



north lake tahoe

September 2013

Marketing Coop Standing Reports



## RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of August 31, 2013

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### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,737 Units (DestiMetrics Census\*)

		2013/14	2012/13	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for last month (August) changed by (1.2%)	Occupancy (August) :	65.8%	65.0%	1.2%
North Lake Tahoe Average Daily Rate for last month (August) changed by (9.2%)	ADR (August) :	\$243	\$222	9.2%
North Lake Tahoe RevPAR for last month (August) changed by (10.6%)	RevPAR (August) :	\$159	\$144	10.6%
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for next month (September) changed by (21.4%)	Occupancy (September)	48.9%	40.3%	21.4%
North Lake Tahoe Average Daily Rate for next month (September) changed by (16.0%)	ADR (September) :	\$208	\$179	16.0%
North Lake Tahoe RevPAR for next month (September) changed by (40.9%)	RevPAR (September) :	\$102	\$72	40.9%
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the prior 6 months changed by (-1.4%)	Occupancy	48.6%	49.3%	-1.4%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (8.2%)	ADR	\$221	\$204	8.2%
North Lake Tahoe RevPAR for the prior 6 months changed by (6.6%)	RevPAR	\$107	\$101	6.6%
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (27.2%)	Occupancy	19.1%	15.0%	27.2%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (19.7%)	ADR	\$234	\$196	19.7%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (52.2%)	RevPAR	\$45	\$29	52.2%
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Aug. 31, 2013 vs. Previous Year</b>				
Rooms Booked during last month (August, 2013) compared to Rooms Booked during the same period last year (August, 2012) for all arrival dates has changed by (-12.4%)	Booking Pace (August)	5.2%	5.9%	-12.4%

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

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

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

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

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

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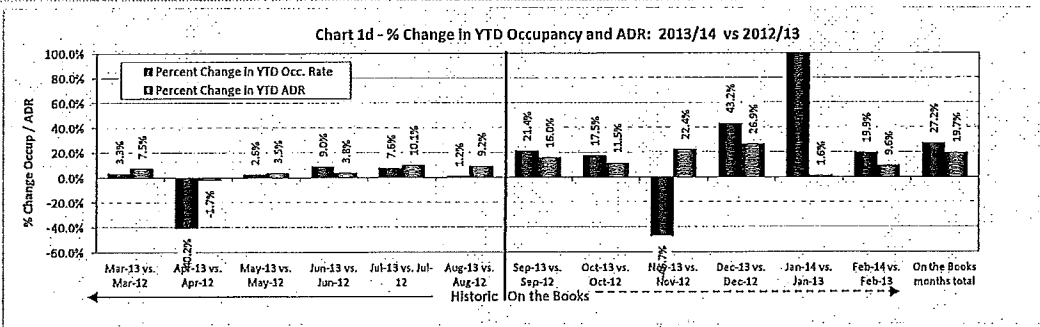
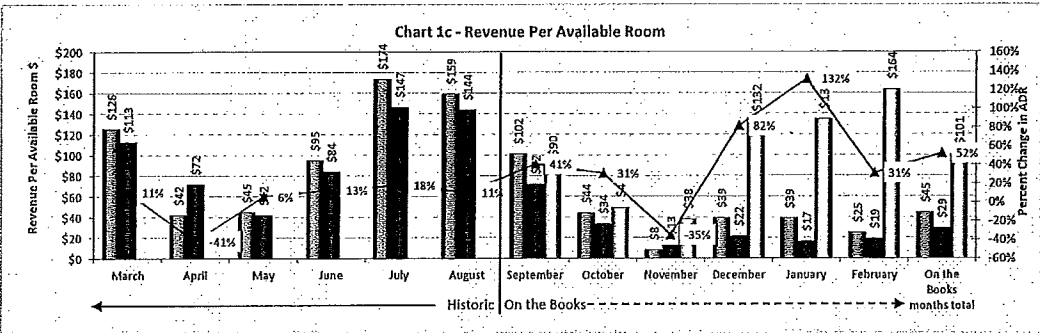
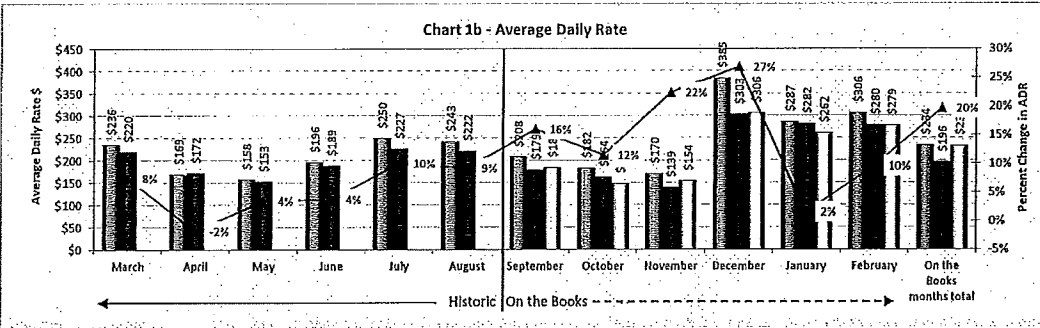
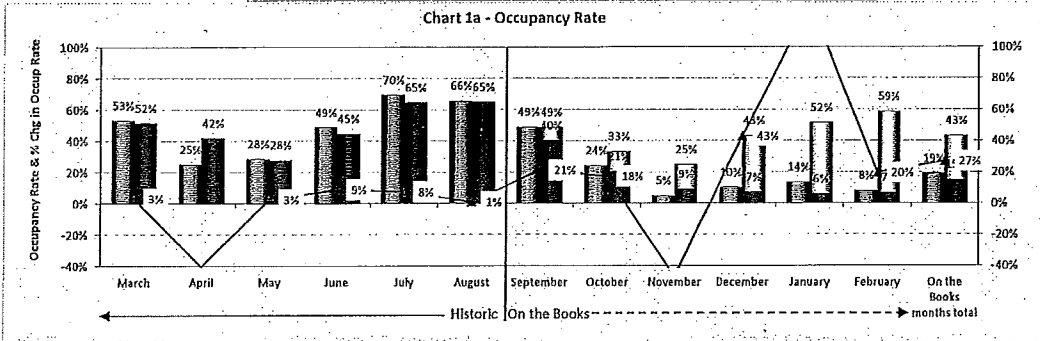


## RESERVATIONS ACTIVITY REPORT

### SECTION 1 - 12 MONTH ROLLING SUMMARY GRAPHS

2013/14 YTD (as of August 31, 2013) vs. 2012/13 YTD (as of August 31, 2012) vs. 2012/13 Historical  
 NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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Historic Actual (2012/13 season)  
 Data as of August 31, 2013 (2013/14 season)  
 Data as of August 31, 2012 (2012/13 season)  
 Percent Change





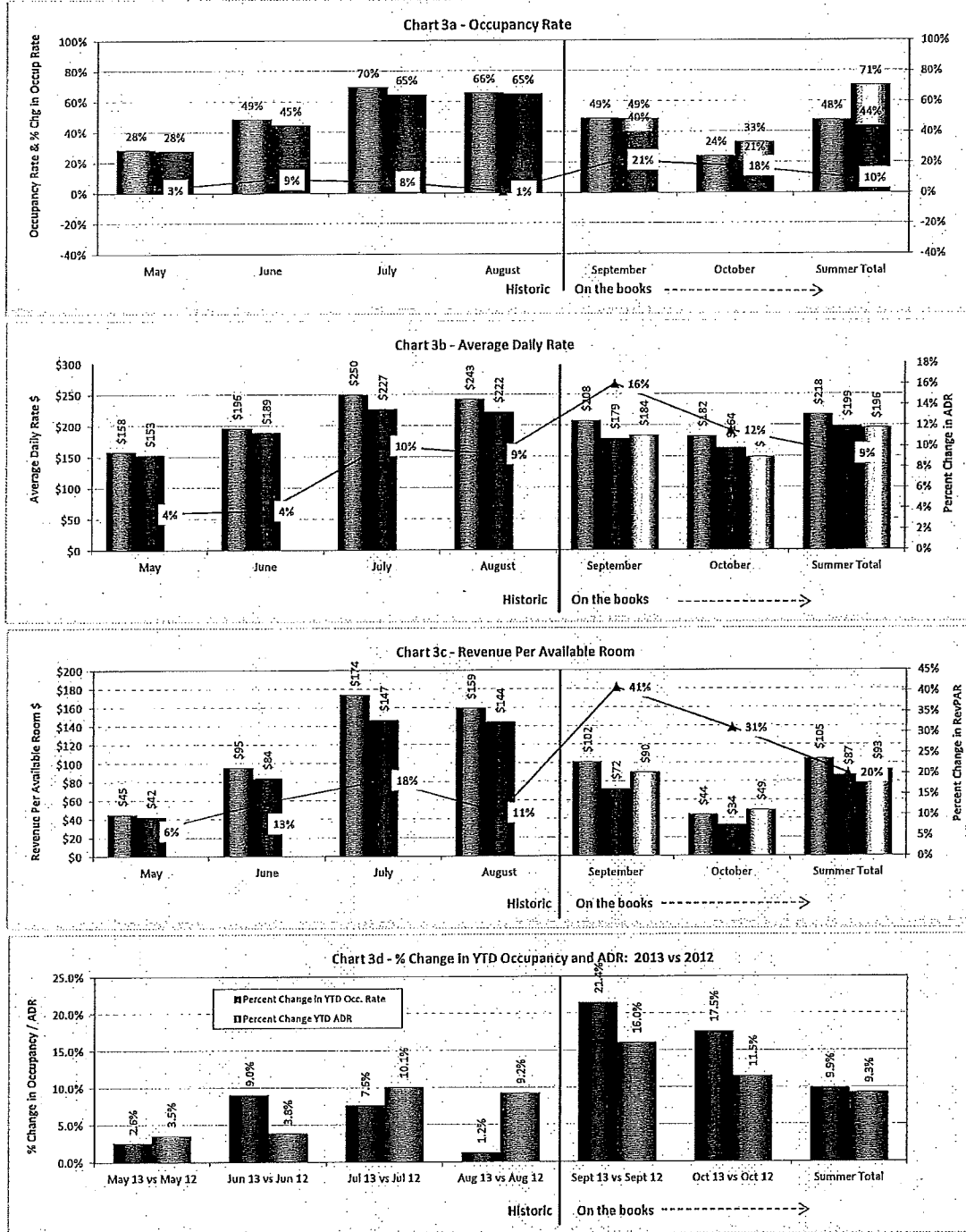
## RESERVATIONS ACTIVITY REPORT SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2013 YTD (as of August 31, 2013) vs. 2012 YTD (as of August 31, 2012) vs. 2012 Historical

