

north lake tahoe

Chamber | CVB | Resort Association

November 2011 Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Oct 31, 2011

Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1,755 Units (MTRIP Census[™])

		2011/12	2010/11	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (October) changed by (-13.5%)	Occupancy (October) :	32.6%	37.7%	-13.5%
North Lake Tahoe Average Daily Rate for last month (October) changed by (-7.7%)	ADR (October) :	\$140	\$151	-7.7%
North Lake Tahoe RevPAR for last month (October) changed by (-20.2%)	RevPAR (October) :	\$45	\$57	-20.2%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (November) changed by (2.9%)	Occupancy (November)	13.2%	12.8%	2.9%
North Lake Tahoe Average Daily Rate for next month (November) changed by (4.9%)	ADR (November) :	\$143	\$136	4.9%
North Lake Tahoe RevPAR for next month (November) changed by (8.0%)	RevPAR (November) :	\$19	\$17	8.0%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (4.2%)	Occupancy	47.5%	45.6%	4.2%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (0.3%)	ADR	\$190	\$190	0.3%
North Lake Tahoe RevPAR for the prior 6 months changed by (4.6%)	RevPAR	\$90	\$86	4.6%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (35.0%)	Occupancy	15.2%	11.2%	35.0%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (5.1%)	ADR	\$256	\$243	5.1%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (41.9%)	RevPAR	\$39	\$27	41.9%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Oct. 31, 2011 vs. Previous Year				
Rooms Booked during last month (October, 2011) compared to Rooms Booked during the same period last year (October, 2010) for all arrival dates has changed by (7.5%)	Booking Pace (October)	6.3%	5.9%	7.5%

*** MTRIP Census:** Total number of rooms reported by participating MTRIP properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.
**** Destination Census:** The total number of rooms available for rental within the community as established by the Transient Inventory Study of July 2009 and adjusted for properties that have opened / closed since that time. This number varies infrequently as new properties start, or existing properties cease operations.

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy.
 The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result.
 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 2009-2011, 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 - 12 MONTH ROLLING SUMMARY GRAPHS

2011/12 YTD (as of Sep 30, 2011) vs. 2010/11 YTD (as of Oct 31, 2010) vs. 2010/11 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

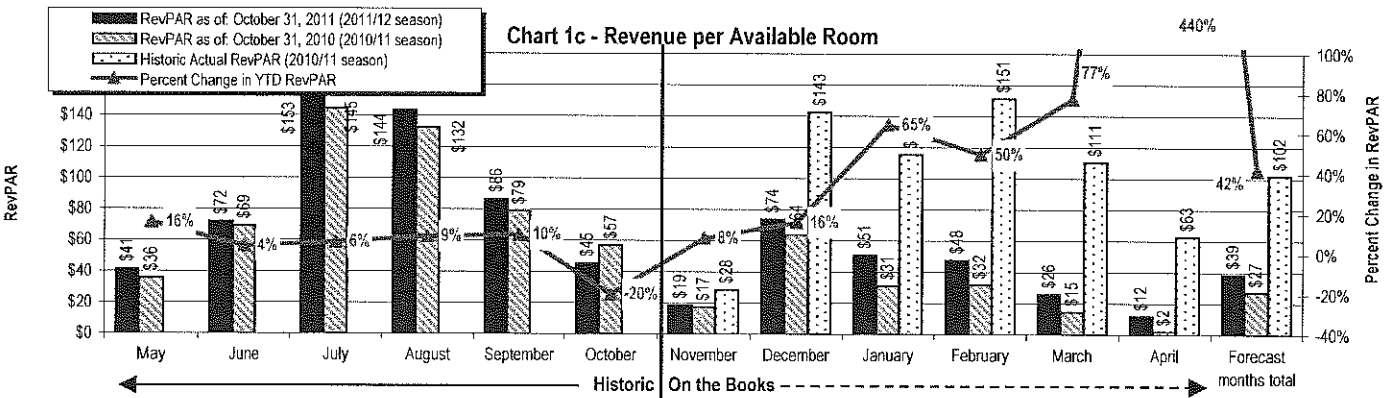
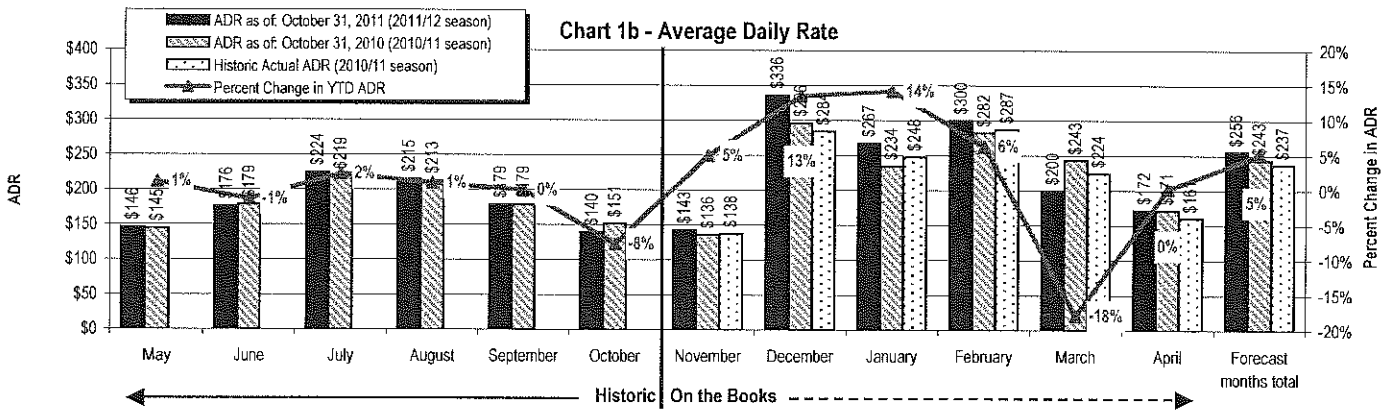
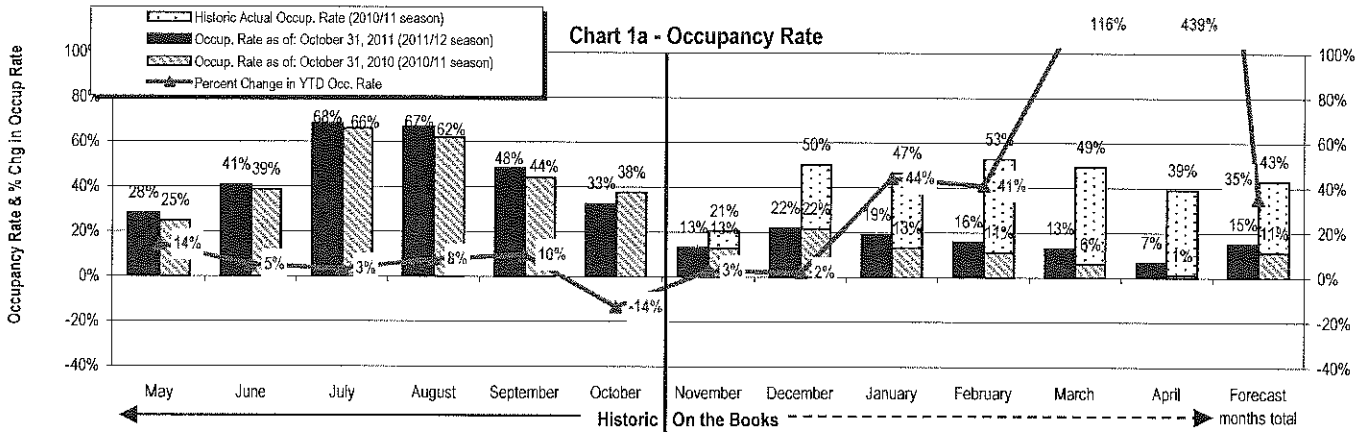
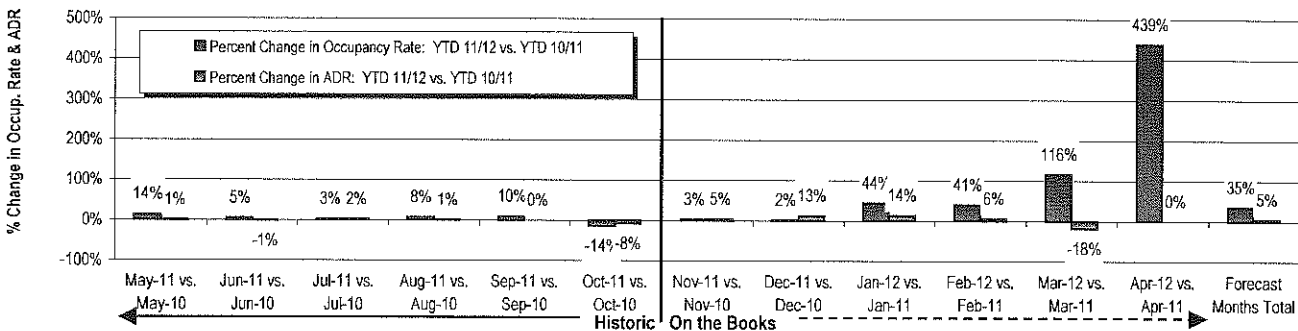


Chart 1d - Percent Change in YTD Occupancy Rate & ADR (2011 YTD vs. 2010 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 2 - SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Oct 31, 2011) vs. 2010 YTD (as of Oct 31, 2010) vs. 2010 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

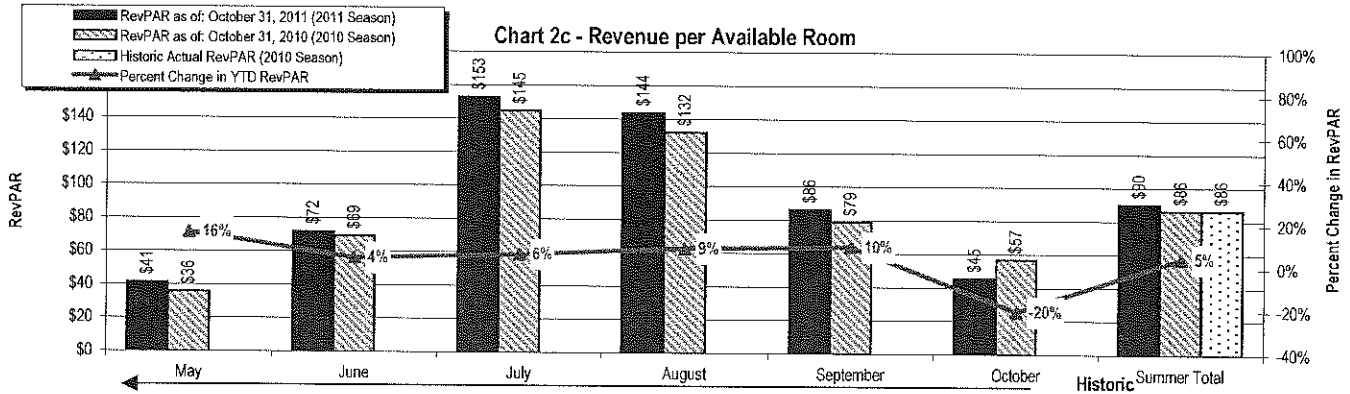
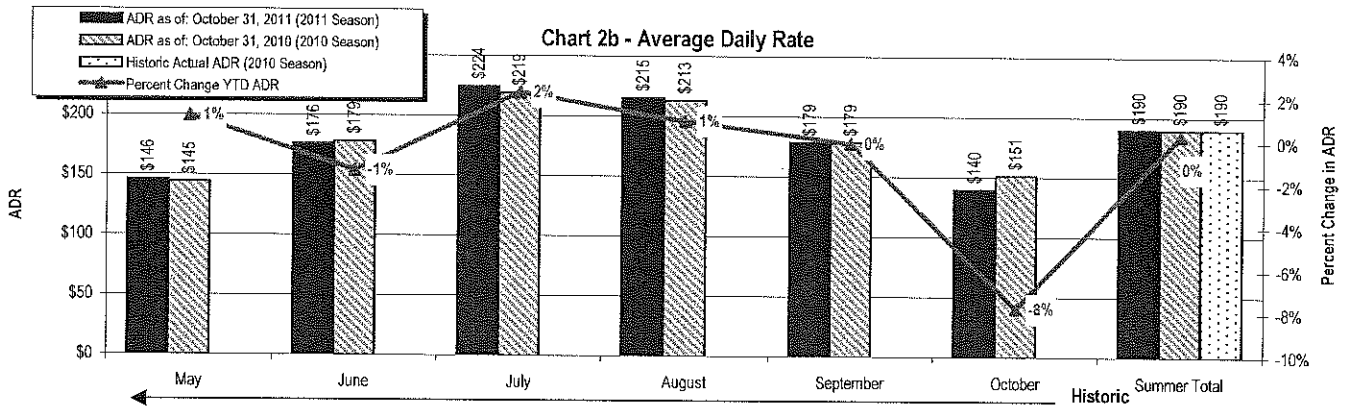
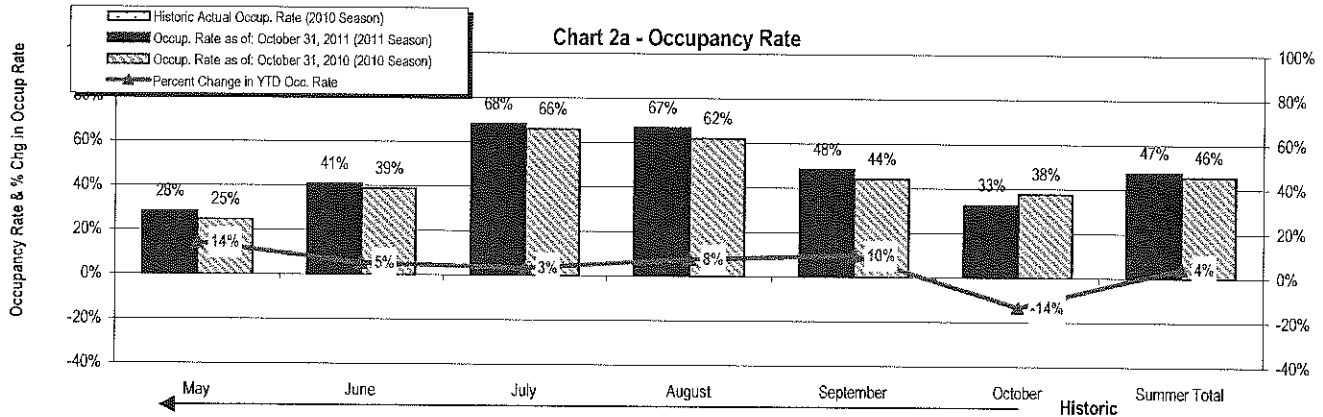
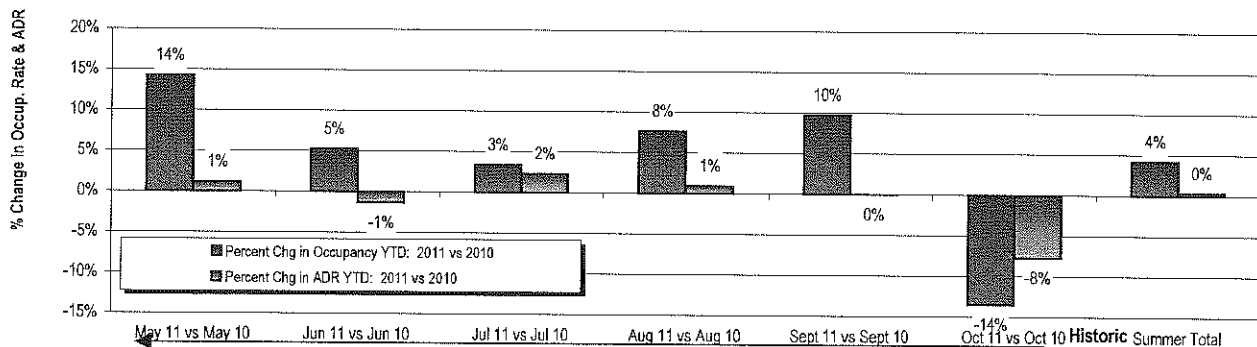


