



north lake tahoe

Chamber | CVB | Resort Association

March Standing Reports

Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1270 Units ('DestiMetrics Census**') and 39.33% 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 (Mar) changed by (3.3%)	Occupancy (Mar) :	53.8%	52.1%	3.3%
North Lake Tahoe ADR for last month (Mar) changed by (5.5%)	ADR (Mar) :	\$ 296	\$ 280	5.5%
North Lake Tahoe RevPAR for last month (Mar) changed by (8.9%)	RevPAR (Mar) :	\$ 159	\$ 146	8.9%
Next Month Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for next month (Apr) changed by (-9.6%)	Occupancy (Apr) :	29.7%	32.9%	-9.6%
North Lake Tahoe ADR for next month (Apr) changed by (8.3%)	ADR (Apr) :	\$ 238	\$ 220	8.3%
North Lake Tahoe RevPAR for next month (Apr) changed by (-2.1%)	RevPAR (Apr) :	\$ 71	\$ 72	-2.1%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the past 6 months changed by (15.6%)	Occupancy	49.0%	42.4%	15.6%
North Lake Tahoe ADR for the past 6 months changed by (0.4%)	ADR	\$ 301	\$ 300	0.4%
North Lake Tahoe RevPAR for the past 6 months changed by (16.1%)	RevPAR	\$ 148	\$ 127	16.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
North Lake Tahoe Occupancy for the future 6 months changed by (-2.4%)	Occupancy	28.2%	28.9%	-2.4%
North Lake Tahoe ADR for the future 6 months changed by (4.1%)	ADR	\$ 338	\$ 324	4.1%
North Lake Tahoe RevPAR for the future 6 months changed by (1.6%)	RevPAR	\$ 95	\$ 94	1.6%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Mar 31, 2019 vs. Previous Year				
Rooms Booked during last month (Mar, 19) compared to Rooms Booked during the same period last year (Mar, 18) for all arrival dates has changed by (0.8%)	Booking Pace (Mar)	8.7%	8.6%	0.8%

* 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 March 2019

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 3/31/19:	\$2,159,006	\$2,109,818	2%
Forecasted Commission for this Revenue:	\$45,705	\$55,984	-18%
Number of Room Nights:	12,224	12175	0%
Number of Delegates:	14946	10712	40%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>March-19</u>	<u>March-18</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$157,345	\$55,650	183%
Projected Commission:	\$9,853	\$0	
Room Nights:	717	350	105%
Number of Delegates:	350	70	400%

Booked Group Types: 2 Assoc. 1 Corp 1 Assoc.
 Lost Business, # of Groups: 8 2

<u>Arrived in the month</u>	<u>March-19</u>	<u>March-18</u>	
Number of Groups:	2	3	
Revenue Arrived:	\$57,149	\$25,893	121%
Projected Commission:	\$0	\$0	
Room Nights:	221	108	105%
Number of Delegates:	142	100	42%

Arrived Group Types: 1 Corp. 1 Assoc. 1 Corp., 2 SMF

<u>Monthly Detail/Activity</u>	<u>February-19</u>	<u>February-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$387,531	\$133,480	190%
Projected Commission:	\$2,849	\$2,569	11%
Room Nights:	2099	957	119%
Number of Delegates:	939	10315	-91%

Booked Group Types: 3 Corp., 2 Assoc. 1 Smf, 1 Film, 2 Corp.
 Lost Business, # of Groups: 12 0

<u>Arrived in the month</u>	<u>February-19</u>	<u>February-18</u>	
Number of Groups:	1	5	
Revenue Arrived:	\$5,491	\$147,151	-96%
Projected Commission:	\$549	\$2,569	
Room Nights:	23	1016	-98%
Number of Delegates:	13	291	-96%

Arrived Group Types: 1 Corp. 4 Corp., 1 Film Crew

Monthly Detail/Activity

	<u>January-19</u>	<u>January-18</u>	
<u>Number of Groups Booked:</u>	6	13	
Revenue Booked:	\$728,273	\$518,936	40%
Projected Commission:	\$2,100	\$2,146	-2%
Room Nights:	2998	2845	5%
Number of Delegates:	3033	1153	163%
	3 Corp., 3	7 Corp., 6	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	0	4	

Arrived in the month

	<u>January-19</u>	<u>January-18</u>	
Number of Groups:	1	3	
Revenue Arrived:	\$33,378	\$57,116	-42%
Projected Commission:	\$0	\$0	
Room Nights:	78	244	-68%
Number of Delegates:	60	89	-33%
		1 Corp., 2	
Arrived Group Types:	1 Corp.	Assoc.	

