



north lake tahoe

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Chamber | CVB | Resort Association

# October 2018 Standing Reports

## Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1236 Units (DestiMetrics Census\*\*) and 38.28% 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 (Oct) changed by (-3.2%)	Occupancy (Oct) : 36.7%	37.9%	-3.2%
North Lake Tahoe ADR for last month (Oct) changed by (1.5%)	ADR (Oct) : \$ 200	\$ 197	1.5%
North Lake Tahoe RevPAR for last month (Oct) changed by (-1.8%)	RevPAR (Oct) : \$ 73	\$ 75	-1.8%
<b>Next Month Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for next month (Nov) changed by (12.7%)	Occupancy (Nov) : 24.5%	21.8%	12.7%
North Lake Tahoe ADR for next month (Nov) changed by (-4.8%)	ADR (Nov) : \$ 204	\$ 215	-4.8%
North Lake Tahoe RevPAR for next month (Nov) changed by (7.3%)	RevPAR (Nov) : \$ 50	\$ 47	7.3%
<b>Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for the past 6 months changed by (6.0%)	Occupancy : 54.0%	50.9%	6.0%
North Lake Tahoe ADR for the past 6 months changed by (0.2%)	ADR : \$ 313	\$ 312	0.2%
North Lake Tahoe RevPAR for the past 6 months changed by (6.1%)	RevPAR : \$ 169	\$ 159	6.1%
<b>Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for the future 6 months changed by (10.1%)	Occupancy : 19.3%	17.5%	10.1%
North Lake Tahoe ADR for the future 6 months changed by (-12.7%)	ADR : \$ 282	\$ 323	-12.7%
North Lake Tahoe RevPAR for the future 6 months changed by (-4.0%)	RevPAR : \$ 54	\$ 57	-4.0%
<b>Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2018 vs. Previous Year</b>			
Rooms Booked during last month (Oct, 18) compared to Rooms Booked during the same period last year (Oct, 17) for all arrival dates has changed by (7.9%)	Booking Pace (Oct)	5.6%	7.9%

\* Intopia Census: Total number of rooms reported by participating Intopia 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 mt 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 Intopia's other participants. As is the case in all Intopia 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 October 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 10/31/18:	\$1,882,985	\$1,568,556	20%
Forecasted Commission for this Revenue:	\$33,483	\$48,583	-31%
Number of Room Nights:	10731	8255	30%
Number of Delegates:	8236	2982	176%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>October-18</u>		<u>October-17</u>	
<b><u>Number of Groups Booked:</u></b>	<b>4</b>		<b>5</b>	
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%
	4 Corp, 3		2 Corp, 3	
Arrived Group Types:	Assoc.		Assoc, 1 Govt.	

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

	<u>August-18</u>	<u>August-17</u>	
<b><u>Number of Groups Booked:</u></b>	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%
		1 Corp., 1 Assoc.	
Booked Group Types:	3 Corp., 1 SMF	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%
		2 Corp, 1 Assoc., 1 Non- Profit	
Arrived Group Types:	5 Corp, 1 Assoc., 2 SMF		

**Monthly Detail/Activity**

	<u>July-18</u>	<u>July-17</u>	
<b><u>Number of Groups Booked:</u></b>	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 Assoc., 1 SMF	4 Corp, 2 Assoc., 1 SMF	
Booked Group Types:	Assoc., 1 SMF	Assoc., 1 SMF	
Lost Business, # of Groups:	5	1	

**Arrived in the month**

	<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 Assoc.	4 Corp, 1 Assoc.	
Arrived Group Types:	Assoc.	Assoc.	

