

# February 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 1389 Units (DestiMetrics Census\*\*) and 43.01% of 3229 total units in the North Lake Tahoe destination (Destination Census\*\*\*)

Last Month Performance: Current YTD vs. Previous YTD	2019/20	2018/19	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Feb) changed by (-4.3%)	61.9%	64.7%	-4.3%
North Lake Tahoe ADR for last month (Feb) changed by (5.9%)	\$ 435	\$ 411	5.9%
North Lake Tahoe RevPAR for last month (Feb) changed by (1.3%)	\$ 269	\$ 266	1.3%
<b>Next Month Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for next month (Mar) changed by (-11.9%)	38.8%	44.0%	-11.9%
North Lake Tahoe ADR for next month (Mar) changed by (6.9%)	\$ 362	\$ 338	6.9%
North Lake Tahoe RevPAR for next month (Mar) changed by (-5.8%)	\$ 140	\$ 149	-5.8%
<b>Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for the past 6 months changed by (-5.9%)	48.9%	52.0%	-5.9%
North Lake Tahoe ADR for the past 6 months changed by (6.9%)	\$ 375	\$ 350	6.9%
North Lake Tahoe RevPAR for the past 6 months changed by (0.6%)	\$ 183	\$ 182	0.6%
<b>Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for the future 6 months changed by (11.7%)	26.5%	23.8%	11.7%
North Lake Tahoe ADR for the future 6 months changed by (7.7%)	\$ 394	\$ 366	7.7%
North Lake Tahoe RevPAR for the future 6 months changed by (20.3%)	\$ 105	\$ 87	20.3%
<b>Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Feb 29, 2020 vs. Previous Year</b>			
Rooms Booked during last month (Feb,20) compared to Rooms Booked during the same period last year (Feb,19) for all arrival dates has changed by (-12.2%)	Booking Pace (Feb)	6.5%	-12.2%

\* 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 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 February 2020

### 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 2/29/20:	\$3,357,219	\$2,159,176	55%
Forecasted Commission for this Revenue:	\$41,087	\$45,705	-10%
Number of Room Nights:	14,646	12114	21%
Number of Delegates:	7851	14946	-47%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

  

Monthly Detail/Activity	<u>February-20</u>	<u>February-19</u>	
<u>Number of Groups Booked:</u>	<b>1</b>	<b>5</b>	
Revenue Booked:	\$6,519	\$387,531	-98%
Room Nights:	51	\$2,099	-98%
Number of Delegates:	17	939	-98%
		3 Corp., 2	
Booked Group Types:	1 Assoc.	Assoc.	
Lost Business, # of Groups:	13	12	
 <u>Arrived in the month</u>	 <u>February-20</u>	 <u>February-19</u>	
Number of Groups:	<b>4</b>	<b>1</b>	
Revenue Arrived:	\$222,088	\$5,491	
Room Nights:	1070	23	
Number of Delegates:	578	13	
	3 Corp., 1		
Arrived Group Types:	Assoc.	1 Corp.	

  

Monthly Detail/Activity	<u>January-20</u>	<u>January-19</u>	
<u>Number of Groups Booked:</u>	<b>4</b>	<b>6</b>	
Revenue Booked:	\$103,336	\$728,273	-86%
Room Nights:	418	2998	-86%
Number of Delegates:	298	3033	-90%
	1 Corp., 3	3 Corp., 3	
Booked Group Types:	Assoc.	Assoc.	
Lost Business, # of Groups:	29	0	
 <u>Arrived in the month</u>	 <u>January 2020</u>	 <u>January-19</u>	
Number of Groups:	<b>4</b>	<b>1</b>	
Revenue Arrived:	\$330,384	\$33,378	
Room Nights:	1522	78	
Number of Delegates:	578	60	
	2 Corp., 2		
Arrived Group Types:	Assoc.	1 Corp.	