Monthly Detail/Activity

	<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%
Booked Group Types:	Assoc.	1 SMF	
Lost Business, # of Groups:	6	4	

Arrived in the month

	<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.	

Monthly Detail/Activity

	<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	

Arrived in the month

	<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
	1 Corp., 1	
Arrived Group Types:	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%
	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>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%
	4 Corp, 3	2 Corp, 3	
Arrived Group Types:	Assoc.	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%
	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%
	4 Corp, 3	3 Corp, 1	
Arrived Group Types:	Assoc.	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%
		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	
Arrived Group Types:	5 Corp, 1 Assoc., 2 SMF	Assoc., 1 Non- Profit	

Monthly Detail/Activity

<u>Number of Groups Booked:</u>	<u>July-18</u>	<u>July-17</u>	
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	4 Corp, 1	

	<u>Current Numbers</u>	<u>Goals</u>
For 2019/20:	\$2,467,113	\$750,000
For 2020/21:	\$404,643	\$500,000

NUMBER OF LEADS Generated as of 3/31/19:	266
YTD 3/31/18:	223
YTD 3/31/17:	198

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 - 3/1/19 - 3/31/19	Total Lodging Book Now	Unique Lodging Book Now
The Village at Squaw Valley	35	22
Hyatt Regency Lake Tahoe Resort Spa & Casino	31	30
Cedar Crest Cottages	23	23
Resort at Squaw Creek	20	20
Cedar Glen Lodge	18	16
Northstar California Resort	18	17
The Lodge at Sugar Bowl	17	17
The Ritz-Carlton, Lake Tahoe	16	15
Basecamp Hotel Tahoe City	15	14
Olympic Village Inn	15	15
PlumpJack Squaw Valley Inn	15	14
Red Wolf Lakeside Lodge	15	12
Tahoe Biltmore Lodge & Casino	15	14
Cottage Inn at Lake Tahoe	13	12
Hyatt Regency Lake Tahoe Resort Spa &...	13	12
Sunnyside Restaurant & Lodge	13	12
Tahoma Meadows Cottages	13	13
West Shore Cafe & Inn	12	12
Granlibakken Tahoe	11	7
Mourelatos Lakeshore Resort	11	11
Constellation Residences at Northstar	10	9
Tahoe Mountain Lodging	10	9
Chaney House	9	8
Red Wolf Lodge at Squaw Valley	9	8
The Border House at Crystal Bay Casino	9	8
Tahoe Vacation Rentals	8	8
Northstar Lodge by Welk Resorts	7	7
Squaw Valley Lodge	7	7
Stay In Lake Tahoe	7	7
Vacasa	7	7
Brockway Springs Resort	6	6
Ferrari's Crown Resort	6	6
Lake Tahoe Accommodations-Incline Village	6	6
Sun Bear Realty & Vacation Rentals	6	6
Agate Bay Realty Vacation Rentals	5	5
Americas Best Value Inn Tahoe City	5	5
Chalet de Huttlinger	5	5
North Tahoe Rental Company	5	5
PepperTree Inn	5	4
Tahoe Moon Properties	5	5

Tahoe Signature Properties	5	5
Incline Vacation Rentals	4	4
Parkside Inn at Incline	4	2
Tahoe City Inn	4	4
Tahoe Exclusive Vacation Rentals	4	4
Tahoe Getaways Vacation Rentals	4	4
Tahoe Luxury Properties	4	4
Tahoe Marina Lodge	4	4
Goldfish Properties	3	3
Lake Tahoe Accommodations – Tahoe City	3	3
Meeks Bay Resort & Marina	3	2
Sierra Vacations by Natural Retreats	3	3
Tahoe Real Estate Group	3	3
Tahoe Vistana Inn	3	3
Tahoe Woodside Vacation Rentals	3	3
Tamarack Lodge	3	3
The Lodge at Obexers	3	3
Vacation Station, Inc.	3	3
Waters of Tahoe Properties	3	3
West Lake Properties at Tahoe	3	3
Firelite Lodge	2	2
Hauserman Rental Group	2	2
Holiday House	2	2
Tahoe Rental Company	2	2
Tahoe Sands Resort	2	2
VACAY North Tahoe	2	2
Sierra Mountain Properties	1	1
GRAND TOTAL	558	518

