

April 2011
Standing Reports



RESERVATIONS ACTIVITY REPORT North Lake Tahoe

Destination: North Lake Tahoe

Period: Bookings as of Mar 31, 2011

Executive Summary

Data based on a sample of 11 properties in the North Lake Tahoe Community, representing 1,729 Units

		2010/11	2009/10	Year over Year % Diff
a. Last Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for last month (March) changed by (5.7%)	Occupancy (March)	50.5%	47.7%	5.7%
North Lake Tahoe Average Daily Rate for last month (March) changed by (5.5%)	ADR (March)	\$226	\$214	5.5%
North Lake Tahoe RevPAR for last month (March) changed by (11.5%)	RevPAR (March)	\$114	\$102	11.5%
b. Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (April) changed by (20.0%)	Occupancy (April)	28.0%	23.3%	20.0%
North Lake Tahoe Average Daily Rate for next month (April) changed by (-7.8%)	ADR (April)	\$180	\$195	-7.8%
North Lake Tahoe RevPAR for next month (April) changed by (10.6%)	RevPAR (April)	\$50	\$45	10.6%
c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the prior 6 months changed by (7.8%)	Occupancy	43.0%	39.9%	7.8%
North Lake Tahoe Average Daily Rate for the prior 6 months changed by (0.7%)	ADR	\$235	\$233	0.7%
North Lake Tahoe RevPAR for the prior 6 months changed by (8.5%)	RevPAR	\$101	\$93	8.5%
d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the upcoming 6 months changed by (25.5%)	Occupancy	19.2%	15.3%	25.5%
North Lake Tahoe Average Daily Rate for the upcoming 6 months changed by (-4.5%)	ADR	\$192	\$201	-4.5%
North Lake Tahoe RevPAR for the upcoming 6 months changed by (19.8%)	RevPAR	\$37	\$31	19.8%
e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Mar. 31, 2011 vs. Previous Year				
Rooms Booked during last month (March, 2011) compared to Rooms Booked during the same period last year (March, 2010) for all arrival dates has changed by (41.6%)	Booking Pace (March)	7.9%	5.6%	41.6%

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

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

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

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

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

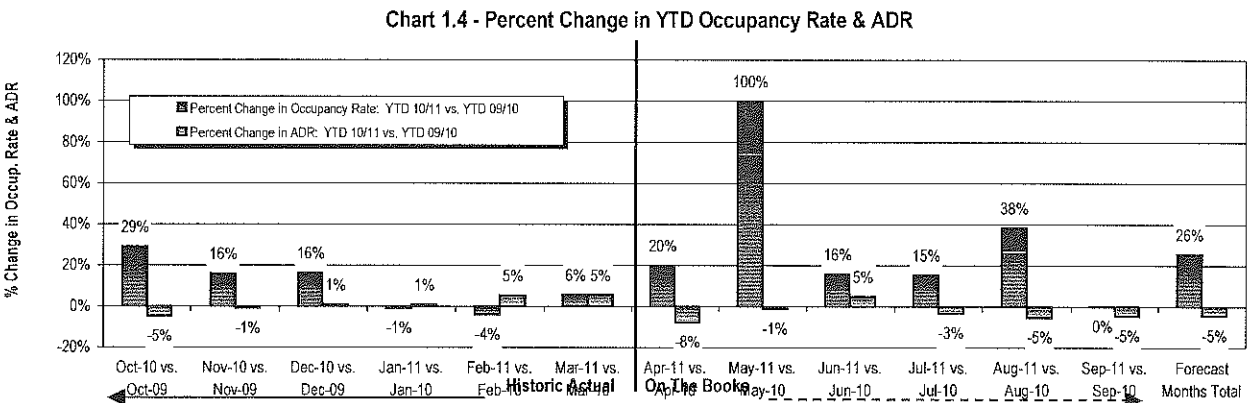
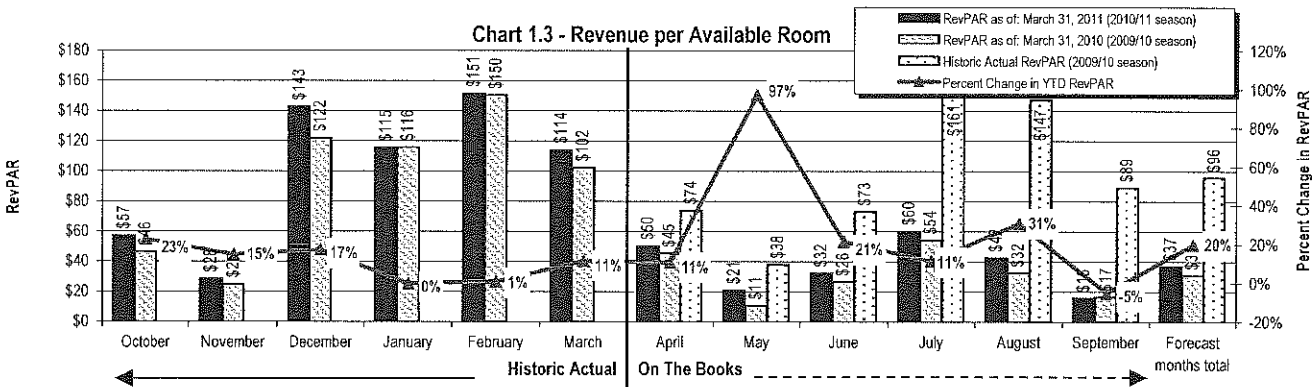
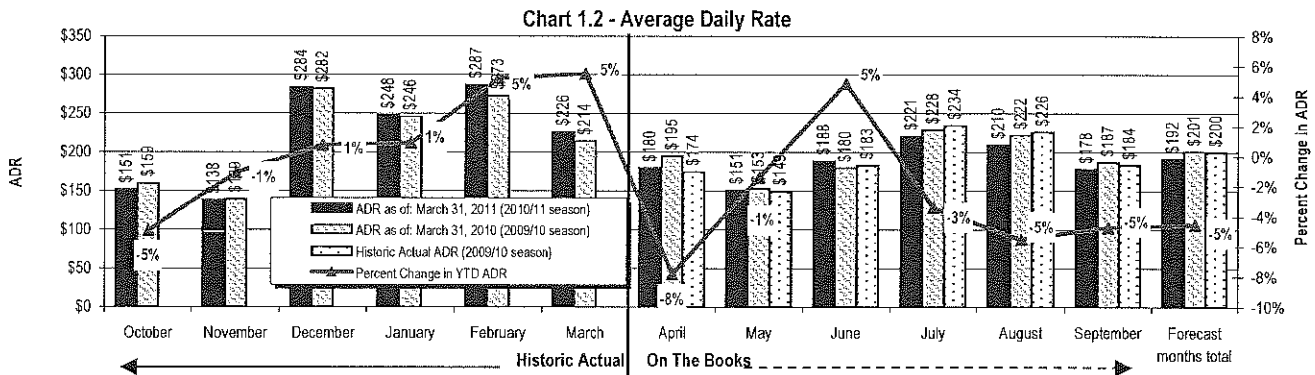
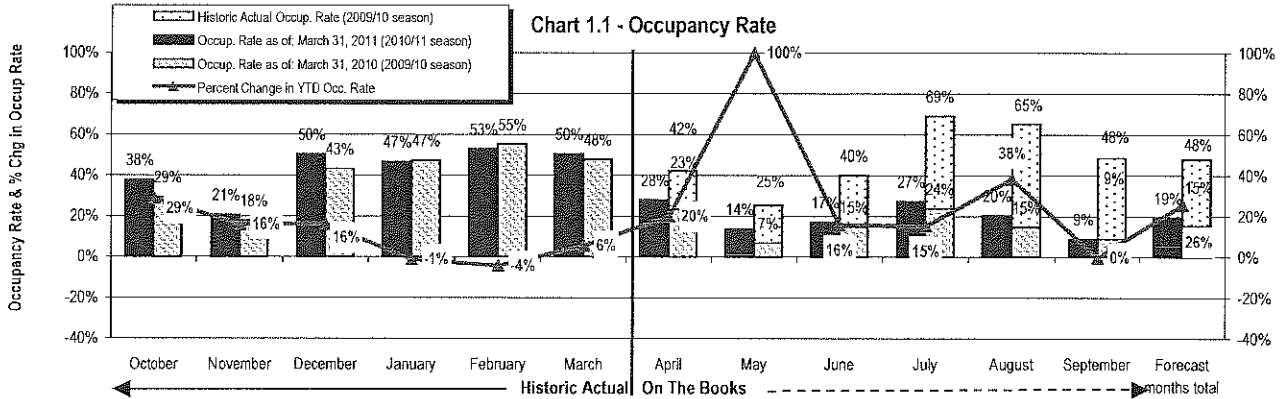
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RESERVATIONS ACTIVITY REPORT

SECTION 1 - SUMMARY GRAPHS

2010/11 YTD (as of Mar 31, 2011) vs. 2009/10 YTD (as of Mar 31, 2010) vs. 2009/10 Historical

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

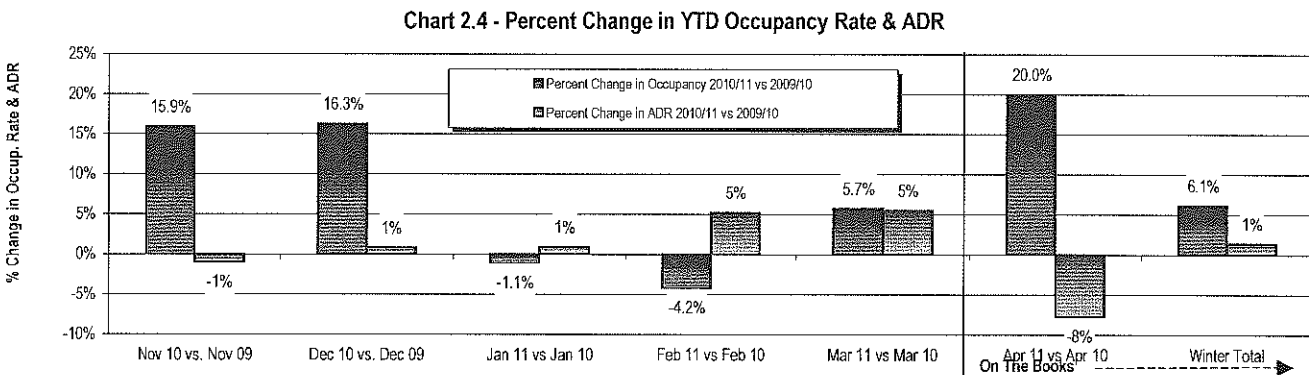
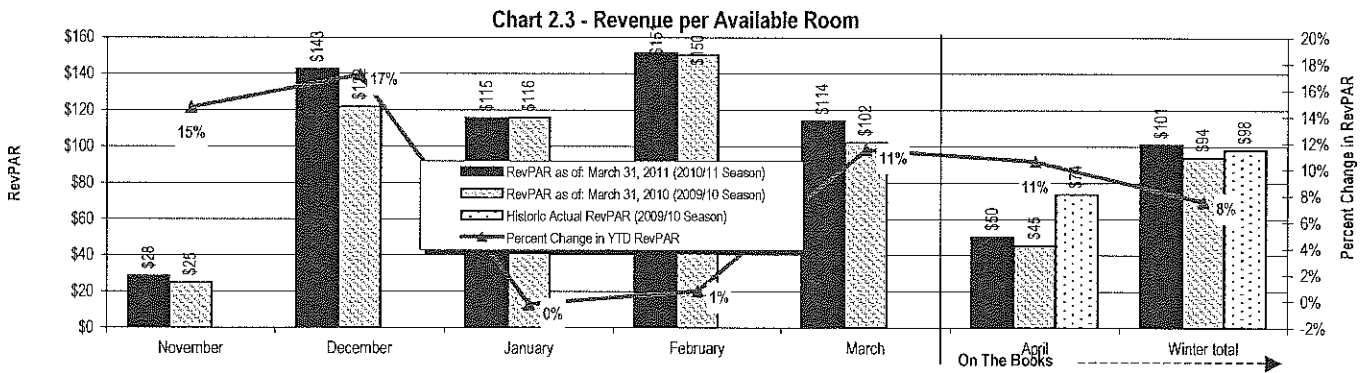
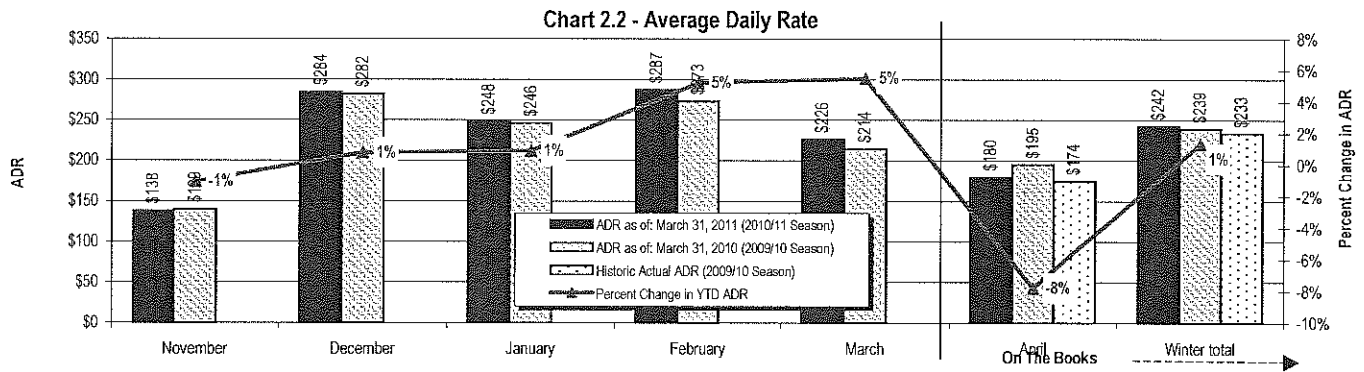
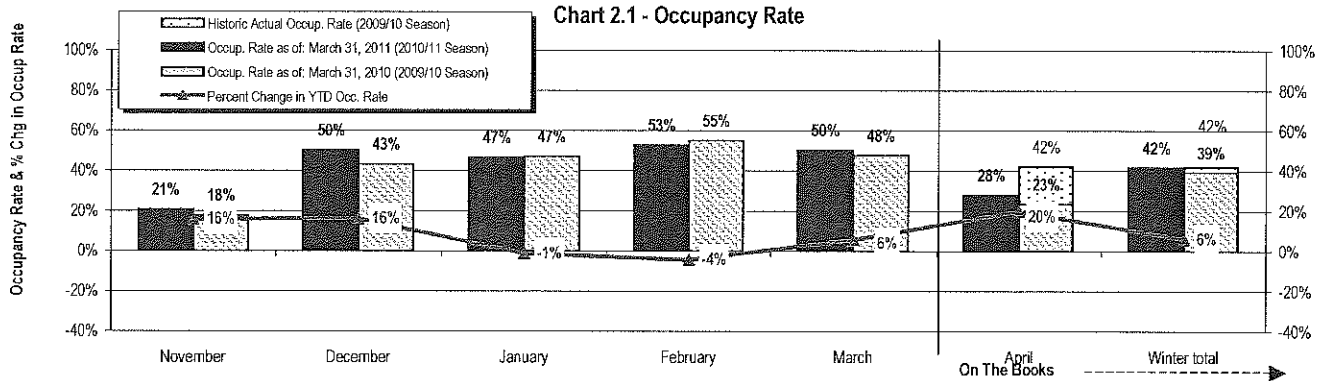


RESERVATIONS ACTIVITY REPORT

SECTION 2 - STATIC WINTER SEASON SUMMARY GRAPHS

2010/11 YTD (as of Mar 31, 2011) vs. 2009/10 YTD (as of Mar 31, 2010) vs. 2009/10 Historical

