

September 2010
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Aug 31, 2010

Executive Summary

Data based on a sample of 10 properties in the North Lake Tahoe Community, representing 1,716 Units

		2010/11	2009/10	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (August) changed by (5.2%)	Occupancy (August) :	61.7%	58.6%	5.2%
North Lake Tahoe Average Daily Rate for last month (August) changed by (1.6%)	ADR (August) :	\$212	\$209	1.6%
North Lake Tahoe RevPAR for last month (August) changed by (6.8%)	RevPAR (August) :	\$131	\$122	6.8%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (September) changed by (-8.2%)	Occupancy (September)	36.0%	39.2%	-8.2%
North Lake Tahoe Average Daily Rate for next month (September) changed by (-7.1%)	ADR (September) :	\$188	\$203	-7.1%
North Lake Tahoe RevPAR for next month (September) changed by (-14.7%)	RevPAR (September) :	\$68	\$80	-14.7%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.2%)	Occupancy	45.5%	42.4%	7.2%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (-0.2%)	ADR	\$193	\$194	-0.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (7.0%)	RevPAR	\$88	\$82	7.0%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (13.5%)	Occupancy	14.3%	12.6%	13.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-6.7%)	ADR	\$200	\$215	-6.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (5.9%)	RevPAR	\$29	\$27	5.9%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2010 vs. Previous Year				
Rooms Booked during last month (August, 2010) compared to Rooms Booked during the same period last year (August, 2009) for all arrival dates has changed by (-2.9%)	Booking Pace (August) :	5.7%	5.9%	-2.9%

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

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

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

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

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

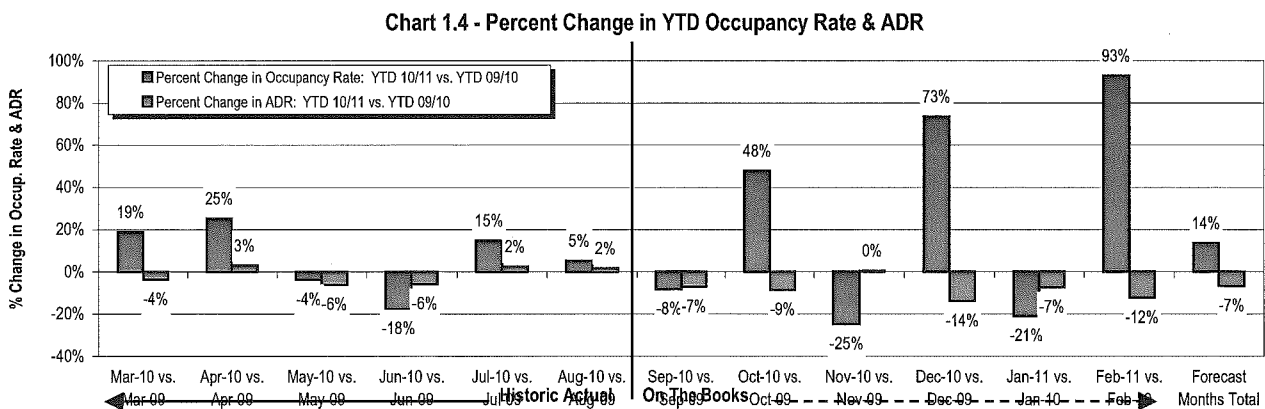
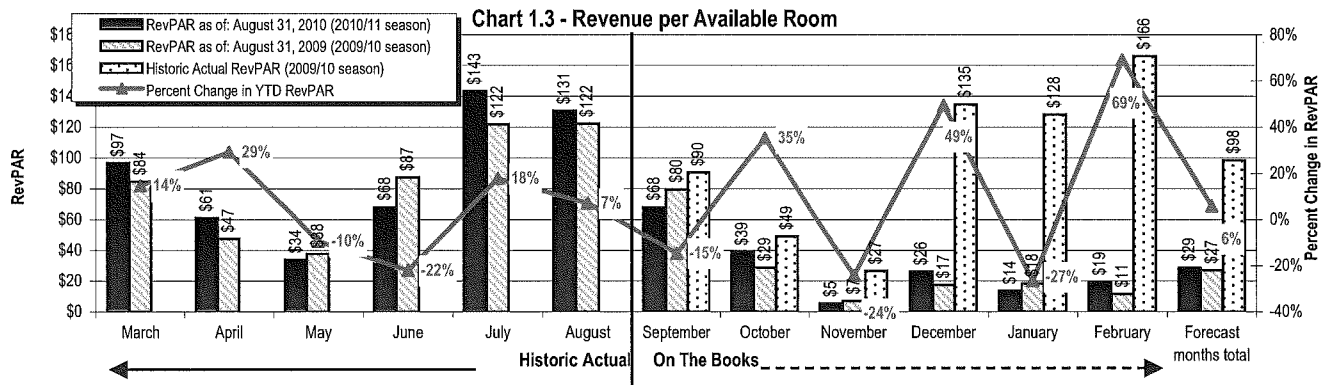
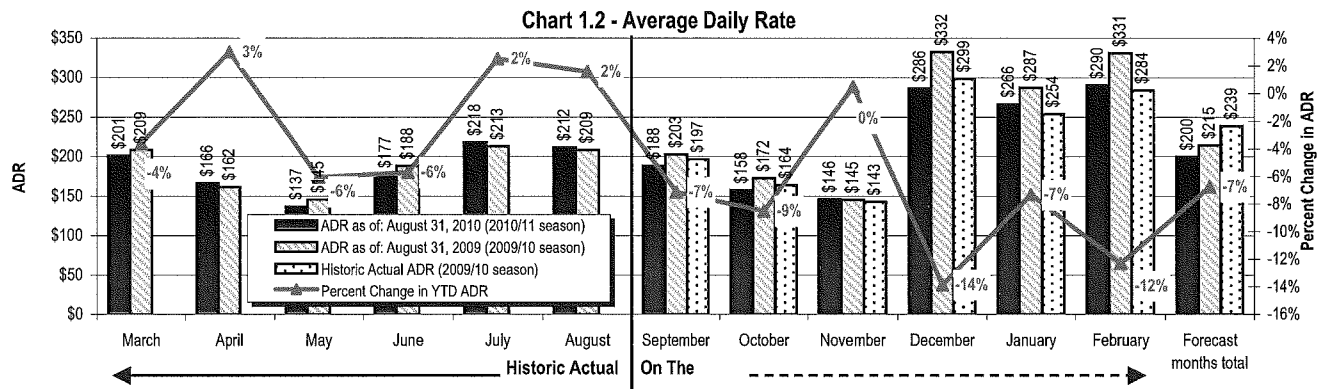
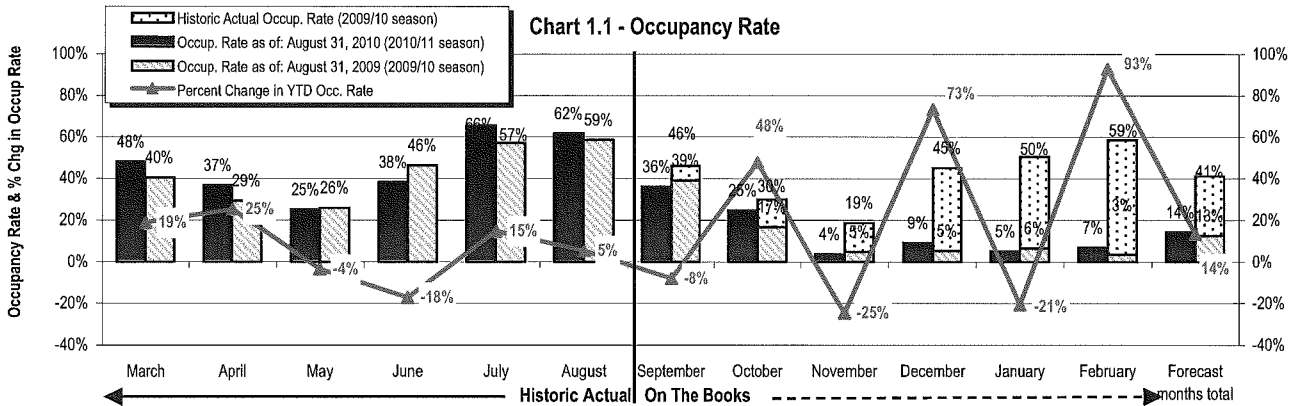
Copyright 2009 - MTRIP, LLC. All Rights Reserved. Information provided here is CONFIDENTIAL INFORMATION and is the exclusive property of MTRIP LLC. It is expressly not for reproduction, distribution publication or any other dissemination without the express written permission of MTRIP, LLC. Sample reports may be provided to interested persons, specifically for purposes of their evaluation of a potential subscription and are subject to Copyrights of this product. Data and Metrics represented on this report are representative of the Sample Properties only and may not be representative of the entire Community or Industry. Persons using this data for strategic purposes do so at their own risk and hold MTRIP harmless.

RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Aug 31, 2010) vs. 2009/10 YTD (as of Aug 31, 2009) vs. 2009/10 Historical

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

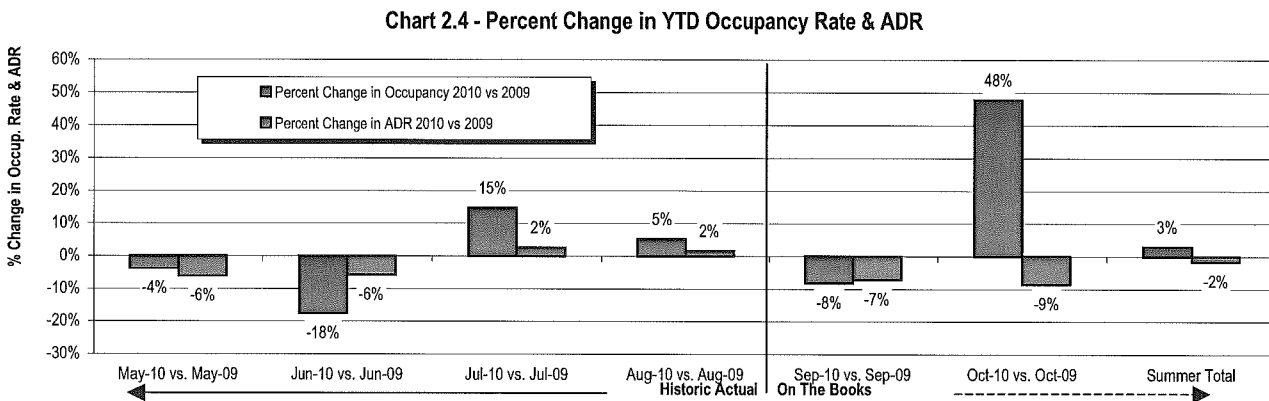
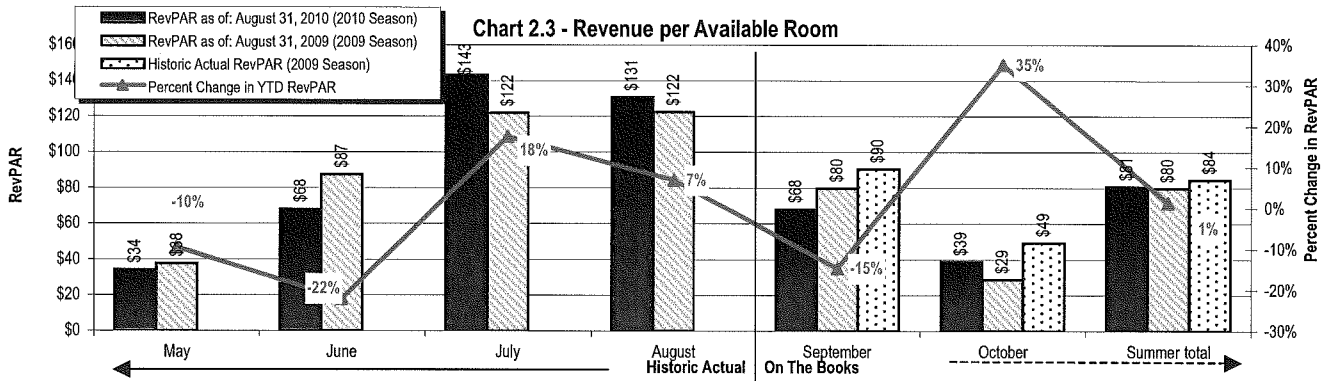
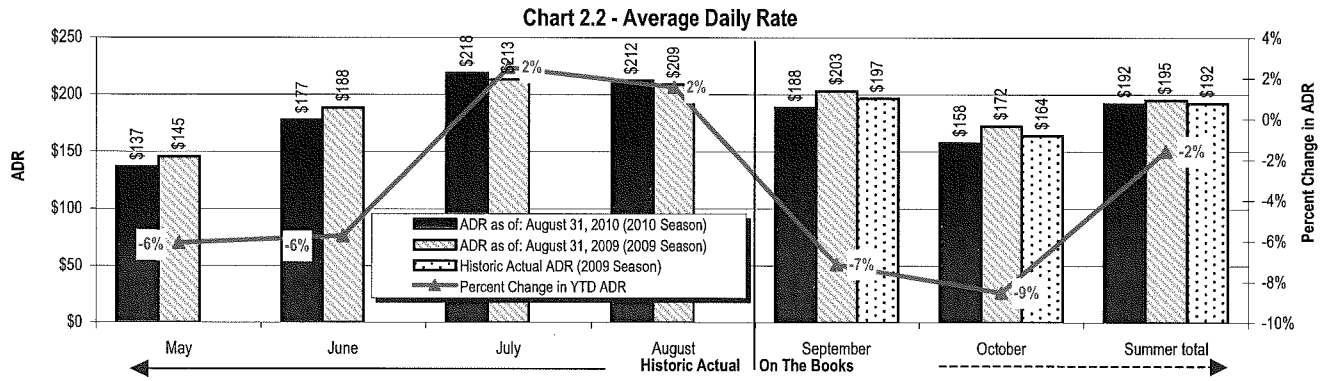
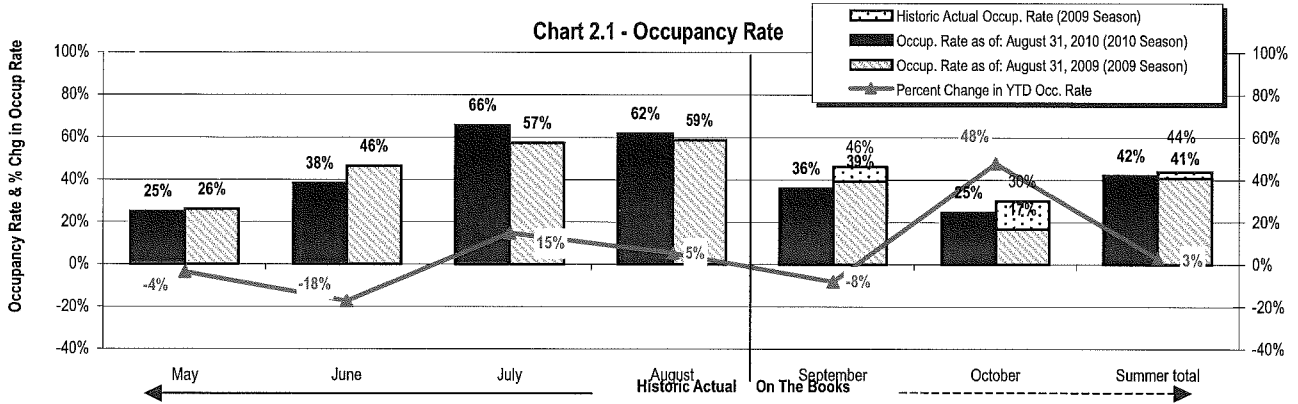