Monthly Detail/Activity	<u>December-19</u>	<u>December-18</u>	
<b><u>Number of Groups Booked:</u></b>	4	7	
Revenue Booked:	\$155,480	\$357,079	-56%
Room Nights:	687	1994	-66%
Number of Delegates:	197	1145	-83%
	2 Corp., 1	5 Corp., 2	
Booked Group Types:	Assoc., 1 Govt.	Assoc.	
Lost Business, # of Groups:	22	9	144%

<b><u>Arrived in the month</u></b>	<u>December-19</u>	<u>December-18</u>	
Number of Groups:	2	0	
Revenue Arrived:	\$55,138	\$0	
Room Nights:	441	0	
Number of Delegates:	363	0	
	1 Corp., 1		
Arrived Group Types:	Assoc.	0	

Monthly Detail/Activity	<u>November-19</u>	<u>November-18</u>	
<b><u>Number of Groups Booked:</u></b>	9	3	
Revenue Booked:	\$587,681	\$133,642	340%
Room Nights:	2328	846	175%
Number of Delegates:	1151	355	224%
	3 Corp., 5		
	Assoc., 1 SMF,		
Booked Group Types:	1 TA	3 Corp.	
Lost Business, # of Groups:	40	9	344%

<b><u>Arrived in the month</u></b>	<u>November-19</u>	<u>November-18</u>	
Number of Groups:	2	2	
Revenue Arrived:	\$77,310	\$236,962	-67%
Room Nights:	488	1473	-67%
Number of Delegates:	380	470	-19%
		1 Corp. 1	
Arrived Group Types:	2 Corp.	Assoc.	

Monthly Detail/Activity	<u>October-19</u>	<u>October-18</u>	
<b><u>Number of Groups Booked:</u></b>	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%

<b><u>Arrived in the month</u></b>	<u>October-19</u>	<u>October-18</u>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
Arrived Group Types:	3 Corp., 1	2 Assoc., 1	

<b>Monthly Detail/Activity</b>	<b><u>September-19</u></b>	<b><u>September-18</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>4</b>	
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%
<b><u>Arrived in the month</u></b>	<b><u>September-19</u></b>	<b><u>September-18</u></b>	
Number of Groups:	<b>9</b>	<b>7</b>	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%
Number of Delegates:	763	506	51%
Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
<b>Monthly Detail/Activity</b>	<b><u>August-19</u></b>	<b><u>August-18</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>5</b>	<b>4</b>	
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%
<b><u>Arrived in the month</u></b>	<b><u>August-19</u></b>	<b><u>August-18</u></b>	
Number of Groups:	<b>10</b>	<b>8</b>	
Revenue Arrived:	\$881,024	\$154,661	470%
Projected Commission:	\$2,524	\$66	
Room Nights:	3338	876	281%
Number of Delegates:	3293	374	780%
Arrived Group Types:	9 Corp., 1 Assoc.	5 Corp., 1 Assoc., 2 SMF	
<b>Monthly Detail/Activity</b>	<b><u>July-19</u></b>	<b><u>July-18</u></b>	
<b><u>Number of Groups Booked:</u></b>	<b>6</b>	<b>6</b>	
Revenue Booked:	\$138,643	\$329,030	-58%
Projected Commission:	\$2,580	\$3,266	
Room Nights:	591	3405	-83%
Number of Delegates:	335	3850	-91%
Booked Group Types:	3 Corp, 2 SMF, 1 Govt.	3 Corp, 1 Assoc.	

Lost Business, # of Groups:	28	4	600%
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<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	8	4	
Revenue Arrived:	\$219,964	\$141,134	56%
Projected Commission:	\$7,979	\$0	
Room Nights:	837	714	17%
Number of Delegates:	290	13670	-98%
	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:	\$1,558,997	\$750,000
For 2021/22:	\$543,222	\$500,000

