

August 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 1282 Units (DestiMetrics Census**) and 39,69% of 3229 total units in the North Lake Tahoe destination (Destination Census**)

Last Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for last month (Jul) changed by (-7.8%)	Occupancy (Jul) :	2019/20	2018/19
North Lake Tahoe ADR for last month (Jul) changed by (1.8%)	ADR (Jul) :	66.8%	72.4%
North Lake Tahoe RevPAR for last month (Jul) changed by (-6.1%)	RevPAR (Jul) :	\$ 412	\$ 405
		\$ 275	\$ 293
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Aug) changed by (4.1%)	Occupancy (Aug) :	57.1%	54.9%
North Lake Tahoe ADR for next month (Aug) changed by (3.8%)	ADR (Aug) :	\$ 405	\$ 390
North Lake Tahoe RevPAR for next month (Aug) changed by (8.0%)	RevPAR (Aug) :	\$ 231	\$ 214
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (0.4%)	Occupancy	52.4%	52.2%
North Lake Tahoe ADR for the past 6 months changed by (2.7%)	ADR	\$ 316	\$ 308
North Lake Tahoe RevPAR for the past 6 months changed by (3.2%)	RevPAR	\$ 166	\$ 161
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (2.8%)	Occupancy	22.1%	21.5%
North Lake Tahoe ADR for the future 6 months changed by (1.1%)	ADR	\$ 335	\$ 331
North Lake Tahoe RevPAR for the future 6 months changed by (4.0%)	RevPAR	\$ 74	\$ 71
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jul 31, 2019 vs. Previous Year			
Rooms Booked during last month (Jul, 19) compared to Rooms Booked during the same period last year (Jul, 18) for all arrival dates has changed by (-6.4%)	Booking Pace (Jul)	5.5%	-6.4%

* 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 July 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 19/20

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/19:	\$2,150,713	\$1,596,288	35%
Forecasted Commission for this Revenue:	\$48,944	\$26,931	82%
Number of Room Nights:	12,052	9839	22%
Number of Delegates:	15033	7952	89%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>July-19</u>	<u>July-18</u>	
<u>Number of Groups Booked:</u>	6	6	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
	3 Corp, 2 SMF,	5 Corp, 1	
Booked Group Types:	1 Govt.	Assoc.	
Lost Business, # of Groups:	28	4	600%

<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$359,396	\$141,134	155%
Projected Commission:	\$7,979	\$0	
Room Nights:	1666	714	133%
Number of Delegates:	2160	13670	-84%
	2 Corp, 2		
	Assoc, 2 SMF,	2 SMF, 2	
Arrived Group Types:	2 Non-Profit	Assoc.	

	<u>Current Numbers</u>	<u>Goals</u>
For 2020/21:	\$521,411	\$750,000
For 2021/22:	\$0	\$500,000

NUMBER OF LEADS Generated as of 7/30/19:	33
YTD 7/30/18:	27
YTD 7/30/17:	17

Total Number of Leads Generated in Previous Years:

2017/2018	302
2016/2017	244
2015/2016	194

Lodging Book Now Referrals - 7/1/19-7/31/19	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	72	69
The Ritz-Carlton, Lake Tahoe	50	45
Mourelatos Lakeshore Resort	40	38
Cedar Crest Cottages	39	37
The Village at Squaw Valley	37	28
Cottage Inn at Lake Tahoe	35	31
Hyatt Regency Lake Tahoe Resort Spa &...	35	35
Tahoe Luxury Properties	34	34
Brockway Springs Resort	31	31
Cedar Glen Lodge	31	29
Meeks Bay Resort & Marina	30	25
Red Wolf Lakeside Lodge	28	22
Resort at Squaw Creek	28	28
West Shore Cafe & Inn	26	26
Sunnyside Restaurant & Lodge	25	25
Tahoma Meadows Cottages	25	24
Chaney House	24	21
Sun Bear Realty & Vacation Rentals	24	23
PlumpJack Squaw Valley Inn	23	23
Northstar California Resort	21	18
Olympic Village Inn	21	19
Tahoe Biltmore Lodge & Casino	20	20
Constellation Residences at Northstar	19	19
Granlibakken Tahoe	19	19
Parkside Inn at Incline	19	18
Tahoe Time Vacation Rental	19	19
Lake Tahoe Accommodations	18	16
North Tahoe Rental Company	18	13
Stay In Lake Tahoe	18	18
Tahoe Mountain Lodging	18	18
Basecamp Hotel Tahoe City	17	14
Squaw Valley Lodge	16	14
VACAY North Tahoe	16	16
Tahoe Rentals by Wells and Bennett Realtors	15	13
Vacation Station, Inc.	15	14
Hauserman Rental Group	14	14
Tahoe Moon Properties	14	14
Tahoe Vacation Rentals	14	13
Americas Best Value Inn Tahoe City	13	12
Firelite Lodge	13	13

