

April Standing Reports

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Executive Summary

Data based on a sample of up to 10 properties in the North Lake Tahoe destination, representing up to 1233 Units (DestiMetrics Census**) and 38.18% 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 (Apr) changed by (9.3%)	Occupancy (Apr) : 44.9%	41.1%	9.3%
North Lake Tahoe ADR for last month (Apr) changed by (5.4%)	ADR (Apr) : \$ 226	\$ 214	5.4%
North Lake Tahoe RevPAR for last month (Apr) changed by (15.3%)	RevPAR (Apr) : \$ 101	\$ 88	15.3%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (May) changed by (-11.7%)	Occupancy (May) : 30.5%	34.5%	-11.7%
North Lake Tahoe ADR for next month (May) changed by (4.0%)	ADR (May) : \$ 220	\$ 212	4.0%
North Lake Tahoe RevPAR for next month (May) changed by (-8.1%)	RevPAR (May) : \$ 67	\$ 73	-8.1%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (17.5%)	Occupancy : 50.9%	43.3%	17.5%
North Lake Tahoe ADR for the past 6 months changed by (-0.3%)	ADR : \$ 307	\$ 308	-0.3%
North Lake Tahoe RevPAR for the past 6 months changed by (17.1%)	RevPAR : \$ 156	\$ 133	17.1%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-7.0%)	Occupancy : 29.3%	31.5%	-7.0%
North Lake Tahoe ADR for the future 6 months changed by (-0.5%)	ADR : \$ 348	\$ 350	-0.5%
North Lake Tahoe RevPAR for the future 6 months changed by (-7.5%)	RevPAR : \$ 102	\$ 110	-7.5%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2019 vs. Previous Year			
Rooms Booked during last month (Apr,19) compared to Rooms Booked during the same period last year (Apr,18) for all arrival dates has changed by (-4.5%)	Booking Pace (Apr)	7.2%	-4.5%

* 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 April 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 18/19

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 4/30/19:	\$2,151,664	\$2,128,502	1%
Forecasted Commission for this Revenue:	\$48,938	\$55,857	-12%
Number of Room Nights:	11,864	12140	-2%
Number of Delegates:	14735	59604	-75%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%
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<u>Monthly Detail/Activity</u>	<u>April-19</u>	<u>April-18</u>	
<u>Number of Groups Booked:</u>	3	1	
Revenue Booked:	\$34,057	\$9,639	253%
Projected Commission:	\$0	\$0	
Room Nights:	505	52	871%
Number of Delegates:	269	90	199%
	2 Corp., 1		
Booked Group Types:	Assoc.	1 Corp.	
Lost Business, # of Groups:	20	6	233%
<u>Arrived in the month</u>	<u>April-19</u>	<u>April-18</u>	
Number of Groups:	1	1	
Revenue Arrived:	\$98,680	\$93,408	6%
Projected Commission:	\$9,868	\$0	
Room Nights:	505	220	130%
Number of Delegates:	269	120	124%
Arrived Group Types:	1 Corp.	1 Smf	
<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

Monthly Detail/Activity

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

Arrived in the month

	<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%
		4 Corp., 1 Film	
Arrived Group Types:	1 Corp.	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%
	5 Corp, 2		
Booked Group Types:	Assoc.	1 SMF	
Lost Business, # of Groups:	6	4	

<u>Arrived in the month</u>	<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	
Arrived Group Types:		1 Corp, 1 Assoc.	

<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%
Booked Group Types:	3 Corp.	1 Corp, 1 Assoc.	
Lost Business, # of Groups:	9	10	

<u>Arrived in the month</u>	<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	
Arrived Group Types:	1 Corp., 1 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%
Booked Group Types:	2 Corp, 1 Smf, 1 Semiar/Educ.	2 Corp, 1 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%
Arrived Group Types:	4 Corp, 3 Assoc.	2 Corp, 3 Assoc, 1 Govt.	