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

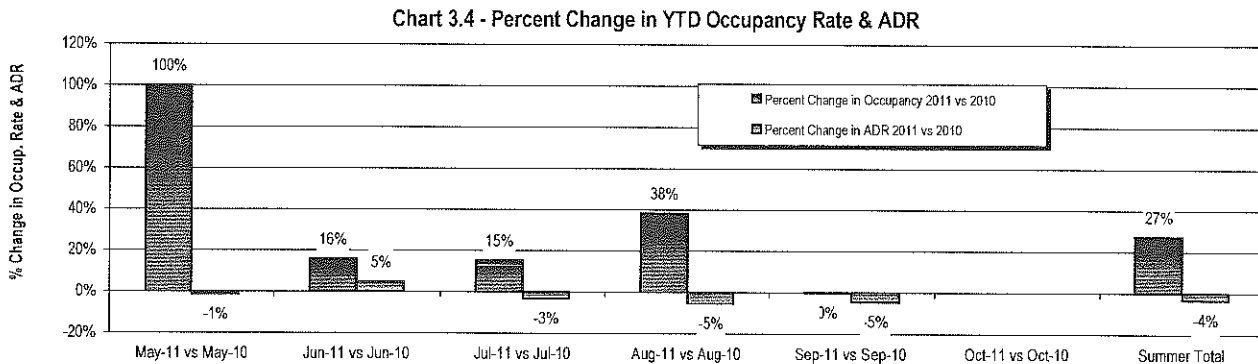
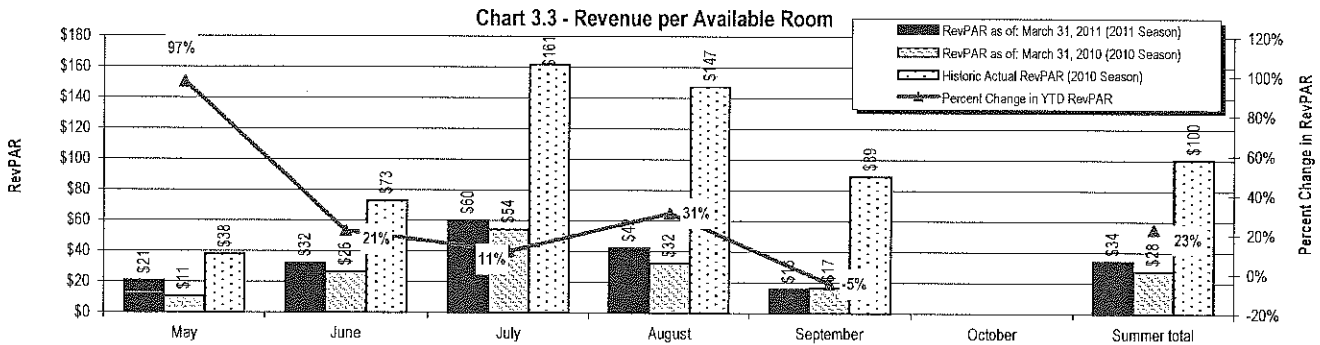
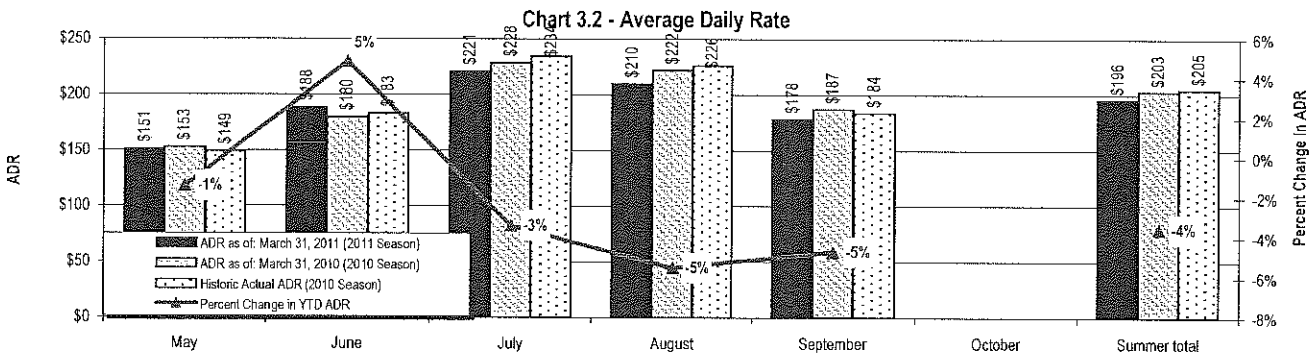
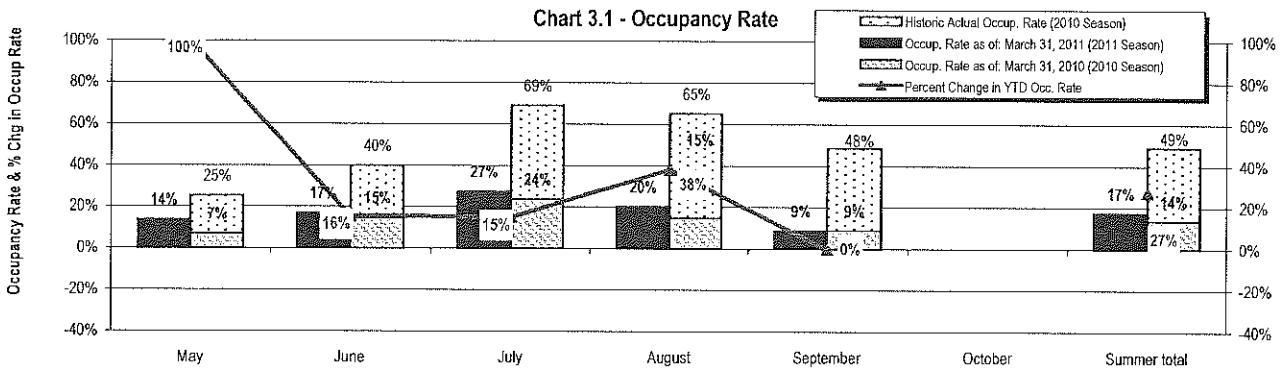


RESERVATIONS ACTIVITY REPORT

SECTION 3 - STATIC SUMMER SEASON SUMMARY GRAPHS

2011 YTD (as of Mar 31, 2011) vs. 2010 YTD (as of Mar 31, 2010) vs. 2010 Historical

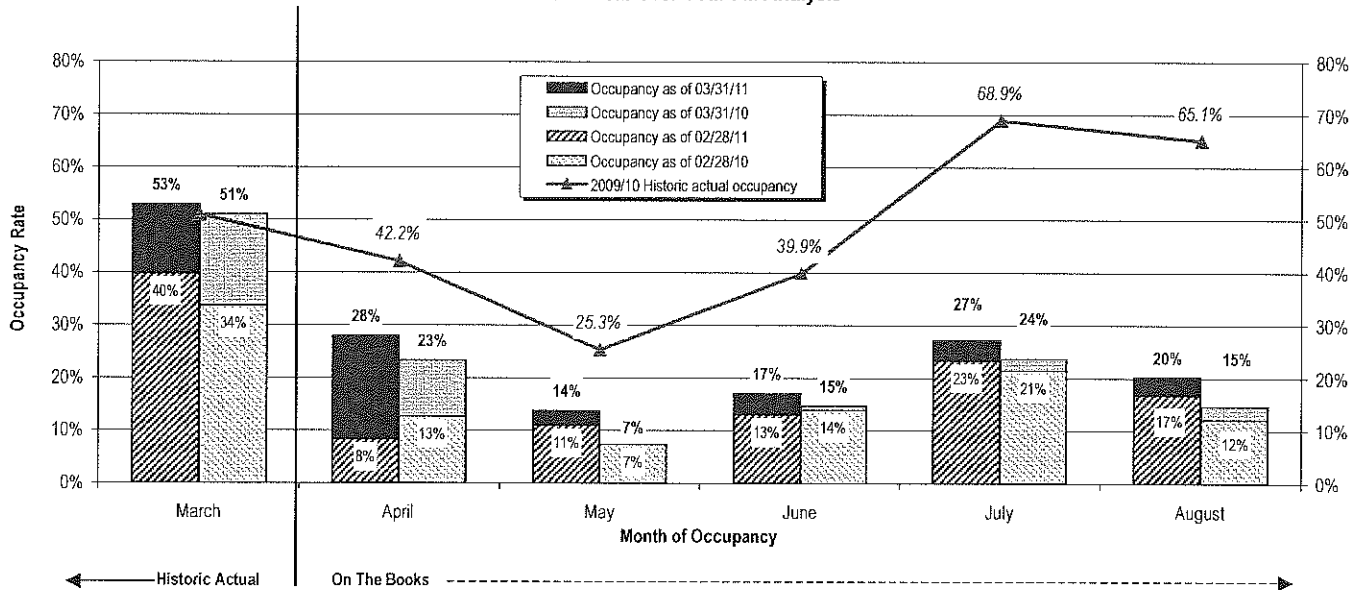
NOTE: This is not a forecast of bookings. Data presented in this report represents Occupancy on the books as of the date noted above



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

2011 Occupancy Pace as of Mar 31, 2011 and Feb. 28, 2011 versus same period 2010 Occupancy Pace

Chart 4 - Year over Year Fill Analysis



Supporting Table for Chart 4* & Change in Incremental Fill

Month of Occupancy:	OCCUPANCY AS OF MAR 31			OCCUPANCY AS OF FEB 28			INCREMENTAL OCCUP. BOOKED (i.e. FILL DURING MONTH JUST ENDED)		CHG IN INCREMENTAL OCCUP. BOOKED (i.e. CHANGE IN FILL)		2009/10 Historic actual occupancy
	Occupancy as of 03/31/11	Occupancy as of 03/31/10	Absolute Change	Occupancy as of 02/28/11	Occupancy as of 02/28/10	Absolute Change	Incremental occupancy booked during Mar. 2011	Incremental occupancy booked during Mar. 2010	Absolute Change in Incremental Fill	Percent Change in Incremental Fill**	
	March	52.9%	51.0%	1.9%	39.7%	33.7%	6.0%	13.2%	17.3%	-4.1%	
April	28.0%	23.3%	4.7%	8.3%	12.7%	-4.4%	19.7%	10.6%	9.0%	84.8%	42.2%
May	13.8%	6.9%	6.9%	11.0%	7.3%	3.7%	2.8%	-0.4%	3.2%	Undefined	25.3%
June	17.1%	14.7%	2.3%	13.0%	13.9%	-0.9%	4.1%	0.8%	3.3%	405.1%	39.9%
July	27.3%	23.6%	3.6%	23.3%	21.4%	1.9%	4.0%	2.2%	1.7%	78.2%	68.9%
August	20.2%	14.6%	5.6%	16.7%	12.1%	4.6%	3.5%	2.5%	1.0%	38.6%	65.1%
Total	26.6%	22.4%	4.1%	18.7%	16.8%	1.8%	7.9%	5.6%	2.3%	41.6%	48.3%

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

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

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

Bookings as of Mar 31, 2011

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

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

OCCUPANCY RATE		OCCUPANCY RATE: YTD 2010/11 VS. YTD 2009/10			Historic Actual Occup. Rate (2009/10 season)	# of Properties in Sample	
		Occup. Rate as of: March 31, 2011 (2010/11 season)	Occup. Rate as of: March 31, 2010 (2009/10 season)	Percent Change in YTD Occ. Rate			
Month of Occupancy (2010/11 & 2009/10)							
October	↑ Historic Actual	37.7%	29.2%	29.0%		11	
November		20.6%	17.8%	15.9%		11	
December		50.2%	43.2%	16.3%		11	
January		46.6%	47.1%	-1.1%		11	
February		52.8%	55.1%	-4.2%		11	
March		50.5%	47.7%	5.7%		11	
April		On The Books	28.0%	23.3%	20.0%	42.2%	9
May		↓ On The Books	13.8%	6.9%	99.9%	25.3%	9
June			17.1%	14.7%	15.8%	39.9%	9
July			27.3%	23.6%	15.3%	68.9%	8
August			20.2%	14.6%	38.2%	65.1%	8
September	8.9%		8.9%	-0.2%	48.5%	8	
Grand total		32.0%	28.6%	12.1%	43.5%	11	
Historic months total		43.0%	39.9%	7.8%	39.9%	11	
Forecast months total		19.2%	15.3%	25.5%	47.9%	9	

AVERAGE DAILY RATE		ADR: YTD 2010/11 VS. YTD 2009/10			Historic Actual ADR (2009/10 season)	# of Properties in Sample	
		ADR as of: March 31, 2011 (2010/11 season)	ADR as of: March 31, 2010 (2009/10 season)	Percent Change in YTD ADR			
Month of Occupancy (2010/11 & 2009/10)							
October	↑ Historic Actual	\$151	\$159	-4.9%		11	
November		\$138	\$139	-1.0%		11	
December		\$284	\$282	0.8%		11	
January		\$248	\$246	0.9%		11	
February		\$287	\$273	5.2%		11	
March		\$226	\$214	5.5%		11	
April		On The Books	\$180	\$195	-7.8%	\$174	9
May		↓ On The Books	\$151	\$153	-1.4%	\$149	9
June			\$188	\$180	4.9%	\$183	9
July			\$221	\$228	-3.4%	\$234	8
August			\$210	\$222	-5.5%	\$226	8
September	\$178		\$187	-4.7%	\$184	8	
Grand total		\$223	\$225	-1.0%	\$216	11	
Historic months total		\$235	\$233	0.7%	\$233	11	
Forecast months total		\$192	\$201	-4.5%	\$200	9	

REVENUE PER AVAILABLE ROOM		REVPAR: YTD 2010/11 VS. YTD 2009/10			Historic Actual RevPAR (2009/10 season)	# of Properties in Sample	
		RevPAR as of: March 31, 2011 (2010/11 season)	RevPAR as of: March 31, 2010 (2009/10 season)	Percent Change in YTD RevPAR			
Month of Occupancy (2010/11 & 2009/10)							
October	↑ Historic Actual	\$57	\$46	22.7%		11	
November		\$28	\$25	14.7%		11	
December		\$143	\$122	17.2%		11	
January		\$115	\$116	-0.2%		11	
February		\$151	\$150	0.8%		11	
March		\$114	\$102	11.5%		11	
April		On The Books	\$50	\$45	10.6%	\$74	9
May		↓ On The Books	\$21	\$11	97.2%	\$38	9
June			\$32	\$26	21.5%	\$73	9
July			\$60	\$54	11.4%	\$161	8
August			\$42	\$32	30.7%	\$147	8
September	\$16		\$17	-4.9%	\$89	8	
Grand total		\$71	\$64	10.9%	\$94	11	
Historic months total		\$101	\$93	8.5%	\$93	11	
Forecast months total		\$37	\$31	19.8%	\$96	9	

RESERVATIONS ACTIVITY REPORT
SECTION 5B - STATIC WINTER SEASON SUPPORTING DATA TABLES
 Winter Bookings as of Mar 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 2010/11 VS. YTD 2009/10</u>			Historic Actual Occup. Rate (2009/10 Season)
	Occup. Rate as of: March 31, 2011 (2010/11 Season)	Occup. Rate as of: March 31, 2010 (2009/10 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2010/11 & 2009/10)				
November	20.6%	17.8%	15.9%	
December	50.2%	43.2%	16.3%	
January	46.6%	47.1%	-1.1%	
February	52.8%	55.1%	-4.2%	
March	50.5%	47.7%	5.7%	
April	28.0%	23.3%	20.0%	42.2%
Winter total	41.7%	39.3%	6.1%	42.0%

AVERAGE DAILY RATE	<u>ADR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual ADR (2009/10 Season)
	ADR as of: March 31, 2011 (2010/11 Season)	ADR as of: March 31, 2010 (2009/10 Season)	Percent Change in YTD ADR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$138	\$139	-1.0%	
December	\$284	\$282	0.8%	
January	\$248	\$246	0.9%	
February	\$287	\$273	5.2%	
March	\$226	\$214	5.5%	
April	\$180	\$195	-7.8%	\$174
Winter total	\$242	\$239	1.4%	\$233