Lodging Referrals - 3/1/19 - 3/31/19	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	124	112
The Village at Squaw Valley	59	54
Hyatt High Sierra Lodge, A Hyatt Residence Club	52	51
Resort at Squaw Creek	49	49
Cedar Crest Cottages	47	45
Tahoe Truckee Factory Stores	46	38
Rockwood Lodge	43	38
Tahoma Meadows Cottages	42	41
Northstar California Resort	41	38
Cedar Glen Lodge	38	34
Basecamp Hotel Tahoe City	36	30
Mourelatos Lakeshore Resort	36	36
The Ritz-Carlton, Lake Tahoe	35	34
Tahoe Biltmore Lodge & Casino	34	33
Tahoe Rentals by Wells and Bennett Realtors	34	30
Cottage Inn at Lake Tahoe	31	30
Sunnyside Restaurant & Lodge	31	28
Meeks Bay Resort & Marina	30	30
River Ranch Lodge and Restaurant	30	29
Brockway Springs Resort	29	25
North Tahoe Rental Company	28	23
Tahoe Luxury Properties	28	26
West Shore Cafe & Inn	27	26
Hostel Tahoe in Kings Beach	24	13
Tahoe Moon Properties	24	23
Tahoe Vista Lodge and Cabins	24	21
Lake Tahoe Deluxe Vacation Rentals	23	22
Cobblestone Center Shopping Mall	22	20
Rustic Cottages	22	21
Hauserman Rental Group	21	21
Red Wolf Lakeside Lodge	21	19
Tahoe Signature Properties	20	16
LakeFrontHouse.com	19	18
Olympic Village Inn	18	18
Squaw Valley Lodge	17	15
Stay In Lake Tahoe	17	16
Tahoe Exclusive Vacation Rentals	17	15
Tahoe Getaways Vacation Rentals	17	17
Tahoe Mountain Lodging	17	16
Waters of Tahoe Properties	17	15

PlumpJack Squaw Valley Inn	15	15
Vacation Station, Inc.	15	15
Franciscan Lakeside Lodge	14	14
Granlibakken Tahoe	14	14
Mother Natures Inn	13	10
Northstar Lodge by Welk Resorts	13	12
Stevenson's Holliday Inn	13	11
Sun Bear Realty & Vacation Rentals	13	12
VACAY North Tahoe	13	13
Chaney House	12	12
Constellation Residences at Northstar	12	12
Lake Tahoe Accommodations-Incline Village	12	9
Tahoe Vacation Rentals	12	12
Agate Bay Realty Vacation Rentals	11	10
Goldfish Properties	11	11
Incline Vacation Rentals	11	11
Tahoe Mountain Properties	11	11
The Lodge at Sugar Bowl	11	10
Vacasa	11	10
Ferrari's Crown Resort	10	9
First Accommodations, Inc.	10	9
Tahoe Edgelake Beach Club	10	10
Tahoe Time Vacation Rental	10	10
Tahoe Vistana Inn	10	10
Chalet de Huttlinger	9	9
Parkside Inn at Incline	9	7
Red Wolf Lodge at Squaw Valley	9	7
Tahoe Rental Company	9	9
Castle Peak Vacation Rentals	8	7
Donner Lake Village	8	8
Holiday House	8	8
Sierra Vacations by Natural Retreats	8	8
Americas Best Value Inn Tahoe City	7	7
Christy Lodge	7	7
Donner Summit Rentals	7	7
Firelite Lodge	7	7
Lake Tahoe Accommodations – Tahoe City	7	7
Tahoma Lodge	7	7
Tamarack Lodge	7	7
The Lodge at Obexers	7	7
Club Tahoe Resort	6	6
Dockside 700 Bar & Grill	6	6
Tahoe Tavern Properties	6	6

Tahoe Marina Lodge	5	5
Tahoe Real Estate Group	5	5
Tahoe Woodside Vacation Rentals	5	5
The Border House at Crystal Bay Casino	5	5
The Cedar House Sport Hotel	5	5
PepperTree Inn	4	4
Sierra Mountain Properties	4	4
Tahoe Sands Resort	4	4
Vacation Tahoe by O'Neal Brokers	4	4
West Lake Properties at Tahoe	4	4
West Shore Sports	4	4
BEST. VACATION. EVER... InvitedHome.com	3	3
Chinquapin / Packard Realty	3	3
Pullen Realty Group	3	3
Tahoe City Inn	3	3
Martis Valley Vacation Rentals	2	2
SellMyTimeShareNow.com	2	2
Tahoe North Shore Lodge	2	2
Martis Valley Associates Property Rentals	1	1
GRAND TOTAL	1787	1663