Chart 2d - Percent Change in YTD Occupancy Rate & ADR (2011 YTD vs. 2010 YTD)



RESERVATIONS ACTIVITY REPORT

SECTION 3 - WINTER SEASON SUMMARY GRAPHS

2011/12 YTD (as of Oct 31, 2011) vs. 2010/11 YTD (as of Oct 31, 2010) vs. 2010/11 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

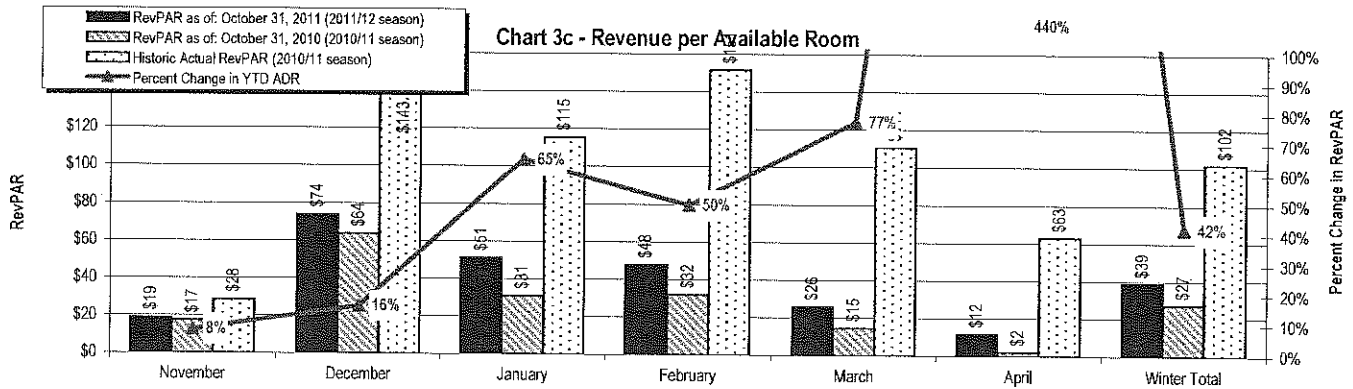
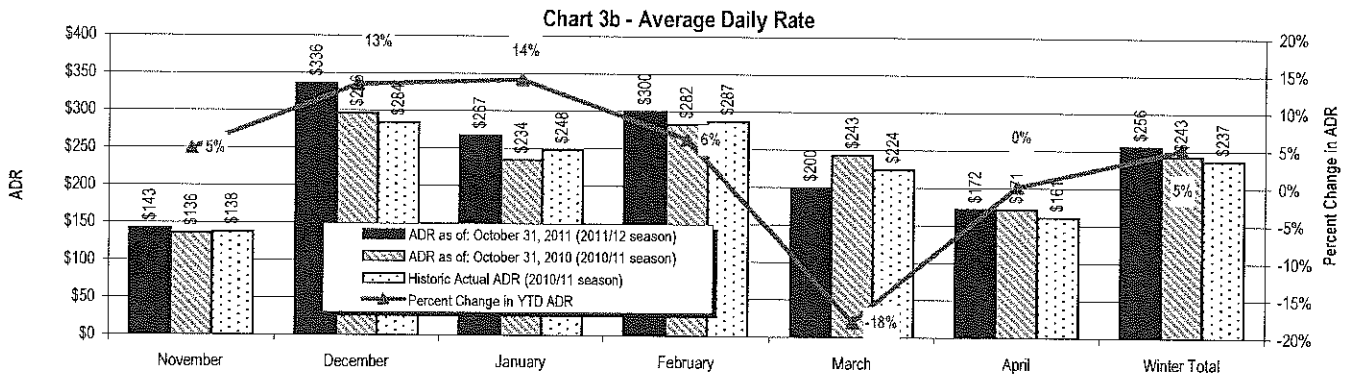
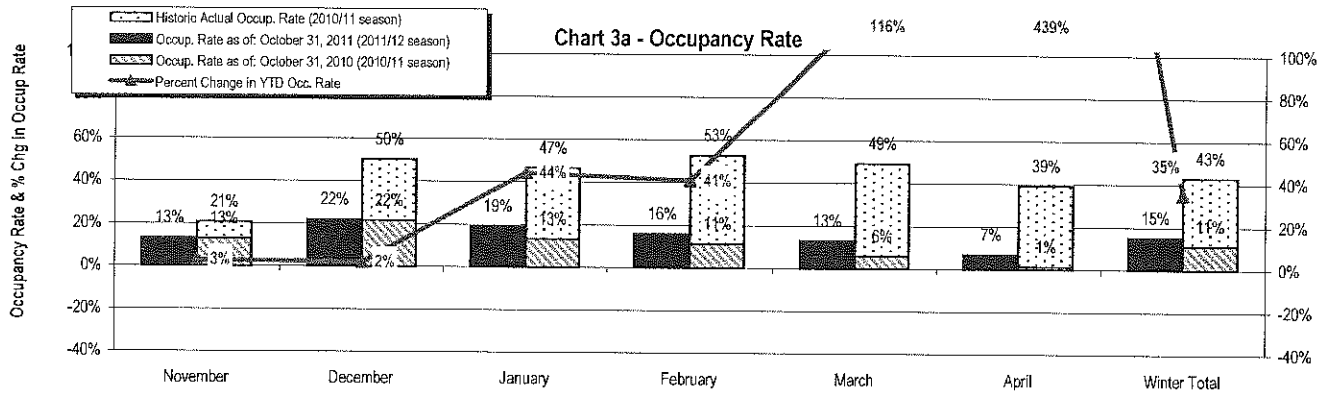
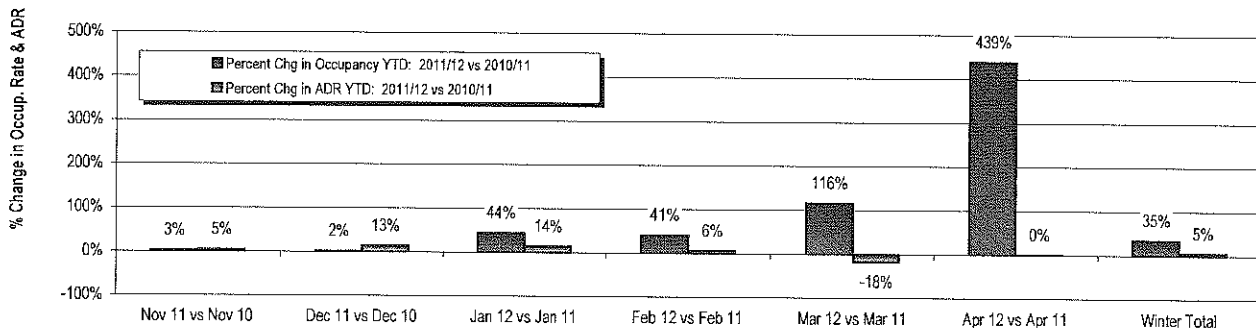


Chart 3d - Percent Change in YTD Occupancy Rate & ADR (2011/12 YTD vs. 2010/11 YTD)



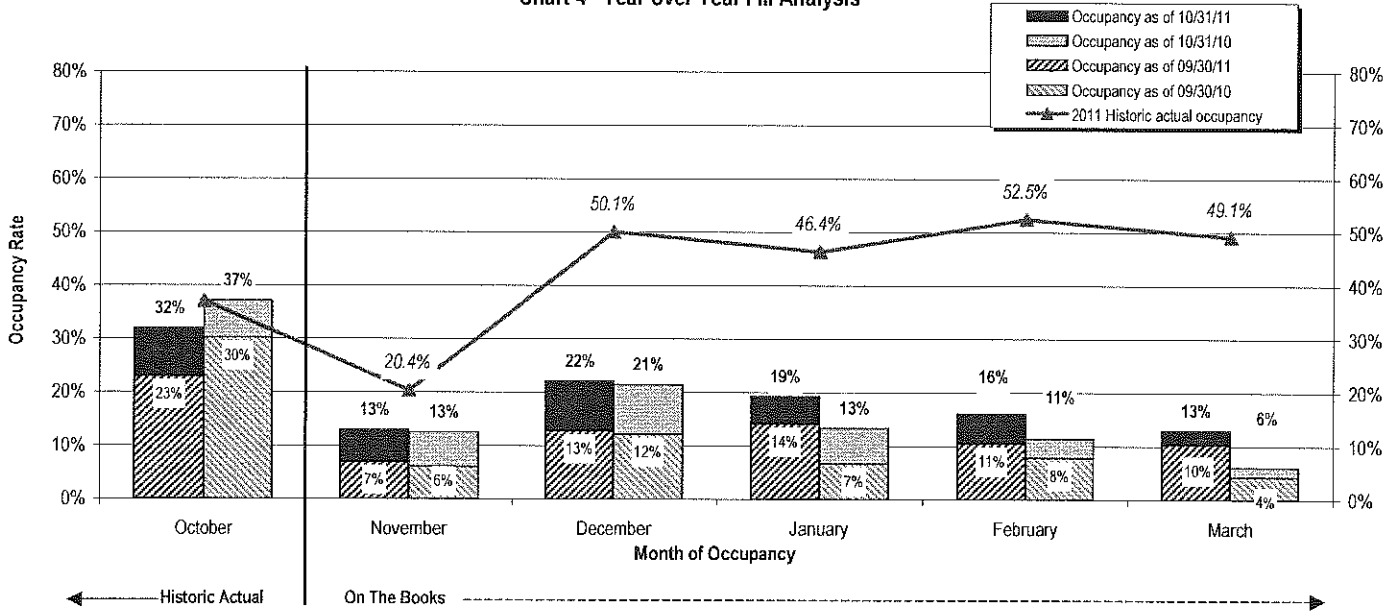
RESERVATIONS ACTIVITY REPORT

SECTION 4 - FILL ANALYSIS

2011/12 Occupancy Pace as of Oct 31, 2011 and Sep. 30, 2011 versus same period last year

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 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF OCT 31			OCCUPANCY AS OF SEP 30			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2011 Historic actual occupancy
	Occupancy as of 10/31/11	Occupancy as of 10/31/10	Absolute Change	Occupancy as of 09/30/11	Occupancy as of 09/30/10	Absolute Change	Incremental occupancy booked during Oct. 2011	Incremental occupancy booked during Oct. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	October	32.0%	37.1%	-5.1%	23.0%	30.2%	-7.2%	9.0%	6.9%	2.1%	
November	13.0%	12.5%	0.5%	7.0%	6.1%	0.9%	6.0%	6.5%	-0.5%	-7.3%	20.4%
December	22.1%	21.5%	0.6%	12.8%	12.2%	0.6%	9.3%	9.3%	0.0%	-0.3%	50.1%
January	19.3%	13.3%	5.9%	14.1%	6.7%	7.4%	5.2%	6.7%	-1.5%	-22.6%	46.4%
February	16.1%	11.4%	4.7%	10.5%	7.8%	2.7%	5.6%	3.6%	2.0%	54.4%	52.5%
March	13.0%	6.1%	6.9%	10.4%	4.3%	6.1%	2.6%	1.8%	0.8%	45.9%	49.1%
Total	19.4%	17.3%	2.1%	13.1%	11.4%	1.7%	6.3%	5.9%	0.4%	7.5%	42.4%

*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 Oct 31, 2011

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 2011/12 VS. YTD 2010/11			Historic Actual Occup. Rate (2010/11 season)	# of Properties in Sample
		Occup. Rate as of: October 31, 2011 (2011/12 season)	Occup. Rate as of: October 31, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate		
Month of Occupancy (2011/12 & 2010/11)						
May	↑ Historic Actual	28.3%	24.8%	14.3%		11
June		40.8%	38.8%	5.3%		11
July		68.2%	65.9%	3.4%		11
August		66.7%	62.0%	7.6%		11
September		48.4%	44.1%	9.8%		11
October		32.6%	37.7%	-13.5%		11
November	↓ On the Books	13.2%	12.8%	2.9%	20.6%	11
December		22.0%	21.5%	2.0%	50.2%	11
January		19.1%	13.2%	44.2%	46.6%	11
February		15.9%	11.3%	40.9%	52.8%	11
March		13.0%	6.0%	116.2%	49.3%	10
April		6.9%	1.3%	438.8%	39.2%	10
Grand total		31.6%	28.8%	9.8%	44.3%	11
Historic months total		47.5%	45.6%	4.2%	45.6%	11
Forecast months total	15.2%	11.2%	35.0%	43.0%	11	

