



P O Box 5459 ~ Tahoe City, CA 96145 ~ Ph 530-581-8700 ~ Fx 530-581-8762

**AGENDA AND MEETING NOTICE  
MARKETING COMMITTEE**

**Tuesday, September 29, 1pm**

**\*\*\* Tahoe City Public Utilities District Conference Room \*\*\***

**NLTRA Mission**

*"to promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area."*

**NLTRA Tourism Division Mission**

*"to promote North Lake Tahoe as a travel destination with the purpose of increasing travel spending within the region, including year-round occupancy and length of stay, generating Transient Occupancy Tax (TOT) revenues, sales tax revenues, and maximizing the exposure and promotion of North Lake Tahoe on a regional, national and international level."*

**Meeting Ground Rules**

- Be Prepared
- Engage in Active Listening
- Be Respectful of Others
- No Surprises
- It is OK to Disagree
- Acknowledge Comments, but Do Not Repeat Comments

**Marketing  
Committee  
Members**

NLTRA Board:

Deb Darby-Dudley,  
Chair  
Alex Mourelatos  
Ron Parson  
Dan Tester  
Deanna Gescheider

Committee  
Members:

Steven Holt  
Christine Horvath  
Julie Maurer  
John Monson  
Les Pedersen  
Nick Pullen  
Brett Williams

Placer County Rep:

Jennifer Merchant

Quorum

2 Board Members  
1 Lay Member

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

- A. Call to Order – Establish Quorum
- B. Public Forum: Any person wishing to address the Marketing Committee on items of interest to the Committee not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Committee on items addressed under Public Forum. (3 min)
- C. Agenda Amendments and Approval (2 min)
- D. Approval of Marketing Meeting Minutes – August 25, 2009 (3 min)
- E. Update on NLTRA FY 2009/10 Budget Negotiations (5 min)
- F. Review of Summer Radio Recap/Results (20 min)
- G. Review of Proposed North Lake Tahoe Winter Ski Coop (30 min)
- H. Update and Discussion on Current North Lake Tahoe Wedding and Honeymoon Association Partnership (20 min)
- I. Departmental Reports
  - o Advertising
  - o Conference Sales
  - o Leisure Sales
  - o Special Projects
  - o Public Relations
- J. Committee Member Comments (5 minutes)

- K. Standing Reports (posted on [www.nltra.org](http://www.nltra.org))
  - Reno/Tahoe International Airport July Report
  - August Search Engine Optimization Report
  - August GeoTracking Report
  - August Web Report
  - August Click Thru Report
  - August MTRiP Report

Posted and Emailed



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**MARKETING COMMITTEE MEETING MINUTES**  
**Tuesday, August 25, 2009 – 1:00 p.m.**

**North Tahoe Event Center**

PRELIMINARY MINUTES

**BOARD AND COMMITTEE MEMBERS IN ATTENDANCE:** Dan Tester, Deanna Gescheider, Les Pedersen, Ron Parson, Deb Dudley and Julie Maurer (1:10 p.m.), Christine Horvath (1:30 p.m.), Alex Mourelatos (1:40 p.m.) and Jennifer Merchant (1:45 p.m.)

**NLTRA STAFF IN ATTENDANCE:** Andy Chapman, Jason Neary, Anna Atwood, Judy Lavery and Sarah Holster

**OTHERS IN ATTENDANCE:** Pettit Gilwee, Cathy Davis, Wendy Hummer, Lisa Smith, Alanna Crete, Bev Bedard and Becky Moore

**1.0 CALL TO ORDER – ESTABLISH QUORUM**

- 1.1 The meeting was called to order at 1:03 p.m. by Chair Deb Dudley and a quorum was established.

**2.0 PUBLIC FORUM**

- 2.1 Pettit Gilwee reported on behalf of the California Travel and Tourism Commission (CTTC). The CTTC is sponsoring the first annual *California Sustainable Tourism Summit-Best Practices for Preserving California* on October 1<sup>st</sup>. The event will be held in Monterey, CA. The CTTC's 6<sup>th</sup> Annual Cultural & Heritage Tourism Symposium will be held January 27<sup>th</sup>-29<sup>th</sup> in Chico, CA. Registration for both events is \$99 each.
- 2.2 Andy Chapman introduced NLTRA staff member Anna Atwood. Anna will be temporarily filling in for Administrative Assistant Whitney Parks at the Marketing Committee meetings through the end of the year. Andy also announced that Deanna Gescheider was appointed to the Ski Area seat on the NLTRA Board through calendar year 2009.

**3.0 AGENDA AMENDMENTS AND APPROVAL**

- 3.1 **M/S/C (Parson/Pedersen) (6/0) to approve the Marketing Committee agenda as presented.**

**4.0 APPROVAL OF MARKETING MEETING MINUTES**

- 4.1 **M/S/C (Parson/Tester) (6/0) to approve the Marketing Committee meeting minutes of July 28, 2009 as presented.**

**5.0 UPDATE ON NLTRA FY-2009/10 BUDGET NEGOTIATIONS**

- 5.1 Andy Chapman gave a brief update on FY-2009/10 budget negotiations. The Executive Committee intends to finalize the contract so that it can be presented to the Placer County Board of Supervisors for approval on September 8<sup>th</sup>. If the contract is not finalized in time for that meeting, the next opportunity to present the contract to the Board of Supervisors is September 22<sup>nd</sup>. Dan Tester said the outcome either way will be better than it was a few months ago. Deb Dudley reported on highlights from the negotiations. She said there is an opportunity for FY-2008/09 TOT carryover to come back to the NLTRA. Staff should be receiving the 4<sup>th</sup> quarter TOT reports soon. A meeting will be scheduled with the Executive Committee, Bill Hoffman and Tom Miller to resolve the conference marketing equity issue.

## **6.0 REVIEW, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL OF THE FY-2009/10 WINTER MEDIA PLAN**

- 6.1 Wendy Hummer with EXL Media reported on the FY-2009/10 Winter Media Plan included in this month's Committee packet. The plan includes revisions based on suggestions and comments from both the last Marketing Committee meeting, as well as the Marketing Cooperative meeting. She reported on the drive market print buy including a Tahoe section in Sunset Magazine and Ski/Skiing through the Sierra Ski Marketing Council. For destination print, there will be a ski getaway section in LA Magazine in October, and we will have an insert in the Westways Discovery magazine in November. For annual print, there is the AAA Tourbook and CA Visitor's Guide.
- 6.2 Andy Chapman reported on a potential opportunity to participate in a new Ski Resort Cooperative. The coop would allow the NLTRA to leverage funds to support a stronger message in the San Diego market during the winter season by generating a leveraged cooperative budget of approximately \$110,000. San Diego is a good market for our area. Along with direct air service to the Reno/Tahoe International Airport, San Diego is recreation focused and has direct flights provided by Southwest Airlines. This new program would change the percentages of drive vs. destination. The ski resorts agreed to offer a "Buy Two, Get One Free" Ski Tahoe North Interchangeable lift ticket; Andy plans to ask lodging partners to form a similar offer as well. He discussed the possibility of individual/property branding via varying taglines on radio and other types of media.
- 6.3 Wendy reported that there will only be a single outdoor board in the Bay Area from November through March. She reported on the success and continuation of the Trip Advisor banner buy, as well as other internet buys. Cathy discussed the direct response which includes a downsized 11x17 newsletter which will only be sent to people in the western United States. Wendy reported on the summer vs. winter (47% vs. 43%), drive vs. destination (46% vs. 54%) media mix. There was discussion about the outdoor billboard and the possibility of moving it to the LA area or leveraging the money in that line item into more advertising opportunities in LA or San Diego. Wendy feels the billboard in the Bay Area is necessary and a good marketing strategy.
- 6.4 M/S/C (Tester/Williams) (8/0) to approve the FY-2009/10 Winter Media Plan as presented.**
- 6.5 Andy asked for the Committee's response to the Ski Resort Marketing Cooperative. He is currently working with the ski areas to finalize the agreement of the Co-op. If the Co-op plan falls through, funds would revert back to the drive

market. Julie Maurer said the Co-op advertising needs to include partner or individual brands.

#### **7.0 REVIEW, DISCUSSION AND POSSIBLE ACTION TO RECOMMEND APPROVAL ON FY-2009/10 CONFERENCE SALES MARKETING PLAN**

7.1 Andy Chapman reported that based on committee direction, the conference sales marketing plan is now more focused on direct sales. Jason Neary said the plan has been amended to include additional direct sales efforts, including sales mission, sales blitzes and client events in the Sacramento and Bay Area. The amended FY 2009/10 Conference Sales Media and the Trade Show/Sales Effort plans were included in this month's meeting packet. Jason reported on *The Reunion Golf Tournament*, a potential new client golf event that will help gain conference clients and drive group sales. Les Pedersen suggested that we negotiate future rights to the event. In future years, he hopes the event will rotate to various locales in the area.

7.3 Alanna Crete noted that the plan is a work in progress in order to balance efforts with the Reno/Tahoe Meetings Cooperative. She discussed the Conference Advertising Plan including regional cooperative efforts, Top of Mind Awareness Advertising and Target Market Advertising. She said key strategies include placing more dollars in Associations and purchasing cooperative advertising. There was discussion regarding conference and meeting Web sites, including CVent.com which helps with event management and web surveying. Alana discussed the scheduled email blast and how they enable the conference department to stay in contact with various groups. Jason said that the conference sales team tracks all interest in North Lake Tahoe received from trade shows, emails and internet interest. Jennifer Merchant asked about conference sales public relations efforts. Pettit Gilwee said that in the last year, we have received more editorial conference coverage than in past years; she noted it is important to connect with the right freelance writer. Ron Parson expressed concern that the conference committee has not reviewed this plan.

**7.4 M/S/C (Maurer/Pedersen) (10/0) to approve the FY-2009/10 conference sales marketing plan pending additional review and input from the conference committee.**

#### **8.0 PRESENTATION ON LAKE TAHOE AUTUMN FOOD AND WINE FESTIVAL – JUDY LAVERTY**

8.1 Judy Laverty reported on the 2009 Lake Tahoe Autumn Food and Wine Festival. The Festival is scheduled to run September 11-13. Judy reviewed the schedule of events with the committee. There will be several kid-related activities, and live music and entertainment at the festival. The schedule is available online at [www.TahoeFoodandWine.com](http://www.TahoeFoodandWine.com). Andy reported that ticket sales are up in comparison to tickets sales at this time last year. Judy reported that we expect to see many ticket sales in the week prior the event.

8.2 Pettit Gilwee reported on PR efforts for the festival. She said journalist cover pre-event, during the event and post event. She said there are many organic stories created by journalists who experience the festival and write articles after the event. Judy added that the festival has already received coverage in notable publications such as the Chicago Tribune, Best in North Lake Tahoe, Food and Wine magazine, Sunset magazine (California wine month), and the San Francisco Chronicle. Alex Mourelatos suggested using social networking channels such as Facebook and blogging to promote the event. The NLTRA

keeps track of information from people who have purchased tickets in previous years; this data is used to promote the festival. Deb Dudley asked if the contact information could be used for other events, especially those taking place at Northstar. Andy discussed the consent needed by the contact in order to send them other event information. Ron Parson suggested that we create more measurable statistics in support of Autumn Food and Wine. Julie Maurer suggested that we try to measure if and where people stay during the festival.

## 9.0 DEPARTMENTAL REPORTS

- 9.1 Cathy Davis reported on advertising departmental report for the months of July and August. In July, GoTahoeNorth.com received 542,216 impressions and 2,951 clicks from the paid advertising campaign. The internet contest generated great response. All contacts have been entered into the database. The new Bay Bridge outdoor board creative was posted on July 27. The August radio buy will run August 17-31 and will have interchangeable taglines featuring the multitude of events in the area and the close proximity of the Bay Area to North Lake Tahoe. There was a direct response email blast sent on August 17 featuring cool deals, upcoming events and videos. Web site projects include updated sort results for dining and activities, outbound click analysis and other site revisions.
- 9.2 Jason Neary gave an update on conference sales. Staff recently hosted a site visit for Operation Altitude/FTI Summit. The meeting would generate nearly 700 room nights and more than \$140,000 in room revenue. Jason also attended the RSCVA Directors of Sales Meeting; these meetings are excellent opportunities to work with Reno hotels and bureaus. He also attended the Reno-Tahoe Meeting Marketing Coop meeting to continue collaborative efforts. Jason continues to cold call conference prospects via phone and email communications.
- 9.3 Pettit Gilwee provided the public relations report. Pettit thanked the Resort at Squaw Creek for their assistance with the press trip she hosted with Ying Compestine, a phenomenal freelance writer who contributes to multiple publications. Ying will be attending the Autumn Food and Wine Festival. Travel and Leisure also came through North Lake Tahoe; they will have an article in their December edition. KGO-TV went on a press trip at Northstar. Pettit will host a press trip for Rand McNally next week. She continues to write a variety of press releases, many focusing on the Autumn Food and Wine Festival. In the last month, 8 press releases were sent out, and 26 media requests were responded to since the July 20 report.

## 10.0 COMMITTEE MEMBER COMMENTS

- 10.1 Alex Mourelatos reported that he intends to schedule a meeting of the Marketing and Internet Strategy Task Force to discuss events and internet updates. He said the meeting will be held in September or October. He said the task force will discuss the measurements regarding Autumn Food and Wine, as well as other events.
- 10.2 Les Pedersen reported that MTRiP reports show bookings are down 51% for the region.

## 11.0 STANDING REPORTS

The following reports were posted on [www.nltra.org](http://www.nltra.org):

- Reno/Tahoe International Airport June Report

- June Search Engine Optimization Report
- July GeoTracking Report
- July Web Report
- July Click Thru Report
- July MTRiP Report

**12.0 ADJOURNMENT**

12.1 The Marketing Committee meeting adjourned at 3:05 p.m.

Submitted by:

Whitney Parks,  
Administrative Assistant

Sarah Holster,  
Executive Assistant



North Lake Tahoe Resort Association  
September 29, 2009

BACKGROUND

Through the North Lake Tahoe Marketing Cooperative, radio was placed in the Bay Area over the last summer. The scheduled included purchased flights from June 8-21 and August 17-30. Additional exposure was gained via promotional spots with sweepstake giveaways.

ACTION REQUESTED

The agencies will review the results of the 2009 Summer Radio Campaign.





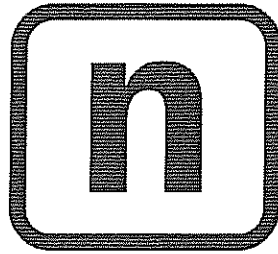
North Lake Tahoe Resort Association  
September 29, 2009

BACKGROUND

As the committee was made aware at its last meeting, the North Lake Tahoe Marketing Cooperative has been working with the North Lake Tahoe ski resort to develop a North Lake Tahoe Winter Ski coop. It was determined that this coop would target the San Diego market during January and February of 2010. Subsequent meetings have been held to further develop the program including the funding process, media plan and creative execution.

