



north lake tahoe

Chamber | CVB | Resort Association

November 2018 Standing Reports

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1187 Units (DestiMetrics Census**) and 36.75% 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 (Nov) changed by (34.6%)	38.8%	28.8%	34.6%
North Lake Tahoe ADR for last month (Nov) changed by (-2.6%)	\$ 204	\$ 209	-2.6%
North Lake Tahoe RevPAR for last month (Nov) changed by (31.0%)	\$ 79	\$ 60	31.0%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Dec) changed by (5.3%)	38.3%	36.4%	5.3%
North Lake Tahoe ADR for next month (Dec) changed by (-7.1%)	\$ 381	\$ 410	-7.1%
North Lake Tahoe RevPAR for next month (Dec) changed by (-2.3%)	\$ 146	\$ 149	-2.3%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (6.1%)	53.4%	50.3%	6.1%
North Lake Tahoe ADR for the past 6 months changed by (1.2%)	\$ 297	\$ 293	1.2%
North Lake Tahoe RevPAR for the past 6 months changed by (7.4%)	\$ 159	\$ 148	7.4%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (3.3%)	21.5%	20.8%	3.3%
North Lake Tahoe ADR for the future 6 months changed by (-10.0%)	\$ 305	\$ 339	-10.0%
North Lake Tahoe RevPAR for the future 6 months changed by (-7.0%)	\$ 66	\$ 71	-7.0%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Nov 30, 2018 vs. Previous Year			
Rooms Booked during last month (Nov,18) compared to Rooms Booked during the same period last year (Nov,17) for all arrival dates has changed by (94.7%)	6.5%	3.3%	94.7%

* 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 November 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 11/30/18:	\$2,001,617	\$1,738,342	15%
Forecasted Commission for this Revenue:	\$35,672	\$50,110	-29%
Number of Room Nights:	11091	8343	33%
Number of Delegates:	8436	3096	172%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<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>* Est.</u>	<u>November-17</u>	
Number of Groups:	2		0	
Revenue Arrived:	\$236,962		\$0	
Projected Commission:	\$0		\$0	
Room Nights:	1473		0	
Number of Delegates:	470		0	
	1 Corp., 1			
Arrived Group Types:	Assoc.			

<u>Monthly Detail/Activity</u>	<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%
	2 Corp, 1 Smf,	2 Corp, 1	
Booked Group Types:	1 Semiar/Educ.	Assoc, 2 SMF	
Lost Business, # of Groups:	21	12	

<u>Arrived in the month</u>	<u>October-18</u>	<u>* Est.</u>	<u>October-17</u>	
Number of Groups:	7		6	
Revenue Arrived:	\$221,430		\$531,593	-58%
Projected Commission:	\$3,863		\$15,631	-75%
Room Nights:	1140		1586	-28%
Number of Delegates:	506		597	-15%

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, 1 Semiar/Educ.	3 Corp, 1 Smf, 1 Film Crew	
Lost Business, # of Groups:	21	6	

Arrived in the month

	<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	

Arrived in the month

	<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%
Arrived Group Types:	5 Corp, 1 Assoc., 2 SMF	2 Corp, 1 Assoc., 1 Non- Profit	

Monthly Detail/Activity

	<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%
Booked Group Types:	2 Corp, 3 Assoc., 1 SMF	4 Corp, 2 Assoc., 1 SMF	

Lost Business, # of Groups:

5

1

Arrived in the month

July-18

July-17

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.

Current Numbers

Goals

For 2019/20:

\$847,587

\$750,000

For 2020/21:

\$116,002

\$500,000

NUMBER OF LEADS Generated as of 11/30/18:

152

YTD 11/30/17:

123

YTD 11/30/16:

