

# April Standing Reports

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# DestiMetrics

## Executive Summary Res Activity Outlook as of Apr 30, 2020

### Executive Summary

Data based on a sample of up to 11 properties in the North Lake Tahoe destination, representing up to 1669 Units (DestiMetrics Census\*\*) and 51.68% 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 (Apr) changed by (-99.5%)	Occupancy (Apr) : 0.2%	44.2%	-99.5%
North Lake Tahoe ADR for last month (Apr) changed by (43.1%)	ADR (Apr) : \$ 348	\$ 243	43.1%
North Lake Tahoe RevPAR for last month (Apr) changed by (-99.3%)	RevPAR (Apr) : \$ 1	\$ 107	-99.3%
<b>Next Month Performance: Current YTD vs. Previous YTD</b>			
North Lake Tahoe Occupancy for next month (May) changed by (-96.5%)	Occupancy (May) : 1.1%	32.2%	-96.5%
North Lake Tahoe ADR for next month (May) changed by (64.4%)	ADR (May) : \$ 365	\$ 222	64.4%
North Lake Tahoe RevPAR for next month (May) changed by (-94.3%)	RevPAR (May) : \$ 4	\$ 71	-94.3%
<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 (-28.9%)	Occupancy : 36.7%	51.6%	-28.9%
North Lake Tahoe ADR for the past 6 months changed by (12.4%)	ADR : \$ 402	\$ 358	12.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-20.1%)	RevPAR : \$ 148	\$ 185	-20.1%
<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 (-40.1%)	Occupancy : 17.7%	29.6%	-40.1%
North Lake Tahoe ADR for the future 6 months changed by (14.2%)	ADR : \$ 365	\$ 320	14.2%
North Lake Tahoe RevPAR for the future 6 months changed by (-31.7%)	RevPAR : \$ 65	\$ 95	-31.7%
<b>Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Apr 30, 2020 vs. Previous Year</b>			
Rooms Booked during last month (Apr,20) compared to Rooms Booked during the same period last year (Apr,19) for all arrival dates has changed by (-146.2%)	Booking Pace (Apr)	5.5%	-146.2%

\* 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 April 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 4/30/20:	\$2,560,928	\$2,151,664	19%
Forecasted Commission for this Revenue:	\$30,371	\$48,938	-38%
Number of Room Nights:	10,564	11864	-11%
Number of Delegates:	6736	14735	-54%
Annual Revenue Goal:	\$2,500,000	\$2,500,000	0%

<u>Monthly Detail/Activity</u>	<u>April-20</u>	<u>April-19</u>	
<u>Number of Groups Booked:</u>	3	3	
Revenue Booked:	\$164,519	\$34,057	383%
Room Nights:	877	505	74%
Number of Delegates:	510	269	90%
	1 Corp., 1	2 Corp., 1	
Booked Group Types:	Assoc., 1 SMF	Assoc.	
Lost Business, # of Groups:	6	20	

<u>Arrived in the month</u>	<u>April-20</u>	<u>April-19</u>	
Number of Groups:	0	1	
Revenue Arrived:	\$0	\$98,680	
Room Nights:	0	505	
Number of Delegates:	0	269	
Arrived Group Types:		1 Corp.	

<u>Monthly Detail/Activity</u>	<u>March-20</u>	<u>March-19</u>	
<u>Number of Groups Booked:</u>	4	3	
Revenue Booked:	\$247,127	\$157,345	57%
Room Nights:	830	717	16%
Number of Delegates:	314	350	-10%
		2 Assoc., 1	
Booked Group Types:	4 Corp.	Corp	
Lost Business, # of Groups:	10	8	

<u>Arrived in the month</u>	<u>March-20</u>	<u>March-19</u>	
Number of Groups:	0	2	
Revenue Arrived:	\$0	\$57,149	
Room Nights:	0	221	
Number of Delegates:	0	142	
Arrived Group Types:		1 Corp., 1 Assoc.	