ACTION REQUESTED

Staff and agencies will provide an update on the North Lake Tahoe Winter Ski Coop to the committee with discussion to follow.



north lake tahoe

## **North Lake Tahoe Winter Ski Coop**

### **DRAFT BUDGET:**

Squaw:	\$ 10,000
Northstar:	\$ 10,000
Alpine/Homewood:	\$ 7,500
Sugar Bowl	\$ 5,000
Diamond Peak	\$ 5,000
Mt. Rose:	\$ 5,000
Lodging – Premier	\$ 15,000
Lodging – Associate	\$ 10,000
NLT Marketing Coop:	\$ 40,000
NCOT	\$ 10,000
North Tahoe Express	\$ 1,500

**Projected Total: \$119,000**

**North Lake Tahoe Ski Coop**

**Market: San Diego**

**September 23, 2009**

Media	December	January	February	Total
<b>I. Print</b>				
<b>San Diego Magazine</b> Circulation: 46,995 (paid) Monthly Ad Size: 1 Page Spread 4C (17" x 11") & Preprinted Insert (production included below)		Preprinted Insert: \$13,715 drops: 12/24		1x \$13,715
<b>San Diego Reader TAB</b> Copies: 155,000 (free) Weekly (Thursdays) Ad Size: Full Page 4-color & Preprinted Insert (production below) Full Page: 10.25-11.75		1/07 and 1/21 Preprinted Insert: \$4,750 (1/7) 1/2 page spread: \$7,675 (1/21)		2x \$12,425
<b>Total Print</b>		\$26,140		\$26,140
<b>III. Radio</b>				
<b>5 stations</b> Adults 25-54 Grps: 300 Estimated Reach: 50% Frequency: 6		Weeks: 1/04, 1/11, 1/25	Weeks: 2/01	
		\$30,000	\$10,000	\$40,000
<b>Total Radio</b>		\$30,000	\$10,000	\$40,000
<b>IV. Internet</b>				
<b>SignOnSanDiego</b> Email CPC website buy through Ad Sonar		\$4,375 \$700		\$4,375 \$700
<b>Weather Underground</b>		\$2,000		\$2,000
<b>Facebook</b>		\$1,200		\$1,200
<b>Paid Search</b>		\$2,500		\$2,500
<b>Sandiegoreader.com</b> Email		Cost TBD		\$0
<b>Emails Via Radio Stations</b>		Cost TBD		\$0
<b>Internet Contingency</b>		\$5,000		\$5,000
<b>Total Internet</b>		\$15,775	\$0	\$15,775
<b>V. Preprinted Inserts</b>				
Qty. approx. 200,000 16x10.5 folded to 8x10.5, 4C, 80lb. matte book		\$21,000		\$21,000
<b>Total Preprinted Inserts</b>		\$21,000		\$21,000
<b>VI. Direct Response</b>				
Winter Newsletter Snipe Imprint, Qty. 1800	NC			NC
<b>Total Direct Response</b>	NC			NC
<b>VII. Production</b>				
<b>Radio Production</b> :60 spot, 2 versions		\$2,000 (\$5000 total cost)		\$2,000
<b>Campaign development, print ad design/production, Internet design/production</b>		\$7,500		\$7,500
<b>Splash Page Development</b>		\$2,000		\$2,000
<b>Total Production</b>		\$11,500		\$11,500
<b>TOTAL</b>				<b>\$114,415</b>

**North Lake Tahoe Winter Ski Coop  
Proposal  
September 23, 2009**

Market:	San Diego DMA	LA DMA
Adults 18+:	2,681,000	8, 871,000
Demographics		
Adults 30-59 HHI\$100k+	17.8%	17.52
Visit Lake Tahoe Past 12 Months	4.3%	3.3%
Ski or Snowboard Past 12 Months	6.2%	5.7%

Source: Scarborough 2008

Campaign Timeline: January although some media may run into February

Media Mix: Print, Radio, Internet and Direct Response

**I. PRINT**

**A. SAN DIEGO MAGAZINE**

Covers the issues that directly impact the lives of every San Diegan. It is a guide to events, the arts, literature, culture, living, travel, dining and the political scene.

Circulation:	46,995 (ABC Audit; 93.2% paid)		
Frequency:	Monthly		
Format:	Standard Magazine		
Demographics:	59.2% Female		
	40.8% Male	<u>Horz</u>	<u>Vert.</u> <u>Market Index</u>
	Adults 30-59 HHI\$100k+:	37%	11.3% 208
	Visited Lake Tahoe Past 12 months	7.6%	9.7% 178
	Ski or Snowboard Past 12 months	5.7%	5.0% 93

Display Advertising (not on budget):

Color:	4Color
Rates:	<u>Full-page spread</u> \$10,625
Savings:	19%

Inserts:

4 Page pre-printed Insert – 80 lb. stock matte finish. Insert must be smaller than the size of the magazine. 8 x 10.5"

Quantity pre-printed insert: 50,000 plus spoilage for total of 51,500. Insert will be adhered to a magic strip card carrier

Price: Includes production set up, magic stripping, binding, and space: 4 Page Insert = \$13,315

Editorial:	<u>Issue</u>	<u>Editorial</u>
	January	People to Watch; The Ultimate City Guide; Travel: Portland Special ad sections: New Year New You; Casino Guide, Seniors; La Jolla Neighborhood Guide
	February	Best New Restaurants; <b>Travel: Vancouver (Olympics focus);</b> San Diego at Home Special ad sections: Spa Profiles; Five Star Wealth Managers

**A. SAN DIEGO MAGAZINE (CONT.)**

Deadlines:	<u>Issue</u>	<u>Space</u>	<u>Ad</u>	<u>Mailed</u>	<u>On sale</u>
	January	11/20	11/25	12/11	12/24
	February	12/20	12/24	1/11	1/24

- Added value: 1x dedicated email blast to the VIP Event/Special Events opt-in database
- 3,000 names
  - Recommend January, date TBD.
- 1x in-book Spotlight advertorial
- 50 words of copy & one image
  - December or January issue, TBD

Recommended Buy: One pre-printed insert in January.

**NOTE:** The NLT Marketing Coop placed a Full Page ad in the November Ski Vacation Getaway Guide. We also will receive a full page advertorial. This was done as a precursor to this cooperative campaign.

**B. SAN DIEGO READER**

Circulation:	155,000 (Free)			
Distribution:	Retail locations & racks throughout the San Diego Metro Area (North to Oceanside, South to San Ysidro and East to El Cajon/Poway/Escondido)			
Frequency:	Weekly (Thursdays)			
Format:	Tabloid Magazine			
Demographics:	52.6% Male			
	47.4% Female	<u>Horz</u>	<u>Vert.</u>	<u>Market Index</u>
	Adults 30-59 HHI\$100k+:	21.7%	15.5%	122
	Visited Lake Tahoe Past 12 months	4.9%	14.7%	116
	Ski or Snowboard Past 12 months	4.8%	9.8%	78

Snowsports Section: Runs weekly November-January. Adjacent to the travel section. Focuses on Ski resort services and information.

Display Advertising:

Ad sizes: Full-page, 10.25" x 11.75"  
Full-page spread, 21-5/8" x 11-3/4"  
Junior page, 8.5" x 9.75"  
1/2 page spread:

Color:	4Color		
Rates:	<u>Full-page</u>	<u>Full-page spread</u>	<u>Half-page spread</u>
	\$6,793	\$13,213	\$7,675

Preprinted Inserts:

Quantity: 155,000  
Size: 8 x 10.5, 1 fold, matte finish, 801b paper  
Total cost: \$4,750

Checking to see if we can insert adjacent to the snowsports section.

Recommended Buy: One half page spread and One Pre-printed insert in January. Two insertions total.

**II. RADIO**

Target Market: Adults 25-54

Flight Dates: 1/04-2/07 (2 weeks on, 1 week off, 2 weeks on)

Grps: 300

Budget: \$40,000

Estimated Reach: 50% Frequency: 6/24

Creative: There would be several :60 second spots produced with rotating tags specific to each resort. Each resort will receive at least 10 seconds for individual messaging.

Number of Stations: 5

We will secure promotions with each station buy. They will want airline tickets so we may have to use some of the budget to purchase tickets if the station cannot secure them. We would like at least five 3-night stays with 3 days of skiing to use for promotions.

Base: All Respondents

Station	Dial	Format	Core	Snow skiing or Snowboarding			Adult 30- 59 and HHI\$100,000+			Lake Tahoe		
				Vert%	Horz%	Index	Vert%	Horz%	Index	Vert%	Horz%	Index
Totals				100	6.15	100	100	17.76	100	100	4.25	100
<b>KHTS FM</b>	<b>93.3</b>	<b>CHR</b>	<b>A18-44</b>	<b>29.86</b>	<b>13.51</b>	<b>220</b>	<b>7.88</b>	<b>10.29</b>	<b>58</b>	<b>14.03</b>	<b>4.38</b>	<b>103</b>
<BZT FM	94.9	Modern Rock	A18-49	28.86	21.66	352	10.67	23.11	130	20.69	10.72	252
<b>KIOZ FM</b>	<b>105.3</b>	<b>Rock</b>	<b>M18-44</b>	<b>26.99</b>	<b>18.17</b>	<b>295</b>	<b>6.99</b>	<b>13.58</b>	<b>76</b>	<b>16.53</b>	<b>7.68</b>	<b>181</b>
<TRA FM	91.1	Modern Rock	A18-49	25.13	15.54	253	10.09	18.03	102	16.01	6.84	161
<MOR FM	98.9	Rhythmic CHR	P12-34	16.08	15.54	253	1.49	4.16	23	12.27	8.19	193
<b>KMYI FM</b>	<b>94.1</b>	<b>Hot AC</b>	<b>W25-54</b>	<b>15.36</b>	<b>7.23</b>	<b>118</b>	<b>20.81</b>	<b>28.27</b>	<b>159</b>	<b>7.69</b>	<b>2.5</b>	<b>59</b>

<b>KYXY FM</b>	<b>96.5</b>	<b>Soft AC</b>	<b>W25+</b>	<b>14</b>	<b>7.1</b>	<b>115</b>	<b>12.41</b>	<b>18.17</b>	<b>102</b>	<b>9.15</b>	<b>3.2</b>	<b>75</b>
KSCF FM	103.7	Modern AC "Sofie"	W25-44	9.33	12.48	203	5.32	20.54	116	0.73	0.67	16
<b>XPRS FM</b>	<b>105.7</b>	<b>Sports</b>	<b>A25-54</b>	<b>9.19</b>	<b>7.75</b>	<b>126</b>	<b>13.08</b>	<b>31.86</b>	<b>179</b>	<b>9.46</b>	<b>5.51</b>	<b>130</b>
KUSS FM	95.7	Country	A18-44	8.33	7.88	128	8.7	23.76	134	10.29	6.72	158
KFMB FM	100.7	Adult Hits "Jack"	A25-49	7.97	5.55	90	11.83	23.8	134	6.24	3	71
KPRI FM	102.1	AAA	A35+	5.67	7.14	116	10.59	38.48	217	4.47	3.88	91

### III. INTERNET

We recommend running the internet January-February if budget allows.

We will try to secure as many stand alone emails as possible via the publications and radio stations.

#### A. Emails

SignonSanDiego.com (San Diego Tribune Website)

Database: 94,000

Stand Alone Email Blast- \$4,375 per email

Sandiegoreader.com (email or newsletter)

Radio station Emails

#### B. Banner Buys

Wunderground.com (Weather Underground)-Targeted to San Diego City Forecast

They will serve banners when it snows in Lake Tahoe or when it rains in San Diego.

Time Period: 1/1-2/28/10

Cost: \$2,000

#### C. CPC Buys

Although we may not be able to brand each resort in a text listing, this is a cost effective way to drive a number of clicks to the landing page.

Facebook.com- Targeting people in San Diego

Cost Per Click Buy

Time Period: 1/1-2/28/10

Cost: \$1,200

Ad Sonar Network (Text ads on SignonSanDiego.com)

CPC program

Time Period: 1/01-2/28

Cost: \$700

Paid Search (Google, Yahoo & MSN/Bing)

Targeted to People in San Diego

Sample Search Terms: Ski Vacation, Ski Package, Ski Trip, Ski Destination, Ski Deal & Lake Tahoe  
Ski Package

Time Period: 1/1-2/28/10

Cost: \$2,500





Marketing Committee  
September 29, 2009

September 2009  
Departmental Reports

## Print Media

- Ads running in September and October include: Adventure Sports Journal and LA Magazine  
Annuals: CA State Planner, AAA Tourbook
- Creative deadlines in September:  
Sunset advertorial due 9/24  
San Diego Magazine November ad and advertorial due 9/29

## Internet Media

- In August North Lake Tahoe received 486,617 impressions & 5,768 clicks from the paid Internet advertising campaign.
- Internet media running in September & October includes Gordon'sGuide.com annual listing, VisitingLakeTahoe.com coop, Google & Yahoo.

## Outdoor

- The Bay Bridge Outdoor Board: new creative posted on 7/27  
It will stay up until 9/27.
- We receive a free board for each month from June – September.
- The September board is located:  
Belmont - El Camino Real s/o Belmont FN  
Monthly Impressions – 756,000  
Post Date: 8/26-9/20

## Direct Response

- The August database eblast was sent 8/17 with our standard cool deals, upcoming events and video listings. We saw a spike in our open and click thru rates with a 16% open rate and a 3% click thru rate.

## GoTahoeNorth.com Website:

- Projects include:
  - Olympic Heritage microsite coordination
  - Update Ritz-Carlton listing in Meeting section
  - Change Condos to vacation rentals
  - 301 redirect associated with change in condos to vacation rentals
  - Database management and direction for Panda import
  - Event calendar testing for Client
  - Review site after template updates
  - Coordination on video with TahoeTV
  - Direction for travel domains
  - Update Graham's link
  - Search function coordination
  - Test and estimate Dining, Lodging and Meetings sort function
  - Generate referral report from Northstar
  - Review flash source
  - Coordination on building out Dining section

- Pull internet contest databases
  
- Upcoming GoTahoeNorth.com website
  - Integrate new Video Player
  - Improved search results
  - Twitter feed page on site
  - Homepage flash updates
  - Improved Event Calendar layout
  - Featured Cool Deals
  - Integrate cool deals into lodging detail pages
  - Add social icons site-wide
  - Launch Tell Your Story

Conference Department Report  
Marketing Committee Meeting  
September 2009

In September, the conference sales department staff attended a number of key meetings and industry events. The following is a brief recap of the month's activities

Staff met with Resort at Squaw Creek sales staff to discuss The Reunion Golf tournament which will be returning to Lake Tahoe in 2010. The Reunion tournament is a client event that allows us to bring in approx. 30 meeting and convention clients for a weekend of golf and networking with the intent of generating future business.

Staff attended the RSCVA Directors of Sales Meeting. This meeting is a monthly meeting that brings together the Directors of Sales of all of the Reno hotels along with the Directors of Sales from the NLTRA and LTVA. These meetings are an excellent opportunity to network with the Reno hotels and Reno bureau as well as stay current on regional activities taking place in the meetings industry.

Staff attended the Holiday Showcase planning meeting. Holiday Showcase is held in Chicago in early December and allows the opportunity to meet face to face with top association meeting planners in the Chicago area.

Staff attended the Incentive Travel & Motivation Executives trade show in Chicago. This is the largest incentive travel trade show in the country and is attended by over 15,000 industry professionals. Staff, in conjunction with a number of Tahoe and Reno hotels also hosted a client event at Smith & Wollensky Steak House while in Chicago. This event was attended by 35 of our top accounts in the area.