	<u>Current Numbers</u>	<u>Goals</u>
For 2019/20:	\$1,157,565	\$750,000
For 2020/21:	\$116,002	\$500,000

YTD 9/30/17:	98
YTD 9/30/16:	50

**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

<b>Lodging Book Now Referrals - 10/1/18-10/31/18</b>	<b>Total Lodging Book Now</b>	<b>Unique Lodging Book Now</b>
The Village at Squaw Valley	33	27
Hyatt Regency Lake Tahoe Resort Spa & Casino	32	28
Kingswood Village Vacation Rentals	27	20
Northstar California Resort	19	16
The Ritz-Carlton, Lake Tahoe	18	16
PlumpJack Squaw Valley Inn	17	16
Tahoma Meadows Cottages	17	17
Resort at Squaw Creek	14	14
Stay In Lake Tahoe	13	7
Cedar Crest Cottages	12	12
Cedar Glen Lodge	12	12
The Lodge at Sugar Bowl	12	12
Hyatt Regency Lake Tahoe Resort Spa &...	11	11
Meeks Bay Resort & Marina	11	9
Sunnyside Restaurant & Lodge	11	11
Tahoe Luxury Properties	10	9
Goldfish Properties	9	9
Northstar Lodge by Welk Resorts	9	9
Squaw Valley Lodge	9	9
Brockway Springs Resort	8	8
Constellation Residences at Northstar	8	8
Cottage Inn at Lake Tahoe	8	8
Granlibakken Tahoe	8	8
Tahoe Moon Properties	8	8
Chaney House	7	7
Tahoe Biltmore Lodge & Casino	7	7
West Shore Cafe & Inn	7	7
Mourelatos Lakeshore Resort	6	6
Sierra Vacations by Natural Retreats	6	5
Tahoe Rentals by Wells and Bennett Realtors	6	4
Basecamp Hotel Tahoe City	5	5
Ferrari's Crown Resort	5	5
Hauserman Rental Group	5	4
Incline Vacation Rentals	5	4
Olympic Village Inn	5	5
Sun Bear Realty & Vacation Rentals	5	5
Tahoe Exclusive Vacation Rentals	5	3
Tahoe Getaways Vacation Rentals	5	5
Tahoe Mountain Lodging	5	5
Tahoe Signature Properties	5	5

The Border House at Crystal Bay Casino	5	5
Holiday House	4	3
Red Wolf Lakeside Lodge	4	2
Vacasa	4	4
Agate Bay Realty Vacation Rentals	3	3
First Accommodations, Inc.	3	2
Lake Tahoe Accommodations Incline Village	3	3
Red Wolf Lodge at Squaw Valley	3	3
Tahoe Rental Company	3	3
Tahoe Time Vacation Rental	3	3
Tahoe Vacation Rentals	3	3
Tamarack Lodge	3	2
The Lodge at Obexers	3	1
Firelite Lodge	2	2
PepperTree Inn	2	2
Tahoe Sands Resort	2	2
Tahoe Vistana Inn	2	2
Tahoe Woodside Vacation Rentals	2	2
Vacation Station, Inc.	2	2
VACAY North Tahoe	2	2
Waters of Tahoe Properties	2	2
West Lake Properties at Tahoe	2	2
Alpine Rental Group	1	1
Americas Best Value Inn Tahoe City	1	1
North Tahoe Rental Company	1	1
Parkside Inn at Incline	1	1
SellMyTimeShareNow.com	1	1
Sierra Mountain Properties	1	1
Tahoe City Inn	1	1
Tahoe Marina Lodge	1	1
Tahoe Real Estate Group	1	1
<b>GRAND TOTAL</b>	<b>496</b>	<b>450</b>

