



north lake tahoe

Chamber | CVB | Resort Association

December 2017 Standing Reports

Executive Summary

Data based on a sample of up to 8 properties in the North Lake Tahoe destination, representing up to 1123 Units ("DestiMetrics Census") and 34,78% of 3229 total units in the North Lake Tahoe destination ("Destination Census")

	2017/178	2016/177	Year over Year % Variance
Last Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for last month (Dec) changed by (-5.1%)	Occupancy (Dec) : 44.9%	47.3%	-5.1%
North Lake Tahoe ADR for last month (Dec) changed by (-7.4%)	ADR (Dec) : \$ 412	\$ 445	-7.4%
North Lake Tahoe RevPAR for last month (Dec) changed by (-12.2%)	RevPAR (Dec) : \$ 185	\$ 210	-12.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Jan) changed by (-17.3%)	Occupancy (Jan) : 32.4%	39.2%	-17.3%
North Lake Tahoe ADR for next month (Jan) changed by (4.2%)	ADR (Jan) : \$ 349	\$ 335	4.2%
North Lake Tahoe RevPAR for next month (Jan) changed by (-13.8%)	RevPAR (Jan) : \$ 113	\$ 131	-13.8%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-2.1%)	Occupancy : 50.6%	51.7%	-2.1%
North Lake Tahoe ADR for the past 6 months changed by (2.7%)	ADR : \$ 325	\$ 317	2.7%
North Lake Tahoe RevPAR for the past 6 months changed by (0.6%)	RevPAR : \$ 165	\$ 164	0.6%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (7.8%)	Occupancy : 22.8%	21.2%	7.8%
North Lake Tahoe ADR for the future 6 months changed by (0.8%)	ADR : \$ 309	\$ 306	0.8%
North Lake Tahoe RevPAR for the future 6 months changed by (8.7%)	RevPAR : \$ 71	\$ 65	8.7%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Dec 31, 2017 vs. Previous Year			
Rooms Booked during last month (Dec, 17) compared to Rooms Booked during the same period last year (Dec, 16) for all arrival dates has changed by (-23.2%)	Booking Pace (Dec)	6.5%	-23.2%

* 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 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 December 2017

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 17/18</u>	<u>FY 16/17</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/17:	\$1,768,735	\$3,003,463	-41%
Forecasted Commission for this Revenue:	\$50,110	\$96,391	-48%
Number of Room Nights:	8343	16436	-49%
Number of Delegates:	3096	17989	-83%
Annual Revenue Goal:	\$2,500,000	\$3,000,000	-17%
Annual Commission Goal:	\$70,000	\$135,000	-48%

<u>Monthly Detail/Activity</u>	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	4	
Revenue Booked:	\$4,500	\$142,936	-97%
Projected Commission:	\$0	\$6,683	-100%
Room Nights:	28	837	-97%
Number of Delegates:	30	358	-92%
		2 Corp., 2	
Booked Group Types:	1 Smerf	Assoc..	
Lost Business, # of Groups:	4	0	

<u>Arrived in the month</u>	<u>December-17</u>	<u>December-16</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$45,377	\$137,651	-67%
Projected Commission:	\$0	\$5,818	-100%
Room Nights:	153	562	-73%
Number of Delegates:	64	1125	-94%
	1 Corp., 1	1 Corp., 1	
Arrived Group Types:	Assoc.	Assoc.	

<u>Monthly Detail/Activity</u>	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$13,868	\$2,862	385%
Projected Commission:	\$551	\$0	#DIV/0!
Room Nights:	76	14	443%
Number of Delegates:	34	14	143%
	1 Corp, 1 CA		
Booked Group Types:	Assoc.	1 Corp.	
Lost Business, # of Groups:	10	6	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</u>	
Number of Groups:	0	5	
Revenue Arrived:	\$0	\$130,205	-100%
Projected Commission:	\$0	\$6,139	-100%
Room Nights:	0	990	-100%
Number of Delegates:	0	1264	-100%

Arrived Group Types: 3 Corp, 1 Smf,
1 Assoc.