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC SUMMER SEASON SUMMARY GRAPHS

2010 YTD (as of Aug 31, 2010) vs. 2009 YTD (as of Aug 31, 2009) vs. 2009 Historical

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



RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Aug 31, 2010) vs. 2009/10 YTD (as of Aug 31, 2009) vs. 2009/10 Historical

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

Chart 3.1 - Occupancy Rate

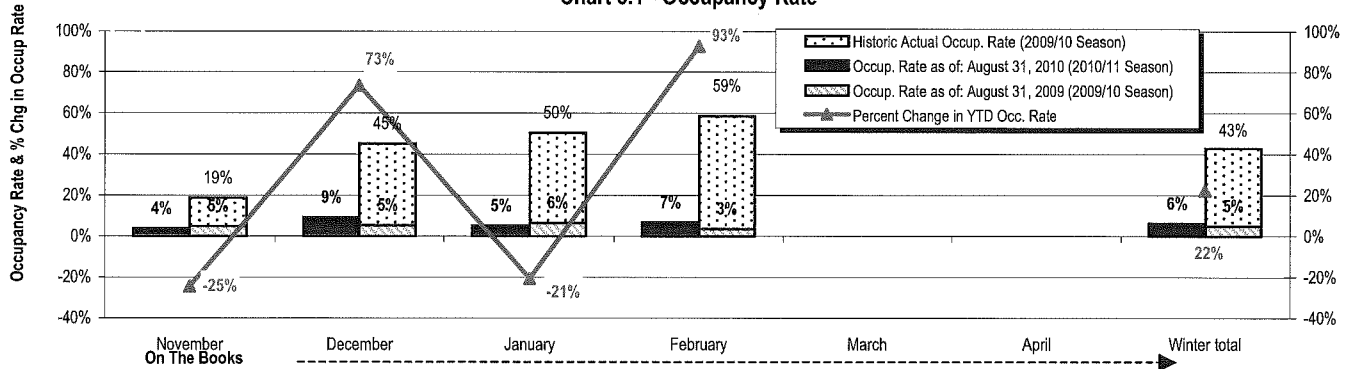


Chart 3.2 - Average Daily Rate

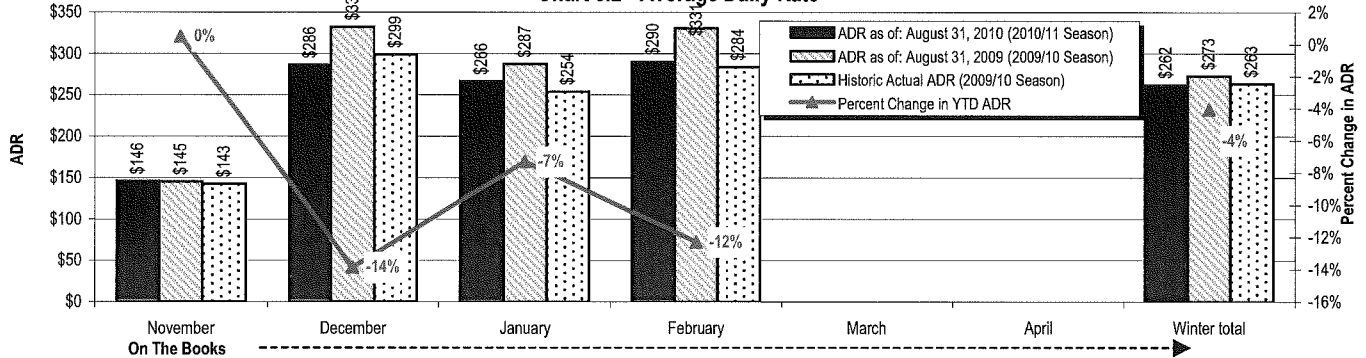


Chart 3.3 - Revenue per Available Room

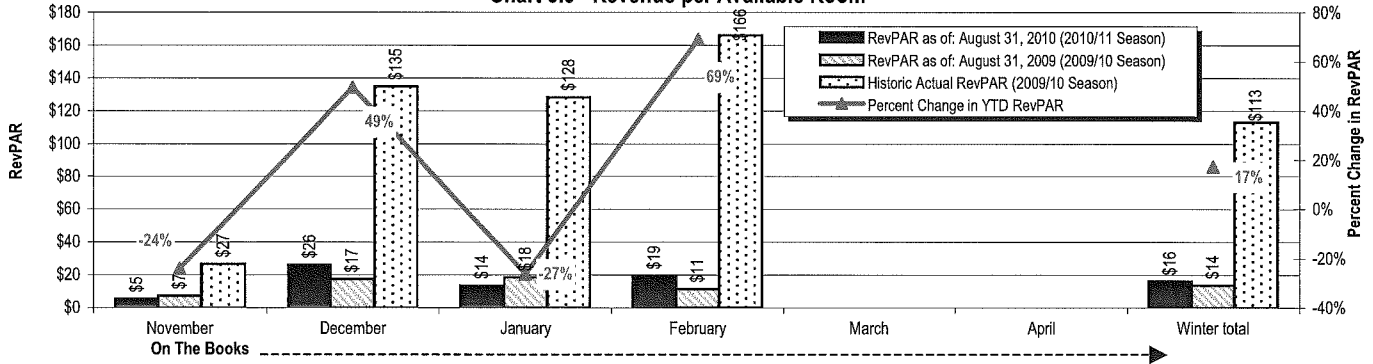
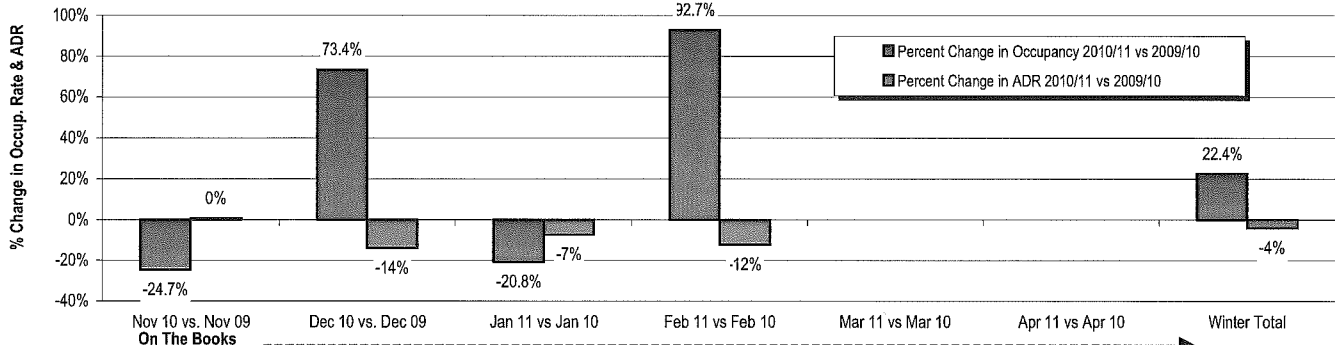


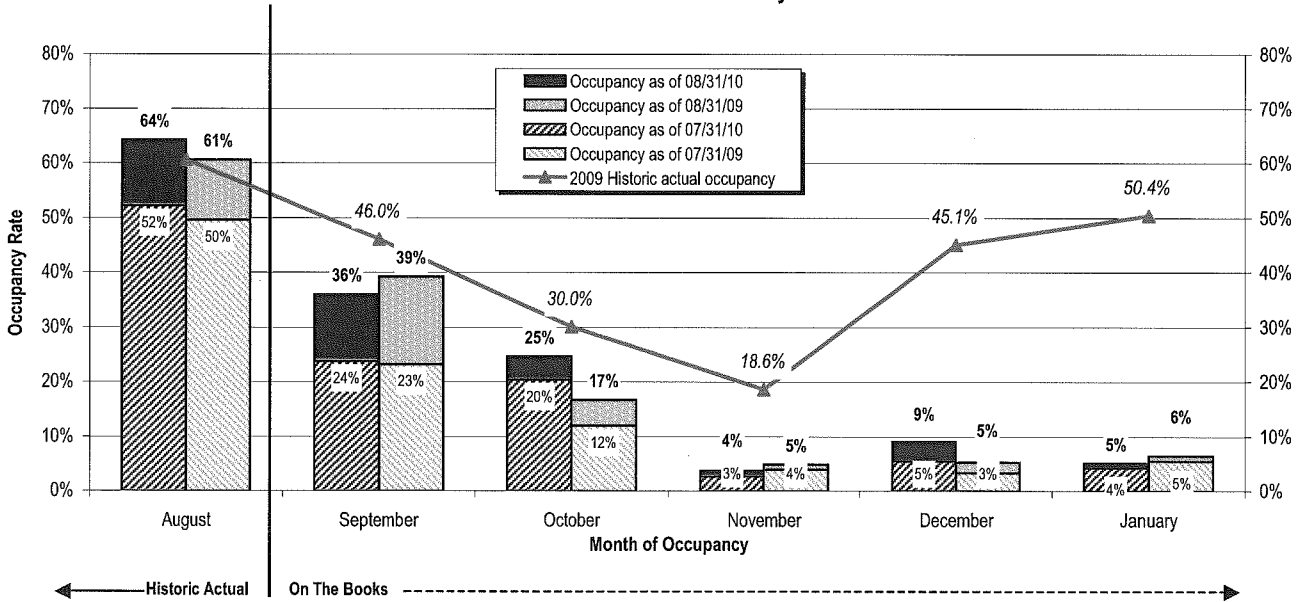
Chart 3.4 - Percent Change in YTD Occupancy Rate & ADR



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

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

Chart 4 - Year over Year Fill Analysis



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)		2009 Historic actual occupancy
	Occupancy	Occupancy	Absolute Change	Occupancy	Occupancy	Absolute Change	Incremental	Incremental	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	as of 08/31/10	as of 08/31/09		as of 07/31/10	as of 07/31/09		occupancy booked during Aug. 2010	occupancy booked during Aug. 2009			
August	64.2%	60.6%	3.6%	52.2%	49.6%	2.7%	12.0%	11.0%	0.9%	8.6%	60.6%
September	36.0%	39.2%	-3.2%	23.8%	23.2%	0.6%	12.2%	16.0%	-3.8%	-23.6%	46.0%
October	24.6%	16.7%	8.0%	20.4%	12.0%	8.4%	4.3%	4.7%	-0.4%	-8.9%	30.0%
November	3.6%	4.8%	-1.2%	2.6%	3.9%	-1.3%	1.0%	0.9%	0.1%	9.1%	18.6%
December	9.1%	5.2%	3.9%	5.5%	3.3%	2.2%	3.6%	1.9%	1.7%	87.1%	45.1%
January	5.1%	6.4%	-1.3%	4.1%	5.5%	-1.3%	0.9%	0.9%	0.0%	-1.0%	50.4%
Total	23.8%	22.1%	1.7%	18.1%	16.2%	1.9%	5.7%	5.9%	-0.2%	-2.9%	41.8%

*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs."

**Results for "percent change in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago -- i.e. a measure of the strength of booking activity occurring during the month just ended.

RESERVATIONS ACTIVITY REPORT SECTION 5A - 12 MONTH SUPPORTING DATA TABLES

Bookings as of Aug 31, 2010

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

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

OCCUPANCY RATE	OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10				Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	Occup. Rate as of: August 31, 2010 (2010/11 season)	Occup. Rate as of: August 31, 2009 (2009/10 season)	Percent Change in YTD Occ. Rate		
March		48.0%	40.5%	18.7%		11
April		36.7%	29.3%	25.1%		11
May		24.9%	25.9%	-3.8%		11
June		38.2%	46.4%	-17.5%		10
July		65.6%	57.2%	14.7%		10
August	Historic Actual	61.7%	58.6%	5.2%		10
September	On The Books	36.0%	39.2%	-8.2%	46.0%	9
October		24.6%	16.7%	47.7%	30.0%	9
November		3.6%	4.8%	-24.7%	18.6%	9
December		9.1%	5.2%	73.4%	45.1%	9
January		5.1%	6.4%	-20.8%	50.4%	9
February		6.7%	3.5%	92.7%	58.5%	9
Grand total		31.3%	28.8%	8.8%	41.9%	11
Historic months total		45.5%	42.4%	7.2%	42.4%	11
Forecast months total		14.3%	12.6%	13.5%	41.2%	9

AVERAGE DAILY RATE	ADR: YTD 2010/11 VS. YTD 2009/10				Historic Actual ADR (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	ADR as of: August 31, 2010 (2010/11 season)	ADR as of: August 31, 2009 (2009/10 season)	Percent Change in YTD ADR		
March		\$201	\$209	-3.6%		11
April		\$166	\$162	2.9%		11
May		\$137	\$145	-6.1%		11
June		\$177	\$188	-5.8%		10
July		\$218	\$213	2.5%		10
August	Historic Actual	\$212	\$209	1.6%		10
September	On The Books	\$188	\$203	-7.1%	\$197	9
October		\$158	\$172	-8.5%	\$164	9
November		\$146	\$145	0.5%	\$143	9
December		\$286	\$332	-13.9%	\$299	9
January		\$266	\$287	-7.3%	\$254	9
February		\$290	\$331	-12.3%	\$284	9
Grand total		\$195	\$198	-1.6%	\$214	11
Historic months total		\$193	\$194	-0.2%	\$194	11
Forecast months total		\$200	\$215	-6.7%	\$239	9

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2010/11 VS. YTD 2009/10				Historic Actual RevPAR (2009/10 season)	# of Properties in Sample
	Month of Occupancy (2010/11 & 2009/10)	RevPAR as of: August 31, 2010 (2010/11 season)	RevPAR as of: August 31, 2009 (2009/10 season)	Percent Change in YTD RevPAR		
March		\$97	\$84	14.4%		11
April		\$61	\$47	28.8%		11
May		\$34	\$38	-9.6%		11
June		\$68	\$87	-22.3%		10
July		\$143	\$122	17.5%		10
August	Historic Actual	\$131	\$122	6.8%		10
September	On The Books	\$68	\$80	-14.7%	\$90	9
October		\$39	\$29	35.1%	\$49	9
November		\$5	\$7	-24.3%	\$27	9
December		\$26	\$17	49.3%	\$135	9
January		\$14	\$18	-26.6%	\$128	9
February		\$19	\$11	69.0%	\$166	9
Grand total		\$61	\$57	7.1%	\$90	11
Historic months total		\$88	\$82	7.0%	\$82	11
Forecast months total		\$29	\$27	5.9%	\$98	9

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Aug 31, 2010

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

OCCUPANCY RATE		<u>OCCUPANCY RATE: YTD 2010 VS. YTD 2009</u>			Historic Actual Occup. Rate (2009 Season)
		Occup. Rate as of: August 31, 2010 (2010 Season)	Occup. Rate as of: August 31, 2009 (2009 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010 & 2009)					
May		24.9%	25.9%	-3.8%	
June		38.2%	46.4%	-17.5%	
July		65.6%	57.2%	14.7%	
August	Historic Actual	61.7%	58.6%	5.2%	
September	On the Books	36.0%	39.2%	-8.2%	46.0%
October		24.6%	16.7%	47.7%	30.0%
Summer total		42.0%	40.8%	2.9%	43.9%

AVERAGE DAILY RATE		<u>ADR: YTD 2010 VS. YTD 2009</u>			Historic Actual ADR (2009 Season)
		ADR as of: August 31, 2010 (2010 Season)	ADR as of: August 31, 2009 (2009 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010 & 2009)					
May		\$137	\$145	-6.1%	
June		\$177	\$188	-5.8%	
July		\$218	\$213	2.5%	
August	Historic Actual	\$212	\$209	1.6%	
September	On the Books	\$188	\$203	-7.1%	\$197
October		\$158	\$172	-8.5%	\$164
Summer total		\$192	\$195	-1.6%	\$192