109

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

2008/2009: 151

2007/2008: 209

2006/2007: 205

Lodging Book Now Referrals - 11/1/18-11/30/18	Total Lodging Book Now	Unique Lodging Book Now
The Village at Squaw Valley	54	38
Tahoma Meadows Cottages	33	31
The Ritz-Carlton, Lake Tahoe	33	33
Hyatt Regency Lake Tahoe Resort Spa & Casino	30	29
Northstar California Resort	27	27
Kingswood Village Vacation Rentals	25	24
PlumpJack Squaw Valley Inn	23	22
Tahoe Signature Properties	23	11
Cottage Inn at Lake Tahoe	22	20
Cedar Glen Lodge	21	19
Resort at Squaw Creek	21	21
Tahoe Getaways Vacation Rentals	21	15
Cedar Crest Cottages	20	19
Tahoe Luxury Properties	20	20
Northstar Lodge by Welk Resorts	18	15
Tahoe Mountain Lodging	18	17
The Lodge at Sugar Bowl	18	17
Hyatt Regency Lake Tahoe Resort Spa &...	16	16
Basecamp Hotel Tahoe City	15	13
Mourelatos Lakeshore Resort	15	14
Constellation Residences at Northstar	14	14
Hauserman Rental Group	14	14
Sun Bear Realty & Vacation Rentals	12	12
Sunnyside Restaurant & Lodge	12	12
Tahoe Exclusive Vacation Rentals	12	12
Chaney House	11	11
Stay In Lake Tahoe	11	11
Brockway Springs Resort	10	10
Granlibakken Tahoe	10	10
Holiday House	10	8
Squaw Valley Lodge	10	9
VACAY North Tahoe	9	9
Tahoe Biltmore Lodge & Casino	8	8
Tahoe Rental Company	8	7
West Lake Properties at Tahoe	8	8
Lake Tahoe Accommodations Tahoe City	7	6
Meeks Bay Resort & Marina	7	6
North Tahoe Rental Company	7	7
Olympic Village Inn	7	7
Agate Bay Realty Vacation Rentals	6	5

Red Wolf Lakeside Lodge	6	6
Tahoe Marina Lodge	6	4
Tahoe Moon Properties	6	6
Tahoe Real Estate Group	6	6
Tahoe Sands Resort	6	6
Tahoe Vistana Inn	6	5
Tahoe Woodside Vacation Rentals	6	5
Tamarack Lodge	6	4
West Shore Cafe & Inn	6	6
Americas Best Value Inn Tahoe City	5	4
Red Wolf Lodge at Squaw Valley	5	5
Tahoe Rentals by Wells and Bennett Realtors	5	4
Tahoe Vacation Rentals	5	5
The Border House at Crystal Bay Casino	5	4
Chalet de Huttlinger	4	3
First Accommodations, Inc.	4	4
SellMyTimeShareNow.com	4	4
Sierra Vacations by Natural Retreats	4	4
Vacasa	4	4
Vacation Station, Inc.	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Waters of Tahoe Properties	4	4
Goldfish Properties	3	3
Incline Vacation Rentals	3	3
Parkside Inn at Incline	3	3
Sierra Mountain Properties	3	3
Tahoe Time Vacation Rental	3	3
Firelite Lodge	2	2
Alpine Rental Group	1	1
Ferrari's Crown Resort	1	1
Lake Tahoe Accommodations Incline Village	1	1
PepperTree Inn	1	1
Tahoe City Inn	1	1
GRAND TOTAL	799	730

	Total Lodging Listing Site	Unique Lodging Listing Site
Lodging Referrals - 11/1/18-11/30/18		
Hyatt Regency Lake Tahoe Resort Spa & Casino	115	108
The Village at Squaw Valley	70	67
Tahoe Truckee Factory Stores	61	47
Cottage Inn at Lake Tahoe	59	50
The Ritz-Carlton, Lake Tahoe	52	48
Hyatt High Sierra Lodge, A Hyatt Residence Club	50	47
Northstar California Resort	50	47
Cedar Glen Lodge	47	44
Tahoma Meadows Cottages	44	43
Tahoe Mountain Lodging	43	43
Kingswood Village Vacation Rentals	40	38
Resort at Squaw Creek	40	39
Tahoe Getaways Vacation Rentals	40	37
Tahoe Luxury Properties	40	39
Cedar Crest Cottages	39	38
Hauserman Rental Group	38	34
Tahoe Biltmore Lodge & Casino	37	36
Fox Den Cottages	34	12
Lake Tahoe Deluxe Vacation Rentals	33	31
Mourelatos Lakeshore Resort	33	33
Hostel Tahoe in Kings Beach	31	17
Tahoe Vista Lodge and Cabins	31	28
Tahoe Moon Properties	30	30
Brockway Springs Resort	28	26
PlumpJack Squaw Valley Inn	28	28
Chaney House	26	20
Cobblestone Center Shopping Mall	26	25
Goldfish Properties	26	23
Meeks Bay Resort & Marina	25	25
Sunnyside Restaurant & Lodge	25	24
Tahoe Exclusive Vacation Rentals	25	23
Tahoe Rentals by Wells and Bennett Realtors	25	24
Tahoe Signature Properties	25	25
Rustic Cottages	24	24
West Shore Cafe & Inn	21	21
Incline Vacation Rentals	20	20
Agate Bay Realty Vacation Rentals	19	17
North Tahoe Rental Company	19	16
Rockwood Lodge	19	15
Sierra Vacations by Natural Retreats	18	17