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2010/11 VS. YTD 2009/10</u>			Historic Actual RevPAR (2009/10 Season)
	RevPAR as of: March 31, 2011 (2010/11 Season)	RevPAR as of: March 31, 2010 (2009/10 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2010/11 & 2009/10)				
November	\$28	\$25	14.7%	
December	\$143	\$122	17.2%	
January	\$115	\$116	-0.2%	
February	\$151	\$150	0.8%	
March	\$114	\$102	11.5%	
April	\$50	\$45	10.6%	\$74
Winter total	\$101	\$94	7.6%	\$98

RESERVATIONS ACTIVITY REPORT
SECTION 5C - STATIC SUMMER SEASON SUPPORTING DATA TABLES
 Summer Bookings as of Mar 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: March 31, 2011 (2011 Season)	Occup. Rate as of: March 31, 2010 (2010 Season)	Percent Change in YTD Occ. Rate	
Month of Occupancy (2011 & 2010)				
May	13.8%	6.9%	99.9%	25.3%
June	17.1%	14.7%	15.8%	39.9%
July	27.3%	23.6%	15.3%	68.9%
August	20.2%	14.6%	38.2%	65.1%
September	8.9%	8.9%	-0.2%	48.5%
October				
Summer total	17.4%	13.7%	27.4%	49.0%

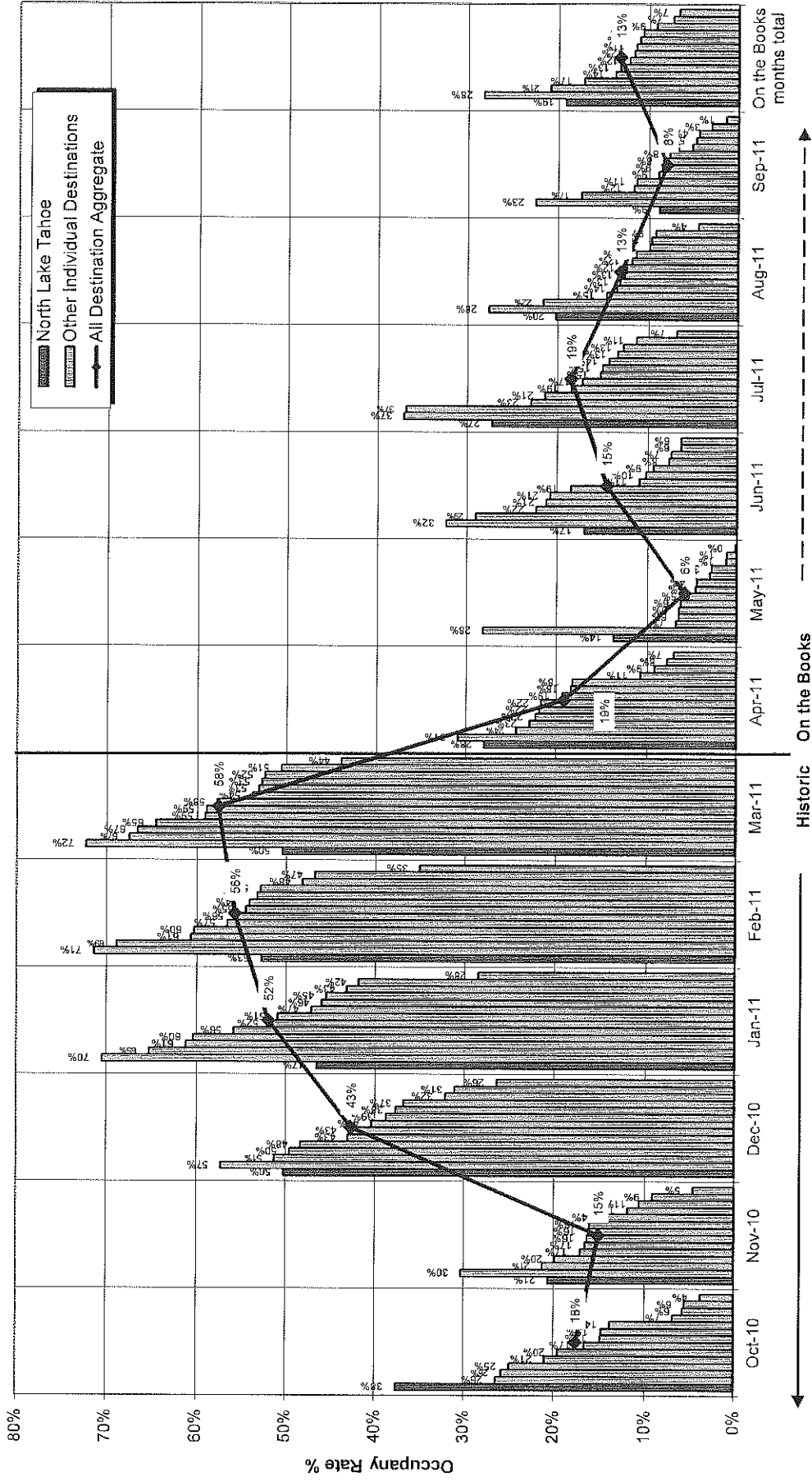
AVERAGE DAILY RATE	<u>ADR: YTD 2011 VS. YTD 2010</u>			Historic Actual ADR (2010 Season)
	ADR as of: March 31, 2011 (2011 Season)	ADR as of: March 31, 2010 (2010 Season)	Percent Change in YTD ADR	
Month of Occupancy (2011 & 2010)				
May	\$151	\$153	-1.4%	\$149
June	\$188	\$180	4.9%	\$183
July	\$221	\$228	-3.4%	\$234
August	\$210	\$222	-5.5%	\$226
September	\$178	\$187	-4.7%	\$184
October				
Summer total	\$196	\$203	-3.5%	\$205

REVENUE PER AVAILABLE ROOM	<u>REVPAR: YTD 2011 VS. YTD 2010</u>			Historic Actual RevPAR (2010 Season)
	RevPAR as of: March 31, 2011 (2011 Season)	RevPAR as of: March 31, 2010 (2010 Season)	Percent Change in YTD RevPAR	
Month of Occupancy (2011 & 2010)				
May	\$21	\$11	97.2%	\$38
June	\$32	\$26	21.5%	\$73
July	\$60	\$54	11.4%	\$161
August	\$42	\$32	30.7%	\$147
September	\$16	\$17	-4.9%	\$89
October				
Summer total	\$34	\$28	22.9%	\$100

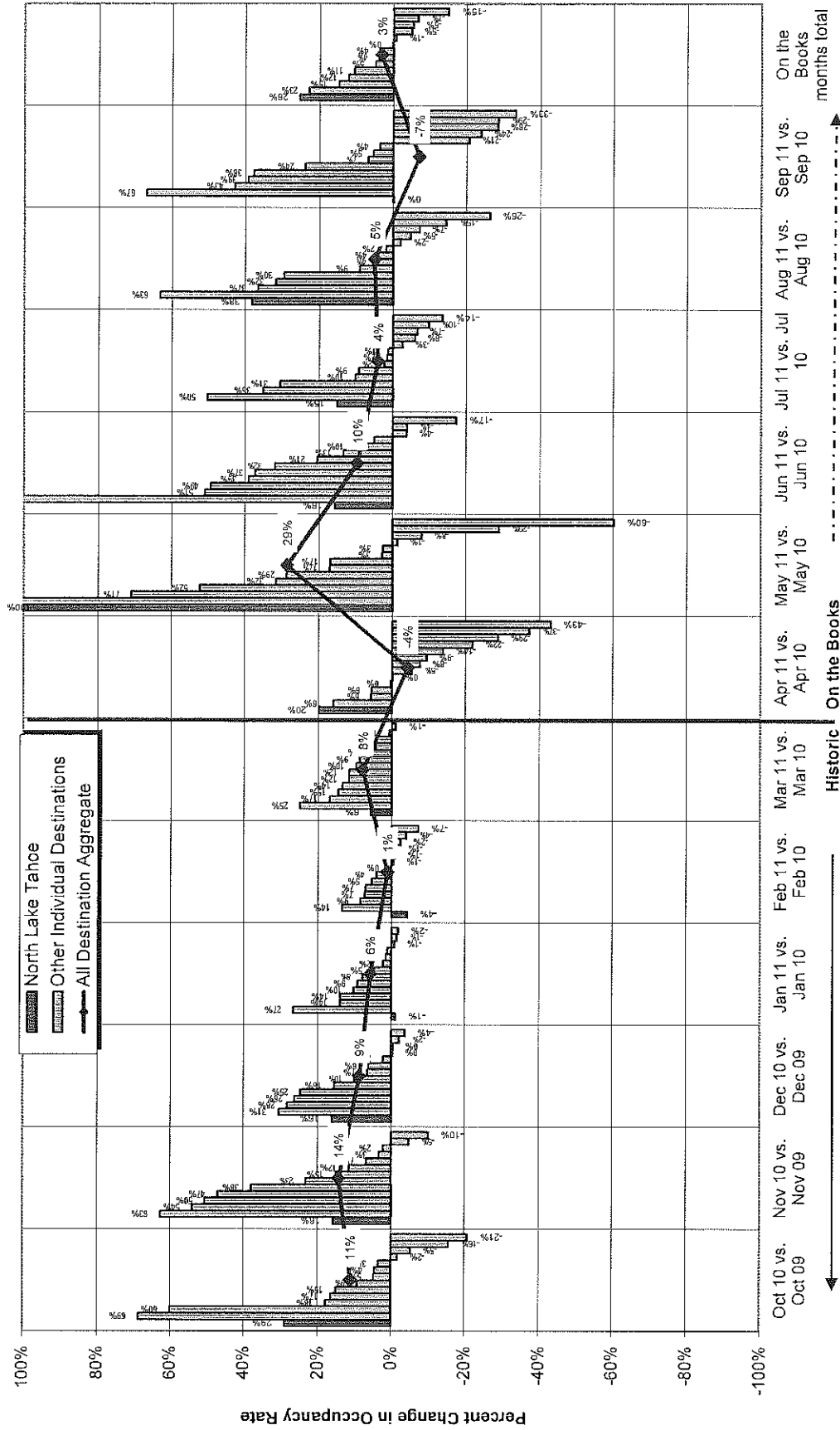
Occupancy Rate 2010/2011 Season as of Mar 31, 2011

Historic and Forecast Data

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



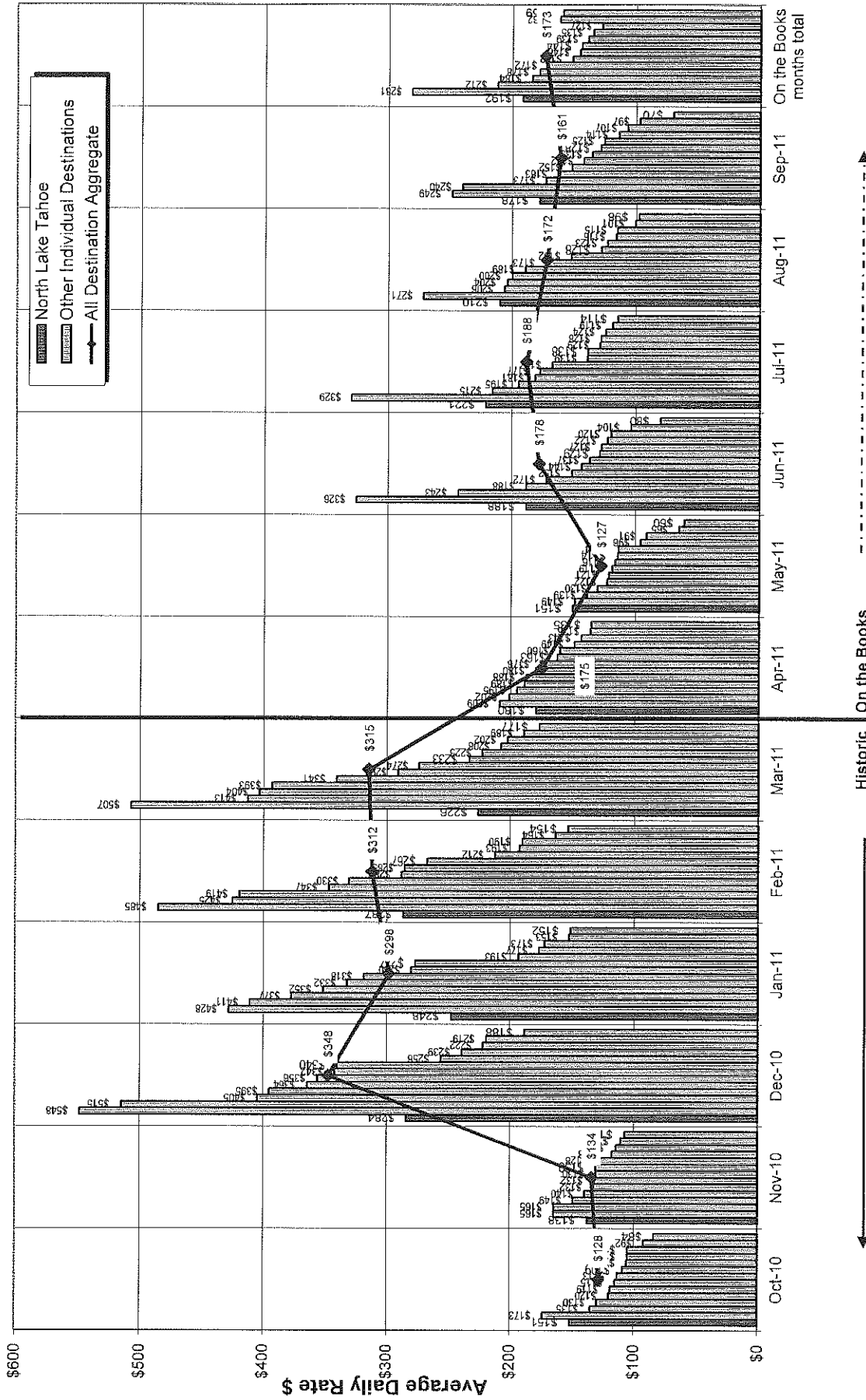
Percent Change in Occupancy Rate: 2010/2011 vs 2009/2010 as of March 31, 2011
 North Lake Tahoe vs All Individual Mtn Destinations & All Destination Average



Average Daily Rate 2010/2011 Season as of Mar 31, 2011

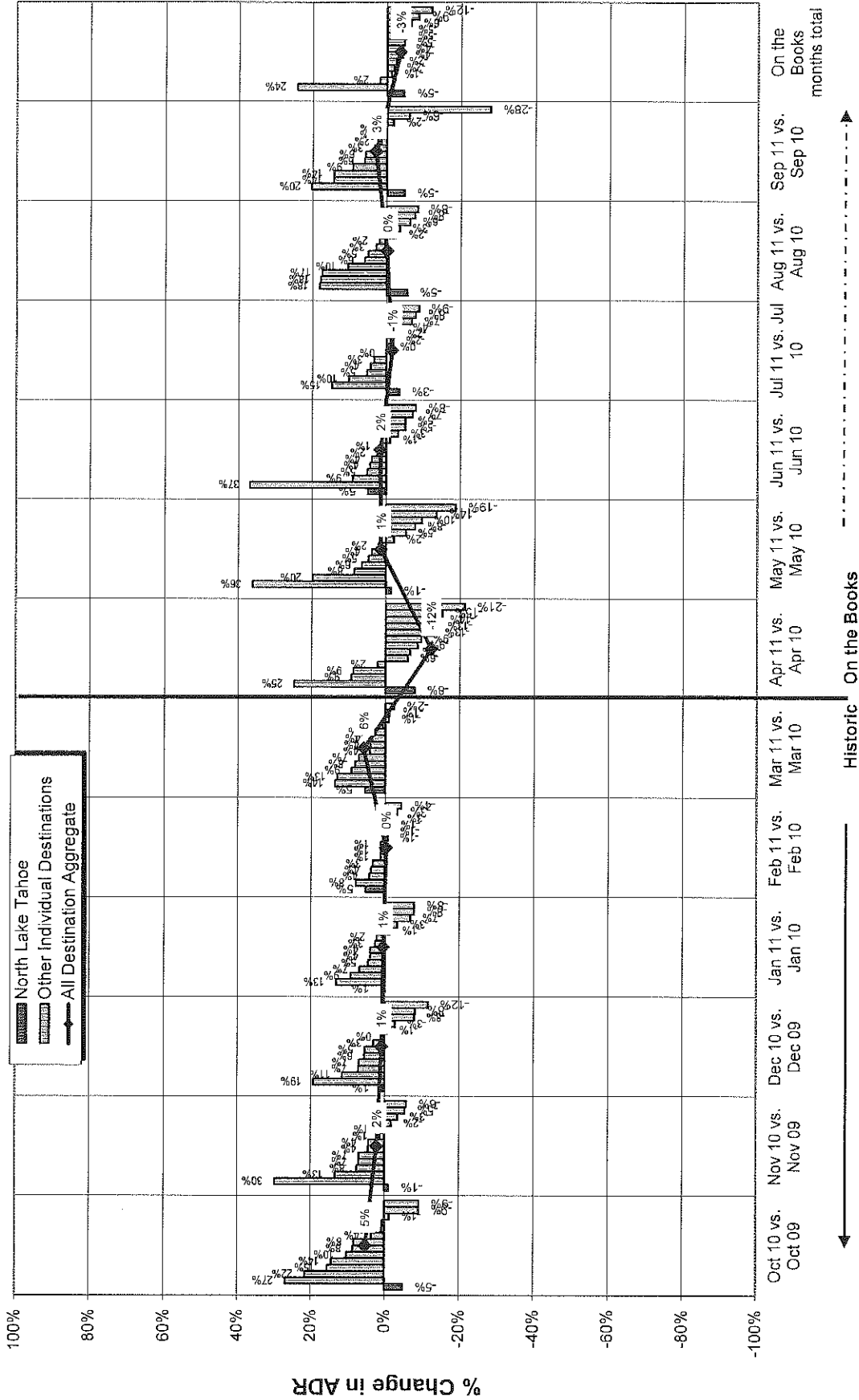
Historic and Forecast Data

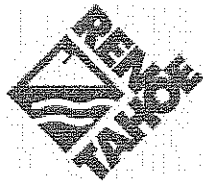
North Lake Tahoe vs All Individual Mtn Destinations & All Destination Aggregate



