

October 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 1278 Units (DestiMetrics Census**) and 39.55% of 3229 total units in the North Lake Tahoe destination (Destination Census***)

	2019/20	2018/19	Year over Year % Variance
Last Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for last month (Sep) changed by (-4.7%)	Occupancy (Sep): 50.9%	53.4%	-4.7%
North Lake Tahoe ADR for last month (Sep) changed by (2.2%)	ADR (Sep): \$ 288	\$ 282	2.2%
North Lake Tahoe RevPAR for last month (Sep) changed by (-2.7%)	RevPAR (Sep): \$ 147	\$ 151	-2.7%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Oct) changed by (-6.2%)	Occupancy (Oct): 27.5%	29.3%	-6.2%
North Lake Tahoe ADR for next month (Oct) changed by (2.9%)	ADR (Oct): \$ 213	\$ 208	2.9%
North Lake Tahoe RevPAR for next month (Oct) changed by (-3.5%)	RevPAR (Oct): \$ 59	\$ 61	-3.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-3.7%)	Occupancy: 52.6%	54.6%	-3.7%
North Lake Tahoe ADR for the past 6 months changed by (3.6%)	ADR: \$ 325	\$ 314	3.6%
North Lake Tahoe RevPAR for the past 6 months changed by (-0.2%)	RevPAR: \$ 171	\$ 172	-0.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-13.5%)	Occupancy: 15.3%	17.7%	-13.5%
North Lake Tahoe ADR for the future 6 months changed by (20.0%)	ADR: \$ 316	\$ 264	20.0%
North Lake Tahoe RevPAR for the future 6 months changed by (3.9%)	RevPAR: \$ 48	\$ 47	3.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2019 vs. Previous Year			
Rooms Booked during last month (Sep, 19) compared to Rooms Booked during the same period last year (Sep, 18) for all arrival dates has changed by (-23.3%)	Booking Pace (Sep): 4.7%	6.2%	-23.3%

* 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 September 2019

CONFERENCE REVENUE STATISTICS

North Shore Properties

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

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	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Variance</u>
Total Revenue Booked as of 9/30/19:	\$3,300,706	\$1,849,590	78%
Forecasted Commission for this Revenue:	\$40,944	\$31,815	29%
Number of Room Nights:	14,707	10731	37%
Number of Delegates:	7718	8218	-6%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$70,000	-29%

<u>Monthly Detail/Activity</u>	<u>September-19</u>	<u>September-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$233,431	\$124,184	88%
Room Nights:	1190	586	103%
Number of Delegates:	705	190	271%
Booked Group Types:	4 Corp., 1 Non-Profit	2 Corp., 1 SMF, 1 Seminar	
Lost Business, # of Groups:	6	21	-71%

<u>Arrived in the month</u>	<u>September-19</u>	<u>September-18</u>	
Number of Groups:	9	7	
Revenue Arrived:	\$493,612	\$221,430	123%
Room Nights:	2281	1140	100%
Number of Delegates:	697	506	38%
Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	

<u>Monthly Detail/Activity</u>	<u>August-19</u>	<u>August-18</u>	
<u>Number of Groups Booked:</u>	5	4	
Revenue Booked:	\$200,159	\$248,395	-19%
Projected Commission:	\$0	\$66	
Room Nights:	987	1147	-14%
Number of Delegates:	433	307	41%
Booked Group Types:	4 Corp., 1 Assoc.	3 Corp., 1 SMF	
Lost Business, # of Groups:	35	14	150%

<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
Number of Groups:	10	8	
Revenue Arrived:	\$875,661	\$154,661	466%
Projected Commission:	\$2,524	\$66	
Room Nights:	3335	876	281%
Number of Delegates:	3241	374	767%

Arrived Group Types:	9 Corp., 1 Assoc.	5 Corp., 1 Assoc., 2 SMF
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Monthly Detail/Activity

	<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%

Arrived in the month

	<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:	\$640,427	\$750,000
For 2021/22:	\$0	\$500,000

NUMBER OF LEADS Generated as of 9/30/19:	89
YTD 9/30/18:	85
YTD 9/30/17:	71

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