<u>Monthly Detail/Activity</u>	<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%
Arrived Group Types:	5 Corp, 1	2 Corp, 1	

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%
	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%

Lodging Book Now Referrals - 4/1/19 - 4/30/19	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	26	24
The Village at Squaw Valley	23	20
Cedar Glen Lodge	20	18
Brockway Springs Resort	19	18
Tahoma Meadows Cottages	19	19
Mourelatos Lakeshore Resort	18	16
Meeks Bay Resort & Marina	16	15
Sunnyside Restaurant & Lodge	16	16
Resort at Squaw Creek	15	15
The Ritz-Carlton, Lake Tahoe	15	15
Cedar Crest Cottages	14	12
Red Wolf Lakeside Lodge	13	11
Tahoe Luxury Properties	13	12
Hyatt Regency Lake Tahoe Resort Spa &...	11	11
Northstar Lodge by Welk Resorts	11	10
PlumpJack Squaw Valley Inn	11	11
Northstar California Resort	10	10
Tahoe Biltmore Lodge & Casino	10	10
Cottage Inn at Lake Tahoe	9	9
North Tahoe Rental Company	9	9
Olympic Village Inn	9	8
Tahoe Getaways Vacation Rentals	9	9
Basecamp Hotel Tahoe City	8	7
Stay In Lake Tahoe	8	7
Tahoe Moon Properties	8	8
Tahoe Signature Properties	8	7
VACAY North Tahoe	8	8
Ferrari's Crown Resort	7	7
Incline Vacation Rentals	7	7
Sierra Vacations by Natural Retreats	7	5
Sun Bear Realty & Vacation Rentals	7	7
Tahoe Mountain Lodging	7	6
Vacation Station, Inc.	7	7
Waters of Tahoe Properties	7	7
Squaw Valley Lodge	6	6
Tahoe Rental Company	6	5
Tahoe Time Vacation Rental	6	6
West Lake Properties at Tahoe	6	6
Chaney House	5	4
Constellation Residences at Northstar	5	5

Firelite Lodge	5	5
Hauserman Rental Group	5	5
Tahoe Sands Resort	5	4
Tahoe Vacation Rentals	5	4
Tamarack Lodge	5	5
West Shore Cafe & Inn	5	5
First Accommodations, Inc.	4	4
Goldfish Properties	4	4
Granlibakken Tahoe	4	4
Holiday House	4	4
Parkside Inn at Incline	4	4
PepperTree Inn	4	3
Tahoe Woodside Vacation Rentals	4	3
The Lodge at Obexers	4	4
Agate Bay Realty Vacation Rentals	3	3
Chalet de Huttlinger	3	3
Lake Tahoe Accommodations – Tahoe City	3	3
Lake Tahoe Accommodations-Incline Village	3	3
Red Wolf Lodge at Squaw Valley	3	3
Tahoe City Inn	3	3
The Lodge at Sugar Bowl	3	3
Vacation Tahoe by O’Neal Brokers	3	3
Tahoe Exclusive Vacation Rentals	2	2
Tahoe Marina Lodge	2	2
The Border House at Crystal Bay Casino	2	2
Vacasa	2	2
Americas Best Value Inn Tahoe City	1	1
SellMyTimeShareNow.com	1	1
Sierra Mountain Properties	1	1
Tahoe Real Estate Group	1	1
Tahoe Rentals by Wells and Bennett Realtors	1	1
Tahoe Vistana Inn	1	1
Grand Total	539	509