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2010 VS. YTD 2009</u>			Historic Actual RevPAR (2009 Season)
		RevPAR as of: August 31, 2010 (2010 Season)	RevPAR as of: August 31, 2009 (2009 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010 & 2009)					
May		\$34	\$38	-9.6%	
June		\$68	\$87	-22.3%	
July		\$143	\$122	17.5%	
August	Historic Actual	\$131	\$122	6.8%	
September	On the Books	\$68	\$80	-14.7%	\$90
October		\$39	\$29	35.1%	\$49
Summer total		\$81	\$80	1.3%	\$84

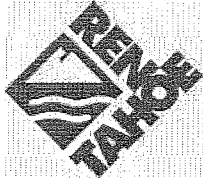
RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC WINTER SEASON SUPPORTING DATA TABLES
Winter Bookings as of Aug 31, 2010

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

OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: August 31, 2010 (2010/11 Season)	Occup. Rate as of: August 31, 2009 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	3.6%	4.8%	-24.7%	18.6%
December	9.1%	5.2%	73.4%	45.1%
January	5.1%	6.4%	-20.8%	50.4%
February	6.7%	3.5%	92.7%	58.5%
March				
April				
Winter total	6.1%	5.0%	22.4%	42.9%

AVERAGE DAILY RATE	<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
	ADR as of: August 31, 2010 (2010/11 Season)	ADR as of: August 31, 2009 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$146	\$145	0.5%	\$143
December	\$286	\$332	-13.9%	\$299
January	\$266	\$287	-7.3%	\$254
February	\$290	\$331	-12.3%	\$284
March				
April				
Winter total	\$262	\$273	-4.1%	\$263

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: August 31, 2010 (2010/11 Season)	RevPAR as of: August 31, 2009 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$5	\$7	-24.3%	\$27
December	\$26	\$17	49.3%	\$135
January	\$14	\$18	-26.6%	\$128
February	\$19	\$11	69.0%	\$166
March				
April				
Winter total	\$16	\$14	17.4%	\$113



Inter-Office Memo

Reno-Tahoe Airport Authority

Date: September 2, 2010
To: Chairman and Board of Trustees
From: Krys T. Bart, A.A.E., President/CEO
Subject: RENO-TAHOE INTERNATIONAL AIRPORT
JULY 2010 PASSENGER & CARGO STATISTICS

U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2010

Average Load Factor:	86.9% (all RNO carriers system wide)
Number of Flights:	Down 0.4%*
Capacity of Seats:	Down 0.6%*
Domestic Passengers:	Down 0.9%**
Domestic Air Cargo:	Up 7.9%**
Crude Oil:	\$76 per barrel July 2010 vs. \$64 per barrel July 2009

* Source: APGDat

** Source: Airports Council International (ACI) - World

RNO OVERVIEW FOR JULY 2010

Average Load Factor:	80.5%
Number of Flights:	Up 7.5%
Capacity of Seats:	Up 4.4%
Total Passengers:	Up 4.4%
Total Cargo:	Up 14.4%

RNO AIRPORT SUMMARY

Reno-Tahoe International Airport continued its positive passenger and cargo numbers in July 2010. Total passengers at RNO increased 4.4% to 367,997 during July 2010, the most passengers since August 2008. Year-to-date, RNO Total Passenger traffic, at 2.29 million, is up 1.66%. In addition, RNO air cargo volumes increased 14.4%, the largest percentage increase since May 2007. This also represents the sixth consecutive month of increased air cargo at RNO, bringing the year-to-date cargo volumes to 59.9 million pounds, an increase of 7.1%.

RNO had an increase of nine daily departures for the summer 2010 schedule. This equated to a 7.5% increase in flights over July 2009, bringing the number of daily departures to 72, the highest number of scheduled departures since August 2008. RNO

also saw a 4.4% increase in seats for the month of July. With the increase in flight capacity that began in June, the average load factor in July dipped slightly to 80.5%, a respectable industry average.

According to the Air Transport Association of America (ATA), domestic passenger revenue rose 20 percent in July 2010 compared to the same month in 2009, marking the seventh consecutive month of revenue growth. "Demand for air travel remains well above last year's depressed levels, but the industry is mindful of cautionary notes about the health of the overall economy," said ATA President and CEO James C. May.

TOTAL PASSENGERS

In July 2010, a total of 367,997 passengers traveled to and from RNO compared to 352,504 passengers in July 2009. Year-to-date RNO total passengers are at 2.29 million, marking an increase of 1.66%. Conventions and events, such as the United States Bowling Congress (USBC), National Association of Counties, USA Volleyball, and the Reno-Tahoe Open golf tournament helped to drive the increase in passenger traffic this month. In addition, July is, traditionally, one of the busiest months for airlines due to summer holiday travel.

AIRLINE LOAD FACTORS

In the month of July 2010, RNO airlines reported an average load factor of 80.5%, a five point decrease from July 2009. This is not unexpected, as it may take a couple of months for the market demand to absorb the additional capacity RNO attained in the month of June. American, Alaska/Horizon and United each increased their number of daily departures last month.

July 2010 RNO Airline Load Factor and System-Wide Comparison

<u>Airline</u>	<u>Reno LF</u>	<u>System LF</u>	<u>Difference</u>
Alaska/Horizon	77.6%	87.4%	-9.8
American	86.5%	87.0%	-0.5
Delta	86.4%	88.3%	-1.9
Southwest	70.9%	84.9%	-14.0
United	75.1%	88.0%	-12.9
US Airways	86.7%	85.7%	+1.0

AIRLINE MARKET SHARE

Southwest Airlines holds the largest percent of the RNO market share for July 2010 at 52.46% which is down 1.4 points against July 2009. The next highest in market share was United at 13.36%, owing to three additional flights that began in June. American had the largest increase in market share with an increase of 2.2 points to 11.41% resulting from three new daily departures to Los Angeles on American Eagle in June of this year.

July 2010 RNO Airline Market Share Percentage

	<u>July 2010</u>	<u>July 2009</u>	<u>Change</u>
Alaska/Horizon	7.9%	7.7%	+0.2
American	11.4%	9.2%	+2.2
Delta	7.2%	7.8%	-0.6
Southwest	52.5%	53.9%	-1.4
United	13.4%	13.6%	-0.2
US Airways	7.2%	6.9%	+0.3
Non-Scheduled	0.5%	1.0%	-0.5

DOMESTIC AND INTERNATIONAL CHARTER PASSENGERS

Year-over-year, RNO charter traffic decreased 47.6% in July 2010 over the same period for 2009. A total of 1,766 charter passengers were reported in July 2010 compared to 3,369 the previous year. With the exception of June 2010, the reduction in charter passenger traffic is primarily a reflection of the reduced Harrah's charter program in 2010, despite the increase in their summer flight schedule.

SCHEDULED DEPARTURES AND SEATS

RNO is served by six major airlines providing 72 nonstop departures to 15 destinations. During the month of July, RNO reported 2,232 scheduled departures, a 7.5% increase over July 2009 and the highest number of scheduled departures since August 2008. Seat capacity, at 248,340 seats with a 4.4% increase, marks the highest number of available seats since March 2009. This increase is mainly a result of the recent addition of six flights to the LAX market by several RNO carriers, in addition to increases in the SEA and SFO markets. According to the Official Airline Guide (OAG), "North America is the only region showing a decline, seat capacity within the region is down 1%", making RNO slightly above the industry average.

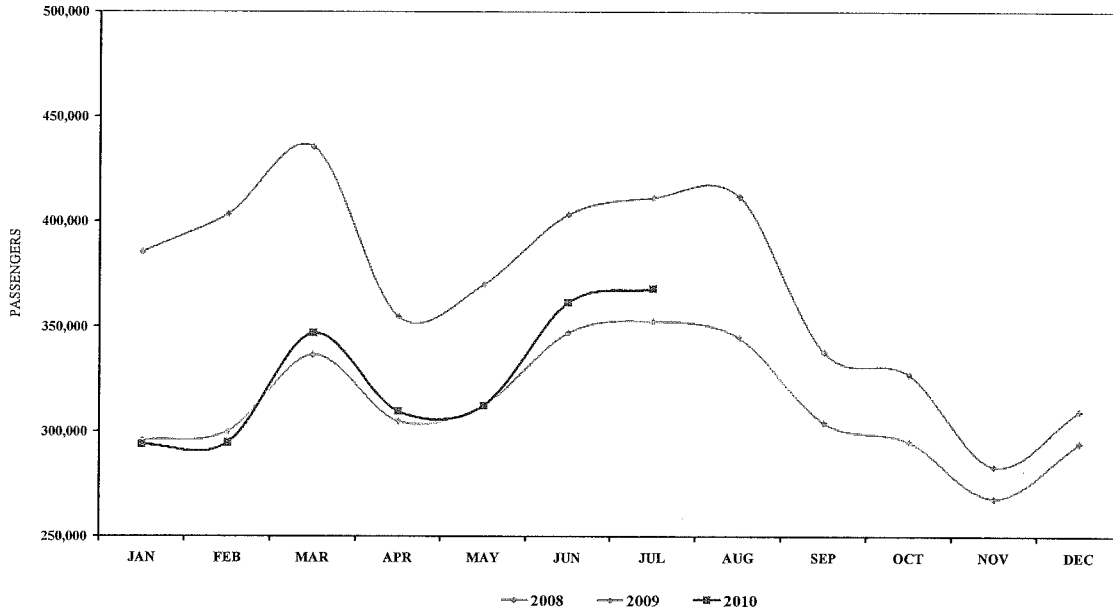
TOTAL CARGO

A total of 9,113,694 pounds, or 4,133.2 metric tons, was handled at RNO during the month of July 2010 marking a significant increase of 14.4% over July 2009. This is the sixth consecutive month cargo has increased year over year at RNO. According to the U.S. Census Bureau, U.S. retail sales for July increased slightly 0.4% from the previous month, yet showed a 5.9% gain above July 2009. Nonstore (or e-commerce) retailers

continued to demonstrate the greatest rate of growth with a 12.9% increase over July 2009.

KTB:tt

TOTAL PASSENGERS JULY 2010



Month	PASSENGERS ¹			PASSENGERS ¹	
	2008	2009	Percent Change	2010	Percent Change
January	385,612	295,827	-23.28%	293,756	-0.70%
February	403,819	300,028	-25.70%	294,662	-1.79%
March	435,495	336,652	-22.70%	346,846	3.03%
1st Q Total	1,224,926	932,507	-23.87%	935,264	0.30%
April	354,768	304,829	-14.08%	309,533	1.54%
May	370,145	312,441	-15.59%	312,378	-0.02%
June	403,441	347,038	-13.98%	361,406	4.14%
2nd Q Total	1,128,354	964,308	-14.54%	983,317	1.97%
July	411,332	352,504	-14.30%	367,997	4.40%
August	412,002	344,815	-16.31%	367,997	4.40%
September	337,851	304,249	-9.95%	304,249	0.00%
3rd Q Total	1,161,185	1,001,568	-13.75%	1,039,503	3.83%
October	327,146	295,080	-9.80%	295,080	0.00%
November	283,256	268,087	-5.36%	268,087	0.00%
December	309,771	294,385	-4.97%	294,385	0.00%
4th Q Total	920,173	857,552	-6.81%	857,552	0.00%
TOTALS	4,434,638	3,755,935	-15.30%	2,286,578	1.66%

¹Per Landing Reports

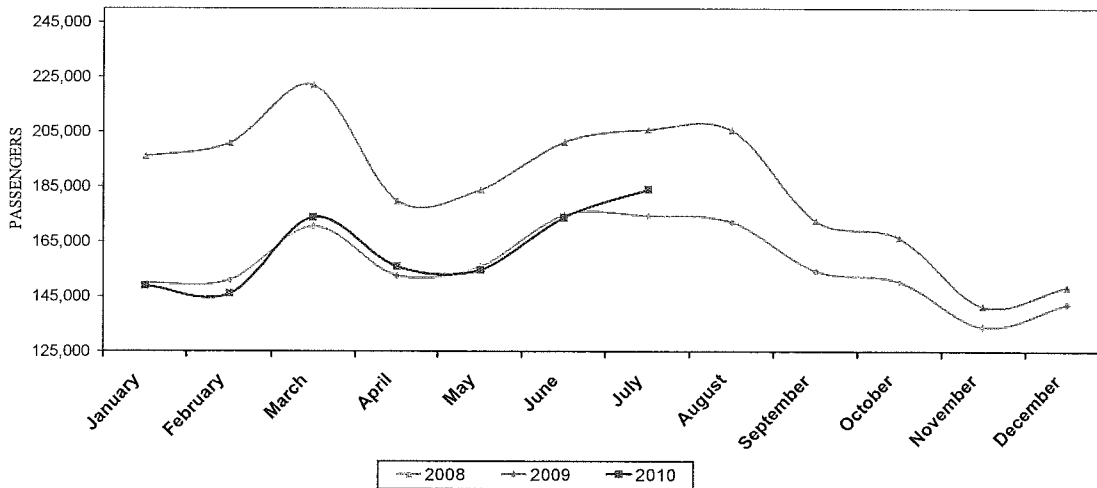
↑
% change YTD

MONTHLY ENPLANED PASSENGERS JULY 2010

Month	<u>PASSENGERS¹</u>			DIFFERENCE
	2008	2009	2010	
January	195,981	149,813	148,805	-0.67%
February	200,851	150,894	145,935	-3.29%
March	221,875	170,497	173,783	1.93%
April	179,845	152,685	155,967	2.15%
May	183,861	155,965	154,683	-0.82%
June	201,271	174,608	173,887	-0.41%
July	205,791	174,412	184,017	5.51%
August	205,576	172,175		
September	172,607	154,305		
October	166,339	150,427		
November	141,456	134,009		
December	148,563	142,202		
TOTALS	2,224,016	1,881,992	1,137,077	0.73%

¹Per Landing Reports

Monthly Enplaned Passengers

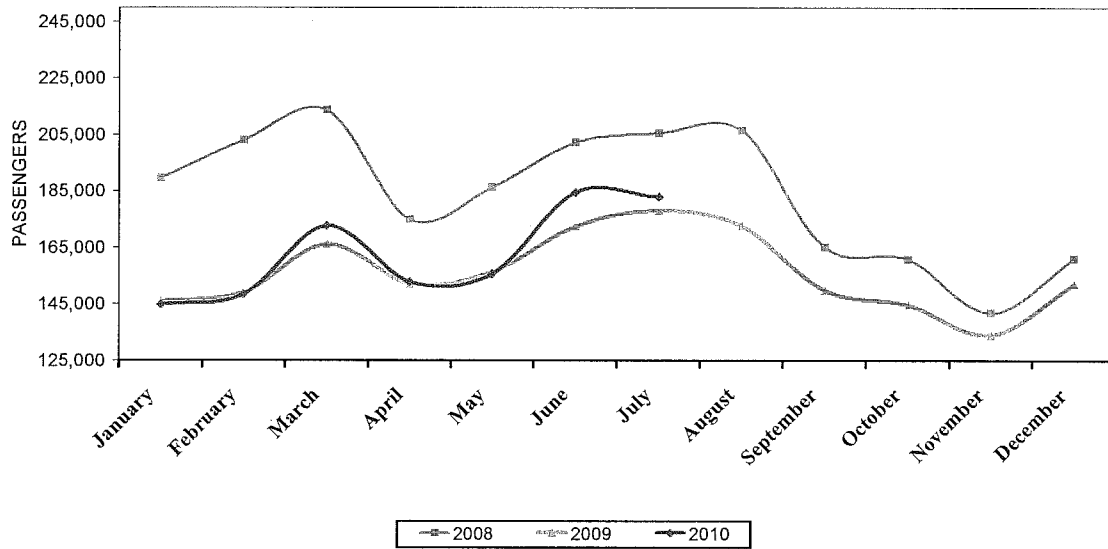


MONTHLY DEPLANED PASSENGERS JULY 2010

Month	PASSENGERS ¹			DIFFERENCE
	2008	2009	2010	
January	189,631	146,014	144,826	-0.81%
February	202,968	149,134	148,506	-0.42%
March	213,620	166,155	172,823	4.01%
April	174,923	152,144	152,986	0.55%
May	186,284	156,476	155,702	-0.49%
June	202,170	172,499	184,651	7.04%
July	205,541	178,092	183,031	2.77%
August	206,426	172,640		
September	165,244	149,944		
October	160,807	144,653		
November	141,800	134,078		
December	161,208	152,183		
TOTALS	2,210,622	1,874,012	1,142,525	1.96%