<b>Lodging Referrals - 10/1/18-10/31/18</b>	<b>Total Lodging Listing Site</b>	<b>Unique Lodging Listing Site</b>
Hyatt Regency Lake Tahoe Resort Spa & Casino	112	104
River Ranch Lodge and Restaurant	64	64
The Village at Squaw Valley	54	51
Hyatt High Sierra Lodge, A Hyatt Residence Club	50	49
Tahoe Luxury Properties	48	45
Tahoe Truckee Factory Stores	48	42
Resort at Squaw Creek	47	43
Tahoma Meadows Cottages	41	40
Cottage Inn at Lake Tahoe	40	38
Cedar Glen Lodge	39	39
Northstar California Resort	37	36
Tahoe Rentals by Wells and Bennett Realtors	37	16
Meeks Bay Resort & Marina	35	33
Rockwood Lodge	35	25
Tahoe Biltmore Lodge & Casino	34	32
Fox Den Cottages	33	18
Cedar Crest Cottages	31	31
The Ritz-Carlton, Lake Tahoe	31	31
Kingswood Village Vacation Rentals	30	30
Sunnyside Restaurant & Lodge	29	27
Tahoe Moon Properties	28	28
Mourelatos Lakeshore Resort	27	25
Brockway Springs Resort	24	24
Goldfish Properties	24	23
Tahoe Signature Properties	24	22
Lake Tahoe Deluxe Vacation Rentals	23	20
Tahoe Mountain Lodging	22	22
West Shore Cafe & Inn	22	18
Hostel Tahoe in Kings Beach	21	14
North Tahoe Rental Company	21	19
Rustic Cottages	21	20
Ta-Tel Lodge	21	15
Franciscan Lakeside Lodge	20	19
Cobblestone Center Shopping Mall	19	18
PlumpJack Squaw Valley Inn	19	19
Stay In Lake Tahoe	19	19
Chaney House	18	17
Granlibakken Tahoe	18	16
Tahoe Vista Lodge and Cabins	18	18
Big 7 Motel	17	14



Hauserman Rental Group	17	14
Northwood Pines Motel	16	10
Red Wolf Lakeside Lodge	16	16
Tahoe Rental Company	16	14
Basecamp Hotel Tahoe City	15	15
Dockside 700 Bar & Grill	15	12
Northstar Lodge by Welk Resorts	15	15
Tahoe Woodside Vacation Rentals	15	15
Waters of Tahoe Properties	15	14
Sierra Vacations by Natural Retreats	14	13
Tahoe Getaways Vacation Rentals	14	14
The Lodge at Sugar Bowl	14	14
Club Tahoe Resort	13	13
Martis Valley Vacation Rentals	13	5
Olympic Village Inn	13	13
Sun Bear Realty & Vacation Rentals	13	13
Tahoe Sands Resort	13	13
Tahoe Vacation Rentals	13	13
Vacation Station, Inc.	13	10
Castle Peak Vacation Rentals	12	12
LakeFrontHouse.com	12	11
Tahoma Lodge	12	11
Agate Bay Realty Vacation Rentals	11	10
Tahoe Mountain Properties	11	11
West Lake Properties at Tahoe	11	9
Chalet de Huttlinger	10	10
Donner Summit Rentals	10	9
VACAY North Tahoe	10	10
Holiday House	9	9
Tahoe Exclusive Vacation Rentals	9	9
Tahoe Time Vacation Rental	9	9
Tamarack Lodge	9	7
Vacasa	9	8
Firelite Lodge	8	8
Pullen Realty Group	8	8
Squaw Valley Lodge	8	8
Stevenson's Holliday Inn	8	8
Tahoe Tavern Properties	8	8
The Border House at Crystal Bay Casino	8	8
Constellation Residences at Northstar	7	6
First Accommodations, Inc.	7	7
Incline Vacation Rentals	7	7
Parkside Inn at Incline	7	6

Alpine Rental Group	6	6
Tahoe Vistana Inn	6	5
Vacation Tahoe by O'Neal Brokers	6	5
Ferrari's Crown Resort	5	5
Lake Tahoe Accommodations Incline Village	5	5
Mother Natures Inn	5	5
Red Wolf Lodge at Squaw Valley	5	5
Sierra Mountain Properties	5	5
Tahoe North Shore Lodge	5	5
Tahoe Real Estate Group	5	5
Americas Best Value Inn Tahoe City	4	4
BEST. VACATION. EVER... InvitedHome.com	4	4
Chinquapin / Packard Realty	4	4
Christy Lodge	4	4
Martis Valley Associates Property Rentals	4	4
7-Pines Motel	3	3
SellMyTimeShareNow.com	3	3
Tahoe Edgelake Beach Club	3	3
Lake Tahoe Accommodations Tahoe City	2	2
PepperTree Inn	2	2
Sandy's Pub at the Resort at Squaw Creek	1	1
Tahoe Marina Lodge	1	1
The Cedar House Sport Hotel	1	1
The Lodge at Obexers	1	1
West Shore Sports	1	1
<b>GRAND TOTAL</b>	<b>1885</b>	<b>1728</b>