Historic On the Books

Percent Change in Average Daily Rate: 2010/2011 vs 2009/2010 as of February 28, 2011
 North Lake Tahoe vs all Individual Mtn Destinations & All Destination Average





Inter-Office Memo

Reno-Tahoe Airport Authority

Date: March 31, 2011
To: Krysa T. Bart, A.A.E., Marilyn Mora, A.A.E., Executive Forum
From: Brian Kulpin, Vice President – Air Service, Marketing & Public Affairs
Subject: **APRIL 2011 FLIGHT SCHEDULE**

The April 2011 Flight Schedule at the Reno-Tahoe International Airport (RNO) provides 68 nonstop departures a day to 16 destinations with 234,300 monthly available seats. This compares with 62 daily departures to 15 destinations and 233,740 seats in April 2010.

The April 2011 flight schedule is a 9.7% increase in flights and a 0.2% increase in seat capacity over April 2010.

United Airlines will decrease their daily, non-stop service to San Francisco, California on April 3. Daily non-stops to San Francisco will now total 4. However, Southwest Airlines will add one additional daily, non-stop to Las Vegas, Nevada on April 13. Daily non-stops to Las Vegas will then total 11.

BK:tt

**Non-Stop Flights
at Reno-Tahoe International Airport**

APRIL 2011									
	American	Delta	Horizon	Southwest	United	US Airways	Cominental	Total	Daily Seats
Boise, ID				2				2	274
Chicago Midway, IL				1				1	137
Chicago O'Hare, IL	1							1	157
Dallas, TX	3							3	437
Denver, CO				2	4			6	718
Houston, TX							1	1	157
Las Vegas, NV				11				11	1492
Los Angeles, CA	3		2	3	3			11	845
Oakland, CA				3				3	411
Phoenix, AZ				3		5		8	1031
Portland, OR				2				2	274
Salt Lake City, UT		5		1				6	641
San Diego, CA				2				2	244
San Francisco, CA					4			4	216
San Jose, CA				3				3	411
Seattle, WA			3	1				4	365
Total	7	5	5	34	11	5	1	68	7810

NONSTOP DESTINATIONS
RENO-TAHOE INTERNATIONAL AIRPORT
APRIL 2011

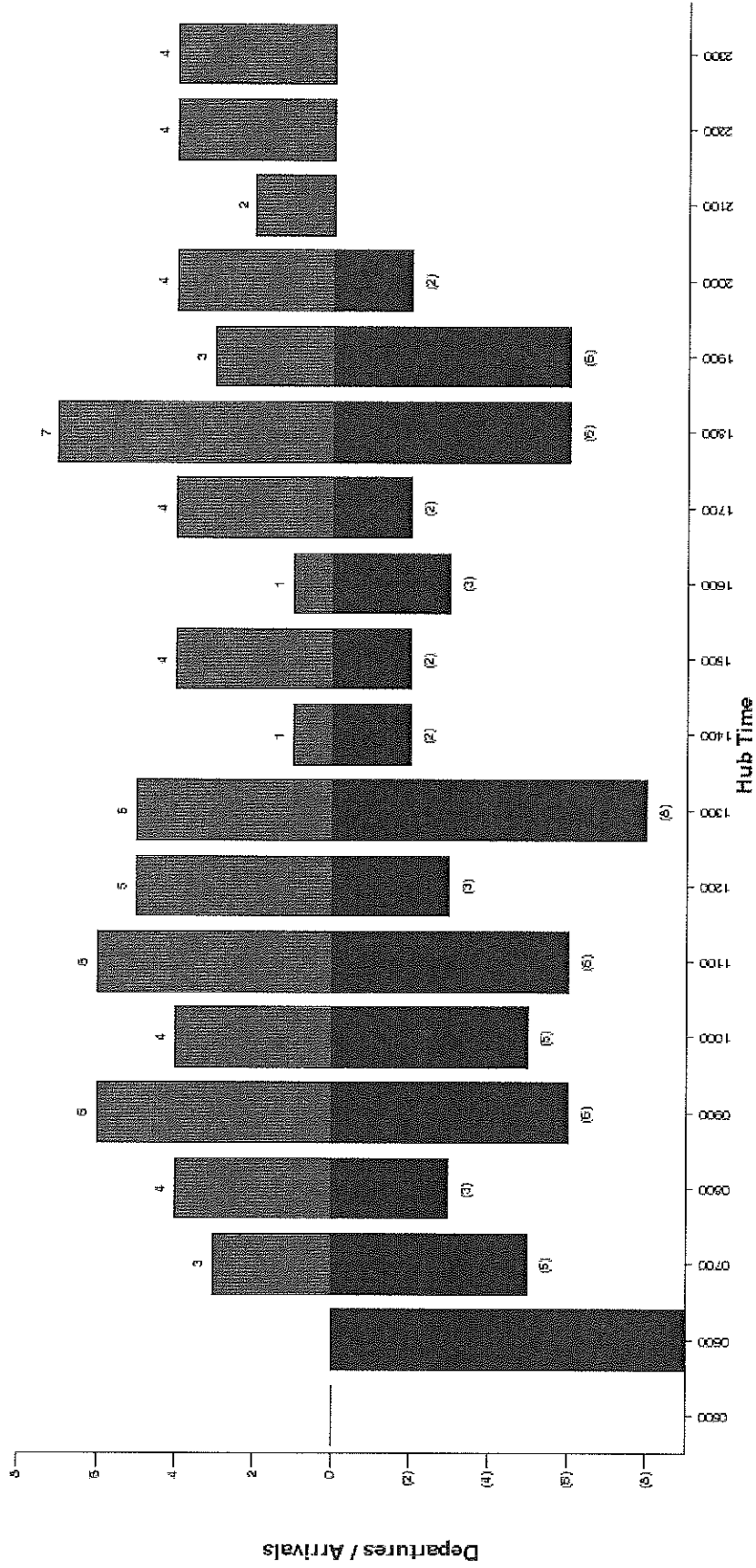
<i>City</i>	<i>Departures</i>	<i>Percentage of Total Departures</i>	<i>Available Seats</i>
LAS VEGAS WN=11	11	16.2%	1,492
PHOENIX US=5, WN=3	8	11.8%	1,031
LOS ANGELES WN=3, QX=2, AA=3, UA=3	11	16.2%	845
SALT LAKE CITY DL=5, WN=1	6	8.8%	641
SEATTLE QX=3, WN=1	4	5.9%	365
SAN FRANCISCO UA=4	4	5.9%	216
SAN JOSE WN=3	3	4.4%	411
OAKLAND WN=3	3	4.4%	411
PORTLAND WN=2	2	2.9%	274
DALLAS AA=3	3	4.4%	437
DENVER UA=4; WN=2	6	8.8%	718
BOISE WN=2	2	2.9%	274
SAN DIEGO WN=2	2	2.9%	244
CHICAGO O'HARE AA=1	1	1.5%	157
CHICAGO MIDWAY WN=1	1	1.5%	137
HOUSTON CO=1	1	1.5%	157
<i>Total</i>	68	100%	7,810

NONSTOP DESTINATIONS
RENO-TAHOE INTERNATIONAL AIRPORT
APRIL 2011

<i>Airline</i>	<i># of Flights</i>	<i>Destination City</i>	<i>% of Total Departures</i>	<i>Available Seats</i>
AMERICAN	3	DALLAS	4.4%	437
	1	CHICAGO O'HARE	1.5%	157
	3	LOS ANGELES	4.4%	132
CONTINENTAL				
	1	HOUSTON	1.5%	157
DELTA				
	5	SALT LAKE CITY	7.4%	504
HORIZON				
	2	LOS ANGELES	2.9%	152
	3	SEATTLE	4.4%	228
SOUTHWEST				
	11	LAS VEGAS	16.2%	1,492
	3	SAN JOSE	4.4%	411
	3	OAKLAND	4.4%	411
	3	LOS ANGELES	4.4%	411
	2	PORTLAND	2.9%	274
	3	PHOENIX	4.4%	411
	1	SEATTLE	1.5%	137
	2	BOISE	2.9%	274
	1	SALT LAKE CITY	1.5%	137
	1	CHICAGO-MIDWAY	1.5%	137
	2	SAN DIEGO	2.9%	244
	2	DENVER	2.9%	274
UNITED				
	4	SAN FRANCISCO	5.9%	216
	4	DENVER	5.9%	444
	3	LOS ANGELES	4.4%	150
US AIRWAYS				
	5	PHOENIX	7.4%	620
<i>Total</i>				
	68		100.0%	7,810

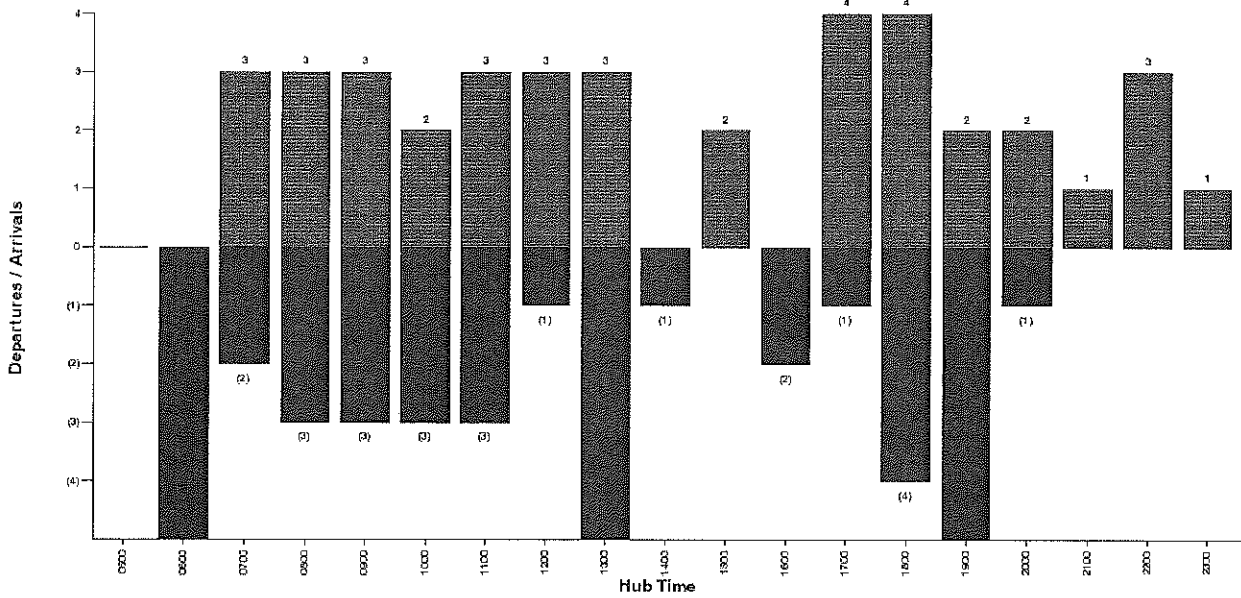
OPERATIONS BY HOUR- AVERAGE DAY APRIL 2011