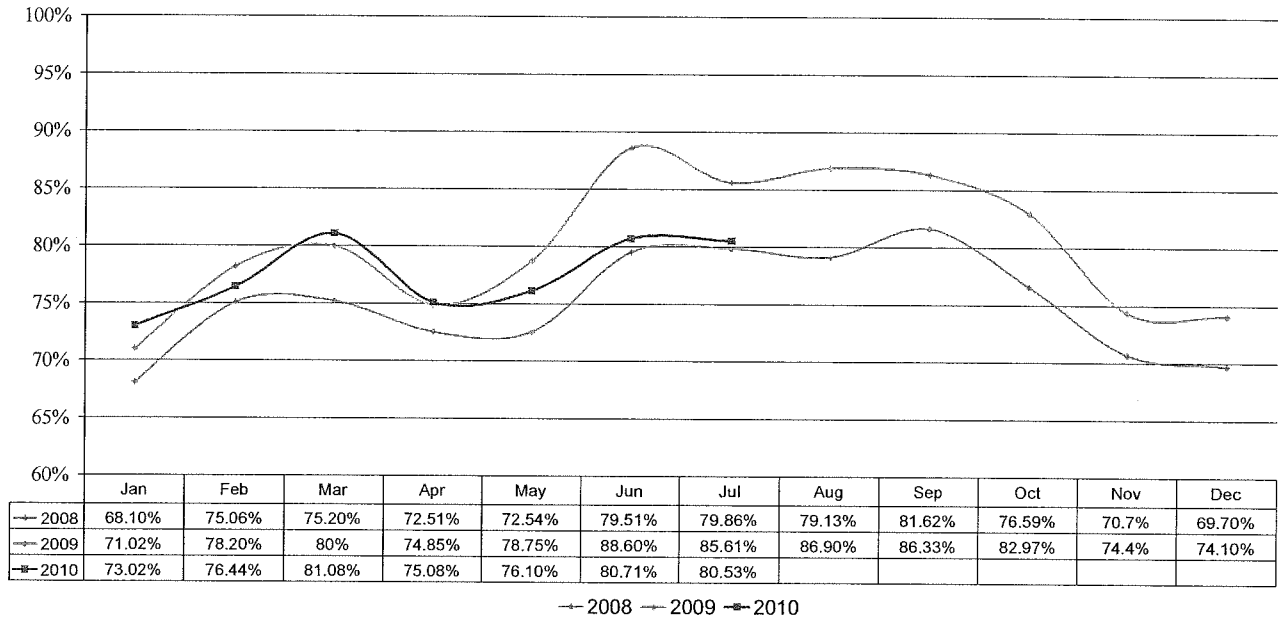
¹Per Landing Reports - Scheduled and Charte

Monthly Deplaned Passengers



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

Monthly Load Factor



Month	ENPLANED PASSENGERS*			LOAD FACTOR (%)			DIFFERENCE (2010 / 2009)
	2008	2009	2010	2008	2009	2010	
January	195,981	149,813	148,930	68.10	71.02	73.02	2.0
February	200,851	150,894	146,156	75.06	78.20	76.44	-1.8
March	221,875	170,497	174,023	75.20	80.00	81.08	1.1
April	179,845	152,685	156,547	72.51	74.85	75.08	0.2
May	183,861	155,965	156,676	72.54	78.75	76.10	-2.6
June	201,271	174,608	176,755	79.51	88.59	80.71	-7.9
July	205,791	174,412	184,966	79.86	85.61	80.53	-5.1
August	205,576	172,175		79.13	86.92		
September	172,607	154,305		81.62	86.33		
October	166,339	150,427		76.59	82.97		
November	141,456	134,009		70.67	74.34		
December	148,563	142,202		69.67	74.06		
***	2,224,016	1,881,992	1,144,053	75.04	80.27	77.57	-2.0

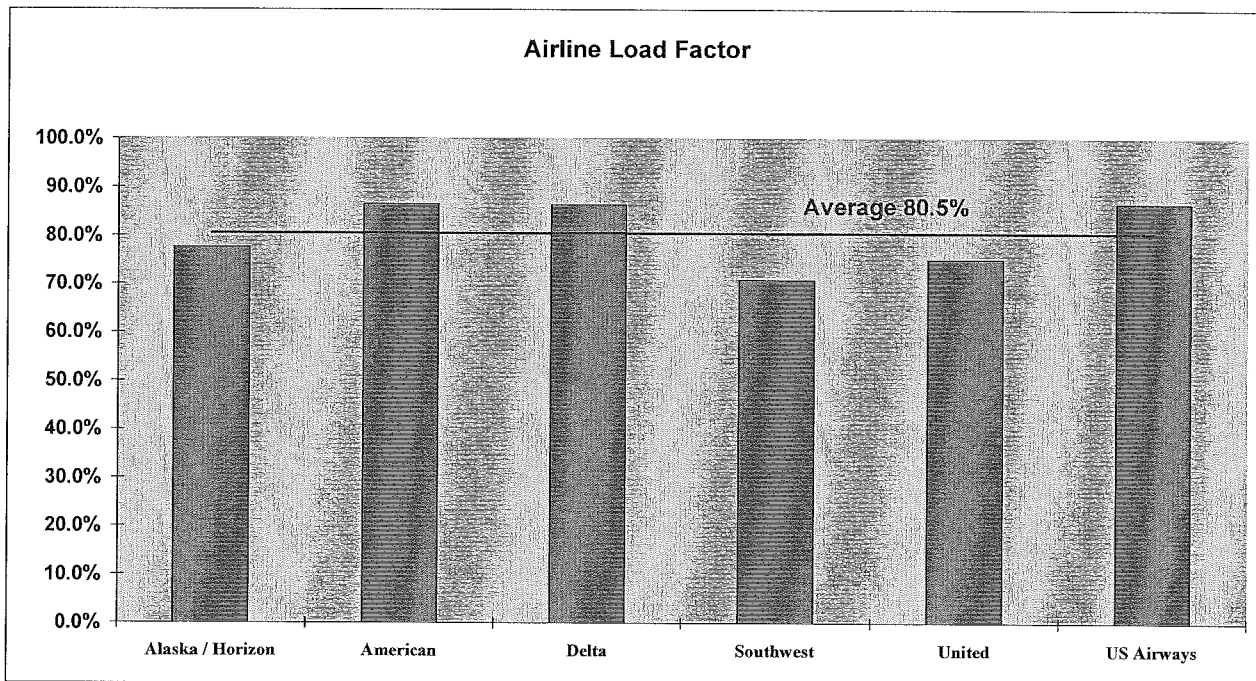
* Per Landing Reports

*** AVERAGE OF AIRLINE LOAD FACTORS

LOAD FACTOR BY AIRLINE JULY 2010

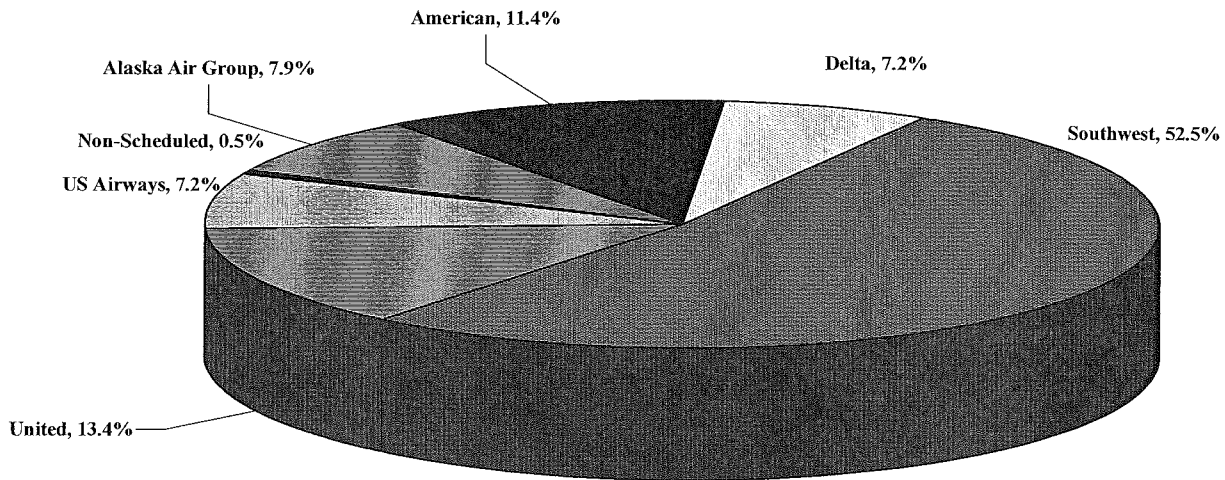
Carrier	Seats Available	***Enplaned Passengers	2010 Load Factor (%)	2009 Load Factor (%)	Difference
Alaska / Horizon	18,848	14,628	77.6%	94.3%	-16.7
American	23,560	20,377	86.5%	86.7%	-0.2
Delta	15,630	13,499	86.4%	95.8%	-9.4
Southwest	137,350	97,354	70.9%	70.5%	0.4
United	32,814	24,657	75.1%	90.1%	-15.0
US Airways	15,578	13,502	86.7%	93.0%	-6.3
AVERAGE*	243,780	184,017	80.5%	88.6%	-8.1

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



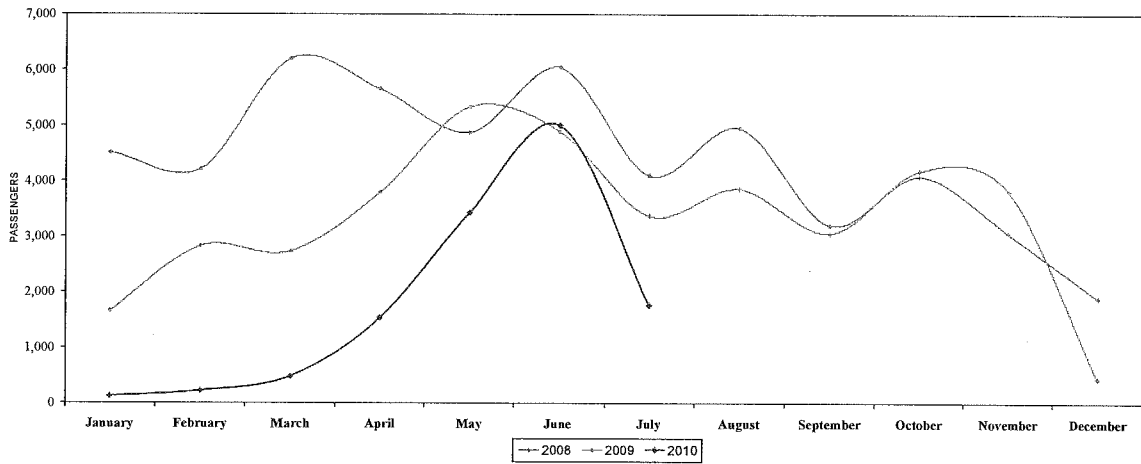
TOTAL AIR CARRIER MARKET SHARE JULY 2010

Carrier	Passengers	Percentage of Total
Alaska Air Group	29,071	7.90%
American	42,003	11.41%
Delta	26,506	7.20%
Southwest	193,069	52.46%
United	49,154	13.36%
US Airways	26,428	7.18%
Non-Scheduled	1,766	0.48%
Totals	367,997	100.00%

