2%	48.7%	-7.2%	55.6%	9
October		18.4%	24.7%	-25.5%	35.2%	9
November		7.1%	4.3%	65.8%	24.3%	9
December		10.0%	10.7%	-7.2%	43.0%	9
January		9.1%	9.1%	-0.4%	43.4%	9
February		10.0%	8.1%	22.9%	50.0%	9
Grand total		37.2%	36.6%	1.8%	45.5%	11
Historic months total		51.2%	47.7%	7.3%	47.7%	11
On the Books months total		16.7%	18.0%	-7.5%	41.9%	9

AVERAGE DAILY RATE		<i>ADR: YTD 2014/15 VS. YTD 2013/14</i>			Historic Actual ADR (2013/14 season)	# of Properties in Sample
		ADR as of: August 31, 2014 (2014/15 season)	ADR as of: August 31, 2013 (2013/14 season)	Percent Change in YTD ADR		
Month of Occupancy (2014/15 & 2013/14)						
March		\$243	\$236	2.9%		11
April		\$178	\$169	5.3%		11
May		\$171	\$158	8.4%		11
June		\$221	\$196	12.8%		11
July		\$265	\$250	6.2%		11
August	Historic Actual	\$294	\$258	14.2%		9
September	On the Books	\$212	\$208	2.4%	\$223	9
October		\$185	\$191	-3.3%	\$180	9
November		\$156	\$174	-10.3%	\$163	9
December		\$340	\$386	-11.8%	\$329	9
January		\$272	\$290	-5.9%	\$258	9
February		\$248	\$297	-16.5%	\$276	9
Grand total		\$235	\$224	4.9%	\$230	11
Historic months total		\$237	\$222	6.9%	\$222	11
On the Books months total		\$225	\$234	-3.6%	\$246	9

REVENUE PER AVAILABLE ROOM		<i>REVPAR: YTD 2014/15 VS. YTD 2013/14</i>			Historic Actual RevPAR (2013/14 season)	# of Properties in Sample
		RevPAR as of: August 31, 2014 (2014/15 season)	RevPAR as of: August 31, 2013 (2013/14 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2014/15 & 2013/14)						
March		\$104	\$126	-17.0%		11
April		\$65	\$42	53.5%		11
May		\$56	\$45	25.1%		11
June		\$120	\$95	25.9%		11
July		\$193	\$174	11.1%		11
August	Historic Actual	\$222	\$170	30.5%		9
September	On the Books	\$96	\$101	-5.1%	\$124	9
October		\$34	\$47	-28.0%	\$63	9
November		\$11	\$7	48.8%	\$40	9
December		\$34	\$41	-18.2%	\$141	9
January		\$25	\$26	-6.3%	\$112	9
February		\$25	\$24	2.7%	\$138	9
Grand total		\$88	\$82	6.8%	\$105	11
Historic months total		\$121	\$106	14.7%	\$106	11
On the Books months total		\$38	\$42	-10.8%	\$103	9



RESERVATIONS ACTIVITY REPORT
SECTION 5b - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of August 31, 2014

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above
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OCCUPANCY RATE		<i>OCCUPANCY RATE: YTD 2014 VS. YTD 2013</i>			Historic Actual Occup. Rate (2013 season)
		Occup. Rate as of: August 31, 2014 (2014 season)	Occup. Rate as of: August 31, 2013 (2013 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014 & 2013)					
May		32.8%	28.5%	15.4%	
June		54.3%	48.6%	11.6%	
July		72.8%	69.5%	4.6%	
August	Historic Actual	75.4%	66.0%	14.2%	
September	On the Books	45.2%	48.7%	-7.2%	55.6%
October		18.4%	24.7%	-25.5%	35.2%
Summer Total		50.6%	48.4%	4.4%	50.5%

AVERAGE DAILY RATE		<i>ADR: YTD 2014 VS. YTD 2013</i>			Historic Actual ADR (2013 season)
		ADR as of: August 31, 2014 (2014 season)	ADR as of: August 31, 2013 (2013 season)	Percent Change YTD ADR	
Month of Occupancy (2014 & 2013)					
May		\$171	\$158	8.4%	
June		\$221	\$196	12.8%	
July		\$265	\$250	6.2%	
August	Historic Actual	\$294	\$258	14.2%	
September	On the Books	\$212	\$208	2.4%	\$223
October		\$185	\$191	-3.3%	\$180
Summer Total		\$239	\$221	8.5%	\$221

REVENUE PER AVAILABLE ROOM		<i>REVPAR: YTD 2014 VS. YTD 2013</i>			Historic Actual RevPAR (2013 season)
		RevPAR as of: August 31, 2014 (2014 season)	RevPAR as of: August 31, 2013 (2013 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2014 & 2013)					
May		\$56	\$45	25.1%	
June		\$120	\$95	25.9%	
July		\$193	\$174	11.1%	
August	Historic Actual	\$222	\$170	30.5%	
September	On the Books	\$96	\$101	-5.1%	\$124
October		\$34	\$47	-28.0%	\$63
Summer Total		\$121	\$107	13.3%	\$112



RESERVATIONS ACTIVITY REPORT
SECTION 5c - SUPPORTING WINTER DATA TABLES
Winter Bookings as of August 31, 2014

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

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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual Occup. Rate (2013/14 season)
	Occup. Rate as of: August 31, 2014 (2014/15 season)	Occup. Rate as of: August 31, 2013 (2013/14 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2014/15 & 2013/14)				
November	7.1%	4.3%	65.8%	24.3%
December	10.0%	10.7%	-7.2%	43.0%
January	9.1%	9.1%	-0.4%	43.4%
February	10.0%	8.1%	22.9%	50.0%
March				
April				
Winter Total	9.0%	8.1%	11.2%	40.2%

AVERAGE DAILY RATE	<u>ADR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual ADR (2013/14 season)
	ADR as of: August 31, 2014 (2014/15 season)	ADR as of: August 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$156	\$174	-10.3%	\$163
December	\$340	\$386	-11.8%	\$329
January	\$272	\$290	-5.9%	\$258
February	\$248	\$297	-16.5%	\$276
March				
April				
Winter Total	\$264	\$310	-14.9%	\$269

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2014/15 VS. YTD 2013/14</u>			Historic Actual RevPAR (2013/14 season)
	RevPAR as of: August 31, 2014 (2014/15 season)	RevPAR as of: August 31, 2013 (2013/14 season)	Percent Change in YTD ADR	
Month of Occupancy (2014/15 & 2013/14)				
November	\$11	\$7	48.8%	\$40
December	\$34	\$41	-18.2%	\$141
January	\$25	\$26	-6.3%	\$112
February	\$25	\$24	2.7%	\$138
March				
April				
Winter Total	\$24	\$25	-5.4%	\$108

Audience Overview

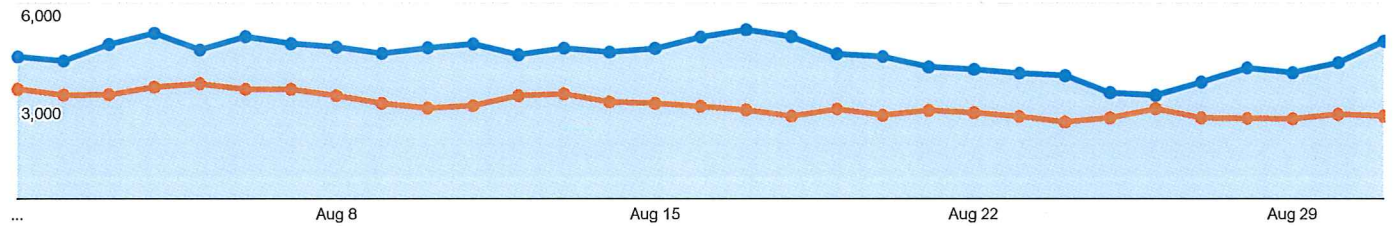
Aug 1, 2014 - Aug 31, 2014
Compare to: Aug 1, 2013 - Aug 31, 2013

All Sessions
+0.00%

+ Add Segment

Overview

Aug 1, 2014 - Aug 31, 2014: Sessions
Aug 1, 2013 - Aug 31, 2013: Sessions



Sessions

52.48%

135,950 vs 89,150



Users

51.50%

111,312 vs 73,474



Pageviews

21.08%

381,764 vs 315,307



Pages / Session

-20.60%

2.81 vs 3.54



Avg. Session Duration

-21.89%

00:02:05 vs 00:02:39



Bounce Rate

26.52%

56.91% vs 44.98%



% New Sessions

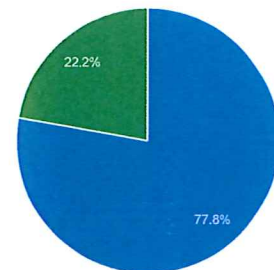
2.08%

77.74% vs 76.16%

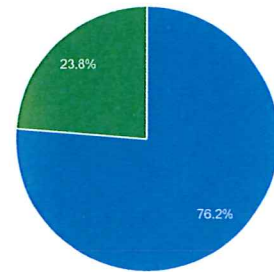


■ New Visitor ■ Returning Visitor

Aug 1, 2014 - Aug 31, 2014



Aug 1, 2013 - Aug 31, 2013



Language

Sessions % Sessions

1. en-us

Aug 1, 2014 - Aug 31, 2014

128,432 94.47%

Aug 1, 2013 - Aug 31, 2013

83,275 93.40%

% Change

54.23% 1.14%

2. en-gb

Aug 1, 2014 - Aug 31, 2014

1,349 0.99%

Aug 1, 2013 - Aug 31, 2013

671 0.75%

% Change

101.04% 31.85%

3. fr-fr

Aug 1, 2014 - Aug 31, 2014

813 0.60%

Aug 1, 2013 - Aug 31, 2013

195 0.22%

% Change

316.92% 173.42%

4. en

Aug 1, 2014 - Aug 31, 2014	669	0.49%
Aug 1, 2013 - Aug 31, 2013	1,737	1.95%
% Change	-61.49%	-74.74%

