



## north lake tahoe

**AGENDA**  
**Board Meeting**  
**Lake Tahoe Incline Village Crystal Bay Visitors Bureau**  
**Wednesday, June 17<sup>th</sup>, 2015**

The Board of Directors of the Lake Tahoe Incline Village Crystal Bay Visitors Bureau will hold their monthly meeting on Wednesday, June 17<sup>th</sup>, 2015, beginning at 3:30 p.m. The meeting will be held in the board room of the Incline Village Crystal Bay Visitors Bureau, 969 Tahoe Blvd., Incline Village, NV 89451.

Public Comment will be at the beginning and ending of this meeting, and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the IVCBVB clerk at the beginning of the meeting. Comments based upon viewpoint may not be restricted by the Board.

- |   |                     |
|---|---------------------|
| <b>I. Call to Order/Roll Call</b>   | <b>Lee Koch</b>     |
| <b>II. PUBLIC COMMENT – Pursuant to NRS 241.020</b><br><b>This is the time for public to comment on any matter whether</b><br><b>or not it is included on the Agenda of this meeting.</b> | <b>Lee Koch</b>     |
| <b>III. Approval of Agenda – (For Possible Action)</b>  | <b>Lee Koch</b>     |
| <b>IV. Approval of Board Minutes from the Meeting of</b><br><b>May 6<sup>th</sup>, 2015 – (For Possible Action)</b>   | <b>Lee Koch</b>     |
| <b>V. Executive Director's Report</b><br>a. Revenue Report<br>b. Marketing Indicators<br>c. CEO Written Activity Report   | <b>Andy Chapman</b> |
| <b>VI. Review and Approval of FY 2015/16 Budget</b><br><b>(For Possible Action)</b>   | <b>Andy Chapman</b> |
| <b>VII. Review of FYE 2014/15 Budget Audit Process -</b><br><b>(For Possible Action)</b>  | <b>Andy Chapman</b> |

- |   |                                     |
|---|-------------------------------------|
| <b>VIII. Review and Approval of Capitalization Policy<br/>(For Possible Action)</b>   | <b>Andy Chapman</b>                 |
| <b>IX. Review and Approval of NLT Coop Agreement<br/>(For Possible Action)</b>  | <b>Lee Koch/<br/>Geno Menchetti</b> |
| <b>X. Appointment of new Board Member<br/>(For Possible Action)</b>   | <b>Heather Bacon</b>                |
| <b>XI. Appointment of FY 2015/16 Officer Positions<br/>(For Possible Action)</b>  | <b>Lee Koch/<br/>Andy Chapman</b>   |
| <b>XII. Appointment of NLT Marketing Coop Committee Members<br/>(For Possible Action)</b>   | <b>Lee Koch/<br/>Andy Chapman</b>   |
| <b>XIII. Approval of Special Event Funding<br/>(For Possible Action)</b>  | <b>Bill Wood</b>                    |
| <b>XIV. Recognition of Outgoing Board Member Bill Watson</b>  | <b>Lee Koch</b>                     |
| <b>XV. Old Business</b>   | <b>Lee Koch</b>                     |
| <b>XVI. New Business</b>  | <b>Lee Koch</b>                     |
| <b>a. Support Letter Request for Mark Twain Trail Display</b>   |                                     |
| <b>XVII. PUBLIC COMMENT – Pursuant to NRS 241.020<br/>This is the time for public to comment on any matter whether<br/>or not it is included on the Agenda of this meeting.</b> | <b>Lee Koch</b>                     |
| <b>XVIII. Adjournment – (For Possible Action)</b>   |                                     |

Physically disabled persons desiring to attend this meeting should contact Tricia Davis at (775) 832-1606.

Support materials can be found at <http://www.gotahoenorth.com/about-tahoe/business-and-community/incline-village-crystal-bay-visitors-bureau>

**Public Postings:**

**Incline Village Post Office**

**Crystal Bay Post Office**

**Incline Village Crystal Bay Visitor Bureau**

**IVGID Office**

**Incline Justice Court**

**Meeting Location**

Submitted by  
Tricia Davis





# LAKE TAHOE

INCLINE VILLAGE & CRYSTAL BAY

## INCLINE VILLAGE – CRYSTAL BAY VISITORS BUREAU

### MINUTES OF THE BOARD MEETING

Wednesday, May 6, 2015

#### **I. Call to Order/Roll Call.**

The monthly board meeting of the Incline Village Crystal Bay Visitors Bureau Board meeting was called to order at 3:30 pm, by Lee Koch.

Roll call was taken and the following members were present; Lee Weber, Bill Wood, Heather Bacon and via speaker phone Bill Watson. Also present are Legal Counsel: Jason Guinasso, CEO/Executive Director of Incline Village/Crystal Bay Visitors Bureau Andy Chapman and Tricia Davis.

#### **II. PUBLIC COMMENT- Pursuant to NRS 241-020**

Public comment was called for by Lee Koch. There being none the meeting continued.

#### **III. Approval of Agenda (For Possible Action)**

Andy Chapman asked to move items VI & IX, under item V as well as removal of item VIII. A motion for changes of agenda was made by Bill Wood, seconded by Bill Watson and the motion was passed unanimously.

A motion to approve amended agenda was made by Bill Wood, seconded by Bill Watson, and the motion was passed unanimously.

#### **IV. Approval of Minutes from the January 21, 2015 Meeting. (For Possible Action)**

A motion was made by Bill Watson to approve the minutes. Bill Wood seconded the motion and it passed unanimously.

#### **V. Approval of Minutes from the March 18, 2015 Meeting. (For Possible Action)**

A motion was made by Bill Watson to approve the minutes. Bill Wood seconded the motion and it passed unanimously.

#### **VI. Executive Director's Report**

##### **A. Revenue Report**

April revenue collections came in at \$66,771, 12% ahead of budget and YTD is up 9.2%.

May revenue collections (March actual collections) are \$57,569 off of budget of \$47,001 and the reforecast budget (as discussed at retreat) is at \$45,958 and up 22.5%. March collections were up due to the homeowner taxes collected (YTD up 9.8%, \$99,400 above revenue).

LAKE TAHOE INCLINE VILLAGE CRYSTAL BAY VISITORS BUREAU

969 Tahoe Boulevard, Incline Village, Nevada 89451-9500

(775) 832-1606 • (800) 468-2463 • Fax (775) 832-1605



There is one month left of collections, which is forecasted \$43,334 (April actual and June revenue collections), compared to budget of \$40,773.

**B. Marketing Indicators**

Occupancy numbers for February are at 52.8% compared to last year's 49.2%, 4% above last year. Vacation rentals have a similar trend but up 15% (current 13.8% vs last year 12%).

Visitor Traffic year to date through March is up 12%. Clickthroughs are down 14% due to certain issues with old site; new site soft launch is scheduled for the next couple weeks.

Property Referral reports shows that there is just under 7,000 lodging referrals from GTN site in the month of March.

Google Analytics show no real change in either states or cities of top 5 categories; report also shows what devices (Desktop, Mobile or Tablet), visitors are using when they visit the site. Desktop and mobile usage has increase, while tablet usage has decreased.

DestiMetrics report shows reservations booked through March; change in incremental reservations booked in the month, for that month and for the next 6 months. Reservations booked in March for the month of March had 6.7% of occupancy booked, where prior year's show 10.1%. Reservations booked in March for future (June) was at 3.4% last year and is at 7% this year. Reservation activity for winter is not as bad as expected with the lack of snow: Occupancy is up 1.8%, Daily rate is down 5.5% and RevPAR is down 3.9%. Summer month's reservation activity is up 17%, daily rate remains the same, while RevPAR is up 15%.

**C. RASC Update**

RTIA report is in packet for board to review, changes will occur on load factors with the JetBlue flight.

RASC: Andy is off to New York on May 27<sup>th</sup> for a media event (held at Lightbox) with desk side visits on Wednesday and Thursday. North and South Tahoe will be hosting bar on Wednesday night, featuring Tahoe Blue and Tahoe Moonshine. First flight is on Thursday that will have 18 media on the flight coming back to Reno/Tahoe. Tahoe (North/South) will be hosting a reception at the Thunderbird Lodge on May 29<sup>th</sup>, and Andy offered an invite to the Board to join this event.

**D. NLT Coop Report**

Coop is in the budgeting process, as both entities complete their budget next fiscal year. The new website is a big focus and meetings & conventions.

**E. Activity Update**

Ava Hinojosa has been hired as the Finance/Operations Director and starts June 1<sup>st</sup>. Ava was the Operations Director for the Chamber on Sanibel Island, FL with 200,000 annual visitors.

Amgen tour is on Friday, May 8<sup>th</sup>; with racers getting into Nevada North Shore at about 12:50 p.m.

Bill SB312: \$3 additional surcharge to be applied to hotel guests as a way to raise funds to help offset expenses of special events. Bill was in

# 2014 / 2015 RSCVA Grant Revenue

June 2015

	July	August	September	October	November	December	January	February	March	April	May	June	Total
<b>Budget</b>	58,127	106,225	210,561	195,412	99,884	59,916	30,107	75,408	69,841	59,610	47,001	40,773	1,052,865
<b>Running</b>	58,127	164,352	374,913	570,325	670,209	730,125	760,232	835,640	905,481	965,091	1,012,092	1,052,865	
<b>Actual</b>	58,326	113,833	205,848	210,058	120,827	56,818	37,273	103,426	80,744	66,771	57,569	44,341	
<b>Running</b>	58,326	172,159	378,007	588,064	708,891	765,709	802,982	906,408	987,152	1,053,923	1,111,493	1,155,834	
<b>\$ Difference</b>	199	7,608	4,713	14,646	20,943	3,098	7,166	28,018	10,903	7,161	10,568	3,568	
<b>% Difference</b>	0.3%	7.2%	-2.2%	7.5%	21.0%	-5.2%	23.8%	37.2%	15.6%	12.0%	22.5%	8.8%	
<b>Variance to Budget</b>	\$199	\$7,807	\$3,094	\$17,739	\$38,682	\$35,584	\$42,750	\$70,768	\$81,671	\$88,832	\$99,401	\$102,969	
<b>Running Total \$</b>													
<b>%</b>	0.3%	4.8%	0.8%	3.1%	5.8%	4.9%	5.6%	8.5%	9.0%	9.2%	9.8%	9.8%	