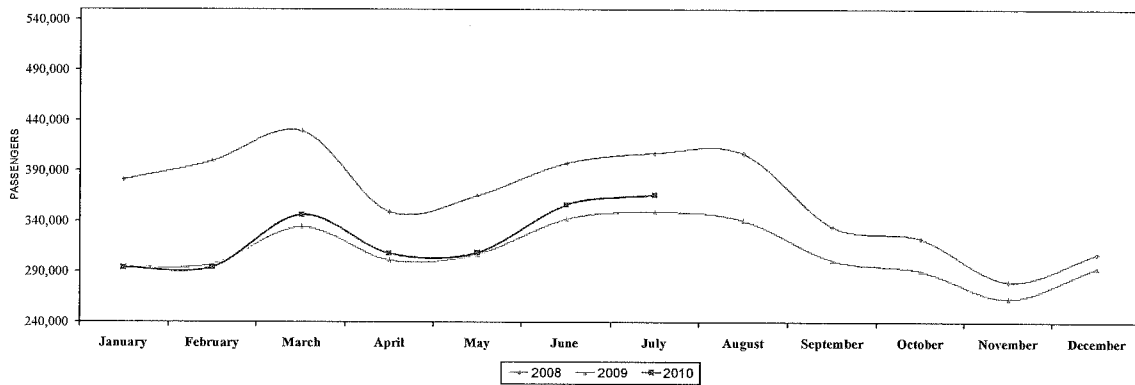


TOTAL PASSENGERS JULY 2010

DOMESTIC CHARTER PASSENGERS



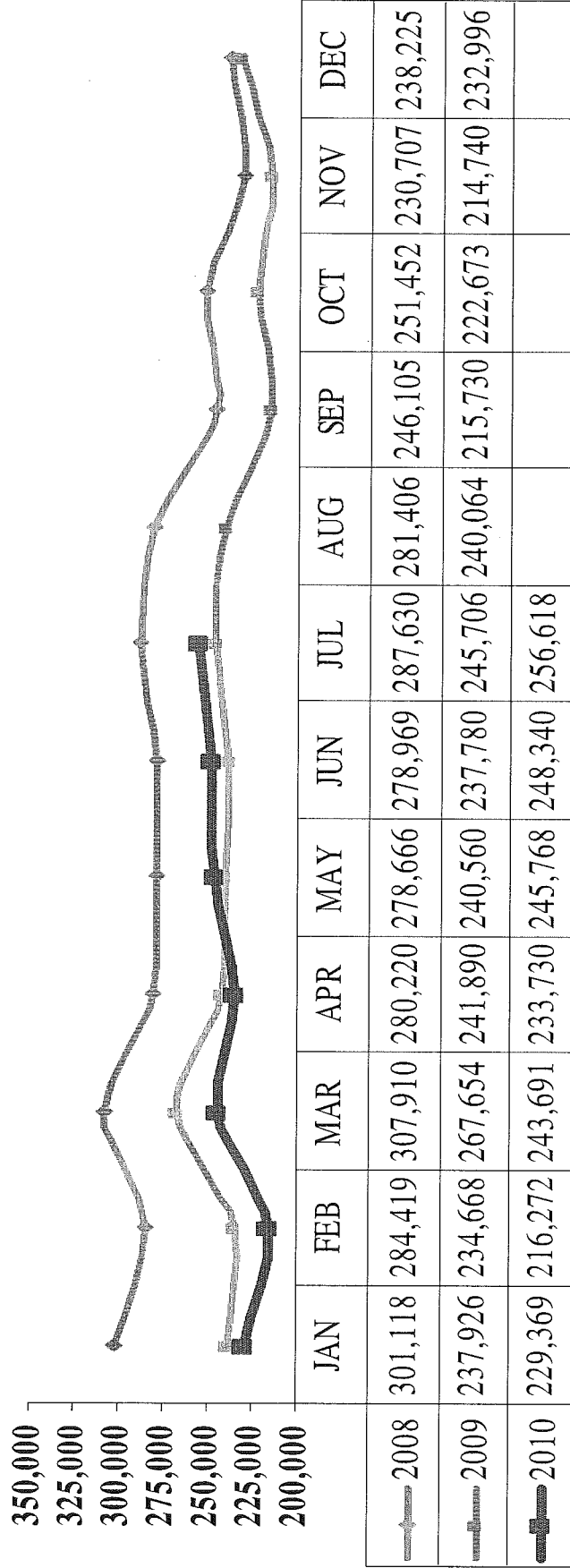
DOMESTIC SCHEDULED PASSENGERS



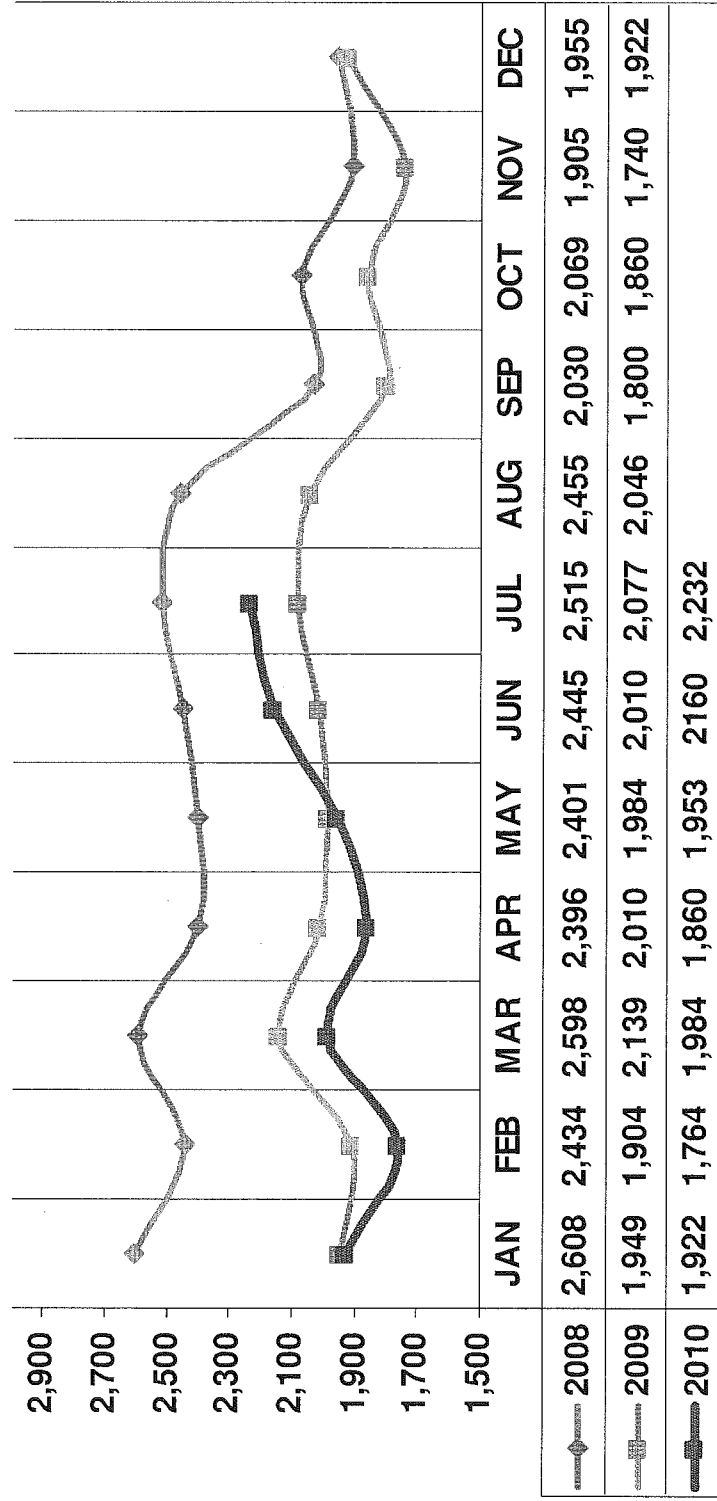
MONTH	DOMESTIC		INTERNATIONAL		2010 TOTAL Passengers	2010 Charter Passengers	2009 Charter Passengers	DIFFERENCE Passengers
	Scheduled	Charter	Scheduled	Charter				
January	293,631	125	0	0	293,756	125	1,661	-92.5%
February	294,441	221	0	0	294,662	221	2,827	-92.2%
March	346,363	483	0	0	346,846	483	2,736	-82.3%
April	307,996	1,537	0	0	309,533	1,537	3,792	-59.5%
May	308,951	3,427	0	0	312,378	3,427	5,333	-35.7%
June	356,401	5,005	0	0	361,406	5,005	4,888	2.4%
July	366,231	1,766	0	0	367,997	1,766	3,369	-47.6%
August							3,859	
September							3,056	
October							4,184	
November							4,410	
December							445	
TOTALS	2,274,014	12,564	0	0	2,286,578	12,564	40,560	-58.2%

*Per Landing Reports

**MONTHLY SCHEDULED DEPARTURE SEATS
JUNE 2010**

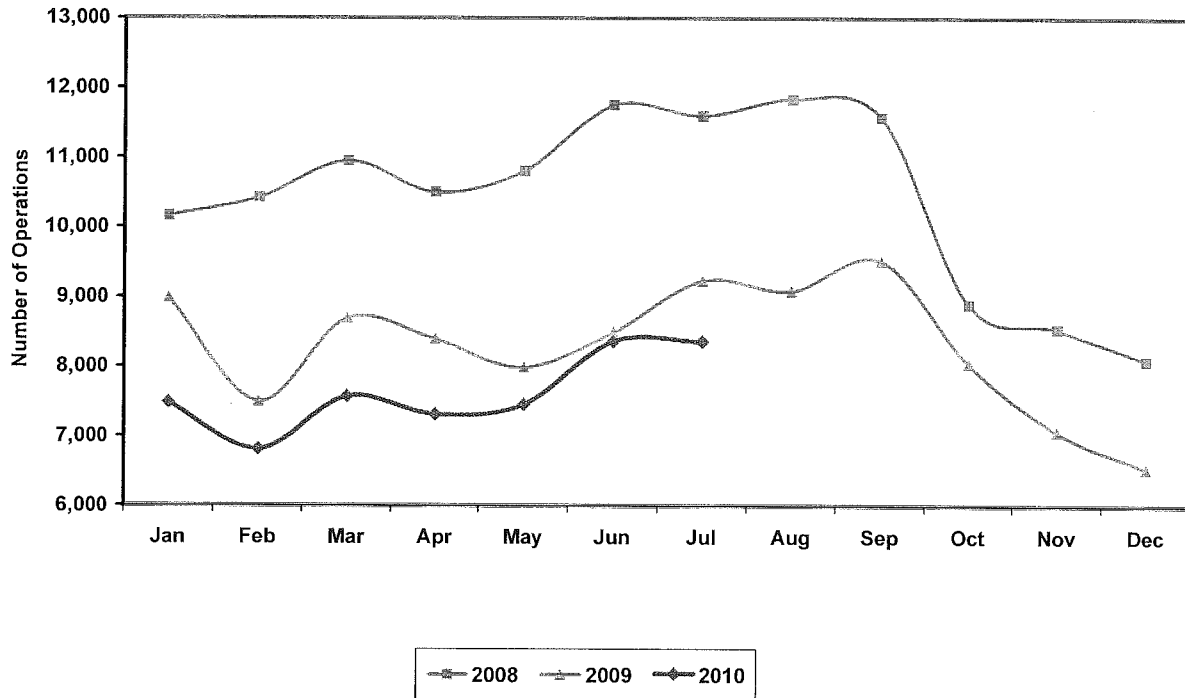


**MONTHLY SCHEDULED DEPARTURES
JULY 2010**



TOTAL OPERATIONS*

JULY 2010

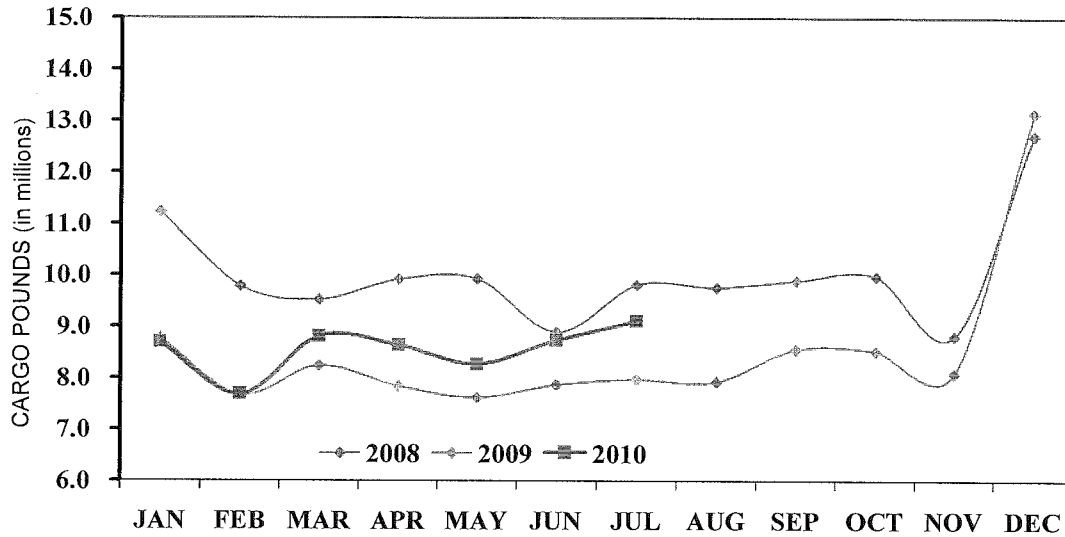


*Scheduled air carrier arrivals and departures, air taxi flights, general aviation landings and take-offs & military operations.

Month	Number of Operations			09 to 10 Percent Change
	2008	2009	2010	
January	10,163	8,985	7,485	-16.69%
February	10,420	7,498	6,813	-9.14%
March	10,948	8,686	7,569	-12.86%
April	10,501	8,391	7,313	-12.85%
May	10,807	7,987	7,454	-6.67%
June	11,753	8,492	8,361	-1.54%
July	11,599	9,229	8,363	-9.38%
August	11,837	9,086		
September	11,572	9,516		
October	8,889	8,036		
November	8,535	7,064		
December	8,083	6,531		
TOTALS	125,107	99,501	53,358	-9.97%

█
% change YTD

TOTAL CARGO JULY 2010

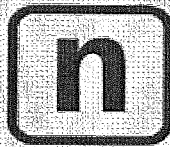


Month	CARGO (IN POUNDS)			METRIC TONS	PERCENT CHANGE
	2008	2009	2010		
January	11,231,880	8,777,047	8,695,804	3,943.7	-0.93%
February	9,786,730	7,675,284	7,679,924	3,483.0	0.06%
March	9,519,983	8,237,243	8,814,895	3,997.7	7.01%
1st Quarter	30,538,593	24,689,574	25,190,623	11,424	2.03%
April	9,915,236	7,841,936	8,633,892	3,915.6	10.10%
May	9,923,064	7,619,402	8,273,448	3,752.1	8.58%
June	8,893,972	7,870,143	8,737,038	3,962.4	11.01%
2nd Quarter	28,732,272	23,331,481	25,644,378	11,630	9.91%
July	9,811,115	7,967,294	9,113,694	4,133.2	14.39%
August	9,763,038	7,929,474			
September	9,890,572	8,553,601			
3rd Quarter	29,464,725	24,450,369			
October	9,971,505	8,519,360			
November	8,811,895	8,093,678			
December	12,713,339	13,149,429			
4th Quarter	31,496,739	29,762,467			
TOTALS	120,232,329	102,233,891	59,948,695	27,187.6	7.07%

↑
% change YTD

Search Engine Marketing Report

for



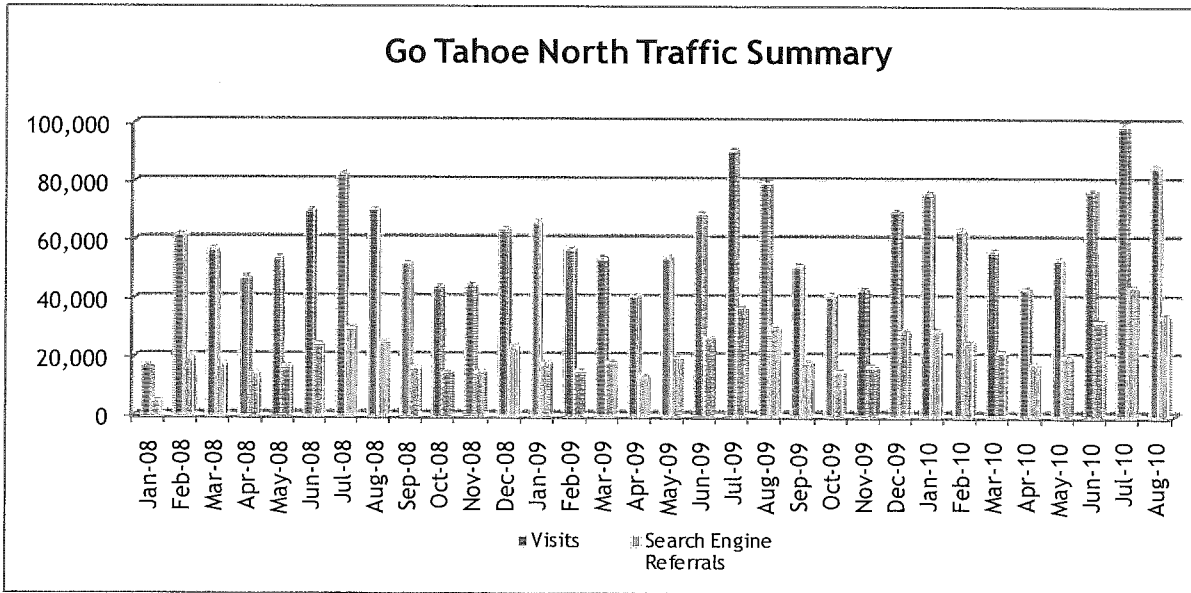
north lake tahoe

September 13, 2010

Presented by
smith & jones

Program Progress

- Total visits are up almost 7% when comparing August 2010 to August 2009.
- Organic Search Engine Referrals are up 13% when comparing August 2010 to August 2009.
- Organic Search Engine referrals make up approximately 40% of total visits



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Aug-10	85,278	34,169	40.07%
Jul-10	99,350	43,884	44.17%
Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
Apr-10	43,677	17,403	39.84%
Mar-10	56,195	21,926	39.02%
Feb-10	63,538	25,222	39.70%
Jan-10	76,122	29,247	38.42%
Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	34.57%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

As of August, 2010, Yahoo Search results in the US and Canada will be powered by Microsoft's Bing. Because of this development, smith + jones will now combine the Yahoo and Bing Search Results columns within reports. The drop in total number of search positions seen in the box score is due to counting Bing and Yahoo search positions as one, as we've removed the Yahoo data from the totals. If you have any questions, please let us know.

