

July Standing Reports

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1446 Units ('DestiMetrics Census**') and 44.77% of 3229 total units in the North Lake Tahoe destination ('Destination Census***')

Last Month Performance: Current YTD vs. Previous YTD		2022/23	2021/22	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (-3.0%)	Occupancy (Jul) :	69.7%	71.8%	-3.0%
North Lake Tahoe ADR for last month (Jul) changed by (-0.9%)	ADR (Jul) :	\$ 569	\$ 574	-0.9%
North Lake Tahoe RevPAR for last month (Jul) changed by (-3.9%)	RevPAR (Jul) :	\$ 396	\$ 412	-3.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Aug) changed by (-20.7%)	Occupancy (Aug) :	48.9%	61.7%	-20.7%
North Lake Tahoe ADR for next month (Aug) changed by (-1.4%)	ADR (Aug) :	\$ 514	\$ 522	-1.4%
North Lake Tahoe RevPAR for next month (Aug) changed by (-21.8%)	RevPAR (Aug) :	\$ 252	\$ 322	-21.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (6.6%)	Occupancy	56.3%	52.8%	6.6%
North Lake Tahoe ADR for the past 6 months changed by (8.0%)	ADR	\$ 461	\$ 427	8.0%
North Lake Tahoe RevPAR for the past 6 months changed by (15.2%)	RevPAR	\$ 259	\$ 225	15.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-15.9%)	Occupancy	25.2%	30.0%	-15.9%
North Lake Tahoe ADR for the future 6 months changed by (-0.4%)	ADR	\$ 406	\$ 408	-0.4%
North Lake Tahoe RevPAR for the future 6 months changed by (-16.2%)	RevPAR	\$ 103	\$ 122	-16.2%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2022 vs. Previous Year				
Rooms Booked during last month (Jul,22) compared to Rooms Booked during the same period last year (Jul,21) for all arrival dates has changed by (36.6%)	Booking Pace (Jul)	5.8%	4.2%	36.6%

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

DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst Inntopia's other participants. As is the case in all Inntopia 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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Monthly Report July 2022

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 22/23

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	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/22:	\$1,137,574	\$1,670,835	-32%
Number of Room Nights:	4,846	8044	-40%
Number of Delegates:	2276	3629	-37%
Annual Revenue Goal:	\$2,000,000	\$2,000,000	0%

Monthly Detail/Activity	<u>July-22</u>	<u>July-21</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$145,856	\$45,903	218%
Room Nights:	465	100	365%
Number of Delegates:	544	50	
Booked Group Types:	2 CA Assoc.	1 Corp.	
Lost Business, # of Groups:	18	22	

<u>Arrived in the month</u>	<u>July-22</u>	<u>July-21</u>	
Number of Groups:	3	2	
Revenue Arrived:	\$190,117	\$208,360	-9%
Room Nights:	630	795	-21%
Number of Delegates:	455	330	
	1 CA Assoc., 1		
	Mtg. Planner. 1		
Arrived Group Types:	Corp.	2 Assoc.	

	<u>Current Numbers</u>	<u>Goals</u>
For 2023/24:	\$100,804	\$2,000,000
For 2024/25:	\$89,550	\$2,000,000

NUMBER OF LEADS Generated as of 7/30/22:	14
YTD 7/30/21:	9
YTD 7/30/20:	33

Total Number of Leads Generated in Previous Years:

2021/2022	123
2020/2021	90
2019/2020	252
2018/2019	320
2017/2018	302

Lodging Book Now Referrals - 7/1/22-7/31/22	Total Events	Unique Events
Natural Retreats – North Lake Tahoe	385	369
Hyatt Regency Lake Tahoe Resort Spa & Casino	166	158
Cedar Crest Cottages	156	151
Tahoe Vacation Rentals	104	101
Red Wolf Lakeside Lodge	77	72
Frog Lake Backcountry Huts	71	67
Mourelatos Lakeshore Resort	67	65
Tahoe Rental Company	66	66
Northstar Lodge by Vacation Club Rentals	64	53
Cedar Glen Lodge	59	53
Northstar California Resort	57	53
The Village at Palisades Tahoe	49	46
West Shore Cafe & Inn	49	43
East West Hospitality at Tahoe	48	28
The Ritz-Carlton, Lake Tahoe	45	44
Sunnyside Restaurant & Lodge	44	43
Parkside Inn at Incline	42	42
Resort at Squaw Creek	42	42
Olympic Village Inn	37	37
Tahoma Meadows Cottages	37	36
PlumpJack Inn	36	35
Tahoe Real Estate Group	35	34
Brockway Springs Resort	34	32
Granlibakken Tahoe	29	29
Gar Woods Grill & Pier	25	21
Lake Tahoe Accommodations	20	18
PepperTree Inn	20	20
SellMyTimeShareNow.com	19	19
Constellation Residences at Northstar	18	11
Agate Bay Realty Vacation Rentals	16	16
Waters of Tahoe Properties	16	15
Tahoe Donner Golf Course	15	15
Tahoe Accommodations	14	13
Tahoe Getaways Vacation Rentals	14	13
Tahoe Luxury Properties	14	14
Incline Vacation Rentals	13	12
Red Wolf Lodge at Squaw Valley	12	10
Franciscan Lakeside Lodge	11	11
Holiday House	11	11
Sun Bear Realty & Vacation Rentals	11	11
First Accommodations, Inc.	8	8
Hauserman Rental Group	8	8