Va.1

**Fiscal Year Occupancy Report  
June-15**

**Hotel/Motel**

	<b>2014/2015</b>	<b>2013/2014</b>	<b>2012/2013</b>	<b>2011/2012</b>	<b>2010/2011</b>
July	83.2	75.6	66.8	77.3	71.1
August	82.9	73.2	72.2	78.1	70.8
September	64.9	64.3	65.2	64.8	52.6
October	47.5	53.2	46.1	46.7	39.5
November	39.0	34.6	31.4	27.6	27.3
December	45.2	45.2	40.6	42.3	41.6
January	52.4	45.5	44.9	35.4	37.8
February	52.8	49.2	48.0	36.5	44.4
March	41.5	43.5	46.5	34.6	42.8
April	45.3	43.2	30.5	31.6	38.8
May		54.1	40.4	33.1	36.0
June		71.1	62.3	54.5	53.3
<b>YTD</b>	<b>56.6</b>	<b>56.0</b>	<b>52.4</b>	<b>53.2</b>	<b>48.7</b>

**Vacation Rental/Time Share**

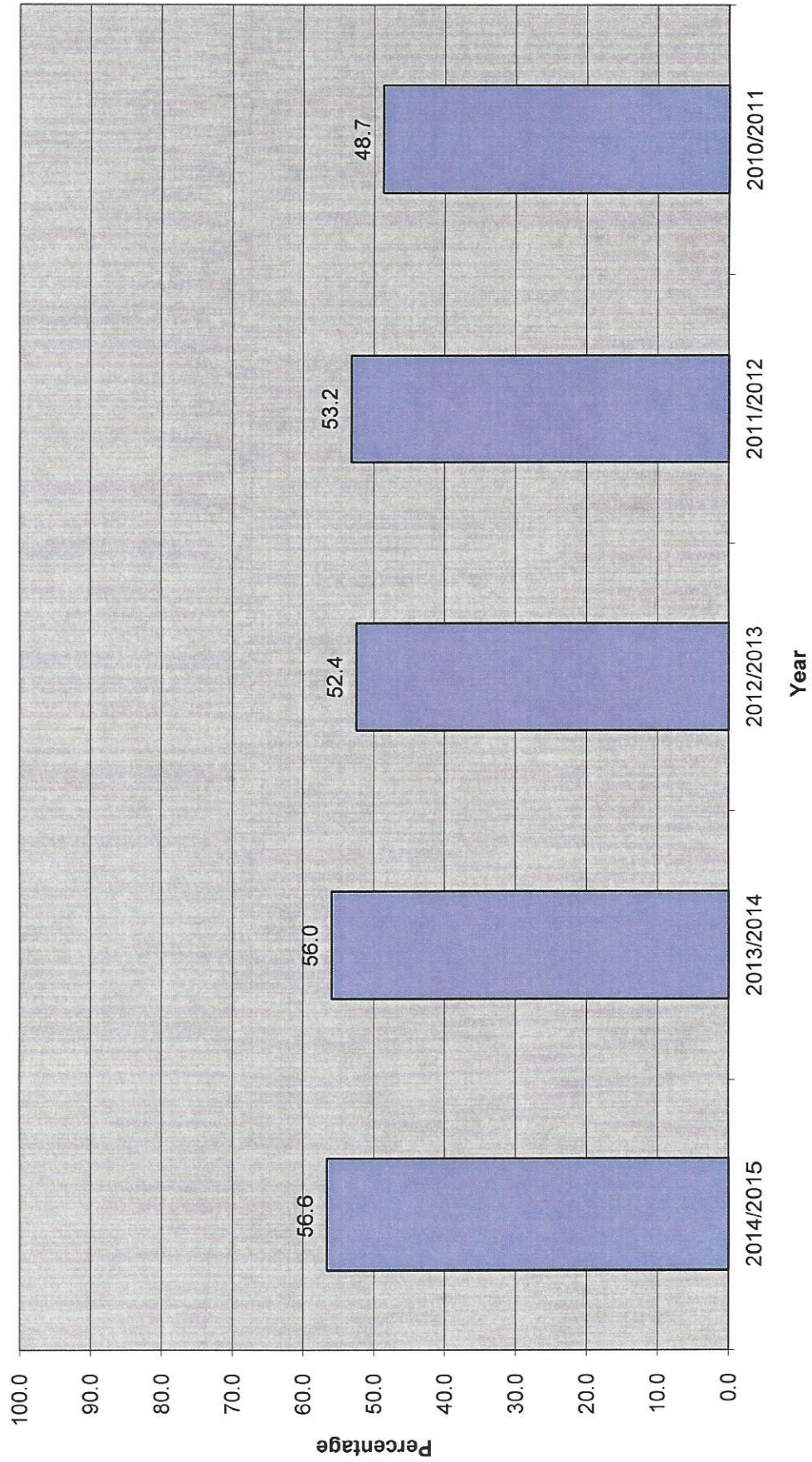
	<b>2014/2015</b>	<b>2013/2014</b>	<b>2012/2013</b>	<b>2011/2012</b>	<b>2010/2011</b>
July	27.7	17.1	13.3	22.4	26.7
August	29.0	28.8	20.6	21.6	17.3
September	13.4	14.8	10.1	8.3	8.7
October	9.0	5.6	4.5	3.7	4.0
November	5.5	5.1	5.7	3.5	3.9
December	7.1	7.1	6.7	12.0	11.3
January	9.8	5.7	5.6	3.1	8.7
February	8.7	5.6	10.8	4.5	12.1
March	4.7	6.1	5.2	3.1	5.7
April	3.2	4.6	3.1	3.7	4.9
May		5.7	4.2	2.2	3.9
June		14.6	5.0	4.2	6.3
<b>YTD</b>	<b>12.8</b>	<b>12.0</b>	<b>9.5</b>	<b>10.6</b>	<b>11.5</b>