September 13, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	30
Total 1st Page Positions	56
Total 2nd Page Positions	13
Google #1 Positions	15
Google 1st Page Positions	29
Google 2nd Page Positions	8

Compared With:

August 2, 2010 GoTahoeNorth Search Positions	
Total #1 Positions	42
Total 1st Page Positions	83
Total 2nd Page Positions	19
Google #1 Positions	15
Google 1st Page Positions	29
Google 2nd Page Positions	9

Compared With:

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Site Optimization

- We provided optimization revisions for the resorts / towns pages including page specific meta-tags and content revisions to increase organic search visibility for those pages. A <title> syntax was also provided for interior pages within each of the Activities, Lodging and Dining sections for each resort / town.
- We provided revised content for <http://www.gotahoenorth.com/skiing-and-boarding> in which uses of “Lake Tahoe”, “skiing” and “snowboarding” were seeded within content. Once approved smith + jones will post live on the Web site.
- We claimed the GoTahoeNorth listing on <http://www.tahoecityclicker.com>
- We made the following post on behalf of GoTahoeNorth:
 - <http://answers.yahoo.com/question/index?qid=20100820094902AAT2pX2>
- 63 submissions were made to Social Media Web sites in the month of August. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

Keyword	Sep-10		Aug-10			Jul-10			May '07 Baseline		
	Google	Bing/Yahoo!	Google	Yahoo	Bing	Google	Yahoo	Bing	Google	Yahoo	Bing
Incline Village	1	2	1	16	2	1	14	5	1		12
incline village lake tahoe	1	1	1	8	1	1	6	1			
incline village tahoe	1	3	1	15	2	1	15	1			
Incline Village vacation	4		4			4		12	15		
kings beach	1	1	1	1	1	1	1	1			
kings beach lake tahoe	1	2	1	1	1	1	1	1			
kings beach tahoe	1	2	1	1	1	1	1	1			
Lake Tahoe	14		7	3	6	14	7	4	9		
Lake Tahoe activities	4	6	9		1	8		1	15	9	10
lake tahoe activities in summer	3	1	9	3	7	8	3	7			
Lake Tahoe Chamber of Commerce	7		3	2	1	3	2	1	7	7	
Lake Tahoe Deals	7	2	7	16		7	17				
Lake Tahoe entertainment	10	16	11	8	13	11	6	8		16	
lake tahoe events	4	5	4	9	5	4		4			
Lake Tahoe fishing	5	13	5	14	5	7	13	8		7	
Lake Tahoe golf courses	11	8	11	13	13	10	14	14	16	3	18
Lake Tahoe hotels	19		20			20			14	20	12
Lake Tahoe lodging	5	1	6	1	1	5	1	3	2		15
Lake Tahoe resorts	4	1	4	14	1	2	15	1	3	15	
Lake Tahoe ski	19		19	6			6				12
Lake Tahoe ski resorts		8		14			16	13	19		
Lake Tahoe skiing	19		19	7			7		19	18	
Lake Tahoe summer	1	1	1	2	1	1	2	1	3	1	2
lake tahoe summer activities	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals									9		
Lake Tahoe vacations	3	8	5	4	8	4		8	2	14	5
Lake Tahoe weddings	11	14	11	6	18	12	7	17			
North Lake Tahoe	1	1	1	1	1	1	1	1	1	9	4
north lake tahoe camping	1	1	1	1	1	1	1	1			
north lake tahoe hotels	1	1	1	3	1	1	3	1			
north lake tahoe lodging	1	1	1	1	1	1	1	1			
north lake tahoe rentals	4	3	2		3	1		3			

north lake tahoe restaurants	1	1	1	2	1	1	2	2			
north shore lake tahoe	2	1	2	2	1	2	2	1			
north shore lake tahoe hotels	1	1	1	3	1	1	1	1			
Northstar											
Northstar at Tahoe							13	8	20	14	
ski Tahoe	13	12	13	7		14	7				
ski vacations											
Squaw Valley											
Tahoe City	4	3	3	6	2	6	5	2	3	11	7
Tahoe Vista	1	1	1	1	1	1	1	1	10	16	1
Truckee California	19	12	18		2	18					9

Search Positions By Engine											
#1 Positions	15	15	15	9	18	16	10	17	2	1	1
1st Page Positions	29	27	29	26	28	29	24	29	11	6	7
2nd Page Positions	8	5	9	7	3	6	8	4	6	8	6

Total Search Positions					
#1 Positions	30		42	43	4
1st Page Positions	56		83	82	24
2nd Page Positions	13		19	18	20

1st Page Positions are those organic search engine results that are located in positions 1-10, 2nd Page Positions are those located in positions 11-20

Buzz on the Web

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. **

<http://standuppaddle.blogspot.com/2010/08/2010-ta-hoe-nalu-paddle-festival-this.html>
2010 Ta-Hoe Nalu Paddle Festival this Weekend!

<http://yubanet.com/regional/Tahoe-s-Fabulous-Fall-Celebration-Kicks-Off-in-September.php>
Tahoe's Fabulous Fall Celebration Kicks Off in September

<http://twitter.com/ScottShot/statuses/24025597614>
RT @TahoeNorth: We received a dusting of snow in the higher elevations last night but warmer temps return this weekend. Welcome fall!

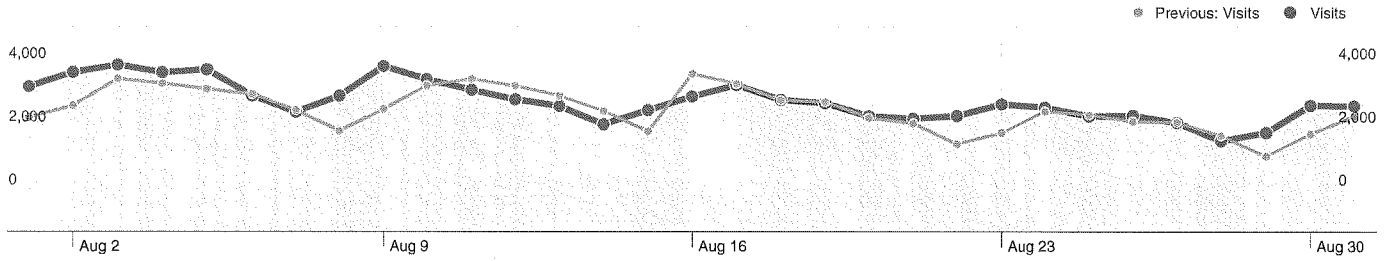
<http://twitter.com/somethingextra/statuses/24113855319>
#ff to@shipsandtrips @debramarrs@shastashadow @calibeefcouncil@walnutlovers @rodmitch@ogrteeshirtking @ginarau@tahoenorth

<http://twitter.com/ekageyamaJandS/statuses/24248486705>
@TahoeNorth <http://twitpic.com/2nlgnt> - Almost as if I'm there...but I'm not :(

<http://kcbs.cbslocal.com/2010/09/10/post-labor-day-adventures/>
Post Labor Day Adventures

<http://blog.olympicvillageinn.com/2010/08/make-summer-memories-before-its-too-late.html>
Make Summer memories before it's too late

<http://www.newtoreno.com/convention.htm>
Reno Convention & Visitors Authorities



Site Usage

85,278 Visits

Previous: 79,713 (6.98%)

33.74% Bounce Rate

Previous: 34.04% (-0.85%)

426,604 Pageviews

Previous: 383,519 (11.23%)

00:04:09 Avg. Time on Site

Previous: 00:04:12 (-1.17%)

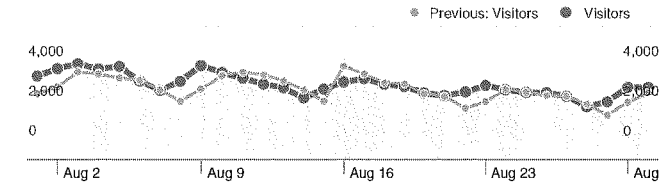
5.00 Pages/Visit

Previous: 4.81 (3.98%)

76.63% % New Visits

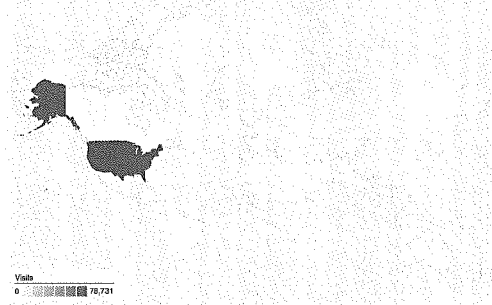
Previous: 78.68% (-2.61%)

Visitors Overview

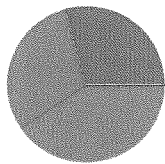


Visitors
70,313

Map Overlay

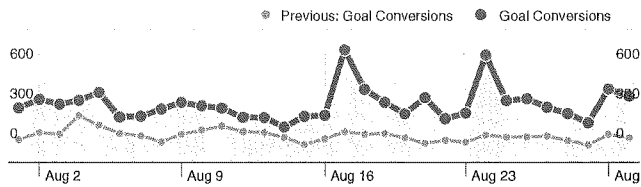


Traffic Sources Overview



- **Search Engines**
34,581.00 (40.55%)
- **Referring Sites**
25,903.00 (30.37%)
- **Direct Traffic**
24,791.00 (29.07%)
- **Other**
3 (> 0.00%)

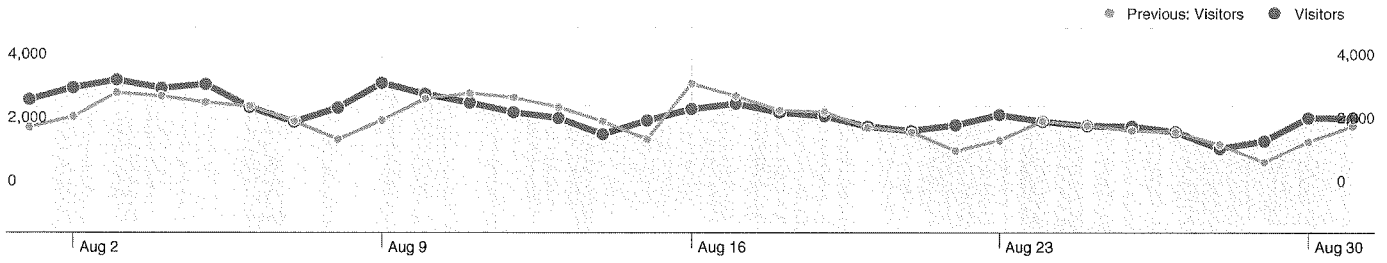
Goals Overview



Goal Conversions
9,027

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Aug 1, 2010 - Aug 31, 2010	18,756	4.40%
Aug 1, 2009 - Aug 31, 2009	23,118	6.03%
% Change	-18.87%	-27.06%
/events-and-activities/event-calendar		
Aug 1, 2010 - Aug 31, 2010	13,005	3.05%
Aug 1, 2009 - Aug 31, 2009	14,562	3.80%
% Change	-10.69%	-19.71%
/summer		
Aug 1, 2010 - Aug 31, 2010	10,164	2.38%
Aug 1, 2009 - Aug 31, 2009	0	0.00%
% Change	100.00%	100.00%
/cool-deals		
Aug 1, 2010 - Aug 31, 2010	9,964	2.34%
Aug 1, 2009 - Aug 31, 2009	2,643	0.69%
% Change	277.00%	238.92%
/lodging		
Aug 1, 2010 - Aug 31, 2010	9,696	2.27%
Aug 1, 2009 - Aug 31, 2009	13,023	3.40%
% Change	-25.55%	-33.07%



70,313 people visited this site

85,278 Visits

Previous: 79,713 (6.98%)

70,313 Absolute Unique Visitors

Previous: 67,271 (4.52%)

426,604 Pageviews

Previous: 383,519 (11.23%)

5.00 Average Pageviews

Previous: 4.81 (3.98%)

00:04:09 Time on Site

Previous: 00:04:12 (-1.17%)

33.74% Bounce Rate

Previous: 34.04% (-0.89%)

76.63% New Visits

Previous: 78.68% (-2.61%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Aug 1, 2010 - Aug 31, 2010	45,473	53.32%	Aug 1, 2010 - Aug 31, 2010	33,647	39.46%
Aug 1, 2009 - Aug 31, 2009	50,048	62.79%	Aug 1, 2009 - Aug 31, 2009	31,066	38.97%
% Change	-9.14%	-15.07%	% Change	8.31%	1.24%
Firefox			DSL		
Aug 1, 2010 - Aug 31, 2010	18,570	21.78%	Aug 1, 2010 - Aug 31, 2010	23,464	27.51%
Aug 1, 2009 - Aug 31, 2009	17,665	22.16%	Aug 1, 2009 - Aug 31, 2009	24,204	30.36%
% Change	5.12%	-1.74%	% Change	-3.06%	-9.38%

Safari		
Aug 1, 2010 - Aug 31, 2010	15,091	17.70%
Aug 1, 2009 - Aug 31, 2009	9,802	12.30%
% Change	53.96%	43.91%

Chrome		
Aug 1, 2010 - Aug 31, 2010	5,104	5.99%
Aug 1, 2009 - Aug 31, 2009	1,672	2.10%
% Change	205.26%	185.34%

Mozilla Compatible Agent		
Aug 1, 2010 - Aug 31, 2010	348	0.41%
Aug 1, 2009 - Aug 31, 2009	27	0.03%
% Change	1,188.89%	1,104.78%

Unknown		
Aug 1, 2010 - Aug 31, 2010	17,251	20.23%
Aug 1, 2009 - Aug 31, 2009	15,337	19.24%
% Change	12.48%	5.14%

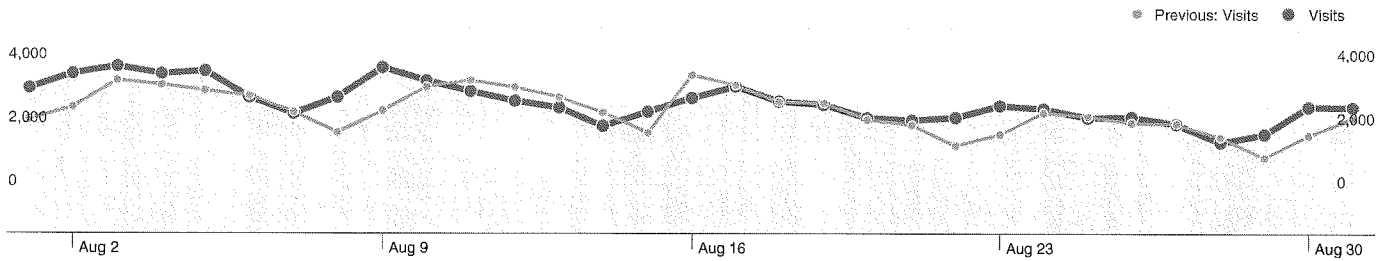
T1		
Aug 1, 2010 - Aug 31, 2010	9,287	10.89%
Aug 1, 2009 - Aug 31, 2009	6,588	8.26%
% Change	40.97%	31.77%

Dialup		
Aug 1, 2010 - Aug 31, 2010	1,050	1.23%
Aug 1, 2009 - Aug 31, 2009	1,284	1.61%
% Change	-18.22%	-23.56%

