

November Standing Reports

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Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1397 Units (DestiMetrics Census**) and 43.28% 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 (Oct) changed by (-7.1%)	Occupancy (Oct) : 37.6%	40.5%	-7.1%
North Lake Tahoe ADR for last month (Oct) changed by (4.2%)	ADR (Oct) : \$ 227	\$ 218	4.2%
North Lake Tahoe RevPAR for last month (Oct) changed by (-3.2%)	RevPAR (Oct) : \$ 85	\$ 88	-3.2%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Nov) changed by (15.5%)	Occupancy (Nov) : 29.8%	25.8%	15.5%
North Lake Tahoe ADR for next month (Nov) changed by (3.4%)	ADR (Nov) : \$ 239	\$ 231	3.4%
North Lake Tahoe RevPAR for next month (Nov) changed by (19.5%)	RevPAR (Nov) : \$ 71	\$ 60	19.5%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-4.5%)	Occupancy : 52.7%	55.2%	-4.5%
North Lake Tahoe ADR for the past 6 months changed by (3.6%)	ADR : \$ 344	\$ 332	3.6%
North Lake Tahoe RevPAR for the past 6 months changed by (-1.0%)	RevPAR : \$ 181	\$ 183	-1.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-7.5%)	Occupancy : 18.1%	19.6%	-7.5%
North Lake Tahoe ADR for the future 6 months changed by (15.0%)	ADR : \$ 390	\$ 339	15.0%
North Lake Tahoe RevPAR for the future 6 months changed by (6.3%)	RevPAR : \$ 71	\$ 66	6.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Oct 31, 2019 vs. Previous Year			
Rooms Booked during last month (Oct,19) compared to Rooms Booked during the same period last year (Oct,18) for all arrival dates has changed by (6.2%)	Booking Pace (Oct)	7.3%	6.2%

* 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 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 October 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 10/31/19:	\$3,375,698	\$1,882,985	79%
Forecasted Commission for this Revenue:	\$41,115	\$33,483	23%
Number of Room Nights:	16,108	10731	50%
Number of Delegates:	7934	8236	-4%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%
Annual Commission Goal:	\$50,000	\$50,000	0%

<u>Monthly Detail/Activity</u>	<u>October-19</u>	<u>October-18</u>	
<u>Number of Groups Booked:</u>	7	3	
Revenue Booked:	\$580,148	\$226,569	156%
Room Nights:	1106	952	16%
Number of Delegates:	3212	335	859%
	3 Corp., 4	1 Corp., 2	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	48	21	129%

<u>Arrived in the month</u>	<u>October-19</u>	<u>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$166,169	\$183,995	-10%
Room Nights:	825	1071	-23%
Number of Delegates:	365	500	-27%
	3 Corp., 1	2 Assoc., 1	
Arrived Group Types:	Assoc.	SMF, 1 Corp.	

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

Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.
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Monthly Detail/Activity

	<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%
	4 Corp., 1 Assoc.	3 Corp., 1 SMF	
Booked Group Types:			
Lost Business, # of Groups:	35	14	150%

Arrived in the month

	<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%
	9 Corp., 1 Assoc.	5 Corp., 1 Assoc., 2 SMF	
Arrived Group Types:			

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, 1 Govt.	5 Corp, 1 Assoc.	
Booked Group Types:			
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 Non-Profit	2 SMF, 2 Assoc.	
Arrived Group Types:			

	<u>Current Numbers</u>	<u>Goals</u>
For 2020/21:	\$997,442	\$750,000
For 2021/22:	\$88,242	\$500,000

YTD 10/31/18:	124
YTD 9/30/17:	98

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

	Total Lodging Book Now	Unique Lodging Book Now
Lodging Book Now Referrals - 10/1/19-10/31/19		
The Village at Squaw Valley	34	25
Resort at Squaw Creek	28	26
The Ritz-Carlton, Lake Tahoe	25	24
Cedar Crest Cottages	24	23
Tahoe Luxury Properties	23	23
Hyatt Regency Lake Tahoe Resort Spa & Casino	20	20
Northstar Lodge by Welk Resorts	19	17
Hyatt Regency Lake Tahoe Resort Spa &...	17	16
Cottage Inn at Lake Tahoe	16	15
Tahoe Moon Properties	16	16
Brockway Springs Resort	14	13
Stay In Lake Tahoe	14	14
Lake Tahoe Accommodations	12	12
Red Wolf Lakeside Lodge	12	8
Tahoe Exclusive Vacation Rentals	12	12
Tahoe Mountain Lodging	12	12
Tahoma Meadows Cottages	12	10
Tahoe Getaways Vacation Rentals	11	11
Meeks Bay Resort & Marina	10	9
North Tahoe Rental Company	10	10
Northstar California Resort	10	10
Tahoe Accommodations	10	10
Tahoe Vacation Rentals	10	10
Cedar Glen Lodge	9	9
Hauserman Rental Group	9	6
Mourelatos Lakeshore Resort	9	9
Olympic Village Inn	9	9
Sun Bear Realty & Vacation Rentals	9	9
Sunnyside Restaurant & Lodge	9	8
Tahoe Rentals by Wells and Bennett Realtors	9	9
Tahoe Signature Properties	9	9
Tahoe Biltmore Lodge & Casino	8	8
West Shore Cafe & Inn	8	8
Basecamp Hotel Tahoe City	7	6
Constellation Residences at Northstar	7	7
PlumpJack Squaw Valley Inn	7	7
The Lodge at Sugar Bowl	7	7
First Accommodations, Inc.	6	6
Incline Vacation Rentals	6	6