Revised June 11, 2015  
Occupancy Report

V. b-1

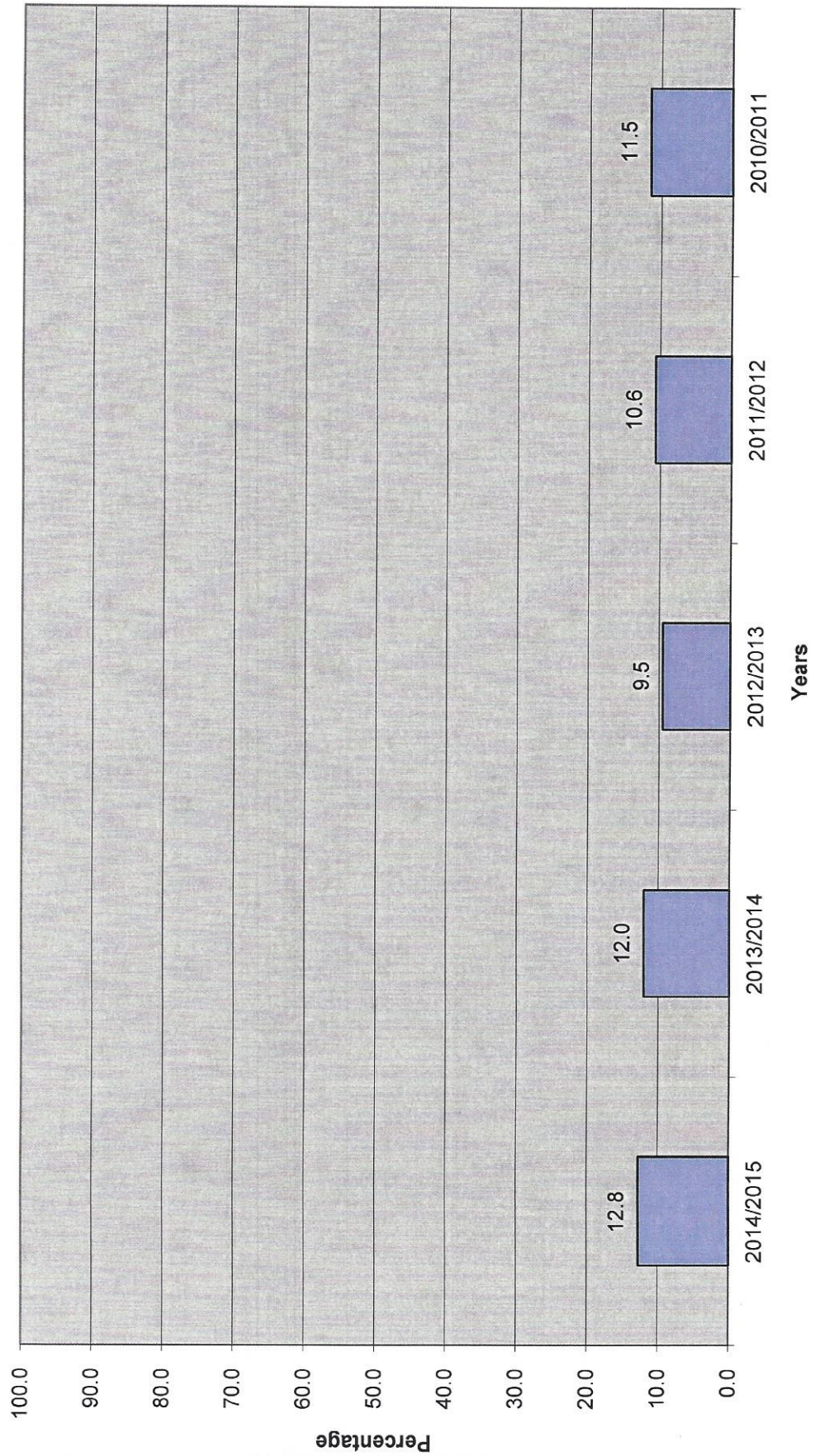


**Hotels / Motels**  
**Fiscal Year-to-Date Occupancy**  
**July - June**





Vacation Rentals / Time Shares  
Fiscal Year-to-Date Occupancy  
July - June





**Incline Village - Crystal Bay  
Visitor Bureau Traffic Log  
May-15**

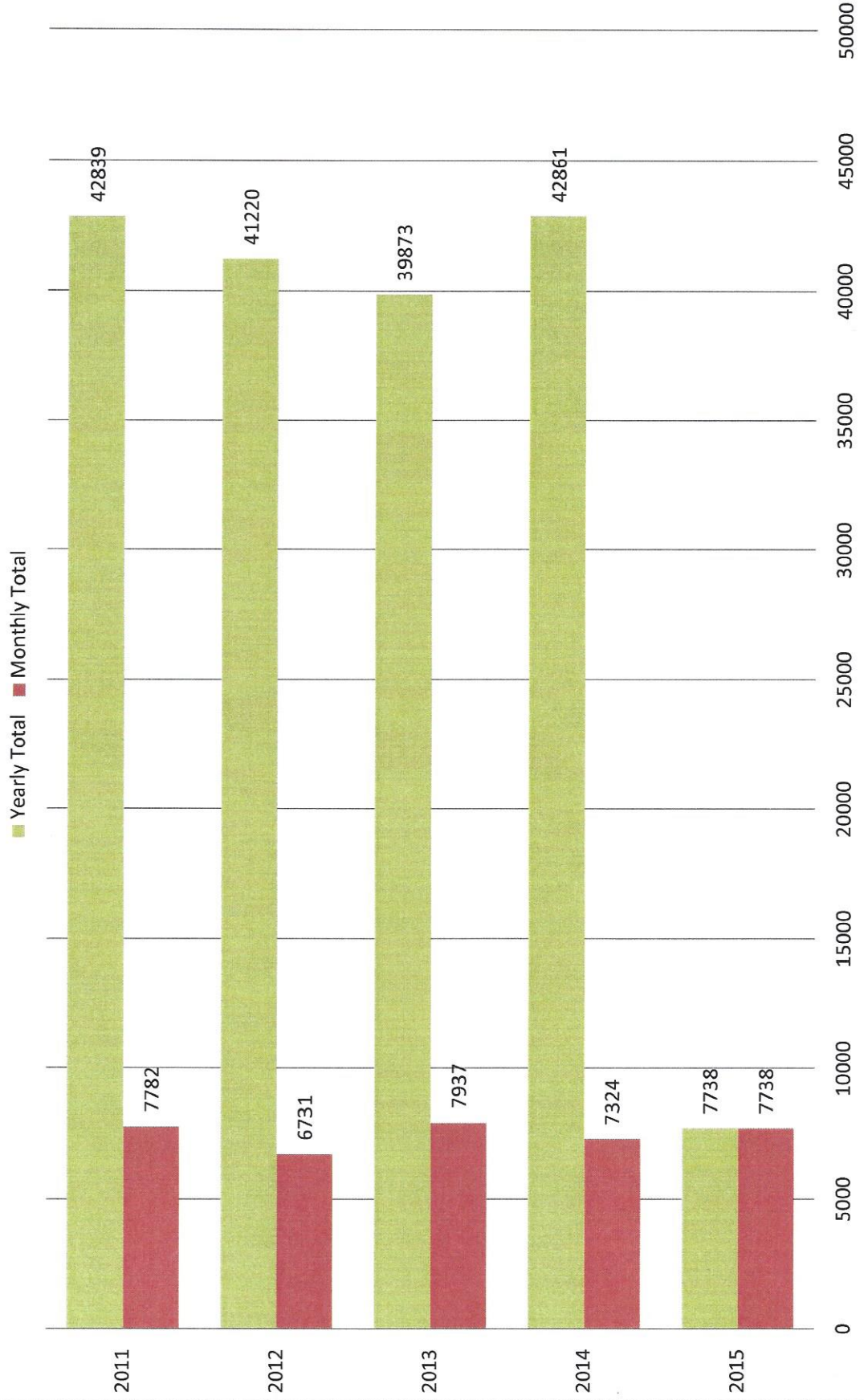
**Month to Date**

	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
<b>January</b>	972	1003	733	889	1,035
<b>February</b>	910	751	843	687	921
<b>March</b>	1484	1258	1070	918	1,017
<b>April</b>	1491	1602	1610	1,274	1,558
<b>May</b>	2881	2710	3681	2,963	3,251
<b>June</b>		5957	5755	5,466	5,163
<b>July</b>		9037	8546	9,011	8,863
<b>August</b>		8443	7669	8,835	9,586
<b>September</b>		6215	5650	7,046	6,267
<b>October</b>		3712	2914	2,445	3,000
<b>November</b>		1174	1072	1,105	1,109
<b>December</b>		999	330	581	1,069
<b>TOTALS</b>	<b>7738</b>	<b>7324</b>	<b>7937</b>	<b>6731</b>	<b>7782</b>

**Annual**

	<b>2015</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>	<b>2011</b>
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<b>TOTALS</b>	<b>7738</b>	<b>42861</b>	<b>39,873</b>	<b>41,220</b>	<b>42,839</b>

# Incline Village - Crystal Bay Visitor Center Traffic Yearly Comparison through December

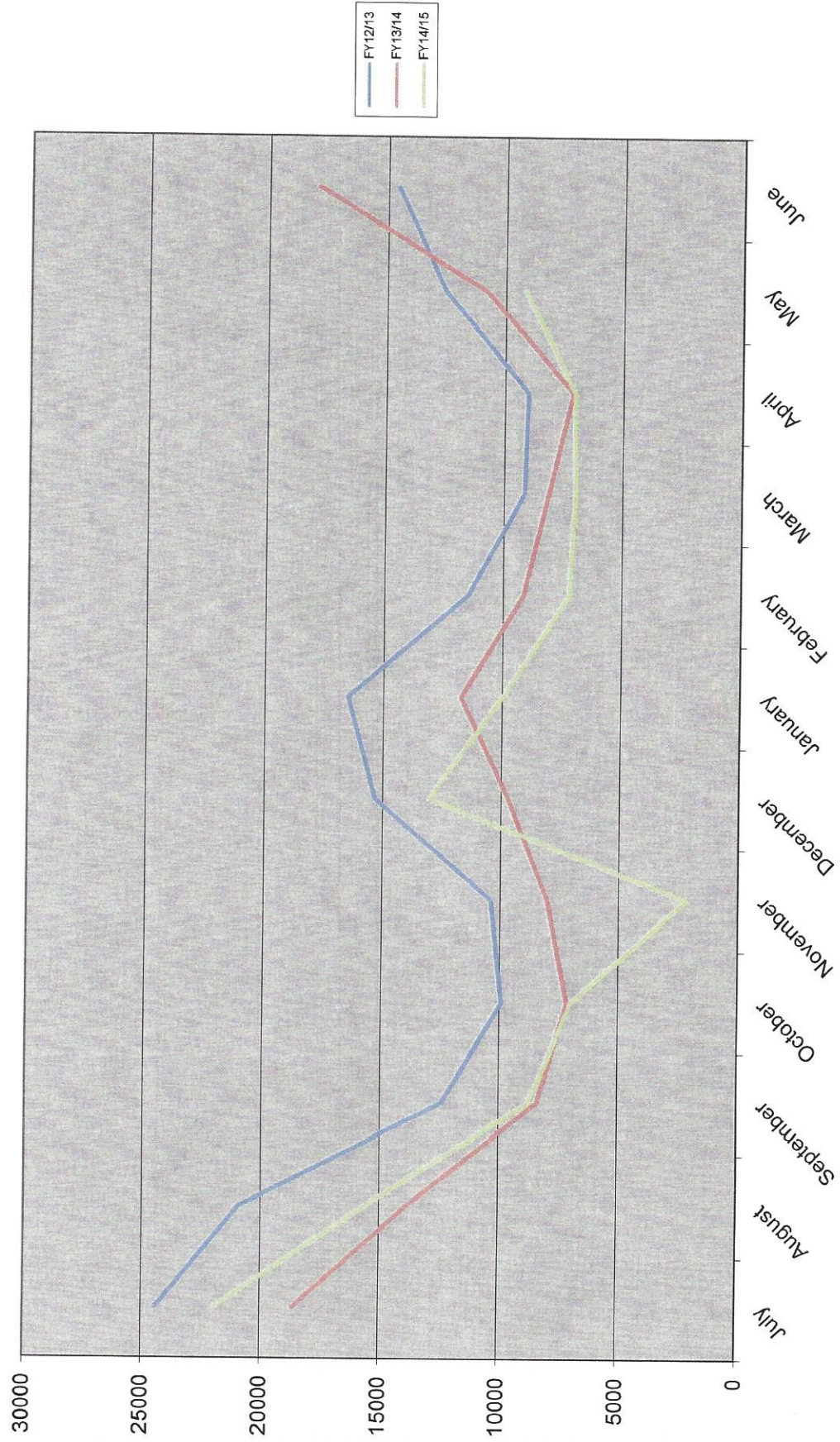




## Click-throughs

	<b>FY12/13</b>	<b>FY13/14</b>	<b>FY14/15</b>
<b>July</b>	24436	18681	21972
<b>August</b>	20956	13948	15684
<b>September</b>	12449	8439	8780
<b>October</b>	9954	7197	7025
<b>November</b>	10432	8058	2173
<b>December</b>	15367	9739	13046
<b>January</b>	16530	11776	10001
<b>February</b>	11518	9193	7234
<b>March</b>	9168	8150	6988
<b>April</b>	9049	7150	7066
<b>May</b>	12555	10831	9151
<b>June</b>	14562	17910	

# GoTahoe North Click-Throughs





## Audience Overview

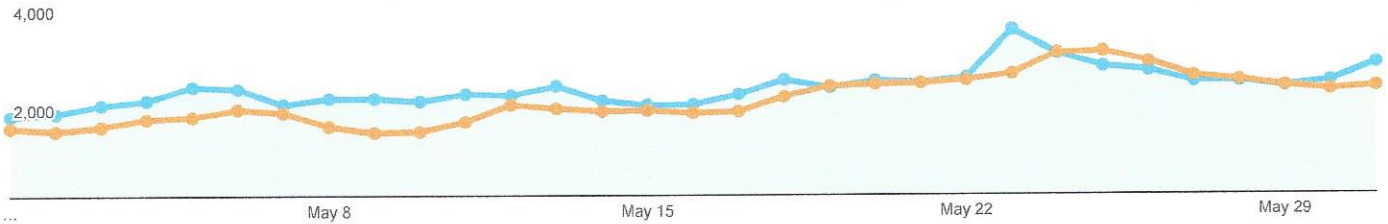
May 1, 2015 - May 31, 2015  
Compare to: May 1, 2014 - May 31, 2014