Monthly Detail/Activity	October-17	October-16	
Number of Groups Booked:	5	6	
Revenue Booked:	\$221,137	\$557,045	-60%
Projected Commission:	\$5,257	\$2,245	134%
Room Nights:	1099	2716	-60%
Number of Delegates:	437	11999	-96%
	2 Corp, 1	3 Corp, 1 Smf,	
	Assoc, 2 Smf	1 Non-Profit, 1	
Booked Group Types:		Incentive	
Lost Business, # of Groups:	12	6	

Arrived in the month	October-17	* Est.	October-16	
Number of Groups:	6		5	
Revenue Arrived:	\$239,182		\$187,132	28%
Projected Commission:	\$13,574		\$6,209	119%
Room Nights:	1586		978	62%
Number of Delegates:	597		10110	-94%
Arrived Group Types:	2 Corp, 3		4 Corp, 1 Smf	

Monthly Detail/Activity	September-17	September-16	
Number of Groups Booked:	5	3	
Revenue Booked:	\$45,964	\$113,630	-60%
Projected Commission:	\$2,568	\$2,245	14%
Room Nights:	307	962	-68%
Number of Delegates:	139	987	-86%
	3 Corp, 1 Smf,	1 Corp, 1	
Booked Group Types:	1 Film Crew	Assoc, 1 Smf	
Lost Business, # of Groups:	6	3	

Arrived in the month	September-17	September-16	
Number of Groups:	7	10	
Revenue Arrived:	\$200,332	\$788,598	-75%
Projected Commission:	\$5,673	\$6,209	-9%
Room Nights:	650	4148	-84%
Number of Delegates:	438	1757	-75%
	4 Corp, 1	4 Corp, 3	
Arrived Group Types:	Assoc, 1 Smf, 1	Assoc., 3 Smf	

Monthly Detail/Activity	August-17	August-16	
Number of Groups Booked:	2	4	
Revenue Booked:	\$58,220	\$112,497	-48%
Projected Commission:	\$2,560	\$892	187%
Room Nights:	409	715	-43%
Number of Delegates:	165	275	-40%
	1 Corp, 1	2 Assoc, 1	
Booked Group Types:	Assoc.	Corp, 1 Govt.	
Lost Business, # of Groups:	6	0	

Arrived in the month	August-17	August-16	

Number of Groups:	4	6	
Revenue Arrived:	\$59,921	\$223,487	-73%
Projected Commission:	\$1,068	\$16,620	-94%
Room Nights:	274	1052	-74%
Number of Delegates:	152	257	-41%
Arrived Group Types:	2 Corp, 1 Assoc, 1 Non- profit	4 Corp, 1 Assoc, 1 Film Crew	

Monthly Detail/Activity	<u>July-17</u>	<u>July-16</u>	
<u>Number of Groups Booked:</u>	7	2	
Revenue Booked:	\$638,565	\$84,736	654%
Projected Commission:	\$20,074	\$0	
Room Nights:	3689	655	463%
Number of Delegates:	4680	425	1001%
Booked Group Types:	4 Corp, 2 Assoc, 1 SMF	1 Corp, 1 Govt.	
Lost Business, # of Groups:	1	3	

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>	
Number of Groups:	4	5	
Revenue Arrived:	\$294,470	\$712,929	-59%
Projected Commission:	\$13,840	\$39,282	
Room Nights:	1299	3175	-59%
Number of Delegates:	645	1551	-58%
Arrived Group Types:	4 Corp.	2 Assoc, 1 Govt, 1 Corp and 1 Seminar	

	<u>Current Numbers</u>	<u>Goals</u>
For 2018/19:	\$601,837	\$750,000
For 2019/20:	\$276,406	\$250,000

NUMBER OF LEADS Generated as of 12/31/17:	157
YTD 11/30/16:	127
YTD 11/30/15:	86

Total Number of Leads Generated in Previous Years:

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

2008/2009:	151
2007/2008:	209
2006/2007:	205

Monthly Report December 2017
CONFERENCE REVENUE STATISTICS

South Lake Tahoe

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

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>17/18</u>	<u>16/17</u>	<u>Variance</u>
Total Revenue Booked as of 12/31/17:	\$204,568	\$381,611	-46%
Forecasted Commission for this Revenue:	\$4,988	\$8,966	-44%
Number of Room Nights:	1349	3232	-58%
Number of Delegates:	617	1388	-56%
Annual Commission Projection:	\$10,000	\$15,000	-33%

<u>Monthly Detail/Activity</u>	<u>December-17</u>	<u>December-16</u>	
<u>Number of Groups Booked:</u>	1	2	
Revenue Booked:	\$9,240	\$177,828	-95%
Projected Commission:	\$0	\$0	
Room Nights:	60	866	-93%
Number of Delegates:	250	240	4%
Booked Group Types:	1 Wedding	1 Corp., 1 Assoc.	