NUMBER OF LEADS Generated as of 2/29/20:	217
YTD 2/28/19:	234
YTD 2/28/18:	203

**Total Number of Leads Generated in Previous Years:**

2018/2019	320
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

<b>Lodging Referrals - 2/1/20-2/29/20</b>	<b>Total Lodging Listing Site</b>	<b>Unique Lodging Listing Site</b>
Hyatt Regency Lake Tahoe Resort Spa & Casino	91	81
Hostel Tahoe in Kings Beach	46	26
Tahoe Luxury Properties	35	33
Hyatt High Sierra Lodge, A Hyatt Residence Club	32	28
Cedar Glen Lodge	30	28
Tahoe Truckee Factory Stores	29	17
Tahoe Biltmore Lodge & Casino	27	26
Cedar Crest Cottages	26	25
The Ritz-Carlton, Lake Tahoe	24	23
Resort at Squaw Creek	23	23
Tahoe Vista Lodge and Cabins	23	21
The Village at Squaw Valley	22	22
Meeks Bay Resort & Marina	21	20
Tahoe Donner Cross Country Ski Center	21	19
Tahoe Moon Properties	19	18
Tahoe Rentals by Wells and Bennett Realtors	19	15
LakeFrontHouse.com	17	17
Mourelatos Lakeshore Resort	17	15
Red Wolf Lakeside Lodge	17	17
Brockway Springs Resort	16	16
Cottage Inn at Lake Tahoe	16	16
Northstar California Resort	16	16
Franciscan Lakeside Lodge	15	14
Hauserman Rental Group	15	14
Basecamp Hotel Tahoe City	14	13
Cobblestone Center Shopping Mall	14	14
Stevenson's Holliday Inn	14	11
West Shore Cafe & Inn	14	13
The Lodge at Sugar Bowl	13	11
Incline Vacation Rentals	12	9
Lake Tahoe Deluxe Vacation Rentals	12	11
Rockwood Lodge	12	10
Rustic Cottages	12	12
Vacation Station, Inc.	12	11
VACAY North Tahoe	12	11
Castle Peak Vacation Rentals	11	11
Gar Woods Grill & Pier	11	11
North Tahoe Rental Company	11	10
Tahoe Mountain Lodging	11	11
Tahoma Meadows Cottages	11	9

Tamarack Lodge	11	10
Constellation Residences at Northstar	10	9
Sunnyside Restaurant & Lodge	10	10
Mother Natures Inn	9	9
PlumpJack Squaw Valley Inn	9	9
River Ranch Lodge and Restaurant	9	9
Tahoe Accommodations	9	9
Tahoe Signature Properties	9	9
Tahoe Vacation Rentals	9	8
Tahoe Vistana Inn	9	9
Waters of Tahoe Properties	9	9
First Accommodations, Inc.	8	8
Northstar Lodge by Welk Resorts	8	7
Tahoe Getaways Vacation Rentals	8	8
Agate Bay Realty Vacation Rentals	7	5
Goldfish Properties	7	5
Holiday House	7	6
Lake Tahoe Accommodations	7	7
Olympic Village Inn	7	7
Pullen Realty Group	7	7
Sun Bear Realty & Vacation Rentals	7	7
West Lake Properties at Tahoe	7	7
Dockside 700 Bar & Grill	6	4
Granlibakken Tahoe	6	6
Stay In Lake Tahoe	6	6
Tahoe City Inn	6	6
Tahoe Rental Company	6	6
Tahoe Sands Resort	6	5
Tahoe Tavern Properties	6	6
Chinquapin / Packard Realty	5	3
Donner Summit Rentals	5	5
Martis Valley Associates Property Rentals	5	5
Martis Valley Vacation Rentals	5	4
Parkside Inn at Incline	5	5
Red Wolf Lodge at Squaw Valley	5	5
Tahoe Mountain Properties	5	4
Tahoe Real Estate Group	5	5
Tahoe Time Vacation Rental	5	4
Vacasa	5	4
Chaney House	4	3
Donner Lake Village	4	4
Firelite Lodge	4	4
Sierra Mountain Properties	4	4