All Sessions  
+0.00%

### Overview

May 1, 2015 - May 31, 2015: Sessions

May 1, 2014 - May 31, 2014: Sessions



Sessions

12.99%

64,572 vs 56,889



Users

12.91%

56,889 vs 49,260



Pageviews

-6.27%

205,183 vs 219,804



Pages / Session

-17.04%

3.15 vs 3.80



Avg. Session Duration

-18.89%

00:02:17 vs 00:02:43



Bounce Rate

18.56%

51.01% vs 43.03%



% New Sessions

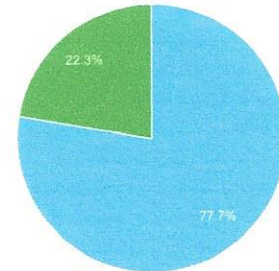
-0.70%

57.53% vs 58.23%

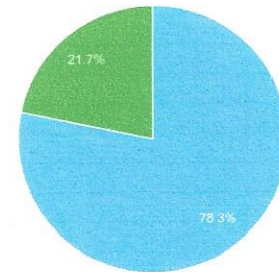


New Visitor Returning Visitor

May 1, 2015 - May 31, 2015



May 1, 2014 - May 31, 2014



Language

Sessions % Sessions

1. en-us

May 1, 2015 - May 31, 2015

64,572 94.85%

May 1, 2014 - May 31, 2014

56,889 94.42%

% Change

13.51% 0.46%

2. en-gb

May 1, 2015 - May 31, 2015

521 0.77%

May 1, 2014 - May 31, 2014

656 1.09%

% Change

-20.58% -29.71%

3. (not set)

May 1, 2015 - May 31, 2015

506 0.74%

May 1, 2014 - May 31, 2014

4 0.01%

% Change

12,550.00% 11,096.15%

V.b-8

4. **pt-br**

May 1, 2015 - May 31, 2015	236	0.35%
May 1, 2014 - May 31, 2014	198	0.33%
% Change	19.19%	5.49%

5. **en**

May 1, 2015 - May 31, 2015	197	0.29%
May 1, 2014 - May 31, 2014	417	0.69%
% Change	-52.76%	-58.19%

6. **de-de**

May 1, 2015 - May 31, 2015	175	0.26%
May 1, 2014 - May 31, 2014	227	0.38%
% Change	-22.91%	-31.77%

7. **es-es**

May 1, 2015 - May 31, 2015	144	0.21%
May 1, 2014 - May 31, 2014	186	0.31%
% Change	-22.58%	-31.48%

8. **de**

May 1, 2015 - May 31, 2015	120	0.18%
May 1, 2014 - May 31, 2014	187	0.31%
% Change	-35.83%	-43.20%

9. **ru**

May 1, 2015 - May 31, 2015	119	0.17%
May 1, 2014 - May 31, 2014	19	0.03%
% Change	526.32%	454.33%

10. **fr**

May 1, 2015 - May 31, 2015	99	0.15%
May 1, 2014 - May 31, 2014	214	0.36%
% Change	-53.74%	-59.06%



## Location

ALL » COUNTRY: United States

May 1, 2015 - May 31, 2015

Compare to: May 1, 2014 - May 31, 2014

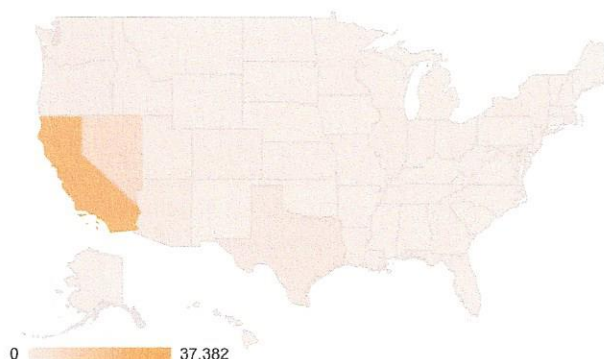
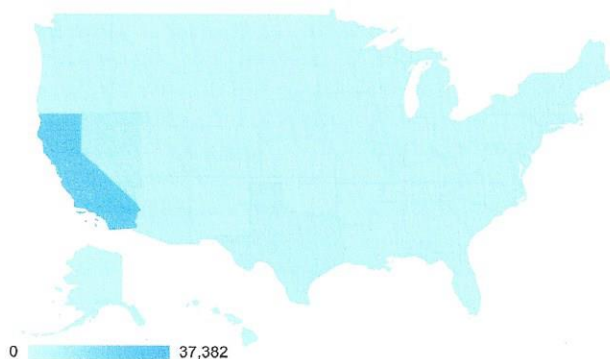
All Sessions  
+1.82%

Map Overlay

Summary

May 1, 2015 - May 31, 2015

May 1, 2014 - May 31, 2014



Region	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	15.20% <span style="color: green;">▲</span> 64,475 vs 55,969	0.50% <span style="color: red;">▼</span> 77.52% vs 77.91%	14.62% <span style="color: green;">▲</span> 49,979 vs 43,604	18.74% <span style="color: red;">▼</span> 50.84% vs 42.81%	17.36% <span style="color: red;">▼</span> 3.04 vs 3.68	17.29% <span style="color: red;">▼</span> 00:02:18 vs 00:02:47	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. California									
May 1, 2015 -	37,382 (57.98%)	76.99%	28,780 (57.58%)	53.07%	2.87	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	29,358 (52.45%)	76.81%	22,551 (51.72%)	44.31%	3.53	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	27.33%	0.23%	27.62%	19.77%	-18.71%	-19.34%	0.00%	0.00%	0.00%
2. Nevada									
May 1, 2015 -	6,559 (10.17%)	70.83%	4,646 (9.30%)	53.97%	2.73	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	8,504 (15.19%)	72.93%	6,202 (14.22%)	49.81%	3.01	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-22.87%	-2.87%	-25.09%	8.35%	-9.28%	1.92%	0.00%	0.00%	0.00%
3. Texas									
May 1, 2015 -	2,504 (3.88%)	79.23%	1,984 (3.97%)	41.45%	3.63	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	2,430 (4.34%)	80.99%	1,968 (4.51%)	34.32%	4.49	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	3.05%	-2.17%	0.81%	20.78%	-19.16%	-21.79%	0.00%	0.00%	0.00%
4. New York									
May 1, 2015 -	1,158 (1.80%)	81.78%	947 (1.89%)	54.66%	3.06	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	920 (1.64%)	84.02%	773 (1.77%)	38.70%	3.95	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	25.87%	-2.67%	22.51%	41.26%	-22.48%	-8.15%	0.00%	0.00%	0.00%
5. Florida									
May 1, 2015 -	4,425 (6.87%)	81.22%	3,415 (6.88%)	45.24%	2.50	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)

Vib-10

	May 1, 2015 -	1,128 (1.14%)	81.93%	815 (1.03%)	40.24%	3.30	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	928 (1.66%)	85.78%	796 (1.83%)	35.88%	4.30	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	21.23%	-5.18%	14.95%	26.09%	-18.61%	-21.06%	0.00%	0.00%	0.00%
6.	Illinois									
	May 1, 2015 -	1,112 (1.72%)	77.97%	867 (1.73%)	46.58%	3.45	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	874 (1.56%)	78.83%	689 (1.58%)	39.13%	4.27	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	27.23%	-1.10%	25.83%	19.04%	-19.28%	-25.52%	0.00%	0.00%	0.00%
7.	(not set)									
	May 1, 2015 -	1,066 (1.65%)	81.61%	870 (1.74%)	65.38%	2.01	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
8.	Arizona									
	May 1, 2015 -	1,041 (1.61%)	81.27%	846 (1.69%)	41.50%	3.87	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	1,141 (2.04%)	81.51%	930 (2.13%)	37.69%	4.23	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-8.76%	-0.29%	-9.03%	10.12%	-8.61%	-13.93%	0.00%	0.00%	0.00%
9.	Washington									
	May 1, 2015 -	956 (1.48%)	81.80%	782 (1.56%)	43.20%	3.44	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	962 (1.72%)	80.25%	772 (1.77%)	38.77%	4.44	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-0.62%	1.93%	1.30%	11.42%	-22.65%	-25.35%	0.00%	0.00%	0.00%
10.	Oregon									
	May 1, 2015 -	857 (1.33%)	80.75%	692 (1.38%)	45.16%	3.56	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	761 (1.36%)	80.42%	612 (1.40%)	34.56%	4.12	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	12.61%	0.41%	13.07%	30.66%	-13.64%	-10.42%	0.00%	0.00%	0.00%
11.	Colorado									
	May 1, 2015 -	789 (1.22%)	80.23%	633 (1.27%)	45.37%	3.40	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	785 (1.40%)	80.13%	629 (1.44%)	39.75%	3.81	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	0.51%	0.13%	0.64%	14.16%	-10.69%	1.46%	0.00%	0.00%	0.00%
12.	Utah									
	May 1, 2015 -	679 (1.05%)	80.56%	547 (1.09%)	40.80%	3.61	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	591 (1.06%)	80.37%	475 (1.09%)	34.52%	4.30	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	14.89%	0.23%	15.16%	18.19%	-16.04%	-8.92%	0.00%	0.00%	0.00%
13.	New Jersey									
	May 1, 2015 -	565 (0.88%)	81.42%	460 (0.92%)	45.84%	3.39	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	393 (0.70%)	82.70%	325 (0.75%)	39.44%	3.79	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	43.77%	-1.55%	41.54%	16.23%	-10.39%	8.67%	0.00%	0.00%	0.00%
14.	Ohio									
	May 1, 2015 -	558 (0.87%)	83.15%	464 (0.93%)	42.65%	3.91	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	514 (0.92%)	80.93%	416 (0.95%)	34.44%	4.39	00:03:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	8.56%	2.74%	11.54%	23.86%	-11.03%	-27.58%	0.00%	0.00%	0.00%
15.	Georgia									
	May 1, 2015 -	524 (0.81%)	81.68%	428 (0.86%)	47.33%	3.23	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