5. fr

Aug 1, 2014 - Aug 31, 2014	568	0.42%
Aug 1, 2013 - Aug 31, 2013	206	0.23%
% Change	175.73%	80.83%

6. de-de

Aug 1, 2014 - Aug 31, 2014	485	0.36%
Aug 1, 2013 - Aug 31, 2013	500	0.56%
% Change	-3.00%	-36.39%

7. es-es

Aug 1, 2014 - Aug 31, 2014	397	0.29%
Aug 1, 2013 - Aug 31, 2013	363	0.41%
% Change	9.37%	-28.28%

8. pt-br

Aug 1, 2014 - Aug 31, 2014	348	0.26%
Aug 1, 2013 - Aug 31, 2013	298	0.33%
% Change	16.78%	-23.41%

9. de

Aug 1, 2014 - Aug 31, 2014	315	0.23%
Aug 1, 2013 - Aug 31, 2013	141	0.16%
% Change	123.40%	46.51%

10. es

Aug 1, 2014 - Aug 31, 2014	239	0.18%
Aug 1, 2013 - Aug 31, 2013	244	0.27%
% Change	-2.05%	-35.76%

Location

Aug 1, 2014 - Aug 31, 2014

Compare to: Aug 1, 2013 - Aug 31, 2013

ALL » COUNTRY / TERRITORY: United States

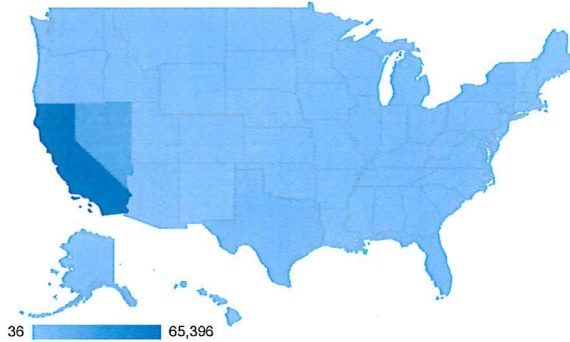
All Sessions
-0.95%

+ Add Segment

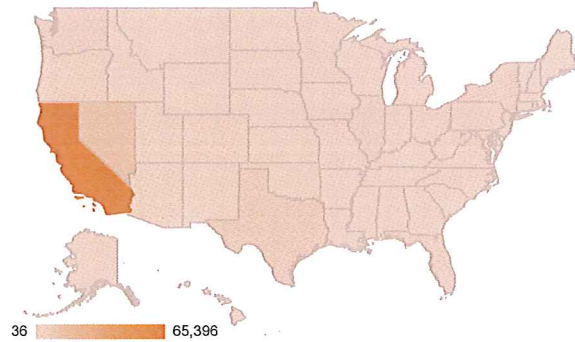
Map Overlay

Summary

Aug 1, 2014 - Aug 31, 2014



Aug 1, 2013 - Aug 31, 2013



Region	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	50.94% ▲ 126,025 vs 83,494	1.33% ▲ 76.64% vs 75.64%	52.94% ▲ 96,587 vs 63,152	23.65% ▼ 55.68% vs 45.03%	19.21% ▼ 2.86 vs 3.54	20.15% ▼ 00:02:08 vs 00:02:40	44.65% ▼ 3.71% vs 6.71%	16.46% ▼ 4,681 vs 5,603	16.46% ▼ \$4,681.00 vs \$5,603.00
1. California									
Aug 1, 201	65,396 (51.89%)	73.88%	48,313 (50.02%)	51.02%	3.04	00:02:26	3.83%	2,502 (53.45%)	\$2,502.00 (53.45%)
Aug 1, 201	53,231 (63.75%)	74.39%	39,601 (62.71%)	47.51%	3.34	00:02:32	5.96%	3,172 (56.61%)	\$3,172.00 (56.61%)
% Change	22.85%	-0.69%	22.00%	7.39%	-8.99%	-4.01%	-35.80%	-21.12%	-21.12%
2. Nevada									
Aug 1, 201	19,543 (15.51%)	68.27%	13,342 (13.81%)	55.78%	2.68	00:02:05	1.80%	352 (7.52%)	\$352.00 (7.52%)
Aug 1, 201	7,790 (9.33%)	66.14%	5,152 (8.16%)	44.03%	3.40	00:02:51	3.84%	299 (5.34%)	\$299.00 (5.34%)
% Change	150.87%	3.23%	158.97%	26.68%	-21.29%	-27.16%	-53.07%	17.73%	17.73%
3. Texas									
Aug 1, 201	4,280 (3.40%)	84.56%	3,619 (3.75%)	57.99%	2.99	00:02:00	6.43%	275 (5.87%)	\$275.00 (5.87%)
Aug 1, 201	2,745 (3.29%)	82.81%	2,273 (3.60%)	38.00%	4.02	00:02:46	11.00%	302 (5.39%)	\$302.00 (5.39%)
% Change	55.92%	2.11%	59.22%	52.62%	-25.49%	-27.34%	-41.60%	-8.94%	-8.94%
4. Washington									
Aug 1, 201	2,604 (2.07%)	78.00%	2,031 (2.10%)	56.30%	2.84	00:01:59	4.07%	106 (2.26%)	\$106.00 (2.26%)
Aug 1, 201	1,240 (1.49%)	83.71%	1,038 (1.64%)	36.21%	4.37	00:03:23	8.31%	103 (1.84%)	\$103.00 (1.84%)
% Change	110.00%	-6.83%	95.66%	55.48%	-35.15%	-41.72%	-50.99%	2.91%	2.91%
5. New York									
Aug 1, 201	2,318 (1.84%)	89.95%	2,085 (2.16%)	71.66%	2.19	00:01:14	3.41%	79 (1.69%)	\$79.00 (1.69%)

Aug 1, 201	1,437 (1.72%)	82.19%	1,181 (1.87%)	47.25%	3.51	00:02:08	8.56%	123 (2.20%)	\$123.00 (2.20%)
% Change	61.31%	9.45%	76.55%	51.65%	-37.72%	-42.51%	-60.18%	-35.77%	-35.77%
6. Florida									
Aug 1, 201	2,258 (1.79%)	88.18%	1,991 (2.06%)	69.04%	2.47	00:01:32	4.47%	101 (2.16%)	\$101.00 (2.16%)
Aug 1, 201	1,247 (1.49%)	81.72%	1,019 (1.61%)	42.90%	3.78	00:03:06	8.82%	110 (1.96%)	\$110.00 (1.96%)
% Change	81.07%	7.90%	95.39%	60.93%	-34.77%	-50.71%	-49.29%	-8.18%	-8.18%
7. Kentucky									
Aug 1, 201	1,812 (1.44%)	76.99%	1,395 (1.44%)	60.04%	2.35	00:01:36	2.59%	47 (1.00%)	\$47.00 (1.00%)
Aug 1, 201	226 (0.27%)	72.12%	163 (0.26%)	42.92%	4.11	00:02:49	7.08%	16 (0.29%)	\$16.00 (0.29%)
% Change	701.77%	6.74%	755.83%	39.90%	-42.84%	-43.21%	-63.36%	193.75%	193.75%
8. Illinois									
Aug 1, 201	1,763 (1.40%)	86.84%	1,531 (1.59%)	59.39%	3.06	00:01:58	5.05%	89 (1.90%)	\$89.00 (1.90%)
Aug 1, 201	1,213 (1.45%)	82.52%	1,001 (1.59%)	38.50%	4.02	00:02:30	9.73%	118 (2.11%)	\$118.00 (2.11%)
% Change	45.34%	5.23%	52.95%	54.25%	-23.85%	-21.33%	-48.11%	-24.58%	-24.58%
9. Oregon									
Aug 1, 201	1,546 (1.23%)	82.86%	1,281 (1.33%)	54.72%	3.19	00:02:22	4.92%	76 (1.62%)	\$76.00 (1.62%)
Aug 1, 201	1,009 (1.21%)	78.30%	790 (1.25%)	34.59%	4.29	00:03:03	9.12%	92 (1.64%)	\$92.00 (1.64%)
% Change	53.22%	5.83%	62.15%	58.21%	-25.56%	-22.50%	-46.09%	-17.39%	-17.39%
10. Arizona									
Aug 1, 201	1,489 (1.18%)	82.20%	1,224 (1.27%)	55.27%	3.04	00:02:19	4.77%	71 (1.52%)	\$71.00 (1.52%)
Aug 1, 201	981 (1.17%)	86.95%	853 (1.35%)	39.55%	4.08	00:03:03	12.03%	118 (2.11%)	\$118.00 (2.11%)
% Change	51.78%	-5.46%	43.49%	39.75%	-25.61%	-23.81%	-60.36%	-39.83%	-39.83%