<u>Arrived in the month</u>	<u>December-17</u>	* Est.	<u>December-16</u>
Number of Groups:	1		0
Revenue Arrived:	\$1,580		\$0
Projected Commission:	\$79		\$0
Room Nights:	26		0
Number of Delegates:	12		0
Booked Group Types:	1 Govt.		

<u>Monthly Detail/Activity</u>	<u>November-17</u>	<u>November-16</u>	
<u>Number of Groups Booked:</u>	2	1	
Revenue Booked:	\$47,480	\$2,228	2031%
Projected Commission:	\$2,374	\$334	611%
Room Nights:	196	12	1533%
Number of Delegates:	162	6	2600%
Booked Group Types:	1 Corp, 1 Govt.	1 Corp.	

<u>Arrived in the month</u>	<u>November-17</u>	<u>November-16</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

<u>Monthly Detail/Activity</u>	<u>October-17</u>	<u>October-16</u>
<u>Number of Groups Booked:</u>	0	1
Revenue Booked:	\$0	\$5,547

Projected Commission:	\$0	\$0
Room Nights:	0	45
Number of Delegates:	0	45
Booked Group Types:	0	1 Assoc.

<u>Arrived in the month</u>	<u>October-17</u>	* Est.	<u>October-16</u>
Number of Groups:	1		1
Revenue Arrived:	\$3,960		\$10,842
Projected Commission:	\$0		\$0
Room Nights:	40		78
Number of Delegates:	30		25
Booked Group Types:	1 Assoc.		1 Corp.

<u>Monthly Detail/Activity</u>	<u>September-17</u>	<u>September-16</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$38,000	\$45,255	-16%
Projected Commission:	\$5,700	\$0	
Room Nights:	380	420	-10%
Number of Delegates:	200	160	25%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>September-17</u>	<u>September-16</u>	
Number of Groups:	1	2	
Revenue Arrived:	\$32,371	\$47,420	-32%
Projected Commission:	\$0	\$2,263	
Room Nights:	146	416	-65%
Number of Delegates:	70	160	-56%
Booked Group Types:	1 Assoc.	1 Corp., 1 Smf	

<u>Monthly Detail/Activity</u>	<u>August-17</u>	<u>August-16</u>	
<u>Number of Groups Booked:</u>	1	1	
Revenue Booked:	\$50,490	\$7,209	600%
Projected Commission:	\$0	\$1,081	
Room Nights:	488	70	597%
Number of Delegates:	175	35	400%
Booked Group Types:	1 Assoc.	1 Corp.	

<u>Arrived in the month</u>	<u>August-17</u>	<u>August-16</u>	
Number of Groups:	1	0	
Revenue Arrived:	\$32,350	\$0	
Projected Commission:	\$1,617	\$0	
Room Nights:	82	0	
Number of Delegates:	20	0	
Booked Group Types:	1 Corp.	0	

<u>Monthly Detail/Activity</u>	<u>July-17</u>	<u>July-16</u>	
<u>Number of Groups Booked:</u>	0	2	
Revenue Booked:	\$0	\$26,320	
Projected Commission:	\$0	\$3,948	
Room Nights:	0	244	
Number of Delegates:	0	529	
Booked Group Types:		2 Corp.	

<u>Arrived in the month</u>	<u>July-17</u>	<u>July-16</u>
Number of Groups:	0	1
Revenue Arrived:	\$0	\$19,384
Projected Commission:	\$0	\$0
Room Nights:	0	48
Number of Delegates:	0	30
Booked Group Types:		1 Corp.

