



north lake tahoe

Chamber | CVB | Resort Association

December 2018 Standing Reports

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1247 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 (Dec) changed by (14.9%)	Occupancy (Dec) :	50.3%	43.8%	14.9%
North Lake Tahoe ADR for last month (Dec) changed by (-2.7%)	ADR (Dec) :	\$ 395	\$ 406	-2.7%
North Lake Tahoe RevPAR for last month (Dec) changed by (11.8%)	RevPAR (Dec) :	\$ 199	\$ 178	11.8%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Jan) changed by (31.2%)	Occupancy (Jan) :	41.7%	31.8%	31.2%
North Lake Tahoe ADR for next month (Jan) changed by (-6.3%)	ADR (Jan) :	\$ 326	\$ 348	-6.3%
North Lake Tahoe RevPAR for next month (Jan) changed by (22.9%)	RevPAR (Jan) :	\$ 136	\$ 110	22.9%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (7.3%)	Occupancy	52.8%	49.2%	7.3%
North Lake Tahoe ADR for the past 6 months changed by (0.8%)	ADR	\$ 310	\$ 307	0.8%
North Lake Tahoe RevPAR for the past 6 months changed by (8.2%)	RevPAR	\$ 164	\$ 151	8.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-2.7%)	Occupancy	21.3%	21.9%	-2.7%
North Lake Tahoe ADR for the future 6 months changed by (-1.9%)	ADR	\$ 304	\$ 310	-1.9%
North Lake Tahoe RevPAR for the future 6 months changed by (-4.6%)	RevPAR	\$ 65	\$ 68	-4.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2018 vs. Previous Year				
Rooms Booked during last month (Dec,18) compared to Rooms Booked during the same period last year (Dec,17) for all arrival dates has changed by (17.2%)	Booking Pace (Dec)	5.8%	4.9%	17.2%

* 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 December 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 12/31/18:	\$2,119,038	\$1,768,735	20%
Forecasted Commission for this Revenue:	\$42,308	\$50,110	-16%
Number of Room Nights:	11933	8343	43%
Number of Delegates:	8811	3096	185%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>December-18</u>	<u>December-17</u>	
<u>Number of Groups Booked:</u>	7	1	
Revenue Booked:	\$357,079	\$4,500	7835%
Projected Commission:	\$6,635	\$0	
Room Nights:	1994	28	7021%
Number of Delegates:	1145	30	3717%
	5 Corp, 2		
Booked Group Types:	Assoc.	1 SMF	
Lost Business, # of Groups:	6	4	

<u>Arrived in the month</u>	<u>December-18</u>	<u>December-17</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$45,377	
Projected Commission:	\$0	\$0	
Room Nights:	0	153	
Number of Delegates:	0	64	
		1 Corp, 1	
Arrived Group Types:		Assoc.	

<u>Monthly Detail/Activity</u>	<u>November-18</u>	<u>November-17</u>	
<u>Number of Groups Booked:</u>	3	2	
Revenue Booked:	\$133,642	\$13,868	864%
Projected Commission:	\$7,252	\$551	1216%
Room Nights:	846	76	1013%
Number of Delegates:	355	34	944%
		1 Corp, 1	
Booked Group Types:	3 Corp.	Assoc.	
Lost Business, # of Groups:	9	10	

<u>Arrived in the month</u>	<u>November-18</u>	<u>November-17</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$240,580	\$0	
Projected Commission:	\$0	\$0	
Room Nights:	1396	0	
Number of Delegates:	470	0	

Arrived Group Types: 1 Corp., 1 Assoc.

Monthly Detail/Activity	<u>October-18</u>	<u>October-17</u>	
<u>Number of Groups Booked:</u>	4	5	
Revenue Booked:	\$124,184	\$221,137	-44%
Projected Commission:	\$0	\$5,257	-100%
Room Nights:	586	1099	-47%
Number of Delegates:	190	437	-57%
Booked Group Types:	2 Corp, 1 Smf,	2 Corp, 1	
Lost Business, # of Groups:	1 Semiar/Educ.	Assoc, 2 SMF	
	21	12	

<u>Arrived in the month</u>	<u>October-18</u>	<u>October-17</u>	
Number of Groups:	4	6	
Revenue Arrived:	\$211,162	\$531,593	-60%
Projected Commission:	\$8,600	\$15,631	-45%
Room Nights:	1228	1586	-23%
Number of Delegates:	500	597	-16%
Arrived Group Types:	4 Corp, 3 Assoc.	2 Corp, 3 Assoc, 1 Govt.	