Rows 1 - 10 of 52

Aug 1, 2014 - Aug 31, 2014
Compare to: Aug 1, 2013 - Aug 31, 2013

Location

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

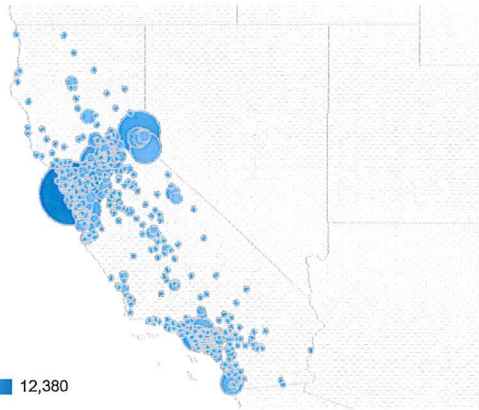
All Sessions
-11.60%

+ Add Segment

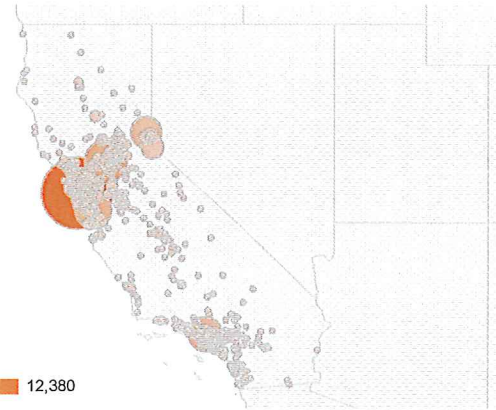
Map Overlay

Summary

Aug 1, 2014 - Aug 31, 2014



Aug 1, 2013 - Aug 31, 2013



City	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	22.85% ▲ 65,396 vs 53,231	0.69% ▼ 73.88% vs 74.39%	22.00% ▲ 48,313 vs 39,601	7.39% ▼ 51.02% vs 47.51%	8.99% ▼ 3.04 vs 3.34	4.01% ▼ 00:02:26 vs 00:02:32	35.80% ▼ 3.83% vs 5.96%	21.12% ▼ 2,502 vs 3,172	21.12% ▼ \$2,502.00 vs \$3,172.00
1. San Francisco									
Aug 1, 2014	9,949 (15.21%)	74.08%	7,370 (15.25%)	54.81%	2.65	00:02:04	2.79%	278 (11.11%)	\$278.00 (11.11%)
Aug 1, 2013	12,380 (23.26%)	73.97%	9,157 (23.12%)	52.92%	2.86	00:02:07	3.48%	431 (13.59%)	\$431.00 (13.59%)
% Change	-19.64%	0.15%	-19.52%	3.56%	-7.21%	-2.40%	-19.74%	-35.50%	-35.50%
2. Truckee									
Aug 1, 2014	4,352 (6.65%)	61.58%	2,680 (5.55%)	54.30%	2.76	00:02:20	0.99%	43 (1.72%)	\$43.00 (1.72%)
Aug 1, 2013	2,333 (4.38%)	59.37%	1,385 (3.50%)	46.38%	3.03	00:02:24	2.23%	52 (1.64%)	\$52.00 (1.64%)
% Change	86.54%	3.73%	93.50%	17.07%	-8.83%	-2.51%	-55.67%	-17.31%	-17.31%
3. Sacramento									
Aug 1, 2014	3,525 (5.39%)	71.15%	2,508 (5.19%)	49.19%	3.19	00:02:36	3.32%	117 (4.68%)	\$117.00 (4.68%)
Aug 1, 2013	4,206 (7.90%)	71.54%	3,009 (7.60%)	45.79%	3.39	00:02:34	3.97%	167 (5.26%)	\$167.00 (5.26%)
% Change	-16.19%	-0.55%	-16.65%	7.42%	-5.82%	0.85%	-16.41%	-29.94%	-29.94%
4. Los Angeles									
Aug 1, 2014	2,644 (4.04%)	79.16%	2,093 (4.33%)	51.36%	3.07	00:02:14	7.30%	193 (7.71%)	\$193.00 (7.71%)
Aug 1, 2013	2,713 (5.10%)	78.11%	2,119 (5.35%)	46.00%	3.34	00:02:28	8.59%	233 (7.35%)	\$233.00 (7.35%)
% Change	-2.54%	1.35%	-1.23%	11.65%	-7.93%	-9.33%	-15.01%	-17.17%	-17.17%

5.	South Lake Tahoe									
	Aug 1, 2014	2,148 (3.28%)	75.74%	1,627 (3.37%)	58.85%	2.39	00:01:44	1.63%	35 (1.40%)	\$35.00 (1.40%)
	Aug 1, 2013	1,133 (2.13%)	68.76%	779 (1.97%)	52.07%	2.91	00:02:16	2.56%	29 (0.91%)	\$29.00 (0.91%)
	% Change	89.59%	10.17%	108.86%	13.00%	-18.12%	-23.63%	-36.34%	20.69%	20.69%
6.	San Jose									
	Aug 1, 2014	2,082 (3.18%)	77.04%	1,604 (3.32%)	47.36%	3.43	00:02:56	5.86%	122 (4.88%)	\$122.00 (4.88%)
	Aug 1, 2013	3,168 (5.95%)	77.11%	2,443 (6.17%)	50.54%	3.26	00:02:24	6.28%	199 (6.27%)	\$199.00 (6.27%)
	% Change	-34.28%	-0.10%	-34.34%	-6.29%	5.28%	22.12%	-6.72%	-38.69%	-38.69%
7.	Folsom									
	Aug 1, 2014	1,758 (2.69%)	67.92%	1,194 (2.47%)	51.65%	2.74	00:02:15	1.82%	32 (1.28%)	\$32.00 (1.28%)
	Aug 1, 2013	274 (0.51%)	70.44%	193 (0.49%)	39.05%	4.03	00:02:43	2.92%	8 (0.25%)	\$8.00 (0.25%)
	% Change	541.61%	-3.58%	518.65%	32.26%	-32.11%	-17.27%	-37.66%	300.00%	300.00%
8.	Pasadena									
	Aug 1, 2014	1,414 (2.16%)	70.23%	993 (2.06%)	58.42%	2.43	00:01:50	1.34%	19 (0.76%)	\$19.00 (0.76%)
	Aug 1, 2013	75 (0.14%)	80.00%	60 (0.15%)	40.00%	4.53	00:03:34	8.00%	6 (0.19%)	\$6.00 (0.19%)
	% Change	1,785.33%	-12.22%	1,555.00%	46.04%	-46.49%	-48.52%	-83.20%	216.67%	216.67%
9.	San Diego									
	Aug 1, 2014	1,168 (1.79%)	78.08%	912 (1.89%)	52.23%	2.93	00:02:14	7.02%	82 (3.28%)	\$82.00 (3.28%)
	Aug 1, 2013	763 (1.43%)	79.55%	607 (1.53%)	43.51%	3.83	00:02:25	8.91%	68 (2.14%)	\$68.00 (2.14%)
	% Change	53.08%	-1.85%	50.25%	20.03%	-23.49%	-7.59%	-21.23%	20.59%	20.59%
10.	Auburn									
	Aug 1, 2014	1,155 (1.77%)	67.88%	784 (1.62%)	54.20%	2.86	00:02:08	1.56%	18 (0.72%)	\$18.00 (0.72%)
	Aug 1, 2013	560 (1.05%)	62.50%	350 (0.88%)	44.11%	3.57	00:03:15	3.21%	18 (0.57%)	\$18.00 (0.57%)
	% Change	106.25%	8.61%	124.00%	22.88%	-19.93%	-34.59%	-51.52%	0.00%	0.00%
11.	Roseville									
	Aug 1, 2014	1,095 (1.67%)	76.89%	842 (1.74%)	48.49%	3.20	00:02:24	3.47%	38 (1.52%)	\$38.00 (1.52%)
	Aug 1, 2013	655 (1.23%)	74.96%	491 (1.24%)	44.27%	3.52	00:02:45	5.34%	35 (1.10%)	\$35.00 (1.10%)
	% Change	67.18%	2.58%	71.49%	9.53%	-9.08%	-12.97%	-35.06%	8.57%	8.57%
12.	Olympic Valley									
	Aug 1, 2014	1,002 (1.53%)	63.77%	639 (1.32%)	52.59%	2.76	00:02:36	1.80%	18 (0.72%)	\$18.00 (0.72%)
	Aug 1, 2013	170 (0.32%)	59.41%	101 (0.26%)	50.00%	2.94	00:02:08	4.71%	8 (0.25%)	\$8.00 (0.25%)
	% Change	489.41%	7.34%	532.67%	5.19%	-6.31%	21.92%	-61.83%	125.00%	125.00%
13.	Oakland									
	Aug 1, 2014	791 (1.21%)	78.76%	623 (1.29%)	50.95%	3.21	00:02:28	3.29%	26 (1.04%)	\$26.00 (1.04%)
	Aug 1, 2013	785 (1.47%)	78.85%	619 (1.56%)	46.11%	3.39	00:02:42	6.37%	50 (1.58%)	\$50.00 (1.58%)
	% Change	0.76%	-0.12%	0.65%	10.48%	-5.49%	-8.41%	-48.39%	-48.00%	-48.00%
14.	Rocklin									
	Aug 1, 2014	645 (0.99%)	71.78%	463 (0.96%)	47.13%	3.12	00:02:48	4.34%	28 (1.12%)	\$28.00 (1.12%)
	Aug 1, 2013	411 (0.77%)	74.45%	306 (0.77%)	44.04%	3.41	00:02:29	2.43%	10 (0.32%)	\$10.00 (0.32%)
	% Change	56.93%	-3.59%	51.31%	7.02%	-8.35%	12.87%	78.42%	180.00%	180.00%