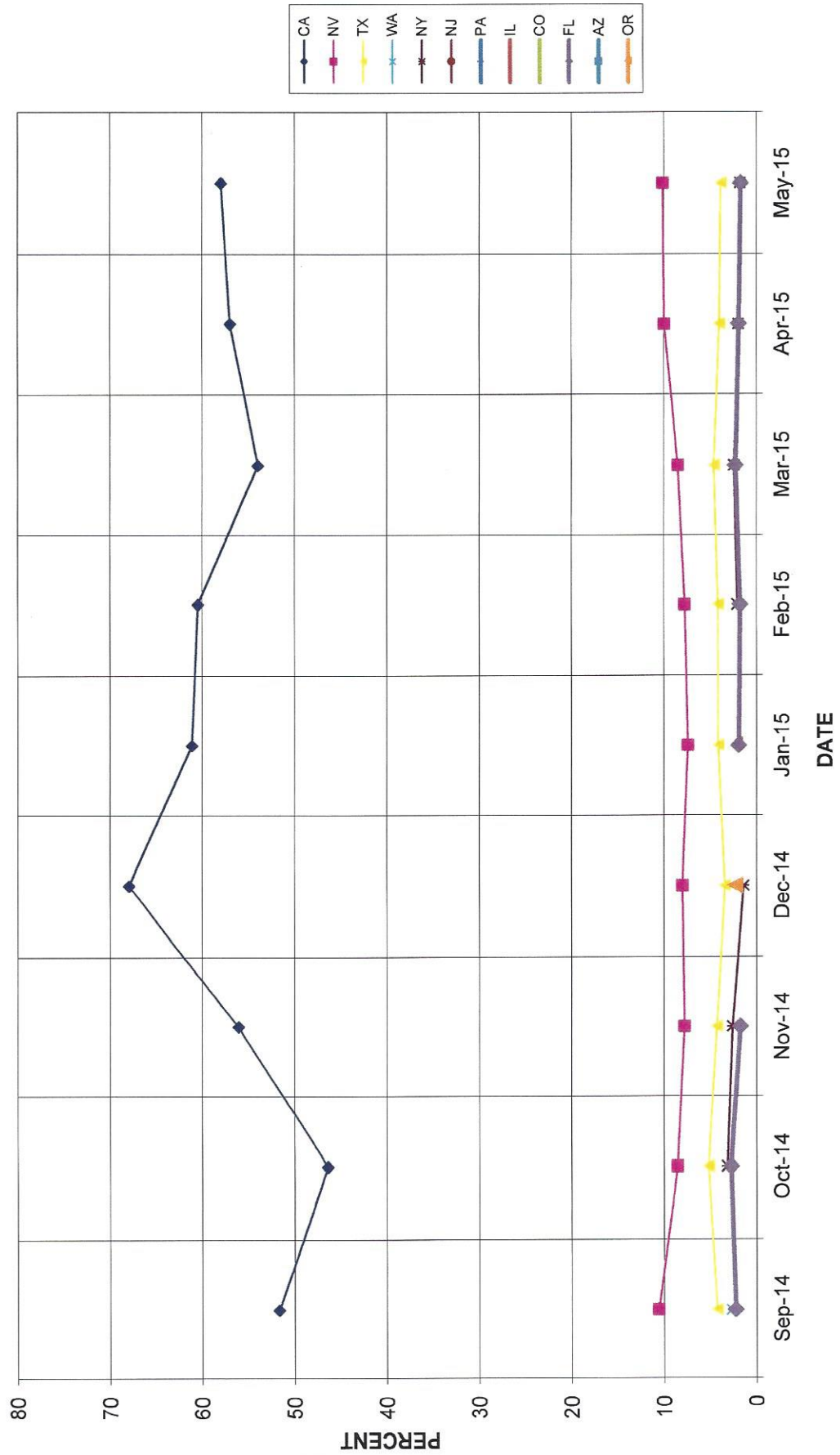
V.10-11



	May 1, 2014 -	455 (0.81%)	80.00%	364 (0.83%)	40.66%	3.88	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	15.16%	2.10%	17.58%	16.40%	-16.71%	-37.55%	0.00%	0.00%	0.00%
16.	Pennsylvania									
	May 1, 2015 -	510 (0.79%)	85.69%	437 (0.87%)	42.55%	3.90	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	514 (0.92%)	83.66%	430 (0.99%)	37.55%	4.38	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-0.78%	2.42%	1.63%	13.32%	-10.78%	9.13%	0.00%	0.00%	0.00%
17.	Michigan									
	May 1, 2015 -	456 (0.71%)	83.11%	379 (0.76%)	46.27%	3.63	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	403 (0.72%)	85.11%	343 (0.79%)	33.50%	4.48	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	13.15%	-2.35%	10.50%	38.13%	-19.06%	-18.91%	0.00%	0.00%	0.00%
18.	Minnesota									
	May 1, 2015 -	456 (0.71%)	76.75%	350 (0.70%)	47.15%	3.30	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	363 (0.65%)	84.57%	307 (0.70%)	33.88%	4.45	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	25.62%	-9.24%	14.01%	39.15%	-25.87%	-10.17%	0.00%	0.00%	0.00%
19.	North Carolina									
	May 1, 2015 -	450 (0.70%)	83.56%	376 (0.75%)	48.44%	3.15	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	347 (0.62%)	83.57%	290 (0.67%)	36.60%	4.07	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	29.68%	-0.02%	29.66%	32.36%	-22.62%	-40.79%	0.00%	0.00%	0.00%
20.	Missouri									
	May 1, 2015 -	437 (0.68%)	74.60%	326 (0.65%)	41.88%	3.91	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	362 (0.65%)	79.83%	289 (0.66%)	31.49%	6.22	00:05:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	20.72%	-6.56%	12.80%	32.98%	-37.16%	-50.69%	0.00%	0.00%	0.00%
21.	Virginia									
	May 1, 2015 -	432 (0.67%)	84.03%	363 (0.73%)	48.38%	3.45	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	470 (0.84%)	82.55%	388 (0.89%)	40.43%	4.14	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-8.09%	1.79%	-6.44%	19.68%	-16.56%	-16.88%	0.00%	0.00%	0.00%
22.	Massachusetts									
	May 1, 2015 -	414 (0.64%)	80.92%	335 (0.67%)	46.38%	3.40	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	393 (0.70%)	84.48%	332 (0.76%)	38.93%	3.86	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	5.34%	-4.21%	0.90%	19.12%	-11.96%	-2.80%	0.00%	0.00%	0.00%
23.	Kansas									
	May 1, 2015 -	388 (0.60%)	72.94%	283 (0.57%)	47.94%	3.50	00:02:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	226 (0.40%)	84.96%	192 (0.44%)	37.17%	4.41	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	71.68%	-14.15%	47.40%	28.98%	-20.58%	-13.20%	0.00%	0.00%	0.00%
24.	Wisconsin									
	May 1, 2015 -	318 (0.49%)	77.99%	248 (0.50%)	47.17%	3.69	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	348 (0.62%)	79.02%	275 (0.63%)	39.94%	3.96	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-8.62%	-1.31%	-9.82%	18.09%	-6.77%	-17.95%	0.00%	0.00%	0.00%
25.	Tennessee									
	May 1, 2015 -	315 (0.49%)	78.41%	247 (0.49%)	42.22%	3.77	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

V.b-12

GoTahoeNorth.com  
Top 5 US Web States



V.10-13



## Location

May 1, 2015 - May 31, 2015

Compare to: May 1, 2014 - May 31, 2014

ALL » COUNTRY: United States » REGION: California

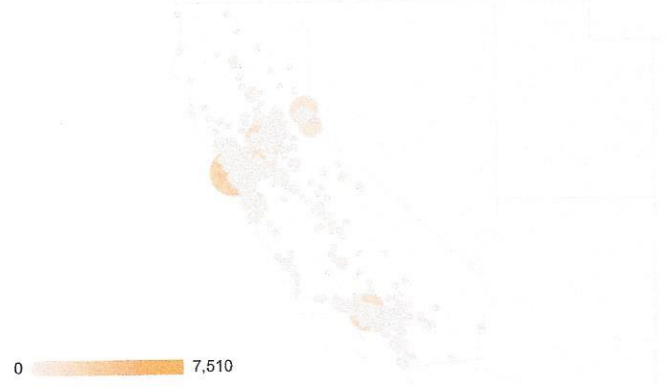
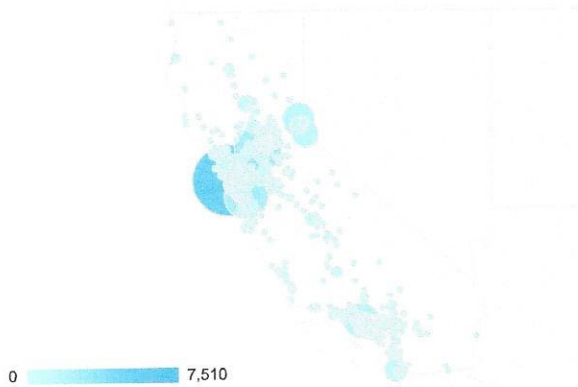
All Sessions  
+6.19%

Map Overlay

Summary

May 1, 2015 - May 31, 2015

May 1, 2014 - May 31, 2014



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27.33% <span style="color: green;">▲</span> 37,382 vs 29,358	0.23% <span style="color: green;">▲</span> 76.99% vs 76.81%	27.62% <span style="color: green;">▲</span> 28,780 vs 22,551	19.77% <span style="color: red;">▼</span> 53.07% vs 44.31%	18.71% <span style="color: red;">▼</span> 2.87 vs 3.53	19.34% <span style="color: red;">▼</span> 00:02:13 vs 00:02:45	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. <a href="#">San Francisco</a>									
May 1, 2015 -	7,510 (20.09%)	76.11%	5,716 (19.86%)	59.72%	2.36	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	3,502 (11.93%)	74.81%	2,620 (11.62%)	49.17%	3.12	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	114.45%	1.73%	118.17%	21.45%	-24.35%	-33.44%	0.00%	0.00%	0.00%
2. <a href="#">Sacramento</a>									
May 1, 2015 -	3,074 (8.22%)	75.76%	2,329 (8.09%)	53.84%	2.80	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	1,987 (6.77%)	76.20%	1,514 (6.71%)	48.06%	3.10	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	54.71%	-0.57%	53.83%	12.02%	-9.83%	-9.54%	0.00%	0.00%	0.00%
3. <a href="#">San Jose</a>									
May 1, 2015 -	2,768 (7.40%)	74.46%	2,061 (7.16%)	57.73%	2.42	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	1,036 (3.53%)	77.90%	807 (3.58%)	41.51%	3.82	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	167.18%	-4.41%	155.39%	39.09%	-36.74%	12.59%	0.00%	0.00%	0.00%
4. <a href="#">Los Angeles</a>									
May 1, 2015 -	1,777 (4.75%)	78.78%	1,400 (4.86%)	49.02%	3.24	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 -	1,882 (6.41%)	78.32%	1,474 (6.54%)	41.76%	3.61	00:02:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-5.58%	0.59%	-5.02%	17.36%	-10.37%	-5.07%	0.00%	0.00%	0.00%
5. <a href="#">Truckee</a>									
May 1, 2015 -	4,404 (12.00%)	84.50%	3,222 (11.35%)	59.42%	2.62	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

