



north lake tahoe

Chamber | CVB | Resort Association

August 2018 Standing Reports

Executive Summary

Data based on a sample of up to 9 properties in the North Lake Tahoe destination, representing up to 1252 Units (DestiMetrics Census**) and 38.79% 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 (Aug) changed by (4.0%)	63.6%	61.1%	4.0%
North Lake Tahoe ADR for last month (Aug) changed by (1.1%)	\$ 375	\$ 371	1.1%
North Lake Tahoe RevPAR for last month (Aug) changed by (5.2%)	\$ 239	\$ 227	5.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Sep) changed by (9.6%)	47.6%	43.4%	9.6%
North Lake Tahoe ADR for next month (Sep) changed by (2.6%)	\$ 291	\$ 284	2.6%
North Lake Tahoe RevPAR for next month (Sep) changed by (12.5%)	\$ 138	\$ 123	12.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (2.6%)	54.2%	52.8%	2.6%
North Lake Tahoe ADR for the past 6 months changed by (0.7%)	\$ 316	\$ 313	0.7%
North Lake Tahoe RevPAR for the past 6 months changed by (3.3%)	\$ 171	\$ 165	3.3%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (31.1%)	22.9%	17.5%	31.1%
North Lake Tahoe ADR for the future 6 months changed by (-8.8%)	\$ 268	\$ 294	-8.8%
North Lake Tahoe RevPAR for the future 6 months changed by (19.6%)	\$ 61	\$ 51	19.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2018 vs. Previous Year			
Rooms Booked during last month (Aug, 18) compared to Rooms Booked during the same period last year (Aug, 17) for all arrival dates has changed by (60.3%)	8.2%	5.1%	60.3%

* 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.

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Monthly Report August 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 8/31/18:	\$1,792,501	\$1,424,008	26%
Forecasted Commission for this Revenue:	\$31,336	\$41,165	-24%
Number of Room Nights:	10538	7240	46%
Number of Delegates:	7963	2563	211%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<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%
		1 Corp., 1	
Booked Group Types:	3 Corp., 1 SMF	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	
	5 Corp, 1	Assoc., 1 Non-	
Arrived Group Types:	Assoc., 2 SMF	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%
Arrived Group Types:	5 Corp, 3 Assoc.	4 Corp, 1 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 8/31/18:	67
YTD 7/30/17:	42
YTD 7/30/16:	39

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

Monthly Report August 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 8/31/18:	\$542,359	\$188,819	187%
Forecasted Commission for this Revenue:	\$22,857	\$4,746	382%
Number of Room Nights:	2520	1211	108%
Number of Delegates:	1488	305	388%
Annual Commission Projection:	\$25,000	\$10,000	150%

<u>Monthly Detail/Activity</u>	<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>* Est.</u>	<u>August-17</u>	
Number of Groups:	3		1	
Revenue Arrived:	\$71,314		\$32,350	120%
Projected Commission:	\$6,034		\$1,617	273%
Room Nights:	318		82	288%
Number of Delegates:	195		20	875%
Booked Group Types:	1 Corp, 1 Assoc, 1 Smf		1 Corp.	

<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>	<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.			