<u>Monthly Detail/Activity</u>	<u>February-20</u>	<u>February-19</u>	
<u>Number of Groups Booked:</u>	1	5	
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	

<b><u>Arrived in the month</u></b>	<b><u>February-20</u></b>	<b><u>February-19</u></b>	
Number of Groups:	4	1	
Revenue Arrived:	\$222,088	\$5,491	3945%
Room Nights:	1070	23	4552%
Number of Delegates:	578	13	4346%
	3 Corp., 1		
Arrived Group Types:	Assoc.	1 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>January-20</u></b>	<b><u>January-19</u></b>	
<b><u>Number of Groups Booked:</u></b>	4	6	
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	

<b><u>Arrived in the month</u></b>	<b><u>January 2020</u></b>	<b><u>January-19</u></b>	
Number of Groups:	4	1	
Revenue Arrived:	\$330,384	\$33,378	890%
Room Nights:	1522	78	1851%
Number of Delegates:	578	60	863%
	2 Corp., 2		
Arrived Group Types:	Assoc.	1 Corp.	

<b>Monthly Detail/Activity</b>	<b><u>December-19</u></b>	<b><u>December-18</u></b>	
<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>	<b><u>December-19</u></b>	<b><u>December-18</u></b>	
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	

<b>Monthly Detail/Activity</b>	<b><u>November-19</u></b>	<b><u>November-18</u></b>	
<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>	<b><u>November-19</u></b>	<b><u>November-18</u></b>	
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 Assoc.	
Arrived Group Types:	2 Corp.		
<b>Monthly Detail/Activity</b>	<b><u>October-19</u></b>	<b><u>October-18</u></b>	
<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 Assoc.	1 Corp., 2 Assoc.	
Booked Group Types:			
Lost Business, # of Groups:	48	21	129%
<b><u>Arrived in the month</u></b>	<b><u>October-19</u></b>	<b><u>October-18</u></b>	
Number of Groups:	4	4	
Revenue Arrived:	\$167,335	\$183,995	-9%
Room Nights:	878	1071	-18%
Number of Delegates:	365	500	-27%
	3 Corp., 1 Assoc.	2 Assoc., 1 SMF, 1 Corp.	
Arrived Group Types:			
<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>	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%
<b><u>Arrived in the month</u></b>	<b><u>September-19</u></b>	<b><u>September-18</u></b>	
Number of Groups:	9	7	
Revenue Arrived:	\$497,069	\$221,430	124%
Room Nights:	2358	1140	107%

Number of Delegates:	763	506	51%
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Arrived Group Types:	5 Corp., 3 Assoc., 1 Govt.	4 Corp., 3 Assoc.	
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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>	
<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%
	4 Corp., 1 Assoc.	3 Corp., 1 SMF	
Booked Group Types:			
Lost Business, # of Groups:	35	14	150%

<u>Arrived in the month</u>	<u>August-19</u>	<u>August-18</u>	
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	5 Corp., 1	

**Monthly Detail/Activity**

	<u>July-19</u>	<u>July-18</u>	
<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%
	3 Corp, 2 SMF, 1 Govt.	5 Corp, 1 Assoc.	
Booked Group Types:			
Lost Business, # of Groups:	28	4	600%

<u>Arrived in the month</u>	<u>July-19</u>	<u>July-18</u>	
Number of Groups:	<b>8</b>	<b>4</b>	
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 Non-Profit	2 SMF, 2 Assoc.	
Arrived Group Types:			

	<u>Current Numbers</u>	<u>Goals</u>
For 2020/21:	<b>\$1,737,147</b>	<b>\$750,000</b>
For 2021/22:	<b>\$659,328</b>	<b>\$500,000</b>

<b>NUMBER OF LEADS Generated as of 4/30/20:</b>	<b>240</b>
YTD 3/31/19:	291
YTD 3/31/18:	243

**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