V.0-14

	May 1, 2015 -	1,162 (3.96%)	64.72%	752 (3.33%)	51.81%	3.42	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -									
	% Change	28.31%	-0.20%	28.06%	12.76%	-23.12%	-27.56%	0.00%	0.00%	0.00%
6.	South Lake Tahoe									
	May 1, 2015 -	1,021 (2.73%)	75.32%	769 (2.67%)	63.86%	2.13	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	786 (2.68%)	66.03%	519 (2.30%)	54.83%	2.79	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	29.90%	14.07%	48.17%	16.46%	-23.72%	-46.79%	0.00%	0.00%	0.00%
7.	San Diego									
	May 1, 2015 -	720 (1.93%)	81.39%	586 (2.04%)	48.06%	3.26	00:02:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	833 (2.84%)	79.47%	662 (2.94%)	46.58%	3.58	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-13.57%	2.41%	-11.48%	3.17%	-8.97%	-10.56%	0.00%	0.00%	0.00%
8.	Roseville									
	May 1, 2015 -	491 (1.31%)	76.17%	374 (1.30%)	43.79%	3.39	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	574 (1.96%)	80.49%	462 (2.05%)	43.21%	3.63	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-14.46%	-5.36%	-19.05%	1.35%	-6.52%	-5.55%	0.00%	0.00%	0.00%
9.	Tahoe City									
	May 1, 2015 -	489 (1.31%)	52.35%	256 (0.89%)	59.10%	3.13	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	383 (1.30%)	44.13%	169 (0.75%)	53.79%	3.72	00:04:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	27.68%	18.64%	51.48%	9.88%	-15.85%	-27.89%	0.00%	0.00%	0.00%
10.	Auburn									
	May 1, 2015 -	452 (1.21%)	69.47%	314 (1.09%)	53.98%	2.79	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	532 (1.81%)	65.04%	346 (1.53%)	48.68%	3.09	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-15.04%	6.81%	-9.25%	10.88%	-9.85%	-26.25%	0.00%	0.00%	0.00%
11.	Oakland									
	May 1, 2015 -	371 (0.99%)	81.67%	303 (1.05%)	50.67%	2.80	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	454 (1.55%)	75.99%	345 (1.53%)	42.73%	3.71	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-18.28%	7.47%	-12.17%	18.59%	-24.64%	-32.33%	0.00%	0.00%	0.00%
12.	Chico									
	May 1, 2015 -	324 (0.87%)	75.62%	245 (0.85%)	53.09%	2.74	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	212 (0.72%)	83.49%	177 (0.78%)	40.57%	4.08	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	52.83%	-9.43%	38.42%	30.86%	-32.90%	-29.59%	0.00%	0.00%	0.00%
13.	Sunnyvale									
	May 1, 2015 -	324 (0.87%)	80.25%	260 (0.90%)	51.85%	2.77	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	371 (1.26%)	82.75%	307 (1.36%)	38.81%	3.59	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-12.67%	-3.02%	-15.31%	33.59%	-22.74%	-23.97%	0.00%	0.00%	0.00%
14.	Fremont									
	May 1, 2015 -	314 (0.84%)	81.85%	257 (0.89%)	43.31%	3.11	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	275 (0.94%)	75.64%	208 (0.92%)	45.09%	3.33	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	14.18%	8.21%	23.56%	-3.94%	-6.49%	-29.76%	0.00%	0.00%	0.00%
15.	Stockton									
	May 1, 2015 -	287 (0.77%)	79.79%	229 (0.80%)	49.83%	3.01	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)

V.615

	May 1, 2014 -	197 (0.67%)	82.23%	162 (0.72%)	47.21%	2.85	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	45.69%	-2.97%	41.36%	5.54%	5.40%	2.52%	0.00%	0.00%	0.00%
16.	Santa Clara									
	May 1, 2015 -	285 (0.76%)	82.81%	236 (0.82%)	52.98%	2.76	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	183 (0.62%)	88.52%	162 (0.72%)	38.80%	4.32	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	55.74%	-6.46%	45.68%	36.56%	-35.95%	-40.15%	0.00%	0.00%	0.00%
17.	Rocklin									
	May 1, 2015 -	279 (0.75%)	77.42%	216 (0.75%)	47.31%	2.99	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	349 (1.19%)	76.22%	266 (1.18%)	40.40%	3.90	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-20.06%	1.58%	-18.80%	17.11%	-23.20%	-16.42%	0.00%	0.00%	0.00%
18.	Davis									
	May 1, 2015 -	275 (0.74%)	79.27%	218 (0.76%)	53.09%	2.88	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	241 (0.82%)	80.08%	193 (0.86%)	44.81%	3.66	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	14.11%	-1.01%	12.95%	18.47%	-21.40%	-16.51%	0.00%	0.00%	0.00%
19.	Folsom									
	May 1, 2015 -	272 (0.73%)	82.35%	224 (0.78%)	52.21%	2.89	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	381 (1.30%)	75.59%	288 (1.28%)	48.03%	3.28	00:03:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-28.61%	8.95%	-22.22%	8.69%	-11.85%	-39.76%	0.00%	0.00%	0.00%
20.	Walnut Creek									
	May 1, 2015 -	242 (0.65%)	81.40%	197 (0.68%)	42.98%	3.12	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	193 (0.66%)	76.17%	147 (0.65%)	47.67%	3.10	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	25.39%	6.88%	34.01%	-9.85%	0.39%	7.64%	0.00%	0.00%	0.00%
21.	Santa Rosa									
	May 1, 2015 -	240 (0.64%)	78.33%	188 (0.65%)	45.00%	3.51	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	154 (0.52%)	84.42%	130 (0.58%)	38.96%	3.76	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	55.84%	-7.21%	44.62%	15.50%	-6.69%	-8.02%	0.00%	0.00%	0.00%
22.	San Rafael									
	May 1, 2015 -	237 (0.63%)	80.17%	190 (0.66%)	53.59%	2.69	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	256 (0.87%)	78.52%	201 (0.89%)	40.62%	3.54	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-7.42%	2.11%	-5.47%	31.91%	-24.14%	-42.02%	0.00%	0.00%	0.00%
23.	Modesto									
	May 1, 2015 -	233 (0.62%)	83.69%	195 (0.68%)	46.35%	3.77	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	182 (0.62%)	86.26%	157 (0.70%)	40.66%	3.75	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	28.02%	-2.98%	24.20%	14.00%	0.41%	26.58%	0.00%	0.00%	0.00%
24.	Fresno									
	May 1, 2015 -	218 (0.58%)	75.23%	164 (0.57%)	50.46%	2.91	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 -	134 (0.46%)	81.34%	109 (0.48%)	42.54%	3.37	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	62.69%	-7.52%	50.46%	18.62%	-13.65%	-5.67%	0.00%	0.00%	0.00%
25.	Mountain View									
	May 1, 2015 -	214 (0.57%)	84.11%	180 (0.63%)	52.80%	2.57	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