The Lodge at Obexers	6	6
Waters of Tahoe Properties	6	4
Chalet de Huttlinger	5	5
Tahoe Rental Company	5	5
Tahoe Vistana Inn	5	5
Vacation Tahoe by O'Neal Brokers	5	5
West Lake Properties at Tahoe	5	4
Goldfish Properties	4	4
Granlibakken Tahoe	4	4
Red Wolf Lodge at Squaw Valley	4	4
Tahoe Real Estate Group	4	4
Tahoe Woodside Vacation Rentals	4	4
The Border House at Crystal Bay Casino	4	4
Squaw Valley Lodge	3	3
Tahoe Sands Resort	3	3
Tahoe Time Vacation Rental	3	3
Vacation Station, Inc.	3	3
VACAY North Tahoe	3	3
Americas Best Value Inn Tahoe City	2	2
SellMyTimeShareNow.com	2	2
Sierra Mountain Properties	2	2
Sierra Vacations by Natural Retreats	2	2
Tahoe Marina Lodge	2	2
Tamarack Lodge	2	2
Vacasa	2	2
Agate Bay Realty Vacation Rentals	1	1
Chaney House	1	1
Gar Woods Grill & Pier	1	1
Holiday House	1	1
Parkside Inn at Incline	1	1
PepperTree Inn	1	1
Tahoe City Inn	1	1
Tahoe Donner Cross Country Ski Center	1	1
	597	564

Lodging Referrals - 10/1/19-10/31/19	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	92	90
Tahoe Vista Lodge and Cabins	43	25
Tahoe Luxury Properties	41	39
Tahoe Truckee Factory Stores	41	35
Tahoe Signature Properties	38	33
The Ritz-Carlton, Lake Tahoe	37	32
Cobblestone Center Shopping Mall	36	28
Hauserman Rental Group	34	24
Tahoe Moon Properties	34	32
Hyatt High Sierra Lodge, A Hyatt Residence Club	33	33
Cedar Crest Cottages	32	31
Lake Tahoe Deluxe Vacation Rentals	32	29
Tahoe Getaways Vacation Rentals	32	29
Cedar Glen Lodge	29	26
Resort at Squaw Creek	27	27
Basecamp Hotel Tahoe City	25	25
Mourelatos Lakeshore Resort	25	24
Tahoe Rentals by Wells and Bennett Realtors	25	18
Rockwood Lodge	24	23
Tahoe Mountain Properties	24	23
The Village at Squaw Valley	24	22
Tahoe Biltmore Lodge & Casino	23	22
Tahoe Mountain Lodging	23	18
Tahoe Rental Company	23	22
Tahoma Meadows Cottages	23	19
Cottage Inn at Lake Tahoe	22	22
Meeks Bay Resort & Marina	22	22
Northstar Lodge by Welk Resorts	22	19
Castle Peak Vacation Rentals	21	20
Chinquapin / Packard Realty	20	20
Northstar California Resort	20	20
Incline Vacation Rentals	19	17
Franciscan Lakeside Lodge	18	13
Rustic Cottages	18	18
West Shore Cafe & Inn	18	18
LakeFrontHouse.com	17	17
Stay In Lake Tahoe	17	15
Sun Bear Realty & Vacation Rentals	17	16
Sunnyside Restaurant & Lodge	17	15
Tahoe Vacation Rentals	16	14

Red Wolf Lakeside Lodge	15	13
Tahoe Exclusive Vacation Rentals	15	14
Lake Tahoe Accommodations	14	13
North Tahoe Rental Company	13	9
River Ranch Lodge and Restaurant	13	12
Tahoe Time Vacation Rental	13	12
Brockway Springs Resort	12	12
Tamarack Lodge	12	10
Chalet de Huttlinger	11	11
Hostel Tahoe in Kings Beach	11	7
Tahoe Accommodations	11	8
The Lodge at Sugar Bowl	11	11
VACAY North Tahoe	11	10
Stevenson's Holliday Inn	10	8
Agate Bay Realty Vacation Rentals	9	8
Constellation Residences at Northstar	9	7
First Accommodations, Inc.	9	9
Gar Woods Grill & Pier	9	7
PlumpJack Squaw Valley Inn	9	9
Sierra Vacations by Natural Retreats	9	9
Squaw Valley Lodge	9	8
Vacasa	9	8
Vacation Tahoe by O'Neal Brokers	9	9
Donner Lake Village	8	8
Granlibakken Tahoe	8	6
Martis Valley Vacation Rentals	8	8
Martis Valley Associates Property Rentals	7	5
Red Wolf Lodge at Squaw Valley	7	7
Sierra Mountain Properties	7	6
Tahoe Real Estate Group	7	7
Tahoe Tavern Properties	7	6
Waters of Tahoe Properties	7	6
West Lake Properties at Tahoe	7	6
Christy Lodge	6	5
Olympic Village Inn	6	5
Parkside Inn at Incline	6	6
Tahoe North Shore Lodge	6	6
Tahoe Vistana Inn	6	6
Tahoe Woodside Vacation Rentals	6	5
Club Tahoe Resort	5	3
Donner Summit Rentals	5	5
Mother Natures Inn	5	3
SellMyTimeShareNow.com	5	4

The Border House at Crystal Bay Casino	5	5
Vacation Station, Inc.	5	5
Chaney House	4	4
Dockside 700 Bar & Grill	4	3
Firelite Lodge	4	4
Goldfish Properties	4	4
Holiday House	4	4
Tahoe Edgelake Beach Club	4	4
BEST. VACATION. EVER... InvitedHome.com	3	3
Ferrari's Crown Resort	3	2
Pullen Realty Group	3	2
Tahoe City Inn	3	3
Tahoe Marina Lodge	2	2
Tahoe Sands Resort	2	2
The Lodge at Obexers	2	2
Americas Best Value Inn Tahoe City	1	1
	1539	1382