AVERAGE DAILY RATE		ADR: YTD 2011/12 VS. YTD 2010/11			Historic Actual ADR (2010/11 season)	# of Properties in Sample
		ADR as of: October 31, 2011 (2011/12 season)	ADR as of: October 31, 2010 (2010/11 season)	Percent Change in YTD ADR		
Month of Occupancy (2011/12 & 2010/11)						
May	↑ Historic Actual	\$146	\$145	1.2%		11
June		\$176	\$179	-1.4%		11
July		\$224	\$219	2.3%		11
August		\$215	\$213	1.0%		11
September		\$179	\$179	-0.1%		11
October		\$140	\$151	-7.7%		11
November	↓ On the Books	\$143	\$136	4.9%	\$138	11
December		\$336	\$296	13.5%	\$284	11
January		\$267	\$234	14.2%	\$248	11
February		\$300	\$282	6.3%	\$287	11
March		\$200	\$243	-17.9%	\$224	10
April		\$172	\$171	0.2%	\$161	10
Grand total		\$206	\$200	2.9%	\$212	11
Historic months total		\$190	\$190	0.3%	\$190	11
Forecast months total	\$256	\$243	5.1%	\$237	11	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2011/12 VS. YTD 2010/11			Historic Actual RevPAR (2010/11 season)	# of Properties in Sample
		RevPAR as of: October 31, 2011 (2011/12 season)	RevPAR as of: October 31, 2010 (2010/11 season)	Percent Change in YTD RevPAR		
Month of Occupancy (2011/12 & 2010/11)						
May	↑ Historic Actual	\$41	\$36	15.6%		11
June		\$72	\$69	3.8%		11
July		\$153	\$145	5.8%		11
August		\$144	\$132	8.7%		11
September		\$86	\$79	9.7%		11
October		\$45	\$57	-20.2%		11
November	↓ On the Books	\$19	\$17	8.0%	\$28	11
December		\$74	\$64	15.8%	\$143	11
January		\$51	\$31	64.6%	\$115	11
February		\$48	\$32	49.8%	\$151	11
March		\$26	\$15	77.4%	\$111	10
April		\$12	\$2	439.7%	\$63	10
Grand total		\$65	\$57	13.0%	\$94	11
Historic months total		\$90	\$86	4.6%	\$86	11
Forecast months total	\$39	\$27	41.9%	\$102	11	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - SUPPORTING SUMMER DATA TABLES
Summer Bookings as of Oct 31, 2011

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 2011 VS. YTD 2010</u>			Historic Actual Occup. Rate (2010 Season)
		Occup. Rate as of: October 31, 2011 (2011 Season)	Occup. Rate as of: October 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)					
May	↑ Historic Actual	28.3%	24.8%	14.3%	
June		40.8%	38.8%	5.3%	
July		68.2%	65.9%	3.4%	
August		66.7%	62.0%	7.6%	
September		48.4%	44.1%	9.8%	
October		32.6%	37.7%	-13.5%	
Summer Total		47.5%	45.6%	4.2%	45.6%

AVERAGE DAILY RATE		<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
		ADR as of: October 31, 2011 (2011 Season)	ADR as of: October 31, 2010 (2010 Season)	Percent Change YTD ADR	
Month of Occupancy (2011 & 2010)					
May	↑ Historic Actual	\$146	\$145	1.2%	
June		\$176	\$179	-1.4%	
July		\$224	\$219	2.3%	
August		\$215	\$213	1.0%	
September		\$179	\$179	-0.1%	
October		\$140	\$151	-7.7%	
Summer Total		\$190	\$190	0.3%	\$190

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
		RevPAR as of: October 31, 2011 (2011 Season)	RevPAR as of: October 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)					
May	↑ Historic Actual	\$41	\$36	15.6%	
June		\$72	\$69	3.8%	
July		\$153	\$145	5.8%	
August		\$144	\$132	8.7%	
September		\$86	\$79	9.7%	
October		\$45	\$57	-20.2%	
Summer Total		\$90	\$86	4.6%	\$86

RESERVATIONS ACTIVITY REPORT
SECTION 5C - SUPPORTING WINTER DATA TABLES
Winter Bookings as of Oct 31, 2011

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 2011/12 VS. YTD 2010/11</u>			Historic Actual Occup. Rate (2010/11 season)
		Occup. Rate as of: October 31, 2011 (2011/12 season)	Occup. Rate as of: October 31, 2010 (2010/11 season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	13.2%	12.8%	2.9%	20.6%
December	↓	22.0%	21.5%	2.0%	50.2%
January	↓	19.1%	13.2%	44.2%	46.6%
February	↓	15.9%	11.3%	40.9%	52.8%
March	↓	13.0%	6.0%	116.2%	49.3%
April	↓	6.9%	1.3%	438.8%	39.2%
Winter Total		15.2%	11.2%	35.0%	43.0%

AVERAGE DAILY RATE		<u>ADR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual ADR (2010/11 season)
		ADR as of: October 31, 2011 (2011/12 season)	ADR as of: October 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$143	\$136	4.9%	\$138
December	↓	\$336	\$296	13.5%	\$284
January	↓	\$267	\$234	14.2%	\$248
February	↓	\$300	\$282	6.3%	\$287
March	↓	\$200	\$243	-17.9%	\$224
April	↓	\$172	\$171	0.2%	\$161
Winter Total		\$256	\$243	5.1%	\$237

REVENUE PER AVAILABLE ROOM		<u>REVPAR: YTD 2011/12 VS. YTD 2010/11</u>			Historic Actual RevPAR (2010/11 season)
		RevPAR as of: October 31, 2011 (2011/12 season)	RevPAR as of: October 31, 2010 (2010/11 season)	Percent Change in YTD ADR	
Month of Occupancy (2011/12 & 2010/11)					
November	On the Books	\$19	\$17	8.0%	\$28
December	↓	\$74	\$64	15.8%	\$143
January	↓	\$51	\$31	64.6%	\$115
February	↓	\$48	\$32	49.8%	\$151
March	↓	\$26	\$15	77.4%	\$111
April	↓	\$12	\$2	439.7%	\$63
Winter Total		\$39	\$27	41.9%	\$102



MULTI-DESTINATION COMPARATIVE REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of October 31, 2011

Executive Summary

Overview Based on data from 15 reporting MTRIP Destinations (see Destination Listing at bottom of page 6)

a. Last Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Historic Actual Occupancy for Last Month	32.6%	12.0%	17.6%	32.6%
% Change in Historic Actual Occupancy for Last Month	76.2%	-11.8%	-2.8%	-13.5%

b. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Historic Actual Average Daily Rate for Last Month	\$140	\$82	\$120	\$140
% Change in Historic Actual Average Daily Rate for Last Month	5.6%	-17.3%	-11.6%	-7.7%

c. Next Month Occupancy: Industry-Wide High / Low and Average for Month vs North Lake Tahoe Occupancy	High	Low	Average	North Lake Tahoe
Occupancy On-The_Books for Next Month	36.5%	7.1%	11.5%	13.2%
% Change in Occupancy On-The-Books for Next Month	69.9%	3.8%	10.5%	2.9%

d. Last Month ADR: Industry-Wide High / Low and Average for Month vs North Lake Tahoe ADR	High	Low	Average	North Lake Tahoe
Average Daily Rate On-The_Books for Next Month	\$188	\$110	\$141	\$143
% Change in Average Daily Rate On-The-Books for Next Month	15.4%	0.1%	4.6%	4.9%

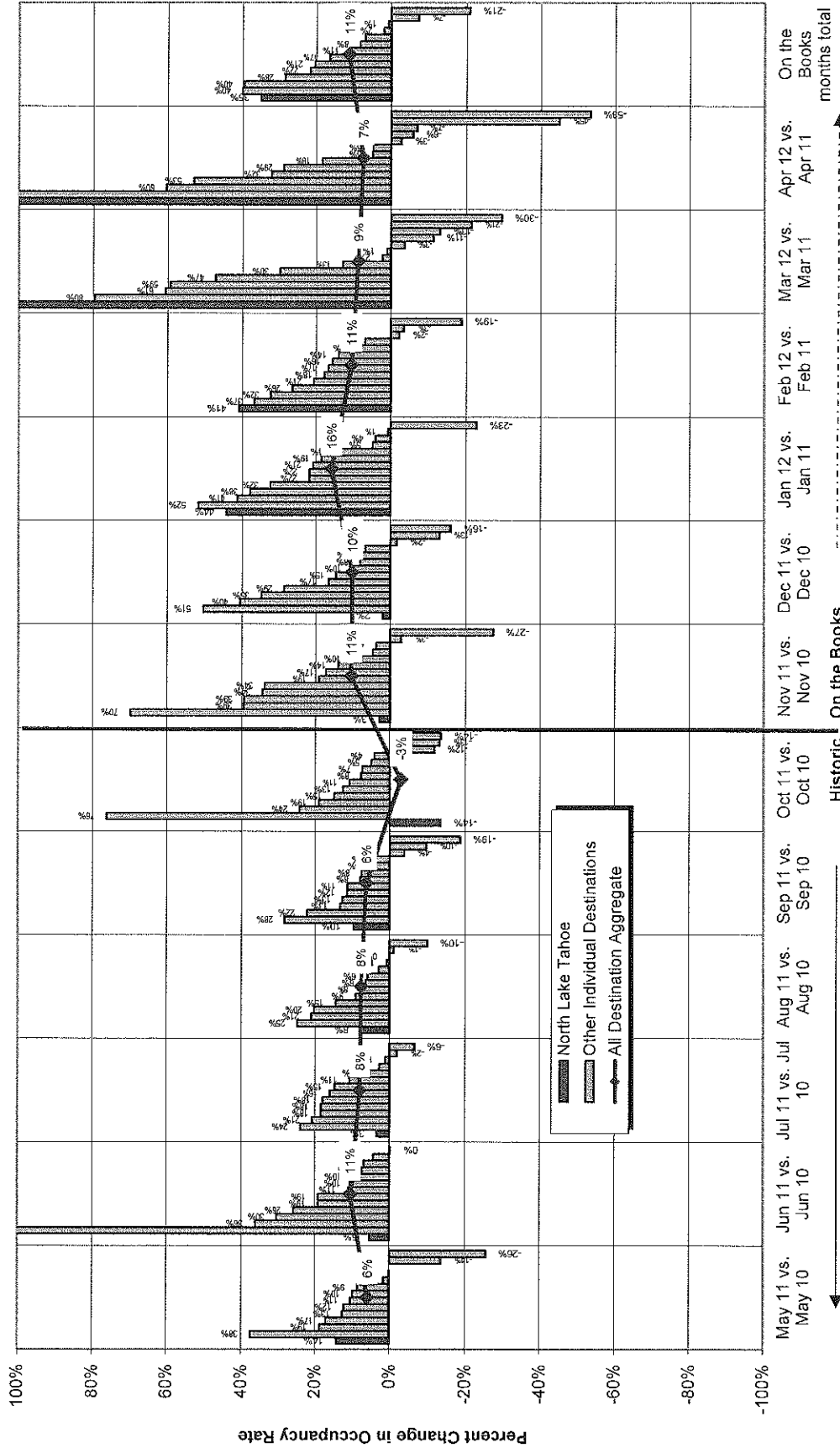
DESCRIPTION: The Multi Destination Comparative Report compares occupancy and average daily rate (ADR) between the Base Destination and all other MTRIP reporting destinations. In all cases, the Base Destination is represented on the far left of the tables and the far left of the charts. The Base Destination is differentiated on charts with a Red data series bar. All other Destinations are represented with a Green data series bar.

All data is sorted in descending order from highest to lowest and left to right, with the all destination average on the far right of the tables. All destination average is differentiated on charts by a blue line data set.

Individual destination data may be obtained through the Multi-Destination Comparative Enhanced report, available by contacting MTRIP at the address below

Copyright 2009-2011, 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.

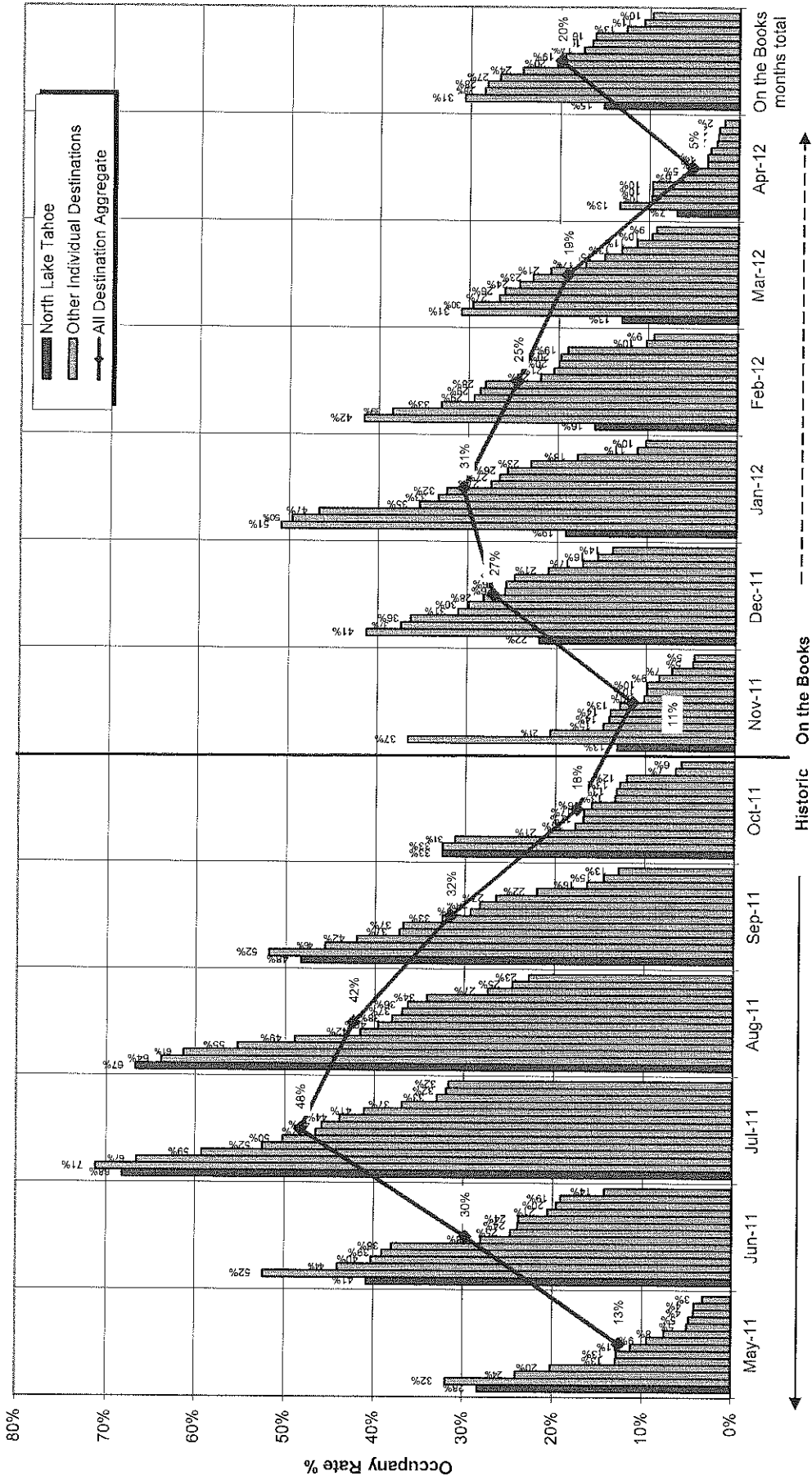
Percent Change in Occupancy Rate: 2011/2012 YTD vs 2010/2011 as of October 31, 2011
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Occupancy Rate 2011/2012 Season as of Oct 31, 2011