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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Historic Actual (2012 season)     
  Data as of August 31, 2013 (2013 season)

Data as of August 31, 2012 (2012 season)     
  Percent Change

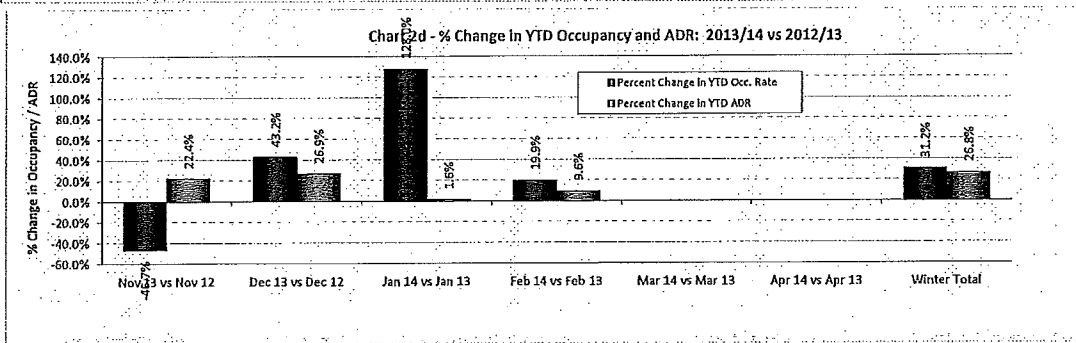
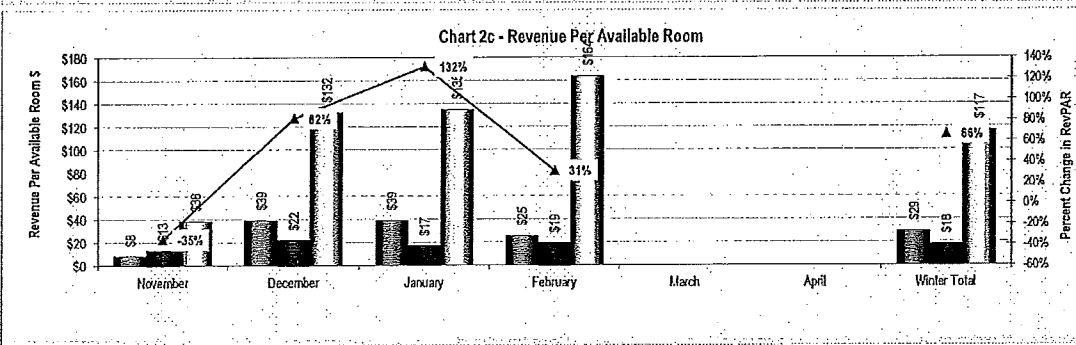
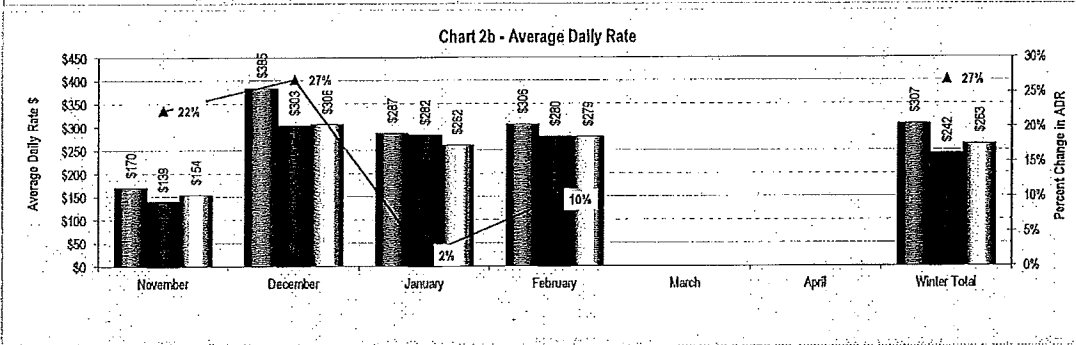
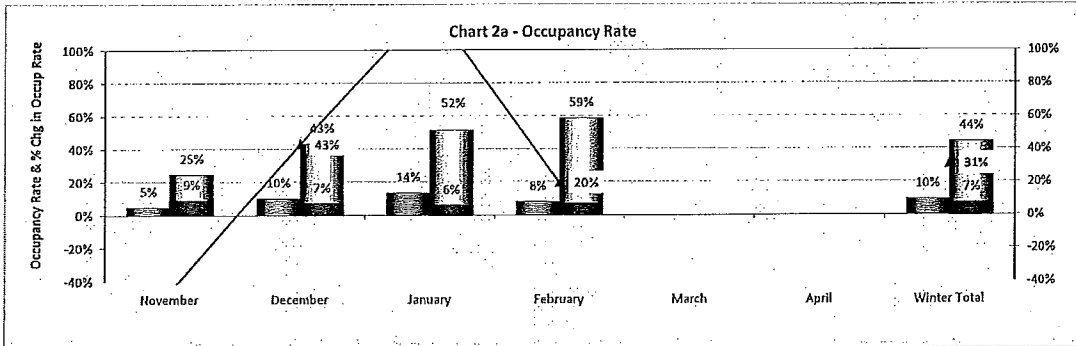




## RESERVATIONS ACTIVITY REPORT SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2013/14 YTD (as of August 31, 2013) vs. 2012/13 YTD (as of August 31, 2012) vs. 2012/13 Historical  
NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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Historic Actual (2012/13 season)      Data as of August 31, 2013 (2013/14 season)  
 Data as of August 31, 2012 (2012/13 season)      Percent Change



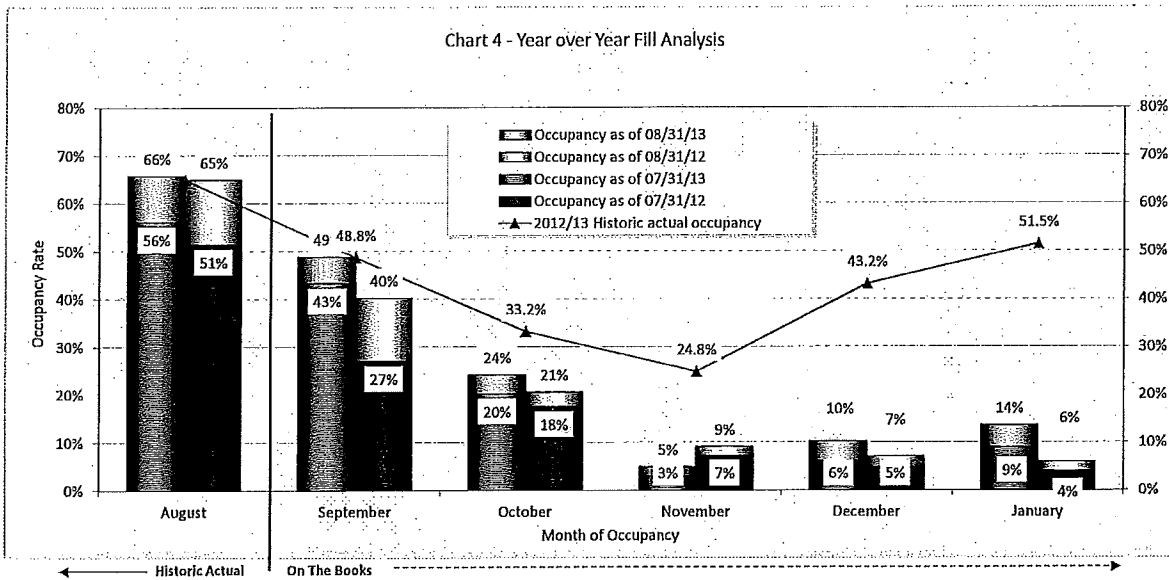


**RESERVATIONS ACTIVITY REPORT**  
SECTION 4 - FILL ANALYSIS

2013/14 Occupancy Pace (as of August 31, 2013) vs. 2012/13 Pace (as of August 31, 2012) vs. same period 2012/13