Staff, on a daily basis, prospects for new clients via phone and email communication. In the month of September staff made over 800 contacts with prospective clients. Staff also stays in constant contact with existing client base in the hopes of generating repeat business.

Leisure Sales  
September Departmental Report

TRAVEL TRADE

- Organized UK sales mission appointments
- Conducted ski/lodging trainings for the Lodging Company's 35 sales agents
- Traveled to Palm Springs grand finale CA SuperFAM event to meet an additional 56 agents who were not on the "mountain" itinerary.
- Planned CO ski/lodging training mission for late Oct
- Working with H2O Active Travel in the UK on building a North Lake Tahoe product (they currently do not sell North America)
- Working with Mike Zemechman from RoomValues.com on building more North Lake Tahoe lodging product. He has already increased amount of contracts and will be visiting NLT in mid Oct

FAMs

- Hosted 14 sales agents from top UK wholesaler on CA SuperFAM
- Hosted summer German media fam with 5 freelancers and magazine/newspaper editors in attendance
- Hosted a German radio station and photographer
- Finalized itinerary for Oct German travel agent sales fam consisting of 15 agents
- Secured lodging and arranged itinerary for UK media visit in mid Oct

MISC

- Organized SSMC fall trade shows with RSCVA and LTVA
- Worked with UK CA Tourism office on organizing a ski media event for the Oct. sales mission
- Met with Darin Talbot with "Around Tahoe" to discuss new ski resort tour album
- Worked Autumn Food and Wine

Special Projects Departmental Report  
September 2009

1. Finalized and executed the 24<sup>th</sup> Annual Lake Tahoe Autumn Food & Wine Festival, September 11-13 at Northstar.
2. Managed all AFW follow up. Solicited critiques from staff, presenters, vendors, etc. Sent out thank you notes and follow up correspondence.
3. Staff is laying the groundwork and program development for next year's festival.
4. Co-organized the Fabulous Fall Festival program with agency and tourism director.
5. Maintained daily calendar of events and updates to web listing requests from members.
6. Met with UK event and television production company to discuss North Tahoe as their destination for the Sunchaser Challenge US, May 2010 Adventure Race (1,000 athletes) and the globally televised and produced "Survival of the Fittest – World Best Adventure Athlete" world wide adventure race to be filmed in North Lake Tahoe (an other locations around the globe) September 2010 and aired at a later date.. If North Tahoe is chosen as the location, the special projects manager will be the North Tahoe production coordinator for both events.
7. Worked with Conference Sales Director on lead generation to hotels and food and beverage for the above events.
8. Met with Tahoe Area Ukefest (Minden) producer to bring this event to North Tahoe as an early summer 2010 event. Staff will work as North Shore Production Coordinator with producer to expand the event, generate room nights, advertising and pr.



**NLTRA Public Relations Report – Marketing Committee/Chamber Advisory  
September 21, 2009**

**I. Current Projects**

- A. Monday Recreation Report – distributed every Monday via email to national, regional and local media, highlighting events, programs and activities in North Lake Tahoe.
- B. Domestic and International Press Trips – coordinated press trips for Rand McNally, Australian freelance journalists and Bicycling Magazine, as well as those in conjunction with AFW – writers representing a variety of media outlets, such as KGO-TV (SF), Cooking Light, Ski, Men’s Health, Self, Sacramento Bee, Reno Gazette-Journal and eHow.com.
- C. Winter Press Kit – researching and drafting winter press kit media materials, including New Après-Ski Bars, New Attractions, Olympic Heritage Celebration and Winter Holiday Activities (13 releases in total).

**II. News Releases – 8 news releases in the works**

- A. Chamber Business Directory – drafting
- B. North Lake Tahoe/Placer County Film Projects – drafting
- C. Cal Neva Resort Chamber Mixer (October 15) – drafting
- D. Welcoming Places Customer Service (October 15) – drafting
- E. Incline Village Educators Awards Luncheon (October 20) - drafting

- F. Sierra Nevada College Chamber Mixer (October 21) – drafting
- G. Winter Recreation Luncheon (November 5) – on hold
- H. Keep the Sierra Green Awards (November 10) – on hold

**III. News Releases – 11 news releases distributed since our August 17 report**

- A. Celebrate CA Wine Month with Free Events at Tahoe Fest
- B. Charbay Shares Handcrafted Tequila Blanco at Tahoe Fest
- C. Learn to Ski/Board in Tahoe December 12-13 for \$25
- D. NLTRA Increases Marketing Grant Program to \$30,000
- E. Restaurants Host Winemaker Dinners at Tahoe Fest
- F. Joint Chamber of Commerce Mixer is September 10
- G. Grape Stomp Kicks Off Tahoe Food & Wine Fest
- H. Human Resource Professionals Workshop is September 17
- I. Friday Grape Stomp in Tahoe – Great Photo Opportunity
- J. Tahoe Food & Wine Fest Announces Winners
- K. Chamber to Host Annual Membership Luncheon October 7

**IV. Media Leads – 55 media requests we’ve responded to since our August 17 report (does not include those journalists we’ve actively pitched)**

- A. KGO-TV – Michele Presley, AFW press trip, 8/17
- B. Rand McNally Best of the Road – Erin Vorhies, press trip, 8/17
- C. CTTC German Office – coordinating interviews for film crew, 8/18
- D. Sustain Dane – Scott Lynch, sending b-roll, 8/18
- E. Association News – Ann Shepphird, story angles and interviews, 8/18
- F. Travel & Leisure Magazine – Jaime Gross, story angles, 8/19
- G. SF Chronicle – Susan Fornoff, Sunnyside images, 8/20
- H. Bay Area News Group – Ann Tatko, AFW angles, 8/20
- I. Ad-Fax Media Magazine – John Heifetz, campaign details, 8/20
- J. KOLO News 8 (Reno) – Michael Ryan, Squaw Valley Museum, 8/20
- K. Freelancer Linda Hayes – AFW press trip, 8/20



- L. SF Chronicle – Christine Delsol, AFW details and images, 8/21
- M. Freelancer – Linda Bottjer, requested images, 8/21
- N. Via Magazine – Christopher Hall, Learn to Ski, 8/21
- O. About.com Skiing Guide – Mike Doyle, winter story angles, 8/24
- P. Sierra Sun – Amy Edgett, AFW images, 8/25
- Q. Inland Empire Magazine – Ray Ott, story angles, 8/25
- R. Freelancer Kathryn Reed – AFW images, 8/25
- S. Bicycling Magazine – Caren Albert, photo press trip, 8/26
- T. Tahoe TV – Eric Brandt, AFW images, 8/31
- U. Big Blend Magazine – Lisa Smith, AFW images, 8/31
- V. Travelocity – RKPR, providing fall details, 8/31
- W. KJAY-AM (Sacramento) – Carmel Mooney, press trip, 8/31
- X. Tahoe Mountain Resort (blog) – Sue Hyde, AFW images, 8/31
- Y. CA Tourism – Rosemary McCormick, shopping details, 8/31
- Z. Action – Tim Parsons, Tahoe City concerts, 8/31
- AA. CA Tourism – BestTravelDeals.net, fall specials, 9/1
- BB. Jetset Voyages – Charles Julien, images, 9/1
- CC. KTHO-AM (Tahoe) – Norma Santiago, radio interview, 9/1
- DD. Garden Smart Show (PBS) – sending b-roll, 9/2
- EE. Freelancer Alison Wellner, Learn to Ski images, 9/2
- FF. Australian Sun Herald - Ruth Duncan, images, 9/2
- GG. Incentive & Successful Meetings magazine – Leo Jakobson, interview, 9/3
- HH. Capitol Public Radio – William Albright, interview, 9/3
- II. Gate 7 – Carol West and Robert Muir, press trip, 9/8
- JJ. Sacramento Bee – Mike Dunne, interview, Traci des Jardins, 9/8
- KK. AAA World Online – Laura Daily, ice skating rinks, 9/8
- LL. Sacramento Magazine – Kimberly Pryor, wedding details, 9/8
- MM. KRLT-FM (Tahoe) – conducting radio interview, 9/9
- NN. SmartMoney.com – Kelli Grant, deals information, 9/9
- Northern CA Meetings Magazine – Janet Fullwood, Granlibakken site tour, 9/11
- OO. Diablo Magazine - Susan Dowdney, AFW press trip, 9/11
- PP. Reno Gazette-Journal – Siobhan McAndrew, AFW image, 9/14
- QQ. Meetings & Conventions Magazine – Janice Hill, images, 9/14
- RR. LakeTahoeNews.net – Kathryn Reed, AFW images 9/14
- SS. Dallas Morning News – Walt Roessing, lodge fireplaces, 9/14
- TT. Sacramento Bee – Al Pierleoni, restaurant deals, 9/14
- UU. Ski Magazine – Linda Hayes, AFW follow-up, 9/15
- VV. Grandparents.com - Carole Terwilliger Meyers, sleigh rides, 9/15
- WW. Spirit Magazine – Erinn Morgan, winter details, 9/15
- XX. Sierra Sun – Vicki Kahn, AFW follow-up, 9/16
- YY. Snowbomb.com – Jim McAlpine, Learn to Ski details, 9/16
- ZZ. Travel & Leisure Magazine – Katie Dunn, images, 9/16
- AAA. LA Magazine – Matt Segal, interchangeable lift ticket, 9/16
- BBB. Passport Newsletter – Lois Friedland, winter details, 9/16



September 2009  
Standing Reports



## Inter-Office Memo

### Reno-Tahoe Airport Authority

**Date:** September 4, 2009  
**To:** Statistics Recipients  
**From:** Krys T. Bart, A.A.E., President/CEO  
**Subject:** RENO-TAHOE INTERNATIONAL AIRPORT  
JULY 2009 PASSENGER STATISTICS

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#### U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2009

<b>Average Load Factor:</b>	<b>86.3% (all RNO carriers)</b>
<b>Number of Flights:</b>	<b>Down 6.5%*</b>
<b>Capacity of Seats:</b>	<b>Down 6.7%*</b>
<b>Fuel:</b>	<b>\$66.94 per barrel ending July 2009</b>

\* Source: APGDat

#### RNO OVERVIEW FOR JULY 2009

<b>Average Load Factor:</b>	<b>85.6%</b>
<b>Total Passengers:</b>	<b>Down 14.3%</b>
<b>Air Cargo:</b>	<b>Down 18.8%</b>
<b>Number of Flights:</b>	<b>Down 17.4%</b>
<b>Capacity of Seats:</b>	<b>Down 14.6%</b>

#### RNO AIRPORT SUMMARY

For the month of July 2009, total passengers at 352,504 are down 14.3% compared to July 2008. However, this is the highest number of passengers seen at RNO in a single month since August 2008. Flight capacity for the month has been reduced 17.4% and seat capacity reduced by 14.6% accounting for the 14% decline in total passengers. Nationwide, the number of passengers traveling on U.S. airlines in July fell 6.5 percent while the average price to fly one mile fell 20.7 percent, a sharp decline in air fares surpassing even those witnessed after the 9/11/2001 terrorist attacks. The airlines continue to face back-to-back challenges beginning with the devastating oil prices of 2008 followed by a significant drop in demand for air travel and now a significant decline in air fares and revenue.

The monthly load factor at 85.6% is the highest average July load factor ever reported at RNO. The RNO load factor continues to be impressive with July 2009 showing a 5.8 point increase over July 2008. The carriers were able to report increased load factors in large part due to capacity cuts and lower air fares stemming from the weak economic environment. The fact that the RNO load factor continues at the high 80 percent level demonstrates that the airlines have adequately reduced capacity to match demand.

Air Cargo at RNO declined 18.8% in July compared to July 2008, for a total 7,967,294 pounds (3,613.3 metric tons) of freight. On a worldwide basis, June 2009 (the latest data available) air cargo dropped 16.5% over the same period last year with North American air cargo slightly higher at 18.6%. While volume contraction remains significant, the decline has stabilized indicating manufacturers are beginning to produce new product and replace inventory.

### **RNO TOTAL PASSENGERS**

A total of 352,504 passengers traveled through RNO during July 2009, a decrease of 14.3% and 58,828 fewer passengers compared to the same month one year earlier. The cessation of five daily flights to four destinations (Spokane, Long Beach, Ontario and Tuscon) following ExpressJet going out of business and Continental Airlines cancelling nonstop service to Houston accounted for 43.3% of the “fewer passengers”. In addition, Allegiant Air discontinued their twice weekly scheduled service to Bellingham (BLI) and Delta Airlines did not bring back their seasonal non-stop Atlanta (ATL) flight all combined with the overall drop in demand accounted for the 14% decline. On a positive note, the total passenger count for July 2009 of 352,504 was RNO’s largest passenger count for a single month this year signaling some stability returning to the air travel industry.

### **AIRLINE LOAD FACTORS**

RNO airlines reported a record high load factor of 85.6% for the month of July which is a 5.8 point increase compared to one year earlier. The increase in load factor was a direct result of a 14.6% reduction in seat capacity designed to match the decline in demand in the RNO market. There were four RNO carriers (Alaska/Horizon, Delta, Skywest, and Northwest) who reported a load factor over 90%. Skywest experienced a 15.3 point increase in load factor over July 2008. Southwest once again reported an increased load factor year-over-year in the same month at 69.6%, a 5.3 point increase over their July 2008 RNO load factor. Although RNO load factor for Southwest continues to trail their systemwide load factor the carrier reported that they are satisfied with RNO’s overall performance. Flights to the Bay Area are the exception as they continue to run below average load factors. Alaska/Horizon, Delta, Skywest and Northwest posted a higher RNO average load factor than their respective system-wide load factor.

### **July 2009 RNO Airline Load Factor and System-Wide Comparison**

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	90.1%	80.6%	9.5
American	86.2%	87.3%	-1.1
Delta	95.3%	88.6%	6.7
Northwest	90.9%	86.6%	4.3
Skywest	91.8%	78.6%	13.2
Southwest	69.6%	83.2%	-13.6
United	83.9%	86.9%	-3.0
US Airways	77.1%	85.9%	-8.8

### **AIRLINE MARKET SHARE**

Southwest Airlines continues to hold the largest market share in RNO for July 2009 with a 53.86% market share. This is an increase of 5.51 market share points compared to July 2008. United Airlines with a 13.64% share an increase of 1.07 market share points was second.

### **July 2009 RNO Market Share Comparison**

<u>Airline</u>	<u>July 2009</u>	<u>July 2008</u>	<u>Change</u>
Alaska	7.72%	9.26%	-1.54
American	9.18%	8.49%	0.69
Delta	4.99%	2.09%	2.90
Northwest	0.26%	N/A	N/A
Skywest	2.53%	4.48%	-1.95
Southwest	53.86%	48.35%	5.51
United	13.64%	12.57%	1.07
US Airways	6.86%	7.09%	-0.23
Non-Scheduled	0.96%	1.00%	-0.04

### **DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS**

July 2009 charter traffic at 3,369 passengers decreased 17.8% compared to July 2008. Harrah's has once again reduced service on their charter operations. Harrah's charter operation accounts for 96.1% of all charter passengers at RNO.

## **SCHEDULED DEPARTURES AND SEATS**

Scheduled departures for the month of July 2009 totaled 2,077 resulting in a 17.4% decline year-over-year. Monthly available seats for July totaled 245,706, a 14.6% decrease. In an effort to match demand with supply, carriers have reduced frequencies and traded larger aircraft for smaller planes on some routes which in turn has resulted in the continuing decline of available seats.