Historic and Forecast Data

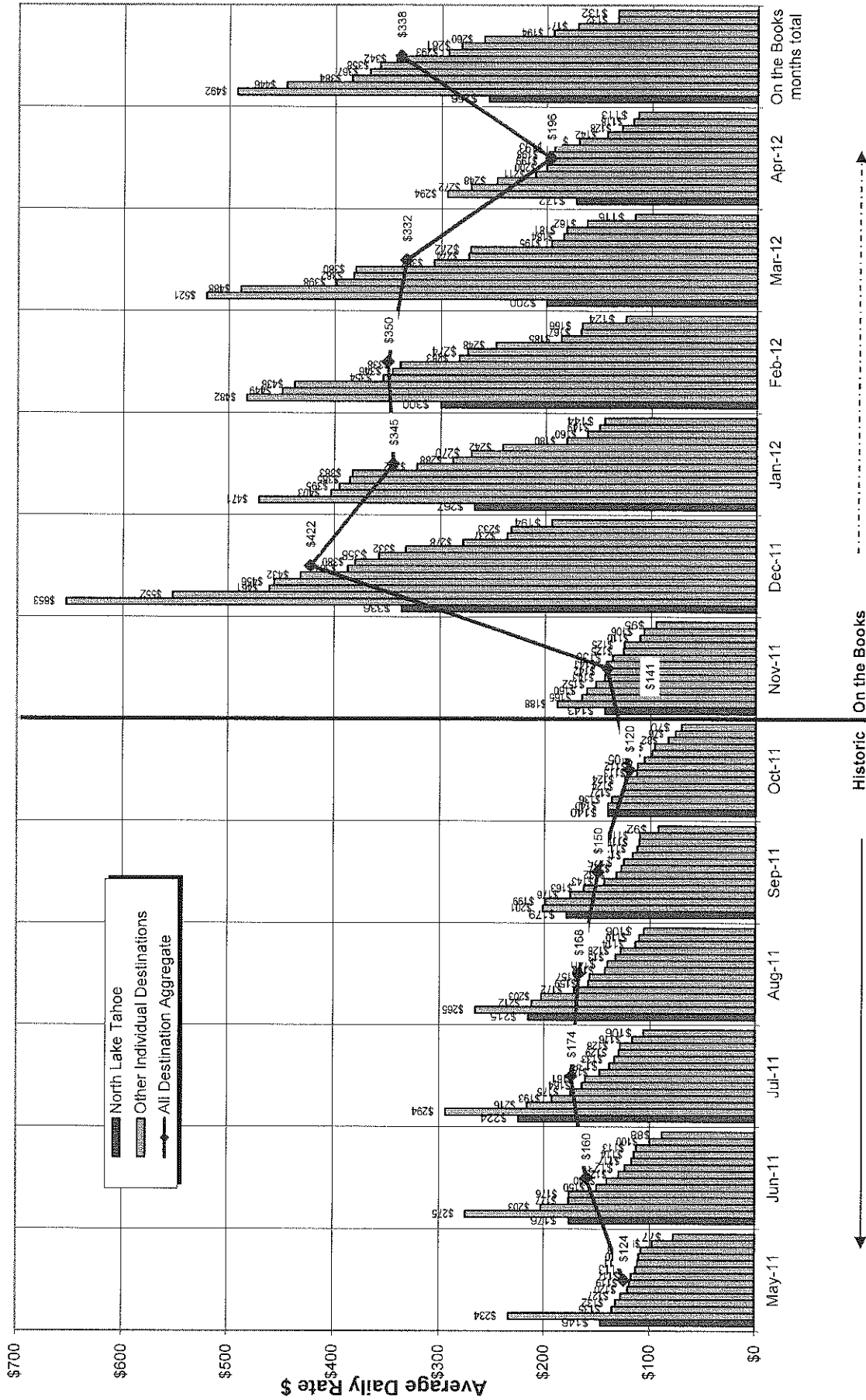
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Average Daily Rate 2011/2012 Season as of Oct 31, 2011

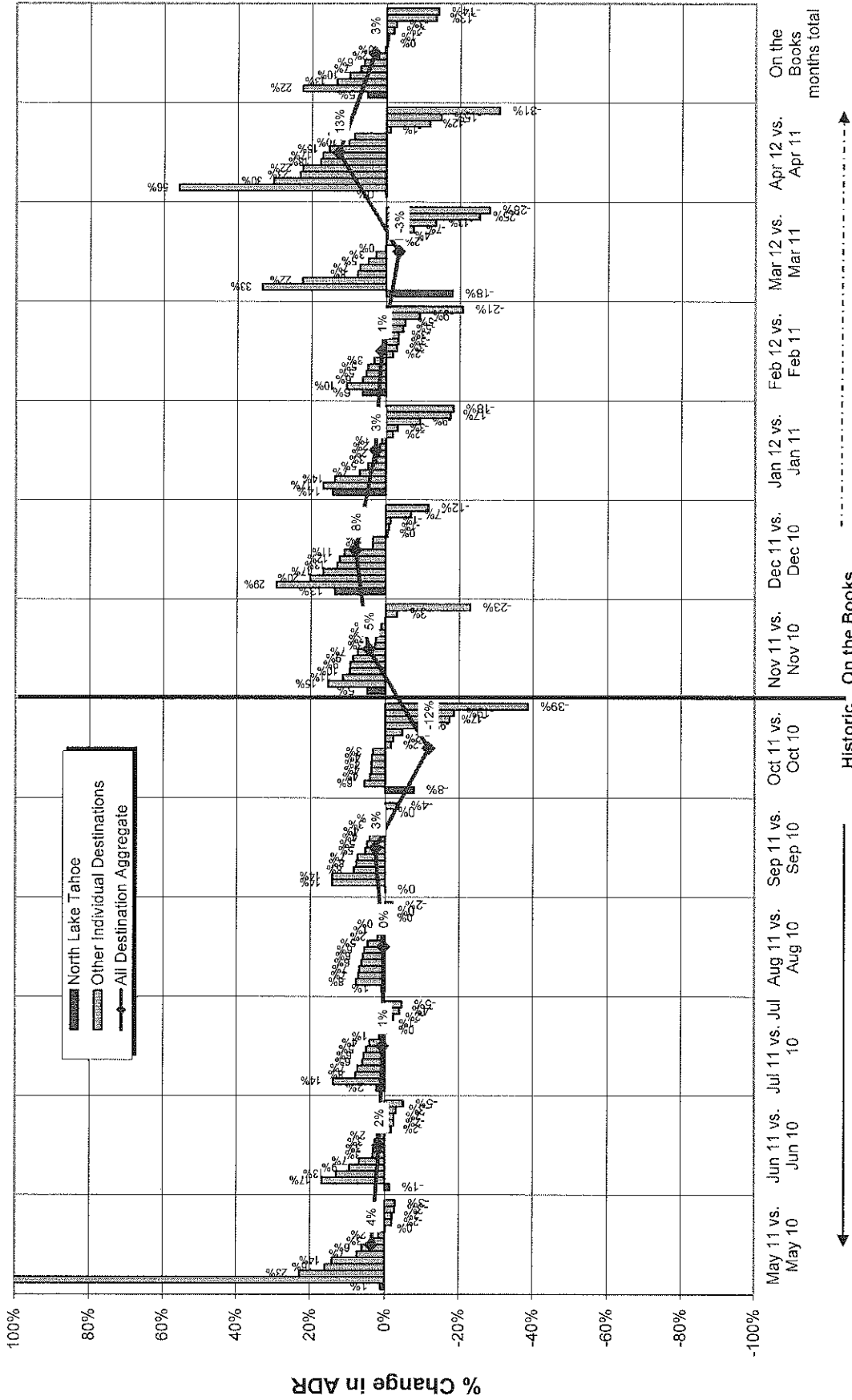
Historic and Forecast Data

North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Historic On the Books

Percent Change in Average Daily Rate: 2011/2012 YTD vs 2010/2011 as of October 31, 2011
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average





North Lake Tahoe Lodging Occupancy Report
Multi-Destination Comparative Report
As of October 31, 2011

Occupancy Rate as of October 31, 2011

Month of Occupancy	North Lake Tahoe										All Destination Aggregate		
	Next highest occupancy	Highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy	Next highest occupancy			
May-11	26%	32%	24%	20%	13%	13%	11%	9%	8%	5%	4%	3%	13%
Jun-11	41%	52%	44%	40%	39%	38%	28%	25%	24%	24%	21%	20%	30%
Jul-11	66%	71%	67%	59%	52%	50%	47%	46%	44%	41%	37%	32%	48%
Aug-11	67%	64%	61%	55%	49%	42%	40%	38%	37%	36%	34%	23%	42%
Sep-11	48%	52%	46%	42%	37%	37%	33%	29%	28%	27%	22%	13%	32%
Oct-11	33%	33%	31%	21%	18%	17%	17%	15%	13%	13%	12%	6%	18%
OTB	13%	37%	21%	15%	14%	14%	13%	10%	10%	10%	9%	5%	11%
Dec-11	22%	41%	37%	36%	31%	30%	28%	26%	26%	25%	21%	17%	27%
Jan-12	19%	51%	50%	47%	35%	33%	32%	27%	27%	26%	23%	18%	31%
Feb-12	15%	42%	39%	33%	29%	29%	28%	22%	21%	20%	20%	19%	25%
Mar-12	13%	31%	30%	27%	25%	24%	23%	21%	17%	15%	13%	11%	19%
Apr-12	7%	13%	10%	10%	10%	6%	5%	4%	3%	3%	2%	2%	5%
Grand total	32%	39%	34%	29%	25%	26%	25%	23%	22%	21%	18%	17%	25%
Historic months total	47%	49%	46%	36%	34%	34%	31%	27%	25%	25%	23%	20%	31%
On the Books months total	15%	31%	28%	28%	27%	24%	20%	19%	17%	15%	13%	11%	20%

% Change in Occupancy Rate as of October 31, 2011

Occ Months Compared	North Lake Tahoe										All Destination Aggregate		
	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing	Next strongest pacing			
May 11 vs. May 10	14%	38%	19%	17%	13%	12%	11%	10%	9%	2%	0%	-14%	-26%
Jun 11 vs. Jun 10	5%	24%	36%	30%	26%	19%	19%	11%	10%	10%	7%	4%	0%
Jul 11 vs. Jul 10	3%	24%	21%	18%	18%	18%	16%	15%	11%	8%	3%	-2%	-6%
Aug 11 vs. Aug 10	8%	25%	21%	20%	15%	9%	8%	6%	6%	3%	1%	-1%	-10%
Sep 11 vs. Sep 10	10%	28%	22%	19%	13%	12%	11%	8%	8%	5%	4%	-4%	-19%
Oct 11 vs. Oct 10	-14%	76%	24%	19%	15%	13%	11%	8%	7%	5%	4%	-12%	-14%
Nov 11 vs. Nov 10	3%	70%	39%	39%	34%	34%	19%	17%	14%	10%	5%	4%	-3%
Dec 11 vs. Dec 10	2%	51%	40%	35%	29%	17%	15%	10%	8%	8%	7%	-2%	-16%
Jan 12 vs. Jan 11	44%	52%	41%	39%	32%	22%	22%	21%	19%	14%	5%	4%	1%
Feb 12 vs. Feb 11	41%	37%	32%	26%	21%	18%	17%	14%	14%	9%	7%	-2%	-3%
Mar 12 vs. Mar 11	116%	80%	61%	59%	47%	30%	13%	2%	1%	-3%	-11%	-13%	-30%
Apr 12 vs. Apr 11	439%	201%	60%	53%	32%	29%	18%	5%	5%	-3%	-6%	-7%	-45%
Grand total	10%	32%	18%	15%	15%	12%	12%	11%	9%	9%	3%	0%	-3%
Historic months total	4%	24%	23%	16%	13%	10%	10%	7%	7%	6%	6%	5%	2%
On the Books months total	35%	40%	40%	28%	22%	21%	17%	11%	8%	7%	2%	1%	-7%

North Lake Tahoe Lodging ADR Report
Multi-Destination Comparative Report
As of October 31, 2011