Traffic Sources Overview

Aug 1, 2010 - Aug 31, 2010

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



All traffic sources sent a total of 85,278 visits

29.07% Direct Traffic

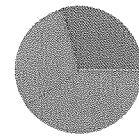
Previous: 34.54% (-15.83%)

30.37% Referring Sites

Previous: 27.57% (10.18%)

40.55% Search Engines

Previous: 37.89% (7.02%)

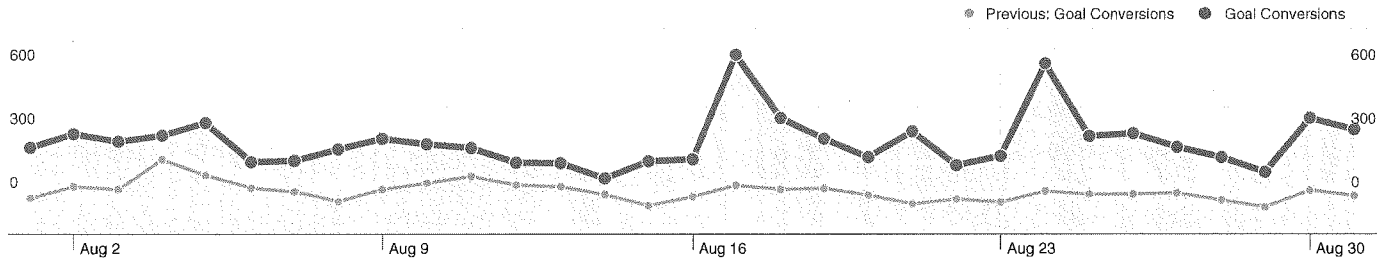


- Search Engines
34,581.00 (40.55%)
- Referring Sites
25,903.00 (30.37%)
- Direct Traffic
24,791.00 (29.07%)
- Other
3 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			north lake tahoe		
Aug 1, 2010 - Aug 31, 2010	27,691	32.47%	Aug 1, 2010 - Aug 31, 2010	1,787	5.17%
Aug 1, 2009 - Aug 31, 2009	23,956	30.05%	Aug 1, 2009 - Aug 31, 2009	1,413	4.68%
% Change	15.59%	8.05%	% Change	26.47%	10.46%
(direct) ((none))			incline village		
Aug 1, 2010 - Aug 31, 2010	24,791	29.07%	Aug 1, 2010 - Aug 31, 2010	926	2.68%
Aug 1, 2009 - Aug 31, 2009	27,533	34.54%	Aug 1, 2009 - Aug 31, 2009	1,500	4.97%
% Change	-9.96%	-15.83%	% Change	-38.27%	-46.08%
visitinglaketahoe.com (referral)			kings beach lake tahoe		
Aug 1, 2010 - Aug 31, 2010	13,949	16.36%	Aug 1, 2010 - Aug 31, 2010	747	2.16%
Aug 1, 2009 - Aug 31, 2009	10,620	13.32%	Aug 1, 2009 - Aug 31, 2009	711	2.35%
% Change	31.35%	22.78%	% Change	5.06%	-8.23%
yahoo (organic)			north lake tahoe hotels		
Aug 1, 2010 - Aug 31, 2010	3,098	3.63%	Aug 1, 2010 - Aug 31, 2010	566	1.64%
Aug 1, 2009 - Aug 31, 2009	3,602	4.52%	Aug 1, 2009 - Aug 31, 2009	815	2.70%
% Change	-13.99%	-19.60%	% Change	-30.55%	-39.34%
facebook.com (referral)			kings beach		

Aug 1, 2010 - Aug 31, 2010	2,706	3.17%	Aug 1, 2010 - Aug 31, 2010	448	1.30%
Aug 1, 2009 - Aug 31, 2009	2,639	3.31%	Aug 1, 2009 - Aug 31, 2009	294	0.97%
% Change	2.54%	-4.15%	% Change	52.38%	33.10%

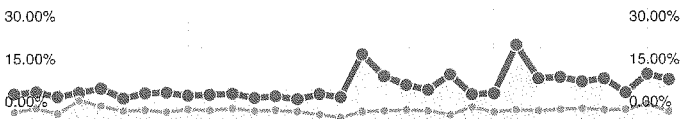


Visitors completed 9,027 goal conversions

9,027 conversions, Goal 1: Cool Deals Page
 Previous: 4,159 (117.05%)

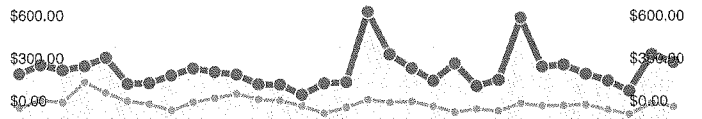
Goal Performance

Goal Conversion Rate

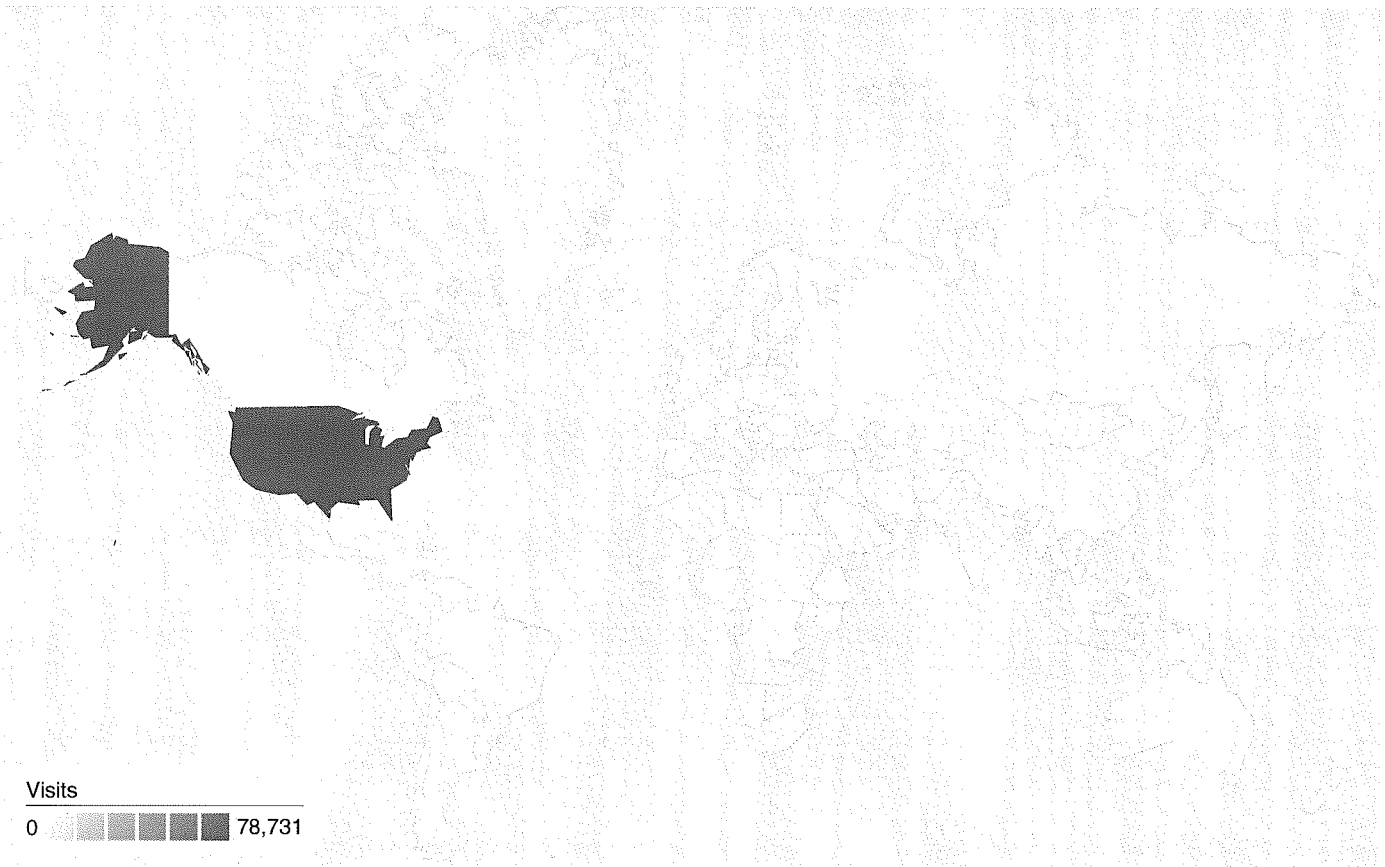


Goal Conversion Rate
10.59%

Total Goal Value



Total Goal Value
\$9,027.00



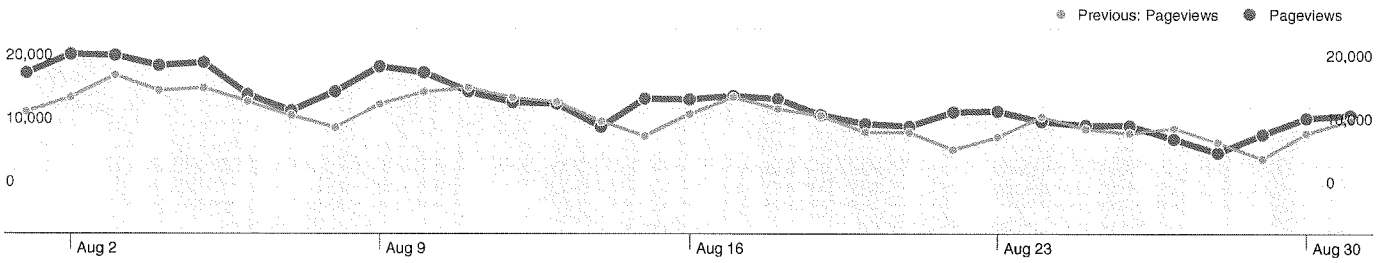
85,278 visits came from 143 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
85,278 Previous: 79,713 (6.98%)	5.00 Previous: 4.81 (3.98%)	00:04:09 Previous: 00:04:12 (-1.17%)	76.68% Previous: 78.75% (-2.62%)	33.74% Previous: 34.04% (-0.89%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
August 1, 2010 - August 31, 2010	78,731	5.06	00:04:13	76.09%	33.30%
August 1, 2009 - August 31, 2009	73,675	4.88	00:04:16	78.05%	33.36%
% Change	6.86%	3.76%	-1.15%	-2.51%	-0.17%
United Kingdom					
August 1, 2010 - August 31, 2010	989	4.70	00:03:32	84.93%	33.97%
August 1, 2009 - August 31, 2009	1,134	4.51	00:03:32	86.24%	38.80%
% Change	-12.79%	4.15%	0.36%	-1.52%	-12.44%
Canada					
August 1, 2010 - August 31, 2010	899	4.91	00:03:23	87.88%	30.92%

August 1, 2009 - August 31, 2009	958	4.44	00:03:11	89.67%	37.47%
% Change	-6.16%	10.54%	6.59%	-2.00%	-17.48%
Brazil					
August 1, 2010 - August 31, 2010	471	4.62	00:04:13	79.62%	34.61%
August 1, 2009 - August 31, 2009	310	4.26	00:04:18	82.90%	33.87%
% Change	51.94%	8.43%	-2.06%	-3.96%	2.17%
Australia					
August 1, 2010 - August 31, 2010	470	5.00	00:04:17	78.94%	29.36%
August 1, 2009 - August 31, 2009	449	4.10	00:04:25	76.84%	37.42%
% Change	4.68%	21.96%	-2.93%	2.73%	-21.53%
Germany					
August 1, 2010 - August 31, 2010	390	4.23	00:03:31	85.64%	43.08%
August 1, 2009 - August 31, 2009	461	3.29	00:02:35	91.32%	45.99%
% Change	-15.40%	28.58%	36.08%	-6.22%	-6.33%
Mexico					
August 1, 2010 - August 31, 2010	277	4.66	00:04:03	87.36%	37.55%
August 1, 2009 - August 31, 2009	236	5.41	00:06:06	86.86%	30.08%
% Change	17.37%	-13.87%	-33.59%	0.58%	24.80%
France					
August 1, 2010 - August 31, 2010	182	3.97	00:02:19	85.16%	39.56%
August 1, 2009 - August 31, 2009	116	2.86	00:02:35	87.07%	49.14%
% Change	56.90%	38.61%	-10.70%	-2.19%	-19.49%
Argentina					
August 1, 2010 - August 31, 2010	170	3.86	00:03:33	81.76%	34.12%
August 1, 2009 - August 31, 2009	71	3.62	00:04:03	81.69%	46.48%
% Change	139.44%	6.77%	-12.13%	0.09%	-26.60%
Japan					
August 1, 2010 - August 31, 2010	144	3.46	00:02:25	89.58%	52.78%
August 1, 2009 - August 31, 2009	116	4.02	00:04:29	85.34%	46.55%
% Change	24.14%	-13.91%	-46.26%	4.97%	13.37%

1 - 10 of 143



Pages on this site were viewed a total of 426,604 times

426,604 Pageviews

Previous: 383,519 (11.23%)

322,531 Unique Views

Previous: 286,175 (12.70%)

33.74% Bounce Rate

Previous: 34.04% (-0.89%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Aug 1, 2010 - Aug 31, 2010	18,756	4.40%
Aug 1, 2009 - Aug 31, 2009	23,118	6.03%
% Change	-18.87%	-27.06%
/events-and-activities/event-calendar		
Aug 1, 2010 - Aug 31, 2010	13,005	3.05%
Aug 1, 2009 - Aug 31, 2009	14,562	3.80%
% Change	-10.69%	-19.71%
/summer		
Aug 1, 2010 - Aug 31, 2010	10,164	2.38%
Aug 1, 2009 - Aug 31, 2009	0	0.00%
% Change	100.00%	100.00%
/cool-deals		
Aug 1, 2010 - Aug 31, 2010	9,964	2.34%
Aug 1, 2009 - Aug 31, 2009	2,643	0.69%
% Change	277.00%	238.92%
/lodging		

Aug 1, 2010 - Aug 31, 2010	9,696	2.27%
Aug 1, 2009 - Aug 31, 2009	13,023	3.40%
% Change	-25.55%	-33.07%

PROPERTY REFERRAL REPORT - AUGUST 2010

PROPERTY	% of Total
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.50%
Northstar Resort Cool Deals	4.02%
Agate Bay Realty Cool Deals	3.69%
Tahoe Biltmore Lodge & Casino	3.44%
River Ranch Lodge and Restaurant	3.14%
Cal Neva Resort Casino Hotel	2.93%
Sunnyside Steakhouse & Lodge	2.82%
Mourelatos Lakeshore Resort	2.45%
Village at Northstar (tm)	2.35%
Cottage Inn at Lake Tahoe	2.30%
Granlibakken Resort	2.18%
Coldwell Banker Rentals	2.17%
Franciscan Lakeside Lodge	1.88%
Holiday House	1.86%
Brockway Springs Resort	1.85%
Resort at Squaw Creek Cool Deals	1.78%
Ferrari's Crown Resort	1.78%
Pullen Rental Group	1.75%
Resort at Squaw Creek	1.68%
Stanford Alpine Chalet	1.63%
Northstar Resort	1.51%
PlumpJack Squaw Valley	1.51%
Tahoe Sands Resort	1.51%
Parkside Inn at Incline	1.40%
Lake Tahoe Accommodations	1.39%
Cedar Glen Lodge	1.33%
Tahoe Luxury Properties	1.30%
Ritz-Carlton Highlands, Lake Tahoe	1.29%
Sierra Vacation Rentals/Sales	1.23%
Squaw Valley Lodge Cool Deals	1.23%
Sun 'N Sand Lodge	1.18%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	1.14%
Tahoma Lodge	1.13%
Hauserman Rental Group	1.11%
Olympic Village Inn	1.09%
Stevenson's Holliday Inn	1.08%
Tahoe City Inn	1.05%
The Village at Squaw Valley USA	1.05%
Tahoe Inn	1.00%
Rainbow Lodge	1.00%
Red Wolf Lakeside Lodge	0.99%
Incline at Tahoe Realty	0.97%
Chaney House	0.92%
PepperTree Inn	0.90%
Lake of the Sky Motor Inn	0.88%
Tahoe Mountain Resorts Lodging	0.83%
Americas Best Value Inn Tahoe City	0.81%
Meeks Bay Resort & Marina	0.78%
The Border House	0.77%