## **TOTAL OPERATIONS**

Total RNO airport operations declined 20.4% from July 2008 to 9,229 operations. However, 9,229 operations are the highest occurring since September 2008. Total airport operations consists of air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs, and military aircraft operations.

## **RNO TOTAL CARGO**

RNO Air Cargo reported an 18.79% decline for a total of 7,967,294 pounds or 3,613.3 metric tons of freight during July 2009. Worldwide, air cargo for June 2009 (the latest data available) remained weak at 16.5% below June 2008 levels. This is a moderate improvement, albeit from extremely weak levels, over May, which was 17.4% below 2008 levels. However, the upward trend from the low point in December 2008 is encouraging.

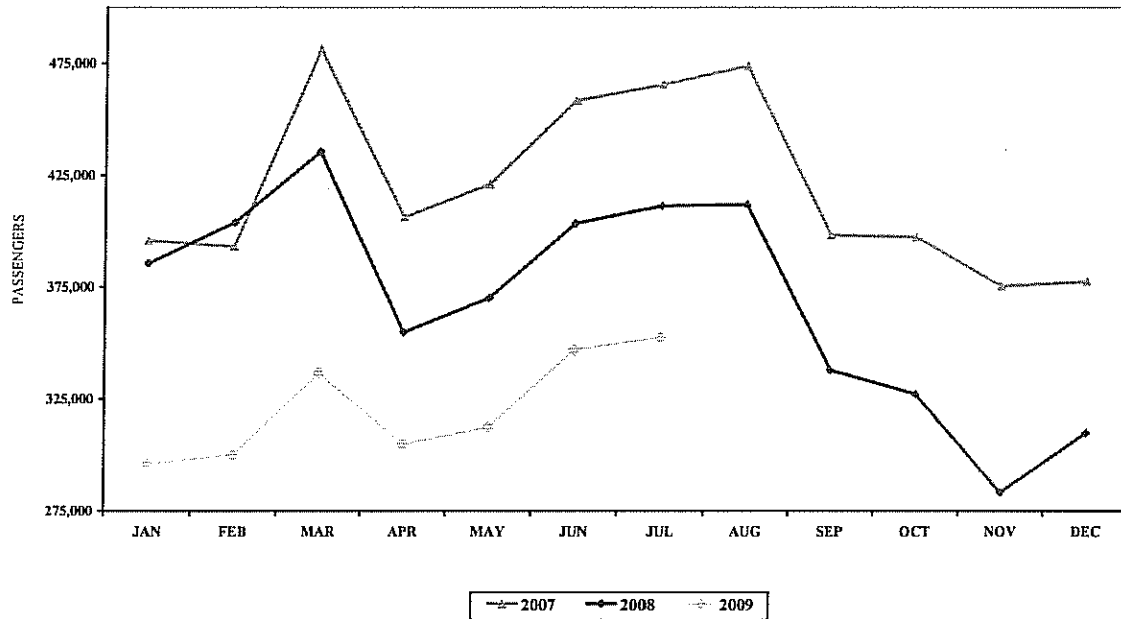
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## Daily Non-Stop Flights at Reno-Tahoe International Airport

**RNO offers 67 departures to 16 airports by 8 airlines**

JULY 2009										
	American	Delta	Horizon	Delta Connection	Northwest	Southwest	United	US Airways	Total	Daily Seats
Boise, ID						3			3	411
Chicago Midway, IL						1			1	137
Chicago O'Hare, IL	1								1	188
Dallas, TX	3								3	468
Denver, CO							4		4	584
Las Vegas, NV						12			12	1644
Los Angeles, CA			3			3	1		7	703
Minneapolis, MN					1				1	124
Oakland, CA						3			3	411
Phoenix, AZ						2		5	7	832
Portland, OR						3			3	411
Salt Lake City, UT		2		3		1			6	587
San Diego, CA						2			2	274
San Francisco, CA							6		6	300
San Jose, CA						3			3	411
Seattle, WA			4			1			5	441
<b>Total</b>	<b>4</b>	<b>2</b>	<b>7</b>	<b>3</b>		<b>34</b>	<b>11</b>	<b>5</b>	<b>67</b>	<b>7926</b>

## TOTAL PASSENGERS JULY 2009



Month	<u>PASSENGERS<sup>1</sup></u>			<u>PASSENGERS<sup>1</sup></u>	
	2007	2008	Percent Change	2009	Percent Change
January	395,878	385,612	-2.59%	295,827	-23.28%
February	393,086	403,819	2.73%	300,028	-25.70%
March	481,370	435,495	-9.53%	336,652	-22.70%
<b>1st Q Total</b>	<b>1,270,334</b>	<b>1,224,926</b>	<b>-3.57%</b>	<b>932,507</b>	<b>-23.87%</b>
April	406,237	354,768	-12.67%	304,829	-14.08%
May	421,078	370,145	-12.10%	312,441	-15.59%
June	458,338	403,441	-11.98%	347,038	-13.98%
<b>2nd Q Total</b>	<b>1,285,653</b>	<b>1,128,354</b>	<b>-12.23%</b>	<b>964,308</b>	<b>-14.54%</b>
July	465,487	411,332	-11.63%	352,504	-14.30%
August	473,858	412,002	-13.05%		
September	398,219	337,851	-15.16%		
<b>3rd Q Total</b>	<b>1,337,564</b>	<b>1,161,185</b>	<b>-13.19%</b>		
October	397,367	327,146	-17.67%		
November	375,463	283,256	-24.56%		
December	377,706	309,771	-17.99%		
<b>4th Q Total</b>	<b>1,150,536</b>	<b>920,173</b>	<b>-20.02%</b>		
<b>TOTALS</b>	<b>5,044,087</b>	<b>4,434,638</b>	<b>-12.08%</b>	<b>2,249,319</b>	<b>-18.64%</b>

<sup>1</sup>Per Landing Reports

↑  
% change YTD

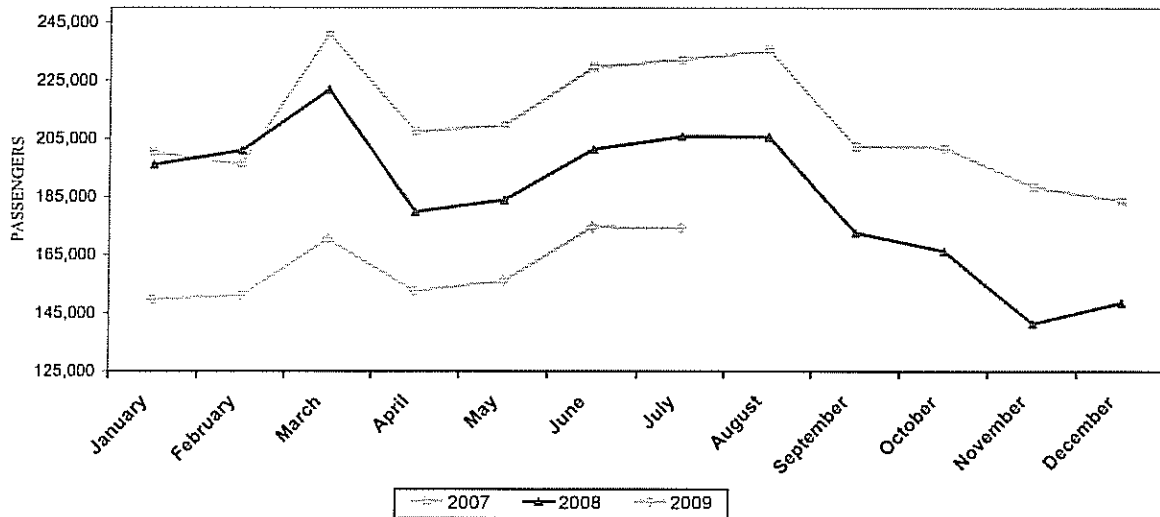


## MONTHLY ENPLANED PASSENGERS JULY 2009

Month	<u>PASSENGERS<sup>1</sup></u>			DIFFERENCE
	2007	2008	2009	
January	200,334	195,981	149,813	-23.56%
February	195,997	200,851	150,894	-24.87%
March	240,880	221,875	170,497	-23.16%
April	207,443	179,845	152,685	-15.10%
May	209,557	183,861	155,965	-15.17%
June	229,576	201,271	174,608	-13.25%
July	232,164	205,791	174,412	-15.25%
August	235,318	205,576		
September	202,311	172,607		
October	201,859	166,339		
November	188,434	141,456		
December	183,595	148,563		
<b>TOTALS</b>	<b>2,527,468</b>	<b>2,224,016</b>	<b>1,128,874</b>	

<sup>1</sup>Per Landing Reports

**Monthly Enplaned Passengers**

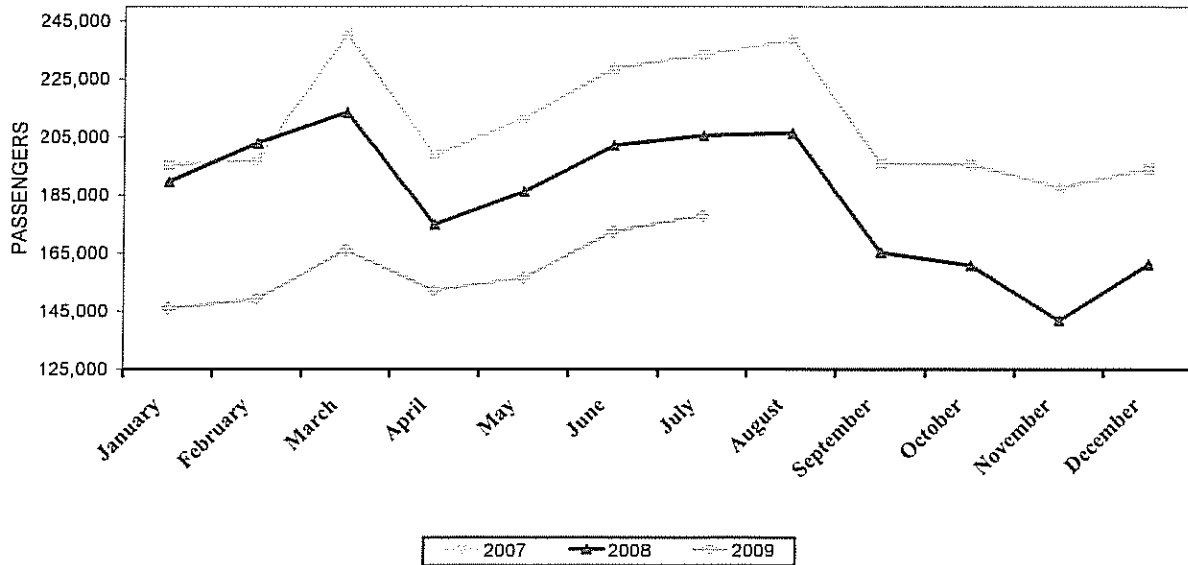


## MONTHLY DEPLANED PASSENGERS JULY 2009

Month	PASSENGERS <sup>1</sup>			DIFFERENCE
	2007	2008	2009	
January	195,544	189,631	146,014	-23.00%
February	197,089	202,968	149,134	-26.52%
March	240,490	213,620	166,155	-22.22%
April	198,794	174,923	152,144	-13.02%
May	211,521	186,284	156,476	-16.00%
June	228,762	202,170	172,499	-14.68%
July	233,323	205,541	178,092	-13.35%
August	238,540	206,426		
September	195,908	165,244		
October	195,508	160,807		
November	187,635	141,800		
December	194,111	161,208		
<b>TOTALS</b>	<b>2,517,225</b>	<b>2,210,622</b>	<b>1,120,514</b>	

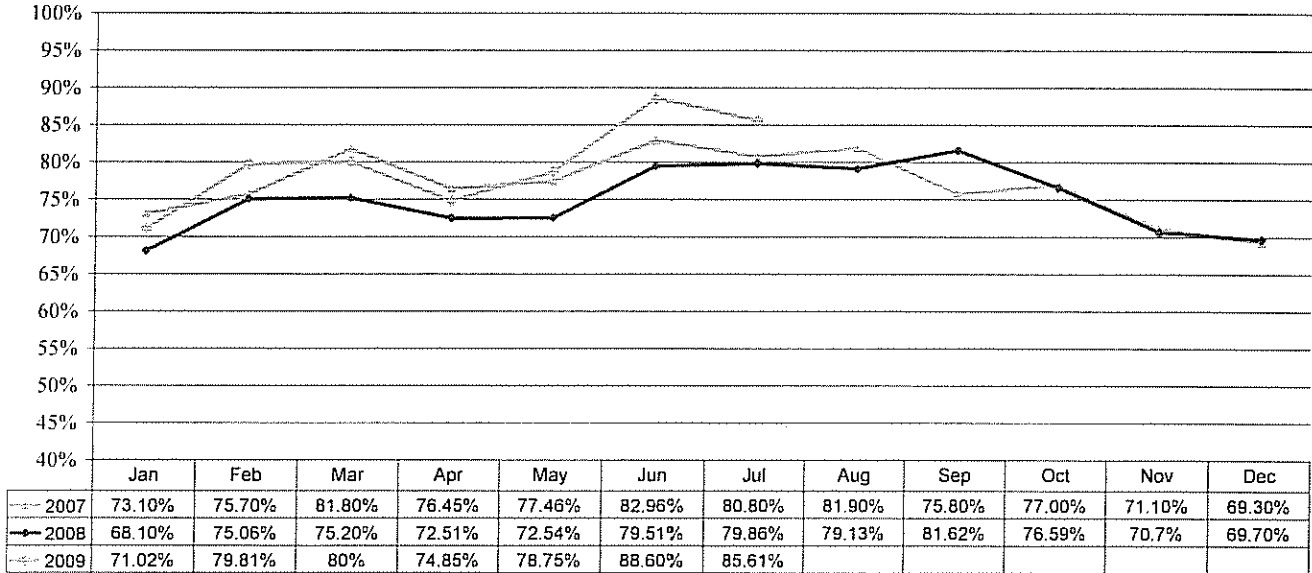
<sup>1</sup>Per Landing Reports - Scheduled and Charter

**Monthly Deplaned Passengers**



**MONTHLY ENPLANED PASSENGER LOAD FACTOR SUMMARY  
JULY 2009**

**Monthly Load Factor**



--- 2007    — 2008    - 2009

Month	<u>ENPLANED PASSENGERS*</u>			<u>LOAD FACTOR (%)</u>			<u>DIFFERENCE (2009 / 2008)</u>
	2007	2008	2009	2007	2008	2009	
January	198,737	195,981	149,813	73.10	68.10	71.02	2.9
February	193,576	200,851	150,894	75.65	75.06	79.81	4.8
March	237,470	221,875	170,497	81.78	75.20	80.00	4.8
April	204,156	179,845	152,685	76.45	72.51	74.85	2.3
May	206,369	183,861	155,965	77.46	72.54	78.75	6.2
June	226,577	201,271	174,608	82.96	79.51	88.59	9.1
July	229,238	205,791	174,412	80.75	79.86	85.61	5.8
August	232,031	205,576		81.89	79.13		
September	199,578	172,607		75.77	81.62		
October	198,499	166,339		77.07	76.59		
November	184,384	141,456		71.48	70.67		
December	181,472	148,563		69.13	69.67		
***	<b>2,492,087</b>	<b>2,224,016</b>	<b>1,128,874</b>	<b>76.96</b>	<b>75.04</b>	<b>79.80</b>	<b>5.1</b>