Average Daily Rate as of October 31, 2011

Month of ADR	North Lake Tahoe		Next highest ADR		Next highest ADR		Next highest ADR		Next highest ADR		Next highest ADR		Next highest ADR		Next highest ADR		Next highest ADR	
	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%
May-11	\$146	234	\$135	132	\$127	120	\$119	117	\$113	111	\$110	108	\$97	77	\$124	124		
Jun-11	\$176	203	\$177	177	\$176	150	\$140	129	\$123	117	\$114	113	\$100	68	\$160	160		
Jul-11	\$224	294	\$216	193	\$175	164	\$161	147	\$138	133	\$129	128	\$116	106	\$174	174		
Aug-11	\$265	365	\$212	203	\$172	159	\$157	142	\$140	132	\$128	114	\$110	106	\$168	168		
Sep-11	\$179	201	\$189	176	\$163	143	\$132	127	\$125	116	\$112	110	\$110	32	\$150	150		
Oct-11	\$140	140	\$136	127	\$124	124	\$113	112	\$105	98	\$96	82	\$76	70	\$120	120		
Nov-11	\$143	188	\$165	160	\$152	143	\$142	141	\$136	125	\$125	110	\$106	95	\$141	141		
Dec-11	\$336	653	\$552	461	\$456	432	\$387	380	\$358	332	\$278	237	\$233	194	\$422	422		
Jan-12	\$267	471	\$403	395	\$322	322	\$322	288	\$270	242	\$242	160	\$149	144	\$345	345		
Feb-12	\$300	482	\$448	438	\$354	346	\$338	283	\$274	246	\$185	167	\$166	124	\$350	350		
Mar-12	\$200	521	\$488	398	\$382	380	\$307	274	\$272	195	\$184	181	\$162	116	\$332	332		
Apr-12	\$172	294	\$272	248	\$211	200	\$199	198	\$193	170	\$142	128	\$116	113	\$196	196		
Grand total	\$206	334	\$287	256	\$227	225	\$179	208	\$179	158	\$158	152	\$132	132	\$220	220		
Historic months total	\$190	241	\$181	181	\$170	167	\$147	133	\$132	125	\$121	121	\$107	98	\$158	158		
On the Books months total	\$256	492	\$384	384	\$367	358	\$342	293	\$281	260	\$194	171	\$165	148	\$338	338		

% Change in Average Daily Rate as of October 31, 2011: 2011/12 vs 2010/11

Month of ADR	North Lake Tahoe		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest		Next strongest	
	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%	ADR	%
May 11 vs. May 10	1%	271%	23%	16%	14%	7%	6%	3%	2%	3%	0%	2%	-2%	-2%	0%	-2%	-2%	-3%	-3%	-4%	4%	
Jun 11 vs. Jun 10	-1%	17%	13%	9%	7%	3%	3%	3%	2%	2%	-2%	-2%	-3%	-2%	-2%	-2%	-2%	-3%	-5%	-5%	2%	
Jul 11 vs. Jul 10	2%	14%	8%	7%	6%	6%	5%	4%	1%	0%	-1%	-2%	-4%	-2%	0%	-4%	-4%	-5%	-5%	1%		
Aug 11 vs. Aug 10	1%	8%	7%	7%	6%	6%	6%	5%	2%	1%	0%	0%	0%	0%	0%	0%	0%	-2%	-2%	0%		
Sep 11 vs. Sep 10	0%	14%	14%	8%	8%	7%	5%	5%	4%	4%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
Oct 11 vs. Oct 10	-8%	6%	4%	4%	4%	4%	3%	-2%	-2%	-5%	-9%	-17%	-19%	-39%	-12%	-12%	-12%	-12%	-12%	-12%		
Nov 11 vs. Nov 10	5%	15%	11%	10%	9%	9%	7%	3%	3%	2%	1%	0%	-3%	-3%	0%	0%	-7%	-7%	-8%	5%		
Dec 11 vs. Dec 10	13%	29%	20%	17%	13%	12%	11%	3%	3%	0%	-1%	-1%	-7%	-12%	8%	8%	-17%	-18%	-18%	3%		
Jan 12 vs. Jan 11	14%	17%	14%	7%	5%	3%	2%	2%	1%	-2%	-3%	-9%	-5%	-5%	3%	3%	-9%	-10%	-10%	1%		
Feb 12 vs. Feb 11	6%	10%	6%	5%	5%	3%	-2%	-3%	-3%	-3%	-5%	-5%	-5%	-21%	1%	1%	-5%	-6%	-6%	-3%		
Mar 12 vs. Mar 11	-18%	33%	22%	8%	7%	5%	3%	0%	-2%	-4%	-7%	-13%	-25%	-28%	-3%	-3%	-13%	-14%	-14%	-3%		
Apr 12 vs. Apr 11	0%	56%	30%	23%	22%	18%	17%	15%	10%	9%	-1%	-12%	-15%	-31%	13%	13%	-12%	-12%	-12%	13%		
Grand total	3%	7%	5%	5%	4%	4%	4%	2%	2%	1%	0%	0%	-1%	-4%	3%	3%	-1%	-2%	-2%	0%		
Historic months total	0%	9%	6%	6%	4%	3%	3%	2%	2%	0%	-1%	-2%	-2%	-14%	3%	3%	-3%	-3%	-3%	0%		
On the Books months total	5%	22%	13%	10%	7%	6%	6%	0%	0%	-1%	-2%	-3%	-14%	3%	3%	3%	-1%	-2%	-2%	0%		

NOTES FOR ALL TABLES & CHARTS
Resort names are hidden to preserve confidentiality.
Each time period has a unique sorting (e.g. the best performing resort in November is not necessarily the best performing resort in March).

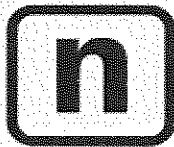
RESORTS INCLUDED IN COMPARISONS:

- Aspen
- Copper Mountain
- Beaver Creek
- Keystone
- Breckenridge
- North Lake Tahoe
- Central Summit County, CO
- Park City

- Snowmass
- Telluride
- Vail
- Winter Park

Search Engine Marketing Report

for



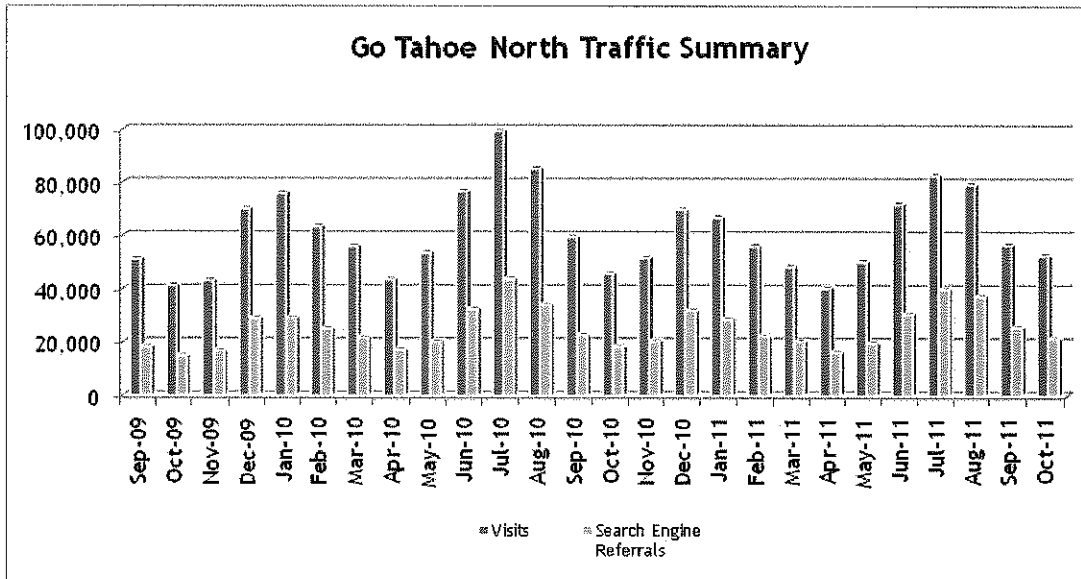
north lake tahoe

November 1, 2011

Presented by
smith & jones

Program Progress

- Organic Search Engine referrals make up 40.8% of total visits in October.
- Organic Search Engine referral traffic increased 16.75% in October 2011 compared to October 2010.



Month	Visits	Search Engine Referrals	% of Visits from Search Engines
Oct-11	52,713	21,504	40.79%
Sep-11	56,768	25,747	45.35%
Aug-11	79,334	37,415	47.16%
Jul-11	82,931	40,092	48.34%
Jun-11	71,995	30,718	42.67%
May-11	50,259	19,768	39.33%
Apr-11	40,331	16,440	40.76%
Mar-11	48,501	20,338	41.93%
Feb-11	56,185	22,438	39.94%
Jan-11	67,018	28,772	42.93%
Dec-10	69,823	31,939	45.74%
Nov-10	51,684	20,504	39.67%
Oct-10	46,016	18,419	40.03%
Sep-10	59,575	22,849	38.35%
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%

Position Progress Summary

November 1, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	23
Total 1st Page Positions	55
Total 2nd Page Positions	13
Google #1 Positions	13
Google 1st Page Positions	29
Google 2nd Page Positions	8

Compared with

October 5, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	24
Total 1st Page Positions	55
Total 2nd Page Positions	12
Google #1 Positions	14
Google 1st Page Positions	30
Google 2nd Page Positions	9

Compared with

May 23, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	3
Total 1st Page Positions	18
Total 2nd Page Positions	12
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increases in Search Visibilities:

- 1 New Google #1 Position
 - north Lake Tahoe restaurants

- 1 New First Page Position on Bing
 - Lake Tahoe ski resorts

Site Optimization

- smith + jones will refresh content optimization on the Information Pages.
- Similar to Visualize.us in which smith + jones submits images to the photo bookmarking Website, we have begun periodic submissions on behalf of GoTahoeNorth to Pinterest.com. Details are included within a separate tab in the SMM xls.
- We are considering options for developing new content around high frequency searches
 - smith + jones researched highly searched phrases that GoTahoeNorth should add content focused on to the Website. Monthly search frequencies are listed with each key phrase.
 - 9900 Lake Tahoe restaurants
 - 6600 Things to Do in Lake Tahoe
 - 5400 Lake Tahoe shows
 - 720 Lake Tahoe beach weddings
 - 880 Lake Tahoe tourism
 - smith + jones recommends that static content be created for the following pages. 100 - 200 words near the top of the page, before the individual listings.
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/bed-and-breakfasts>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/vacation-rentals>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/hotels>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/inns>
 - <http://www.gotahoenorth.com/lodging/lodging-by-type/resorts>
 - <http://www.gotahoenorth.com/outdoors/golf/golf-courses>
 - <http://www.gotahoenorth.com/outdoors/golf-course-map>
 - <http://www.gotahoenorth.com/outdoors/biking/guided-bike-tours>
 - <http://www.gotahoenorth.com/outdoors/biking/bike-shops>
 - <http://www.gotahoenorth.com/outdoors/biking/road-bike-routes>
 - <http://www.gotahoenorth.com/outdoors/biking/mountain-bike-trails>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-rentals>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/marinas>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/charters>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/boat-access-dining>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/lake-cruises>
 - <http://www.gotahoenorth.com/outdoors/on-the-water/parasailing>

- <http://www.gotahoenorth.com/outdoors/on-the-water/river-rafting-and-kayaking>
 - <http://www.gotahoenorth.com/outdoors/hiking/hiking-trails>
 - <http://www.gotahoenorth.com/outdoors/hiking/mountaineering-options>
 - <http://www.gotahoenorth.com/outdoors/camping/campgrounds>
 - <http://www.gotahoenorth.com/outdoors/other-activities/horseback-riding>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-tennis-courts>
 - <http://www.gotahoenorth.com/outdoors/other-activities/public-swimming-pools>
 - <http://www.gotahoenorth.com/outdoors/other-activities/art-classes>
 - <http://www.gotahoenorth.com/outdoors/other-activities/ropes-courses,-climbing-walls-and-trapeze>
 - <http://www.gotahoenorth.com/outdoors/other-activities/outdoor-concerts-and-movies>
 - <http://www.gotahoenorth.com/outdoors/other-activities/playgrounds>
 - <http://www.gotahoenorth.com/outdoors/fishing/fishing-guides-and-charters>
 - <http://www.gotahoenorth.com/outdoors/fishing/bait-and-tackle-shops>
- smith + jones discussed the addition of page specific static content on the following wedding pages. Related terms are highly searched. For example, both “Lake Tahoe wedding chapels” and “Lake Tahoe wedding locations” enjoy 1600 searches per month.
 - http://www.gotahoenorth.com/weddings/wedding-services/beauty-services_spas
 - http://www.gotahoenorth.com/weddings/wedding-services/chapels_churches-and-ministers
 - <http://www.gotahoenorth.com/weddings/wedding-services/catering-and-chef-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/related-vendors-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-services/music-and-entertainment>
 - <http://www.gotahoenorth.com/weddings/wedding-services/photography-and-videography>
 - <http://www.gotahoenorth.com/weddings/wedding-services/wedding-consultants-and-services>
 - <http://www.gotahoenorth.com/weddings/wedding-and-reception-sites>

- Content on <http://www.gotahoenorth.com/weddings/wedding-services> should be expanded to include content surrounding the various Lake Tahoe wedding services available listed in the sub categories. Currently, unless a visitor looks over to the left navigation, they may not see the additional wedding topics GoTahoeNorth offers information on.
- smith + jones posted the following forum posts linking to GoTahoeNorth in October:
 - <http://answers.yahoo.com/question/index?qid=20111011163738AAy5BFs>
 - <http://answers.yahoo.com/question/index?qid=20111012131310AAcy5R8>
 - <http://answers.yahoo.com/question/index?qid=20111019094123AA9Ru5T>
- 41 submissions were made to Social Media Web sites in the month of October. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

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

Northstar												
Northstar at Tahoe												
ski Tahoe	18	8	14	7	12	7	13	7	13	6	13	8
ski vacations												
Squaw Valley	17	11	16		16	11	19	15	16	13	14	
Tahoe City	2	2	3	2	3	2	3	2	3	1	2	2
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1
Truckee California												18

Search Positions By Engine												
#1 Positions	13	10	14	10	12	10	14	13	14	12	13	10
1st Page Positions	29	26	30	25	29	25	30	24	29	24	28	23
2nd Page Positions	8	5	9	3	8	5	7	3	7	8	7	8

Total Search Positions						
#1 Positions	23	24	22	27	26	23
1st Page Positions	55	55	54	54	53	51
2nd Page Positions	13	12	13	10	15	15

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 mentions of 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://twitter.com/#!/MikeKulezich/statuses/129809585530867712>