15. Fremont									
Aug 1, 2014	609 (0.93%)	77.50%	472 (0.98%)	44.33%	3.49	00:02:48	8.54%	52 (2.08%)	\$52.00 (2.08%)
Aug 1, 2013	383 (0.72%)	81.72%	313 (0.79%)	45.69%	3.56	00:02:42	11.49%	44 (1.39%)	\$44.00 (1.39%)
% Change	59.01%	-5.16%	50.80%	-2.97%	-1.98%	3.59%	-25.68%	18.18%	18.18%
16. San Rafael									
Aug 1, 2014	555 (0.85%)	74.77%	415 (0.86%)	47.57%	3.16	00:02:18	3.06%	17 (0.68%)	\$17.00 (0.68%)
Aug 1, 2013	391 (0.73%)	72.89%	285 (0.72%)	46.80%	3.46	00:02:38	7.93%	31 (0.98%)	\$31.00 (0.98%)
% Change	41.94%	2.59%	45.61%	1.63%	-8.62%	-12.21%	-61.37%	-45.16%	-45.16%
17. Sunnyvale									
Aug 1, 2014	549 (0.84%)	81.06%	445 (0.92%)	45.90%	3.20	00:02:28	4.01%	22 (0.88%)	\$22.00 (0.88%)
Aug 1, 2013	443 (0.83%)	77.65%	344 (0.87%)	43.79%	3.56	00:02:42	8.80%	39 (1.23%)	\$39.00 (1.23%)
% Change	23.93%	4.38%	29.36%	4.82%	-9.98%	-8.88%	-54.48%	-43.59%	-43.59%
18. Elk Grove									
Aug 1, 2014	532 (0.81%)	75.75%	403 (0.83%)	48.68%	3.17	00:02:30	5.08%	27 (1.08%)	\$27.00 (1.08%)
Aug 1, 2013	325 (0.61%)	77.85%	253 (0.64%)	46.15%	3.72	00:02:30	8.00%	26 (0.82%)	\$26.00 (0.82%)
% Change	63.69%	-2.69%	59.29%	5.48%	-14.66%	-0.15%	-36.56%	3.85%	3.85%
19. Tahoe Vista									
Aug 1, 2014	520 (0.80%)	58.46%	304 (0.63%)	52.31%	2.90	00:03:11	1.54%	8 (0.32%)	\$8.00 (0.32%)
Aug 1, 2013	362 (0.68%)	61.05%	221 (0.56%)	45.03%	3.36	00:03:02	1.93%	7 (0.22%)	\$7.00 (0.22%)
% Change	43.65%	-4.24%	37.56%	16.17%	-13.78%	4.71%	-20.44%	14.29%	14.29%
20. Davis									
Aug 1, 2014	517 (0.79%)	76.79%	397 (0.82%)	49.52%	2.99	00:02:43	5.22%	27 (1.08%)	\$27.00 (1.08%)
Aug 1, 2013	469 (0.88%)	69.94%	328 (0.83%)	43.50%	3.62	00:03:33	3.84%	18 (0.57%)	\$18.00 (0.57%)
% Change	10.23%	9.80%	21.04%	13.84%	-17.31%	-23.66%	36.07%	50.00%	50.00%
21. Stockton									
Aug 1, 2014	471 (0.72%)	70.91%	334 (0.69%)	45.65%	3.73	00:02:43	6.79%	32 (1.28%)	\$32.00 (1.28%)
Aug 1, 2013	212 (0.40%)	79.72%	169 (0.43%)	41.04%	3.82	00:03:13	7.55%	16 (0.50%)	\$16.00 (0.50%)
% Change	122.17%	-11.04%	97.63%	11.23%	-2.25%	-15.75%	-9.98%	100.00%	100.00%
22. Rancho Cordova									
Aug 1, 2014	464 (0.71%)	72.84%	338 (0.70%)	49.35%	3.42	00:02:56	2.59%	12 (0.48%)	\$12.00 (0.48%)
Aug 1, 2013	227 (0.43%)	79.74%	181 (0.46%)	40.97%	3.65	00:03:16	5.73%	13 (0.41%)	\$13.00 (0.41%)
% Change	104.41%	-8.64%	86.74%	20.46%	-6.23%	-10.58%	-54.84%	-7.69%	-7.69%
23. Walnut Creek									
Aug 1, 2014	463 (0.71%)	76.89%	356 (0.74%)	48.60%	3.25	00:02:54	5.83%	27 (1.08%)	\$27.00 (1.08%)
Aug 1, 2013	320 (0.60%)	72.50%	232 (0.59%)	41.56%	3.71	00:03:12	5.31%	17 (0.54%)	\$17.00 (0.54%)
% Change	44.69%	6.05%	53.45%	16.92%	-12.43%	-9.40%	9.77%	58.82%	58.82%
24. Tahoe City									
Aug 1, 2014	457 (0.70%)	58.64%	268 (0.55%)	46.61%	3.91	00:04:00	1.09%	5 (0.20%)	\$5.00 (0.20%)
Aug 1, 2013	968 (1.82%)	42.87%	415 (1.05%)	42.67%	3.70	00:04:03	2.38%	23 (0.73%)	\$23.00 (0.73%)
% Change									

% Change	-52.79%	36.79%	-35.42%	9.24%	5.76%	-1.29%	-53.95%	-78.26%	-78.26%
25. Foster City									
Aug 1, 2014	437 (0.67%)	71.85%	314 (0.65%)	52.86%	2.79	00:02:25	2.29%	10 (0.40%)	\$10.00 (0.40%)
Aug 1, 2013	130 (0.24%)	60.77%	79 (0.20%)	60.00%	3.14	00:01:24	3.08%	4 (0.13%)	\$4.00 (0.13%)
% Change	236.15%	18.24%	297.47%	-11.90%	-11.19%	72.66%	-25.63%	150.00%	150.00%

Rows 1 - 25 of 630

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Overview

Aug 1, 2014 - Aug 31, 2014
Compare to: Aug 1, 2013 - Aug 31, 2013

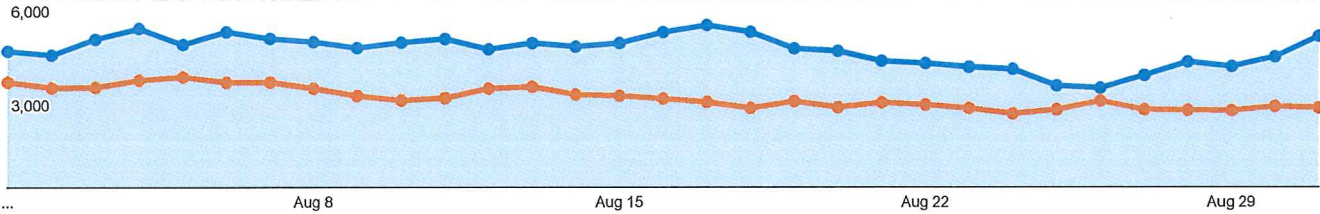
All Sessions +0.00%

+ Add Segment

Explorer

Summary

Aug 1, 2014 - Aug 31, 2014: Sessions
Aug 1, 2013 - Aug 31, 2013: Sessions



Device Category	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	52.48% ▲ 135,950 vs 89,158	2.04% ▲ 77.79% vs 76.23%	55.59% ▲ 105,755 vs 67,969	26.52% ▼ 56.91% vs 44.98%	20.60% ▼ 2.81 vs 3.54	21.89% ▼ 00:02:05 vs 00:02:39	45.95% ▼ 3.69% vs 6.82%	17.58% ▼ 5,011 vs 6,080	17.58% ▼ \$5,011.00 vs \$6,080.00
1. desktop									
Aug 1,	73,690 (54.20%)	82.90%	61,092 (57.77%)	59.10%	2.87	00:02:07	3.58%	2,639 (52.66%)	\$2,639.00 (52.66%)
Aug 1,	50,476 (56.61%)	77.42%	39,080 (57.50%)	40.51%	3.94	00:03:02	7.72%	3,896 (64.08%)	\$3,896.00 (64.08%)
% Cha	45.99%	7.08%	56.33%	45.88%	-27.26%	-30.11%	-53.60%	-32.26%	-32.26%
2. mobile									
Aug 1,	42,253 (31.08%)	73.38%	31,005 (29.32%)	56.09%	2.62	00:01:40	3.63%	1,533 (30.59%)	\$1,533.00 (30.59%)
Aug 1,	25,166 (28.23%)	77.98%	19,625 (28.87%)	54.20%	2.82	00:01:43	4.63%	1,165 (19.16%)	\$1,165.00 (19.16%)
% Cha	67.90%	-5.90%	57.99%	3.48%	-7.08%	-2.32%	-21.63%	31.59%	31.59%
3. tablet									
Aug 1,	20,007 (14.72%)	68.27%	13,658 (12.91%)	50.57%	2.99	00:02:47	4.19%	839 (16.74%)	\$839.00 (16.74%)
Aug 1,	13,516 (15.16%)	68.54%	9,264 (13.63%)	44.51%	3.36	00:03:02	7.54%	1,019 (16.76%)	\$1,019.00 (16.76%)
% Cha	48.02%	-0.40%	47.43%	13.62%	-11.01%	-8.41%	-44.38%	-17.66%	-17.66%