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

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Supporting Table for Chart 4 & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF AUG 31			OCCUPANCY AS OF JUL 31			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2012/13 Historic actual occupancy
	Occupancy as of 08/31/13	Occupancy as of 08/31/12	Absolute Change	Occupancy as of 07/31/13	Occupancy as of 07/31/12	Absolute Change	Incremental occupancy booked during Aug. 2013	Incremental occupancy booked during Aug. 2012	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	August	65.8%	65.0%	0.8%	56.1%	51.4%	4.7%	9.6%	13.5%	-3.9%	
September	48.9%	40.3%	8.6%	43.3%	27.1%	16.2%	5.6%	13.2%	-7.6%	-57.8%	48.8%
October	24.2%	20.6%	3.6%	20.2%	17.5%	2.7%	4.0%	3.1%	0.9%	29.8%	33.2%
November	4.9%	9.1%	-4.3%	3.0%	7.2%	-4.2%	1.9%	1.9%	0.0%	-1.2%	24.8%
December	10.2%	7.2%	3.1%	6.2%	4.8%	1.5%	4.0%	2.4%	1.6%	67.7%	43.2%
January	13.6%	6.0%	7.6%	9.0%	4.1%	4.9%	4.6%	1.9%	2.7%	142.8%	51.5%
<b>Total</b>	<b>29.7%</b>	<b>24.5%</b>	<b>5.1%</b>	<b>24.5%</b>	<b>18.6%</b>	<b>5.9%</b>	<b>5.2%</b>	<b>5.9%</b>	<b>-0.7%</b>	<b>-12.4%</b>	<b>44.6%</b>

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

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



**RESERVATIONS ACTIVITY REPORT**  
SECTION 5A - SUPPORTING DATA TABLES  
Bookings as of August 31, 2013

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)	# of Properties In Sample
	Month of Occupancy (2013/14 & 2012/13)	Occup. Rate as of: August 31, 2013 (2013/14 season)	Occup. Rate as of: August 31, 2012 (2012/13 season)		
March	53.2%	51.5%	3.3%		11
April	25.0%	41.9%	-40.2%		11
May	28.5%	27.7%	2.6%		11
June	48.6%	44.6%	9.0%		11
July	69.5%	64.6%	7.6%		11
August	Historic Actual 65.8%	65.0%	1.2%		11
September	On the Books 48.9%	40.3%	21.4%	48.8%	11
October	24.2%	20.6%	17.5%	33.2%	11
November	4.9%	9.1%	-46.7%	24.8%	11
December	10.2%	7.2%	43.2%	43.2%	11
January	13.6%	6.0%	128.0%	51.5%	11
February	8.2%	6.9%	19.9%	58.8%	11
Grand total	35.1%	31.9%	9.9%	46.3%	11
Historic months total	48.6%	49.3%	-1.4%	49.3%	11
On the Books months total	19.1%	15.0%	27.2%	43.2%	11

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)	# of Properties In Sample
	Month of Occupancy (2013/14 & 2012/13)	ADR as of: August 31, 2013 (2013/14 season)	ADR as of: August 31, 2012 (2012/13 season)		
March	\$236	\$220	7.5%		11
April	\$169	\$172	-1.7%		11
May	\$158	\$153	3.5%		11
June	\$196	\$189	3.8%		11
July	\$250	\$227	10.1%		11
August	Historic Actual \$243	\$222	9.2%		11
September	On the Books \$208	\$179	16.0%	\$184	11
October	\$182	\$164	11.5%	\$149	11
November	\$170	\$139	22.4%	\$154	11
December	\$385	\$303	26.9%	\$306	11
January	\$287	\$282	1.6%	\$262	11
February	\$306	\$280	9.6%	\$279	11
Grand total	\$224	\$202	10.9%	\$218	11
Historic months total	\$221	\$204	8.2%	\$204	11
On the Books months total	\$234	\$196	19.7%	\$233	11

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)	# of Properties In Sample
	Month of Occupancy (2013/14 & 2012/13)	RevPAR as of: August 31, 2013 (2013/14 season)	RevPAR as of: August 31, 2012 (2012/13 season)		
March	\$126	\$113	11.1%		11
April	\$42	\$72	-41.3%		11
May	\$45	\$42	6.2%		11
June	\$95	\$84	13.2%		11
July	\$174	\$147	18.4%		11
August	Historic Actual \$159	\$144	10.6%		11
September	On the Books \$102	\$72	40.9%	\$90	11
October	\$44	\$34	31.1%	\$49	11
November	\$8	\$13	-34.8%	\$38	11
December	\$39	\$22	81.7%	\$132	11
January	\$39	\$17	131.5%	\$135	11
February	\$25	\$19	31.4%	\$164	11
Grand total	\$79	\$65	21.9%	\$101	11
Historic months total	\$107	\$101	6.6%	\$101	11
On the Books months total	\$45	\$29	52.2%	\$101	11



**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5b - SUPPORTING SUMMER DATA TABLES**  
**Summer Bookings as of August 31, 2013**

NOTE: This is not a forecast of bookings. Data represent transactions on the books as of the date noted above  
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OCCUPANCY RATE	<u>OCCUPANCY RATE: YTD 2013 VS. YTD 2012</u>			Historic Actual Occup. Rate (2012 season)
	Occup. Rate as of: August 31, 2013 (2013 season)	Occup. Rate as of: August 31, 2012 (2012 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013 & 2012)				
May	28.5%	27.7%	2.6%	
June	48.6%	44.6%	9.0%	
July	69.5%	64.6%	7.6%	
August	Historic Actual 65.8%	65.0%	1.2%	
September	On the Books 48.9%	40.3%	21.4%	48.8%
October	24.2%	20.6%	17.5%	33.2%
Summer Total	48.0%	43.7%	9.9%	70.6%

AVERAGE DAILY RATE	<u>ADR: YTD 2013 VS. YTD 2012</u>			Historic Actual ADR (2012 season)
	ADR as of: August 31, 2013 (2013 season)	ADR as of: August 31, 2012 (2012 season)	Percent Change YTD ADR	
Month of Occupancy (2013 & 2012)				
May	\$158	\$153	3.5%	
June	\$196	\$189	3.8%	
July	\$250	\$227	10.1%	
August	Historic Actual \$243	\$222	9.2%	
September	On the Books \$208	\$179	16.0%	\$184
October	\$182	\$164	11.5%	\$149
Summer Total	\$218	\$199	9.3%	\$196

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2013 VS. YTD 2012</u>			Historic Actual RevPAR (2012 season)
	RevPAR as of: August 31, 2013 (2013 season)	RevPAR as of: August 31, 2012 (2012 season)	Percent Change in YTD RevPAR	
Month of Occupancy (2013 & 2012)				
May	\$45	\$42	6.2%	
June	\$95	\$84	13.2%	
July	\$174	\$147	18.4%	
August	Historic Actual \$159	\$144	10.6%	
September	On the Books \$102	\$72	40.9%	\$90
October	\$44	\$34	31.1%	\$49
Summer Total	\$105	\$87	20.1%	\$93

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**RESERVATIONS ACTIVITY REPORT**  
**SECTION 5c - SUPPORTING WINTER DATA TABLES**  
**Winter Bookings as of August 31, 2013**

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

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OCCUPANCY RATE	OCCUPANCY RATE: YTD 2013/14 VS. YTD 2012/13			Historic Actual Occup. Rate (2012/13 season)
	Occup. Rate as of: August 31, 2013 (2013/14 season)	Occup. Rate as of: August 31, 2012 (2012/13 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2013/14 & 2012/13)				
November	4.9%	9.1%	-46.7%	24.8%
December	10.2%	7.2%	43.2%	43.2%
January	13.6%	6.0%	128.0%	51.5%
February	8.2%	6.9%	19.9%	58.8%
March				
April				
Winter Total	9.5%	7.3%	31.2%	44.4%

AVERAGE DAILY RATE	ADR: YTD 2013/14 VS. YTD 2012/13			Historic Actual ADR (2012/13 season)
	ADR as of: August 31, 2013 (2013/14 season)	ADR as of: August 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$170	\$139	22.4%	\$154
December	\$385	\$303	26.9%	\$306
January	\$287	\$282	1.6%	\$262
February	\$306	\$280	9.6%	\$279
March				
April				
Winter Total	\$307	\$242	26.8%	\$263