Want to holiday in Lake Tahoe? Try their brochure website at <http://www.gotahoe.com>

<http://twitter.com/#!/turndominduff/statuses/129296523593912320>

North Tahoe's \$30 Learn to Ski/Board Weekend Returns December ... <http://bit.ly/t6Fr8w>

http://yubanet.com/regional/North-Lake-Tahoe-Recreation-Update1017.php#.TrBGp_RPrTE

North Lake Tahoe Recreation Update

<http://twitter.com/#!/skilaketahoe/status/129214479924858880>

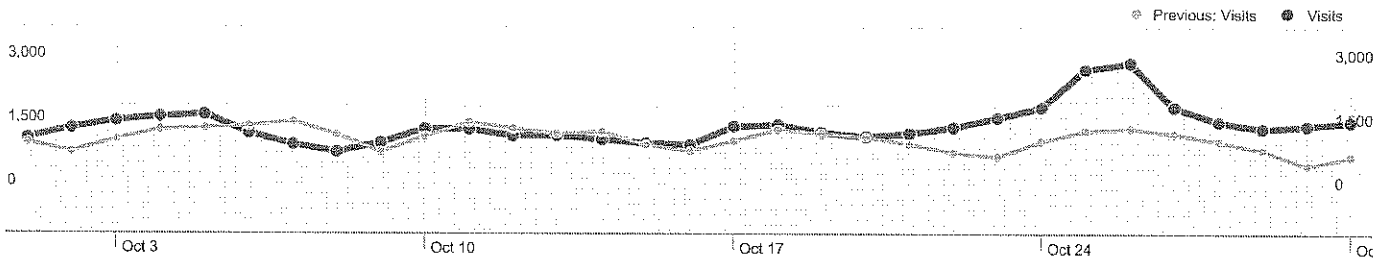
A great investment! RT @tahoenorth: A week left to get the best prices on #Tahoe season passes, like at @MtRoseSkiTahoe <http://j.mp/dT76rj>

<http://twitter.com/#!/SKIBUMS/status/131110454578778113>

RT @tahoenorth: Anyone dressed up as skiers/boarders for Halloween today? Tweet us your photo for tix to #SFSkiFest

<http://twitter.com/#!/JedKravitz/status/131073677516226560>

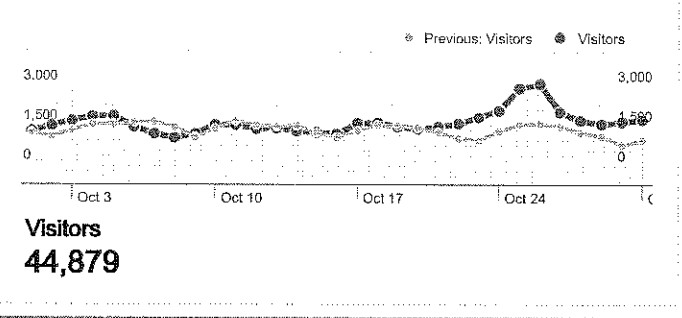
RT @tahoenorth: Tahoe's got sunshine today, but maybe some #snow by Thursday? <http://j.mp/tuCJVt> Let's hope so!



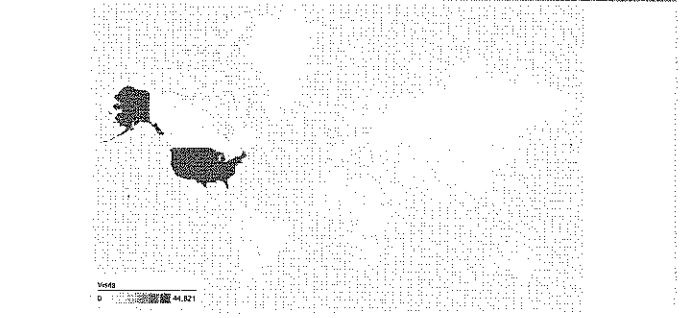
Site Usage

<p>52,713 Visits Previous: 46,016 (14.55%)</p>	<p>41.56% Bounce Rate Previous: 34.95% (18.93%)</p>
<p>210,417 Pageviews Previous: 211,950 (-0.72%)</p>	<p>00:02:54 Avg. Time on Site Previous: 00:03:42 (-21.66%)</p>
<p>3.99 Pages/Visit Previous: 4.61 (-13.34%)</p>	<p>80.17% % New Visits Previous: 79.21% (1.21%)</p>

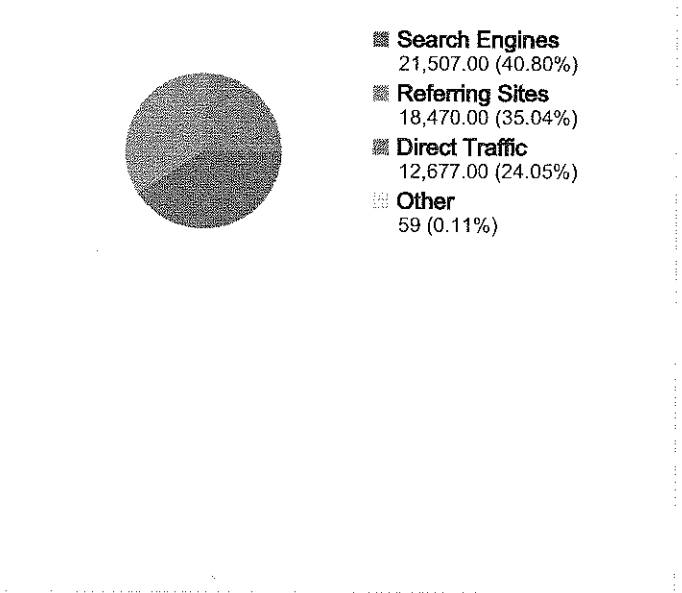
Visitors Overview



Map Overlay

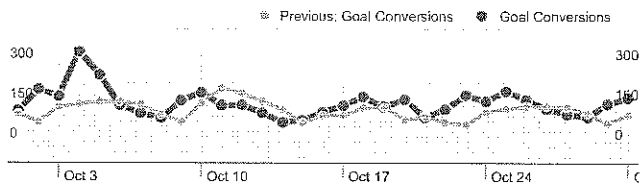


Traffic Sources Overview



L-25

Goals Overview



Goal Conversions
4,664

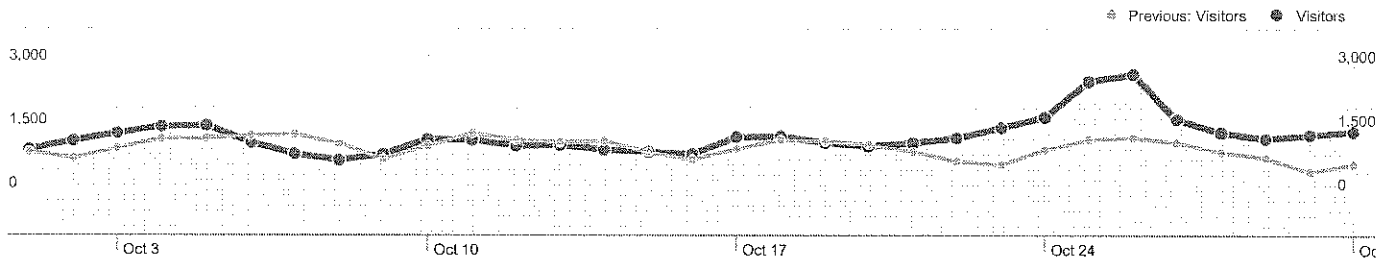
Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Oct 1, 2011 - Oct 31, 2011	19,867	9.44%
Oct 1, 2010 - Oct 31, 2010	12,438	5.87%
% Change	59.73%	60.89%
/external//return (true)		
Oct 1, 2011 - Oct 31, 2011	5,438	2.58%
Oct 1, 2010 - Oct 31, 2010	0	0.00%
% Change	100.00%	100.00%
/events		
Oct 1, 2011 - Oct 31, 2011	5,129	2.44%
Oct 1, 2010 - Oct 31, 2010	15	0.01%
% Change	34,093.33%	34,342.45%
/resorts-and-towns/incline-village		
Oct 1, 2011 - Oct 31, 2011	3,006	1.43%
Oct 1, 2010 - Oct 31, 2010	2,822	1.33%
% Change	6.52%	7.30%
/lodging		
Oct 1, 2011 - Oct 31, 2011	2,948	1.40%
Oct 1, 2010 - Oct 31, 2010	4,289	2.02%
% Change	-31.27%	-30.77%

L-26

Visitors Overview

Oct 1, 2011 - Oct 31, 2011
 Comparing to: Oct 1, 2010 - Oct 31, 2010



44,879 people visited this site

52,713 Visits

Previous: 46,016 (14.55%)

44,879 Absolute Unique Visitors

Previous: 39,056 (14.91%)

210,417 Pageviews

Previous: 211,950 (-0.72%)

3.99 Average Pageviews

Previous: 4.61 (-13.34%)

00:02:54 Time on Site

Previous: 00:03:42 (-21.66%)

41.56% Bounce Rate

Previous: 34.95% (18.93%)

80.17% New Visits

Previous: 79.21% (1.21%)

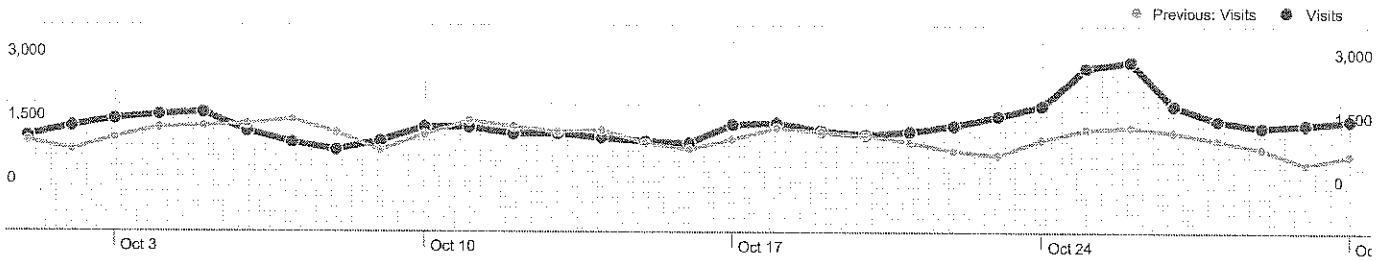
Technical Profile

Browser	Visits	% visits
Internet Explorer		
Oct 1, 2011 - Oct 31, 2011	22,225	42.16%
Oct 1, 2010 - Oct 31, 2010	24,250	52.70%
% Change	-8.35%	-19.99%
Safari		
Oct 1, 2011 - Oct 31, 2011	11,466	21.75%
Oct 1, 2010 - Oct 31, 2010	8,259	17.95%
% Change	38.83%	21.19%




Firefox		
Oct 1, 2011 - Oct 31, 2011	9,173	17.40%
Oct 1, 2010 - Oct 31, 2010	9,521	20.69%
% Change	-3.66%	-15.90%
Chrome		
Oct 1, 2011 - Oct 31, 2011	6,829	12.96%
Oct 1, 2010 - Oct 31, 2010	3,379	7.34%
% Change	102.10%	76.42%
Android Browser		
Oct 1, 2011 - Oct 31, 2011	1,836	3.48%
Oct 1, 2010 - Oct 31, 2010	0	0.00%
% Change	100.00%	100.00%

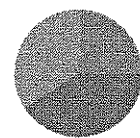
Traffic Sources Overview





Oct 1, 2011 - Oct 31, 2011
 Comparing to: Oct 1, 2010 - Oct 31, 2010



All traffic sources sent a total of 52,713 visits

-  **24.05% Direct Traffic**
 Previous: 30.26% (-20.52%)
-  **35.04% Referring Sites**
 Previous: 29.65% (18.17%)
-  **40.80% Search Engines**
 Previous: 40.03% (1.93%)

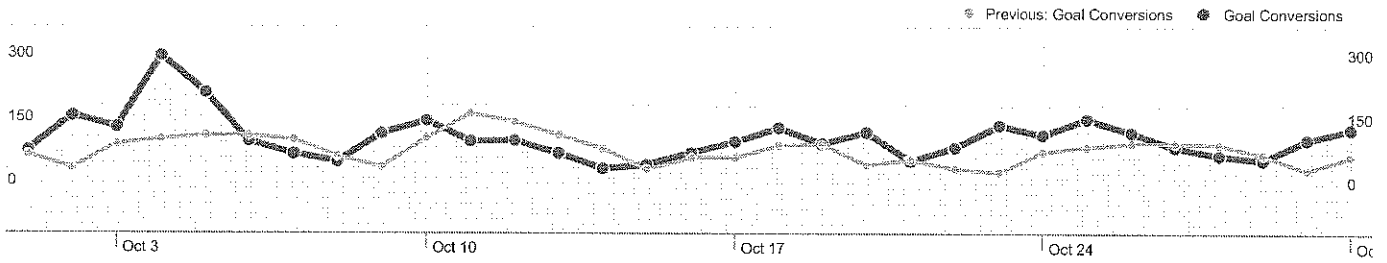


-  **Search Engines**
 21,507.00 (40.80%)
-  **Referring Sites**
 18,470.00 (35.04%)
-  **Direct Traffic**
 12,677.00 (24.05%)
-  **Other**
 59 (0.11%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)			incline village		
Oct 1, 2011 - Oct 31, 2011	18,214	34.55%	Oct 1, 2011 - Oct 31, 2011	968	4.50%
Oct 1, 2010 - Oct 31, 2010	14,885	32.35%	Oct 1, 2010 - Oct 31, 2010	647	3.51%
% Change	22.36%	6.82%	% Change	49.61%	28.13%
(direct) ((none))			north lake tahoe		
Oct 1, 2011 - Oct 31, 2011	12,677	24.05%	Oct 1, 2011 - Oct 31, 2011	836	3.89%
Oct 1, 2010 - Oct 31, 2010	13,923	30.26%	Oct 1, 2010 - Oct 31, 2010	1,011	5.49%
% Change	-8.95%	-20.52%	% Change	-17.31%	-29.18%
visitinglaketahoe.com (referral)			lake tahoe		
Oct 1, 2011 - Oct 31, 2011	12,383	23.49%	Oct 1, 2011 - Oct 31, 2011	456	2.12%
Oct 1, 2010 - Oct 31, 2010	8,351	18.15%	Oct 1, 2010 - Oct 31, 2010	359	1.95%
% Change	48.28%	29.44%	% Change	27.02%	8.78%
yahoo (organic)			kings beach		
Oct 1, 2011 - Oct 31, 2011	1,448	2.75%	Oct 1, 2011 - Oct 31, 2011	207	0.96%
Oct 1, 2010 - Oct 31, 2010	1,516	3.29%	Oct 1, 2010 - Oct 31, 2010	95	0.52%
% Change	-4.49%	-16.62%	% Change	117.89%	86.61%
kenh14.vn (referral)			north lake tahoe hotels		