NUMBER OF LEADS Generated as of 12/31/17: 157

Total Number of Leads Generated in Previous Years:

2016/2017: 244
2014/2015 175
2013/2014 172
2012/2013: 171
2011/2012: 119
2010/2011: 92
2009/2010: 107
2008/2009: 151
2007/2008: 209

Lodging Referrals - 12/1/17-12/31/17	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	148	142
The Village at Squaw Valley	84	80
Northstar California Resort	81	77
Cedar Glen Lodge	60	56
The Ritz-Carlton, Lake Tahoe	59	56
Hyatt High Sierra Lodge, A Hyatt Residence Club	58	56
Tahoe Biltmore Lodge & Casino	58	58
Tahoe Truckee Factory Stores	52	41
Northstar Lodge by Welk Resorts	51	46
Fox Den Cottages	49	27
Cottage Inn at Lake Tahoe	42	40
Cedar Crest Cottages	41	38
Tahoe Mountain Lodging	39	38
Marmot Vacation Rentals	38	37
Tahoe Rentals by Wells and Bennett Realtors	38	31
Tahoe Luxury Properties	37	34
PlumpJack Squaw Valley Inn	36	35
Tahoe Getaways Vacation Rentals	36	34
Tahoe Vista Lodge and Cabins	34	29
Kingswood Village Vacation Rentals	33	28
Olympic Village Inn	33	32
Rustic Cottages	33	31
Resort at Squaw Creek	30	29
Big 7 Motel	29	24
Tahoe Moon Properties	29	29
The Lodge at Sugar Bowl	29	26
Lake Tahoe Deluxe Vacation Rentals	28	26
Tahoe Signature Properties	28	27
Incline Vacation Rentals	27	26
Sunnyside Restaurant & Lodge	27	26
Cobblestone Center Shopping Mall	25	24
Parkside Inn at Incline	25	19
Sun Bear Realty & Vacation Rentals	25	24
Tahoma Meadows Bed & Breakfast Cottages	24	24
Mourelatos Lakeshore Resort	23	23
Goldfish Properties	22	21
River Ranch Lodge and Restaurant	22	22
Castle Peak Vacation Rentals	21	20
Firelite Lodge	21	21
Hauserman Rental Group	21	21

Meeks Bay Resort & Marina	21	20
Squaw Valley Lodge	20	19
VACAY North Tahoe	19	18
Stay In Lake Tahoe	18	16
Tahoe Vistana Inn	18	18
West Shore Cafe & Inn	18	17
Basecamp Hotel Tahoe City	17	17
Brockway Springs Resort	17	17
LakeFrontHouse.com	17	17
Granlibakken Tahoe	16	13
North Tahoe Rental Company	16	13
Tamarack Lodge	15	14
Chalet de Huttlinger	14	13
Hostel Tahoe in Kings Beach	14	10
Ta-Tel Lodge	14	10
Tahoe Sands Resort	14	12
Tahoe Woodside Vacation Rentals	14	14
The Border House at Crystal Bay Casino	14	14
Waters of Tahoe Properties	14	14
Rockwood Lodge	13	13
Tahoe Exclusive Vacation Rentals	13	10
Tahoe Time Vacation Rental	13	13
Tahoma Lodge	13	12
Chaney House	12	10
Donner Summit Rentals	12	12
Holiday House	12	12
Red Wolf Lodge at Squaw Valley	12	12
Stevenson's Holliday Inn	12	11
Tahoe North Shore Lodge	12	11
Vacasa	12	11
Agate Bay Realty Vacation Rentals	11	11
First Accommodations, Inc.	11	10
Tahoe City Inn	11	11
Tahoe Mountain Properties	11	10
Vacation Station, Inc.	11	11
Constellation Residences at Northstar	10	10
Franciscan Lakeside Lodge	10	10
Northwood Pines Motel	10	7
Red Wolf Lakeside Lodge	10	10
Tahoe Vacation Rentals	10	9
7-Pines Motel	9	9
Christy Lodge	9	7
Club Tahoe Resort	9	9