Sierra Vacations by Natural Retreats	4	4
Squaw Valley Lodge	4	4
Tahoe Edgelake Beach Club	4	4
Tahoe Marina Lodge	4	4
The Border House at Crystal Bay Casino	4	4
The Cedar House Sport Hotel	4	4
Vacation Tahoe by O'Neal Brokers	4	4
Americas Best Value Inn Tahoe City	3	3
Chalet de Huttlinger	3	3
Club Tahoe Resort	3	2
Ferrari's Crown Resort	3	3
The Lodge at Obexers	3	3
BEST. VACATION. EVER... InvitedHome.com	2	2
Christy Lodge	2	2
PepperTree Inn	2	1
Tahoe Exclusive Vacation Rentals	2	2
Tahoe North Shore Lodge	2	2
SellMyTimeShareNow.com	1	1
West Shore Sports	1	1
	<b>1159</b>	<b>1053</b>

Lodging Book Now Referrals - 2/1/20-2/29/20	Total Lodging Book Now	Unique Lodging Book Now
(not set)	73	26
Cedar Crest Cottages	20	18
Constellation Residences at Northstar	17	12
Mourelatos Lakeshore Resort	16	15
The Ritz-Carlton, Lake Tahoe	16	16
Tahoe Luxury Properties	15	13
Cedar Glen Lodge	14	14
Cottage Inn at Lake Tahoe	14	12
Tahoe Moon Properties	14	13
Tahoma Meadows Cottages	14	12
Hyatt Regency Lake Tahoe Resort Spa & Casino	13	13
Northstar Lodge by Welk Resorts	13	11
Resort at Squaw Creek	13	13
Hyatt Regency Lake Tahoe Resort Spa &...	12	12
The Village at Squaw Valley	12	10
Meeks Bay Resort & Marina	11	8
Sun Bear Realty & Vacation Rentals	11	10
Basecamp Hotel Tahoe City	9	8
Granlibakken Tahoe	9	8
Red Wolf Lakeside Lodge	9	9
Tahoe Mountain Lodging	9	9
The Lodge at Sugar Bowl	9	8
Brockway Springs Resort	8	8
Incline Vacation Rentals	8	7
Northstar California Resort	8	8
The Lodge at Obexers	8	7
North Tahoe Rental Company	7	7
Sunnyside Restaurant & Lodge	7	7
Waters of Tahoe Properties	7	6
Americas Best Value Inn Tahoe City	6	6
Squaw Valley Lodge	6	6
Stay In Lake Tahoe	6	6
Tahoe Rental Company	6	5
Vacation Station, Inc.	6	4
Chaney House	5	4
PlumpJack Squaw Valley Inn	5	5
Sierra Vacations by Natural Retreats	5	4
Tahoe Biltmore Lodge & Casino	5	5
Tahoe City Inn	5	5

Tahoe Getaways Vacation Rentals	5	5
Tahoe Rentals by Wells and Bennett Realtors	5	5
Tahoe Time Vacation Rental	5	5
Tamarack Lodge	5	4
The Border House at Crystal Bay Casino	5	3
VACAY North Tahoe	5	5
West Shore Cafe & Inn	5	4
Ferrari's Crown Resort	4	4
Parkside Inn at Incline	4	4
Tahoe Accommodations	4	4
Tahoe Sands Resort	4	4
Tahoe Signature Properties	4	4
Chalet de Huttlinger	3	2
First Accommodations, Inc.	3	3
Goldfish Properties	3	3
Hauserman Rental Group	3	3
Holiday House	3	3
Lake Tahoe Accommodations	3	3
Red Wolf Lodge at Squaw Valley	3	3
Sierra Mountain Properties	3	3
Tahoe Real Estate Group	3	3
Tahoe Vacation Rentals	3	3
Tahoe Vistana Inn	3	3
Vacation Tahoe by O'Neal Brokers	3	3
Agate Bay Realty Vacation Rentals	2	2
Firelite Lodge	2	2
Olympic Village Inn	2	2
PepperTree Inn	2	2
Tahoe Exclusive Vacation Rentals	2	2
Tahoe Marina Lodge	2	1
West Lake Properties at Tahoe	2	2
Tahoe Woodside Vacation Rentals	1	1
Vacasa	1	1
	<b>558</b>	<b>471</b>