Monthly Detail/Activity	<u>September-18</u>	<u>September-17</u>	
<u>Number of Groups Booked:</u>	4	5	
Revenue Booked:	\$124,184	\$45,964	170%
Projected Commission:	\$0	\$2,568	-100%
Room Nights:	586	307	91%
Number of Delegates:	190	139	37%
Booked Group Types:	2 Corp, 1 Smf,	3 Corp, 1 Smf,	
Lost Business, # of Groups:	1 Semiar/Educ.	1 Film Crew	
	21	6	

<u>Arrived in the month</u>	<u>September-18</u>	<u>September-17</u>	
Number of Groups:	7	6	
Revenue Arrived:	\$221,430	\$175,816	26%
Projected Commission:	\$3,863	\$4,434	-13%
Room Nights:	1140	957	19%
Number of Delegates:	506	388	30%
Arrived Group Types:	4 Corp, 3 Assoc.	3 Corp, 1 Assoc., 1 Smf, 1 Film crew	

Monthly Detail/Activity	<u>August-18</u>	<u>August-17</u>	
<u>Number of Groups Booked:</u>	4	2	
Revenue Booked:	\$248,395	\$58,220	327%
Projected Commission:	\$66	\$2,560	-97%
Room Nights:	1147	409	180%
Number of Delegates:	307	165	86%
Booked Group Types:	3 Corp., 1 SMF	1 Corp., 1 Assoc.	
Lost Business, # of Groups:	14	6	

<u>Arrived in the month</u>	<u>August-18</u>	<u>August-17</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$154,661	\$55,514	179%
Projected Commission:	\$66	\$1,101	-94%
Room Nights:	876	234	274%
Number of Delegates:	374	152	146%
		2 Corp, 1	
Arrived Group Types:	5 Corp, 1 Assoc., 2 SMF	Assoc., 1 Non- Profit	

<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:	\$1,322,360	\$750,000
For 2020/21:	\$193,747	\$500,000

NUMBER OF LEADS Generated as of 12/31/18:	177
YTD 12/31/17:	157
YTD 12/31/16:	127

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107

Monthly Report December 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 12/31/18:	\$669,977	\$204,568	228%
Forecasted Commission for this Revenue:	\$29,617	\$4,988	494%
Number of Room Nights:	2872	1349	113%
Number of Delegates:	1659	617	169%
Annual Commission Projection:	\$25,000	\$10,000	150%

<u>Monthly Detail/Activity</u>	<u>December-18</u>	<u>Decemeber 2017</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$47,500	\$9,240	414%
Projected Commission:	\$7,125	\$0	
Room Nights:	80	60	33%
Number of Delegates:	16	250	-94%
Booked Group Types:	1 Corp.	1 Wedding	

<u>Arrived in the month</u>	<u>December-18</u>	<u>*Est.</u>	<u>December-17</u>	
Number of Groups:	1		1	
Revenue Arrived:	\$47,500		\$1,580	2906%
Projected Commission:	\$7,125		\$79	8919%
Room Nights:	80		26	208%
Number of Delegates:	16		12	33%
Booked Group Types:	1 Corp.		1 Govt.	

<u>Monthly Detail/Activity</u>	<u>November-18</u>	<u>November-17</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$2,228	
Projected Commission:	\$0	\$334	
Room Nights:	0	12	
Number of Delegates:	0	6	
Booked Group Types:		1 Corp.	

<u>Arrived in the month</u>	<u>November-18</u>	<u>November-17</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$33,553	
Projected Commission:	\$0	\$563	
Room Nights:	0	347	
Number of Delegates:	0	132	
Booked Group Types:		1 Corp., 1 Smf	

Monthly Detail/Activity	<u>October-18</u>	<u>October-17</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$7,942	\$5,547	43%
Projected Commission:	\$0	\$0	
Room Nights:	38	45	-16%
Number of Delegates:	75	45	67%
Booked Group Types:	1 Corp.	1 Assoc.	

<u>Arrived in the month</u>	<u>October-18</u>	<u>October-17</u>	
Number of Groups:	3	1	
Revenue Arrived:	\$98,202	\$10,842	806%
Projected Commission:	\$0	\$0	
Room Nights:	737	78	845%
Number of Delegates:	228	25	812%
Booked Group Types:	1 Govt., 1 Assoc., 1 Corp	1 Corp.	

Monthly Detail/Activity	<u>September-18</u>	<u>September-17</u>	
<u>Number of Groups Booked:</u>	0	1	
Revenue Booked:	\$0	\$38,000	-100%
Projected Commission:	\$0	\$5,700	
Room Nights:	0	380	-100%
Number of Delegates:	0	200	-100%
Booked Group Types:		1 Assoc.	