Rows 1 - 3 of 3

All Traffic

Aug 1, 2014 - Aug 31, 2014
Compare to: Aug 1, 2013 - Aug 31, 2013

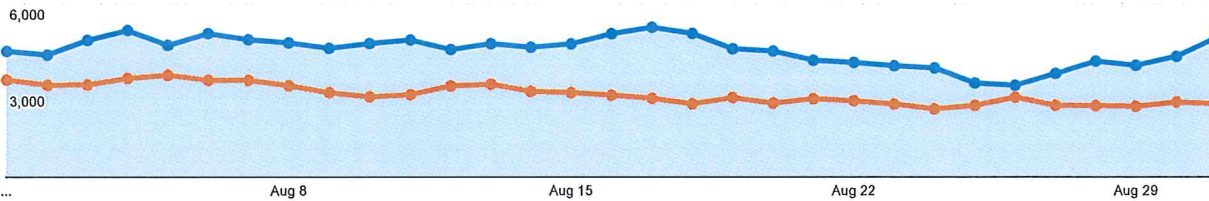
All Sessions +0.00%

+ Add Segment

Explorer

Summary

Aug 1, 2014 - Aug 31, 2014: Sessions
Aug 1, 2013 - Aug 31, 2013: Sessions



Source / Medium	Acquisition			Behavior			Conversions Goal 1: Cool Deals Page		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Cool Deals Page (Goal 1 Conversion Rate)	Cool Deals Page (Goal 1 Completions)	Cool Deals Page (Goal 1 Value)
	52.48% ▲ 135,950 vs 89,158	2.04% ▲ 77.79% vs 76.23%	55.59% ▲ 105,755 vs 67,969	26.52% ▼ 56.91% vs 44.98%	20.60% ▼ 2.81 vs 3.54	21.89% ▼ 00:02:05 vs 00:02:39	45.95% ▼ 3.69% vs 6.82%	17.58% ▼ 5,011 vs 6,080	17.58% ▼ \$5,011.00 vs \$6,080.00
1. google / organic									
Aug 1, 2014 - Aug 31,	65,722 (48.34%)	71.77%	47,169 (44.60%)	52.75%	2.89	00:02:27	2.25%	1,476 (29.46%)	\$1,476.00 (29.46%)
Aug 1, 2013 - Aug 31,	31,175 (34.97%)	68.70%	21,416 (31.51%)	47.89%	3.25	00:02:38	2.41%	752 (12.37%)	\$752.00 (12.37%)
% Change	110.82%	4.48%	120.25%	10.15%	-10.97%	-6.77%	-6.90%	96.28%	96.28%
2. (direct) / (none)									
Aug 1, 2014 - Aug 31,	29,890 (21.99%)	92.10%	27,528 (26.03%)	86.00%	1.57	00:00:46	1.33%	397 (7.92%)	\$397.00 (7.92%)
Aug 1, 2013 - Aug 31,	17,642 (19.79%)	80.67%	14,231 (20.94%)	58.92%	2.79	00:02:11	5.24%	925 (15.21%)	\$925.00 (15.21%)
% Change	69.43%	14.17%	93.44%	45.95%	-43.73%	-65.07%	-74.67%	-57.08%	-57.08%
3. visitinglaketahoe.com / referral									
Aug 1, 2014 - Aug 31,	18,920 (13.92%)	84.80%	16,045 (15.17%)	29.59%	4.40	00:02:59	13.72%	2,596 (51.81%)	\$2,596.00 (51.81%)
Aug 1, 2013 - Aug 31,	23,322 (26.16%)	83.09%	19,379 (28.51%)	27.97%	4.73	00:03:17	13.80%	3,219 (52.94%)	\$3,219.00 (52.94%)
% Change	-18.87%	2.06%	-17.20%	5.79%	-7.08%	-9.35%	-0.59%	-19.35%	-19.35%
4. rt / cpc									
Aug 1, 2014 - Aug 31,	8,855 (6.51%)	68.15%	6,035 (5.71%)	55.43%	2.76	00:01:31	1.08%	96 (1.92%)	\$96.00 (1.92%)
Aug 1, 2013 - Aug 31,	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%	∞%
5. yahoo / organic									
Aug 1, 2014 - Aug 31,	3,904 (2.87%)	68.72%	2,683 (2.54%)	50.85%	2.79	00:02:07	1.41%	55 (1.10%)	\$55.00 (1.10%)
Aug 1, 2013 - Aug 31,	3,213 (3.60%)	68.63%	2,205 (3.24%)	41.58%	3.34	00:02:26	1.90%	61 (1.00%)	\$61.00 (1.00%)
% Change	21.51%	0.14%	21.68%	22.28%	-16.62%	-13.16%	-25.79%	-9.84%	-9.84%
6. bing / organic									
Aug 1, 2014 - Aug 31,	2,405 (1.77%)	71.31%	1,715 (1.62%)	44.78%	3.30	00:02:32	1.62%	39 (0.78%)	\$39.00 (0.78%)
Aug 1, 2013 - Aug 31,	2,175 (2.44%)	68.41%	1,488 (2.19%)	37.20%	3.94	00:03:17	2.48%	54 (0.89%)	\$54.00 (0.89%)
% Change	10.57%	4.22%	45.28%	20.40%	42.04%	22.60%	24.60%	27.70%	27.70%

% Change	10,51%	4,25%	12,29%	20,40%	-10,04%	-22,05%	-34,00%	-21,10%	-21,10%	
7. aol / organic										
Aug 1, 2014 - Aug 31,	300 (0.22%)	71.67%	215 (0.20%)	40.33%	3.39	00:02:34	2.67%	8 (0.16%)	\$8.00 (0.16%)	
Aug 1, 2013 - Aug 31,	182 (0.20%)	73.08%	133 (0.20%)	39.56%	3.92	00:02:39	3.30%	6 (0.10%)	\$6.00 (0.10%)	
% Change	64.84%	-1.93%	61.65%	1.95%	-13.67%	-3.35%	-19.11%	33.33%	33.33%	
8. skilaketahoe.com / referral										
Aug 1, 2014 - Aug 31,	286 (0.21%)	87.06%	249 (0.24%)	41.26%	3.36	00:03:02	25.87%	74 (1.48%)	\$74.00 (1.48%)	
Aug 1, 2013 - Aug 31,	300 (0.34%)	84.33%	253 (0.37%)	32.33%	4.29	00:03:31	29.00%	87 (1.43%)	\$87.00 (1.43%)	
% Change	-4.67%	3.24%	-1.58%	27.60%	-21.74%	-13.57%	-10.78%	-14.94%	-14.94%	
9. tripadvisor.com / referral										
Aug 1, 2014 - Aug 31,	253 (0.19%)	74.70%	189 (0.18%)	40.71%	3.36	00:02:10	16.60%	42 (0.84%)	\$42.00 (0.84%)	
Aug 1, 2013 - Aug 31,	89 (0.10%)	84.27%	75 (0.11%)	51.69%	2.92	00:02:13	8.99%	8 (0.13%)	\$8.00 (0.13%)	
% Change	184.27%	-11.35%	152.00%	-21.23%	15.14%	-2.30%	84.68%	425.00%	425.00%	
10. web.gotahoenorth.com / referral										
Aug 1, 2014 - Aug 31,	237 (0.17%)	50.63%	120 (0.11%)	29.11%	5.83	00:05:54	6.75%	16 (0.32%)	\$16.00 (0.32%)	
Aug 1, 2013 - Aug 31,	313 (0.35%)	46.96%	147 (0.22%)	35.14%	5.52	00:05:30	9.90%	31 (0.51%)	\$31.00 (0.51%)	
% Change	-24.28%	7.81%	-18.37%	-17.16%	5.49%	7.30%	-31.84%	-48.39%	-48.39%	

Rows 1 - 10 of 907

AUGUST PROPERTY REFERRALS - Alpha Listing**Referrals**

7-Pines Motel	60
Agate Bay Realty Vacation Rentals	143
Alpine Rental Group	45
Americas Best Value Inn Tahoe City	113
Aviva Inn	189
Brockway Springs Resort	213
Cal Neva Resort Casino Hotel	40
Cedar Glen Lodge	633
Chalet de Huttlinger	46
Chaney House	151
Chinquapin / Packard Realty	32
Christy Lodge	55
Club Tahoe Resort	28
Constellation Residences at Northstar	100
Cottage Inn at Lake Tahoe	287
Ferrari's Crown Resort	160
Firelite Lodge	58
First Accommodations, Inc.	129
Fox Den Cottages	20
Franciscan Lakeside Lodge	165
Goldfish Properties	118
Granlibakken Conference Center & Resort	208
Granlibakken Conference Center & Resort Cool Deals	131
Hauserman Rental Group	142
Hauserman Rental Group Cool Deals	26
Holiday House	144
Hyatt Regency Lake Tahoe Resort, Spa and Casino	744
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	111
Ice Lakes Lodge at Royal Gorge XC Ski Resort	5
Incline at Tahoe Realty	114
Incline Vacation Rentals	115
Kingswood Village Vacation Rentals	69
Lake Tahoe Accommodations	45
Lake Tahoe Accommodations.	113
Lake Tahoe Deluxe Vacation Rentals	74
LakeFrontHouse.com	95
Martis Valley Associates Property Rentals	17
Meeks Bay Resort & Marina	175
Mother Natures Inn	66
Mourelatos Lakeshore Resort	265
North Tahoe Rental Company	85
Northstar Condominiums	99
Northstar Mountain Home Vacation Rentals	63
Northstar Resort	261
Olympic Village Inn	92
Painted Rock Lodge	159

Parkside Inn at Incline	145
PepperTree Inn	66
PlumpJack Squaw Valley Inn	212
PlumpJack Squaw Valley Inn Cool Deals	164
Pullen Realty Group	19
Rainbow Lodge	4
Red Wolf Lakeside Lodge	125
Red Wolf Lodge at Squaw Valley	30
RedAwning.com Vacation Rentals	28
Resort at Squaw Creek	205
Resort at Squaw Creek Cool Deals	242
River Ranch Lodge and Restaurant	153
River Ranch Lodge and Restaurant Cool Deals	112
Rockwood Lodge	103
Rustic Cottage Inn	3
Rustic Cottages	107
Schulze, Lola - Tahoe Luxury Properties	3
Shooting Star Bed & Breakfast	143
Shore House at Lake Tahoe	231
Sierra Mountain Properties	33
Sierra Vacation Rentals/Sales	104
Sierra Vacation Rentals/Sales Cool Deals	127
Squaw Valley Lodge	80
Squaw Valley Lodge Cool Deals	225
Stanford Alpine Chalet	112
Stay In Lake Tahoe	177
Stevenson's Holliday Inn	132
Sunnyside Restaurant & Lodge	538
Tahoe Biltmore Lodge & Casino	205
Tahoe Biltmore Lodge & Casino Cool Deals	37
Tahoe City Inn	119
Tahoe Edgelake Beach Club	31
Tahoe Exclusive Properties - Carr Long Real Estate	41
Tahoe Exclusive Vacation Rentals	61
Tahoe Getaways Vacation Rentals	236
Tahoe Getaways Vacation Rentals Cool Deals	174
Tahoe Luxury Properties	223
Tahoe Luxury Properties Cool Deals	55
Tahoe Marina Lodge	101
Tahoe Moon Properties	292
Tahoe Mountain Club	87
Tahoe Mountain Resorts Lodging	106
Tahoe Mountain Resorts Lodging Cool Deals	55
Tahoe North Shore Lodge	30
Tahoe North Visitor's & Convention Bureau	3
Tahoe Real Estate Group	4
Tahoe Sands Resort	38