Holiday House	13	13
Tahoe Accommodations	13	12
Tahoe Exclusive Vacation Rentals	13	13
Tahoe Getaways Vacation Rentals	13	13
Vacasa	13	13
Tahoe City Inn	12	12
Tahoe Sands Resort	12	10
Tahoe Signature Properties	12	12
Tahoe Vistana Inn	12	12
Waters of Tahoe Properties	12	12
First Accommodations, Inc.	11	11
Incline Vacation Rentals	11	10
Tahoe Rental Company	11	10
The Border House at Crystal Bay Casino	11	9
Goldfish Properties	10	9
Northstar Lodge by Welk Resorts	10	10
Tahoe Marina Lodge	10	8
Tahoe Woodside Vacation Rentals	10	10
West Lake Properties at Tahoe	10	8
PepperTree Inn	9	8
SellMyTimeShareNow.com	9	9
The Lodge at Obexers	9	8
Agate Bay Realty Vacation Rentals	8	8
Chalet de Huttlinger	8	8
Ferrari's Crown Resort	8	8
Tamarack Lodge	8	8
Red Wolf Lodge at Squaw Valley	7	7
Sierra Vacations by Natural Retreats	7	7
Tahoe Real Estate Group	7	7
Sierra Mountain Properties	5	5
Vacation Tahoe by O'Neal Brokers	3	2
The Lodge at Sugar Bowl	2	2
Grand Total	1303	1222

	Total Lodging Listing Site	Unique Lodging Listing Site
Lodging Referrals - 7/1/19-7/31/19		
Hyatt Regency Lake Tahoe Resort Spa & Casino	213	197
Meeks Bay Resort & Marina	110	106
Tahoe Luxury Properties	101	91
Hyatt High Sierra Lodge, A Hyatt Residence Club	96	93
Cedar Crest Cottages	78	72
Tahoe Biltmore Lodge & Casino	78	72
Cottage Inn at Lake Tahoe	74	68
Tahoe Truckee Factory Stores	74	63
Sunnyside Restaurant & Lodge	66	64
Resort at Squaw Creek	64	60
Rockwood Lodge	64	51
Tahoe Rentals by Wells and Bennett Realtors	64	56
Brockway Springs Resort	62	59
Mourelatos Lakeshore Resort	61	61
Franciscan Lakeside Lodge	60	55
Rustic Cottages	59	54
Cedar Glen Lodge	58	56
Northstar California Resort	56	51
West Shore Cafe & Inn	56	54
The Ritz-Carlton, Lake Tahoe	55	53
Tahoe Vista Lodge and Cabins	54	48
River Ranch Lodge and Restaurant	51	45
Tahoe Getaways Vacation Rentals	51	49
Tahoe Moon Properties	50	44
Hauserman Rental Group	44	42
Stevenson's Holliday Inn	44	34
Tahoe Mountain Lodging	42	31
Lake Tahoe Deluxe Vacation Rentals	41	39
LakeFrontHouse.com	40	40
North Tahoe Rental Company	40	36
Basecamp Hotel Tahoe City	39	39
Red Wolf Lakeside Lodge	39	38
Hostel Tahoe in Kings Beach	38	22
Cobblestone Center Shopping Mall	34	33
Tahoma Meadows Cottages	34	32
Waters of Tahoe Properties	34	33
Incline Vacation Rentals	33	33
Sun Bear Realty & Vacation Rentals	33	31
Tahoe Rental Company	33	33
The Village at Squaw Valley	32	31

VACAY North Tahoe	31	30
Tahoe Edgelake Beach Club	30	27
Tahoe Signature Properties	27	24
Goldfish Properties	26	24
Lake Tahoe Accommodations	26	25
Tahoe Accommodations	26	26
Chaney House	25	21
Northstar Lodge by Welk Resorts	25	21
Tahoe Time Vacation Rental	25	25
Tahoe Woodside Vacation Rentals	25	24
Stay In Lake Tahoe	24	24
Tahoe Vacation Rentals	24	21
Holiday House	23	21
Mother Natures Inn	23	22
Sierra Vacations by Natural Retreats	23	22
Tahoe Mountain Properties	23	21
Parkside Inn at Incline	22	21
Agate Bay Realty Vacation Rentals	21	19
PlumpJack Squaw Valley Inn	21	21
Tahoe Exclusive Vacation Rentals	21	21
Olympic Village Inn	20	19
Tahoe North Shore Lodge	20	20
Vacation Tahoe by O'Neal Brokers	20	18
West Lake Properties at Tahoe	20	18
Castle Peak Vacation Rentals	19	17
Chinquapin / Packard Realty	19	18
Tamarack Lodge	19	18
Vacation Station, Inc.	19	18
First Accommodations, Inc.	18	17
Sierra Mountain Properties	18	17
Donner Lake Village	17	17
The Lodge at Obexers	16	14
The Lodge at Sugar Bowl	16	16
Club Tahoe Resort	15	15
Ferrari's Crown Resort	15	14
Granlibakken Tahoe	15	14
Dockside 700 Bar & Grill	14	11
Tahoe Vistana Inn	14	14
Pullen Realty Group	13	11
Squaw Valley Lodge	13	13
Tahoe Marina Lodge	13	12
Vacasa	13	13
Christy Lodge	12	11

West Shore Sports	12	12
Americas Best Value Inn Tahoe City	11	9
Donner Summit Rentals	11	11
Tahoe Real Estate Group	11	11
Tahoe Tavern Properties	11	11
BEST. VACATION. EVER... InvitedHome.com	10	8
Chalet de Huttlinger	10	10
Constellation Residences at Northstar	10	10
Martis Valley Associates Property Rentals	10	8
Martis Valley Vacation Rentals	10	9
PepperTree Inn	10	10
Tahoe Sands Resort	10	10
The Border House at Crystal Bay Casino	10	10
Red Wolf Lodge at Squaw Valley	9	8
Tahoe City Inn	9	9
Firelite Lodge	7	7
SellMyTimeShareNow.com	6	6
Sandy's Pub at the Resort at Squaw Creek	1	1
Grand Total	3392	3144