REVENUE PER AVAILABLE ROOM	REVPAR: YTD 2013/14 VS. YTD 2012/13			Historic Actual RevPAR (2012/13 season)
	RevPAR as of: August 31, 2013 (2013/14 season)	RevPAR as of: August 31, 2012 (2012/13 season)	Percent Change in YTD ADR	
Month of Occupancy (2013/14 & 2012/13)				
November	\$8	\$13	-34.8%	\$38
December	\$39	\$22	81.7%	\$132
January	\$39	\$17	131.5%	\$135
February	\$25	\$19	31.4%	\$164
March				
April				
Winter Total	\$29	\$18	66.4%	\$117

http://www.GoTahoeNorth.com - http://www.gotahoenorth.com  
www.GoTahoeNorth.com

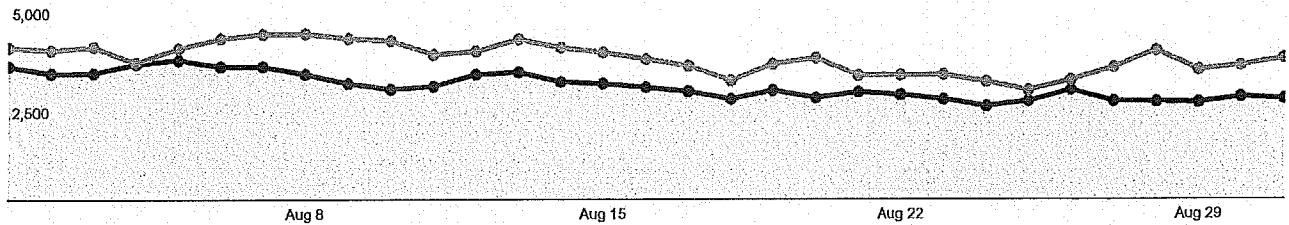
## Audience Overview

Aug 1, 2013 - Aug 31, 2013  
Compare to: Aug 1, 2012 - Aug 31, 2012

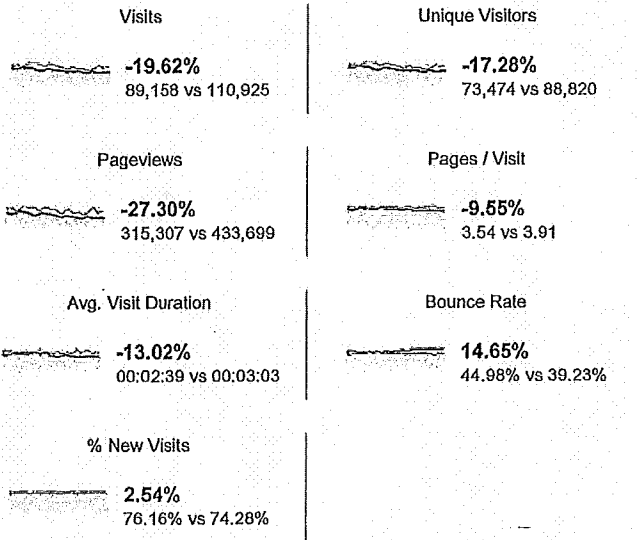


Overview

Aug 1, 2013 - Aug 31, 2013: ● Visits  
Aug 1, 2012 - Aug 31, 2012: ○ Visits

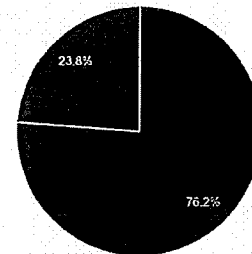


### 73,474 people visited this site

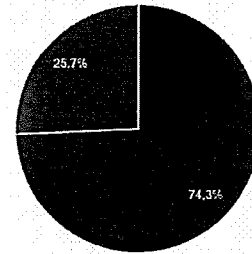


■ New Visitor ■ Returning Visitor

Aug 1, 2013 - Aug 31, 2013



Aug 1, 2012 - Aug 31, 2012



Language	Visits	% Visits
1. en-us		
Aug 1, 2013 - Aug 31, 2013	83,275	93.40%
Aug 1, 2012 - Aug 31, 2012	100,802	90.87%
% Change	-17.39%	2.78%
2. en		
Aug 1, 2013 - Aug 31, 2013	1,737	1.95%
Aug 1, 2012 - Aug 31, 2012	5,771	5.20%
% Change	-69.90%	-62.55%
3. en-gb		
Aug 1, 2013 - Aug 31, 2013	671	0.75%

Aug 1, 2012 - Aug 31, 2012	793	0.71%
<b>% Change</b>	<b>-15.38%</b>	<b>5.27%</b>
<b>4. de-de</b>		
Aug 1, 2013 - Aug 31, 2013	500	0.56%
Aug 1, 2012 - Aug 31, 2012	401	0.36%
<b>% Change</b>	<b>24.69%</b>	<b>55.13%</b>
<b>5. es-es</b>		
Aug 1, 2013 - Aug 31, 2013	363	0.41%
Aug 1, 2012 - Aug 31, 2012	292	0.26%
<b>% Change</b>	<b>24.32%</b>	<b>54.67%</b>
<b>6. pt-br</b>		
Aug 1, 2013 - Aug 31, 2013	298	0.33%
Aug 1, 2012 - Aug 31, 2012	314	0.28%
<b>% Change</b>	<b>-5.10%</b>	<b>18.07%</b>
<b>7. es</b>		
Aug 1, 2013 - Aug 31, 2013	244	0.27%
Aug 1, 2012 - Aug 31, 2012	353	0.32%
<b>% Change</b>	<b>-30.88%</b>	<b>-14.00%</b>
<b>8. fr</b>		
Aug 1, 2013 - Aug 31, 2013	206	0.23%
Aug 1, 2012 - Aug 31, 2012	194	0.17%
<b>% Change</b>	<b>6.19%</b>	<b>32.11%</b>
<b>9. fr-fr</b>		
Aug 1, 2013 - Aug 31, 2013	195	0.22%
Aug 1, 2012 - Aug 31, 2012	118	0.11%
<b>% Change</b>	<b>65.25%</b>	<b>105.60%</b>
<b>10. zh-cn</b>		
Aug 1, 2013 - Aug 31, 2013	170	0.19%
Aug 1, 2012 - Aug 31, 2012	165	0.15%
<b>% Change</b>	<b>3.03%</b>	<b>28.18%</b>

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## Location

Aug 1, 2013 - Aug 31, 2013

ALL » COUNTRY / TERRITORY: United States

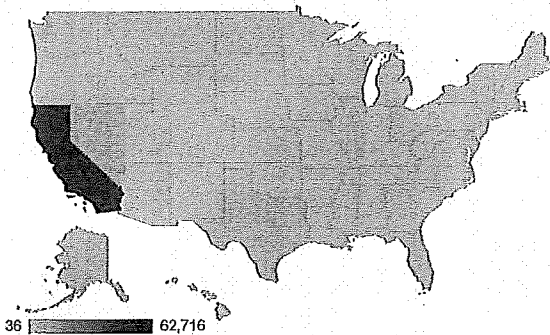
Compare to: Aug 1, 2012 - Aug 31, 2012

 All Visits  
-0.48%

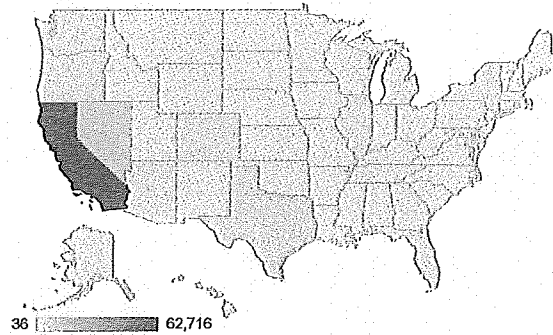
Map Overlay

Site Usage

Aug 1, 2013 - Aug 31, 2013



Aug 1, 2012 - Aug 31, 2012



Region	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
	<b>20.04%</b> 83,494 vs 104,414	<b>9.80%</b> 3.54 vs 3.93	<b>13.31%</b> 00:02:40 vs 00:03:05	<b>2.58%</b> 75.64% vs 73.74%	<b>15.24%</b> 45.03% vs 39.08%
1. California					
Aug 1, 2013 - Aug 31, 2013	53,231	3.34	00:02:32	74.39%	47.51%
Aug 1, 2012 - Aug 31, 2012	62,716	3.81	00:03:03	72.18%	39.70%
% Change	-15.12%	-12.28%	-17.30%	3.06%	19.66%
2. Nevada					
Aug 1, 2013 - Aug 31, 2013	7,790	3.40	00:02:51	66.14%	44.03%
Aug 1, 2012 - Aug 31, 2012	10,043	3.61	00:03:11	61.68%	39.80%
% Change	-22.43%	-5.80%	-10.62%	7.22%	10.63%
3. Texas					
Aug 1, 2013 - Aug 31, 2013	2,745	4.02	00:02:46	82.81%	38.00%
Aug 1, 2012 - Aug 31, 2012	3,602	4.60	00:03:39	81.65%	31.59%
% Change	-23.79%	-12.69%	-24.42%	1.42%	20.27%
4. New York					
Aug 1, 2013 - Aug 31, 2013	1,437	3.51	00:02:08	82.19%	47.25%
Aug 1, 2012 - Aug 31, 2012	1,914	4.09	00:02:49	77.53%	37.15%
% Change	-24.92%	-14.22%	-24.43%	6.00%	27.20%
5. Florida					
Aug 1, 2013 - Aug 31, 2013	1,247	3.78	00:03:06	81.72%	42.90%
Aug 1, 2012 - Aug 31, 2012	1,553	4.42	00:03:03	82.74%	38.12%

% Change	-19.70%	-14.44%	1.37%	-1.24%	12.55%
6. Washington					
Aug 1, 2013 - Aug 31, 2013	1,240	4.37	00:03:23	83.71%	36.21%
Aug 1, 2012 - Aug 31, 2012	1,556	4.23	00:03:13	78.41%	35.48%
% Change	-20.31%	3.27%	5.39%	6.76%	2.07%
7. Illinois					
Aug 1, 2013 - Aug 31, 2013	1,213	4.02	00:02:30	82.52%	38.50%
Aug 1, 2012 - Aug 31, 2012	1,648	4.62	00:03:24	80.10%	33.98%
% Change	-26.40%	-13.01%	-26.42%	3.03%	13.30%
8. Oregon					
Aug 1, 2013 - Aug 31, 2013	1,009	4.29	00:03:03	78.30%	34.59%
Aug 1, 2012 - Aug 31, 2012	1,211	4.44	00:03:06	79.19%	33.53%
% Change	-16.68%	-3.52%	-1.55%	-1.13%	3.17%
9. Arizona					
Aug 1, 2013 - Aug 31, 2013	981	4.08	00:03:03	86.95%	39.55%
Aug 1, 2012 - Aug 31, 2012	1,226	4.40	00:03:13	78.22%	34.01%
% Change	-19.98%	-7.18%	-5.47%	11.16%	16.28%
10. Colorado					
Aug 1, 2013 - Aug 31, 2013	928	3.83	00:03:01	77.26%	41.38%
Aug 1, 2012 - Aug 31, 2012	2,264	3.22	00:02:25	76.50%	49.60%
% Change	-59.01%	19.02%	25.32%	0.99%	-16.58%