Note: Departures are shown in blue, Arrivals are shown in red

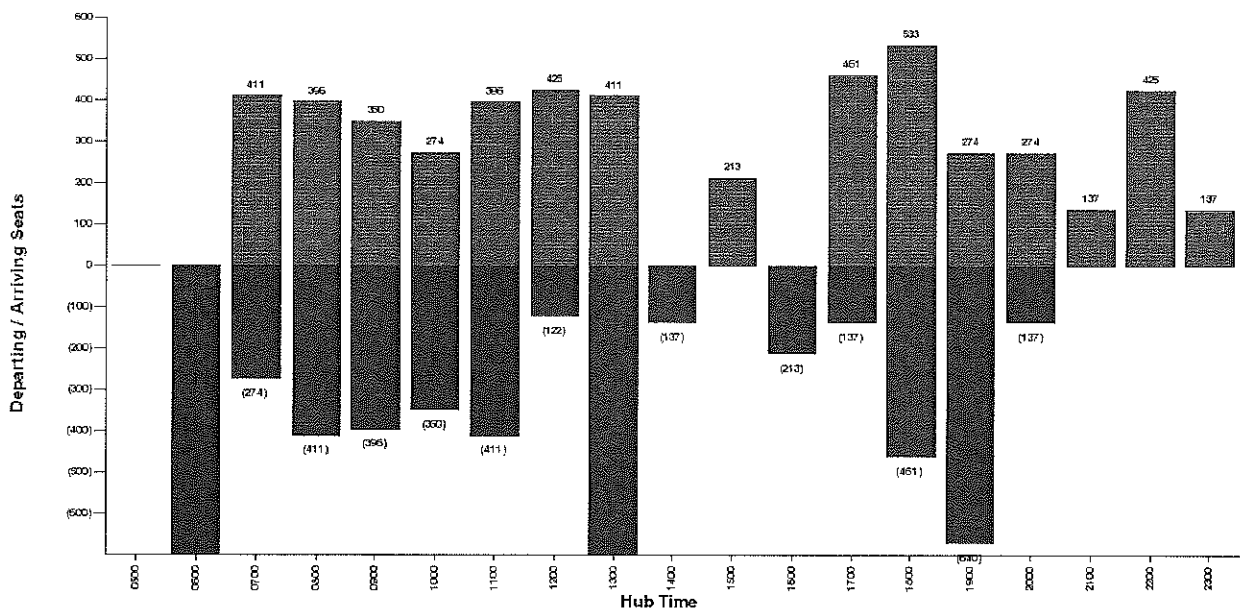


APRIL 2011 – B Concourse

Note: Departures are shown in blue, Arrivals are shown in red

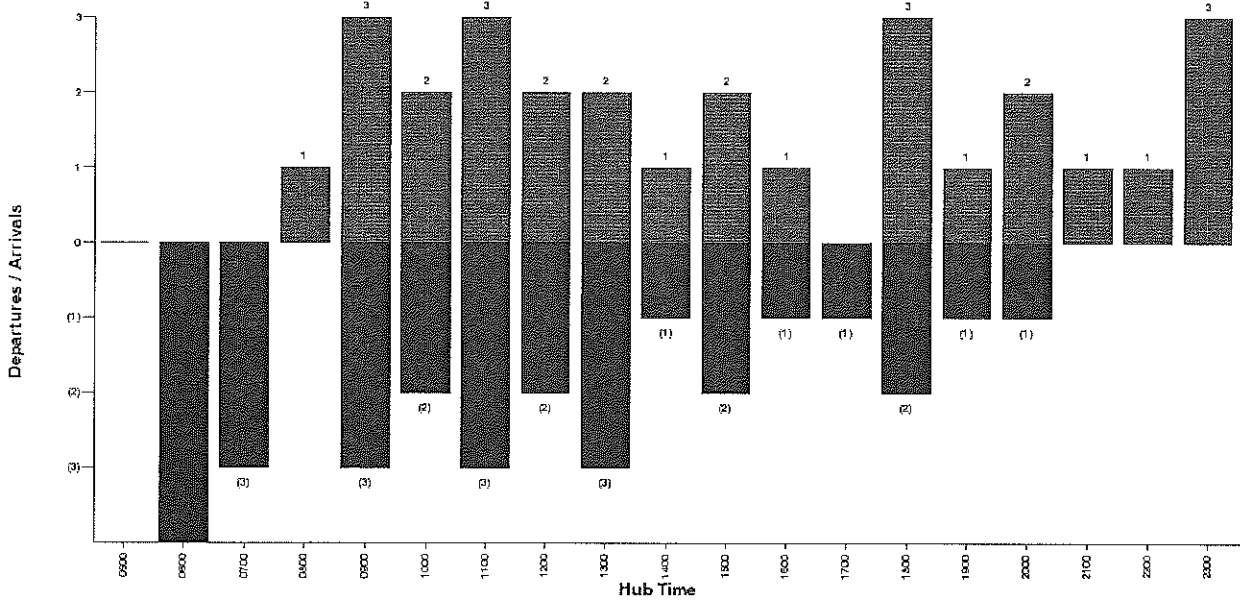


Note: Departing Seats are shown in blue, Arriving Seats are shown in red

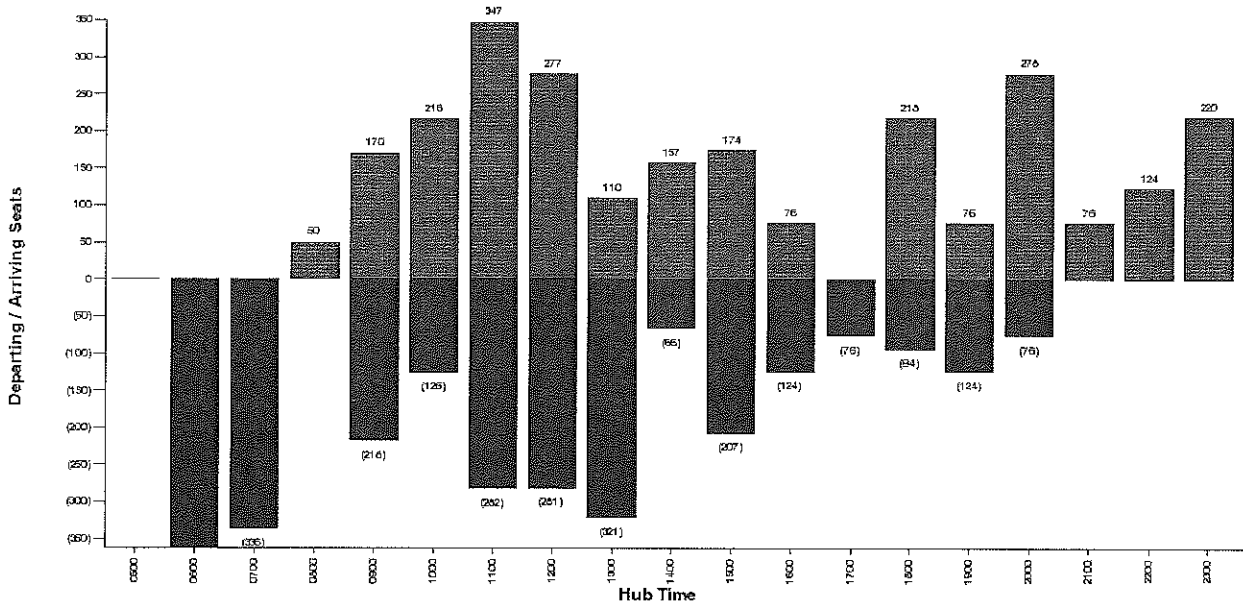


APRIL 2011 – C Concourse

Note: Departures are shown in blue, Arrivals are shown in red



Note: Departing Seats are shown in blue, Arriving Seats are shown in red



Airline Codes	
AA	American Airlines
AS	Alaska Airlines
CO	Continental Airlines
DL	Delta Air Lines
MQ	American Eagle
OO	SkyWest Airlines
QX	Horizon Air
UA	United Airlines
US	US Airways
WN	Southwest Airlines

Equipment Codes	
319	Airbus A319
320	Airbus A320
733, 735, 738, 73G	Boeing 737 (all variants)
757*	Boeing 757
CRJ, CR7, CR9	Canadair Regional Jet (all variants)
DH4	DeHavilland Dash 8 Q400
M80, M83	McDonnell Douglas MD-80
ERD	Embraer Regional Jet

* Seasonal Aircraft

Airport Codes	
BOI	Boise, ID
DEN	Denver, CO
DFW	Dallas/Ft. Worth, TX
IAH	Houston, TX
LAS	Las Vegas, NV
LAX	Los Angeles, CA
MDW	Chicago-Midway, IL
OAK	Oakland, CA
ORD	Chicago-O'Hare, IL
PDX	Portland, OR
PHX	Phoenix, AZ
SAN	San Diego, CA
SEA	Seattle, WA
SFO	San Francisco, CA
SJC	San Jose, CA
SLC	Salt Lake City, UT

Operating Days	
1	Monday
2	Tuesday
3	Wednesday
4	Thursday
5	Friday
6	Saturday
7	Sunday

Search Engine Marketing Report

for



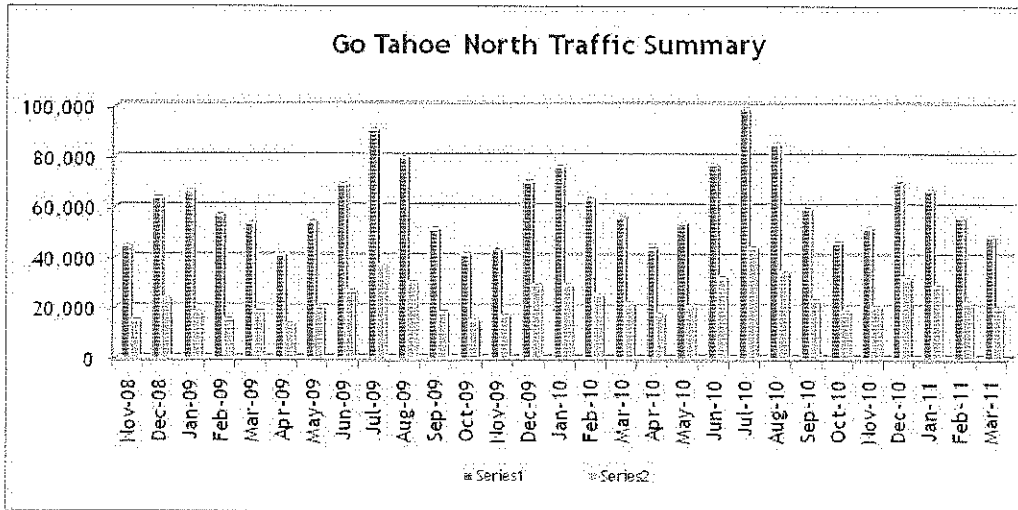
north lake tahoe

April 5, 2011

Presented by
smith & jones

Program Progress

- Organic Search Engine referrals make up approximately 42% of total visits in March.



Month	Visits	Search Engine Referrals	% of Visits from Search Engine
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%
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Jun-10	76,947	32,458	42.18%
May-10	53,680	20,354	37.92%
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Dec-09	70,236	28,995	41.28%
Nov-09	43,262	16,997	39.29%
Oct-09	41,523	15,132	36.44%
Sep-09	51,371	18,444	35.90%
Aug-09	79,713	30,205	37.89%
Jul-09	90,903	36,800	40.48%
Jun-09	69,254	26,737	38.61%
May-09	54,284	20,039	36.92%
Apr-09	41,066	13,582	33.07%
Mar-09	53,819	18,465	34.31%
Feb-09	57,070	15,342	26.88%
Jan-09	66,275	18,131	27.36%

Position Progress Summary

April 5, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	22
Total 1st Page Positions	46
Total 2nd Page Positions	16
Google #1 Positions	11
Google 1st Page Positions	26
Google 2nd Page Positions	8

Compared with

March 8, 2011 GoTahoeNorth Search Positions	
Total #1 Positions	23
Total 1st Page Positions	42
Total 2nd Page Positions	15
Google #1 Positions	12
Google 1st Page Positions	23
Google 2nd Page Positions	9

Compared with

May 25, 2007 GoTahoeNorth Search Positions	
Total #1 Positions	4
Total 1st Page Positions	24
Total 2nd Page Positions	20
Google #1 Positions	2
Google 1st Page Positions	11
Google 2nd Page Positions	6

Recent Increases in Search Visibility

3 New First Page Positions on Google for:

- lake tahoe activities in summer
- Lake Tahoe fishing
- Lake Tahoe golf courses

1 New #1 Position on Bing for:

- Lake Tahoe resorts

1 New First Page Position on Bing for:

- Lake Tahoe golf courses



Site Optimization

- SpyFu estimates a click value specific to an organic keyword. SpyFu's SEO Value takes a domain's ranking on that keyword into consideration. A rank of #2 means more clicks than ranking of #11. With that rise in rank, SpyFu increases the estimated amount of traffic a domain would get from that keyword so its value increases.
 - GoTahoeNorth's Monthly Organic Search Traffic Value Range, as estimated by SpyFu, is \$52,200 - \$64,200

SpyFu Organic SEO Value		
Date	Low Monthly SEO Value	High Monthly SEO Value
3/31/2011	\$52,200.00	\$64,200.00
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- We implemented approved content optimization revisions including meta-tags for top level resort / skiing related pages.
- We made the following posts on behalf of GoTahoeNorth in March:
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 - <http://answers.yahoo.com/question/index?qid=20110327164415AAv4ToY>
 - <http://answers.yahoo.com/question/index?qid=20110331034129AAJAF5l>
- 41 submissions were made to Social Media Web sites in the month of March. Details can be found in the attached spreadsheet.

Organic Search Position Summary Historical Data

Keyword	Apr-11		Mar-11		Feb-11		Jan-11		Dec-10		Nov-10		Oct-10		Sep-10		Aug-10			May '07 Baseline		
	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Bing/Yahoo	Google	Yahoo	Bing	Google	Yahoo	Bing
	Incline Village	1	6	1	5	1	5	1	4	1	4	1	4	1	2	1	2	1	16	2	1	
Incline village lake tahoe	1	2	1	2	1	2	1	2	1	1	1	2	1	1	1	1	1	8	1			
Incline village tahoe	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	3	1	15	2			
Incline Village vacation	8		9		8		5		5		5		4		4		4			15		
kings beach	1	1	1	1	1	1	1	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	1	1	1	2	1	1	1			
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1			
Lake Tahoe	15	11	14	14	11	11	13	17	14	19	13	11	12		14		7	3	6	9		
Lake Tahoe activities	8	13	10	13	10	12	8	12	9	8	5	8	9	3	4	6	9	1	15	9	10	
lake tahoe activities in summer	10		12		10		3	1	3	1	3	1	3	1	3	1	9	3	7			
Lake Tahoe Chamber of Commerce	8		7		7		7		7		7		7		7		3	2	1	7	7	
Lake Tahoe Deals	4	1	4	1	4	2	5	2	4	1	4	2	7	2	7	2	7	16				
Lake Tahoe entertainment	19	11	12	11	15	9	10	13	11	17	10	11	11	16	10	16	11	8	13		16	
lake tahoe events	5	5	4	5	4	4	6	5	6	5	4	5	3	5	4	5	4	9	5			
Lake Tahoe fishing	7	16					6	12	6	12	6	17	5	14	5	13	5	14	5		7	
Lake Tahoe golf courses	10	10					10	13	10	17	10	20	11	8	11	8	11	13	13	16	3	18
Lake Tahoe hotels	15		17		16		19		20		19		18		19		20		14	20	12	
Lake Tahoe lodging	6	2	8	2	7	2	8	2	7	2	6	3	5	2	5	1	6	1	2		15	
Lake Tahoe resorts	5	1	5	1	5	1	5	1	6	1	5	2	4	2	4	1	4	14	1	3	15	
Lake Tahoe ski					20				18		18				19		19	6				12
Lake Tahoe ski resorts	19	14												8		8		14		19		
Lake Tahoe skiing									18		19	17			19		19	7		19	18	
Lake Tahoe summer	20						1	1	1	1	1	1	1	1	1	1	1	2	1	3	1	2
lake tahoe summer activities			20		13		1	1	1	1	1	1	1	1	1	1	1	1	1			
Lake Tahoe vacation rentals																				9		
Lake Tahoe vacations	8		6	11	7	8	7	8	6	11	5	12	4	10	3	8	5	4	8	2	14	5
Lake Tahoe weddings	12		11		13		12		11		11		11	13	11	14	11	6	18			
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	4
north lake tahoe camping	19						1	1	1	1	1	1	1	1	1	1	1	1	1			
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1			
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1			
north lake tahoe rentals	2	7	3	9	2	7	6	11	2	6	2	6	3	3	4	3	2	3	3			
north lake tahoe restaurants	2	2	1	2	1	2	1	2	1	2	1	1	1	1	1	1	1	2	1			
north shore lake tahoe	2	1	2	1	2	2	2	2	2	1	2	1	2	1	2	1	2	2	1			
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1			
Northstar																						
Northstar at Tahoe																				20	14	
ski Tahoe	14	11	12	11	15	12	13	11	14	15	12	12	13	12	13	12	13	7				
ski vacations																						
Squaw Valley	17	16	19	14		13		16														
Tahoe City	3	2	2	2	2	2	3	2	4	2	3	2	4	3	4	3	6	2	3	11	7	
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	16	1
Truckee California			20		19		19		17						19	12	18					9



Search Positions By Engine	
#1 Positions	11 11 12 11 12 9 15 13 15 16 15 14 15 15 15 15 15 9 18 2 1 1
1st Page Positions	26 20 23 19 24 21 30 23 29 24 30 24 28 27 29 27 29 26 28 11 6 7
2nd Page Positions	8 8 9 6 8 4 5 9 6 8 5 7 7 5 8 5 8 7 3 6 8 6

Total Search Positions	
#1 Positions	22 23 21 28 31 29 30 30 42 4
1st Page Positions	46 42 45 53 53 54 55 56 83 24
2nd Page Positions	16 15 12 14 14 12 12 13 18 20

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



Buzz on the Web

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

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

http://news.yahoo.com/s/prweb/20110310/bs_prweb/prweb8195176
Businesses Gain International Exposure As Sponsors For The 2011 Amgen Tour Of California

<http://www.northlaketahoechamber.com/pdfs/newsletter/News%20&%20Events%20Mar%209-23.pdf>
March Calendar for Chamber Members

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/03/18/prweb8219858.DTL&ao=3>
Top Cyclists Introduced At Tahoe's Opening Gala For The 2011 Amgen Tour Of California

<http://clipmarks.com/clipmark/BD111C29-A5B4-43B5-8012-31BF2038EDAD/>

<http://twitter.com/WayToGoShop/statuses/55322318804754432>
#Tahoe season continues RT @tahoenorth: Sunny skies & some of best ski conditions of the year making for fantastic turns on the mountains.