Oct 1, 2011 - Oct 31, 2011	1,314	2.49%	Oct 1, 2011 - Oct 31, 2011	199	0.93%
Oct 1, 2010 - Oct 31, 2010	0	0.00%	Oct 1, 2010 - Oct 31, 2010	282	1.53%
% Change	100.00%	100.00%	% Change	-29.43%	-39.56%



Visitors completed 4,664 goal conversions

4,319 conversions, Goal 1: Cool Deals Page

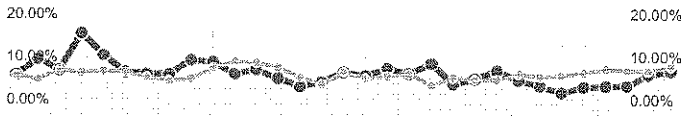
Previous: 4,067 (6.20%)

345 conversions, Goal 3: Email Signup

Previous: 0 (0.00%)

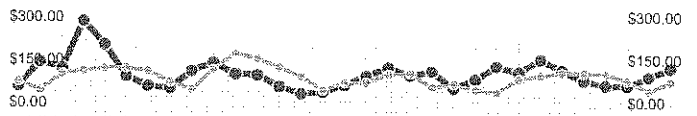
Goal Performance

Goal Conversion Rate

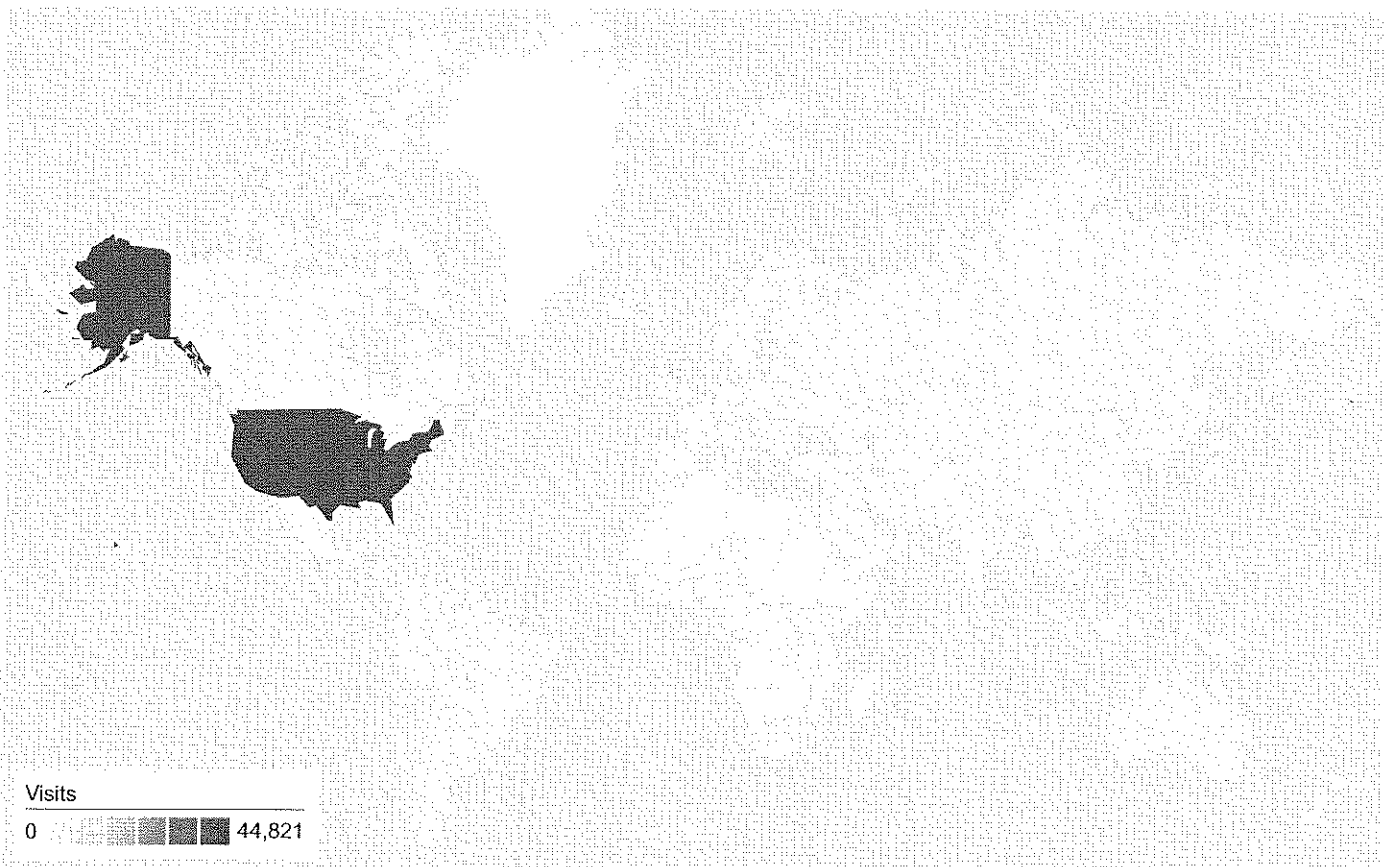


Goal Conversion Rate
8.85%

Total Goal Value



Total Goal Value
\$4,319.00



52,713 visits came from 139 countries/territories

Site Usage

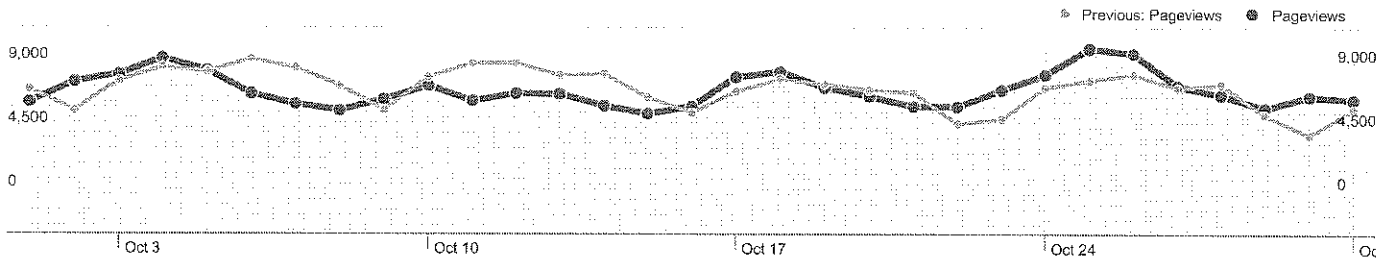
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
52,713	3.99	00:02:54	80.18%	41.56%	
Previous: 46,016 (14.55%)	Previous: 4.61 (-13.34%)	Previous: 00:03:42 (-21.66%)	Previous: 79.31% (1.10%)	Previous: 34.95% (18.93%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
October 1, 2011 - October 31, 2011	44,821	4.15	00:03:01	78.76%	38.88%
October 1, 2010 - October 31, 2010	40,813	4.65	00:03:43	78.85%	34.38%
% Change	9.82%	-10.82%	-18.61%	-0.12%	13.07%
Vietnam					
October 1, 2011 - October 31, 2011	1,308	1.34	00:00:10	99.77%	80.89%
October 1, 2010 - October 31, 2010	8	3.25	00:04:11	100.00%	37.50%
% Change	16,250.00%	-58.62%	-96.01%	-0.23%	115.70%
United Kingdom					
October 1, 2011 - October 31, 2011	904	3.83	00:02:28	87.28%	47.35%

October 1, 2010 - October 31, 2010	767	4.37	00:02:57	86.70%	37.29%
% Change	17.86%	-12.27%	-16.54%	0.67%	26.97%
Canada					
October 1, 2011 - October 31, 2011	762	3.45	00:01:57	88.06%	49.21%
October 1, 2010 - October 31, 2010	610	4.35	00:03:10	84.92%	38.36%
% Change	24.92%	-20.67%	-38.23%	3.70%	28.29%
Australia					
October 1, 2011 - October 31, 2011	539	3.64	00:03:35	83.86%	46.94%
October 1, 2010 - October 31, 2010	487	5.07	00:04:50	77.62%	28.34%
% Change	10.68%	-28.14%	-25.97%	8.04%	65.65%
Mexico					
October 1, 2011 - October 31, 2011	451	4.27	00:03:39	69.40%	39.25%
October 1, 2010 - October 31, 2010	373	5.16	00:04:56	74.80%	30.56%
% Change	20.91%	-17.17%	-25.96%	-7.22%	28.41%
Germany					
October 1, 2011 - October 31, 2011	416	3.07	00:01:40	90.38%	53.85%
October 1, 2010 - October 31, 2010	342	3.21	00:02:03	78.36%	56.73%
% Change	21.64%	-4.47%	-18.22%	15.34%	-5.08%
Brazil					
October 1, 2011 - October 31, 2011	411	4.35	00:03:28	82.73%	37.96%
October 1, 2010 - October 31, 2010	377	5.29	00:04:58	81.17%	27.32%
% Change	9.02%	-17.84%	-30.28%	1.92%	38.93%
Japan					
October 1, 2011 - October 31, 2011	168	1.93	00:00:36	90.48%	75.00%
October 1, 2010 - October 31, 2010	100	3.46	00:02:37	78.00%	37.00%
% Change	68.00%	-44.09%	-77.01%	16.00%	102.70%
France					
October 1, 2011 - October 31, 2011	153	3.63	00:02:58	81.05%	52.94%
October 1, 2010 - October 31, 2010	135	3.60	00:02:50	85.93%	41.48%
% Change	13.33%	0.94%	4.82%	-5.68%	27.63%

1 - 10 of 139

Content Overview

Oct 1, 2011 - Oct 31, 2011
 Comparing to: Oct 1, 2010 - Oct 31, 2010



Pages on this site were viewed a total of 210,417 times

210,417 Pageviews

Previous: 211,950 (-0.72%)

163,085 Unique Views

Previous: 162,174 (0.56%)

41.56% Bounce Rate

Previous: 34.95% (18.93%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Oct 1, 2011 - Oct 31, 2011	19,867	9.44%
Oct 1, 2010 - Oct 31, 2010	12,438	5.87%
% Change	59.73%	60.89%
/external//return (true)		
Oct 1, 2011 - Oct 31, 2011	5,438	2.58%
Oct 1, 2010 - Oct 31, 2010	0	0.00%
% Change	100.00%	100.00%
/events		
Oct 1, 2011 - Oct 31, 2011	5,129	2.44%
Oct 1, 2010 - Oct 31, 2010	15	0.01%
% Change	34,093.33%	34,342.45%
/resorts-and-towns/incline-village		
Oct 1, 2011 - Oct 31, 2011	3,006	1.43%
Oct 1, 2010 - Oct 31, 2010	2,822	1.33%
% Change	6.52%	7.30%
/lodging		

Oct 1, 2011 - Oct 31, 2011	2,948	1.40%
Oct 1, 2010 - Oct 31, 2010	4,289	2.02%
% Change	-31.27%	-30.77%

PROPERTY REFERRAL - OCTOBER 2011 (ALPHA LISTING)

PROPERTY	Referrals
Agate Bay Realty	133
Agate Bay Realty Cool Deals	144
Alpine Rental Group	84
Americas Best Value Inn Tahoe City	74
Book Tahoe Rentals	3
Brockway Springs Resort	182
Cal Neva Resort Casino Hotel	243
Cal Neva Resort Casino Hotel Cool Deals	184
Cedar Glen Lodge	233
Cedar Glen Lodge Cool Deals	68
Chaney House	55
Chinquapin / Packard Realty	18
Club Tahoe Resort	89
Coldwell Banker Rentals	247
Cottage Inn at Lake Tahoe	141
Ferrari's Crown Resort	84
Ferrari's Crown Resort Cool Deals	5
Firelite Lodge	53
Firelite Lodge Cool Deals	7
Franciscan Lakeside Lodge	107
Goldfish Properties	74
Granlibakken Conference Center & Resort	204
Granlibakken Resort Ski Area	2
Hauserman Rental Group	160
Holiday House	94
Holiday House Cool Deals	80
Hyatt Regency Lake Tahoe Resort, Spa and Casino	462
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	231
Ice Lakes Lodge at Royal Gorge XC Ski Resort	34
Incline at Tahoe Realty	99
Incline Vacation Rentals	109
Incline Vacation Rentals Cool Deals	61
Kingswood Village Vacation Rentals	25
Lake of the Sky Motor Inn	31
Lake Tahoe Accommodations	50
Lake Tahoe Accommodations.	78
Lake Tahoe Accommodations. Cool Deals	84
Lake Tahoe Deluxe Vacation Rentals	160
LakeFrontHouse.com	36
Martis Valley Associates Property Rentals	25
Meeks Bay Resort & Marina	73
Mother Natures Inn	64
Mourelatos Lakeshore Resort	149
North Tahoe Rental Company	115