Rows 1 - 10 of 52

AUGUST PROPERTY REFERRAL - ALPHA	CLICKS
7-Pines Motel	62
Agate Bay Realty Vacation Rentals	121
Agate Bay Realty Vacation Rentals Cool Deals	51
Alpine Rental Group	28
Americas Best Value Inn Tahoe City	93
Aviva Inn	91
Brockway Springs Resort	232
Cal Neva Resort Casino Hotel	149
Cal Neva Resort Casino Hotel Cool Deals	359
Cedar Glen Lodge	518
Chalet de Huttlinger	39
Chaney House	115
Chinquapin / Packard Realty	16
Club Tahoe Resort	34
Constellation Residences at Northstar	58
Cottage Inn at Lake Tahoe	222
Ferrari's Crown Resort	154
Firelite Lodge	46
Firelite Lodge Cool Deals	227
First Accommodations, Inc.	116
Fox Den Cottages	20
Franciscan Lakeside Lodge	192
Goldfish Properties	90
Granlibakken Conference Center & Resort	178
Granlibakken Conference Center & Resort Cool Deals	17
Hauserman Rental Group	127
Holiday House	114
Hyatt Regency Lake Tahoe Resort, Spa and Casino	591
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	36
Ice Lakes Lodge at Royal Gorge XC Ski Resort	24
Incline at Tahoe Realty	76
Incline Vacation Rentals	105
Kingswood Village Vacation Rentals	61
Lake Tahoe Accommodations	26
Lake Tahoe Accommodations.	113
Lake Tahoe Accommodations. Cool Deals	31
Lake Tahoe Deluxe Vacation Rentals	69
LakeFrontHouse.com	57
Martis Valley Associates Property Rentals	8
Meeks Bay Resort & Marina	137
Mother Natures Inn	60
Mourelatos Lakeshore Resort	218
North Tahoe Rental Company	73
Northstar Condominiums	74
Northstar Mountain Home Vacation Rentals	58

Northstar Resort	227
Northstar Resort Cool Deals	548
Olympic Village Inn	81
Painted Rock Lodge	130
Parkside Inn at Incline	98
PepperTree Inn	97
PlumpJack Squaw Valley Inn	120
Pullen Realty Group	12
Rainbow Lodge	13
Red Wolf Lakeside Lodge	94
Red Wolf Lodge at Squaw Valley	30
RedAwning.com Vacation Rentals	29
Resort at Squaw Creek	163
Resort at Squaw Creek Cool Deals	666
River Ranch Lodge and Restaurant	108
River Ranch Lodge and Restaurant Cool Deals	3
Rockwood Lodge	75
Rustic Cottage Inn	7
Rustic Cottages	87
Schulze, Lola - Tahoe Luxury Properties	2
Shooting Star Bed & Breakfast	97
Shore House at Lake Tahoe	163
Sierra Mountain Properties	14
Sierra Vacation Rentals/Sales	92
Sierra Vacation Rentals/Sales Cool Deals	53
Squaw Valley Lodge	77
Squaw Valley Lodge Cool Deals	69
Stanford Alpine Chalet	80
Stay In Lake Tahoe	116
Stevenson's Holliday Inn	93
Sunnyside Restaurant & Lodge	374
Tahoe Biltmore Lodge & Casino	149
Tahoe Biltmore Lodge & Casino Cool Deals	48
Tahoe City Inn	70
Tahoe City Inn Cool Deals	3
Tahoe Edgelake Beach Club	35
Tahoe Exclusive Properties - Carr Long Real Estate	35
Tahoe Exclusive Vacation Rentals	54
Tahoe Getaways Vacation Rentals	228
Tahoe Getaways Vacation Rentals Cool Deals	166
Tahoe Luxury Properties	156
Tahoe Luxury Properties Cool Deals	127
Tahoe Marina Lodge	82
Tahoe Moon Properties	263
Tahoe Mountain Club	75
Tahoe Mountain Resorts Lodging	112
Tahoe Mountain Resorts Lodging Cool Deals	303

Tahoe North Shore Lodge	16
Tahoe North Visitor's & Convention Bureau	2
Tahoe Real Estate Group	7
Tahoe Sands Resort	33
Tahoe Signature Properties	100
Tahoe Tavern Properties	32
Tahoe Vista Lodge and Cabins	65
Tahoe Vistana Inn	77
Tahoe Woodside Vacation Rentals	70
TahoeRentals.com ~ Wells and Bennett Realtors	96
Tahoma Lodge	85
Tahoma Meadows Bed & Breakfast Cottages	173
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	12
Tamarack Lodge	15
The Border House	86
The Lodge at Sugar Bowl	49
The Ritz-Carlton, Lake Tahoe	229
The Ritz-Carlton, Lake Tahoe Cool Deals	292
The Village at Squaw Valley	146
The Village at Squaw Valley Cool Deals	298
VACA North Tahoe	358
Vacasa Rentals	179
Vacation Station, Inc.	85
Vacation Tahoe by O'Neal Brokers	53
Waters of Tahoe Properties	154
Wells and Bennett Realtors	4
West Lake Properties at Tahoe	61
West Shore Cafe & Inn	161
<b>TOTAL</b>	<b>13948</b>



AUGUST PROPERTY REFERRAL - TOTALS	CLICKS
Resort at Squaw Creek Cool Deals	666
Hyatt Regency Lake Tahoe Resort, Spa and Casino	591
Northstar Resort Cool Deals	548
Cedar Glen Lodge	518
Sunnyside Restaurant & Lodge	374
Cal Neva Resort Casino Hotel Cool Deals	359
VACA North Tahoe	358
Tahoe Mountain Resorts Lodging Cool Deals	303
The Village at Squaw Valley Cool Deals	298
The Ritz-Carlton, Lake Tahoe Cool Deals	292
Tahoe Moon Properties	263
Brockway Springs Resort	232
The Ritz-Carlton, Lake Tahoe	229
Tahoe Getaways Vacation Rentals	228
Firelite Lodge Cool Deals	227
Northstar Resort	227
Cottage Inn at Lake Tahoe	222
Mourelatos Lakeshore Resort	218
Franciscan Lakeside Lodge	192
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Granlibakken Conference Center & Resort	178
Tahoma Meadows Bed & Breakfast Cottages	173
Tahoe Getaways Vacation Rentals Cool Deals	166
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Shore House at Lake Tahoe	163
West Shore Cafe & Inn	161
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Ferrari's Crown Resort	154
Waters of Tahoe Properties	154
Cal Neva Resort Casino Hotel	149
Tahoe Biltmore Lodge & Casino	149
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Tahoe Marina Lodge	82
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Tahoe North Visitor's & Convention Bureau	2
<b>TOTAL</b>	<b>13948</b>

And  
up we  
go.



**July 2013**  
**Passenger and Cargo Traffic Statistics**  
**Reno-Tahoe International Airport**

**August 22, 2013**



**Reno-Tahoe**  
**Airport Authority**



**Reno-Tahoe  
International  
Airport**

**U.S. DOMESTIC INDUSTRY OVERVIEW FOR JULY 2013**  
**All RNO Carriers Systemwide – year over year comparison**

Average Load Factor:	87.6%, Down (0.1) pts.
Number of Flights *:	Down (-0.8%)
Capacity of Seats *:	Up 1.2%
Crude Oil **::	\$104.67 per barrel in July 2013 vs. \$87.93 per barrel in July 2012

**RNO OVERVIEW FOR JULY 2013 – year over year comparison**

Total Passengers:	Down (4.0%)
Avg. Enplaned Load Factor:	84.7% Down (1.3) pts.
Passenger Flights:	Down (12.2%)
Total Seats:	Down (10.1%)
Total Cargo:	Up 11.6%

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

**JULY 2013 SUMMARY**

Reno-Tahoe International Airport (RNO) served 333,321 passengers in July 2013, a decrease of 4.0% versus the July 2012. Part of this decline, as compared to previous months, can be attributed to the end of the combined bowling championships which finished in June.

Year-to-date, RNO has served 2,066,601 passengers, an increase of 1.1% versus the same period in 2012.

With respect to Air Cargo, RNO handled 10,149,807 pounds of cargo in July 2013, an increase of 11.6% versus July 2012.

Year-to-date, RNO handled 65,551,319 pounds of cargo, an increase of 4.6% versus the prior year.

In July 2013, RNO was served by seven major airlines providing 61 daily departures to 15 non-stop destinations. RNO reported a (6.0%) decrease in total seats versus July 2012, whereas, total flights were down (8.3%) for the same period. U.S. airlines continue to adjust capacity by eliminating less profitable routes and downgauging aircraft size on certain routes, aligning it more closely with passenger demand to offset high operating costs, especially as the price of oil rises.

