



north lake tahoe

Chamber | CVB | Resort Association

July 2018 Standing Reports

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1246 Units (DestiMetrics Census**) and 38.60% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

Last Month Performance: Current YTD vs. Previous YTD	2018/19	2017/18	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jul) changed by (5.6%)	Occupancy (Jul) : 73.6%	69.7%	5.6%
North Lake Tahoe ADR for last month (Jul) changed by (1.5%)	ADR (Jul) : \$ 405	\$ 399	1.5%
North Lake Tahoe RevPAR for last month (Jul) changed by (7.1%)	RevPAR (Jul) : \$ 298	\$ 279	7.1%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Aug) changed by (4.4%)	Occupancy (Aug) : 54.3%	52.1%	4.4%
North Lake Tahoe ADR for next month (Aug) changed by (1.2%)	ADR (Aug) : \$ 391	\$ 386	1.2%
North Lake Tahoe RevPAR for next month (Aug) changed by (5.6%)	RevPAR (Aug) : \$ 212	\$ 201	5.6%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-0.8%)	Occupancy : 51.8%	52.2%	-0.8%
North Lake Tahoe ADR for the past 6 months changed by (-0.4%)	ADR : \$ 309	\$ 310	-0.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-1.2%)	RevPAR : \$ 160	\$ 162	-1.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (1.7%)	Occupancy : 21.3%	21.0%	1.7%
North Lake Tahoe ADR for the future 6 months changed by (3.2%)	ADR : \$ 333	\$ 323	3.2%
North Lake Tahoe RevPAR for the future 6 months changed by (4.9%)	RevPAR : \$ 71	\$ 68	4.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2018 vs. Previous Year			
Rooms Booked during last month (Jul,18) compared to Rooms Booked during the same period last year (Jul,17) for all arrival dates has changed by (20.8%)	Booking Pace (Jul)	4.9%	20.8%

* 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.

© 2018 Sterling Valley Systems, Inc. All rights reserved. No parts of this work may be reproduced in any form or by any means, graphic, electronic or mechanical, including photocopying, recording, taping or information storage and retrieval systems - without the written permission of the copyright holder. Products that are referred to in this document may be either trademarks and/or registered trademarks of the respective owners. The publisher and the author make no claim to these Trademarks. While every precaution has been taken in the preparation of this document, the publisher and the author assume no responsibility for errors or omissions, or for damages resulting from the use of information contained in this document or from the use of programs and source code that may accompany it. In no event shall the publisher and the author be liable for any loss of profit or any other commercial damage caused or alleged to have been caused directly or indirectly by this document.

Monthly Report July 2018
CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 18/19</u>	<u>FY 17/18</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/18:	\$1,596,288	\$1,424,008	12%
Forecasted Commission for this Revenue:	\$26,931	\$41,165	-35%
Number of Room Nights:	9839	7240	36%
Number of Delegates:	7952	2563	210%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>July-18</u>	<u>July-17</u>	
<u>Number of Groups Booked:</u>	6	7	
Revenue Booked:	\$755,251	\$638,565	18%
Projected Commission:	\$6,861	\$20,074	-66%
Room Nights:	3526	3689	-4%
Number of Delegates:	1075	4680	-77%
	2 Corp, 3	4 Corp, 2	
Booked Group Types:	Assoc., 1 SMF	Assoc., 1 SMF	
Lost Business, # of Groups:	5	1	
<u>Arrived in the month</u>	<u>July-18</u>	<u>July-17</u>	
Number of Groups:	8	5	
Revenue Arrived:	\$497,793	\$319,142	56%
Projected Commission:	\$12,999	\$13,840	-6%
Room Nights:	3963	1368	190%
Number of Delegates:	4370	645	578%
	5 Corp, 3	4 Corp, 1	
Arrived Group Types:	Assoc.	Assoc.	
	<u>Current Numbers</u>	<u>Goals</u>	
For 2019/20:	\$975,038	\$750,000	
For 2020/21:	\$116,002	\$500,000	

NUMBER OF LEADS Generated as of 7/30/18:	27
YTD 7/30/17:	17
YTD 7/30/16:	16

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172

Monthly Report July 2018

CONFERENCE REVENUE STATISTICS

South Lake Tahoe

Year to Date Bookings/Monthly Production Detail FY 17/18

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>18/19</u>	<u>17/18</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/18:	\$550,655	\$188,819	192%
Forecasted Commission for this Revenue:	\$22,917	\$4,746	383%
Number of Room Nights:	2442	1211	102%
Number of Delegates:	1450	305	375%
Annual Commission Projection:	\$25,000	\$10,000	150%

<u>Monthly Detail/Activity</u>	<u>July-18</u>	<u>July-17</u>
<u>Number of Groups Booked:</u>	3	0
Revenue Booked:	\$226,602	\$0
Projected Commission:	\$8,828	\$0
Room Nights:	1038	0
Number of Delegates:	500	0
Booked Group Types:	2 Assoc., 1 Corp.	