Tahoe Signature Properties	146
Tahoe Tavern Properties	45
Tahoe Vista Lodge and Cabins	86
Tahoe Vistana Inn	106
Tahoe Vistana Inn Cool Deals	22
Tahoe Woodside Vacation Rentals	64
TahoeRentals.com ~ Wells and Bennett Realtors	114
Tahoma Lodge	95
Tahoma Meadows Bed & Breakfast Cottages	250
Tamarack Lodge	50
The Border House	141
The Lodge at Obexers	76
The Lodge at Sugar Bowl	87
The Ritz-Carlton, Lake Tahoe	245
The Ritz-Carlton, Lake Tahoe Cool Deals	518
The Village at Squaw Valley	203
The Village at Squaw Valley Cool Deals	356
VACA North Tahoe	496
VACA North Tahoe Cool Deals	41
Vacasa	185
Vacation Station, Inc.	91
Vacation Tahoe by O'Neal Brokers	57
Waters of Tahoe Properties	204
West Lake Properties at Tahoe	88
West Shore Cafe & Inn	194
TOTALS	15684

AUGUST PROPERTY REFERRALS - Alpha Listing**Referrals**

Hyatt Regency Lake Tahoe Resort, Spa and Casino	744
Cedar Glen Lodge	633
Sunnyside Restaurant & Lodge	538
The Ritz-Carlton, Lake Tahoe Cool Deals	518
VACA North Tahoe	496
The Village at Squaw Valley Cool Deals	356
Tahoe Moon Properties	292
Cottage Inn at Lake Tahoe	287
Mourelatos Lakeshore Resort	265
Northstar Resort	261
Tahoma Meadows Bed & Breakfast Cottages	250
The Ritz-Carlton, Lake Tahoe	245
Resort at Squaw Creek Cool Deals	242
Tahoe Getaways Vacation Rentals	236
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Squaw Valley Lodge Cool Deals	225
Tahoe Luxury Properties	223
Brockway Springs Resort	213
PlumpJack Squaw Valley Inn	212
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River Ranch Lodge and Restaurant	153
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Rockwood Lodge	103
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Constellation Residences at Northstar	100
Northstar Condominiums	99
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Tahoma Lodge	95
Olympic Village Inn	92
Vacation Station, Inc.	91
West Lake Properties at Tahoe	88
Tahoe Mountain Club	87
The Lodge at Sugar Bowl	87
Tahoe Vista Lodge and Cabins	86
North Tahoe Rental Company	85
Squaw Valley Lodge	80
The Lodge at Obexers	76
Lake Tahoe Deluxe Vacation Rentals	74
Kingswood Village Vacation Rentals	69
Mother Natures Inn	66
PepperTree Inn	66
Tahoe Woodside Vacation Rentals	64
Northstar Mountain Home Vacation Rentals	63
Tahoe Exclusive Vacation Rentals	61
7-Pines Motel	60
Firelite Lodge	58
Vacation Tahoe by O'Neal Brokers	57
Christy Lodge	55
Tahoe Luxury Properties Cool Deals	55
Tahoe Mountain Resorts Lodging Cool Deals	55
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TOTALS	15684

And
up we
go.



July 2014
Passenger and Cargo Traffic Statistics
Reno-Tahoe International Airport

August 29, 2014



Reno-Tahoe
Airport Authority



U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2014
All RNO Carriers Domestic Systemwide – year over year comparison

Average Load Factor: 89.0%, Up 0.9 pts.
 Number of Flights *: Down (1.4%)
 Capacity of Seats *: Up 1.9%
 Crude Oil : \$103.59 per barrel in July 2014
 vs. \$104.67 per barrel in July 2013

RNO OVERVIEW FOR JULY 2014 – year over year comparison

Total Passengers: Flat (0.3%)
 Avg. Enplaned Load Factor: 85.0% Up 0.3 pts.
 Scheduled Departures: Up 2.3%
 Scheduled Departing Seats: Down (3.2%)
 Total Cargo: Up 7.0%

*Source: RNO Monthly Flight Activity Reports; *Dijo Mi*

HIGHLIGHTS

July 2014 vs. July 2013

Total Passengers	Flat (0.3%)
Enplaned Passengers	Down (1.9%)
Deplaned Passengers	Up 1.2%
Average Enplaned Load Factor	85.0% Up 0.3 pts.
Total Cargo	Up 7.0%

Full Year 2014 vs. Full Year 2013

Total Passengers	Down (5.8%)
Enplaned Passengers	Down (5.8%)
Deplaned Passengers	Down (5.7%)
Average Enplaned Load Factor	83.7% Flat (0.3 pts)
Total Cargo	Up 7.1%

JULY 2014 SUMMARY

Reno-Tahoe International Airport (RNO) served 332,242 passengers in July 2014, and remained flat (0.3%) versus July 2013.

Southwest Airlines is the airline seeing the largest decrease in total passengers, carrying 12,821 fewer passengers in July 2014 compared to the same period last year, representing a decrease of (15.3%). The loss of Portland and Seattle frequency decreased the scheduled monthly totals by 138 departures with 20,022 departing seats. Overall, Southwest's scheduled departures were down (22.1%) in July 2014 versus July 2013.

Alaska Airlines had a record 56.3% growth in RNO passengers, followed by American Airlines with a 24.0%. US Airways also reported a 10.1% increase in RNO passenger traffic.

With respect to air cargo, RNO handled 10,868,843 pounds of cargo in July 2014, a 7.0% increase over July 2013. Overall, cargo performance continues to improve by all carriers, showing strong cargo demand for Reno-Tahoe International Airport. Adding to the growing cargo was RNO's newest carrier, Amerijet, that started operations at RNO on July 8, 2014.

In July 2014, RNO was served by seven major airlines providing 62 peak daily departures to 15 non-stop destinations. For July, our partner airlines reported a (3.2%) decrease in scheduled passenger seats compared to July 2013.

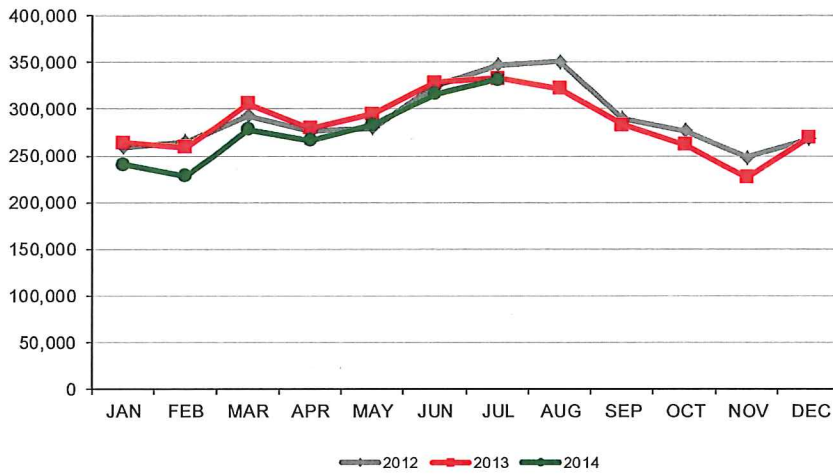




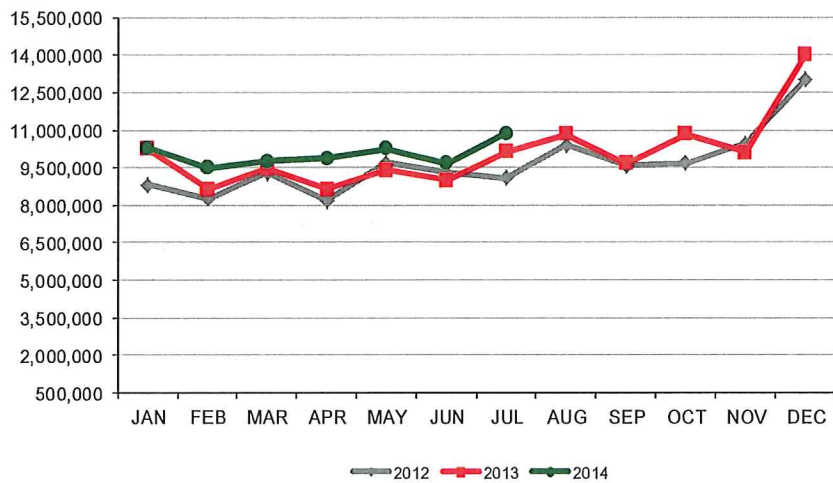
TOTAL PASSENGERS

In July 2014, total passenger traffic at RNO remained flat (0.3%) versus last year. Year-over-year passenger traffic on Alaska Airlines increased by 56.3% due to increased Portland, OR and Seattle, WA service and increased midweek service to San Jose, CA. Southwest cut service to Portland on June 7, 2014.

Total Passengers



Total Cargo

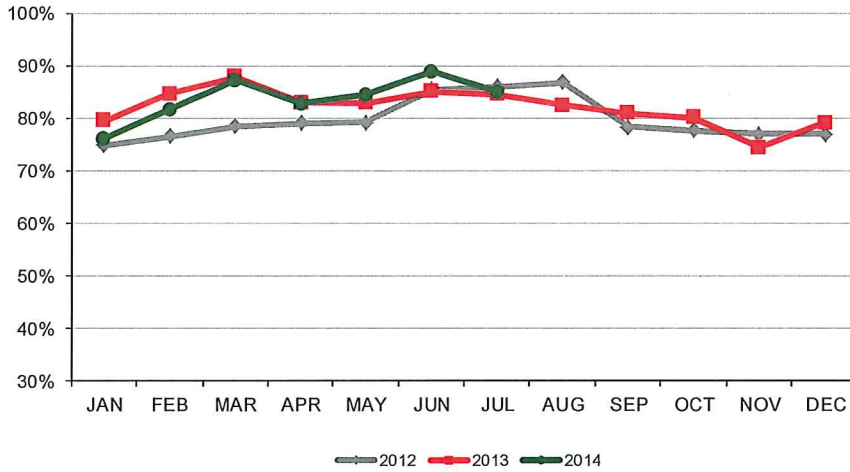


TOTAL CARGO

Total cargo volume at RNO increased 7.0% in July 2014 versus the same period last year. FedEx was the driver with an increase in cargo weight of 7.0% year-over-year. UPS increased by 1.5% and Ameriflight (DHL) increased by 20.8% over the same period. The monthly volume represents the highest July on record since 2008, and highest month, excluding Decembers, on record.