\* Per Landing Repts

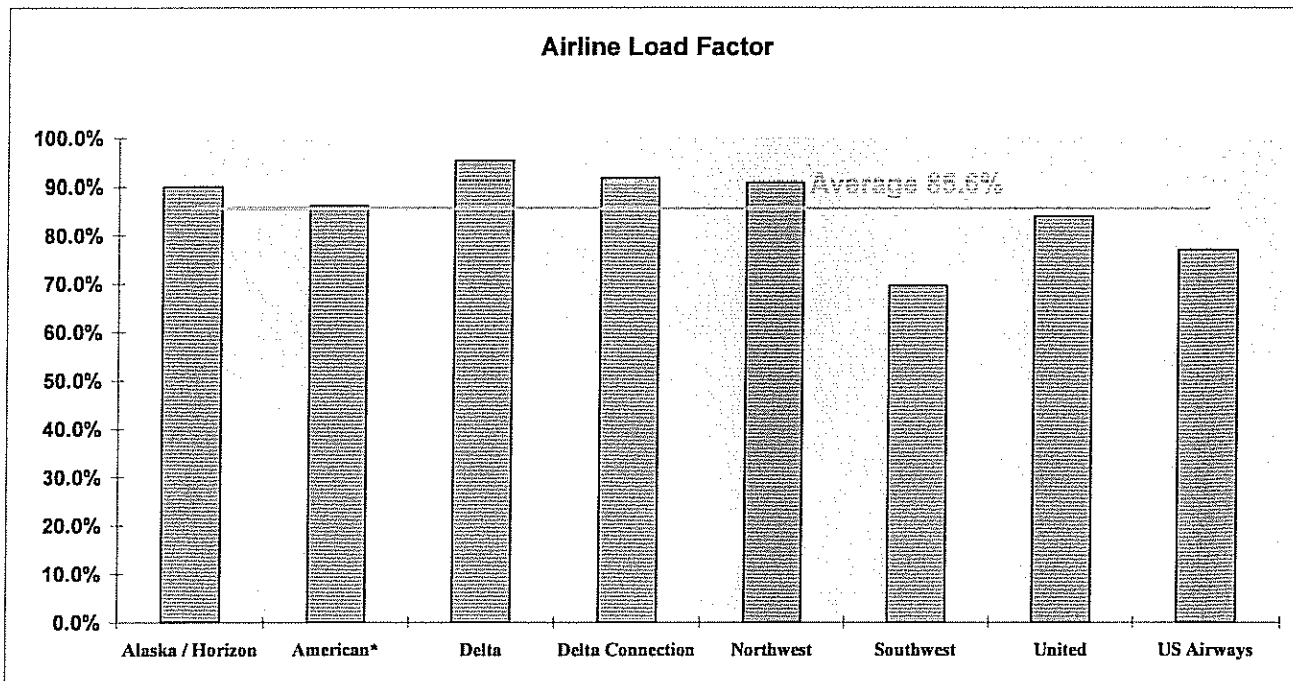
\*\*\* AVERAGE OF AIRLINE LOAD FACTORS

## LOAD FACTOR BY AIRLINE JULY 2009

Carrier	Seats Available	***Enplaned Passengers	2009 Load Factor (%)	2008 Load Factor (%)	Difference
Alaska / Horizon	15,048	13,555	90.1%	91.8%	-1.7
American*	16,594	15,483	86.2%	81.4%	4.8
Delta	9,300	8,867	95.3%	90.2%	5.1
Delta Connection	4,940	4,533	91.8%	76.5%	15.3
Northwest	496	451	90.9%	N/A	N/A
Southwest	135,302	94,175	69.6%	64.3%	5.3
United	28,158	23,626	83.9%	75.3%	8.6
US Airways	15,386	11,855	77.1%	68.6%	8.5
<b>AVERAGE**</b>	<b>225,224</b>	<b>172,545</b>	<b>85.6%</b>	<b>79.8%</b>	<b>5.8</b>

\*LOAD FACTORS REPORTED BY AIRLINES

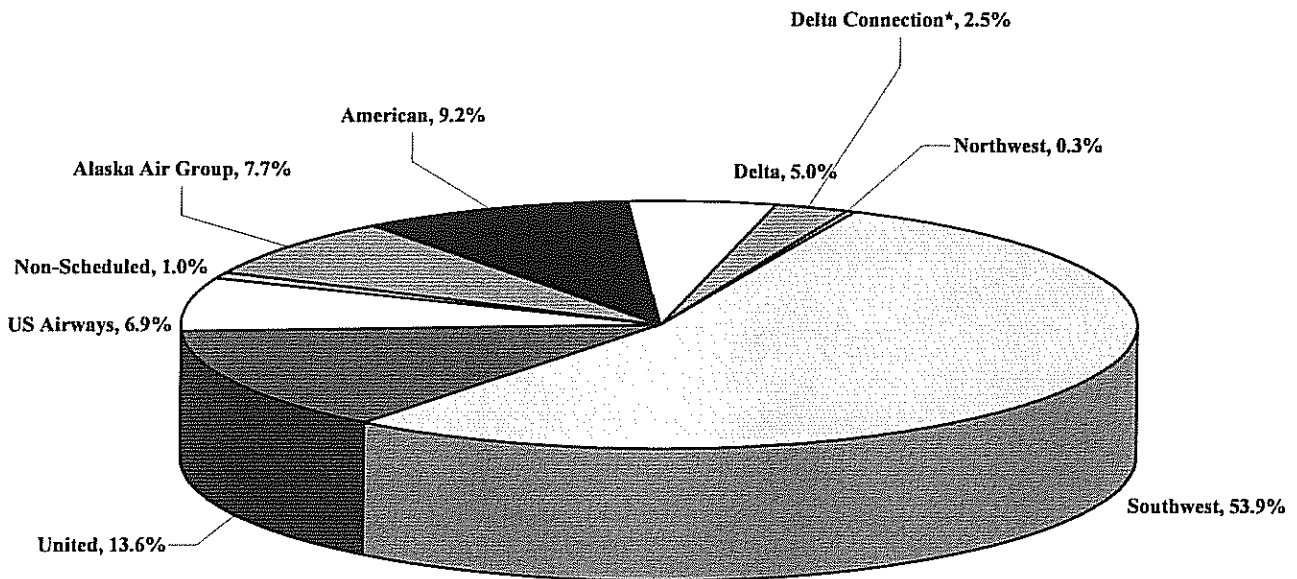
\*\* ENPLANED PASSENGERS DOES NOT INCLUDE CHARTER PASSENGERS



# TOTAL AIR CARRIER MARKET SHARE JULY 2009

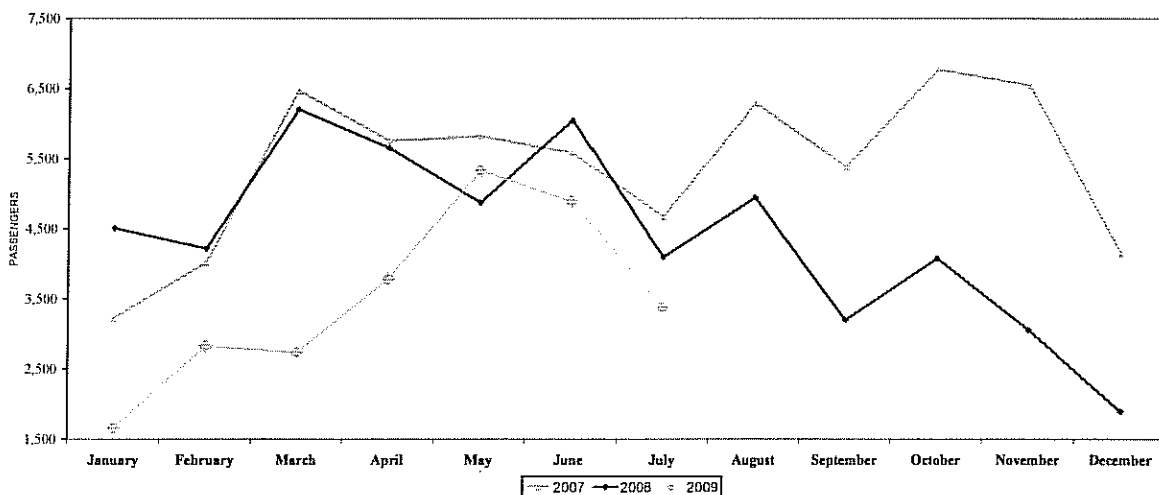
Carrier	Passengers	Percentage of Total
Alaska Air Group	27,205	7.72%
American	32,364	9.18%
Delta	17,598	4.99%
Delta Connection*	8,927	2.53%
Northwest	913	0.26%
Southwest	189,875	53.86%
United	48,064	13.64%
US Airways	24,189	6.86%
Non-Scheduled	3,369	0.96%
<b>Totals</b>	<b>352,504</b>	<b>100.00%</b>