<u>Arrived in the month</u>	<u>July-18</u>	* Est.	<u>July-17</u>
Number of Groups:	3		0
Revenue Arrived:	\$135,902		\$0
Projected Commission:	\$0		\$0
Room Nights:	738		0
Number of Delegates:	510		0
Booked Group Types:	2 Assoc., 1 Corp.		

Lodging Book Now Referrals - 7/1/18-7/31/18	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	208	200
Mourelatos Lakeshore Resort	106	97
Cedar Crest Cottages	89	81
Cedar Glen Lodge	80	76
Sunnyside Restaurant & Lodge	79	72
The Ritz-Carlton, Lake Tahoe	75	73
Northstar California Resort	69	63
Kingswood Village Vacation Rentals	66	62
West Shore Cafe & Inn	65	60
Cottage Inn at Lake Tahoe	64	59
Basecamp Hotel Tahoe City	63	52
Meeks Bay Resort & Marina	62	48
The Village at Squaw Valley	53	47
Tahoe Luxury Properties	49	45
Red Wolf Lakeside Lodge	48	45
Parkside Inn at Incline	47	38
Tahoe Biltmore Lodge & Casino	47	45
Tahoma Meadows Cottages	46	45
Granlibakken Tahoe	45	40
PlumpJack Squaw Valley Inn	44	29
Resort at Squaw Creek	43	40
Tahoe Mountain Lodging	42	41
Brockway Springs Resort	39	38
Constellation Residences at Northstar	38	38
Tahoe Moon Properties	38	38
Sun Bear Realty & Vacation Rentals	36	36
Tahoe Getaways Vacation Rentals	35	34
Northstar Lodge by Welk Resorts	34	31
VACAY North Tahoe	34	28
The Lodge at Obexers	30	28
Squaw Valley Lodge	28	26
Tahoe Sands Resort	28	23
Waters of Tahoe Properties	28	27
West Lake Properties at Tahoe	27	27
Lake Tahoe Accommodations Incline Village	25	14
Ferrari's Crown Resort	24	23
Incline Vacation Rentals	24	22
Vacation Station, Inc.	24	21
Holiday House	23	23
Tahoe Rentals by Wells and Bennett Realtors	23	21

Tahoe Time Vacation Rental	23	22
The Border House at Crystal Bay Casino	23	23
Agate Bay Realty Vacation Rentals	22	21
Tahoe Woodside Vacation Rentals	22	19
Stay In Lake Tahoe	21	19
Tahoe Vistana Inn	20	20
Americas Best Value Inn Tahoe City	19	16
Tahoe Rental Company	19	17
Hauserman Rental Group	18	17
Hyatt Regency Lake Tahoe Resort Spa &...	18	18
Olympic Village Inn	18	17
Tahoe Exclusive Vacation Rentals	18	15
Vacasa	18	17
First Accommodations, Inc.	17	16
North Tahoe Rental Company	17	16
Firelite Lodge	16	16
Tamarack Lodge	16	13
Tahoe Signature Properties	15	14
Goldfish Properties	14	14
Sierra Vacations by Natural Retreats	14	13
Tahoe Marina Lodge	14	14
Tahoe Vacation Rentals	14	14
Chaney House	13	12
The Lodge at Sugar Bowl	13	13
Chalet de Huttlinger	12	11
Vacation Tahoe by O'Neal Brokers	12	12
Red Wolf Lodge at Squaw Valley	11	11
SellMyTimeShareNow.com	10	10
Tahoe Real Estate Group	10	10
Alpine Rental Group	9	9
Lake Tahoe Accommodations Tahoe City	9	9
PepperTree Inn	7	7
Sierra Mountain Properties	7	7
Tahoe City Inn	7	7
VACAYノースタホ	1	1
オベクサーズのロッジ	1	1
タホゲッタウェイズの周辺情報	1	1
タホのレストラン	1	1
タホムーンのプロパティ	1	1
ナチュラルリトリートによるシエラバケーション	1	1
ファイヤーライトロッジ	1	1
プルンプジャックスコーバレーイン	1	1
レッドウルフレイクサイドロッジ	1	1