	Total Lodging	Unique Lodging
Lodging Referrals - 8/1/18-8/31/18	Listing Site	Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	272	259
Hyatt High Sierra Lodge, A Hyatt Residence Club	143	138
Meeks Bay Resort & Marina	140	133
Cottage Inn at Lake Tahoe	136	125
Mourelatos Lakeshore Resort	123	115
West Shore Cafe & Inn	121	108
Tahoe Biltmore Lodge & Casino	119	115
Cedar Glen Lodge	111	102
Sunnyside Restaurant & Lodge	109	104
Big 7 Motel	108	70
Fox Den Cottages	102	53
Cedar Crest Cottages	100	96
Northstar California Resort	92	89
The Ritz-Carlton, Lake Tahoe	91	88
Tahoe Truckee Factory Stores	90	72
Tahoe Luxury Properties	82	78
Rockwood Lodge	78	75
Tahoma Meadows Cottages	78	77
Hostel Tahoe in Kings Beach	77	37
Tahoe Mountain Lodging	77	74
The Village at Squaw Valley	71	68
Northwood Pines Motel	69	37
Tahoe Vista Lodge and Cabins	68	64
Rustic Cottages	67	62
Tahoe Rentals by Wells and Bennett Realtors	67	56
Stevenson's Holliday Inn	66	49
River Ranch Lodge and Restaurant	65	61
Brockway Springs Resort	62	62
Ta-Tel Lodge	61	41
Franciscan Lakeside Lodge	55	53
Kingswood Village Vacation Rentals	53	48
Tahoe Getaways Vacation Rentals	52	48
Basecamp Hotel Tahoe City	50	47
Tahoe Moon Properties	50	46
Lake Tahoe Deluxe Vacation Rentals	45	43
7-Pines Motel	44	43
Granlibakken Tahoe	42	39
Red Wolf Lakeside Lodge	42	42
Olympic Village Inn	41	39
Sun Bear Realty & Vacation Rentals	40	40

The Border House at Crystal Bay Casino	40	38
Tahoe Signature Properties	39	37
LakeFrontHouse.com	38	38
Stay In Lake Tahoe	37	33
Ferrari's Crown Resort	36	33
PlumpJack Squaw Valley Inn	36	34
Goldfish Properties	35	32
Resort at Squaw Creek	34	33
Waters of Tahoe Properties	34	32
North Tahoe Rental Company	33	29
Northstar Lodge by Welk Resorts	33	31
Holiday House	31	29
Tahoe Vistana Inn	31	29
Vacation Station, Inc.	31	29
Tahoe Exclusive Vacation Rentals	29	29
Tahoe Time Vacation Rental	29	28
VACAY North Tahoe	29	27
Agate Bay Realty Vacation Rentals	28	26
Cobblestone Center Shopping Mall	28	27
Donner Summit Rentals	27	24
Parkside Inn at Incline	27	25
Tahoe Rental Company	27	27
Tahoe Woodside Vacation Rentals	27	22
Hauserman Rental Group	25	24
Incline Vacation Rentals	25	23
Tahoma Lodge	25	23
West Lake Properties at Tahoe	25	23
Americas Best Value Inn Tahoe City	23	21
Dockside 700 Bar & Grill	23	19
The Lodge at Sugar Bowl	23	23
Chaney House	22	22
Christy Lodge	22	19
Firelite Lodge	22	20
First Accommodations, Inc.	22	22
Mother Natures Inn	22	22
Squaw Valley Lodge	22	21
Constellation Residences at Northstar	21	20
Martis Valley Vacation Rentals	21	15
The Lodge at Obexers	21	21
West Shore Sports	21	21
Tahoe Vacation Rentals	20	19
Tamarack Lodge	20	20
Sierra Vacations by Natural Retreats	18	16

Tahoe City Inn	18	18
Tahoe Tavern Properties	18	16
Lake Tahoe Accommodations Tahoe City	17	15
Pullen Realty Group	16	14
Tahoe Edgelake Beach Club	16	15
Tahoe Real Estate Group	16	16
Tahoe Sands Resort	16	16
Tahoe North Shore Lodge	15	15
Castle Peak Vacation Rentals	14	10
Chinquapin / Packard Realty	14	14
Lake Tahoe Accommodations Incline Village	14	14
Martis Valley Associates Property Rentals	14	13
Sierra Mountain Properties	14	14
Tahoe Mountain Properties	14	14
Vacasa	14	14
Vacation Tahoe by O'Neal Brokers	14	14
Alpine Rental Group	13	13
BEST. VACATION. EVER... InvitedHome.com	13	13
Tahoe Marina Lodge	12	12
Chalet de Huttlinger	9	9
PepperTree Inn	9	9
Club Tahoe Resort	8	8
SellMyTimeShareNow.com	8	7
Red Wolf Lodge at Squaw Valley	7	7
Marmot Vacation Rentals	3	1
The Cedar House Sport Hotel	3	3
Alquiler de vacaciones en Kingswood Village	1	1
GRAND TOTAL	4871	4417