\*Delta Connection carriers: ExpressJet and SkyWest

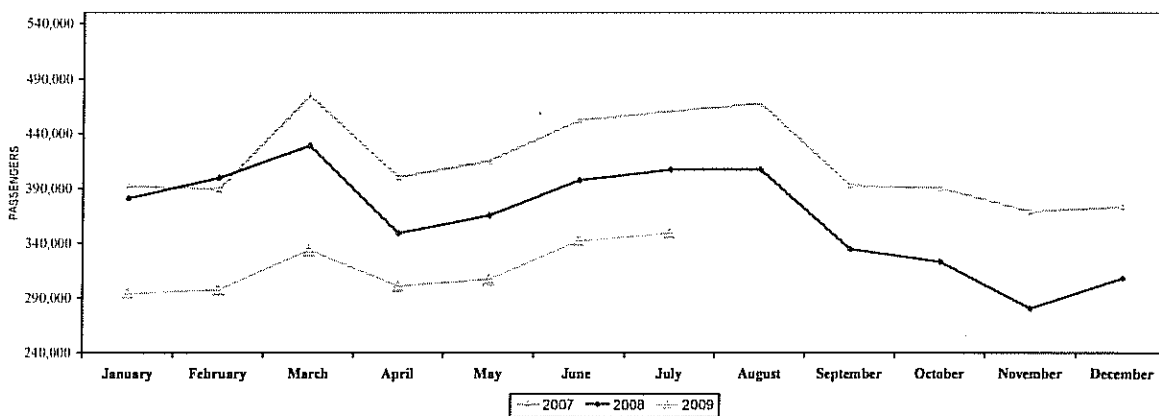


## TOTAL PASSENGERS JULY 2009

### DOMESTIC CHARTER PASSENGERS



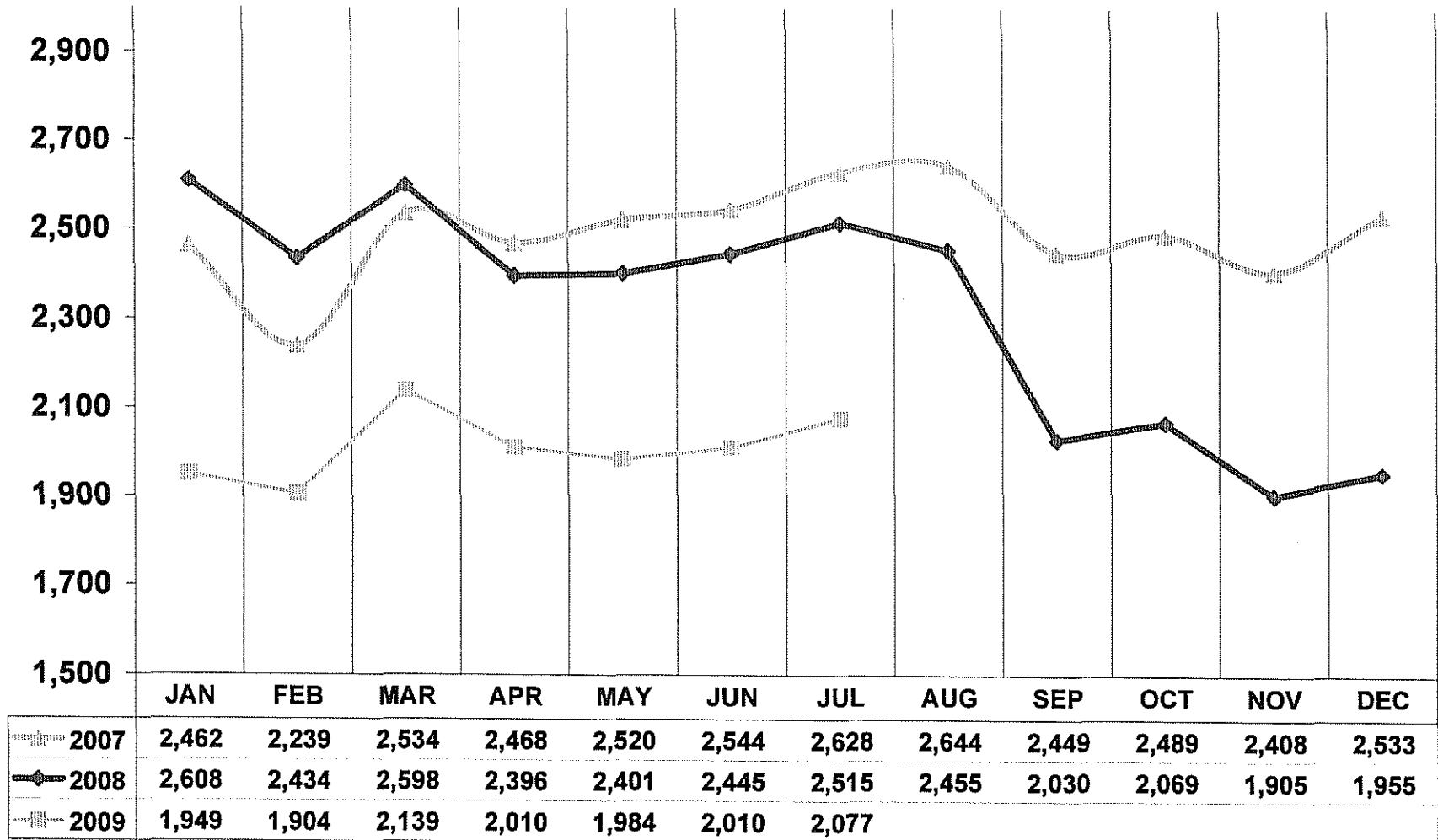
### DOMESTIC SCHEDULED PASSENGERS



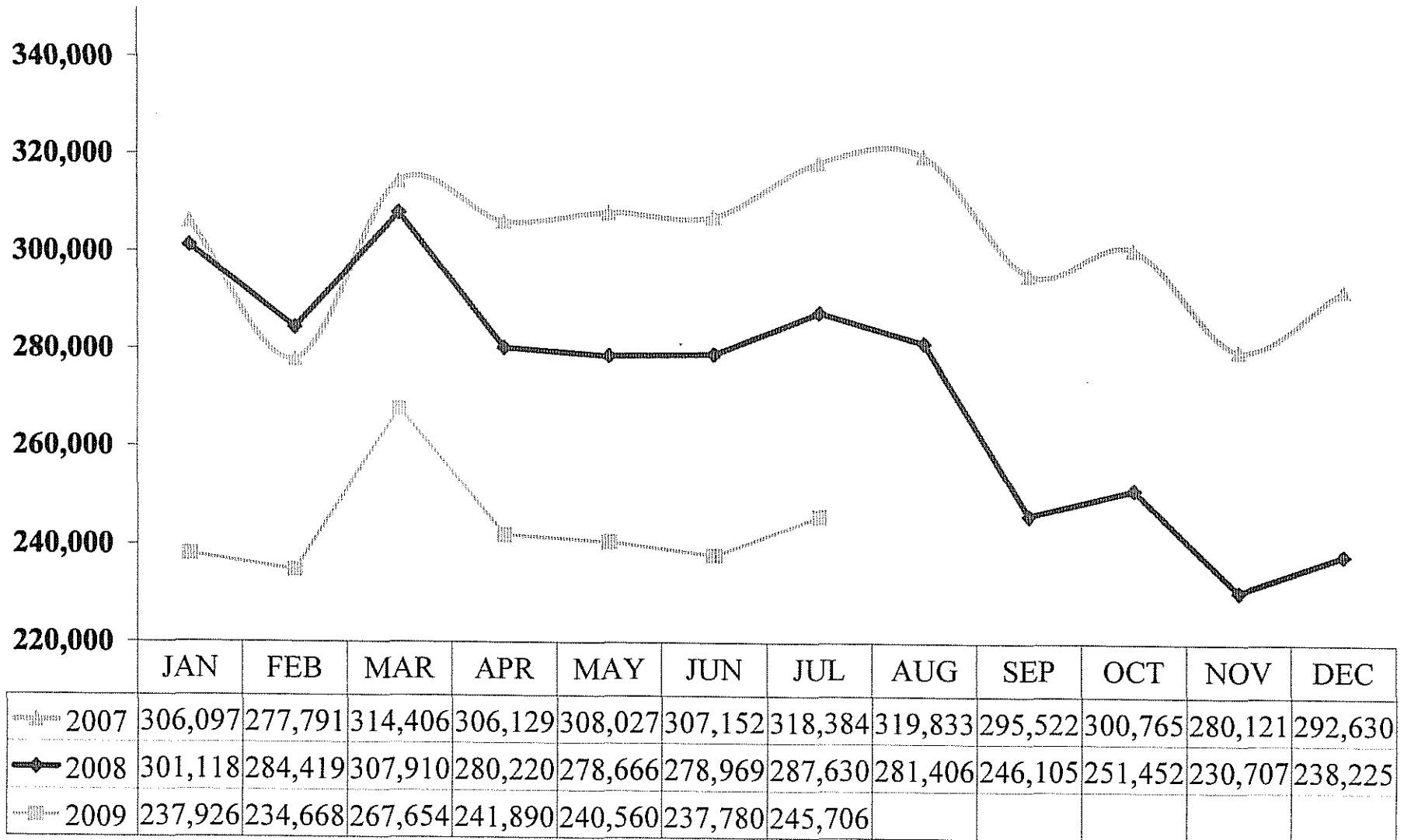
2009 MONTH	DOMESTIC <sup>1</sup>		INTERNATIONAL <sup>1</sup>		2009 TOTAL Passengers	2009 Charter Passengers	2008 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	294,166	1,661	0	0	295,827	1,661	4,509	-63.2%
February	297,201	2,827	0	0	300,028	2,827	4,217	-33.0%
March	333,916	2,736	0	0	336,652	2,736	6,202	-55.9%
April	301,037	3,792	0	0	304,829	3,792	5,655	-32.9%
May	307,108	5,333	0	0	312,441	5,333	4,874	9.4%
June	342,219	4,888	0	0	347,107	4,888	6,045	-19.1%
July	349,135	3,369	0	0	352,504	3,369	4,097	-17.8%
August								
September								
October								
November								
December								
<b>TOTALS</b>	<b>2,224,782</b>	<b>24,606</b>	<b>0</b>	<b>0</b>	<b>2,249,388</b>	<b>24,606</b>	<b>35,599</b>	<b>-30.9%</b>

<sup>1</sup> For Landing Reports

## MONTHLY SCHEDULED DEPARTURES JULY 2009

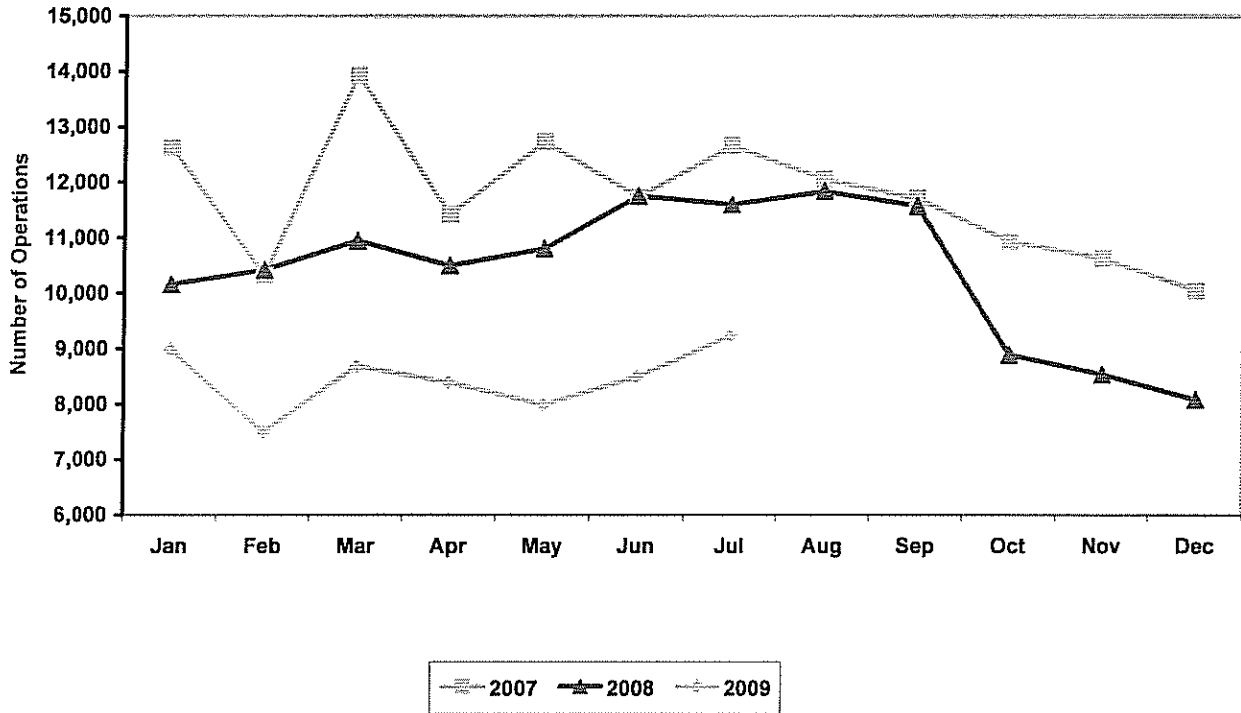


## MONTHLY AVAILABLE SEATS JULY 2009



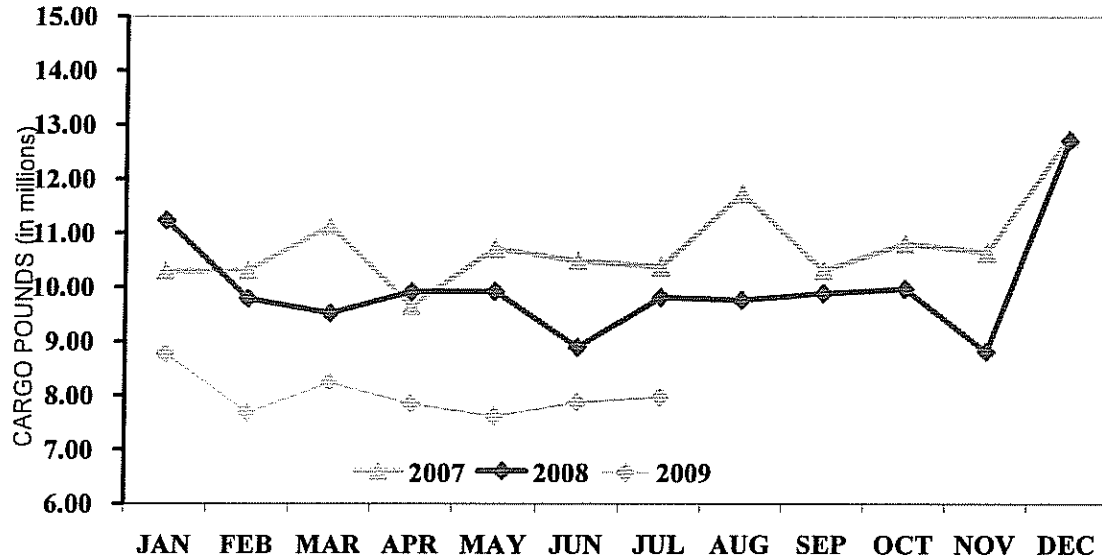


# TOTAL OPERATIONS JULY 2009



Month	Number of Operations			08 to 09 Percent
	2007	2008	2009	Change
January	12,628	10,163	8,985	-11.59%
February	10,322	10,420	7,498	-28.04%
March	13,933	10,948	8,686	-20.66%
April	11,424	10,501	8,391	-20.09%
May	12,734	10,807	7,987	-26.09%
June	11,733	11,753	8,492	-27.75%
July	12,657	11,599	9,229	-20.43%
August	12,057	11,837		
September	11,706	11,572		
October	10,934	8,889		
November	10,624	8,535		
December	10,054	8,083		
<b>TOTALS</b>	<b>140,806</b>	<b>125,107</b>	<b>59,268</b>	<b>-22.21%</b>
				<b>% change YTD</b>

# TOTAL CARGO JULY 2009



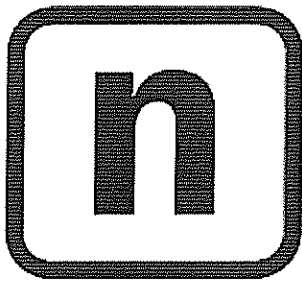
Month	<u>CARGO (IN POUNDS)</u>			METRIC TONS	PERCENT CHANGE
	2007	2008	2009		
January	10,293,920	11,231,880	8,777,047	3,980.5	-21.86%
February	10,313,441	9,786,730	7,675,284	3,480.9	-21.57%
March	11,129,070	9,519,983	8,237,243	3,735.7	-13.47%
<b>1st Quarter</b>	<b>31,736,431</b>	<b>30,538,593</b>	<b>24,689,574</b>	<b>11,197</b>	<b>-19.15%</b>
April	9,653,603	9,915,236	7,841,936	3,556.4	-20.91%
May	10,718,860	9,923,064	7,619,402	3,455.5	-23.22%
June	10,483,160	8,893,972	7,870,143	3,569.2	-11.51%
<b>2nd Quarter</b>	<b>30,855,623</b>	<b>28,732,272</b>	<b>23,331,481</b>	<b>10,581</b>	<b>-18.80%</b>
July	10,377,947	9,811,115	7,967,294	3,613.3	-18.79%
August	11,736,465	9,763,038			
September	10,311,212	9,890,572			
<b>3rd Quarter</b>	<b>32,425,624</b>	<b>29,464,725</b>			
October	10,813,406	9,971,505			
November	10,646,261	8,811,895			
December	12,772,059	12,713,339			
<b>4th Quarter</b>	<b>34,231,726</b>	<b>31,496,739</b>			
<b>TOTALS</b>	<b>129,249,404</b>	<b>120,232,329</b>	<b>55,988,349</b>	<b>25,391.5</b>	<b>-18.95%</b>

↑  
% change YTD

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# Go Tahoe North Search Engine Marketing Report

## September 08, 2009



north lake tahoe

smith & jones

795 Mays Boulevard

Incline Village, Nevada

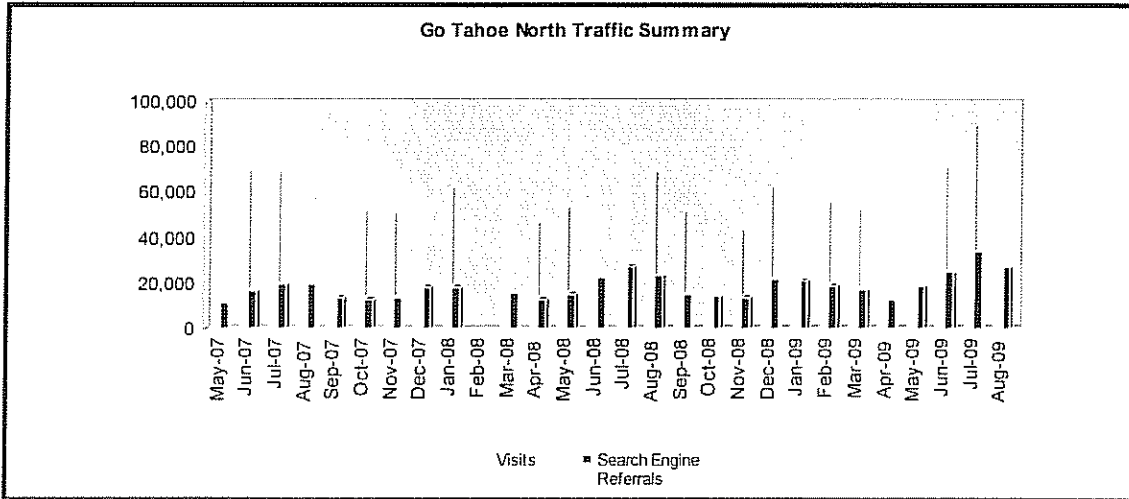
Phone: 775.831.6262

Email: [mwilliams@sjmarketing.com](mailto:mwilliams@sjmarketing.com)

Web Site: <http://www.sjmarketing.com/>

# Program Progress

- August 2009 Search Referral Traffic is up 18% compared to August 2008 Search Referral Traffic.
- Total site traffic is also up 15% in August 2009 compared to August 2008.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Aug-09	80,069	27,680	34.57%
Jul-09	90,466	34,382	38.01%
Jun-09	71,954	25,278	35.13%
May-09	53,385	19,039	35.66%
Apr-09	41,293	12,903	31.25%
Mar-09	53,582	17,571	32.79%
Feb-09	56,151	19,505	34.74%
Jan-09	65,255	21,694	33.24%
Dec-08	62,965	22,120	35.13%
Nov-08	43,929	14,091	32.08%
Oct-08	44,008	14,198	32.26%
Sep-08	51,571	15,198	29.47%
Aug-08	69,627	23,406	33.62%
Jul-08	81,336	27,874	34.27%
Jun-08	69,079	22,696	32.86%
May-08	53,611	15,558	29.02%
Apr-08	47,229	13,409	28.39%
Mar-08	56,720	16,071	28.33%
Feb-08	NA	NA	NA
Jan-08	62,949	18,724	29.74%



# Position Progress Summary

Search positions on Google, Yahoo & MSN compared with last month.