Tahoma Meadows Bed & Breakfast	0.73%
West Shore Cafe & Inn	0.73%
North Tahoe Rental Company	0.72%
Shore House at Lake Tahoe	0.70%
Vacation Station, Inc.	0.65%
Firelite Lodge	0.64%
Incline Vacation Rentals	0.64%
Agate Bay Realty	0.60%
Shooting Star Bed & Breakfast	0.60%
Club Tahoe Resort	0.57%
Tahoe Moon Properties	0.57%
Tahoe Vistana Inn	0.55%
The Ritz-Carlton, Lake Tahoe	0.54%
Vacation Tahoe by O'Neal Brokers	0.53%
Painted Rock Lodge	0.52%
Goldfish Properties	0.49%
Northstar Condominiums	0.48%
First Accommodations	0.48%
Tahoe Marina Lodge	0.46%
Squaw Valley Lodge	0.43%
Tahoe Woodside Vacation Rentals	0.41%
Red Wolf Lodge at Squaw Valley	0.36%
ReserveMyHome.com	0.36%
Squaw Valley Realty/Rentals	0.36%
Tamarack Lodge	0.35%
Alpine Rental Group	0.32%
Assist 2 Sell - All Service Realty	0.28%
The Lodge at Sugar Bowl	0.28%
Waters of Tahoe Properties	0.28%
West Lake Properties	0.24%
Tahoe Mountain Resorts Lodging Cool Deals	0.24%
Tahoe Resort Property Management Inc.	0.23%
LakeFrontHouse.com	0.19%
Mourelatos Lakeshore Resort Cool Deals	0.18%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.17%
The Village at Squaw Valley USA Cool Deals	0.16%
Martis Valley Associates Property Rentals	0.13%
Sugar Bowl Ski Resort	0.10%
Rustic Cottage Resort	0.04%
Chinquapin / Packard Realty	0.03%
O'Neal Brokers of Lake Tahoe	0.02%
Sierra Mountain Properties	0.01%
Tahoe Real Estate Group	0.01%
Granlibakken Resort Ski Area	0.00%
	100.00%

PROPERTY REFERRAL REPORT - AUGUST 2010

PROPERTY	% of Total
Agate Bay Realty	0.60%
Agate Bay Realty Cool Deals	3.69%
Alpine Rental Group	0.32%
Americas Best Value Inn Tahoe City	0.81%
Assist 2 Sell - All Service Realty	0.28%
Brockway Springs Resort	1.85%
Cal Neva Resort Casino Hotel	2.93%
Cedar Glen Lodge	1.33%
Chaney House	0.92%
Chinquapin / Packard Realty	0.03%
Club Tahoe Resort	0.57%
Coldwell Banker Rentals	2.17%
Cottage Inn at Lake Tahoe	2.30%
Ferrari's Crown Resort	1.78%
Firelite Lodge	0.64%
First Accommodations	0.48%
Franciscan Lakeside Lodge	1.88%
Goldfish Properties	0.49%
Granlibakken Resort	2.18%
Granlibakken Resort Ski Area	0.00%
Hauserman Rental Group	1.11%
Holiday House	1.86%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	5.50%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	1.14%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	0.17%
Incline at Tahoe Realty	0.97%
Incline Vacation Rentals	0.64%
Lake of the Sky Motor Inn	0.88%
Lake Tahoe Accommodations	1.39%
LakeFrontHouse.com	0.19%
Martis Valley Associates Property Rentals	0.13%
Meeks Bay Resort & Marina	0.78%
Mourelatos Lakeshore Resort	2.45%
Mourelatos Lakeshore Resort Cool Deals	0.18%
North Tahoe Rental Company	0.72%
Northstar Condominiums	0.48%
Northstar Resort	1.51%
Northstar Resort Cool Deals	4.02%
Olympic Village Inn	1.09%
O'Neal Brokers of Lake Tahoe	0.02%
Painted Rock Lodge	0.52%
Parkside Inn at Incline	1.40%
PepperTree Inn	0.90%
PlumpJack Squaw Valley	1.51%
Pullen Rental Group	1.75%
Rainbow Lodge	1.00%
Red Wolf Lakeside Lodge	0.99%
Red Wolf Lodge at Squaw Valley	0.36%
ReserveMyHome.com	0.36%

Resort at Squaw Creek	1.68%
Resort at Squaw Creek Cool Deals	1.78%
Ritz-Carlton Highlands, Lake Tahoe	1.29%
River Ranch Lodge and Restaurant	3.14%
Rustic Cottage Resort	0.04%
Shooting Star Bed & Breakfast	0.60%
Shore House at Lake Tahoe	0.70%
Sierra Mountain Properties	0.01%
Sierra Vacation Rentals/Sales	1.23%
Squaw Valley Lodge	0.43%
Squaw Valley Lodge Cool Deals	1.23%
Squaw Valley Realty/Rentals	0.36%
Stanford Alpine Chalet	1.63%
Stevenson's Holliday Inn	1.08%
Sugar Bowl Ski Resort	0.10%
Sun 'N Sand Lodge	1.18%
Sunnyside Steakhouse & Lodge	2.82%
Tahoe Biltmore Lodge & Casino	3.44%
Tahoe City Inn	1.05%
Tahoe Inn	1.00%
Tahoe Luxury Properties	1.30%
Tahoe Marina Lodge	0.46%
Tahoe Moon Properties	0.57%
Tahoe Mountain Resorts Lodging	0.83%
Tahoe Mountain Resorts Lodging Cool Deals	0.24%
Tahoe Real Estate Group	0.01%
Tahoe Resort Property Management Inc.	0.23%
Tahoe Sands Resort	1.51%
Tahoe Vistana Inn	0.55%
Tahoe Woodside Vacation Rentals	0.41%
Tahoma Lodge	1.13%
Tahoma Meadows Bed & Breakfast	0.73%
Tamarack Lodge	0.35%
The Border House	0.77%
The Lodge at Sugar Bowl	0.28%
The Ritz-Carlton, Lake Tahoe	0.54%
The Village at Squaw Valley USA	1.05%
The Village at Squaw Valley USA Cool Deals	0.16%
Vacation Station, Inc.	0.65%
Vacation Tahoe by O'Neal Brokers	0.53%
Village at Northstar (tm)	2.35%
Waters of Tahoe Properties	0.28%
West Lake Properties	0.24%
West Shore Cafe & Inn	0.73%
	100.00%

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Marketing
For the Twelve Months Ending June 30, 2010

	CURRENT MONTH			YEAR - TO - DATE			% Chg
	Actual	Budget	\$ Variance	Actual	Budget	Variance	
	0	0	0	75,353	75,000	353	86,918
	11	0	11	33,129	32,700	429	43,962
	325,796	269,310	56,486	1,642,111	1,581,720	60,391	1,337,916
	325,807	269,310	56,497	1,750,593	1,689,420	61,173	1,468,796
Revenue and Other Support							
Special Events & Functions	22,371	21,014	1,357	285,196	287,668	(2,471)	296,634
Commissions & Booking Fees	2,001	1,983	18	24,598	23,795	803	25,780
Placer County Funding	614	770	(156)	9,173	9,240	(67)	9,108
	145	120	25	435	1,440	(1,005)	2,696
	270	125	145	481	1,500	(1,019)	2,723
	106	144	(38)	1,339	1,728	(389)	1,773
	211	360	(149)	3,274	4,320	(1,046)	3,769
	211	390	(179)	2,454	4,680	(2,226)	4,256
	0	0	0	311	315	(4)	315
	93	90	3	1,661	1,692	(31)	1,674
	1,500	0	1,500	1,639	1,000	639	385
	23,825	20,600	3,225	42,894	47,600	(4,706)	15,893
	0	0	0	75,795	75,000	795	88,364
	0	0	0	651	2,000	(1,349)	1,719
	0	0	0	22,125	25,000	(2,875)	0
	121,000	202,000	(81,000)	762,000	774,000	(12,000)	646,000
	31,105	2,500	28,605	65,165	35,456	29,709	29,812
	51,680	64,180	(12,500)	139,092	136,680	2,412	127,900
	0	30	(30)	1,804	1,510	294	851
	0	0	0	6,764	6,450	314	6,330
	257	50	207	1,659	600	1,059	821
	132	216	(84)	2,742	2,636	106	2,958
	0	0	0	1,469	2,510	(1,041)	1,606
	863	0	863	6,219	4,700	1,519	3,906
	19,200	19,200	0	230,400	230,400	0	230,244
	275,585	333,772	(58,187)	1,689,340	1,681,920	7,421	1,505,517
Total Expense Before Depreciation/Re	482	625	(143)	5,058	7,500	(2,442)	5,529
Depreciation	276,067	334,397	(58,330)	1,694,398	1,689,420	4,979	1,511,047
Total Expense	49,740	(65,087)	114,827	56,195	0	56,194	(42,251)
Changes in Unrestricted Net Assets							*****

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Conference
For the Twelve Months Ending June 30, 2010

CURRENT MONTH						YEAR - TO - DATE					
Actual	Budget	\$ Variance	Prior YR	% Chg	Description	Actual	Budget	Variance	Prior YR	% Chg	
					Revenue and Other Support						
642	700	(58)	803	(8%)	Member Dues	8,504	8,400	104	9,396	1%	
185	0	185	0	0%	Miscellaneous	185	0	185	0	0%	
6,990	20,420	(13,430)	10,702	(66%)	Commissions & Booking Fees	83,134	135,040	(51,906)	170,909	(38%)	
25,826	25,837	(11)	25,834	0%	Placer County Funding	310,000	310,000	0	310,008	0%	
33,643	46,957	(13,314)	37,339	(28%)	Total Revenue and Other Support	401,824	453,440	(51,616)	490,313	(11%)	
					Expenses						
9,439	7,519	1,920	12,859	26%	Salaries and benefits	141,720	141,596	124	157,467	0%	
1,012	983	29	1,031	3%	Rent & Utilities	12,523	11,796	728	13,255	6%	
263	385	(122)	434	(32%)	Telephone Services	3,760	4,620	(860)	4,727	(19%)	
99	40	59	239	148%	Mail Expenses	946	480	466	1,034	97%	
55	75	(20)	82	(26%)	Insurance & Bonding	697	900	(203)	922	(23%)	
110	200	(90)	55	(45%)	Supplies	1,713	2,400	(687)	2,146	(29%)	
84	180	(96)	173	(53%)	Equipment Sup. & Maint.	1,025	2,160	(1,135)	1,962	(53%)	
0	0	0	0	0%	Taxes, Licenses & Fees	162	170	(8)	164	(5%)	
93	90	3	87	3%	Equip. Rental / Leasing	1,441	1,400	41	1,371	3%	
0	0	0	0	0%	Training & Seminars	27	0	27	0	0%	
16,633	16,633	0	18,833	0%	Marketing Cooperative/Media	199,596	199,596	0	225,996	0%	
0	15,000	(15,000)	15,000	(100%)	Programs	15,000	15,000	0	15,000	0%	
0	0	0	0	0%	Associate Relations	922	760	162	421	21%	
50	28	22	41	79%	Automobile Expenses	183	358	(175)	333	(49%)	
0	10	(10)	0	(100%)	Local Meals & Entertainment	141	120	21	64	18%	
0	0	0	350	0%	Dues & Subscriptions	1,335	985	350	1,335	36%	
5,600	5,600	0	6,340	0%	Allocated	67,200	67,200	0	76,080	0%	
33,439	46,743	(13,305)	55,523	(28%)	Total Expense Before Depreciation/Re	448,392	449,540	(1,149)	502,275	0%	
243	325	(82)	(674)	(25%)	Depreciation	2,553	3,900	(1,347)	2,901	(35%)	
0	0	0	0	0%	Bad Debt	2,220	0	2,220	0	0%	
33,682	47,068	(13,387)	54,849	(28%)	Total Expense	453,165	453,440	(275)	505,176	0%	
(39)	(111)	73	(17,509)	(65%)	Changes in Unrestricted Net Assets	(51,341)	0	(51,341)	(14,863)	*****	

North Lake Tahoe Resort Association
Statement of Activities and Changes in Net Assets
Visitor Information
For the Twelve Months Ending June 30, 2010

	CURRENT MONTH				YEAR - TO - DATE					
	Actual	Budget	\$ Variance	Prior YR	% Chg	Actual	Budget	Variance	Prior YR	% Chg
Revenue and Other Support										
Commissions & Booking Fees	750	0	750	655	0%	1,935	0	1,935	2,385	0%
Retail Sales & Other	603	920	(317)	1,789	(34%)	9,104	11,040	(1,936)	12,091	(18%)
Placer County Funding	12,837	12,834	3	14,500	0%	154,000	154,008	(8)	174,000	0%
Total Revenue and Other Support	14,190	13,754	436	16,944	3%	165,039	165,048	(9)	188,476	0%
Expenses										
Salaries and benefits	7,389	8,053	(664)	10,760	(8%)	101,241	106,767	(5,526)	114,766	(5%)
Rent & Utilities	432	658	(226)	437	(34%)	5,397	7,896	(2,499)	5,603	(32%)
Telephone Services	125	190	(65)	229	(34%)	1,905	2,280	(375)	2,322	(16%)
Mail Expenses	47	10	37	89	373%	188	120	68	222	57%
Insurance & Bonding	55	75	(20)	82	(26%)	697	900	(203)	922	(23%)
Supplies	122	110	12	158	11%	1,409	1,320	89	1,218	7%
Equipment Sup. & Maint.	84	210	(126)	173	(60%)	2,974	2,520	454	2,137	18%
Taxes, Licenses & Fees	0	0	0	0	0%	172	255	(83)	252	(32%)
Equip. Rental / Leasing	278	300	(22)	260	(7%)	3,643	3,600	43	3,455	1%
Training & Seminars	0	0	0	0	0%	107	0	107	0	0%
Cost of Goods Sold	(997)	667	(1,664)	325	(250%)	5,358	8,004	(2,646)	8,296	(33%)
Programs	0	0	0	6,000	0%	0	0	0	6,000	0%
Associate Relations	0	15	(15)	0	(100%)	922	750	172	421	23%
Credit Card Fees	30	37	(7)	54	(20%)	397	367	30	359	8%
Automobile Expenses	30	5	25	47	490%	107	60	47	104	78%
Local Meals & Entertainment	0	14	(14)	36	(100%)	184	234	(50)	192	(21%)
Allocated	2,173	2,173	0	2,784	0%	26,076	26,076	0	33,408	0%
Total Expense Before Depreciation/Re	9,768	12,517	(2,749)	21,433	(22%)	150,778	161,149	(10,371)	179,676	(6%)
Depreciation	243	325	(82)	(674)	(25%)	2,553	3,900	(1,347)	2,901	(35%)
Total Expense	10,011	12,842	(2,831)	20,759	(22%)	153,331	165,049	(11,718)	182,577	(7%)
Changes in Unrestricted Net Assets	4,179	912	3,267	(3,815)	358%	11,708	(1)	11,709	5,900	*****