	Total Lodging	Unique Lodging
Lodging Book Now Referrals - 8/1/18-8/31/18	Book Now	Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	81	78
Mourelatos Lakeshore Resort	70	65
The Ritz-Carlton, Lake Tahoe	70	69
Cedar Glen Lodge	66	62
Northstar California Resort	66	58
Cottage Inn at Lake Tahoe	61	52
Hyatt Regency Lake Tahoe Resort Spa &...	59	59
The Village at Squaw Valley	59	57
Cedar Crest Cottages	56	56
Tahoe Mountain Lodging	55	49
Meeks Bay Resort & Marina	48	41
Sunnyside Restaurant & Lodge	48	44
Kingswood Village Vacation Rentals	46	44
West Shore Cafe & Inn	44	42
Tahoe Biltmore Lodge & Casino	43	36
Tahoe Luxury Properties	40	37
Resort at Squaw Creek	38	36
Tahoma Meadows Cottages	38	37
Sun Bear Realty & Vacation Rentals	36	34
Red Wolf Lakeside Lodge	34	32
Brockway Springs Resort	33	33
Granlibakken Tahoe	28	26
Northstar Lodge by Welk Resorts	28	27
Parkside Inn at Incline	28	25
Basecamp Hotel Tahoe City	27	22
Incline Vacation Rentals	26	24
PlumpJack Squaw Valley Inn	26	25
Ferrari's Crown Resort	25	24
Waters of Tahoe Properties	25	24
Tahoe Getaways Vacation Rentals	24	24
VACAY North Tahoe	24	20
Olympic Village Inn	23	22
Tahoe Signature Properties	23	20
Firelite Lodge	22	20
Stay In Lake Tahoe	20	19
Tahoe Vistana Inn	20	20
Vacation Station, Inc.	20	19
Tahoe Marina Lodge	19	16
Tahoe Time Vacation Rental	19	19
Chaney House	18	15

Constellation Residences at Northstar	18	18
Goldfish Properties	18	18
Tahoe Woodside Vacation Rentals	18	16
Tahoe City Inn	17	16
The Border House at Crystal Bay Casino	17	17
First Accommodations, Inc.	16	16
Holiday House	16	16
Squaw Valley Lodge	16	15
Tahoe Moon Properties	16	16
Tahoe Sands Resort	16	14
Alpine Rental Group	15	10
North Tahoe Rental Company	15	14
Tahoe Exclusive Vacation Rentals	15	13
Agate Bay Realty Vacation Rentals	14	14
Americas Best Value Inn Tahoe City	14	12
Vacasa	14	14
West Lake Properties at Tahoe	13	12
Tahoe Rentals by Wells and Bennett Realtors	12	11
Hauserman Rental Group	11	11
The Lodge at Sugar Bowl	11	10
SellMyTimeShareNow.com	9	9
Sierra Vacations by Natural Retreats	9	9
Tahoe Rental Company	9	9
Vacation Tahoe by O'Neal Brokers	9	9
Red Wolf Lodge at Squaw Valley	8	8
Tahoe Vacation Rentals	8	8
The Lodge at Obexers	8	8
PepperTree Inn	7	6
Sierra Mountain Properties	7	7
Tahoe Real Estate Group	7	6
Tamarack Lodge	7	7
Lake Tahoe Accommodations Tahoe City	6	6
Chalet de Huttlinger	5	5
Lake Tahoe Accommodations Incline Village	5	5
GRAND TOTAL	1942	1817