September 8, 2009 Go Tahoe North Search Positions	
Total #1 Positions	37
Total 1st Page Positions	71
Total 2nd Page Positions	13
Google #1 Positions	14
Google 1st Page Positions	27
Google 2nd Page Positions	6

## Compared with

August 12, 2009 Go Tahoe North Search Positions	
Total #1 Positions	38
Total 1st Page Positions	75
Total 2nd Page Positions	17
Google #1 Positions	14
Google 1st Page Positions	27
Google 2nd Page Positions	5



north tahoe

Go Tahoe North Search Marketing Report  
September 2009

smith & jones

# Site Optimization

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## Action Steps:

- Smith + Jones is finalizing technical details for search optimization on the Web site including redirects and updating links from the old /neighborhood/ URLs.
- Smith + Jones is finalizing strategies for optimizing the Cool Deals section.
- Continue adding new videos to the YouTube Channel. Smith + Jones will submit video links to Social Media Web sites as new videos are added.
- Continue blogging. Current blog posts are working well for Social Media Web sites.
- There were 83 submissions to Social Media Web sites made in August. The attached spreadsheet provides further details.



## Go Tahoe North "Buzz" on the Web

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With additional search visibility and increased social media marketing efforts comes additional exposure across the Web. Smith + Jones gathered a handful of blog and forum posts mentioning GoTahoeNorth and listed them below:

\*\* Please note, these are not all directly related to Social Marketing efforts Smith + Jones has done. They are a sample of various mentions of GoTahoeNorth across the Web. \*\*

Bookmarks added on Social Bookmarking Web sites

\*\* This is a sampling of backlinks generated from Smith + Jones Social Media Submissions. This list does not include all backlinks achieved. \*\*

<http://www.searchles.com/links/show/gotahoenorth.com/events-and-activities/winter/skiing-and-boarding/interchangeable-lift-ticket>  
<http://clipmarks.com/clipmark/A7EC9F72-1F0C-4FD9-A262-16C81B0C9EF4/>  
<http://delicious.com/odiedog/tahoe>  
<http://www.mister-wong.com/tags/incline/>

Random GoTahoeNorth Mentions and Links

<http://www.sacbee.com/172/story/2051654-p3.html>

All around Tahoe

<http://laketahoenews.blogspot.com/2009/08/pr-north-lake-tahoe-happenings.html>

PR – North Lake Tahoe Happenings

<http://yubanet.com/regional/North-Lake-Tahoe-Recreation-Update-August-17.php>

North Lake Tahoe Recreation Update August 17

<http://www.folkd.com/user/nicole779>

Full Moon Kayak

[http://www.tripadvisor.com/ShowTopic-g45992-i246-k3026245-Reno\\_vs\\_Tahoe-Reno\\_Nevada.html#19897997](http://www.tripadvisor.com/ShowTopic-g45992-i246-k3026245-Reno_vs_Tahoe-Reno_Nevada.html#19897997)

Reno vs. Tahoe

<http://www.elementownersclub.com/forums/showthread.php?t=54001&page=36#post789188>

Lake Tahoe Campathon 2009



north lake tahoe

## Search Position Summary

Engine	Keyword	Position	Page
Bing US	Incline Village	1	1
Bing US	incline village lake tahoe	1	1
Bing US	Incline Village vacation	10	1
Bing US	kings beach	1	1
Bing US	kings beach lake tahoe	1	1
Bing US	Lake Tahoe activities	3	1
Bing US	lake tahoe activities in summer	1	1
Bing US	Lake Tahoe entertainment	2	2
Bing US	Lake Tahoe fishing	14	2
Bing US	Lake Tahoe golf courses	9	1
Bing US	Lake Tahoe lodging	2	1
Bing US	Lake Tahoe resorts	2	1
Bing US	Lake Tahoe ski resorts	10	1
Bing US	Lake Tahoe summer	1	1
Bing US	lake tahoe summer activities	1	1
Bing US	Lake Tahoe vacations	18	2
Bing US	Lake Tahoe weddings	19	2
Bing US	North Lake Tahoe	1	1
Bing US	north lake tahoe hotels	1	1
Bing US	north lake tahoe lodging	1	1
Bing US	north lake tahoe rentals	1	1
Bing US	north shore lake tahoe	1	1
Bing US	north shore lake tahoe hotels	1	1
Bing US	Tahoe City	5	1
Bing US	Tahoe Vista	1	1
Bing US	Truckee California	13	2
Google US	Incline Village	1	1
Google US	incline village lake tahoe	1	1
Google US	incline village tahoe	1	1
Google US	Incline Village vacation	4	1
Google US	kings beach	2	1
Google US	kings beach lake tahoe	1	1
Google US	kings beach tahoe	2	1
Google US	Lake Tahoe activities	5	1
Google US	lake tahoe activities in summer	1	1
Google US	Lake Tahoe Chamber of Commerce	7	1
Google US	lake tahoe events	3	1
Google US	Lake Tahoe fishing	7	1
Google US	Lake Tahoe lodging	4	1
Google US	Lake Tahoe ski	19	2
Google US	Lake Tahoe ski resorts	15	2
Google US	Lake Tahoe skiing	14	2
Google US	Lake Tahoe summer	1	1





Google US	lake tahoe summer activities	1	1
Google US	Lake Tahoe vacations	3	1
Google US	North Lake Tahoe	1	1
Google US	north lake tahoe camping	1	1
Google US	north lake tahoe hotels	1	1
Google US	north lake tahoe lodging	1	1
Google US	north lake tahoe rentals	1	1
Google US	north lake tahoe restaurants	1	1
Google US	north shore lake tahoe	2	1
Google US	north shore lake tahoe hotels	1	1
Google US	Northstar at Tahoe	12	2
Google US	ski Tahoe	8	1
Google US	ski vacations	15	2
Google US	Tahoe City	5	1
Google US	Tahoe Vista	2	1
Google US	Truckee California	16	2
Yahoo! US	incline village tahoe	6	1
Yahoo! US	kings beach	4	1
Yahoo! US	kings beach lake tahoe	1	1
Yahoo! US	kings beach tahoe	1	1
Yahoo! US	Lake Tahoe activities	5	1
Yahoo! US	lake tahoe activities in summer	1	1
Yahoo! US	Lake Tahoe entertainment	5	1
Yahoo! US	lake tahoe events	7	1
Yahoo! US	Lake Tahoe fishing	9	1
Yahoo! US	Lake Tahoe golf courses	10	1
Yahoo! US	Lake Tahoe lodging	1	1
Yahoo! US	Lake Tahoe ski resorts	14	2
Yahoo! US	Lake Tahoe summer	3	1
Yahoo! US	lake tahoe summer activities	1	1
Yahoo! US	Lake Tahoe vacations	15	2
Yahoo! US	North Lake Tahoe	1	1
Yahoo! US	north lake tahoe camping	3	1
Yahoo! US	north lake tahoe hotels	2	1
Yahoo! US	north lake tahoe lodging	1	1
Yahoo! US	north lake tahoe rentals	8	1
Yahoo! US	north lake tahoe restaurants	3	1
Yahoo! US	north shore lake tahoe	2	1
Yahoo! US	north shore lake tahoe hotels	1	1
Yahoo! US	Tahoe City	6	1
Yahoo! US	Tahoe Vista	1	1

Total #1 Positions	37
Total 1st Page Positions	71
Total 2nd Page Positions	13



# Google Historical Positions

Keyword	Sep-09	Aug-09	Jul-09	Jun-09	May-09	Apr-09
Incline Village	1	1	1	1	1	1
incline village lake tahoe	1	1	x	x	x	x
incline village tahoe	1	1	x	x	x	x
Incline Village vacation	4	3	3	3	3	3
kings beach	2	2	x	x	x	x
kings beach lake tahoe	1	1	x	x	x	x
kings beach tahoe	2	2	x	x	x	x
Lake Tahoe			15	12	8	16
Lake Tahoe activities	5	4	7	10	10	14
lake tahoe activities in summer	1	1	x	x	x	x
Lake Tahoe Chamber of Commerce	7	7	7	7	6	7
Lake Tahoe entertainment					14	14
lake tahoe events	3	4	x	x	x	x
Lake Tahoe fishing	7	6	6	8	7	10
Lake Tahoe golf courses			9		19	20
Lake Tahoe hotels						
Lake Tahoe lodging	4		4	3	3	8
Lake Tahoe resorts						
Lake Tahoe ski	19	17		19	19	
Lake Tahoe ski resorts	15	12	6	10	20	
Lake Tahoe skiing	14	12	13	8	20	6
Lake Tahoe summer	1	1	1	1	1	1
lake tahoe summer activities	1	1	x	x	x	x
Lake Tahoe vacation rentals			18	13	14	17
Lake Tahoe vacations	3	3	2	3	3	3
Lake Tahoe weddings						
North Lake Tahoe	1	1	1	1	1	1
north lake tahoe camping	1	1	x	x	x	x
north lake tahoe hotels	1	1	x	x	x	x
north lake tahoe lodging	1	1	x	x	x	x
north lake tahoe rentals	1	1	x	x	x	x
north lake tahoe restaurants	1	1	x	x	x	x
north shore lake tahoe	2	2	x	x	x	x
north shore lake tahoe hotels	1	1	x	x	x	x
Northstar				14	19	
Northstar at Tahoe	12	8	20		8	
ski Tahoe	8	8	8	10	14	17
ski vacations	15	15	16	18	16	
Squaw Valley						
Tahoe City	5	4	6	5	5	6
Tahoe Vista	2	2	2	2	2	2

8



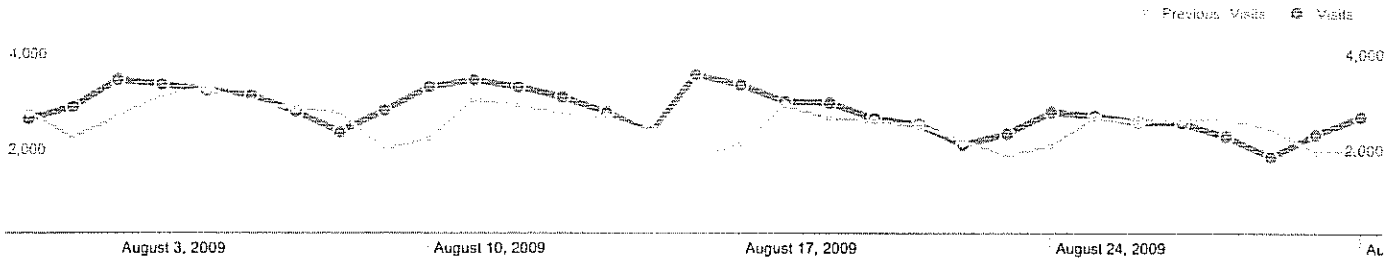
north lake tahoe

Truckee California	16	11	17	18	18
x = search positions for this key word were not yet being measured					

x = search positions for this key word were not yet being measured

#1 Positions	14	14	3	3	3	3
1st Page Positions	27	27	14	14	13	11
2nd Page Positions	6	5	6	6	10	6

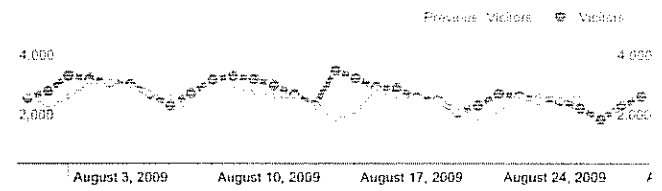




**Site Usage**

<p><b>79,713 Visits</b>                  Previous: 79,616 (+0.13%)</p>	<p><b>34.04% Bounce Rate</b>                  Previous: 31.65% (+7.57%)</p>
<p><b>383,519 Pageviews</b>                  Previous: 365,954 (+4.81%)</p>	<p><b>00:04:12 Avg. Time on Site</b>                  Previous: 00:04:31 (-4.45%)</p>
<p><b>4.81 Pages/Visit</b>                  Previous: 4.71 (+2.12%)</p>	<p><b>78.68% % New Visits</b>                  Previous: 76.65% (+2.64%)</p>

**Visitors Overview**



**Visitors**  
**67,271**

**Map Overlay world**

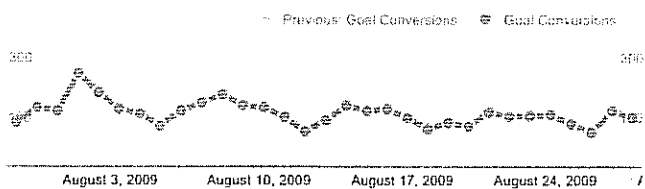


**Traffic Sources Overview**



- Search Engines**  
30,205.00 (37.89%)
- Direct Traffic**  
27,533.00 (34.54%)
- Referring Sites**  
21,975.00 (27.57%)

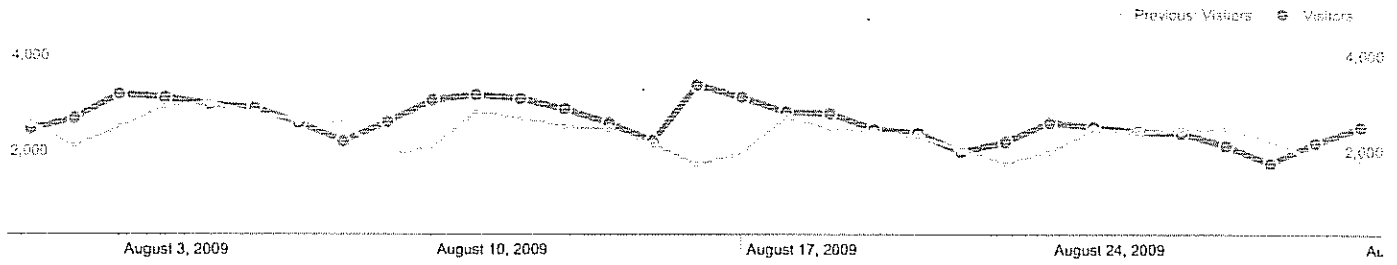
## Goals Overview



**Goal Conversions**  
**4,159**

## Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Aug 1, 2009 - Aug 31, 2009	23,118	6.03%
Aug 1, 2008 - Aug 31, 2008	5,531	1.51%
% Change	317.67%	115.83%
/events-and-activities/event-calendar		
Aug 1, 2009 - Aug 31, 2009	14,562	3.80%
Aug 1, 2008 - Aug 31, 2008	11,610	3.17%
% Change	25.43%	19.80%
/lodging		
Aug 1, 2009 - Aug 31, 2009	13,023	3.40%
Aug 1, 2008 - Aug 31, 2008	10,794	2.95%
% Change	20.65%	8.10%
/events-and-activities/summer		
Aug 1, 2009 - Aug 31, 2009	10,144	2.64%
Aug 1, 2008 - Aug 31, 2008	10,260	2.80%
% Change	-1.13%	-5.66%
/lodging/lodging-by-type		
Aug 1, 2009 - Aug 31, 2009	10,009	2.61%
Aug 1, 2008 - Aug 31, 2008	13,006	3.55%
% Change	-23.04%	-26.57%