V.10-16



## Channels

May 1, 2015 - May 31, 2015  
Compare to: May 1, 2014 - May 31, 2014

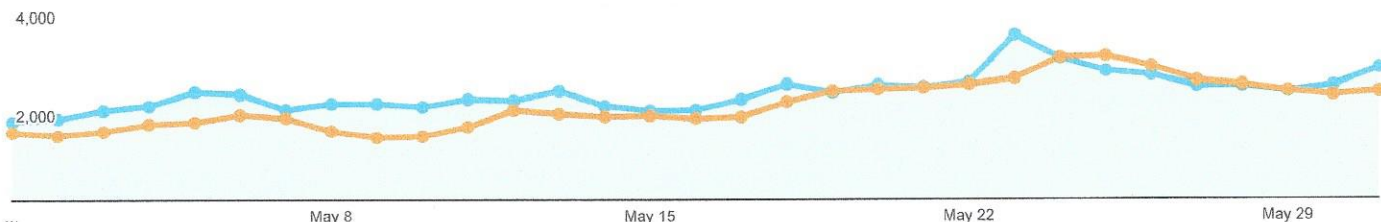
All Sessions  
+0.00%

### Explorer

Summary

May 1, 2015 - May 31, 2015: Sessions

May 1, 2014 - May 31, 2014: Sessions



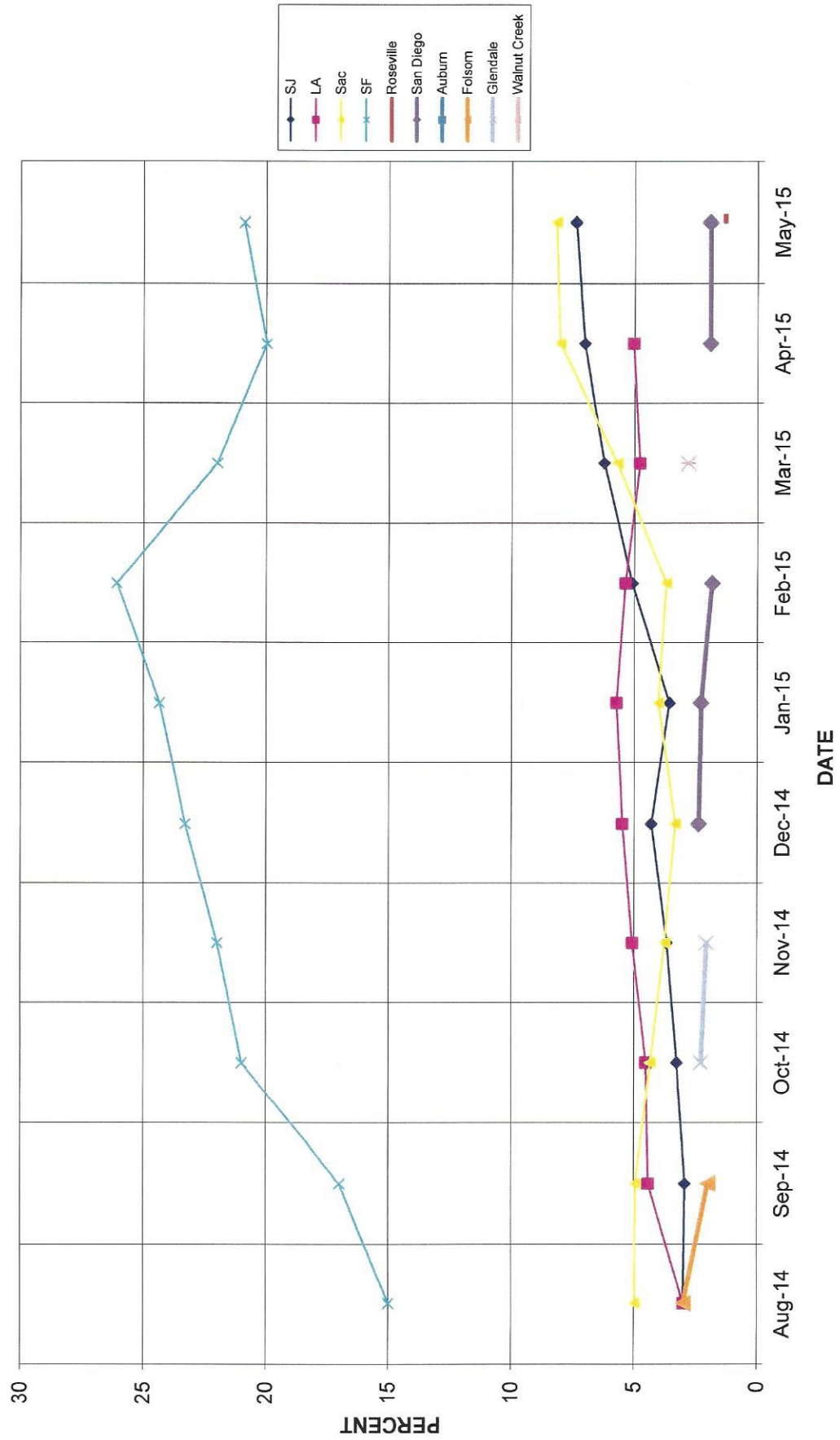
Default Channel Grouping	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. Organic Search	12.99% <span style="color: green;">▲</span> 68,077 vs 60,253	0.75% <span style="color: red;">▼</span> 77.72% vs 78.30%	12.14% <span style="color: green;">▲</span> 52,908 vs 47,180	18.56% <span style="color: red;">▼</span> 51.01% vs 43.03%	17.04% <span style="color: red;">▼</span> 3.03 vs 3.65	18.89% <span style="color: red;">▼</span> 00:02:17 vs 00:02:49	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
May 1, 201	40,100 (58.90%)	74.80%	29,994 (56.69%)	54.60%	2.78	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 201	31,784 (52.75%)	75.11%	23,873 (50.60%)	48.90%	3.19	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	26.16%	-0.42%	25.64%	11.66%	-12.92%	-13.72%	0.00%	0.00%	0.00%
2. Referral	17,268 (25.37%)	82.41%	14,230 (26.90%)	32.82%	4.12	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 201	21,125 (35.06%)	82.49%	17,426 (36.94%)	30.75%	4.45	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-18.26%	-0.10%	-18.34%	6.72%	-7.26%	-11.14%	0.00%	0.00%	0.00%
3. Direct	8,826 (12.96%)	80.24%	7,082 (13.39%)	65.68%	2.23	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 201	6,981 (11.59%)	80.48%	5,618 (11.91%)	52.56%	3.38	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	26.43%	-0.29%	26.06%	24.97%	-33.91%	-36.86%	0.00%	0.00%	0.00%
4. Social	940 (1.38%)	87.87%	826 (1.56%)	84.26%	1.50	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 201	240 (0.40%)	75.42%	181 (0.38%)	61.67%	2.61	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	291.67%	16.52%	356.35%	36.63%	-42.37%	-77.14%	0.00%	0.00%	0.00%
5. Paid Search	915 (1.34%)	82.84%	758 (1.43%)	61.53%	2.51	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)

V.b-17

	May 1, 201	1 (0.00%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	91,400.00%	∞%	∞%	-38.47%	151.26%	∞%	0.00%	0.00%	0.00%
6.	Email									
	May 1, 201	15 (0.02%)	60.00%	9 (0.02%)	40.00%	5.13	00:06:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 201	26 (0.04%)	84.62%	22 (0.05%)	42.31%	4.31	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-42.31%	-29.09%	-59.09%	-5.45%	19.17%	192.44%	0.00%	0.00%	0.00%
7.	(Other)									
	May 1, 201	13 (0.02%)	69.23%	9 (0.02%)	61.54%	1.92	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 201	96 (0.16%)	62.50%	60 (0.13%)	60.42%	2.67	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	-86.46%	10.77%	-85.00%	1.86%	-27.88%	10.38%	0.00%	0.00%	0.00%

Rows 1 - 7 of 7

GoTahoeNorth.com  
Top 5 CA Web Cities



V.6-9-19



## Referral Traffic

May 1, 2015 - May 31, 2015  
Compare to: May 1, 2014 - May 31, 2014

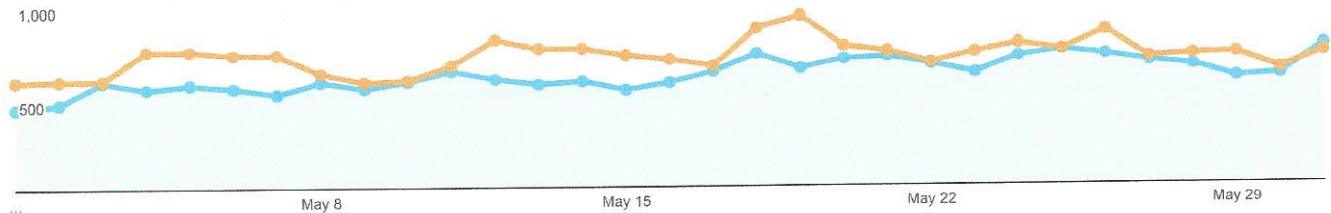


Explorer

Summary

May 1, 2015 - May 31, 2015: Sessions

May 1, 2014 - May 31, 2014: Sessions



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14.78% <span>18,208 vs 21,365</span>	0.34% <span>82.69% vs 82.41%</span>	14.49% <span>15,056 vs 17,607</span>	14.07% <span>35.47% vs 31.10%</span>	9.89% <span>3.99 vs 4.43</span>	14.60% <span>00:02:38 vs 00:03:05</span>	0.00% <span>0.00% vs 0.00%</span>	0.00% <span>0 vs 0</span>	0.00% <span>\$0.00 vs \$0.00</span>
1. <a href="#">visitinglaketahoe.com</a>									
May 1, 2015 - May 3	14,509 (79.68%)	84.66%	12,284 (81.59%)	28.73%	4.41	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 - May 3	18,391 (86.08%)	84.06%	15,459 (87.80%)	27.80%	4.64	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-21.11%	0.72%	-20.54%	3.35%	-4.89%	-10.21%	0.00%	0.00%	0.00%
2. <a href="#">facebook.com</a>									
May 1, 2015 - May 3	365 (2.00%)	89.04%	325 (2.16%)	93.15%	1.27	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 - May 3	27 (0.13%)	77.78%	21 (0.12%)	62.96%	2.96	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	1,251.85%	14.48%	1,447.62%	47.95%	-57.00%	-81.66%	0.00%	0.00%	0.00%
3. <a href="#">m.facebook.com</a>									
May 1, 2015 - May 3	317 (1.74%)	91.17%	289 (1.92%)	80.44%	1.42	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 - May 3	25 (0.12%)	84.00%	21 (0.12%)	60.00%	4.64	00:04:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	1,168.00%	8.53%	1,276.19%	34.07%	-69.34%	-89.73%	0.00%	0.00%	0.00%
4. <a href="#">search.yahoo.com</a>									
May 1, 2015 - May 3	269 (1.48%)	74.35%	200 (1.33%)	56.88%	2.52	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 - May 3	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
5. <a href="#">usacycling.org</a>									
May 1, 2015 - May 3	163 (0.90%)	44.79%	73 (0.48%)	66.87%	1.86	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
May 1, 2014 - May 3	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	∞%	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%
6. <a href="#">visitrenotahoe.com</a>									

V. B. 20

	May 1, 2015 - May 3	132 (0.72%)	62.12%	82 (0.54%)	60.61%	2.28	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 - May 3	82 (0.38%)	68.29%	56 (0.32%)	47.56%	3.10	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	60.98%	-9.04%	46.43%	27.43%	-26.38%	-70.46%	0.00%	0.00%	0.00%
7. <a href="#">dogtrekker.com</a>										
	May 1, 2015 - May 3	95 (0.52%)	67.37%	64 (0.43%)	78.95%	1.29	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 - May 3	94 (0.44%)	71.28%	67 (0.38%)	82.98%	1.35	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	1.06%	-5.48%	-4.48%	-4.86%	-4.17%	6.02%	0.00%	0.00%	0.00%
8. <a href="#">best-seo-offer.com</a>										
	May 1, 2015 - May 3	84 (0.46%)	100.00%	84 (0.56%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 - May 3	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%
9. <a href="#">alanna-the-lionheart.tumblr.com</a>										
	May 1, 2015 - May 3	69 (0.38%)	100.00%	69 (0.46%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 - May 3	0 (0.00%)	0.00%	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	∞%	∞%	∞%	∞%	∞%	0.00%	0.00%	0.00%	0.00%
10. <a href="#">visitcalifornia.com</a>										
	May 1, 2015 - May 3	69 (0.38%)	88.41%	61 (0.41%)	33.33%	3.39	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
	May 1, 2014 - May 3	23 (0.11%)	69.57%	16 (0.09%)	47.83%	3.52	00:04:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
	% Change	200.00%	27.08%	281.25%	-30.30%	-3.70%	-46.78%	0.00%	0.00%	0.00%

Rows 1 - 10 of 591

V.B-21

**Property Referral Report - May (Totals Listing)****Referrals**

Hyatt Regency Lake Tahoe Resort, Spa and Casino	475
Cedar Glen Lodge	351
VACAY North Tahoe	276
Sunnyside Restaurant & Lodge	254
Resort at Squaw Creek Cool Deals	224
Shore House at Lake Tahoe	190
Tahoe Moon Properties	189
Squaw Valley Lodge Cool Deals	187
The Ritz-Carlton, Lake Tahoe	178
Tahoe Getaways Vacation Rentals	164
River Ranch Lodge and Restaurant Cool Deals	157
Cottage Inn at Lake Tahoe	152
Mourelatos Lakeshore Resort	152
Tahoe Getaways Vacation Rentals Cool Deals	147
Granlibakken Tahoe	138
Northstar Resort	136
Brockway Springs Resort	135
The Village at Squaw Valley Cool Deals	131
Waters of Tahoe Properties	129
Tahoma Meadows Bed & Breakfast Cottages	128
West Shore Cafe & Inn	120
Tahoe Signature Properties	118
Vacasa	115
Mourelatos Lakeshore Resort Cool Deals	114
Tahoe Luxury Properties	114
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	111
Tahoe Biltmore Lodge & Casino	111
PlumpJack Squaw Valley Inn Cool Deals	107
Resort at Squaw Creek	105
Brockway Springs Resort Cool Deals	103
Aviva Inn	97
Incline Vacation Rentals	93
Ferrari's Crown Resort	92
The Village at Squaw Valley	92
Shooting Star Bed & Breakfast	89
Franciscan Lakeside Lodge	87
Hauserman Rental Group	87
Parkside Inn at Incline	87
Stay In Lake Tahoe	82
Agate Bay Realty Vacation Rentals	81
Chaney House	76
Meeks Bay Resort & Marina	74
Holiday House Cool Deals	72
First Accommodations, Inc.	70
Red Wolf Lakeside Lodge	70

V.0-22



Holiday House	69
PlumpJack Squaw Valley Inn	69
River Ranch Lodge and Restaurant	67
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	67
Tahoe Mountain Resorts Lodging	66
Goldfish Properties	64
Vacation Station, Inc.	63
Lake Tahoe Accommodations.	61
Sierra Vacation Rentals/Sales	61
Tahoe Marina Lodge	61
Tahoe Mountain Resorts Lodging Cool Deals	60
Tahoe Rentals by Wells and Bennett Realtors	60
The Border House	60
Tahoe Luxury Properties Cool Deals	59
Cedar Crest Cottages	58
Incline at Tahoe Realty	58
Tahoe Vistana Inn	57
Stevenson's Holliday Inn	56
Olympic Village Inn	55
Rockwood Lodge	54
Americas Best Value Inn Tahoe City	53
Franciscan Lakeside Lodge Cool Deals	53
Granlibakken Tahoe Cool Deals	53
LakeFrontHouse.com	52
Rustic Cottages	52
Stanford Alpine Chalet	51
Tahoe Woodside Vacation Rentals	51
Incline at Tahoe Realty Cool Deals	50
Lake Tahoe Deluxe Vacation Rentals	49
Tahoe Vista Lodge and Cabins	49
Constellation Residences at Northstar	45
North Tahoe Rental Company	45
Squaw Valley Lodge	45
Tahoe City Inn	45
Tahoma Lodge	41
Tamarack Lodge	41
Kingswood Village Vacation Rentals	40
Northstar Condominiums	38
West Lake Properties at Tahoe	37
Northstar Mountain Home Vacation Rentals	35
Vacation Tahoe by O'Neal Brokers	32
7-Pines Motel	31
Incline Vacation Rentals Cool Deals	29
Tahoe Exclusive Vacation Rentals	29
Mother Natures Inn	28
Northstar Lodge, A Welk Resort	28
The Lodge at Obexers	28

Christy Lodge	27
Firelite Lodge	27
Hauserman Rental Group Cool Deals	27
Lake Tahoe Accommodations	27
PepperTree Inn	27
Ferrari's Crown Resort Cool Deals	26
Tahoe Vacation Rentals	26
Tahoe Tavern Properties	25
The Lodge at Sugar Bowl	24
Club Tahoe Resort	23
Tahoe Edgelake Beach Club	23
Tahoe Sands Resort	22
Tahoe Exclusive Properties - Carr Long Real Estate	21
Chalet de Huttlinger	19
Cal Neva Resort Casino Hotel	18
VACAY North Tahoe Cool Deals	17
Red Wolf Lodge at Squaw Valley	15
Martis Valley Associates Property Rentals	14
RedAwning.com Vacation Rentals	13
Tahoe North Shore Lodge	12
Pullen Realty Group	11
Rainbow Lodge	11
Castle Peak Vacation Rentals	10
Donner Summit Rentals	10
Fox Den Cottages	10
Chinquapin / Packard Realty	9
Tahoe Biltmore Lodge & Casino Cool Deals	9
Sierra Vacation Rentals/Sales Cool Deals	8
SellMyTimeShareNow.com	7
Agate Bay Realty Vacation Rentals Cool Deals	6
Sierra Mountain Properties	5
Rustic Cottage Inn	4
Schulze, Lola - Tahoe Luxury Properties	1
Tahoe North Visitor's & Convention Bureau	1
Tahoe Real Estate Group	1
<b>TOTAL</b>	<b>9151</b>

V.10-24

<b>Property Referral Report - May (Alpha Listing)</b>	<b>Referrals</b>
7-Pines Motel	31
Agate Bay Realty Vacation Rentals	81
Agate Bay Realty Vacation Rentals Cool Deals	6
Americas Best Value Inn Tahoe City	53
Aviva Inn	97
Brockway Springs Resort	135
Brockway Springs Resort Cool Deals	103
Cal Neva Resort Casino Hotel	18
Castle Peak Vacation Rentals	10
Cedar Crest Cottages	58
Cedar Glen Lodge	351
Chalet de Huttlinger	19
Chaney House	76
Chinquapin / Packard Realty	9
Christy Lodge	27
Club Tahoe Resort	23
Constellation Residences at Northstar	45
Cottage Inn at Lake Tahoe	152
Donner Summit Rentals	10
Ferrari's Crown Resort	92
Ferrari's Crown Resort Cool Deals	26
Firelite Lodge	27
First Accommodations, Inc.	70
Fox Den Cottages	10
Franciscan Lakeside Lodge	87
Franciscan Lakeside Lodge Cool Deals	53
Goldfish Properties	64
Granlibakken Tahoe	138
Granlibakken Tahoe Cool Deals	53
Hauserman Rental Group	87
Hauserman Rental Group Cool Deals	27
Holiday House	69
Holiday House Cool Deals	72
Hyatt Regency Lake Tahoe Resort, Spa and Casino	475
Hyatt Regency Lake Tahoe Resort, Spa and Casino Cool Deals	111
Incline at Tahoe Realty	58
Incline at Tahoe Realty Cool Deals	50
Incline Vacation Rentals	93
Incline Vacation Rentals Cool Deals	29
Kingswood Village Vacation Rentals	40
Lake Tahoe Accommodations	27
Lake Tahoe Accommodations.	61
Lake Tahoe Deluxe Vacation Rentals	49
LakeFrontHouse.com	52
Martis Valley Associates Property Rentals	14

V.10-25



Meeks Bay Resort & Marina	74
Mother Natures Inn	28
Mourelatos Lakeshore Resort	152
Mourelatos Lakeshore Resort Cool Deals	114
North Tahoe Rental Company	45
Northstar Condominiums	38
Northstar Lodge, A Welk Resort	28
Northstar Mountain Home Vacation Rentals	35
Northstar Resort	136
Olympic Village Inn	55
Parkside Inn at Incline	87
PepperTree Inn	27
PlumpJack Squaw Valley Inn	69
PlumpJack Squaw Valley Inn Cool Deals	107
Pullen Realty Group	11
Rainbow Lodge	11
Red Wolf Lakeside Lodge	70
Red Wolf Lodge at Squaw Valley	15
RedAwning.com Vacation Rentals	13
Resort at Squaw Creek	105
Resort at Squaw Creek Cool Deals	224
River Ranch Lodge and Restaurant	67
River Ranch Lodge and Restaurant Cool Deals	157
Rockwood Lodge	54
Rustic Cottage Inn	4
Rustic Cottages	52
Schulze, Lola - Tahoe Luxury Properties	1
SellMyTimeShareNow.com	7
Shooting Star Bed & Breakfast	89
Shore House at Lake Tahoe	190
Sierra Mountain Properties	5
Sierra Vacation Rentals/Sales	61
Sierra Vacation Rentals/Sales Cool Deals	8
Squaw Valley Lodge	45
Squaw Valley Lodge Cool Deals	187
Stanford Alpine Chalet	51
Stay In Lake Tahoe	82
Stevenson's Holliday Inn	56
Sunnyside Restaurant & Lodge	254
Tahoe Biltmore Lodge & Casino	111
Tahoe Biltmore Lodge & Casino Cool Deals	9
Tahoe City Inn	45
Tahoe Edgelake Beach Club	23
Tahoe Exclusive Properties - Carr Long Real Estate	21
Tahoe Exclusive Vacation Rentals	29
Tahoe Getaways Vacation Rentals	164
Tahoe Getaways Vacation Rentals Cool Deals	147

V.6-26

Tahoe Luxury Properties	114
Tahoe Luxury Properties Cool Deals	59
Tahoe Marina Lodge	61
Tahoe Moon Properties	189
Tahoe Mountain Resorts Lodging	66
Tahoe Mountain Resorts Lodging Cool Deals	60
Tahoe North Shore Lodge	12
Tahoe North Visitor's & Convention Bureau	1
Tahoe Real Estate Group	1
Tahoe Rentals by Wells and Bennett Realtors	60
Tahoe Sands Resort	22
Tahoe Signature Properties	118
Tahoe Tavern Properties	25
Tahoe Vacation Rentals	26
Tahoe Vista Lodge and Cabins	49
Tahoe Vistana Inn	57
Tahoe Woodside Vacation Rentals	51
Tahoma Lodge	41
Tahoma Meadows Bed & Breakfast Cottages	128
Tahoma Meadows Bed & Breakfast Cottages Cool Deals	67
Tamarack Lodge	41
The Border House	60
The Lodge at Obexers	28
The Lodge at Sugar Bowl	24
The Ritz-Carlton, Lake Tahoe	178
The Village at Squaw Valley	92
The Village at Squaw Valley Cool Deals	131
Vacasa	115
Vacation Station, Inc.	63
Vacation Tahoe by O'Neal Brokers	32
VACAY North Tahoe	276
VACAY North Tahoe Cool Deals	17
Waters of Tahoe Properties	129
West Lake Properties at Tahoe	37
West Shore Cafe & Inn	120
<b>TOTAL</b>	<b>9151</b>

V.b-27