Tahoe Vistana Inn	8	7
Vacation Station, Inc.	8	7
Sierra Mountain Properties	7	7
Vacasa	7	7
West Lake Properties at Tahoe	7	7
Goldfish Properties	6	6
Tahoe Woodside Vacation Rentals	5	4
Firelite Lodge	3	3
Americas Best Value Inn Tahoe City	2	2
Tahoe Signature Properties	1	1
	2118	1996

Lodging Referrals - 7/1/22-7/31/22	Total Events	Unique Events
Hyatt High Sierra Lodge, A Hyatt Residence Club	328	323
AvantStay	248	233
Natural Retreats – North Lake Tahoe	243	232
Basecamp Hotel Tahoe City	151	138
Cedar Crest Cottages	144	138
Hyatt Regency Lake Tahoe Resort Spa & Casino	139	136
Meeks Bay Resort & Marina	122	117
Donner Lake Village	103	100
Tahoe Time Vacation Rental	83	80
River Ranch Lodge and Restaurant	77	73
The Inn at Boatworks	68	64
Red Wolf Lakeside Lodge	66	66
Frog Lake Backcountry Huts	64	64
Tahoe Vacation Rentals	63	61
Cottage Inn at Lake Tahoe	62	61
Gar Woods Grill & Pier	60	56
Rustic Cottages	60	56
The Ritz-Carlton, Lake Tahoe	59	55
Cedar Glen Lodge	58	57
Northstar California Resort	56	55
Sunnyside Restaurant & Lodge	56	52
Tahoe Rental Company	55	51
West Shore Cafe & Inn	52	52
Mourelatos Lakeshore Resort	50	48
North Tahoe Rental Company	50	26
Rockwood Lodge	49	47
East West Hospitality at Tahoe	46	32
Tahoe Truckee Factory Stores	46	40
Tahoe Luxury Properties	43	39
Northstar Lodge by Vacation Club Rentals	39	35
Tahoma Meadows Cottages	39	38
Tahoe Vista Lodge and Cabins	38	38
Brockway Springs Resort	37	35
LakeFrontHouse.com	36	34
Resort at Squaw Creek	36	34
Crown Motel & Family Resort	35	34
Tahoe Sands Resort	35	34
The Village at Palisades Tahoe	34	33
Tahoe Mountain Properties	33	30
Lake Tahoe Deluxe Vacation Rentals	30	27
Tahoe Real Estate Group	30	27
Granlibakken Tahoe	29	26

Stay In Lake Tahoe	29	28
Castle Peak Vacation Rentals	28	27
Parkside Inn at Incline	28	27
Donner Summit Rentals	27	27
Olympic Village Inn	27	27
Incline Vacation Rentals	25	20
PlumpJack Inn	25	24
Chaney House	24	23
Tahoe Rentals by Wells and Bennett Realtors	24	22
Tahoe Getaways Vacation Rentals	23	21
Hauserman Rental Group	22	21
Agate Bay Realty Vacation Rentals	21	20
BEST. VACATION. EVER... InvitedHome.com	21	20
Lake Tahoe Accommodations	20	15
Stevenson's Holliday Inn	20	18
Tahoe Marina Lodge	19	16
Sun Bear Realty & Vacation Rentals	17	17
PepperTree Inn	16	16
VACAY North Tahoe	16	16
Tahoe Signature Properties	15	13
Constellation Residences at Northstar	14	12
Waters of Tahoe Properties	14	13
Mother Natures Inn	13	13
Vacation Tahoe by O'Neal Brokers	13	11
Tahoe Vistana Inn	12	10
The Border House at Crystal Bay Casino	12	12
West Lake Properties at Tahoe	12	11
Goldfish Properties	10	9
Holiday House	10	10
SellMyTimeShareNow.com	10	10
The Hotel at Sugar Bowl	10	10
West Shore Sports	10	10
Franciscan Lakeside Lodge	9	7
Pullen Realty Group	9	9
Tahoe Donner Golf Course	9	9
Tahoe Moon Properties	9	8
Tahoe Tavern Properties	9	8
Firelite Lodge	8	8
Martis Valley Associates Property Rentals	8	8
Sierra Mountain Properties	8	8
Squaw Valley Lodge	8	8
Tahoe Accommodations	8	6
Tahoe Edgelake Beach Club	8	8

Vacasa	8	7
Martis Valley Vacation Rentals	7	7
Tahoe Exclusive Vacation Rentals	7	6
Tamarack Lodge	7	7
Chinquapin / Packard Realty	6	6
Club Tahoe Resort	6	6
Tahoe North Shore Lodge	6	6
Tahoma Lodge	6	5
The Lodge at Obexers	6	6
Vacation Station, Inc.	6	5
First Accommodations, Inc.	5	5
Red Wolf Lodge at Squaw Valley	5	5
Tahoe Woodside Vacation Rentals	5	5
Christy Lodge	4	4
Americas Best Value Inn Tahoe City	2	2
Caliente! Lake Tahoe	2	2
Sandy's Pub at the Resort at Squaw Creek	2	2