Tahoe Rental Company	9	9
Sierra Vacation Rentals/Sales	8	7
The Lodge at Obexers	8	8
Mother Natures Inn	7	7
PepperTree Inn	7	7
Tahoe Edgelake Beach Club	7	6
Americas Best Value Inn Tahoe City	6	6
Ferrari's Crown Resort	6	6
Vacation Tahoe by O'Neal Brokers	6	6
West Lake Properties at Tahoe	6	5
Alpine Rental Group	5	5
Dockside 700 Bar & Grill	5	4
Lake Tahoe Accommodations Incline Village	5	5
Martis Valley Associates Property Rentals	5	5
Tahoe Tavern Properties	5	5
West Shore Sports	5	5
Chinquapin / Packard Realty	4	4
Sierra Mountain Properties	4	4
Tahoe Real Estate Group	3	3
Lake Tahoe Accommodations Tahoe City	2	2
Pullen Realty Group	2	2
Tahoe Marina Lodge	2	2
The Cedar House Sport Hotel	2	2
BEST. VACATION. EVER... InvitedHome.com	1	1
Martis Valley Vacation Rentals	1	1
Sandy's Pub at the Resort at Squaw Creek	1	1
SellMyTimeShareNow.com	1	1
GRAND TOTAL	2297	2134

Lodging Book Now Referrals - 12/1/17-12/31/17	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	82	79
The Village at Squaw Valley	74	73
Northstar California Resort	49	42
Tahoe Mountain Lodging	37	37
The Ritz-Carlton, Lake Tahoe	37	34
Cedar Glen Lodge	30	29
Cedar Crest Cottages	27	27
PlumpJack Squaw Valley Inn	27	25
Cottage Inn at Lake Tahoe	26	25
Resort at Squaw Creek	26	25
Squaw Valley Lodge	25	25
Tahoe Signature Properties	25	23
Hauserman Rental Group	24	22
Tahoe Moon Properties	24	21
Granlibakken Tahoe	20	20
Sunnyside Restaurant & Lodge	20	20
The Lodge at Sugar Bowl	20	18
Parkside Inn at Incline	19	15
Mourelatos Lakeshore Resort	18	17
Tahoe Getaways Vacation Rentals	18	16
Basecamp Hotel Tahoe City	17	13
Kingswood Village Vacation Rentals	17	15
Tahoma Meadows Bed & Breakfast Cottages	17	17
Incline Vacation Rentals	16	15
Sun Bear Realty & Vacation Rentals	16	12
Constellation Residences at Northstar	15	15
Stay In Lake Tahoe	15	15
Tahoe Luxury Properties	15	14
Chaney House	14	11
Goldfish Properties	13	12
Lake Tahoe Accommodations Incline Village	13	13
Tahoe Biltmore Lodge & Casino	13	13
Holiday House	12	12
North Tahoe Rental Company	12	12
Vacasa	12	12
Waters of Tahoe Properties	12	12
Meeks Bay Resort & Marina	11	10
PepperTree Inn	11	8
Red Wolf Lodge at Squaw Valley	11	11
Tahoe Time Vacation Rental	11	9

Tahoe Vistana Inn	11	11
Brockway Springs Resort	10	10
Chalet de Huttlinger	10	10
Firelite Lodge	10	10
First Accommodations, Inc.	10	9
Sierra Vacation Rentals/Sales	10	10
Vacation Tahoe by O'Neal Brokers	10	9
VACAY North Tahoe	10	10
Ferrari's Crown Resort	9	9
Tahoe Rentals by Wells and Bennett Realtors	9	9
Tahoe Vacation Rentals	9	7
Vacation Station, Inc.	9	6
Red Wolf Lakeside Lodge	8	8
Tahoe City Inn	8	8
Tamarack Lodge	8	6
The Border House at Crystal Bay Casino	8	8
Agate Bay Realty Vacation Rentals	7	7
Tahoe Exclusive Vacation Rentals	7	7
Tahoe Sands Resort	7	6
The Lodge at Obexers	7	7
Alpine Rental Group	6	4
Tahoe Rental Company	6	6
West Lake Properties at Tahoe	6	5
West Shore Cafe & Inn	6	5
Americas Best Value Inn Tahoe City	5	4
Tahoe Real Estate Group	5	5
Sierra Mountain Properties	4	4
Tahoe Marina Lodge	4	3
Tahoe Woodside Vacation Rentals	4	3
Lake Tahoe Accommodations Tahoe City	1	1
SellMyTimeShareNow.com	1	1
GRAND TOTAL	1126	1052