Southwest Airlines saw the largest drop in total passengers, carrying 17,501 fewer passengers in July 2013 compared July 2012. The loss of both Oakland and Salt Lake City service resulted in 115 fewer departing flights and 15,761 less departing seats July 2013 vs. July 2012.

Allegiant Air, however, continues to operate twice weekly non-stop flights to both Las Vegas, NV and Bellingham, WA. These flights represent year-over-year

**HIGHLIGHTS**

**July 2013 vs. July 2012**

**Total Passengers  
Down (4.0%)**

**Enplaned Passengers  
Down (4.3%)**

**Deplaned Passengers  
Down (3.7%)**

**Average Enplaned Load  
Factor  
84.7%, Down (1.3) points**

**Total Cargo  
Up 11.6%**





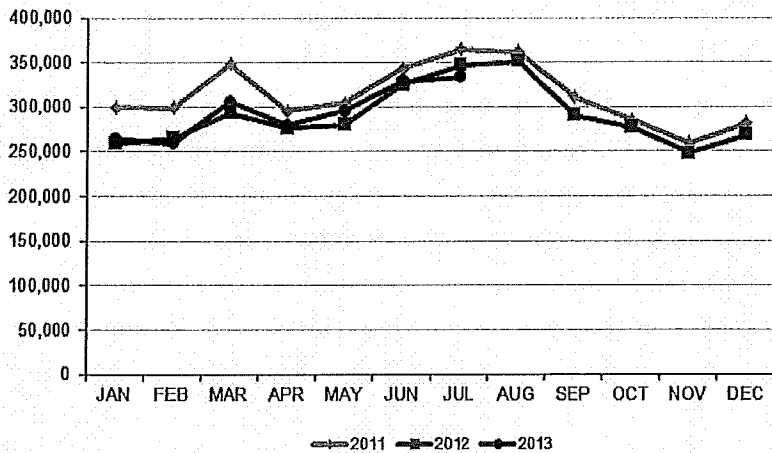
**Reno-Tahoe  
International  
Airport**

increases for Allegiant, as they did not operate these flights in July 2012. Allegiant will also begin twice weekly service to Oakland beginning August 30th. The Oakland flights operate on Fridays and Sundays using a 166-seat MD80 aircraft.

Alaska Airlines began non-stop daily flights between Reno and San Jose in June 2012, providing connections to the entire Alaska network each day. In addition, Alaska has announced that it will begin nonstop service between Portland, OR and Reno-Tahoe, effective November 8th. The daily flight will be operated utilizing a 76-seat Q400 aircraft.

In July 2013, the average enplaned load factor for scheduled airlines was 84.7%, down (1.3) percentage points compared to July of the prior year.

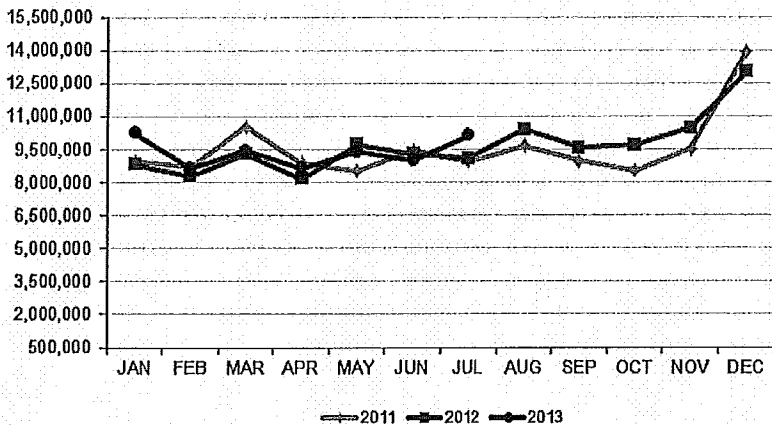
**Total Passengers**



**TOTAL PASSENGERS**

In July 2013, total passenger traffic at RNO decreased (4.0%) versus last year. Year-over-year passenger traffic on Allegiant Air increased exponentially due to the new non-stop flights to both Las Vegas and Bellingham, WA. With increased service to Los Angeles, American Airlines' passenger traffic grew 2.5% for the same period. United reported an increase of 3.0% which resulted in a 93.2% average enplaned load factor. Alaska Air decreased (4.6%) as a result of day of week adjustments to San Jose. Delta Air Lines decreased (7.4%) on declining capacity and flights to/from Salt Lake City. Southwest Airlines decreased (9.4%) with the loss of Oakland and Salt Lake City service compared to last year. US Airways was flat year-over-year.

**Total Cargo**



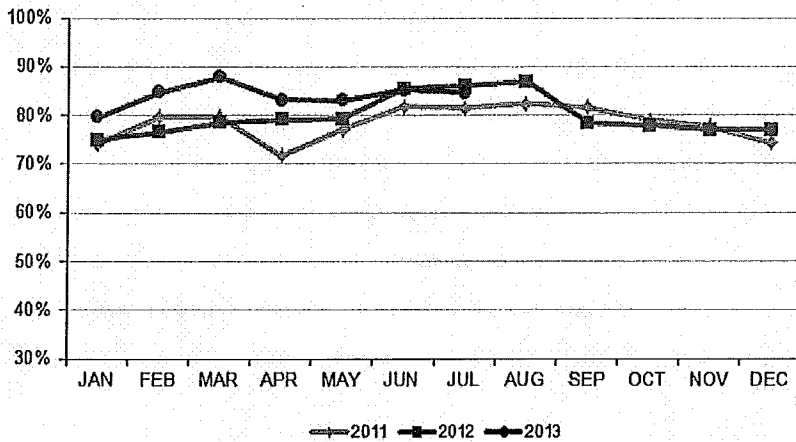
**TOTAL CARGO**

Total cargo volume at RNO increased 11.6% in July 2013 versus the same period last year. This was largely driven by a 19.4% year-over-year increase from FedEx. Both Ameriflight and UPS saw year-over-year decreases in total cargo.



# Reno-Tahoe International Airport

**Average Enplaned Load Factors**

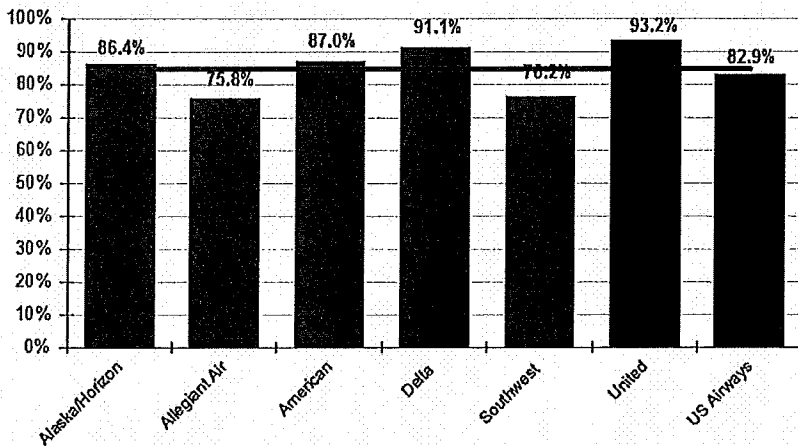


Load Factors July 2013			
Airline	RNO	Network	Difference
American Airlines	87.0%	88.7%	(1.7)
Alaska Airlines	86.4%	84.7%	1.7
Allegiant	75.8%	92.7%	(16.9)
Delta Air Lines	91.1%	86.0%	5.1
Southwest Airlines	76.2%	83.5%	(7.3)
United Airlines	93.2%	88.2%	5.0
US Airways	82.9%	87.8%	(4.9)

Source: Airline Traffic Reports; July 2013

Load factors are for domestic service only, where applicable  
Horizon Air figures used for Alaska

**Enplaned Load Factors by Airlines**



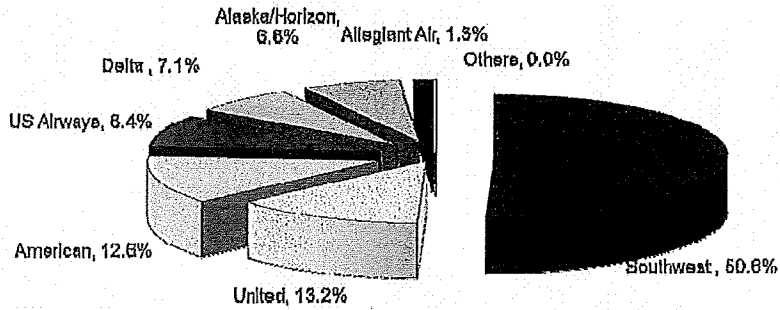
## AIRLINE LOAD FACTORS

In June 2013, the average enplaned load factor at RNO was 84.7%, a decrease of (1.3) percentage points versus last year.