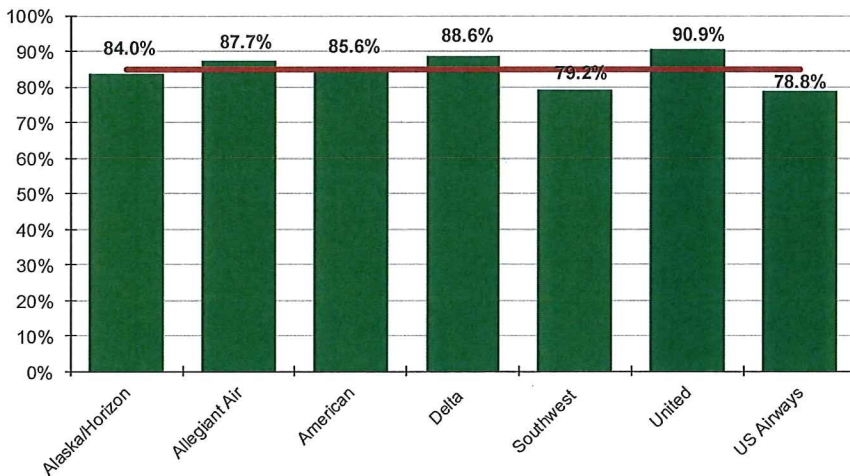


Average Enplaned Load Factors



Load Factors July 2014			
Airline	RNO	Network	Difference
Alaska	84.0%	82.6%	1.4
Allegiant Air	87.7%	91.6%	(3.9)
American	85.6%	88.4%	(2.8)
Delta	88.6%	88.6%	0.0
Southwest	79.2%	86.7%	(7.5)
United	90.9%	88.1%	2.8
US Airways	78.8%	88.4%	(9.6)

Enplaned Load Factors by Airlines

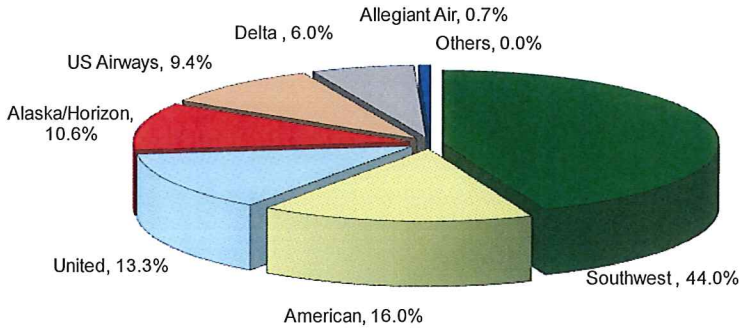


AIRLINE LOAD FACTORS

In July 2014, the average enplaned load factor at RNO was 85.0%, a 0.3% increase versus last year. Allegiant Air and Southwest reported year-over-year increase. Allegiant Air reported an 87.7% average load factor, an 11.8 point increase from last year. Southwest reported a 79.2% load factor, increasing 3.1 points. Alaska Airlines' load factor for the month has decreased (2.4 pts) to 84% on increased capacity of 20%. U.S. Airways reported an average monthly load factor of 78.8% while United Airlines posted 90.9%.



Air Carrier Market Share



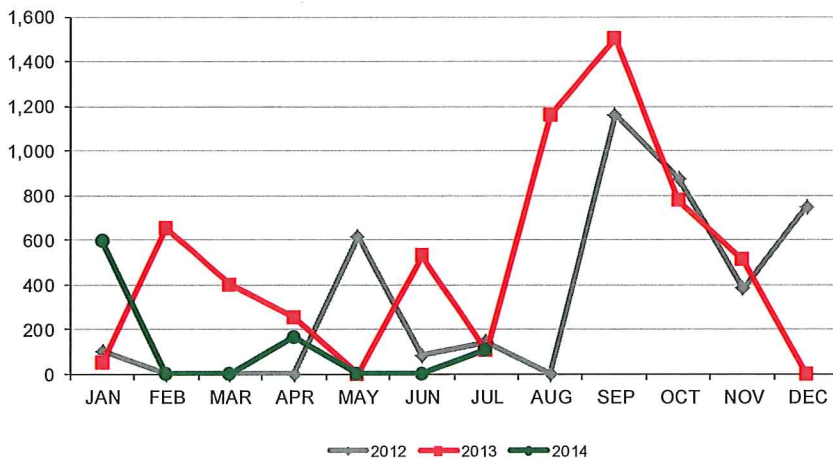
AIRLINE MARKET SHARE

In July 2014, Southwest Airlines carried a total of 146,038 passengers resulting in a market share of 46.0%. The next highest market shares were: American Airlines with 14.7%, United Airlines with 12.8%, Alaska Airlines with 9.7%, US Airways with 9.2%, Delta Air Lines at 6.7%, and Allegiant Air rounded out the carriers with 0.9% of the total passengers at Reno-Tahoe International Airport.

Air Carrier Market Share

	July-14	July-13	YOY Change
Alaska/Horizon	10.6%	6.8%	3.8
Allegiant Air	0.7%	1.3%	(0.6)
American	16.0%	12.6%	3.4
Delta	6.0%	7.1%	(1.1)
Southwest	44.0%	50.6%	(6.6)
United	13.3%	13.2%	0.1
US Airways	9.4%	8.4%	1.0

Total Charter Passengers

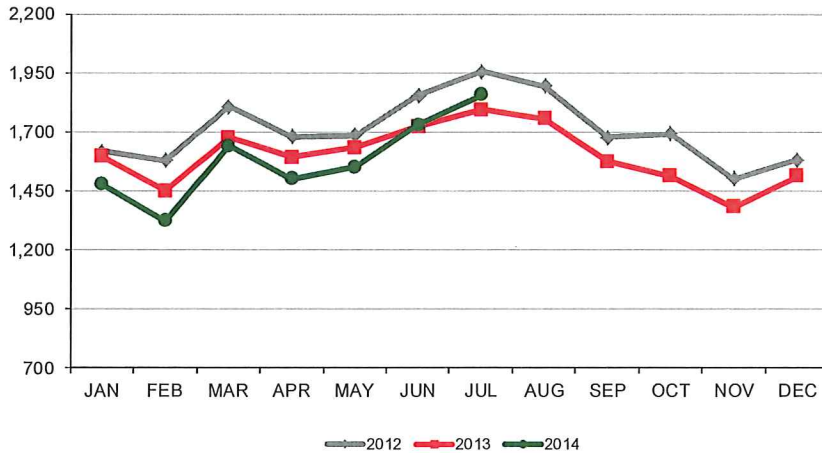


CHARTER PASSENGERS

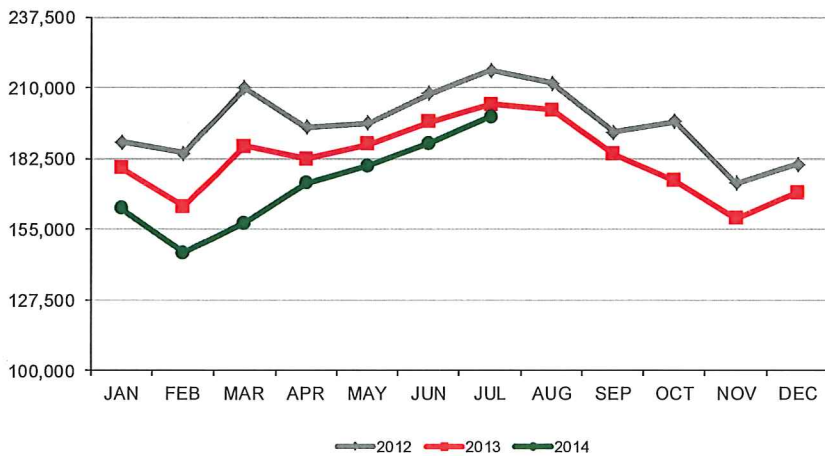
There was one charter passenger going through the Reno-Tahoe International Airport in July 2014.



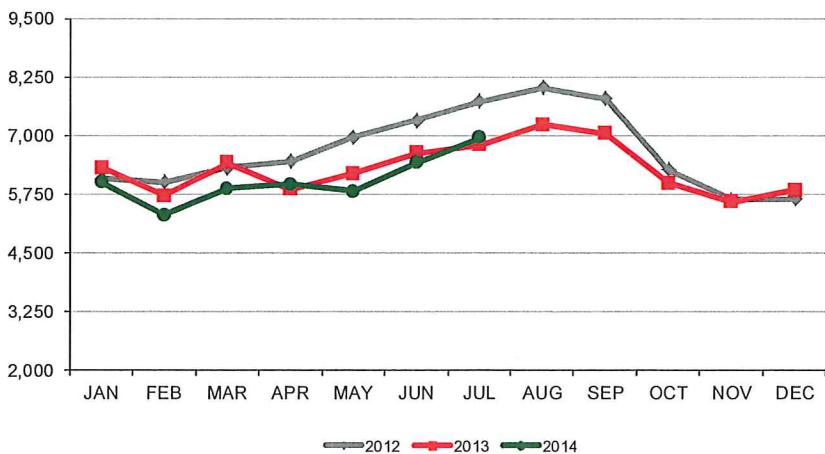
Monthly Scheduled Departures



Monthly Scheduled Seats



Total Operations



Schedule Changes

Alaska Airlines

- Restored some midweek service to San Jose, CA from one to two daily flights in June 2014, with 15 additional frequencies compared to July 2013.
- In addition, Alaska Airlines started service to Portland, OR with two flights per day starting on June 8, 2014.

American Airlines

- Effective June 12, 2014, American Airlines increased service to Los Angeles, CA from four to five daily flights.
- June 11 through August 18, 2014, American Airlines increased service to Dallas/Forth Worth with a third daily departure and to Chicago O'Hare with a second daily departure.

Delta Air Lines

- Began Saturday only service to Minneapolis, MN effective June 7, 2014.