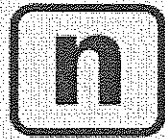
http://twitter.com/Kathleen_McG/statuses/53969145515085824
Sure did, super stoked!! P.S. great marketing! RT @TahoeNorth: Anyone pick up a free Spring Pass from @skialpine today? <http://bit.ly/fDy4Y3>

<http://www.tahodailytribune.com/article/20110401/NEWS/110409985/1021>
Food and Wine Festival Coming This Fall

<http://www.sierrasun.com/article/20110324/NEWS/110329943/1066>
North Lake Tahoe Resort Association Names New CEO

Search Engine Marketing Report

for



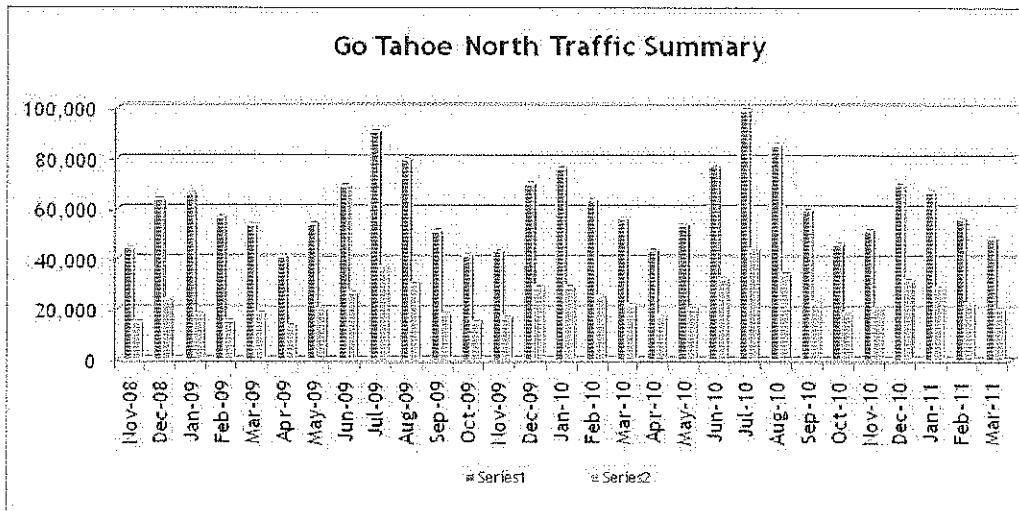
north lake tahoe

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Compared with

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Google #1 Positions	12
Google 1st Page Positions	23
Google 2nd Page Positions	9

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	Incline Village	1	6	1	5	1	5	1	4	1	4	1	4	1	2	1	2	1	16	2	1		12
Incline village lake tahoe	1	2	1	2	1	2	1	2	1	1	1	2	1	1	1	1	1	8	1				
Incline village tahoe	1	3	1	3	1	3	1	3	1	2	1	3	1	3	1	3	1	15	2				
Incline Village vacation	8		9		8		5		5		5		4		4		4		15				
kings beach	1	1	1	1	1	1	1	1	1	1	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	1	1	1	2	1	1	1	1	1	1	
kings beach tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	
Lake Tahoe	15	11	14	14	11	11	13	17	14	19	13	11	12		14		7	3	6	9			
Lake Tahoe activities	8	13	10	13	10	12	8	12	9	8	5	8	9	9	4	6	9	1	15	9	10		
lake tahoe activities in summer	10		12		10		3	1	3	1	3	1	3	1	3	1	9	3	7				
Lake Tahoe Chamber of Commerce	8		7		7		7		7		7		7		7		3	2	1	7	7		
Lake Tahoe Deals	4	1	4	1	4	2	5	2	4	1	4	2	7	2	7	2	7	16					
Lake Tahoe entertainment	19	11	12	11	15	9	10	13	11	17	10	11	11	16	10	16	11	8	13	16			
lake tahoe events	5	5	4	5	4	4	6	5	6	5	4	5	3	5	4	5	4	9	5				
Lake Tahoe fishing	7	16					6	12	6	12	6	17	5	14	5	13	5	14	5			7	
Lake Tahoe golf courses	10	10					10	13	10	17	10	20	11	8	11	8	11	13	13	16	3	18	
Lake Tahoe hotels	15		17		16		19		20		19		18		19		20		14	20	12		
Lake Tahoe lodging	6	2	8	2	7	2	8	2	7	2	6	3	5	2	5	1	6	1	1	2		15	
Lake Tahoe resorts	5	1	5	1	5	1	5	1	6	1	5	2	4	2	4	1	4	14	1	3	15		
Lake Tahoe ski					20				18				20		19		19	6				12	
Lake Tahoe ski resorts	19	14																	19				
Lake Tahoe skiing									18		19	17			19		19	7		19	18		
Lake Tahoe summer	20						1	1	1	1	1	1	1	1	1	1	1	2	1	3	1	2	
lake tahoe summer activities			20		13		1	1	1	1	1	1	1	1	1	1	1	1	1				
Lake Tahoe vacation rentals																			9				
Lake Tahoe vacations	8		6	11	7	8	7	8	6	11	5	12	4	10	3	8	5	4	8	2	14	5	
Lake Tahoe weddings	12		11		13		12		11		11		11	13	11	14	11	6	18				
North Lake Tahoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	9	4	
north lake tahoe camping	19						1	1	1	1	1	1	1	1	1	1	1	1	1				
north lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1				
north lake tahoe lodging	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
north lake tahoe rentals	2	7	3	9	2	7	6	11	2	6	2	6	3	3	4	3	2	3	3				
north lake tahoe restaurants	2	2	1	2	1	2	1	2	1	2	1	1	1	1	1	1	1	2	1				
north shore lake tahoe	2	1	2	1	2	2	2	2	2	1	2	1	2	1	2	1	2	2	1				
north shore lake tahoe hotels	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1				
Northstar																							
Northstar at Tahoe																				20	14		
ski Tahoe	14	11	12	11	15	12	13	11	14	15	12	12	13	12	13	12	13	7					
ski vacations																							
Squaw Valley	17	16	19	14		13		16															
Tahoe City	3	2	2	2	2	2	3	2	4	2	3	2	4	3	4	3	3	6	2	3	11	7	
Tahoe Vista	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	10	16	1	
Truckee California			20		19		19		17					12	19	12	18	2					9



Search Positions By Engine	
#1 Positions	11 11 12 11 12 9 15 13 15 16 15 14 15 15 15 15 15 9 18 2 1 1
1st Page Positions	26 20 23 19 24 21 30 23 29 24 30 24 28 27 29 27 29 26 28 11 6 7
2nd Page Positions	8 8 9 6 8 4 5 9 6 8 5 7 7 5 8 5 8 7 1 6 8 6

Total Search Positions	
#1 Positions	22 23 21 28 31 29 30 30 42 4
1st Page Positions	46 42 45 53 53 54 55 56 83 24
2nd Page Positions	16 15 12 14 14 12 12 13 18 20

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



Buzz on the Web

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

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

http://news.yahoo.com/s/prweb/20110310/bs_prweb/prweb8195176
Businesses Gain International Exposure As Sponsors For The 2011 Amgen Tour Of California

<http://www.northlaketahoechamber.com/pdfs/newsletter/News%20&%20Events%20Mar%209-23.pdf>
March Calendar for Chamber Members

<http://www.sfgate.com/cgi-bin/article.cgi?f=/g/a/2011/03/18/prweb8219858.DTL&ao=3>
Top Cyclists Introduced At Tahoe's Opening Gala For The 2011 Amgen Tour Of California

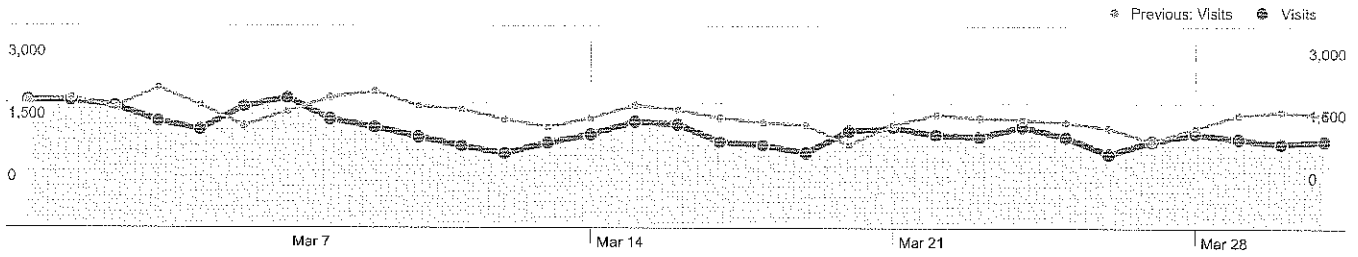
<http://clipmarks.com/clipmark/BD111C29-A5B4-43B5-8012-31BF2038EDAD/>

<http://twitter.com/WayToGoShop/statuses/55322318804754432>
#Tahoe season continues RT @tahoenorth: Sunny skies & some of best ski conditions of the year making for fantastic turns on the mountains.

http://twitter.com/Kathleen_McG/statuses/53969145515085824
Sure did, super stoked!! P.S. great marketing! RT @TahoeNorth: Anyone pick up a free Spring Pass from @skialpine today? <http://bit.ly/fDy4Y3>

<http://www.tahodailytribune.com/article/20110401/NEWS/110409985/1021>
Food and Wine Festival Coming This Fall

<http://www.sierrasun.com/article/20110324/NEWS/110329943/1066>
North Lake Tahoe Resort Association Names New CEO



Site Usage

48,501 Visits
 Previous: 56,195 (-13.69%)

34.83% Bounce Rate
 Previous: 33.60% (3.65%)

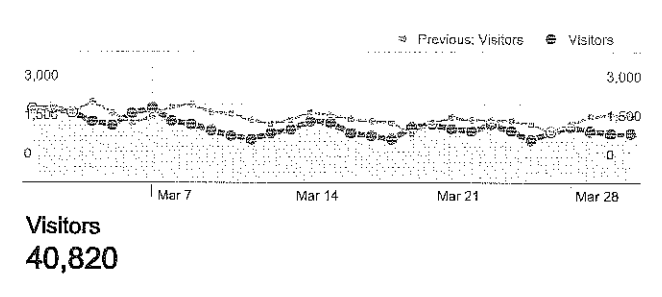
234,705 Pageviews
 Previous: 256,564 (-8.52%)

00:03:48 Avg. Time on Site
 Previous: 00:03:48 (0.01%)

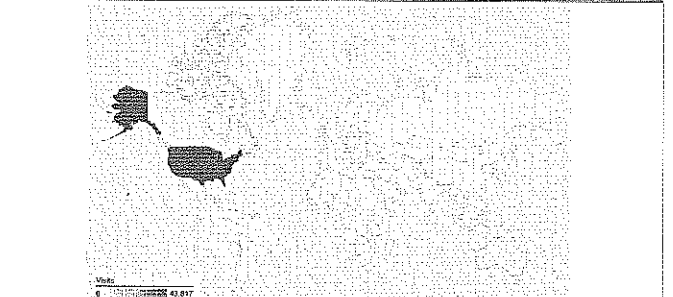
4.84 Pages/Visit
 Previous: 4.57 (5.99%)

78.17% % New Visits
 Previous: 79.72% (-1.55%)

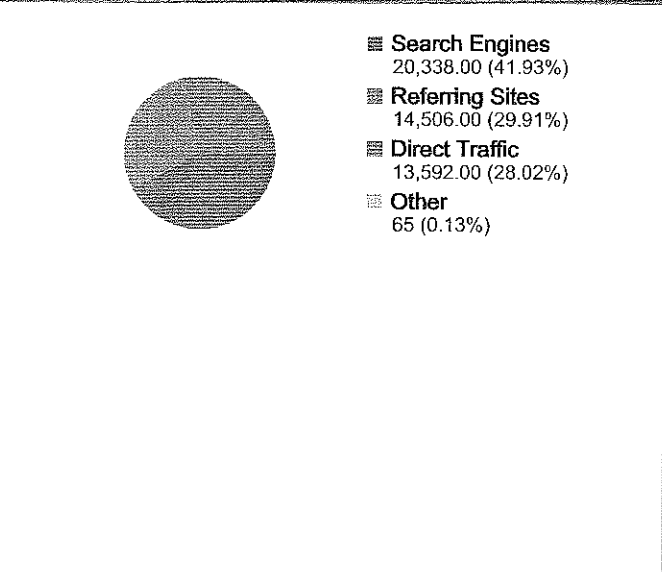
Visitors Overview



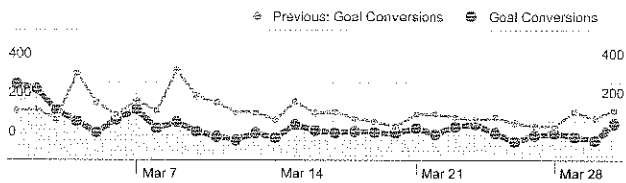
Map Overlay



Traffic Sources Overview



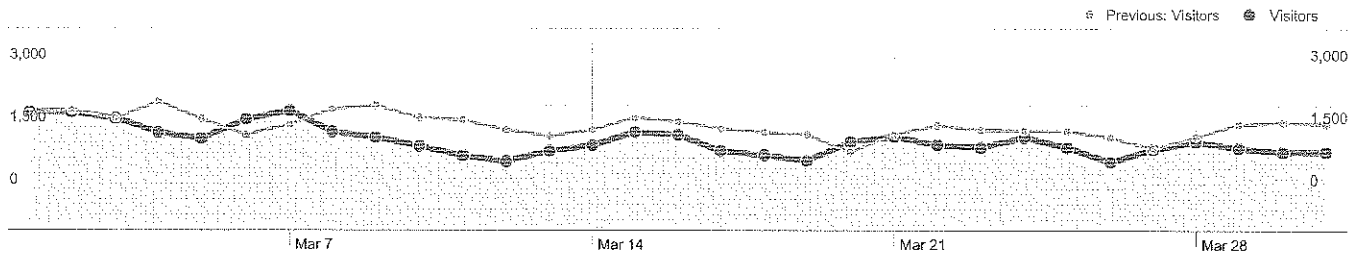
Goals Overview



Goal Conversions
3,552

Content Overview

Pages	Pageviews	% Pageviews
/index.php		
Mar 1, 2011 - Mar 31, 2011	14,706	6.27%
Mar 1, 2010 - Mar 31, 2010	13,012	5.07%
% Change	13.02%	23.54%
/external//return (true)		
Mar 1, 2011 - Mar 31, 2011	6,521	2.78%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%
/external//index.php		
Mar 1, 2011 - Mar 31, 2011	4,719	2.01%
Mar 1, 2010 - Mar 31, 2010	1,463	0.57%
% Change	222.56%	252.66%
/stay/lodging-by-type		
Mar 1, 2011 - Mar 31, 2011	4,676	1.99%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%
/stay		
Mar 1, 2011 - Mar 31, 2011	4,037	1.72%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%



40,820 people visited this site

48,501 Visits

Previous: 56,195 (-13.69%)

40,820 Absolute Unique Visitors

Previous: 48,027 (-15.01%)

234,705 Pageviews

Previous: 256,564 (-8.52%)

4.84 Average Pageviews

Previous: 4.57 (5.99%)

00:03:48 Time on Site

Previous: 00:03:48 (0.01%)

34.83% Bounce Rate

Previous: 33.60% (3.65%)

78.17% New Visits

Previous: 79.72% (-1.95%)