GRAND TOTAL	2553	2354
-------------	------	------

Lodging Referrals - 7/1/18-7/31/18	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	326	306
Meeks Bay Resort & Marina	202	193
Hyatt High Sierra Lodge, A Hyatt Residence Club	187	183
Sunnyside Restaurant & Lodge	154	146
Fox Den Cottages	145	79
Mourelatos Lakeshore Resort	138	124
Cottage Inn at Lake Tahoe	136	129
Tahoe Biltmore Lodge & Casino	131	126
Northstar California Resort	130	125
West Shore Cafe & Inn	129	124
Cedar Glen Lodge	128	123
Big 7 Motel	127	84
Tahoe Luxury Properties	123	107
Kingswood Village Vacation Rentals	120	108
The Ritz-Carlton, Lake Tahoe	111	108
Cedar Crest Cottages	108	102
Tahoe Truckee Factory Stores	101	73
River Ranch Lodge and Restaurant	99	95
Tahoma Meadows Cottages	91	85
Brockway Springs Resort	89	87
Tahoe Mountain Lodging	88	84
Hostel Tahoe in Kings Beach	84	44
Tahoe Vista Lodge and Cabins	84	74
Tahoe Rentals by Wells and Bennett Realtors	81	72
The Village at Squaw Valley	77	73
Basecamp Hotel Tahoe City	74	69
Franciscan Lakeside Lodge	73	67
Red Wolf Lakeside Lodge	70	67
Rockwood Lodge	68	61
Tahoe Moon Properties	68	62
Resort at Squaw Creek	66	61
Lake Tahoe Deluxe Vacation Rentals	65	58
Rustic Cottages	64	60
The Lodge at Obexers	64	60
LakeFrontHouse.com	62	57
Tahoe Getaways Vacation Rentals	60	58
Hauserman Rental Group	59	51
Parkside Inn at Incline	59	45
VACAY North Tahoe	58	55
Northwood Pines Motel	56	33

Stevenson's Holliday Inn	55	47
Ta-Tel Lodge	55	33
Olympic Village Inn	53	52
The Border House at Crystal Bay Casino	53	50
Waters of Tahoe Properties	52	46
7-Pines Motel	50	50
Tahoe Signature Properties	49	46
Goldfish Properties	48	44
Sun Bear Realty & Vacation Rentals	48	45
Marmot Vacation Rentals	47	38
Granlibakken Tahoe	46	41
Northstar Lodge by Welk Resorts	44	40
Incline Vacation Rentals	43	42
West Shore Sports	43	42
Tahoe Time Vacation Rental	42	40
Tahoe Woodside Vacation Rentals	42	40
Tahoe Rental Company	41	39
Vacation Station, Inc.	40	37
Ferrari's Crown Resort	39	37
North Tahoe Rental Company	39	35
Tahoe Vistana Inn	38	38
Holiday House	37	35
Tahoe Exclusive Vacation Rentals	37	35
PlumpJack Squaw Valley Inn	36	34
Tahoe Marina Lodge	35	29
West Lake Properties at Tahoe	35	34
Cobblestone Center Shopping Mall	34	34
Firelite Lodge	34	30
Agate Bay Realty Vacation Rentals	33	32
Lake Tahoe Accommodations Incline Village	33	28
Martis Valley Vacation Rentals	33	19
Stay In Lake Tahoe	33	33
Tamarack Lodge	32	27
Constellation Residences at Northstar	30	30
Mother Natures Inn	29	29
Tahoe North Shore Lodge	29	29
Tahoma Lodge	29	28
Club Tahoe Resort	28	27
Donner Summit Rentals	27	23
Sierra Vacations by Natural Retreats	27	27
Tahoe Edgelake Beach Club	27	25
Chaney House	26	24
Tahoe Mountain Properties	26	23

Americas Best Value Inn Tahoe City	25	25
Sierra Mountain Properties	25	23
Tahoe Real Estate Group	24	24
Vacasa	24	22
Tahoe Sands Resort	23	23
Tahoe Vacation Rentals	23	22
Vacation Tahoe by O'Neal Brokers	21	20
Tahoe City Inn	19	18
First Accommodations, Inc.	18	18
Pullen Realty Group	18	17
Castle Peak Vacation Rentals	17	16
Dockside 700 Bar & Grill	17	12
Tahoe Tavern Properties	17	16
The Lodge at Sugar Bowl	17	16
Chalet de Huttlinger	16	16
PepperTree Inn	16	16
Chinquapin / Packard Realty	15	15
Martis Valley Associates Property Rentals	15	14
SellMyTimeShareNow.com	14	14
Squaw Valley Lodge	14	14
Alpine Rental Group	13	12
Christy Lodge	13	13
BEST. VACATION. EVER... InvitedHome.com	11	11
Lake Tahoe Accommodations Tahoe City	10	10
Red Wolf Lodge at Squaw Valley	7	7
(not set)	4	1
Sandy's Pub at the Resort at Squaw Creek	3	2
The Cedar House Sport Hotel	2	2
Hyatt Regency Lake Tahoe Resort, Spa & Casino - Go Tahoe	1	1
Northstar California Scenic Gondola and Chairlift Rides	1	1
フランシスカンレイクサイドロッジ	1	1
GRAND TOTAL	6256	5657