# Reno-Tahoe International Airport

## Air Carrier Market Share



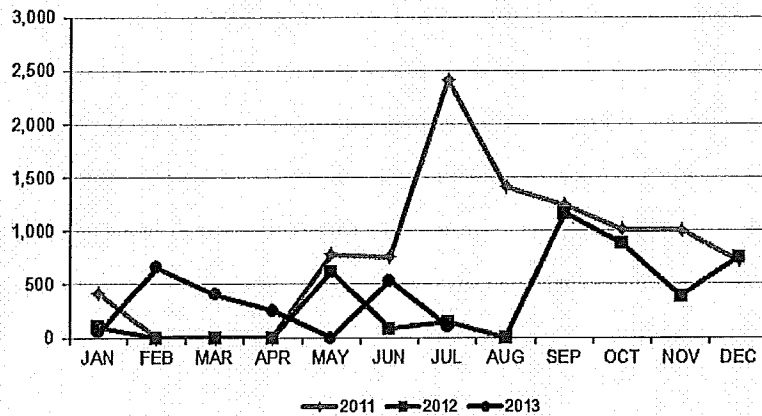
## AIRLINE MARKET SHARE

In July 2013, Southwest Airlines carried a total of 168,558 passengers resulting in a market share of 50.6%. The next highest market share was United Airlines at 13.2% followed by American Airlines with 12.6%, US Airways with 8.4%, Delta Air Lines at 7.1%, Alaska Airlines carried 6.8% and Allegiant Air rounded out the carriers with 1.3% of the total passengers at Reno-Tahoe International Airport.

## Air Carrier Market Share

	Jul-13	Jul-12	YOY Change
Alaska/Horizon	6.8%	6.8%	(0.0)
Allegiant Air	1.3%	n/a	n/a
American	12.6%	11.8%	0.8
Delta	7.1%	7.3%	(0.3)
Southwest	50.6%	53.6%	(3.0)
United	13.2%	12.3%	0.9
US Airways	8.4%	8.1%	0.3
Others	0.0%	0.0%	0.0

## Total Domestic Charter Passengers



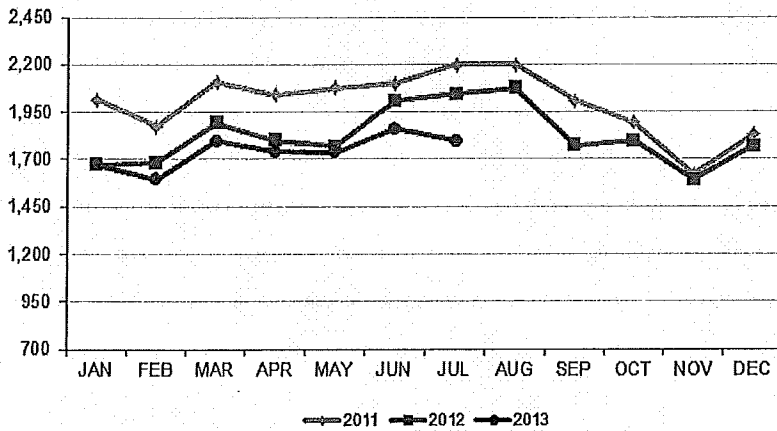
## DOMESTIC CHARTER PASSENGERS

During the month of July 2013, 104 domestic charter passengers moved through Reno-Tahoe International Airport. This compares to 144 charter passengers in July 2012.

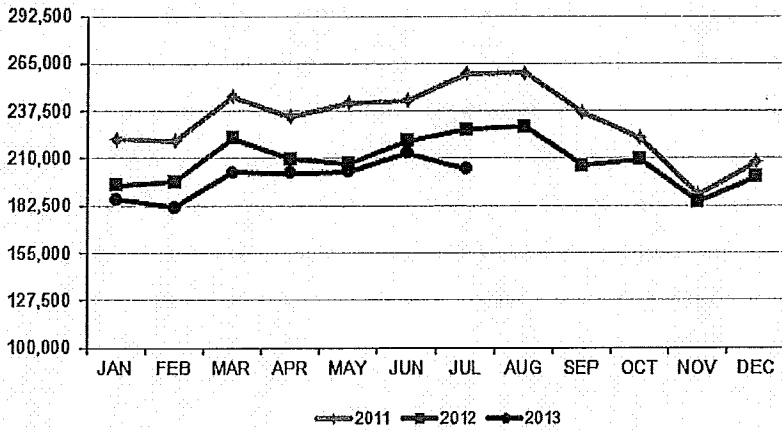




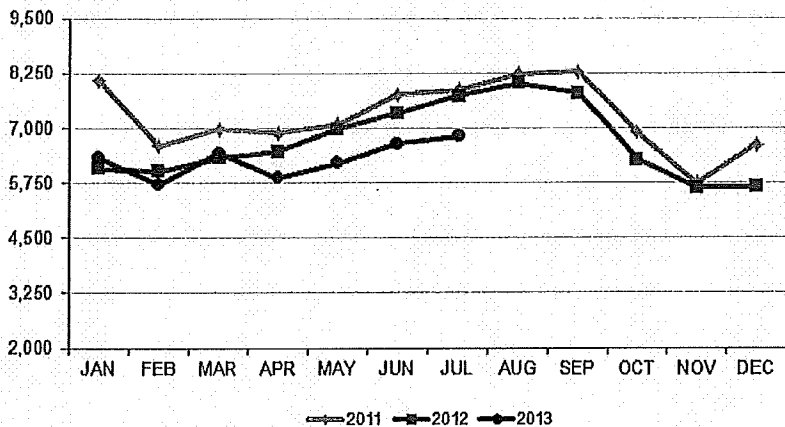
**Monthly Scheduled Departures**



**Monthly Scheduled Seats**



**Total Operations**



**Schedule Changes**

**Allegiant Air**

- Started twice weekly non-stop service to Las Vegas in February 2013.
- Began twice weekly flights to Bellingham effective June 6th, 2013.

**American Airlines**

- Daily non-stop flights to Los Angeles increased from three flights a day to four flights a day in August 2012.
- Seasonally increased the number of daily flights to Dallas/Ft. Worth from two to three.

**Southwest Airlines**

- Eliminated non-stop service to Salt Lake City in January 2013.
- Eliminated non-stop service to Oakland in June 2013.

**United Airlines**

- Resumed its seasonal service to Houston, TX effective June 6th, which will continue through August 26th.

**TOTAL OPERATIONS**

A total of 6,806 operations occurred at RNO in July 2013, down (11.9%) versus the same period last year. Total operations include Air Carrier, Air Taxi, General Aviation and Military operations as reported by the FAA.



# Reno-Tahoe International Airport

## Reno-Tahoe International Airport

Total Passengers						
July-13						
	Passengers		YOY % Change	Passengers		YOY % Change
	2011	2012		2013		
JAN	300,125	259,012	-13.7%	264,265	2.0%	
FEB	299,090	265,017	-11.4%	259,299	-2.2%	
MAR	348,583	292,939	-16.0%	306,049	4.5%	
1st Quarter	947,798	816,968	-13.8%	829,613	1.5%	
APR	295,537	275,926	-6.6%	279,418	1.3%	
MAY	304,220	279,857	-8.0%	295,494	5.6%	
JUN	343,054	325,260	-5.2%	328,755	1.1%	
2nd Quarter	942,811	881,043	-6.6%	903,667	2.6%	
JUL	364,849	347,060	-4.9%	333,321	-4.0%	
AUG	361,348	350,934	-2.9%			
SEP	311,031	290,311	-6.7%			
3rd Quarter	1,037,228	988,305	-4.7%			
OCT	285,490	277,030	-3.0%			
NOV	259,425	248,067	-4.4%			
DEC	281,403	267,739	-4.9%			
4th Quarter	826,318	792,836	-4.1%			
<b>TOTAL</b>	<b>3,754,155</b>	<b>3,479,152</b>	<b>-7.3%</b>			
<b>YTD Total</b>		<b>2,045,071</b>		<b>2,066,601</b>	<b>1.1%</b>	

Total Scheduled Enplaned Passengers				
July-13				
	2011	2012	2013	YOY % Change
JAN	151,753	131,484	133,439	1.5%
FEB	149,253	131,201	129,283	-1.5%
MAR	176,029	148,163	154,142	4.0%
APR	148,920	138,938	140,054	0.8%
MAY	151,672	138,309	146,562	6.0%
JUN	169,309	161,607	162,489	0.5%
JUL	179,717	172,563	165,218	-4.3%
AUG	178,906	173,097		
SEP	158,663	149,113		
OCT	143,851	139,927		
NOV	129,071	123,267		
DEC	136,483	129,707		
<b>TOTAL</b>	<b>1,873,627</b>	<b>1,737,376</b>	<b>1,031,187</b>	<b>0.9%</b>
<b>YTD Total</b>		<b>1,022,265</b>		

Total Deplaned Passengers				
July-13				
	2011	2012	2013	YOY % Change
JAN	148,053	127,179	130,579	2.7%
FEB	149,837	133,816	130,016	-2.8%
MAR	172,554	144,776	151,506	4.6%
APR	146,617	136,988	139,265	1.7%
MAY	152,207	141,282	148,932	5.4%
JUN	173,343	163,571	165,931	1.4%
JUL	183,814	174,432	168,053	-3.7%
AUG	181,611	177,837		
SEP	151,844	140,626		
OCT	141,158	136,719		
NOV	129,993	124,676		
DEC	144,557	137,648		
<b>TOTAL</b>	<b>1,875,588</b>	<b>1,739,550</b>	<b>1,034,282</b>	<b>1.2%</b>
<b>YTD Total</b>		<b>1,022,044</b>		