Sun Bear Realty & Vacation Rentals	18	18
Tamarack Lodge	18	16
Castle Peak Vacation Rentals	17	16
Northstar Lodge by Welk Resorts	17	17
Stay In Lake Tahoe	17	16
Tahoma Lodge	17	17
The Lodge at Sugar Bowl	17	17
Tahoe Mountain Properties	16	13
Basecamp Hotel Tahoe City	14	14
Tahoe Rental Company	14	14
Tahoe Vacation Rentals	14	13
Waters of Tahoe Properties	14	14
Franciscan Lakeside Lodge	13	11
Olympic Village Inn	13	11
Pullen Realty Group	13	12
Sierra Mountain Properties	13	12
Stevenson's Holliday Inn	13	13
Vacasa	13	12
Chalet de Huttlinger	12	11
Martis Valley Vacation Rentals	12	6
Mother Natures Inn	12	12
Lake Tahoe Accommodations Incline Village	11	10
Squaw Valley Lodge	11	10
Tahoe Vistana Inn	11	11
VACAY North Tahoe	11	11
Constellation Residences at Northstar	10	10
Lake Tahoe Accommodations Tahoe City	10	10
LakeFrontHouse.com	10	10
River Ranch Lodge and Restaurant	10	10
Tahoe North Shore Lodge	10	10
Tahoe Time Vacation Rental	10	9
Christy Lodge	9	8
Granlibakken Tahoe	9	8
Holiday House	9	9
Ta-Tel Lodge	9	5
Tahoe Marina Lodge	9	9
Tahoe Woodside Vacation Rentals	9	9
Vacation Tahoe by O'Neal Brokers	9	9
West Lake Properties at Tahoe	9	9
Dockside 700 Bar & Grill	8	8
Martis Valley Associates Property Rentals	8	8
Red Wolf Lakeside Lodge	8	7
Tahoe Edgelake Beach Club	8	7

Vacation Station, Inc.	8	8
Club Tahoe Resort	7	7
Parkside Inn at Incline	7	7
Tahoe Sands Resort	7	7
Americas Best Value Inn Tahoe City	6	5
Chinquapin / Packard Realty	6	6
Donner Summit Rentals	6	5
Red Wolf Lodge at Squaw Valley	6	6
Tahoe City Inn	6	6
Tahoe Real Estate Group	6	6
First Accommodations, Inc.	5	5
Alpine Rental Group	4	4
Firelite Lodge	4	3
Northwood Pines Motel	4	2
SellMyTimeShareNow.com	4	4
Tahoe Tavern Properties	4	3
BEST. VACATION. EVER... InvitedHome.com	3	3
Big 7 Motel	3	3
Ferrari's Crown Resort	3	3
Sandy's Pub at the Resort at Squaw Creek	3	3
The Cedar House Sport Hotel	3	3
PepperTree Inn	2	2
The Border House at Crystal Bay Casino	2	2
The Lodge at Obexers	2	2
7-Pines Motel	1	1
Lake Tahoe Accommodations – Tahoe City	1	1
Lake Tahoe Accommodations-Incline Village	1	1
GRAND TOTAL	2085	1919