Southwest Airlines

- Eliminated non-stop service to Portland, OR and Seattle, WA effective June 7, 2014.

U.S. Airways

- Increased seasonal daily Phoenix service from four to six effective June 1, 2014.

United Airlines

- Daily Houston service has been reinstated effective June 5, 2014.

TOTAL OPERATIONS

A total of 6,965 operations occurred at RNO in July 2014, leading to an increase of 2.2% in total operations compared to July 2013. Total operations include: Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



Reno-Tahoe International Airport

Total Passengers					
July-14					
	Passengers		YOY %	Passengers	
	2012	2013	Change	2014	YOY %
					Change
JAN	259,012	264,265	2.0%	241,181	-8.7%
FEB	265,017	259,299	-2.2%	228,035	-12.1%
MAR	292,939	306,049	4.5%	278,172	-9.1%
1st Quarter	816,968	829,613	1.5%	747,388	-9.9%
APR	275,926	279,418	1.3%	266,800	-4.5%
MAY	279,857	295,494	5.6%	283,225	-4.2%
JUN	325,260	328,755	1.1%	316,720	-3.7%
2nd Quarter	881,043	903,667	2.6%	866,745	-4.1%
JUL	347,060	333,321	-4.0%	332,242	-0.3%
AUG	350,934	322,083	-8.2%		
SEP	290,311	283,565	-2.3%		
3rd Quarter	988,305	938,969	-5.0%		
OCT	277,030	262,473	-5.3%		
NOV	248,067	227,213	-8.4%		
DEC	267,739	270,051	0.9%		
4th Quarter	792,836	759,737	-4.2%		
TOTAL	3,479,152	3,431,986	-1.4%		
YTD Total		2,066,601		1,946,375	-5.8%

Total Scheduled Enplaned Passengers				
July-14				
	2012	2013	2014	YOY %
				Change
JAN	131,484	133,439	121,421	-9.0%
FEB	131,201	129,283	113,777	-12.0%
MAR	148,163	154,142	142,542	-7.5%
APR	138,938	140,054	132,183	-5.6%
MAY	138,309	146,562	140,297	-4.3%
JUN	161,607	162,489	158,827	-2.3%
JUL	172,563	165,218	162,090	-1.9%
AUG	173,097	160,091		
SEP	149,113	144,896		
OCT	139,927	132,347		
NOV	123,267	113,903		
DEC	129,707	131,328		
TOTAL	1,737,376	1,713,752		
YTD Total		1,031,187	971,137	-5.8%

Total Cargo						
July-14						
	2012	2013	YOY %	2014		
	Cargo in Pounds		Change	Pounds	Metric Tons	
					Change	
JAN	8,813,491	10,269,546	16.5%	10,303,380	4,673	0.3%
FEB	8,274,037	8,635,807	4.4%	9,486,697	4,302	9.9%
MAR	9,304,722	9,457,376	1.6%	9,758,391	4,426	3.2%
1st Quarter	26,392,250	28,362,729	7.5%	29,548,468	13,401	4.2%
APR	8,175,766	8,639,232	5.7%	9,874,401	4,478	14.3%
MAY	9,706,074	9,398,212	-3.2%	10,269,963	4,658	9.3%
JUN	9,302,777	9,001,339	-3.2%	9,679,744	4,390	7.5%
2nd Quarter	27,184,617	27,038,783	-0.5%	29,824,108	13,526	10.3%
JUL	9,096,013	10,149,807	11.6%	10,863,843	4,927	7.0%
AUG	10,398,754	10,859,694	4.4%			
SEP	9,573,812	9,689,115	1.2%			
3rd Quarter	29,068,579	30,698,616	5.6%			
OCT	9,677,334	10,834,930	12.0%			
NOV	10,469,628	10,099,499	-3.5%			
DEC	13,007,942	13,998,438	7.6%			
4th Quarter	33,154,904	34,932,867	5.4%			
TOTAL	115,800,350	121,032,995	4.5%			
YTD Total		65,551,319		70,236,419	31,853	7.1%

Total Deplaned Passengers				
July-14				
	2012	2013	2014	YOY %
				Change
JAN	127,179	130,579	119,481	-8.5%
FEB	133,816	130,016	114,258	-12.1%
MAR	144,776	151,506	135,630	-10.5%
APR	136,988	139,265	134,617	-3.3%
MAY	141,282	148,932	142,928	-4.0%
JUN	163,571	165,931	157,893	-4.8%
JUL	174,432	168,053	170,152	1.2%
AUG	177,837	161,513		
SEP	140,626	137,942		
OCT	136,719	129,736		
NOV	124,676	113,051		
DEC	137,648	138,723		
TOTAL	1,739,550	1,715,247		
YTD Total		1,034,282	974,959	-5.7%

Enplaned Passengers & Load Factor				
	Enplaned PAX	July-14	July-13	Diff.
Alaska/Horizon	17,427	84.0%	86.4%	-2.4
Allegiant Air	1,164	87.7%	75.8%	11.8
American	25,203	85.6%	87.0%	-1.4
Delta	9,938	88.6%	91.1%	-2.5
Southwest	71,126	79.2%	76.2%	3.1
United	22,037	90.9%	93.2%	-2.3
US Airways	15,195	78.8%	82.9%	-4.1

Source: RNO Monthly Flight Activity Reports

Monthly Report August 2014
CONFERENCE REVENUE STATISTICS
North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 14/15

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 14/15</u>	<u>FY 13/14</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/14:	\$1,744,072	\$1,979,886	-12%
Forecasted Commission for this Revenue:	\$105,462	\$141,745	-26%
Number of Room Nights:	9443	10507	-10%
Number of Delegates:	6040	6028	0%
Annual Revenue Goal:	\$2,500,000	\$2,750,000	
Annual Commission Goal:	\$140,000	\$150,000	
Number of Tentative Bookings:	100	91	10%

<u>Monthly Detail/Activity</u>	<u>August-14</u>	<u>August-13</u>	
<u>Number of Groups Booked:</u>	7	5	
Revenue Booked:	\$328,584	\$106,808	208%
Projected Commission:	\$14,879	\$6,248	138%
Room Nights:	1452	767	89%
Number of Delegates:	723	359	101%
Booked Group Types:	4 Smf, 2 Corp, 1 Assn, 1 Govt.	2 Seminar, 2 Film, 1 Smf	
Lost Business, # of Groups:	4	4	

<u>Arrived in the month</u>	<u>August-14</u>	<u>August-13</u>	
Number of Groups:	8	15	
Revenue Arrived:	\$42,046	\$552,037	-92%
Projected Commission:	\$1,521	\$31,949	-95%
Room Nights:	276	2457	-89%
Number of Delegates:	290	1064	-73%
Arrived Group Types:	2 Corp., 1 Assoc 4 Smf and 1 Govt.	6 Corp, 7 Assoc, 1 Smf, 1 Film	

<u>Monthly Detail/Activity</u>	<u>July-14</u>	<u>July-13</u>	
<u>Number of Groups Booked:</u>	4	6	
Revenue Booked:	\$156,104	\$45,413	244%
Projected Commission:	\$1,075	\$2,247	-52%
Room Nights:	636	369	72%
Number of Delegates:	390	328	19%
Booked Group Types:	2 Assoc., 2	4 Assn, 6 Smf,	
Lost Business, # of Groups:	1	4	

<u>Arrived in the month</u>	<u>July-14</u>	<u>July-13</u>	
Number of Groups:	12	10	
Revenue Arrived:	\$546,907	\$177,016	209%
Projected Commission:	\$23,673	\$5,685	316%
Room Nights:	2103	1256	67%
Number of Delegates:	898	1086	-17%

Arrived Group Types:	6 Smf, 2 Corp, 2 Assoc., 2 Sem.	3 Assoc, 5 Smf, 1 Govt 1 Corp. (Goal)
For 2015/16:	\$1,320,123	\$1,500,000
For 2016/17:	\$1,928,570	\$2,000,000

NUMBER OF LEADS Generated as o 8/31/14: 36

Total Number of Leads Generated in Previous Years:

2013/14 172
2012/2013: 171
2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205

Monthly Report August 2014

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 14/15

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>14/15</u>	<u>13/14</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/14:	\$748,007	\$465,962	61%
Forecasted Commission for this Revenue:	\$29,079	\$3,158	821%
Number of Room Nights:	6485	4749	37%
Number of Delegates:	3025	1410	115%
Annual Commission Projection:	\$30,000	\$10,000	

Monthly Detail/Activity	<u>August-14</u>		<u>August-13</u>	
<u>Number of Groups Booked:</u>	2		0	
Revenue Booked:	\$9,603		\$0	
Projected Commission:	\$481		\$0	
Room Nights:	80		0	
Number of Delegates:	30		0	
Booked Group Types:	2 Smf		1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>August-14</u>	<u>*Est.</u>	<u>August-13</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$21,456		\$8,792	144%
Projected Commission:	\$0		\$1,318	
Room Nights:	160		48	233%
Number of Delegates:	60		40	50%
Arrived Group Types:	1 Corp.		1 Assoc.	

Monthly Detail/Activity	<u>July-14</u>		<u>July-13</u>	
<u>Number of Groups Booked:</u>	1		3	
Revenue Booked:	\$10,800		\$490,297	-98%
Projected Commission:	\$0		\$24,010	
Room Nights:	55		1525	-96%
Number of Delegates:	40		3666	-99%
Booked Group Types:	1 Smf		1 Corp, 1 Assoc.	

<u>Arrived in the month</u>	<u>July-14</u>	<u>* Est.</u>	<u>July-13</u>	
Number of Groups:	4		1	
Revenue Arrived:	\$49,294		\$10,103	
Projected Commission:	\$813		\$1,515	
Room Nights:	311		60	
Number of Delegates:	185		40	
Arrived Group Types:	1 Corp, 1 Assoc, 3 Smf		1 Smf	

NUMBER OF LEADS Generated as of 8/31/14:

36

Total Number of Leads Generated in Previous Years:

2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205