<u>Arrived in the month</u>	<u>September-18</u>	<u>September-17</u>	
Number of Groups:	3	1	
Revenue Arrived:	\$51,530	\$33,892	52%
Projected Commission:	\$2,383	\$0	
Room Nights:	282	136	107%
Number of Delegates:	230	70	229%
Booked Group Types:	2 Corp, 1 Assoc.	1 Assoc.	

Monthly Detail/Activity	<u>August-18</u>	<u>August-17</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$12,005	\$50,490	-76%
Projected Commission:	\$0	\$0	
Room Nights:	78	488	-84%
Number of Delegates:	38	200	-81%
Booked Group Types:	1 Corp., 1 Govt.	1 Assoc.	

<u>Arrived in the month</u>	<u>August-18</u>	<u>August-17</u>	
Number of Groups:	3	1	
Revenue Arrived:	\$109,857	\$32,350	240%
Projected Commission:	\$6,034	\$1,617	273%
Room Nights:	331	82	304%
Number of Delegates:	195	20	875%
Booked Group Types:	1 Corp, 1 Assoc, 1 Smf	1 Corp.	

Monthly Detail/Activity	<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>	<u>* Est.</u>	<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 - 12/1/18-12/31/18	Total Lodging Book Now	Unique Lodging Book Now
The Village at Squaw Valley	55	45
Resort at Squaw Creek	38	38
Hyatt Regency Lake Tahoe Resort Spa & Casino	37	37
Tahoma Meadows Cottages	37	34
The Ritz-Carlton, Lake Tahoe	36	34
The Lodge at Sugar Bowl	34	32
Northstar California Resort	28	26
Cedar Crest Cottages	27	27
Cottage Inn at Lake Tahoe	27	25
Northstar Lodge by Welk Resorts	23	23
Constellation Residences at Northstar	22	22
Tahoe Signature Properties	22	20
Olympic Village Inn	20	18
Stay In Lake Tahoe	20	20
Cedar Glen Lodge	18	16
Tahoe Mountain Lodging	18	17
Incline Vacation Rentals	17	15
PlumpJack Squaw Valley Inn	17	17
Sun Bear Realty & Vacation Rentals	17	16
Tahoe Luxury Properties	17	17
Tahoe Getaways Vacation Rentals	16	15
Tahoe Moon Properties	16	16
Chaney House	15	15
Granlibakken Tahoe	15	15
Hyatt Regency Lake Tahoe Resort Spa &...	15	14
Mourelatos Lakeshore Resort	15	13
Squaw Valley Lodge	15	15
Tahoe Exclusive Vacation Rentals	15	10
Tahoe Biltmore Lodge & Casino	13	12
Waters of Tahoe Properties	12	12
West Shore Cafe & Inn	12	11
First Accommodations, Inc.	11	11
Hauserman Rental Group	11	11
North Tahoe Rental Company	11	11
Parkside Inn at Incline	11	10
Sunnyside Restaurant & Lodge	11	10
Tahoe Vacation Rentals	11	11
Tahoe Vistana Inn	10	10
Tamarack Lodge	10	10
Americas Best Value Inn Tahoe City	9	8

Brockway Springs Resort	9	9
Tahoe Rentals by Wells and Bennett Realtors	9	8
VACAY North Tahoe	9	9
Red Wolf Lodge at Squaw Valley	8	8
Basecamp Hotel Tahoe City	7	7
Chalet de Huttlinger	7	7
Meeks Bay Resort & Marina	7	6
Goldfish Properties	6	6
Lake Tahoe Accommodations – Tahoe City	6	6
Red Wolf Lakeside Lodge	6	6
Tahoe Rental Company	6	6
PepperTree Inn	5	5
SellMyTimeShareNow.com	5	5
Vacasa	5	5
Agate Bay Realty Vacation Rentals	4	4
Holiday House	4	4
Sierra Vacations by Natural Retreats	4	4
Tahoe Time Vacation Rental	4	4
The Border House at Crystal Bay Casino	4	4
The Lodge at Obexers	4	4
West Lake Properties at Tahoe	4	4
Ferrari’s Crown Resort	3	3
Lake Tahoe Accommodations-Incline Village	3	3
Tahoe Marina Lodge	3	3
Tahoe Real Estate Group	3	3
Tahoe Woodside Vacation Rentals	3	3
Vacation Station, Inc.	3	3
Sierra Mountain Properties	2	2
Tahoe City Inn	2	2
Tahoe Sands Resort	2	2
Vacation Tahoe by O’Neal Brokers	2	2
Firelite Lodge	1	1
GRAND TOTAL	934	887