## 67,271 people visited this site

**79,713 Visits**

Previous: 70,616

**67,271 Absolute Unique Visitors**

Previous: 59,551

**383,519 Pageviews**

Previous: 365,974

**4.81 Average Pageviews**

Previous: 5.16

**00:04:12 Time on Site**

Previous: 00:04:31

**34.04% Bounce Rate**

Previous: 31.68%

**78.68% New Visits**

Previous: 78.85%

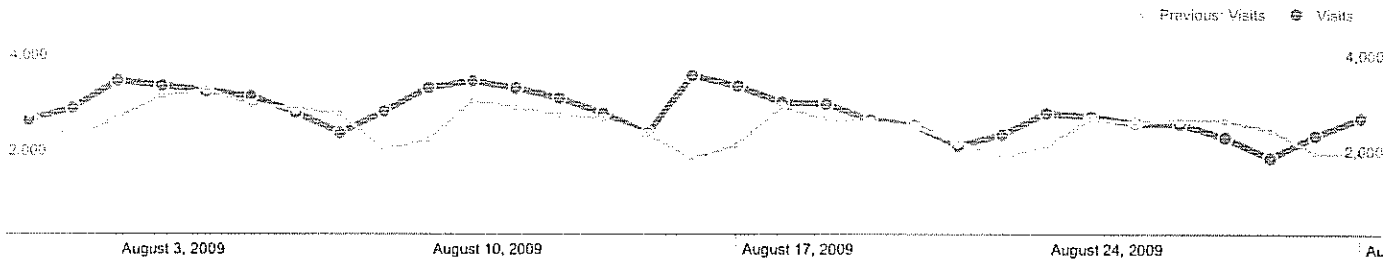
## Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Aug 1, 2009 - Aug 31, 2009	50,048	62.79%	Aug 1, 2009 - Aug 31, 2009	31,066	38.97%
Aug 1, 2008 - Aug 31, 2008	50,376	71.34%	Aug 1, 2008 - Aug 31, 2008	23,963	33.93%
% Change	-0.65%	-11.99%	% Change		
Firefox			DSL		
Aug 1, 2009 - Aug 31, 2009	17,665	22.16%	Aug 1, 2009 - Aug 31, 2009	24,204	30.36%
Aug 1, 2008 - Aug 31, 2008	14,002	19.83%	Aug 1, 2008 - Aug 31, 2008	21,549	30.52%
% Change			% Change		-0.50%

<b>Safari</b>			<b>Unknown</b>		
Aug 1, 2009 - Aug 31, 2009	9,802	12.30%	Aug 1, 2009 - Aug 31, 2009	15,337	19.24%
Aug 1, 2008 - Aug 31, 2008	5,694	8.06%	Aug 1, 2008 - Aug 31, 2008	15,592	22.08%
% Change	71.44%	52.5%	% Change	-1.64%	-12.86%
<b>Chrome</b>			<b>T1</b>		
Aug 1, 2009 - Aug 31, 2009	1,672	2.10%	Aug 1, 2009 - Aug 31, 2009	6,588	8.26%
Aug 1, 2008 - Aug 31, 2008	0	0.00%	Aug 1, 2008 - Aug 31, 2008	6,638	9.40%
% Change	100.00%	100.0%	% Change	-0.75%	-12.08%
<b>Mozilla</b>			<b>Dialup</b>		
Aug 1, 2009 - Aug 31, 2009	204	0.26%	Aug 1, 2009 - Aug 31, 2009	1,284	1.61%
Aug 1, 2008 - Aug 31, 2008	281	0.40%	Aug 1, 2008 - Aug 31, 2008	1,529	2.17%
% Change	-27.40%	-35.69%	% Change	-16.02%	-25.61%

# Traffic Sources Overview

Aug 1, 2009 - Aug 31, 2009  
 Comparing to: Aug 1, 2008 - Aug 31, 2008



## All traffic sources sent a total of 79,713 visits

**34.54% Direct Traffic**

Previous: 41.16% (+15,000%)

**27.57% Referring Sites**

Previous: 22.89% (+19,154%)

**37.89% Search Engines**

Previous: 35.74% (+6,125%)



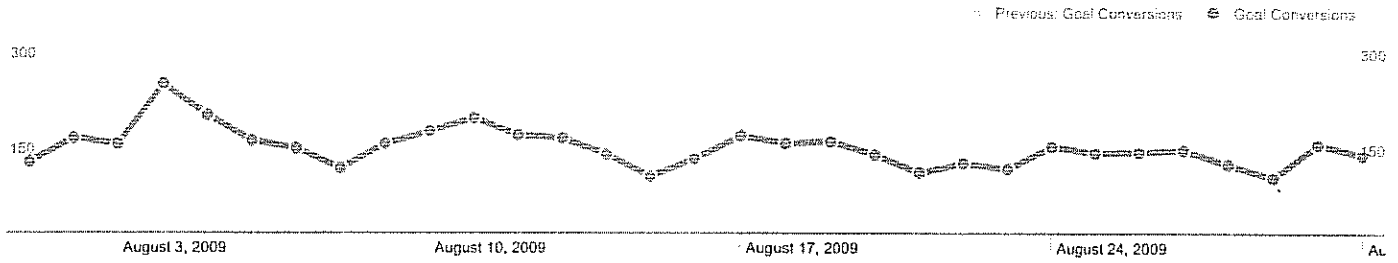
- Search Engines  
30,205.00 (37.89%)
- Direct Traffic  
27,533.00 (34.54%)
- Referring Sites  
21,975.00 (27.57%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
(direct) ((none))			incline village		
Aug 1, 2009 - Aug 31, 2009	27,533	34.54%	Aug 1, 2009 - Aug 31, 2009	1,500	4.97%
Aug 1, 2008 - Aug 31, 2008	29,068	41.16%	Aug 1, 2008 - Aug 31, 2008	1,352	5.36%
% Change	-5.28%	-16.09%	% Change	1,148%	-7.29%
google (organic)			north lake tahoe		
Aug 1, 2009 - Aug 31, 2009	23,956	30.05%	Aug 1, 2009 - Aug 31, 2009	1,413	4.68%
Aug 1, 2008 - Aug 31, 2008	19,763	27.99%	Aug 1, 2008 - Aug 31, 2008	1,408	5.58%
% Change	21%	8%	% Change	1,004%	-16.14%
visitinglaketahoe.com (referral)			lake tahoe resorts		
Aug 1, 2009 - Aug 31, 2009	10,620	13.32%	Aug 1, 2009 - Aug 31, 2009	847	2.80%
Aug 1, 2008 - Aug 31, 2008	7,452	10.55%	Aug 1, 2008 - Aug 31, 2008	397	1.57%
% Change	43%	26%	% Change	112%	79.62%
yahoo (organic)			north lake tahoe hotels		
Aug 1, 2009 - Aug 31, 2009	3,602	4.52%	Aug 1, 2009 - Aug 31, 2009	815	2.70%
Aug 1, 2008 - Aug 31, 2008	3,129	4.43%	Aug 1, 2008 - Aug 31, 2008	289	1.15%
% Change	15%	2%	% Change	182%	135.61%
facebook.com (referral)			kings beach lake tahoe		



Aug 1, 2009 - Aug 31, 2009	2,639	3.31%	Aug 1, 2009 - Aug 31, 2009	711	2.35%
Aug 1, 2008 - Aug 31, 2008	10	0.01%	Aug 1, 2008 - Aug 31, 2008	280	1.11%
% Change		33.18%	% Change		1.24%



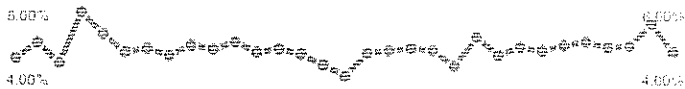
## Visitors completed 4,159 goal conversions

**4,159** conversions, Goal 1: Cool Deals Page

Previous: 0 (0.00%)

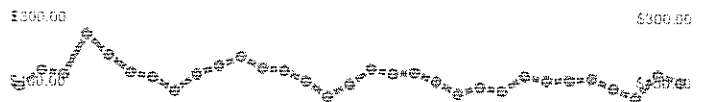
## Goal Performance

### Goal Conversion Rate

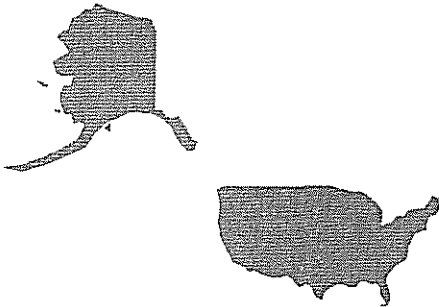


**Goal Conversion Rate**  
**5.22%**

### Total Goal Value



**Total Goal Value**  
**\$4,159.00**



**79,713 visits came from 145 countries/territories**

**Site Usage**

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
<b>79,713</b> Previous: 70,616 (+12.74%)	<b>4.81</b> Previous: 5.18 (-7.16%)	<b>00:04:12</b> Previous: 00:04:31 (-6.35%)	<b>78.75%</b> Previous: 78.78% (-0.03%)	<b>34.04%</b> Previous: 31.65% (7.57%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<b>United States</b>					
August 1, 2009 - August 31, 2009	<b>73,675</b>	4.88	00:04:16	78.05%	33.36%
August 1, 2008 - August 31, 2008	<b>63,675</b>	5.29	00:04:37	78.08%	30.63%
% Change	+15.71%	-7.77%	-7.55%	-0.03%	8.90%
<b>United Kingdom</b>					
August 1, 2009 - August 31, 2009	<b>1,134</b>	4.51	00:03:32	86.24%	38.80%
August 1, 2008 - August 31, 2008	<b>1,438</b>	4.43	00:03:27	79.76%	43.12%
% Change	-21.14%	+1.81%	+0.15%	+6.48%	-5.32%
<b>Canada</b>					
August 1, 2009 - August 31, 2009	<b>958</b>	4.44	00:03:11	89.67%	37.47%

August 1, 2008 - August 31, 2008	<b>1,065</b>	4.45	00:03:13	87.61%	37.09%
% Change	<b>-10.05%</b>	-0.18%	-1.22%	1.40%	1.04%
Germany					
August 1, 2009 - August 31, 2009	<b>461</b>	3.29	00:02:35	91.32%	45.99%
August 1, 2008 - August 31, 2008	<b>476</b>	4.62	00:03:22	87.39%	36.34%
% Change	<b>-3.15%</b>	-28.86%	-23.32%	4.49%	26.53%
Australia					
August 1, 2009 - August 31, 2009	<b>449</b>	4.10	00:04:25	76.84%	37.42%
August 1, 2008 - August 31, 2008	<b>383</b>	4.52	00:04:19	77.28%	41.25%
% Change	<b>17.23%</b>	-9.43%	1.10%	-0.58%	11.10%
Brazil					
August 1, 2009 - August 31, 2009	<b>310</b>	4.26	00:04:18	82.90%	33.87%
August 1, 2008 - August 31, 2008	<b>352</b>	4.69	00:05:07	84.94%	30.40%
% Change	<b>-11.93%</b>	-9.13%	-15.84%	-2.40%	11.43%
Mexico					
August 1, 2009 - August 31, 2009	<b>236</b>	5.41	00:06:06	86.86%	30.08%
August 1, 2008 - August 31, 2008	<b>247</b>	4.89	00:05:44	84.62%	34.01%
% Change	<b>-4.45%</b>	10.45%	4.10%	2.60%	13.20%
Belgium					
August 1, 2009 - August 31, 2009	<b>149</b>	2.48	00:01:45	95.97%	77.85%
August 1, 2008 - August 31, 2008	<b>97</b>	3.73	00:02:57	81.44%	45.36%
% Change	<b>53.83%</b>	-33.64%	-40.55%	16.60%	71.63%
Ireland					
August 1, 2009 - August 31, 2009	<b>134</b>	2.26	00:01:01	94.78%	69.40%
August 1, 2008 - August 31, 2008	<b>182</b>	3.18	00:02:00	92.86%	58.79%
% Change	<b>-26.37%</b>	-28.92%	-48.99%	1.92%	18.05%
Netherlands					
August 1, 2009 - August 31, 2009	<b>127</b>	3.01	00:01:57	86.61%	51.18%
August 1, 2008 - August 31, 2008	<b>158</b>	3.95	00:03:15	89.24%	37.97%
% Change	<b>-19.62%</b>	-23.84%	-39.81%	-2.94%	34.78%

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## AUGUST PROPERTY REFERRAL REPORT

	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.2%
Cal Neva Resort Casino Hotel	2.9%
Mourelatos Lakeshore Resort	2.8%
Tahoe Biltmore Lodge & Casino	2.7%
Cottage Inn at Lake Tahoe	2.7%
Sunnyside Steakhouse & Lodge	2.6%
Brockway Springs Resort	2.6%
Granlibakken Resort	2.6%
River Ranch Lodge and Restaurant	2.5%
Resort at Squaw Creek	2.4%
Pullen Rental Group	2.1%
Northstar Resort	2.0%
Coldwell Banker Rentals	2.0%
Ferrari's Crown Resort	1.8%
Holiday House	1.8%
Parkside Inn at Incline	1.7%
Tahoe Lake Cottages	1.6%
Franciscan Lakeside Lodge	1.6%
Stanford Alpine Chalet	1.6%
Tahoe Luxury Properties	1.6%
Lake Tahoe Accommodations	1.6%
PlumpJack Squaw Valley	1.6%
Red Wolf Lakeside Lodge	1.5%
Tahoe Sands Resort	1.4%
Hauserman Rental Group	1.4%
Rainbow Lodge	1.3%
Village at Northstar (tm)	1.3%
The Village at Squaw Valley USA	1.3%
Olympic Village Inn	1.3%
Cedar Glen Lodge	1.3%
Lake of the Sky Motor Inn	1.3%
Chaney House	1.2%
PepperTree Inn	1.2%
Sierra Vacation Rentals/Sales	1.2%
Club Tahoe Resort	1.2%
West Shore Cafe & Inn	1.2%
Shore House at Lake Tahoe	1.1%
Tahoma Meadows Bed & Breakfast	1.1%
Tahoe Mountain Resorts Lodging	1.1%
Tahoma Lodge	1.1%
Incline Vacation Rentals	1.1%
Incline at Tahoe Realty	1.1%
Tahoe Marina Lodge	1.1%
Firelite Lodge	1.0%
Shooting Star Bed & Breakfast	1.0%
Americas Best Value Inn Tahoe City	1.0%
Vacation Station, Inc.	1.0%
Tahoe Vistana Inn	1.0%
Tahoe City Inn	1.0%
Ritz-Carlton Highlands, Lake Tahoe	0.9%

Meeks Bay Resort & Marina	0.9%
Squaw Valley Lodge	0.9%
Vacation Tahoe by O'Neal Brokers	0.9%
Tahoe Inn	0.8%
Northstar Condominiums	0.8%
Agate Bay Realty	0.8%
Tahoe Woodside Vacation Rentals	0.8%
Assist 2 Sell - All Service Realty	0.7%
ReserveMyHome.com	0.7%
Sierra Mountain Properties	0.7%
West Lake Properties	0.7%
North Tahoe Rental Company	0.7%
Waters of Tahoe Properties	0.7%
Red Wolf Lodge at Squaw Valley	0.6%
Alpine Rental Group	0.6%
Goldfish Properties	0.6%
The Ritz-Carlton Highlands, Lake Tahoe	0.6%
Tahoe Resort Property Management Inc.	0.6%
Squaw Valley Realty/Rentals	0.6%
LakeFrontHouse.com	0.5%
Martis Valley Associates Property Rentals	0.5%
Northstar Mountain Home Vacation Rentals	0.5%
Tamarack Lodge	0.5%
Tahoe Real Estate Group	0.5%
First Accommodations	0.4%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.4%
O'Neal Brokers of Lake Tahoe	0.3%
Tahoe Tavern Properties	0.1%
Chinquapin / Packard Realty	0.1%