Total Cargo						
July-13						
	Cargo in Pounds		YOY % Change	Pounds		YOY % Change
	2011	2012		2013	Metric Tons	
JAN	8,959,543	8,813,491	-1.6%	10,269,546	4,657	16.5%
FEB	8,674,321	8,274,037	-4.6%	8,635,807	3,916	4.4%
MAR	10,513,446	9,304,722	-11.5%	9,457,376	4,289	1.6%
1st Quarter	28,147,310	26,392,250	-6.2%	28,362,729	12,863	7.5%
APR	8,870,669	8,175,766	-7.8%	8,639,232	3,918	5.7%
MAY	8,510,228	9,706,074	14.1%	9,398,212	4,262	-3.2%
JUN	9,437,259	9,302,777	-1.4%	9,001,339	4,082	-3.2%
2nd Quarter	26,818,156	27,184,617	1.4%	27,038,783	12,262	-0.5%
JUL	8,932,737	9,096,013	1.8%	10,149,807	4,603	11.6%
AUG	9,646,833	10,398,754	7.8%			
SEP	8,958,988	9,573,812	6.9%			
3rd Quarter	27,538,558	29,068,579	5.6%			
OCT	8,527,399	9,677,334	13.5%			
NOV	9,494,432	10,469,628	10.3%			
DEC	13,928,256	13,007,942	-6.6%			
4th Quarter	31,950,087	33,154,904	3.8%			
<b>TOTAL</b>	<b>114,454,111</b>	<b>115,800,350</b>	<b>1.2%</b>			
<b>YTD Total</b>		<b>62,672,880</b>		<b>65,551,319</b>	<b>29,728</b>	<b>4.6%</b>

Enplaned Passengers & Load Factor				
	Enplaned PAX	Jul-13	Jul-12	Diff.
Alaska/Horizon	11,096	86.4%	83.8%	2.6
Allegiant Air	2,140	75.8%	n/a	n/a
American	20,329	87.0%	90.0%	-3.0
Delta	11,806	91.1%	91.0%	0.0
Southwest	83,947	76.2%	73.7%	2.4
United	22,097	93.2%	90.0%	3.2
US Airways	13,803	82.9%	87.5%	-4.5

Source: RNO Monthly Flight Activity Reports

**Monthly Report August 2013**  
**CONFERENCE REVENUE STATISTICS**

**South Lake Tahoe**

**Year to Date Bookings/Monthly Production Detail FY 13/14**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/13:	\$468,203	\$211,391	121%
Forecasted Commission for this Revenue:	\$2,495	\$13,070	-81%
Number of Room Nights:	4817	2156	123%
Number of Delegates:	1465	1750	-16%
Annual Commission Projection:	\$10,000	\$16,000	

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>
<b><u>Number of Groups Booked:</u></b>	<b>0</b>	<b>0</b>
Revenue Booked:	\$0	\$0
Projected Commission:	\$0	\$0
Room Nights:	0	0
Number of Delegates:	0	0
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.

<u>Arrived in the month</u>	<u>August-13</u>	<u>*Est.</u>	<u>August-12</u>
Number of Groups:	1		1
Revenue Arrived:	\$5,004		\$31,325
Projected Commission:	\$500		\$4,698
Room Nights:	40		175
Number of Delegates:	40		90
Arrived Group Types:	1 Assoc.		1 Corp.

<u>Monthly Detail/Activity</u>	<u>July-13</u>	<u>July-12</u>	
<b><u>Number of Groups Booked:</u></b>	<b>3</b>	<b>1</b>	
Revenue Booked:	\$490,297	\$5,004	9698%
Projected Commission:	\$24,010	\$500	4702%
Room Nights:	1525	40	3713%
Number of Delegates:	3666	40	9065%
Booked Group Types:	1 Corp, 1 CA Assoc. 1 Smerf	1 Assoc.	

<u>Arrived in the month</u>	<u>July-13</u>	<u>*Est.</u>	<u>July-12</u>
Number of Groups:	5		1
Revenue Arrived:	\$55,323		\$10,103
Projected Commission:	\$968		\$1,515
Room Nights:	387		60
Number of Delegates:	240		40
Arrived Group Types:	1 Corp. 1 Assoc. 3 Smf		1 Smerf

**NUMBER OF LEADS Generated as of 8/31/13: 30**

**Total Number of Leads Generated in Previous Years:**

2012/13:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

**Monthly Report August 2013**

**CONFERENCE REVENUE STATISTICS**

**North Shore Properties**

**Year to Date Bookings/Monthly Production Detail FY 13/14**

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 13/14</u>	<u>FY 12/13</u>	<u>Variance</u>
Total Revenue Booked as of 8/31/13:	\$1,983,600	\$1,119,234	77%
Forecasted Commission for this Revenue:	\$144,835	\$48,273	200%
Number of Room Nights:	11807	6907	71%
Number of Delegates:	6682	3085	117%
Annual Revenue Goal:	\$2,750,000	\$1,750,000	
Annual Commission Goal:	\$150,000	\$75,000	
Number of Tentative Bookings:	91	69	32%

<u>Monthly Detail/Activity</u>	<u>August-13</u>	<u>August-12</u>	
<b><u>Number of Groups Booked:</u></b>	5	1	
Revenue Booked:	\$106,808	\$2,902	3580%
Projected Commission:	\$6,248	\$0	
Room Nights:	767	25	2968%
Number of Delegates:	359	25	1336%
	2 Seminar, 2 Film Crew and		
Booked Group Types:	1 Smf	1 Film Crw	
Lost Business, # of Groups:	4	3	

<u>Arrived in the month</u>	<u>August-13</u>	* Est.	<u>August-12</u>	
Number of Groups:	14		6	
Revenue Arrived:	\$502,213		\$372,770	35%
Projected Commission:	\$26,579		\$23,733	12%
Room Nights:	2436		2033	20%
Number of Delegates:	1114		656	70%
Arrived Group Types:	6 Corp, 6 Assoc, 1 Smf 1 Film crew		2 Corp, 2 Assoc, 1 Smf 1 Film crew	

<u>Monthly Detail/Activity</u>	<u>July-13</u>		<u>July-12</u>	
<b><u>Number of Groups Booked:</u></b>	6		9	
Revenue Booked:	\$45,413		\$168,743	-73%
Projected Commission:	\$2,247		\$6,118	-63%
Room Nights:	369		953	-61%
Number of Delegates:	328		379	-13%
	4 Assoc., 6 Smf,		5 Corp, 1	
Booked Group Types:	1 Govt.		Assoc, 3 Smf	
Lost Business, # of Groups:	4		4	

<u>Arrived in the month</u>	<u>July-13</u>	* Est.	<u>July-12</u>	
Number of Groups:	12		2	
Revenue Arrived:	\$203,900		\$82,912	146%
Projected Commission:	\$6,063		\$0	
Room Nights:	1686		426	296%
Number of Delegates:	1190		192	520%
Arrived Group Types:	4 Assoc, 6 Smf, 1 Govt.		1 Corp, 1 Assoc.	

**Future Year Bookings, booked in this fiscal year:**

For 2014/15:	\$1,486,282	(Goal) \$2,000,000
For 2015/16:	\$3,714,507	\$4,000,000

**NUMBER OF LEADS Generated as o 8/31/13:**

<b>Total Number of Leads Generated in Previous Years:</b>	30
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205

NORTH SHORE 1 QUARTER - FY.2013/14						
<b>Jul-13</b>						
<b>Groups Booked: 6</b>						
Placer County:	5	Room Nights:	303	Delegates:	298	Revenue: \$31,811
Washoe County:	1	Room Nights:	66	Delegates:	30	Revenue: \$13,602
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
<b>Groups Arrived: 12</b>						
Placer County:	7	Room Nights:	654	Delegates:	561	Revenue: \$88,034
Washoe County:	4	Room Nights:	882	Delegates:	429	Revenue: \$97,101
Nevada County:	1	Room Nights:	150	Delegates:	200	Revenue: \$18,765
		* Estimated				
<b>Aug-13</b>						
<b>Groups Booked: 5</b>						
Placer County:	4	Room Nights:	761	Delegates:	353	Revenue: \$106,058
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nevada County:	1	Room Nights:	6	Delegates:	6	Revenue: \$750
<b>Groups Arrived: 14</b>						
Placer County:	11	Room Nights:	2332	Delegates:	1058	Revenue: \$480,977
Washoe County:	2	Room Nights:	98	Delegates:	50	Revenue: \$20,486
Nevada County:	1	Room Nights:	6	Delegates:	6	Revenue: \$750
<b>Sep-13</b>						
<b>Groups Booked: 0</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:	0	Room Nights:		Delegates:		Revenue:
<b>Groups Arrived:</b>						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
<b>Quarter totals by county:</b>						
<b>Groups Booked: 11</b>						
Placer County:	9	Room Nights:	1064	Delegates:	651	Revenue: \$137,869
Washoe County:	1	Room Nights:	66	Delegates:	30	Revenue: \$13,602
Nevada County:	1	Room Nights:	6	Delegates:	6	Revenue: \$750
<b>TOTAL:</b>	<b>11</b>		<b>1136</b>	<b>Delegates: 687</b>		<b>\$152,221</b>
<b>Groups Arrived: 26</b>						
Placer County:	18	Room Nights:	2986	Delegates:	1619	Revenue: \$569,011
Washoe County:	6	Room Nights:	980	Delegates:	479	Revenue: \$117,587
Nevada County:	2	Room Nights:	156	Delegates:	206	Revenue: \$19,515
<b>TOTAL:</b>	<b>26</b>		<b>4122</b>	<b>2304</b>		<b>\$706,113</b>