Lodging Referrals - 12/1/18-12/31/18	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	145	137
The Village at Squaw Valley	71	69
Northstar California Resort	60	57
Tahoe Truckee Factory Stores	59	48
Cottage Inn at Lake Tahoe	43	38
Cedar Glen Lodge	42	39
Resort at Squaw Creek	42	41
Tahoma Meadows Cottages	42	41
Cedar Crest Cottages	41	41
The Ritz-Carlton, Lake Tahoe	41	41
Tahoe Vista Lodge and Cabins	39	38
Tahoe Biltmore Lodge & Casino	37	35
Cobblestone Center Shopping Mall	36	34
Hyatt High Sierra Lodge, A Hyatt Residence Club	36	35
The Lodge at Sugar Bowl	36	34
Tahoe Luxury Properties	35	35
Hauserman Rental Group	34	32
Lake Tahoe Deluxe Vacation Rentals	32	31
Meeks Bay Resort & Marina	31	31
Tahoe Mountain Lodging	31	30
Brockway Springs Resort	29	29
Tahoe Getaways Vacation Rentals	29	29
Tahoe Rentals by Wells and Bennett Realtors	29	24
Tahoe Signature Properties	29	27
Castle Peak Vacation Rentals	28	26
Rockwood Lodge	28	25
Tahoe Moon Properties	27	26
Hostel Tahoe in Kings Beach	26	14
Chaney House	25	23
Rustic Cottages	25	22
Stay In Lake Tahoe	24	21
Incline Vacation Rentals	23	20
Sunnyside Restaurant & Lodge	23	23
North Tahoe Rental Company	22	19
Tahoe Exclusive Vacation Rentals	22	19
River Ranch Lodge and Restaurant	21	18
Northstar Lodge by Welk Resorts	20	18
PlumpJack Squaw Valley Inn	20	20
Tamarack Lodge	20	16
Franciscan Lakeside Lodge	19	18

Mourelatos Lakeshore Resort	18	18
Basecamp Hotel Tahoe City	17	17
Chinquapin / Packard Realty	17	16
Sierra Vacations by Natural Retreats	17	17
Tahoe Rental Company	17	16
West Shore Cafe & Inn	17	17
Christy Lodge	16	15
LakeFrontHouse.com	16	16
Olympic Village Inn	16	14
Sun Bear Realty & Vacation Rentals	16	16
Tahoe Mountain Properties	16	15
Tahoe Woodside Vacation Rentals	16	13
Granlibakken Tahoe	15	15
Stevenson's Holliday Inn	14	14
Tahoe Vacation Rentals	14	14
Donner Summit Rentals	13	13
Holiday House	13	13
Lake Tahoe Accommodations-Incline Village	13	12
Red Wolf Lakeside Lodge	13	13
Tahoe North Shore Lodge	13	13
Tahoe Time Vacation Rental	13	12
Constellation Residences at Northstar	12	12
Sierra Mountain Properties	12	12
Tahoe Vistana Inn	12	12
Chalet de Huttlinger	11	11
First Accommodations, Inc.	11	10
Tahoe Real Estate Group	11	7
Tahoma Lodge	11	11
Vacation Tahoe by O'Neal Brokers	11	11
Club Tahoe Resort	10	8
Goldfish Properties	10	10
Martis Valley Associates Property Rentals	10	10
The Border House at Crystal Bay Casino	10	10
Martis Valley Vacation Rentals	9	9
The Lodge at Obexers	9	8
Waters of Tahoe Properties	9	9
Parkside Inn at Incline	8	8
Pullen Realty Group	8	8
Squaw Valley Lodge	8	8
VACAY North Tahoe	8	8
West Lake Properties at Tahoe	8	8
Agate Bay Realty Vacation Rentals	7	7
Firelite Lodge	7	7

Mother Natures Inn	7	7
Tahoe City Inn	7	7
Americas Best Value Inn Tahoe City	6	6
SellMyTimeShareNow.com	6	6
Tahoe Marina Lodge	6	6
Tahoe Sands Resort	6	5
Tahoe Tavern Properties	6	6
Vacasa	6	6
Vacation Station, Inc.	6	6
Dockside 700 Bar & Grill	5	5
Ferrari's Crown Resort	5	5
BEST. VACATION. EVER... InvitedHome.com	4	4
PepperTree Inn	4	4
Red Wolf Lodge at Squaw Valley	3	3
Lake Tahoe Accommodations – Tahoe City	2	2
West Shore Sports	2	2
Sandy's Pub at the Resort at Squaw Creek	1	1
Tahoe Edgelake Beach Club	1	1
The Cedar House Sport Hotel	1	1
GRAND TOTAL	2038	1920