Lodging Referrals - 4/1/19 - 4/30/19	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	108	104
Hyatt High Sierra Lodge, A Hyatt Residence Club	50	48
Tahoe Luxury Properties	48	45
Meeks Bay Resort & Marina	46	46
Tahoe Truckee Factory Stores	44	33
Mourelatos Lakeshore Resort	43	43
Cedar Crest Cottages	41	36
Tahoe Biltmore Lodge & Casino	41	39
Northstar California Resort	39	36
Tahoe Rentals by Wells and Bennett Realtors	39	32
Brockway Springs Resort	38	38
Resort at Squaw Creek	38	37
The Village at Squaw Valley	33	33
Hauserman Rental Group	31	28
Hostel Tahoe in Kings Beach	31	19
Rockwood Lodge	31	26
Sunnyside Restaurant & Lodge	31	31
The Ritz-Carlton, Lake Tahoe	31	30
Cottage Inn at Lake Tahoe	30	30
Lake Tahoe Deluxe Vacation Rentals	30	29
Tahoe Moon Properties	30	27
Cedar Glen Lodge	29	26
Tahoe Getaways Vacation Rentals	29	26
Rustic Cottages	27	24
Tahoma Lodge	27	20
Red Wolf Lakeside Lodge	26	25
Franciscan Lakeside Lodge	25	25
North Tahoe Rental Company	25	23
Stevenson's Holliday Inn	25	21
Tahoe Signature Properties	25	23
West Shore Cafe & Inn	24	23
Tahoe Mountain Lodging	23	21
Tahoma Meadows Cottages	21	21
Cobblestone Center Shopping Mall	20	20
Vacation Station, Inc.	20	20
Sun Bear Realty & Vacation Rentals	19	18
Basecamp Hotel Tahoe City	18	17
VACAY North Tahoe	18	15
Incline Vacation Rentals	17	16
Lake Tahoe Accommodations-Incline Village	17	16

Tahoe Rental Company	17	17
Tahoe Vista Lodge and Cabins	17	16
Northstar Lodge by Welk Resorts	16	15
Sierra Vacations by Natural Retreats	16	16
Waters of Tahoe Properties	16	16
PlumpJack Squaw Valley Inn	15	15
River Ranch Lodge and Restaurant	15	14
Goldfish Properties	14	12
Granlibakken Tahoe	14	13
LakeFrontHouse.com	14	14
Olympic Village Inn	13	13
Chaney House	12	11
Holiday House	12	11
Tahoe Exclusive Vacation Rentals	12	11
Tahoe Time Vacation Rental	12	12
Tahoe Vistana Inn	12	12
The Lodge at Sugar Bowl	12	11
Vacasa	12	11
West Lake Properties at Tahoe	12	12
Tahoe Mountain Properties	11	9
Tahoe Sands Resort	11	11
Parkside Inn at Incline	10	10
Red Wolf Lodge at Squaw Valley	10	10
Sierra Mountain Properties	10	9
Americas Best Value Inn Tahoe City	9	9
First Accommodations, Inc.	8	8
Lake Tahoe Accommodations – Tahoe City	8	8
PepperTree Inn	8	8
Stay In Lake Tahoe	8	8
Tahoe Marina Lodge	8	7
Agate Bay Realty Vacation Rentals	7	7
Chalet de Huttlinger	7	6
Ferrari’s Crown Resort	7	7
Tahoe Edgelake Beach Club	7	7
Tahoe Tavern Properties	7	7
Tahoe Vacation Rentals	7	6
Tahoe Woodside Vacation Rentals	7	7
The Lodge at Obexers	7	7
Castle Peak Vacation Rentals	6	6
Chinquapin / Packard Realty	6	6
Constellation Residences at Northstar	6	6
Donner Lake Village	6	6
Firelite Lodge	6	6

Martis Valley Vacation Rentals	6	6
Mother Natures Inn	6	6
Pullen Realty Group	6	6
Tahoe Real Estate Group	6	6
Tamarack Lodge	6	6
BEST. VACATION. EVER... InvitedHome.com	5	5
Christy Lodge	5	5
Dockside 700 Bar & Grill	5	4
Donner Summit Rentals	5	5
Squaw Valley Lodge	5	5
The Border House at Crystal Bay Casino	5	5
Vacation Tahoe by O'Neal Brokers	5	5
Martis Valley Associates Property Rentals	4	3
Tahoe City Inn	4	4
Tahoe North Shore Lodge	4	4
Club Tahoe Resort	3	3
SellMyTimeShareNow.com	2	2
The Cedar House Sport Hotel	2	2
West Shore Sports	2	2
Grand Total	1824	1707