Technical Profile

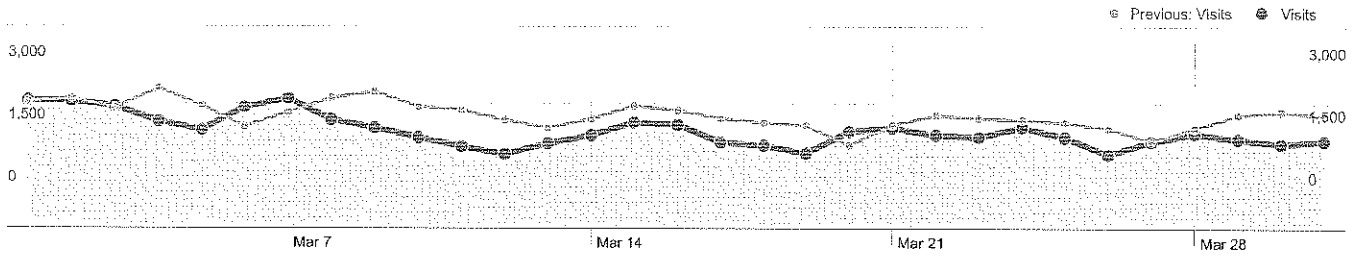
Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Mar 1, 2011 - Mar 31, 2011	23,848	49.17%	Mar 1, 2011 - Mar 31, 2011	48,501	100.00%
Mar 1, 2010 - Mar 31, 2010	31,783	56.56%	Mar 1, 2010 - Mar 31, 2010	11,201	19.93%
% Change	-24.97%	-13.06%	% Change	333.01%	401.70%
Firefox			T1		
Mar 1, 2011 - Mar 31, 2011	10,302	21.24%	Mar 1, 2011 - Mar 31, 2011	0	0.00%
Mar 1, 2010 - Mar 31, 2010	12,938	23.02%	Mar 1, 2010 - Mar 31, 2010	6,731	11.98%
% Change	-20.37%	-7.74%	% Change	-100.00%	-100.00%

Safari		
Mar 1, 2011 - Mar 31, 2011	9,206	18.98%
Mar 1, 2010 - Mar 31, 2010	8,270	14.72%
% Change	11.32%	28.98%
Chrome		
Mar 1, 2011 - Mar 31, 2011	4,619	9.52%
Mar 1, 2010 - Mar 31, 2010	2,546	4.53%
% Change	81.42%	110.20%
Mozilla Compatible Agent		
Mar 1, 2011 - Mar 31, 2011	184	0.38%
Mar 1, 2010 - Mar 31, 2010	134	0.24%
% Change	37.31%	59.10%

Cable		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Mar 1, 2010 - Mar 31, 2010	22,115	39.35%
% Change	-100.00%	-100.00%
Dialup		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Mar 1, 2010 - Mar 31, 2010	786	1.40%
% Change	-100.00%	-100.00%
DSL		
Mar 1, 2011 - Mar 31, 2011	0	0.00%
Mar 1, 2010 - Mar 31, 2010	14,868	26.46%
% Change	-100.00%	-100.00%

Traffic Sources Overview

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



All traffic sources sent a total of 48,501 visits

28.02% Direct Traffic

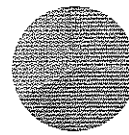
Previous: 33.78% (-17.05%)

29.91% Referring Sites

Previous: 27.20% (9.97%)

41.93% Search Engines

Previous: 39.02% (7.47%)



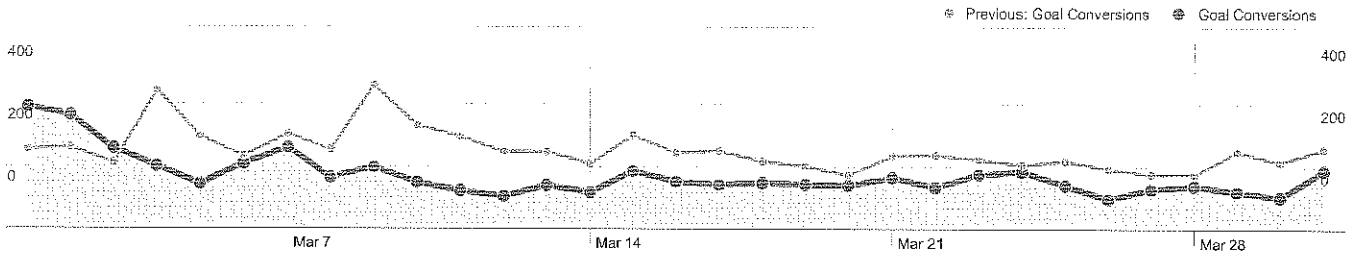
- Search Engines**
20,338.00 (41.93%)
- Referring Sites**
14,506.00 (29.91%)
- Direct Traffic**
13,592.00 (28.02%)
- Other**
65 (0.13%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Mar 1, 2011 - Mar 31, 2011	16,539	34.10%
Mar 1, 2010 - Mar 31, 2010	18,711	33.30%
% Change	-11.61%	2.41%
(direct) ((none))		
Mar 1, 2011 - Mar 31, 2011	13,592	28.02%
Mar 1, 2010 - Mar 31, 2010	18,985	33.78%
% Change	-28.41%	-17.05%
visitinglaketahoe.com (referral)		
Mar 1, 2011 - Mar 31, 2011	7,808	16.10%
Mar 1, 2010 - Mar 31, 2010	8,805	15.67%
% Change	-11.32%	2.74%
yahoo (organic)		
Mar 1, 2011 - Mar 31, 2011	1,677	3.46%
Mar 1, 2010 - Mar 31, 2010	1,482	2.64%
% Change	13.16%	31.11%
bing (organic)		

Keywords	Visits	% visits
north lake tahoe		
Mar 1, 2011 - Mar 31, 2011	1,134	5.58%
Mar 1, 2010 - Mar 31, 2010	994	4.53%
% Change	14.08%	22.99%
incline village		
Mar 1, 2011 - Mar 31, 2011	965	4.74%
Mar 1, 2010 - Mar 31, 2010	789	3.60%
% Change	22.91%	31.66%
lake tahoe		
Mar 1, 2011 - Mar 31, 2011	471	2.32%
Mar 1, 2010 - Mar 31, 2010	281	1.28%
% Change	67.62%	80.70%
north lake tahoe hotels		
Mar 1, 2011 - Mar 31, 2011	450	2.21%
Mar 1, 2010 - Mar 31, 2010	468	2.13%
% Change	-3.85%	3.66%
kings beach		

Mar 1, 2011 - Mar 31, 2011	1,416	2.92%	Mar 1, 2011 - Mar 31, 2011	196	0.96%
Mar 1, 2010 - Mar 31, 2010	1,078	1.92%	Mar 1, 2010 - Mar 31, 2010	119	0.54%
% Change	31.35%	52.19%	% Change	64.71%	77.57%

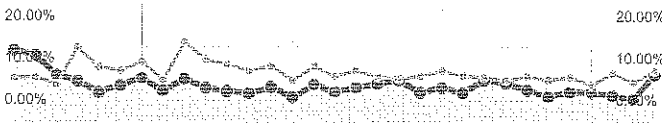


Visitors completed 3,552 goal conversions

3,552 conversions, Goal 1: Cool Deals Page
 Previous: 5,228 (-32.06%)

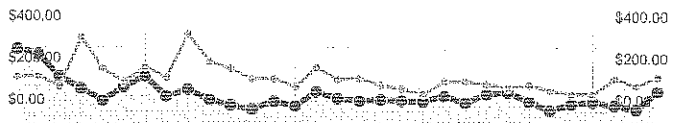
Goal Performance

Goal Conversion Rate

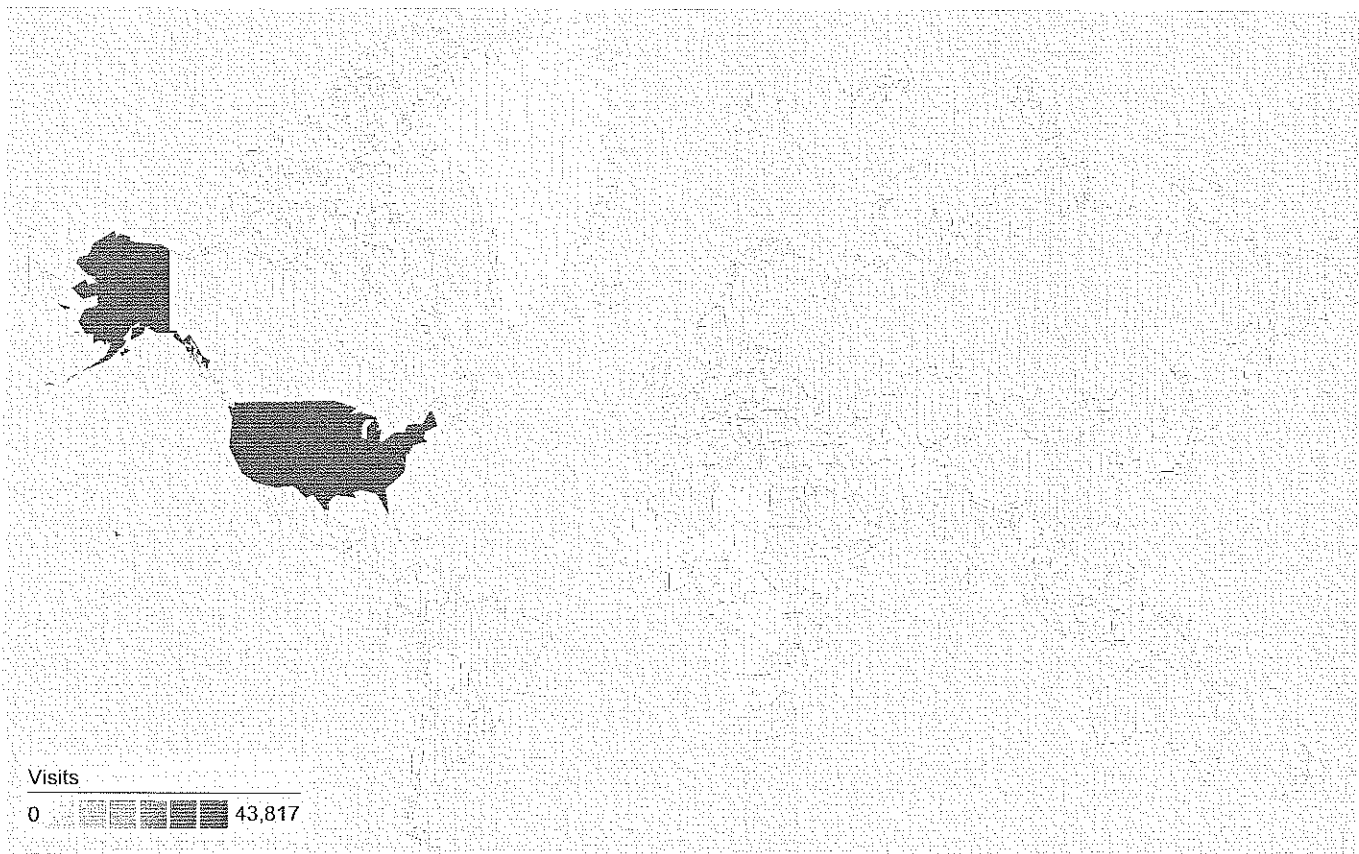


Goal Conversion Rate
7.32%

Total Goal Value



Total Goal Value
\$3,552.00

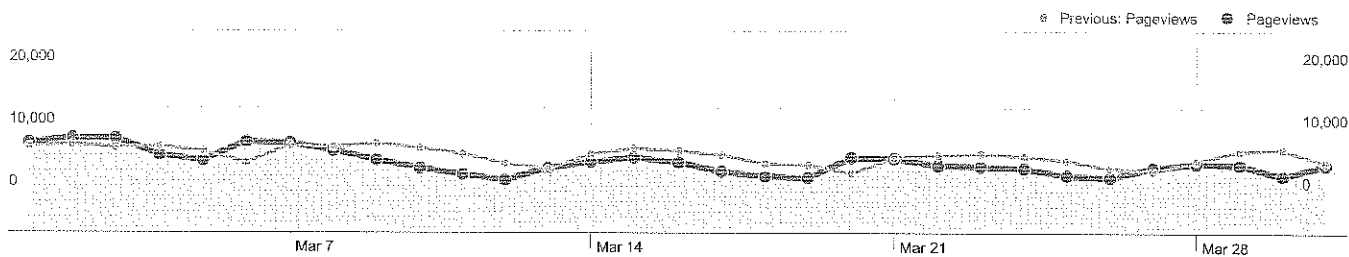


48,501 visits came from 137 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
48,501 Previous: 56,195 (-13.69%)	4.84 Previous: 4.57 (5.99%)	00:03:48 Previous: 00:03:48 (0.01%)	78.19% Previous: 79.80% (-2.02%)	34.83% Previous: 33.50% (3.65%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
United States						
March 1, 2011 - March 31, 2011	43,817	4.92	00:03:52	77.14%	34.02%	
March 1, 2010 - March 31, 2010	50,627	4.62	00:03:51	78.99%	32.72%	
% Change	-13.45%	6.31%	0.69%	-2.34%	3.95%	
United Kingdom						
March 1, 2011 - March 31, 2011	757	4.45	00:02:58	88.11%	37.12%	
March 1, 2010 - March 31, 2010	1,112	4.54	00:03:31	84.17%	35.79%	
% Change	-31.92%	-2.06%	-15.88%	4.68%	3.71%	
Canada						
March 1, 2011 - March 31, 2011	633	4.54	00:02:51	88.47%	36.49%	

March 1, 2010 - March 31, 2010	906	4.04	00:02:32	87.97%	39.85%
% Change	-30.13%	12.46%	12.75%	0.57%	-6.41%
Australia					
March 1, 2011 - March 31, 2011	413	4.83	00:04:10	80.39%	35.35%
March 1, 2010 - March 31, 2010	351	5.10	00:05:12	83.76%	33.33%
% Change	17.66%	-5.27%	-19.81%	-4.03%	6.05%
Germany					
March 1, 2011 - March 31, 2011	336	4.44	00:03:57	90.18%	38.69%
March 1, 2010 - March 31, 2010	416	3.21	00:02:07	92.79%	51.20%
% Change	-19.23%	38.36%	56.90%	-2.81%	-24.44%
Finland					
March 1, 2011 - March 31, 2011	332	1.22	00:00:11	99.10%	92.17%
March 1, 2010 - March 31, 2010	25	2.80	00:03:04	96.00%	44.00%
% Change	1228.00%	-56.43%	-94.00%	3.23%	109.47%
Brazil					
March 1, 2011 - March 31, 2011	215	3.96	00:02:45	89.30%	38.14%
March 1, 2010 - March 31, 2010	197	3.81	00:03:43	89.34%	36.55%
% Change	9.14%	3.97%	-25.98%	-0.04%	4.35%
Mexico					
March 1, 2011 - March 31, 2011	195	3.93	00:02:55	81.03%	32.82%
March 1, 2010 - March 31, 2010	240	3.98	00:04:04	90.83%	31.25%
% Change	-18.75%	-1.28%	-28.34%	-10.80%	5.03%
France					
March 1, 2011 - March 31, 2011	118	4.97	00:03:23	84.75%	27.97%
March 1, 2010 - March 31, 2010	168	4.18	00:03:10	72.02%	46.43%
% Change	-29.76%	19.05%	6.94%	17.66%	-39.77%
Switzerland					
March 1, 2011 - March 31, 2011	97	4.30	00:02:55	79.38%	43.30%
March 1, 2010 - March 31, 2010	117	4.57	00:02:31	88.89%	33.33%
% Change	-17.09%	-5.99%	15.62%	-10.70%	29.90%

1 - 10 of 137



Pages on this site were viewed a total of 234,705 times

234,705 Pageviews

Previous: 256,564 (-8.52%)

175,044 Unique Views

Previous: 195,434 (-10.43%)

34.83% Bounce Rate

Previous: 33.60% (3.65%)

Top Content

Pages	Pageviews	% Pageviews
/index.php		
Mar 1, 2011 - Mar 31, 2011	14,706	6.27%
Mar 1, 2010 - Mar 31, 2010	13,012	5.07%
% Change	13.02%	23.54%
/external//return (true)		
Mar 1, 2011 - Mar 31, 2011	6,521	2.78%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%
/external//index.php		
Mar 1, 2011 - Mar 31, 2011	4,719	2.01%
Mar 1, 2010 - Mar 31, 2010	1,463	0.57%
% Change	222.56%	252.80%
/stay/lodging-by-type		
Mar 1, 2011 - Mar 31, 2011	4,676	1.99%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%
/stay		

Mar 1, 2011 - Mar 31, 2011	4,037	1.72%
Mar 1, 2010 - Mar 31, 2010	0	0.00%
% Change	100.00%	100.00%

PROPERTY REFERRAL REPORT - MARCH 2011 (Alpha Listing)