Northstar Condominiums	120
Northstar Mountain Home Vacation Rentals	77
Northstar Resort	297
Northstar Resort Cool Deals	535
Olympic Village Inn	107
Painted Rock Lodge	156
Parkside Inn at Incline	108
PepperTree Inn	100
PlumpJack Squaw Valley Inn	181
PlumpJack Squaw Valley Inn Cool Deals	1
Rainbow Lodge	118
Red Wolf Lakeside Lodge	92
Red Wolf Lodge at Squaw Valley	52
ReserveMyHome.com	53
Resort at Squaw Creek	229
Resort at Squaw Creek Cool Deals	58
River Ranch Lodge and Restaurant	194
River Ranch Lodge and Restaurant Cool Deals	115
Rustic Cottage Resort	64
Shooting Star Bed & Breakfast	51
Shore House at Lake Tahoe	187
Squaw Valley Lodge	126
Squaw Valley Lodge Cool Deals	221
Stanford Alpine Chalet	235
Stevenson's Holliday Inn	52
Sunnyside Steakhouse & Lodge	115
Tahoe Biltmore Lodge & Casino	284
Tahoe Biltmore Lodge & Casino Cool Deals	60
Tahoe City Inn	59
Tahoe City Inn Cool Deals	104
Tahoe Edgelake Beach Club	16
Tahoe Getaways Vacation Rentals	318
Tahoe Luxury Properties	195
Tahoe Marina Lodge	45
Tahoe Mountain Resorts Lodging	153
Tahoe Mountain Resorts Lodging Cool Deals	31
Tahoe Real Estate Group	5
Tahoe Sands Resort	54
Tahoe Tavern Properties	44
Tahoe Vistana Inn	48
Tahoe Woodside Vacation Rentals	50
Tahoma Lodge	104
Tahoma Meadows Bed & Breakfast	73
Tahoma Meadows Bed & Breakfast Cool Deals	224
Tamarack Lodge	41
The Border House	83
The Lodge at Sugar Bowl	73

The Ritz-Carlton, Lake Tahoe	251
The Ritz-Carlton, Lake Tahoe Cool Deals	336
The Village at Squaw Valley	174
The Village at Squaw Valley Cool Deals	417
Vacation Station, Inc.	103
Vacation Tahoe by O'Neal Brokers	56
Waters of Tahoe Properties	73
West Lake Properties	60
West Shore Cafe & Inn	115
TOTALS	11947

PROPERTY REFERRAL - OCTOBER 2011(TOTALS LISTING)

PROPERTY	Referrals
Northstar Resort Cool Deals	535
Hyatt Regency Lake Tahoe Resort, Spa and Casino	462
The Village at Squaw Valley Cool Deals	417
The Ritz-Carlton, Lake Tahoe Cool Deals	336
Tahoe Getaways Vacation Rentals	318
Northstar Resort	297
Tahoe Biltmore Lodge & Casino	284
The Ritz-Carlton, Lake Tahoe	251
Coldwell Banker Rentals	247
Cal Neva Resort Casino Hotel	243
Stanford Alpine Chalet	235
Cedar Glen Lodge	233
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	231
Resort at Squaw Creek	229
Tahoma Meadows Bed & Breakfast Cool Deals	224
Squaw Valley Lodge Cool Deals	221
Granlibakken Conference Center & Resort	204
Tahoe Luxury Properties	195
River Ranch Lodge and Restaurant	194
Shore House at Lake Tahoe	187
Cal Neva Resort Casino Hotel Cool Deals	184
Brockway Springs Resort	182
PlumpJack Squaw Valley Inn	181
The Village at Squaw Valley	174
Hauserman Rental Group	160
Lake Tahoe Deluxe Vacation Rentals	160
Painted Rock Lodge	156
Tahoe Mountain Resorts Lodging	153
Mourelatos Lakeshore Resort	149
Agate Bay Realty Cool Deals	144
Cottage Inn at Lake Tahoe	141
Agate Bay Realty	133
Squaw Valley Lodge	126
Northstar Condominiums	120
Rainbow Lodge	118
North Tahoe Rental Company	115
River Ranch Lodge and Restaurant Cool Deals	115
Sunnyside Steakhouse & Lodge	115
West Shore Cafe & Inn	115
Incline Vacation Rentals	109
Parkside Inn at Incline	108
Franciscan Lakeside Lodge	107
Olympic Village Inn	107
Tahoe City Inn Cool Deals	104

Tahoma Lodge	104
Vacation Station, Inc.	103
PepperTree Inn	100
Incline at Tahoe Realty	99
Holiday House	94
Red Wolf Lakeside Lodge	92
Club Tahoe Resort	89
Alpine Rental Group	84
Ferrari's Crown Resort	84
Lake Tahoe Accommodations. Cool Deals	84
The Border House	83
Holiday House Cool Deals	80
Lake Tahoe Accommodations.	78
Northstar Mountain Home Vacation Rentals	77
Americas Best Value Inn Tahoe City	74
Goldfish Properties	74
Meeks Bay Resort & Marina	73
Tahoma Meadows Bed & Breakfast	73
The Lodge at Sugar Bowl	73
Waters of Tahoe Properties	73
Cedar Glen Lodge Cool Deals	68
Mother Natures Inn	64
Rustic Cottage Resort	64
Incline Vacation Rentals Cool Deals	61
Tahoe Biltmore Lodge & Casino Cool Deals	60
West Lake Properties	60
Tahoe City Inn	59
Resort at Squaw Creek Cool Deals	58
Vacation Tahoe by O'Neal Brokers	56
Chaney House	55
Tahoe Sands Resort	54
Firelite Lodge	53
ReserveMyHome.com	53
Red Wolf Lodge at Squaw Valley	52
Stevenson's Holliday Inn	52
Shooting Star Bed & Breakfast	51
Lake Tahoe Accommodations	50
Tahoe Woodside Vacation Rentals	50
Tahoe Vistana Inn	48
Tahoe Marina Lodge	45
Tahoe Tavern Properties	44
Tamarack Lodge	41
LakeFrontHouse.com	36
Ice Lakes Lodge at Royal Gorge XC Ski Resort	34
Lake of the Sky Motor Inn	31
Tahoe Mountain Resorts Lodging Cool Deals	31
Kingswood Village Vacation Rentals	25

Martis Valley Associates Property Rentals	25
Chinquapin / Packard Realty	18
Tahoe Edgelake Beach Club	16
Firelite Lodge Cool Deals	7
Ferrari's Crown Resort Cool Deals	5
Tahoe Real Estate Group	5
Book Tahoe Rentals	3
Granlibakken Resort Ski Area	2
PlumpJack Squaw Valley Inn Cool Deals	1
TOTALS	11947

Monthly Report October 2011
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/11:	\$1,639,698	\$1,597,123	3%
Forecasted Commission for this Revenue:	\$135,164	\$103,744	30%
Number of Room Nights:	9475	9891	-4%
Number of Delegates:	4579	4746	-4%
Annual Revenue Goal:	\$1,700,000	\$2,200,000	
Annual Commission Goal:	\$125,000	\$140,000	
Number of Tentative Bookings:	45	44	2%

Monthly Detail/Activity	<u>October-11</u>	<u>October-10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$7,546	\$293,259	-97%
Projected Commission:	\$377	\$14,775	-97%
Room Nights:	30	1525	-98%
Number of Delegates:	65	247	-74%
Booked Group Types:	1 TA	1 Corp., 1 TA	
Lost Business, # of Groups:	0	1	

<u>Arrived in the month</u>	<u>October-11</u>	Est.	<u>October-10</u>	
Number of Groups:	4		9	
Revenue Arrived:	\$155,817		\$427,827	-64%
Projected Commission:	\$15,581		\$12,594	24%
Room Nights:	1810		2991	-39%
Number of Delegates:	975		1715	-43%
Arrived Group Types:	2 Assn., 1 Smf, 1 Govt.		2 Corp., 4 Assoc. 1 Govt, 1 Smf, 1 Foundation	

Monthly Detail/Activity	<u>September-11</u>	<u>September-10</u>	
<u>Number of Groups Booked:</u>	5	1	
Revenue Booked:	\$581,803	\$26,865	2066%
Projected Commission:	\$32,350	\$0	
Room Nights:	2797	150	1765%
Number of Delegates:	1041	50	1982%
Booked Group Types:	2 Assoc., 1 Corp, 1 TA, 1 Govt.	1 Corp.	
Lost Business, # of Groups:	4	5	

<u>Arrived in the month</u>	<u>September-11</u>	<u>September-10</u>	
Number of Groups:	5	4	
Revenue Arrived:	\$51,977	\$145,651	-64%
Projected Commission:	\$2,785	\$14,565	-81%
Room Nights:	399	980	-59%
Number of Delegates:	262	302	-13%
Arrived Group Types:	1 Corp, 3 Assoc. 1 Smerf	4 Corp.	

<u>Monthly Detail/Activity</u>	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$464,992	\$52,758	
Projected Commission:	\$46,076	\$5,275	1458%
Room Nights:	1758	430	679%
Number of Delegates:	823	575	494%
Booked Group Types:	3 Corp, 1 Smf., 1 Govt.	1 Corp, 1 Assoc. 1 TA, 1 Foundation	139%
Lost Business, # of Groups:	2	9	

<u>Arrived in the month</u>	<u>August-11</u>	<u>August-10</u>	
Number of Groups:	4	7	
Revenue Arrived:	\$371,268	\$219,566	69%
Projected Commission:	\$36,583	\$14,117	159%
Room Nights:	1759	1294	36%
Number of Delegates:	695	830	-16%
Arrived Group Types:	2 Corp, 1 Assoc. 1 Smf	1 Corp, 5 Assoc., 1 Society	

<u>Monthly Detail/Activity</u>	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	5	5	
Revenue Booked:	\$737,507	\$47,336	1458%
Projected Commission:	\$36,875	\$4,733	679%
Room Nights:	2873	484	494%
Number of Delegates:	890	373	139%
Booked Group Types:	1 Corp., 4 Assoc.	1 Corp., 3 Assoc	
Lost Business, # of Groups:	0	8	

<u>Arrived in the month</u>	<u>July-11</u>	<u>July-10</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$61,096	\$579,888	-89%
Projected Commission:	\$4,855	\$44,258	-89%
Room Nights:	541	2813	-81%
Number of Delegates:	220	1479	-85%
Arrived Group Types:	1 Corp., 1 Assoc.	1 Corp., 6 Assoc., 1 Smerf	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$500,027	(Goal) \$750,000
For 2014/15:	\$1,286,368	\$500,000

NUMBER OF LEADS Generated as of 10/31/11: 29

Total Number of Leads Generated in Previous Years:

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

Monthly Report October 2011
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 11/12

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 11/12</u>	<u>FY 10/11</u>	<u>Variance</u>
Total Revenue Booked as of 10/31/11:	\$149,082	\$201,472	-26%
Forecasted Commission for this Revenue:	\$8,299	\$22,995	-64%
Number of Room Nights:	1850	1836	1%
Number of Delegates:	1225	1133	8%
Annual Revenue Goal:	\$200,000	\$300,000	
Annual Commission Goal:	\$15,000	\$15,000	
Number of Tentative Bookings:	27	34	-21%

<u>Monthly Detail/Activity</u>	<u>October-11</u>		<u>October-10</u>	
<u>Number of Groups Booked:</u>	0		0	
Revenue Booked:	\$0		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	0		0	
Number of Delegates:	0		0	
Booked Group Types:	0		0	
Lost Business, # of Groups:	1		0	
 <u>Arrived in the month</u>	 <u>October-11</u>	 Est.	 <u>October-10</u>	
Number of Groups:	2		1	
Revenue Arrived:	\$15,093		\$5,280	186%
Projected Commission:	\$812		\$264	208%
Room Nights:	90		48	88%
Number of Delegates:	130		100	30%
Arrived Group Types:	2 Assn.		1 Assn.	

<u>Monthly Detail/Activity</u>	<u>September-11</u>		<u>September-10</u>	
<u>Number of Groups Booked:</u>	1		0	
Revenue Booked:	\$4,455		\$0	
Projected Commission:	\$668		\$0	
Room Nights:	50		0	
Number of Delegates:	50		0	
Booked Group Types:	1 Smf		0	
Lost Business, # of Groups:	2		0	
 <u>Arrived in the month</u>	 <u>September-11</u>		 <u>September-10</u>	
Number of Groups:	1		4	
Revenue Arrived:	\$4,459		\$67,983	-93%
Projected Commission:	\$668		\$6,042	-89%
Room Nights:	47		616	-92%
Number of Delegates:	50		291	-83%
Arrived Group Types:	1 Smf		2 Corp, 1 Assoc, 1 TA	

Monthly Detail/Activity	<u>August-11</u>	<u>August-10</u>	
<u>Number of Groups Booked:</u>	0	3	
Revenue Booked:	\$0	\$37,580	
Projected Commission:	\$0	\$3,724	
Room Nights:	0	484	
Number of Delegates:	0	296	
Booked Group Types:		1 Corp, 1 Assoc.	
Lost Business, # of Groups:	2	8	
 <u>Arrived in the month</u>	 <u>August-11</u>	 <u>August-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$33,959	\$3,730	810%
Projected Commission:	\$5,093	\$0	
Room Nights:	372	10	3620%
Number of Delegates:	75	37	103%
Arrived Group Types:	1 Govt.	1 Smf.	

Monthly Detail/Activity	<u>July-11</u>	<u>July-10</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$5,148	
Projected Commission:	\$0	\$558	
Room Nights:	0	80	
Number of Delegates:	0	30	
Booked Group Types:		1 Corp, 1 TA	
Lost Business, # of Groups:	0	8	
 <u>Arrived in the month</u>	 <u>July-11</u>	 <u>July-10</u>	
Number of Groups:	0	4	
Revenue Arrived:	\$0	\$98,226	
Projected Commission:	\$0	\$12,964	
Room Nights:	0	832	
Number of Delegates:	0	495	
Arrived Group Types:		1 Corp, 2 Smerf 1 Non-Profit	

Future Year Bookings, booked in this fiscal year:

For 2012/13:	\$0	(Goal)
For 2014/15:	\$0	\$100,000
		\$50,000

NUMBER OF LEADS Generated as of 10/31/11: 19

Total Number of Leads Generated in Previous Years:

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

North Shore:						
Oct-11						
Groups Booked: 1						
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Washoe County:	1	Room Nights:	65	Delegates:	30	Revenue: \$7,546
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Groups Arrived: 4						
Placer County:	3	Room Nights:	1220	Delegates:	575	Revenue: \$107,937
Washoe County:	1	Room Nights:	590	Delegates:	400	Revenue: \$47,880
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue: \$0
Nov-11						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Sep-11						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Quarter total by county:						
Groups Booked:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue:
Groups Arrived:						
Placer County:		Room Nights:		Delegates:		Revenue:
Washoe County:		Room Nights:		Delegates:		Revenue:
Nevada County:		Room Nights:		Delegates:		Revenue: