

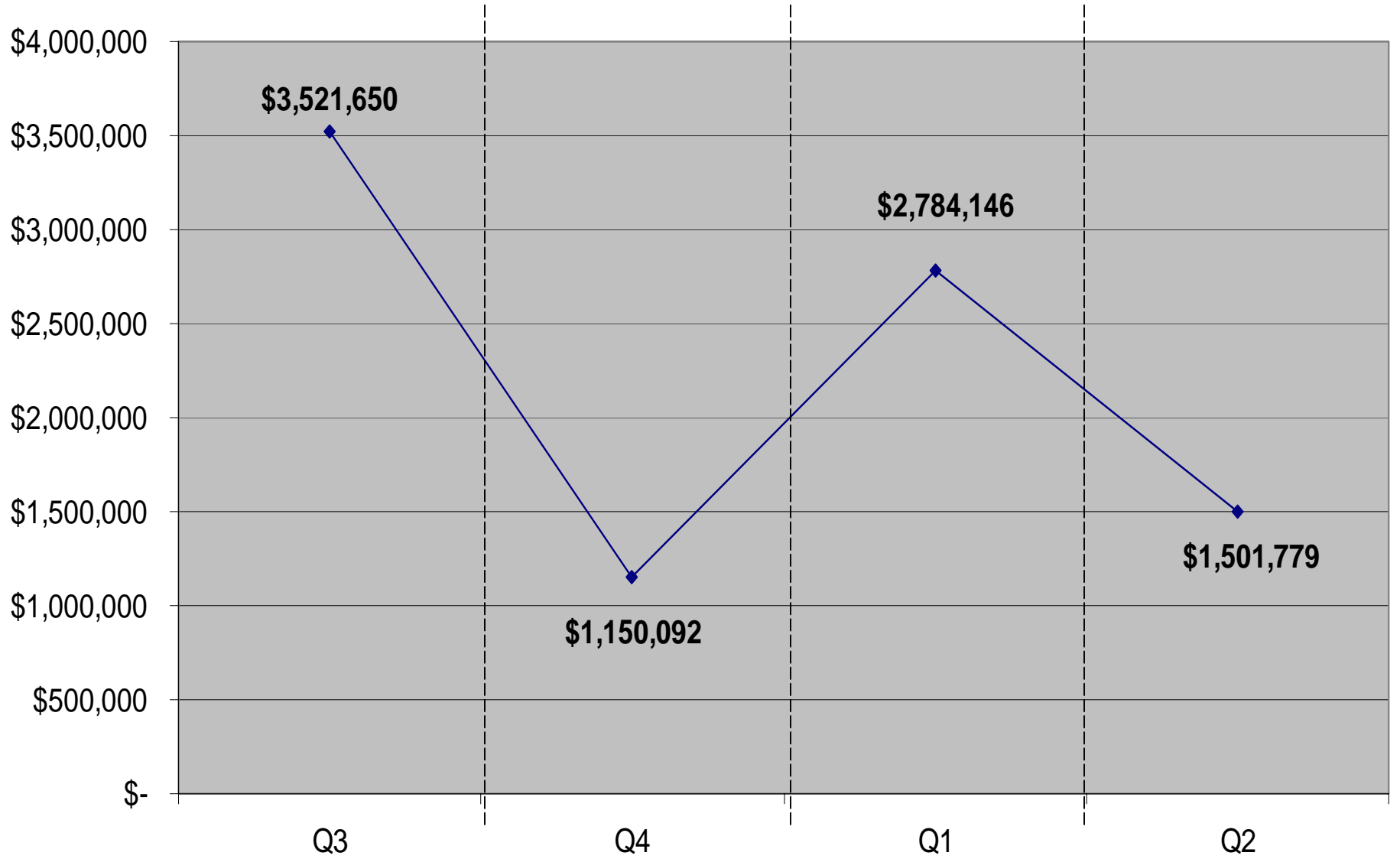
Decision Making Tools

Subcommittee Charter

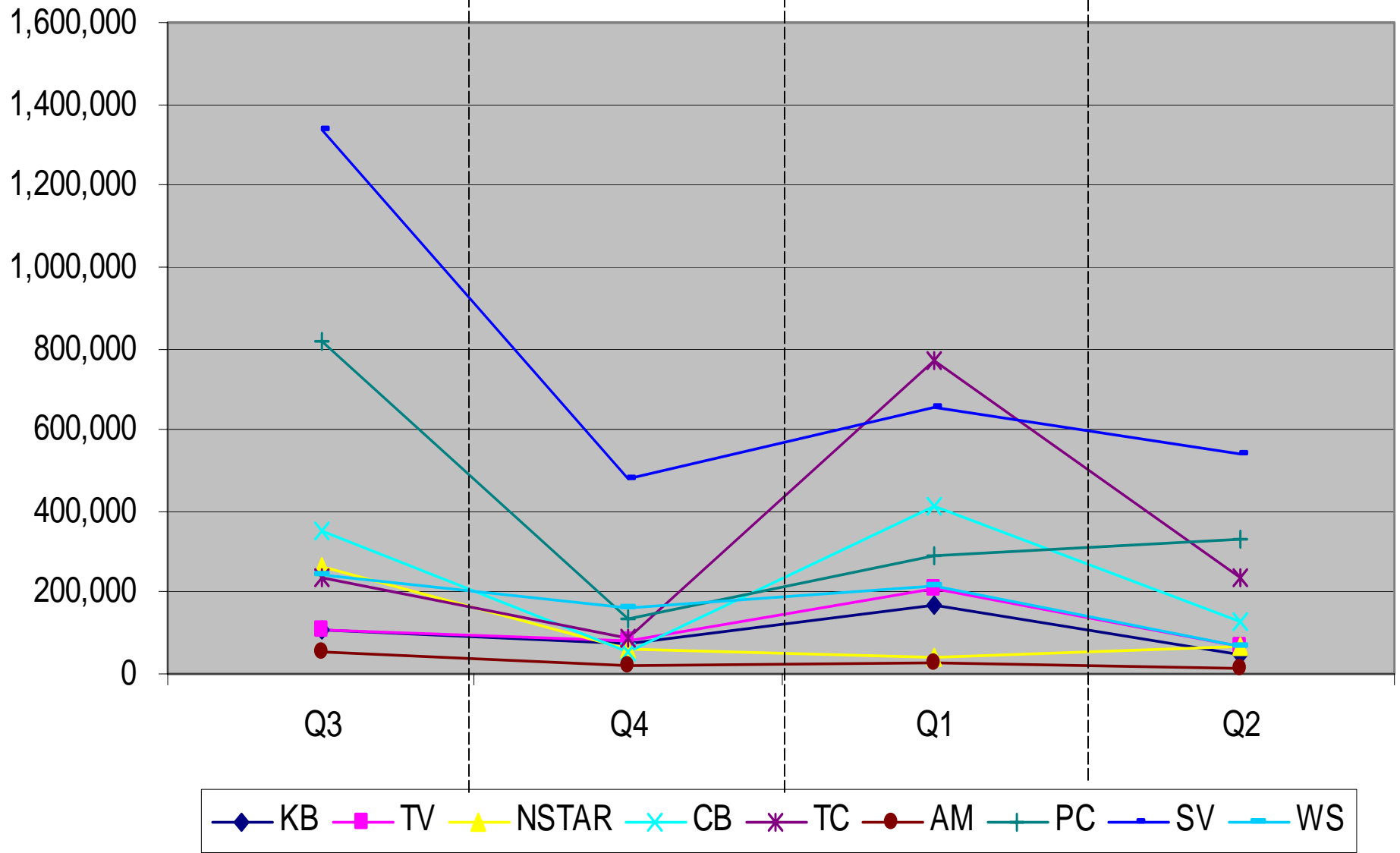
1. Find a pattern of business (Prove pattern of business is lodging?)
2. Breakdown pattern of lodging by travel segment
3. Determine areas of opportunity
4. Develop marketing programs to fill those areas of opportunity.

Meeting: Marketing Committee: February 24, 2009

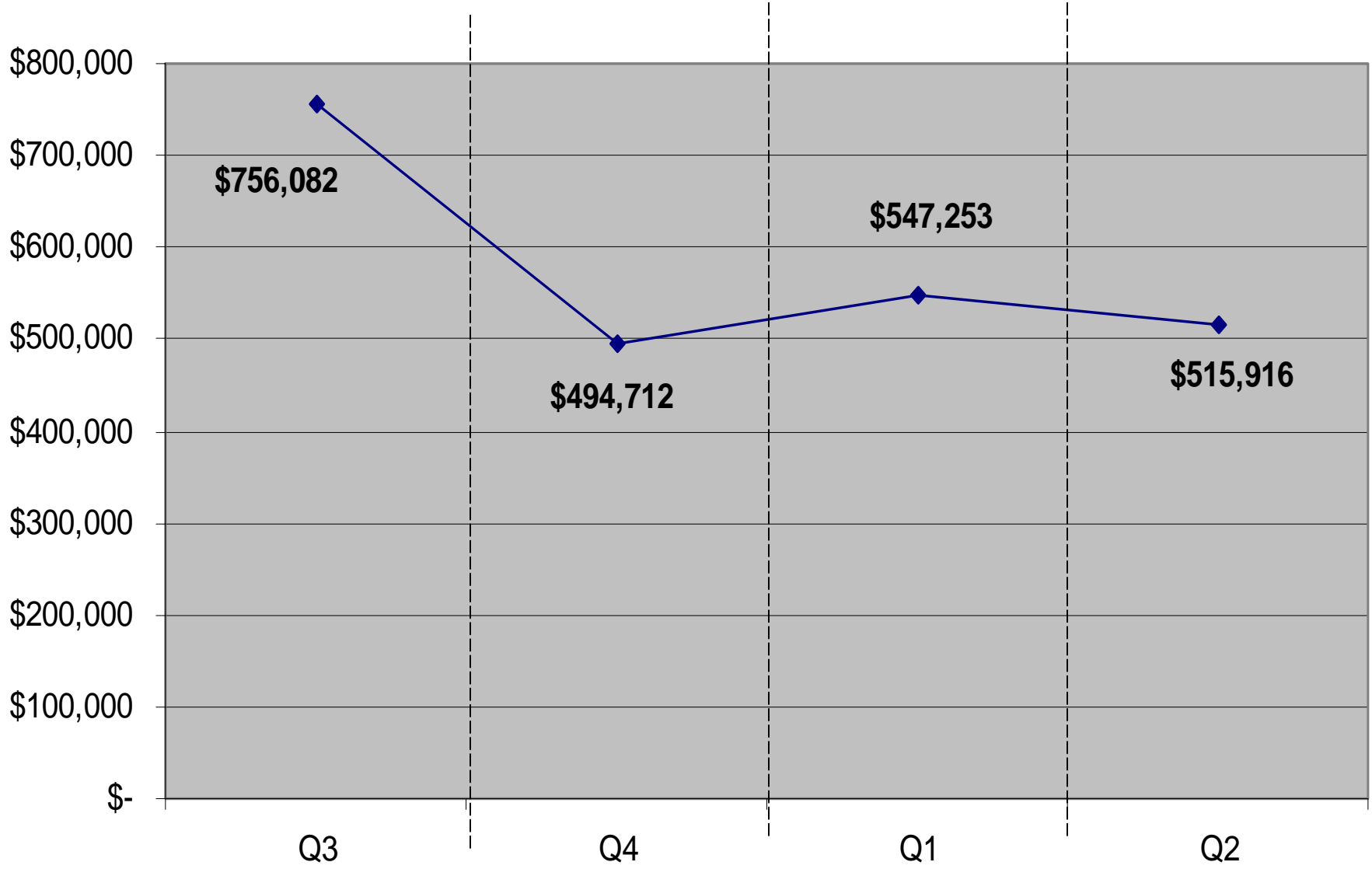
North Lake Tahoe FY 2007/08 TOT



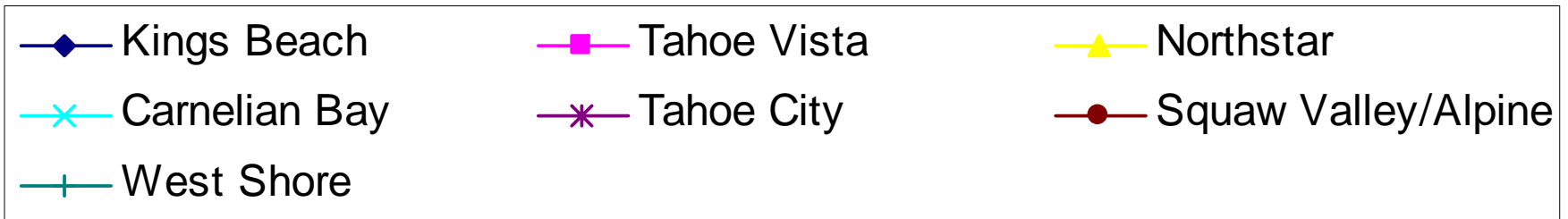
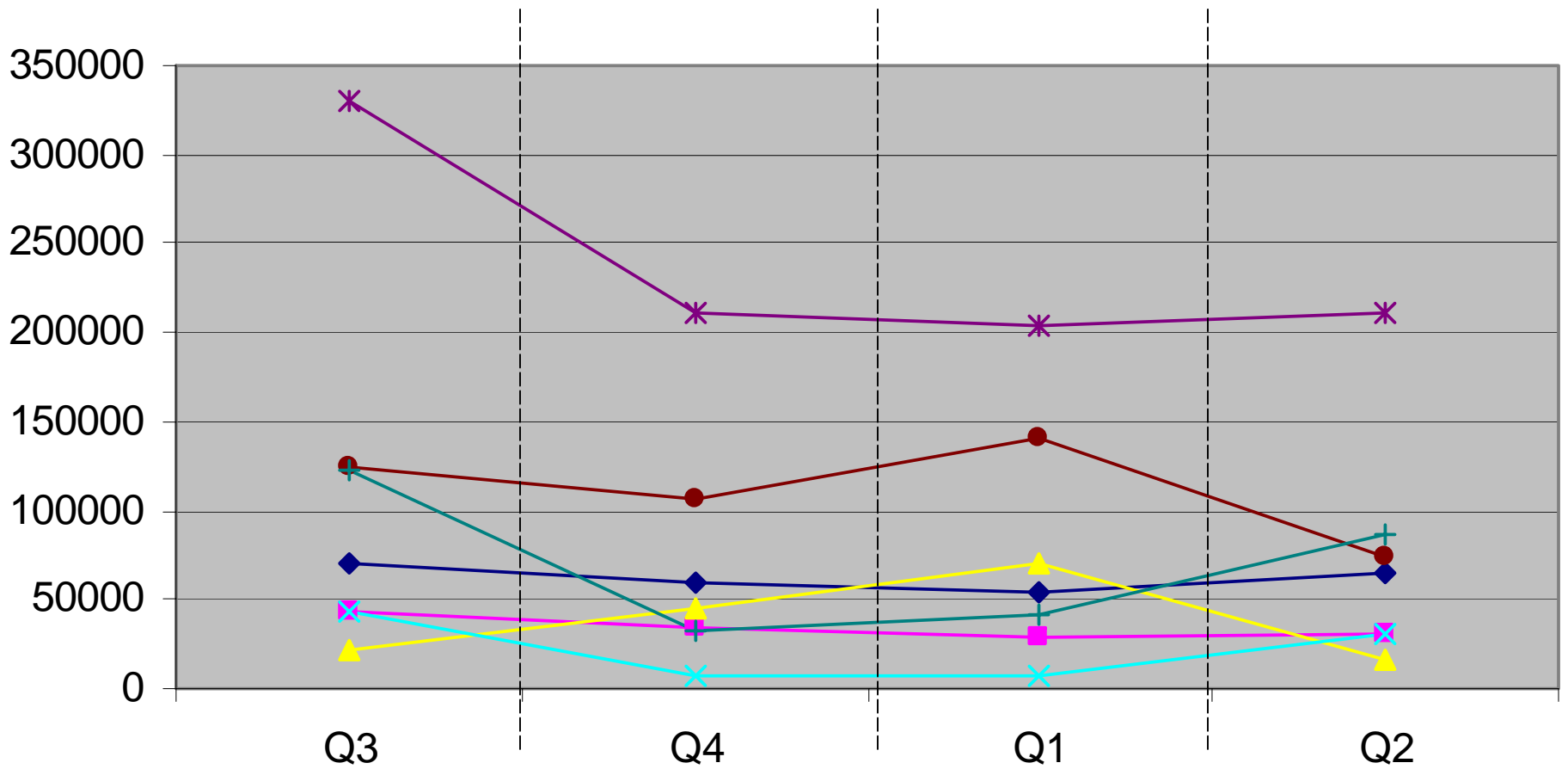
TOT by Quarter and Region FY 2007/08



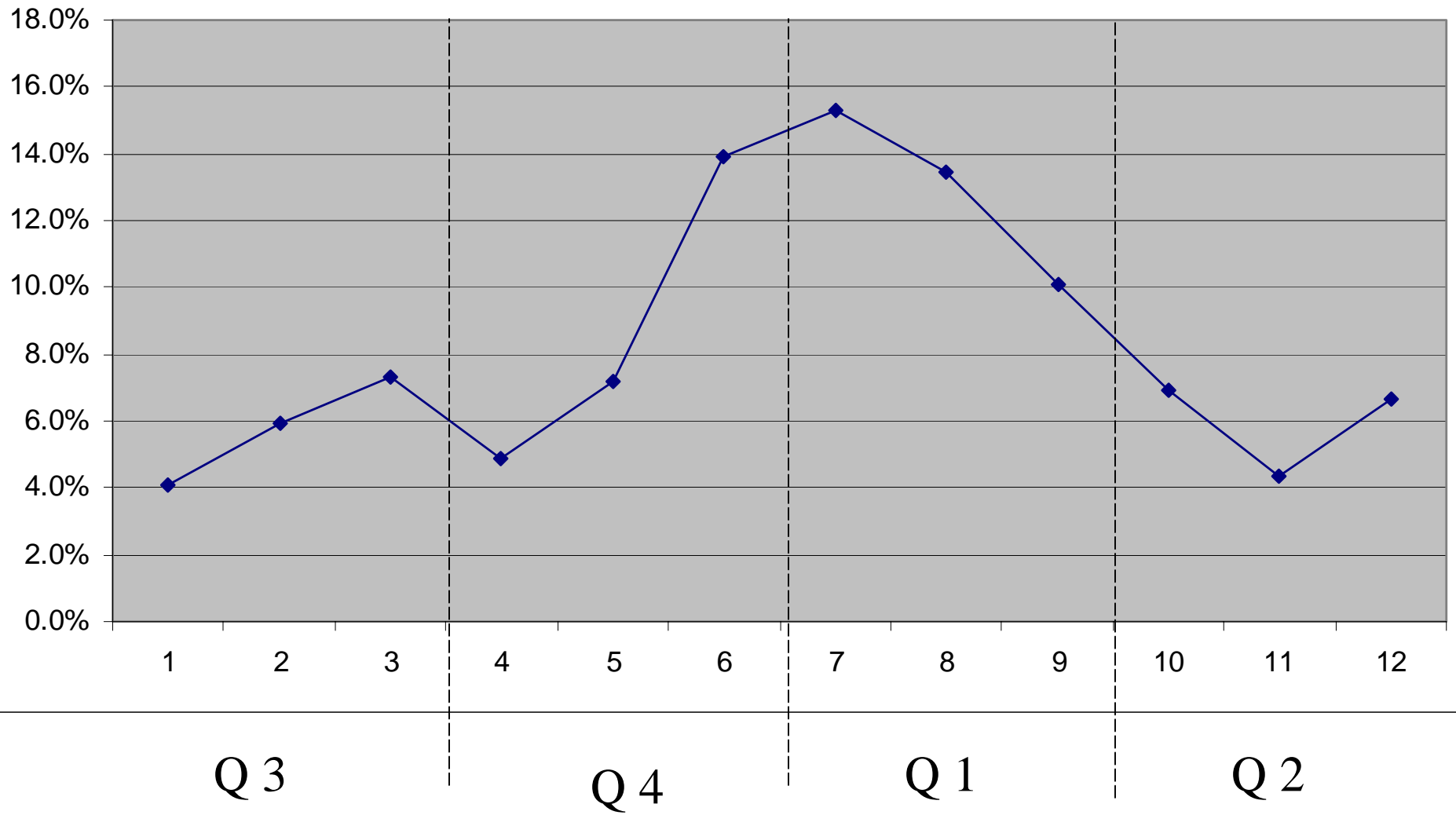
North Lake Tahoe Sales Tax



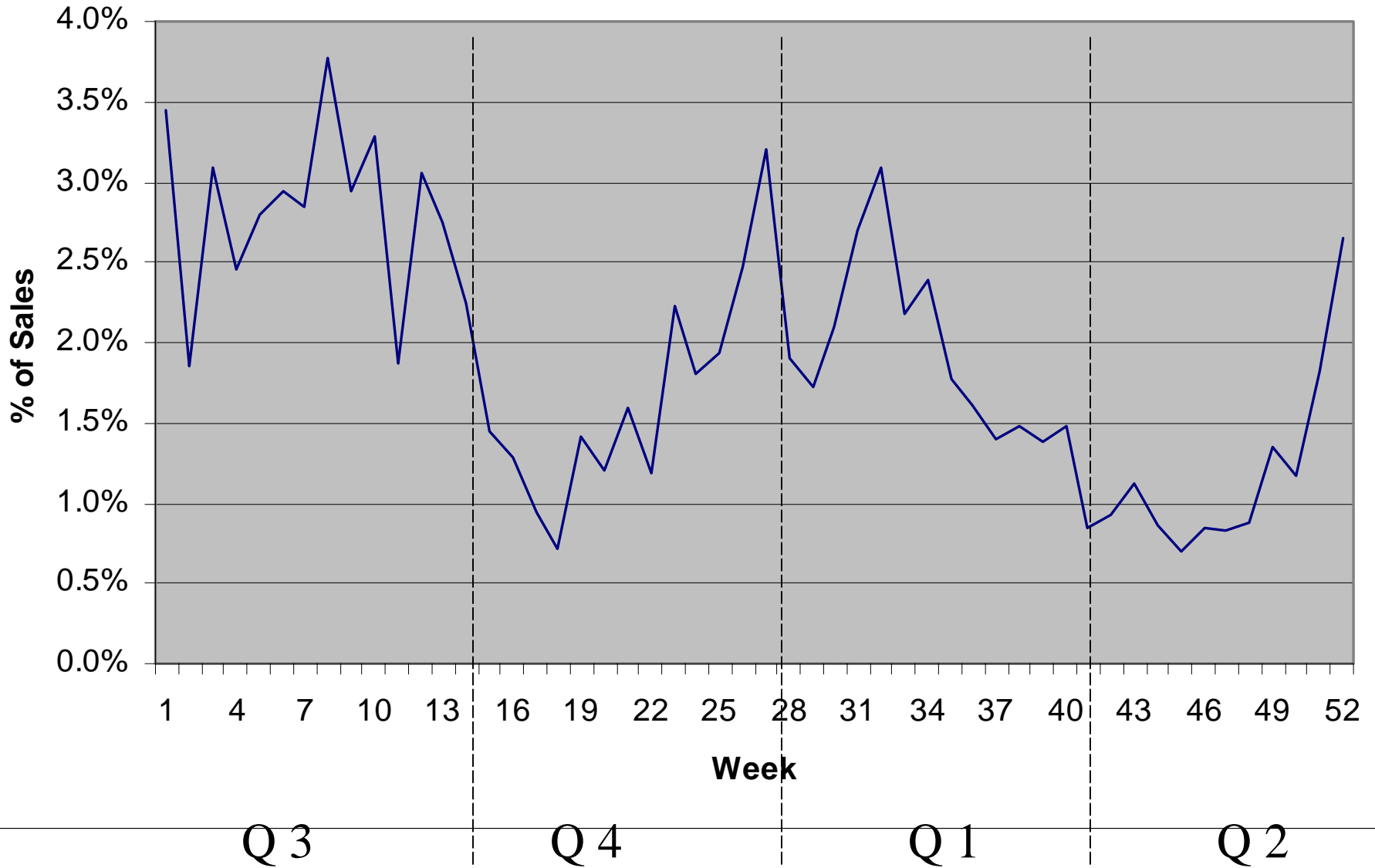
Sales Tax by Region and Quarter



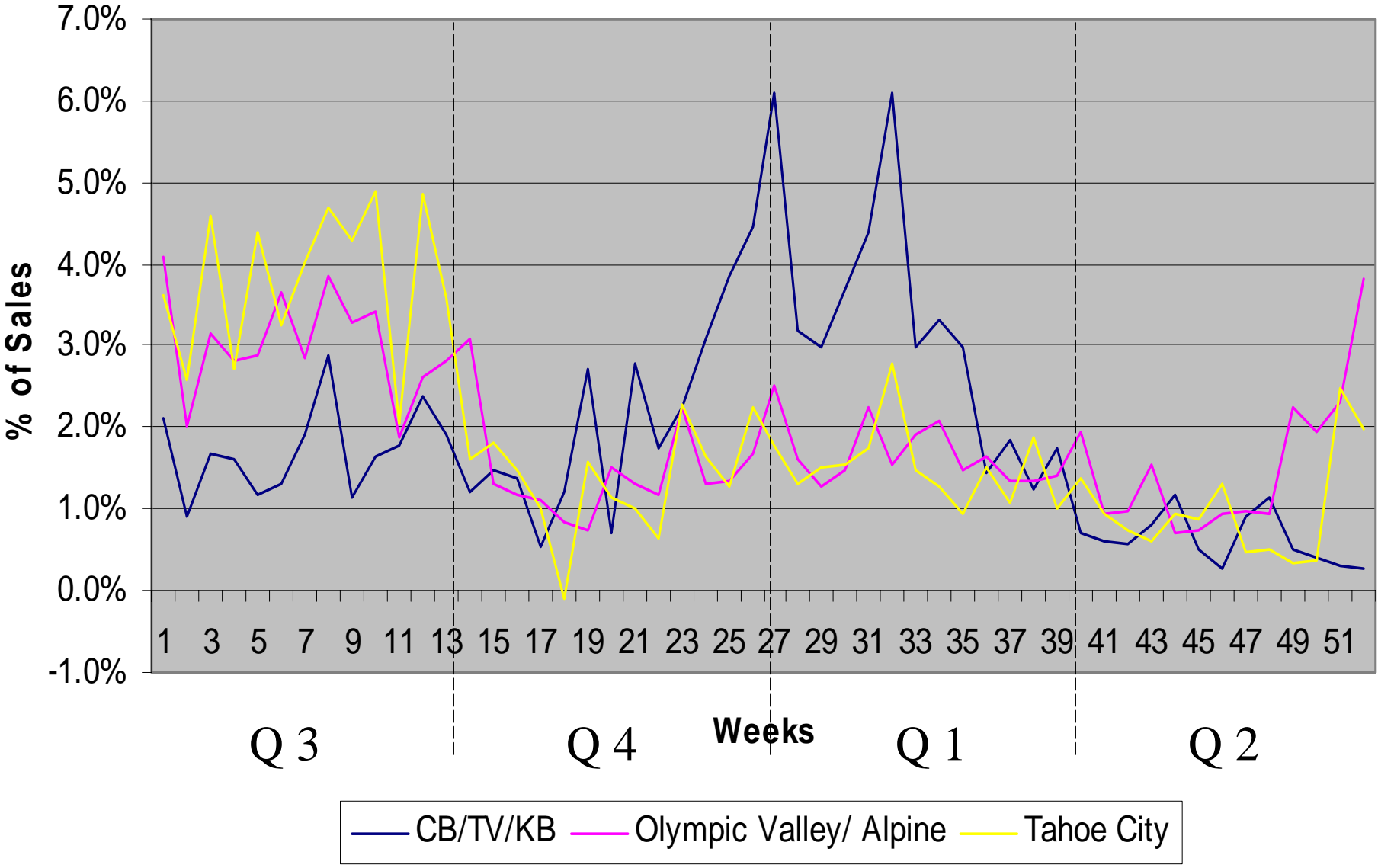
NLTRA VIC Visitor Numbers



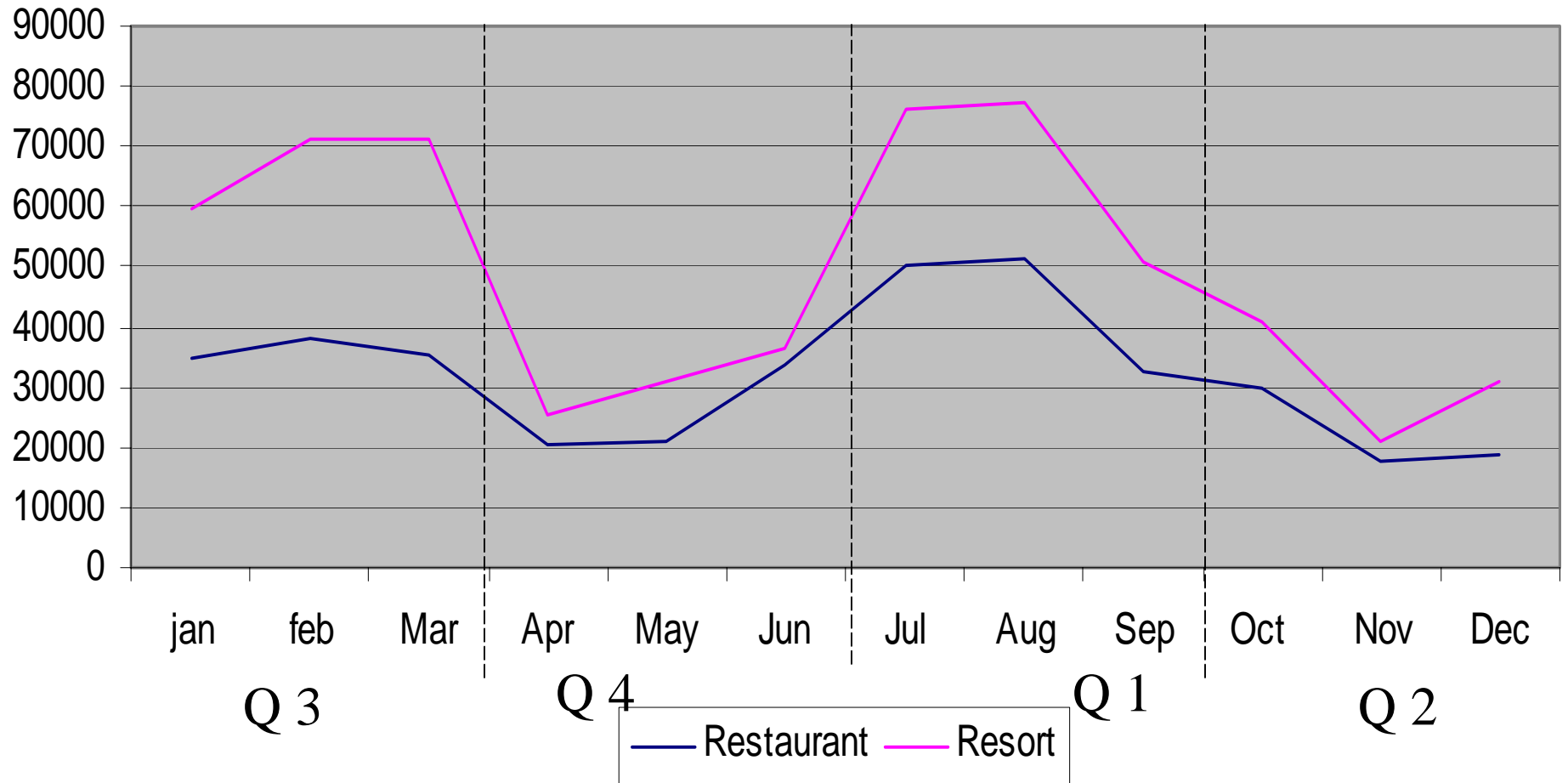
US Food Sales 2008



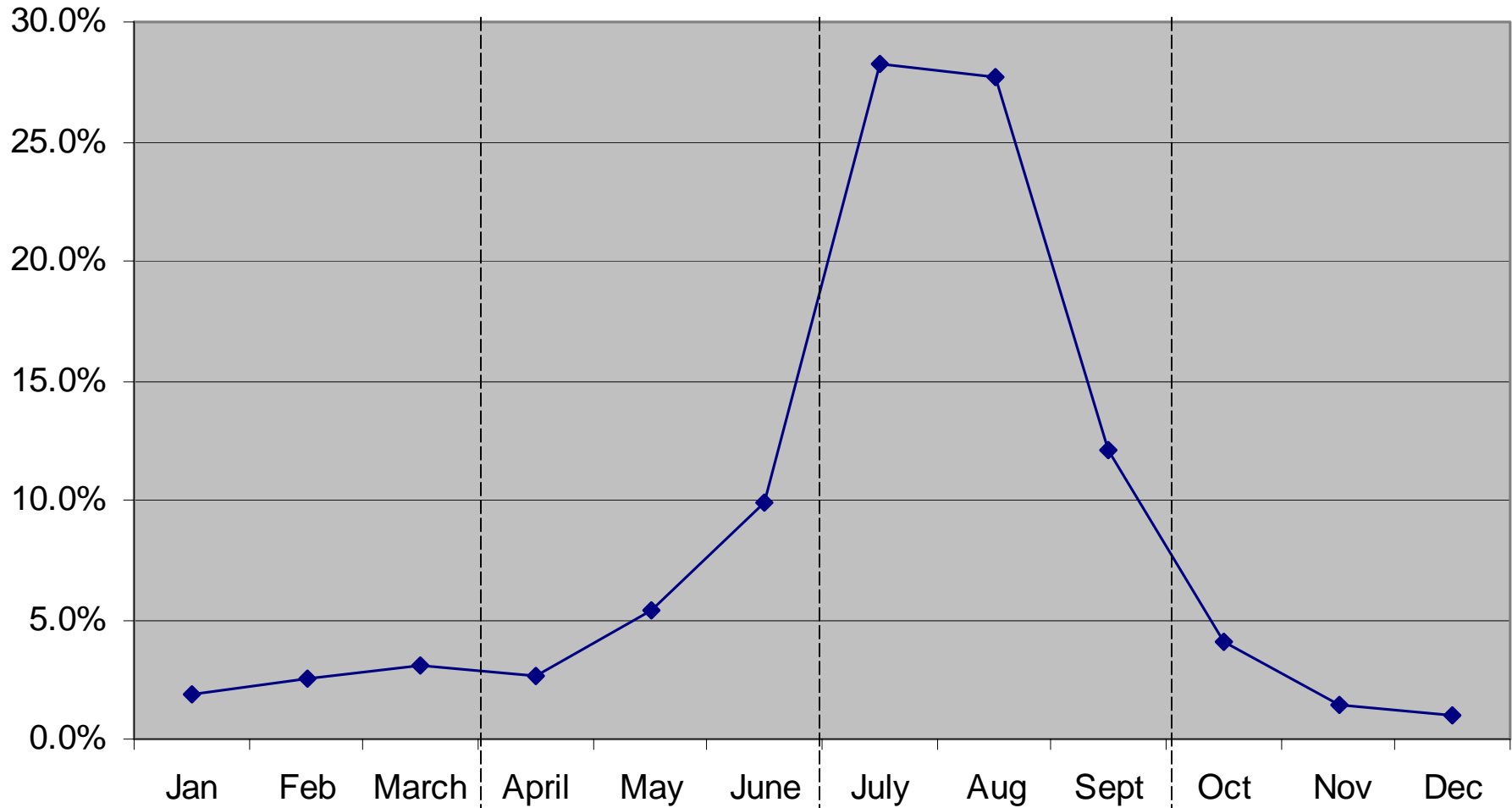
US Food Sales By Area 2008



Mission



Sugar Pine State Park



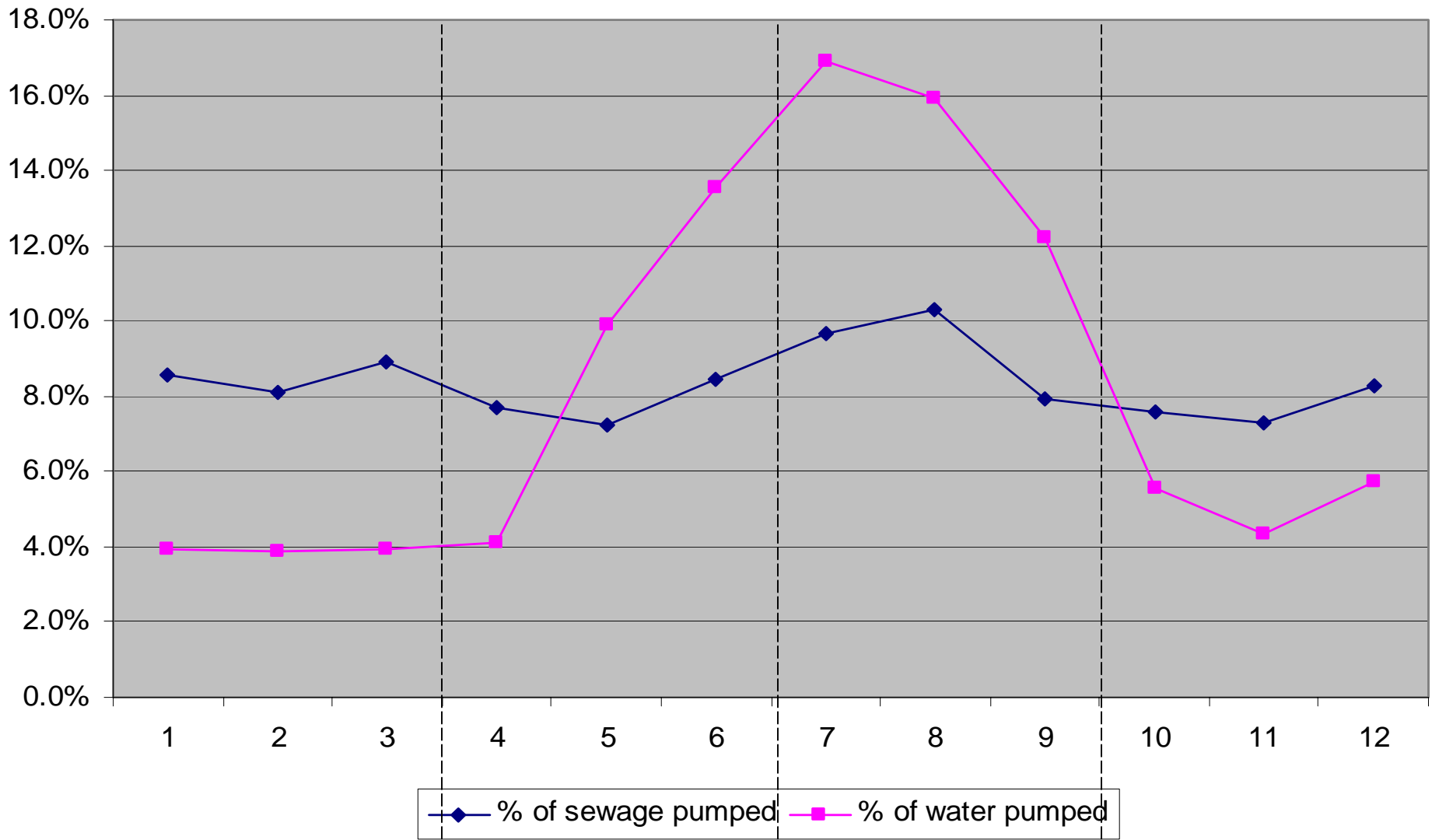
Q 3

Q 4

Q 1

Q 2

IVGID Water and Sewar Use



Q 3

Q 4

Q 1

Q 2