	CLICKS	% of Total
Agate Bay Realty	88	0.6%
Agate Bay Realty Cool Deals	79	0.5%
Alpine Rental Group	109	0.8%
Americas Best Value Inn Tahoe City	189	1.3%
Book Tahoe Rentals	3	0.0%
Brockway Springs Resort	196	1.4%
Cal Neva Resort Casino Hotel	356	2.5%
Cedar Glen Lodge	306	2.1%
Cedar Glen Lodge Cool Deals	96	0.7%
Chaney House	76	0.5%
Chinquapin / Packard Realty	33	0.2%
Club Tahoe Resort	137	0.9%
Coldwell Banker Rentals	272	1.9%
Coldwell Banker Rentals Cool Deals	14	0.1%
Cottage Inn at Lake Tahoe	230	1.6%
Ferrari's Crown Resort	148	1.0%
Ferrari's Crown Resort Cool Deals	35	0.2%
Firelite Lodge	99	0.7%
Firelite Lodge Cool Deals	73	0.5%
First Accommodations	138	1.0%
Franciscan Lakeside Lodge	133	0.9%
Goldfish Properties	71	0.5%
Granlibakken Conference Center & Resort	324	2.2%
Granlibakken Conference Center & Resort Cool Deals	289	2.0%
Granlibakken Resort Ski Area	1	0.0%
Hauserman Rental Group	148	1.0%
Holiday House	133	0.9%
Holiday House Cool Deals	124	0.9%
Hyatt Regency Lake Tahoe Resort, Spa and Casino	627	4.3%
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	373	2.6%
Ice Lakes Lodge at Royal Gorge XC Ski Resort	71	0.5%
Incline at Tahoe Realty	107	0.7%
Incline Vacation Rentals	123	0.8%
Incline Vacation Rentals Cool Deals	14	0.1%
Kingswood Village Vacation Rentals	29	0.2%
Lake of the Sky Motor Inn	132	0.9%
Lake Tahoe Accommodations	39	0.3%
Lake Tahoe Accommodations.	209	1.4%
Lake Tahoe Accommodations. Cool Deals	75	0.5%
Lake Tahoe Deluxe Vacation Rentals	119	0.8%
LakeFrontHouse.com	71	0.5%
Meeks Bay Resort & Marina	104	0.7%
Mother Natures Inn	141	1.0%
Mourelatos Lakeshore Resort	191	1.3%
Mourelatos Lakeshore Resort Cool Deals	54	0.4%
North Tahoe Rental Company	127	0.9%
Northstar Condominiums	146	1.0%
Northstar Mountain Home Vacation Rentals	56	0.4%
Northstar Resort	311	2.1%
Northstar Resort Cool Deals	328	2.3%
Olympic Village Inn	163	1.1%
Painted Rock Lodge	161	1.1%
Parkside Inn at Incline	148	1.0%

PepperTree Inn	217	1.5%
PlumpJack Squaw Valley Inn	239	1.6%
Prudential California Realty	2	0.0%
Rainbow Lodge	179	1.2%
Red Wolf Lakeside Lodge	94	0.6%
Red Wolf Lodge at Squaw Valley	59	0.4%
ReserveMyHome.com	82	0.6%
Resort at Squaw Creek	257	1.8%
Resort at Squaw Creek Cool Deals	113	0.8%
River Ranch Lodge and Restaurant	344	2.4%
River Ranch Lodge and Restaurant Cool Deals	109	0.8%
Rustic Cottage Resort	10	0.1%
Shooting Star Bed & Breakfast	81	0.6%
Shore House at Lake Tahoe	151	1.0%
Shore House at Lake Tahoe Cool Deals	42	0.3%
Squaw Valley Lodge	109	0.8%
Squaw Valley Lodge Cool Deals	90	0.6%
Stanford Alpine Chalet	347	2.4%
Stanford Alpine Chalet Cool Deals	39	0.3%
Stevenson's Holliday Inn	82	0.6%
Sunnyside Steakhouse & Lodge	362	2.5%
Sunnyside Steakhouse & Lodge Cool Deals	128	0.9%
Tahoe Biltmore Lodge & Casino	528	3.6%
Tahoe Biltmore Lodge & Casino Cool Deals	192	1.3%
Tahoe City Inn	4	0.0%
Tahoe Edgelake Beach Club	53	0.4%
Tahoe Luxury Properties	146	1.0%
Tahoe Marina Lodge	69	0.5%
Tahoe Mountain Resorts Lodging	138	1.0%
Tahoe Real Estate Group	5	0.0%
Tahoe Sands Resort	57	0.4%
Tahoe Tavern Properties	68	0.5%
Tahoe Vistana Inn	102	0.7%
Tahoe Woodside Vacation Rentals	84	0.6%
Tahoma Lodge	145	1.0%
Tahoma Lodge Cool Deals	217	1.5%
Tahoma Meadows Bed & Breakfast	77	0.5%
Tahoma Meadows Bed & Breakfast Cool Deals	93	0.6%
Tamarack Lodge	34	0.2%
The Border House	189	1.3%
The Lodge at Sugar Bowl	124	0.9%
The Ritz-Carlton, Lake Tahoe	315	2.2%
The Village at Squaw Valley USA	226	1.6%
The Village at Squaw Valley USA Cool Deals	57	0.4%
Vacation Station, Inc.	177	1.2%
Vacation Station, Inc. Cool Deals	17	0.1%
Vacation Tahoe by O'Neal Brokers	78	0.5%
Waters of Tahoe Properties	115	0.8%
West Lake Properties	66	0.5%
West Shore Cafe & Inn	183	1.3%

TOTAL 14514

North Shore:							
Jan '11							
Groups Booked: 1							
Placer County:	1	Room Nights:	25	Delegates:	10	Revenue:	\$2,901
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 1							
Placer County:	1	Room Nights:	78	Delegates:	14	Revenue:	\$24,570
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Feb '11							
Groups Booked: 0							
Placer County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 1							
Placer County:	1	Room Nights:	76	Delegates:	50	Revenue:	\$11,456
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Mar '11							
Groups Booked: 2							
Placer County:	2	Room Nights:	340	Delegates:	140	Revenue:	\$34,141
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 2							
Placer County:	2	Room Nights:	606	Delegates:	210	Revenue:	\$111,048
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Quarter total by county:							
Groups Booked: 3							
Placer County:	3	Room Nights:	365	Delegates:	150	Revenue:	\$37,042
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Groups Arrived: 4							
Placer County:	4	Room Nights:	760	Delegates:	274	Revenue:	\$147,074
Washoe County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0
Nevada County:	0	Room Nights:	0	Delegates:	0	Revenue:	\$0

Monthly Report March 2011

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/11:	\$1,639,039	\$1,141,833	44%
Forecasted Commission for this Revenue:	\$107,606	\$58,995	82%
Number of Room Nights:	9809	6288	56%
Number of Delegates:	4775	3759	27%
Annual Revenue Goal:	\$2,200,000	\$1,500,000	
Annual Commission Goal:	\$140,000	\$85,000	
Number of Tentative Bookings:	48	41	17%

<u>Monthly Detail/Activity</u>	<u>March-11</u>		<u>March-10</u>	
<u>Number of Groups Booked:</u>	2		2	
Revenue Booked:	\$34,141		\$105,325	-68%
Projected Commission:	\$3,414		\$10,532	-68%
Room Nights:	340		665	-49%
Number of Delegates:	140		205	-32%
Booked Group Types:	1 Smerf		2 Corp.	
Lost Business, # of Groups:	6		6	

<u>Arrived in the month</u>	<u>March-11</u>	* EST	<u>March-10</u>	
Number of Groups:	2		2	
Revenue Arrived:	\$111,048		\$17,885	521%
Projected Commission:	\$11,104		\$645	1622%
Room Nights:	606		79	667%
Number of Delegates:	210		26	708%
Arrived Group Types:	2 Corp.		1 Corp. 1 TA	

<u>Monthly Detail/Activity</u>	<u>February-11</u>		<u>February-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:	6		3	

<u>Arrived in the month</u>	<u>February-11</u>		<u>February-10</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$11,456		\$187,426	-94%
Projected Commission:	\$572		\$9,371	-94%
Room Nights:	76		360	-79%
Number of Delegates:	50		225	-78%
Arrived Group Types:	1 Assoc.		1 TA	

Monthly Detail/Activity	<u>January-11</u>	<u>Januray 10</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$2,902	\$27,523	-89%
Projected Commission:	\$145	\$2,752	-95%
Room Nights:	25	198	-87%
Number of Delegates:	10	89	-89%
Booked Group Types:	1 Assoc.	1 Assoc.	
Lost Business, # of Groups:	6	3	

<u>Arrived in the month</u>	<u>January-11</u>	* Est	<u>January-10</u>
Number of Groups:	1		0
Revenue Arrived:	\$24,570		\$0
Projected Commission:	\$0		\$0
Number of Room Nights:	25		0
Number of Delegates:	10		0
Arrived Group Type:	1 Assoc.		

Monthly Detail/Activity	<u>December-10</u>	<u>December-09</u>	
<u>Number of Groups Booked:</u>	1	3	
Revenue Booked:	\$36,491	\$96,066	-62%
Projected Commission:	\$3,649	\$8,961	-59%
Room Nights:	65	748	-91%
Number of Delegates:	194	380	-49%
Booked Group Types:	1 Corp.	2 Assoc., 1 TA	
Lost Business, # of Groups:	2	2	

<u>Arrived in the month</u>	<u>December-10</u>	<u>December-09</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$2,550
Projected Commission:	\$0	\$255
Number of Room Nights:	0	34
Number of Delegates:	0	18
Arrived Group Type:	0	1 Govt.

Monthly Detail/Activity	<u>November-10</u>	<u>November-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$176,553	\$60,389	192%
Projected Commission:	\$9,922	\$6,038	64%
Room Nights:	1530	521	194%
Number of Delegates:	525	360	46%
Booked Group Types:	1 Govt., 1 Assn.	1 Corp., 1 Smf	
Lost Business, # of Groups:	1	1	

<u>Arrived in the month</u>	<u>November-10</u>	<u>November-09</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$40,363
Projected Commission:	\$0	\$0
Number of Room Nights:	0	414
Number of Delegates:	0	150
Arrived Group Type:	0	1 Assn.

Monthly Detail/Activity	<u>October-10</u>	<u>October-09</u>	
<u>Number of Groups Booked:</u>	2	2	
Revenue Booked:	\$293,259	\$70,173	318%
Projected Commission:	\$14,775	\$7,017	111%
Room Nights:	1525	630	142%
Number of Delegates:	247	1030	-76%
Booked Group Types:	1 Corp., 1 TA	1 Corp., 1 Society	
Lost Business, # of Groups:	1	5	

<u>Arrived in the month</u>	<u>October-10</u>	<u>October-09</u>	
Number of Groups:	9	3	
Revenue Arrived:	\$427,827	\$74,371	475%
Projected Commission:	\$12,597	\$3,217	292%
Number of Room Nights:	2991	480	523%
Number of Delegates:	1715	199	762%
Arrived Group Type:	1 Corp., 4 Assn., 1 Govt., 1 Smf, 1 Found	1 Corp., 1 Assn., 1 TA	

Monthly Detail/Activity	<u>September-10</u>	<u>September-09</u>	
<u>Number of Groups Booked:</u>	1	0	
Revenue Booked:	\$26,865	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	150	0	
Number of Delegates:	50	0	
Booked Group Types:	1 Corp.	0	
Lost Business, # of Groups:	5	0	

<u>Arrived in the month</u>	<u>September-10</u>	<u>September-09</u>	
Number of Groups:	4	2	
Revenue Arrived:	\$145,651	\$42,522	243%
Projected Commission:	\$14,565	\$637	2186%
Number of Room Nights:	980	265	270%
Number of Delegates:	302	86	251%
Arrived Group Type:	4 Corp.	1 Assn. and 1 TA	

Monthly Detail/Activity	<u>August-10</u>	<u>August-09</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$52,758	\$117,185	-55%
Projected Commission:	\$5,275	\$11,230	-53%
Room Nights:	430	954	-55%
Number of Delegates:	575	183	214%
Booked Group Types:	1 Corp. 1 Assn 1 TA, 1 Foundation	1 Corp., 1 Assn. 1 Govt.	
Lost Business, # of Groups:	9	6	

<u>Arrived in the month</u>	<u>August-10</u>	<u>August-09</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$219,566	\$101,663	116%
Projected Commission:	\$14,117	\$9,237	53%
Number of Room Nights:	1294	534	142%
Number of Delegates:	830	330	152%
Arrived Group Type:	1 Corp., 6 Assn. 1 Society	1 Corp., 1 Assn., 1 Smf 1 Govt., 1 TA	

Monthly Detail/Activity	<u>July-10</u>	<u>July-09</u>	
<u>Number of Groups Booked:</u>	5	2	
Revenue Booked:	\$47,336	\$213,831	-78%
Projected Commission:	\$4,733	\$21,373	-78%
Room Nights:	484	575	-16%
Number of Delegates:	373	1220	-69%
Booked Group Types:	1 Corp., 3 Assn. 1 Govt.	1 Corp. 1 Assn.	
Lost Business, # of Groups:	8	3	
<u>Arrived in the month</u>	<u>July-10</u>	<u>July-09</u>	
Number of Groups:	8	7	
Revenue Arrived:	\$579,888	\$293,154	98%
Projected Commission:	\$44,258	\$18,331	141%
Number of Room Nights:	2813	1268	122%
Number of Delegates:	1479	724	104%
Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$728,001	(Goal) \$650,000
For 2012/13:	\$526,577	\$250,000

NUMBER OF LEADS Generated as of 3/31/11: 68

Total Number of Leads Generated in Previous Years:

2009/2010: 107
2008/2009: 151
2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
2000/2001: 343
1999/2000: 415
1998/1999: 456
1997/1998: 571
1996/1997: 484

Monthly Report March 2011

CONFERENCE REVENUE STATISTICS

South Shore Properties

Year to Date Bookings/Monthly Production Detail FY 10/11

Prepared By: Anna Atwood, Sales & Marketing Coordinator

	<u>FY 10/11</u>	<u>FY 09/10</u>	<u>Variance</u>
Total Revenue Booked as of 3/31/11:	\$227,988	\$473,721	-52%
Forecasted Commission for this Revenue:	\$24,534	\$33,267	-26%
Number of Room Nights:	2101	4217	-50%
Number of Delegates:	1400	1656	-15%
Annual Revenue Goal:	\$300,000	\$450,000	
Annual Commission Goal:	\$15,000	\$35,000	
Number of Tentative Bookings:	43	41	5%

<u>Monthly Detail/Activity</u>	<u>March-11</u>	<u>March-10</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$72,000
Projected Commission:	\$0	\$10,800
Room Nights:	0	800
Number of Delegates:	0	350
Booked Group Types:	0	1 Smerf
Lost Business, # of Groups:	1	6

<u>Arrived in the month</u>	<u>March-11</u>	<u>March-10</u>
Number of Groups:	2	0
Revenue Arrived:	\$15,078	\$0
Projected Commission:	\$2,261	\$0
Room Nights:	109	0
Number of Delegates:	150	0
Arrived Group Types:	1 Corp. 1 Assn.	0

<u>Monthly Detail/Activity</u>	<u>February-11</u>	<u>February-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:	6	3

<u>Arrived in the month</u>	<u>February-11</u>	<u>February-10</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$11,456	\$187,426	-94%
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Projected Commission:	\$0		\$0
Number of Room Nights:	25		0
Number of Delegates:	10		0
Arrived Group Type:	1 Assoc.		

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	<u>September-10</u>	<u>September-09</u>	
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Arrived Group Type:	1 Corp., 6 Assn. 1 Smf	5 Assn., 1 Smf, 1 TA	

Future Year Bookings, booked in this fiscal year:

For 2011/12:	\$15,093	(Goal) \$100,000
For 2012/13:		\$50,000

NUMBER OF LEADS Generated as of 3/31/11: 50

Total Number of Leads Generated in Previous Years:

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2007/2008: 209
2006/2007: 205
2005/2006: 240
2004/2005: 211
2003/2004: 218
2002/2003: 247
2001/2002: 293
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1996/1997: 484