

July Standing Reports

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Experience

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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 1603 Units ("DestiMetrics Census**") and 49,63% of 3229 total units in the North Lake Tahoe destination ("Destination Census**")

Last Month Performance: Current YTD vs. Previous YTD	2020	2019	Year over Year % Variance
North Lake Tahoe Occupancy for last month (Jun) changed by (-47.7%)	Occupancy (Jun): 27.3%	52.2%	-47.7%
North Lake Tahoe ADR for last month (Jun) changed by (24.6%)	ADR (Jun): \$ 385	\$ 309	24.6%
North Lake Tahoe RevPAR for last month (Jun) changed by (-34.8%)	RevPAR (Jun): \$ 105	\$ 161	-34.8%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Jul) changed by (-30.8%)	Occupancy (Jul): 39.0%	56.3%	-30.8%
North Lake Tahoe ADR for next month (Jul) changed by (36.2%)	ADR (Jul): \$ 530	\$ 389	36.2%
North Lake Tahoe RevPAR for next month (Jul) changed by (-5.7%)	RevPAR (Jul): \$ 207	\$ 219	-5.7%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-45.4%)	Occupancy 28.4%	51.9%	-45.4%
North Lake Tahoe ADR for the past 6 months changed by (20.3%)	ADR \$ 394	\$ 327	20.3%
North Lake Tahoe RevPAR for the past 6 months changed by (-34.2%)	RevPAR \$ 112	\$ 170	-34.2%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-36.4%)	Occupancy 18.4%	29.0%	-36.4%
North Lake Tahoe ADR for the future 6 months changed by (27.5%)	ADR \$ 422	\$ 331	27.5%
North Lake Tahoe RevPAR for the future 6 months changed by (-18.9%)	RevPAR \$ 78	\$ 96	-18.9%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Jun 30, 2020 vs. Previous Year			
Rooms Booked during last month (Jun,20) compared to Rooms Booked during the same period last year (Jun,19) for all arrival dates has changed by (-23.5%)	Booking Pace (Jun)	6.3%	-23.5%

* Inntopia Census: Total number of rooms reported by participating Inntopia properties as available for short-term rental in the reporting month. This number varies infrequently as new properties start, or existing properties cease operations. ** 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 2020

CONFERENCE REVENUE STATISTICS

North Shore Properties

Year to Date Bookings/Monthly Production Detail FY 20/21

Prepared By: Anna Atwood, Marketing Executive Assistant

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Variance</u>
Total Revenue Booked as of 7/30/20:	\$1,595,907	\$2,150,713	-26%
Number of Room Nights:	6,986	12052	-42%
Number of Delegates:	3073	15033	-80%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

<u>Monthly Detail/Activity</u>	<u>June-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	1	6	
Revenue Booked:	\$8,115	\$138,643	-94%
Room Nights:	45	591	-92%
Number of Delegates:	30	335	-91%
Booked Group Types:	1 CA State	3 Corp, 2 SMF, 1 Govt.	
Lost Business, # of Groups:	0	28	
 <u>Arrived in the month</u>	 <u>June-20</u>	 <u>July-19</u>	
Number of Groups:	1	8	
Revenue Arrived:	\$2,590	\$359,396	-99%
Room Nights:	14	1666	-99%
Number of Delegates:	7	2160	
Arrived Group Types:	1 CA Assoc.	2 Corp, 2 Assoc, 2 SMF, 2 Non-Profit	
	<u>Current Numbers</u>	<u>Goals</u>	
For 2021/22:	\$892,098	\$1,200,000	
For 2022/23:	\$116,002	\$500,000	

NUMBER OF LEADS Generated as of 7/30/20:	9
YTD 7/30/19:	33
YTD 7/30/18:	27

Total Number of Leads Generated in Previous Years:

2019/2020	252
2018/2019	320
2017/2018	302
2016/2017	244
2015/2016	194
2014/2015	175
2013/2014	172

Lodging Referrals - 7/1/20-7/31/20	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	156	150
Hyatt High Sierra Lodge, A Hyatt Residence Club	104	101
Tahoe Vista Lodge and Cabins	98	89
Meeks Bay Resort & Marina	82	80
Tahoe Luxury Properties	70	67
Sun Bear Realty & Vacation Rentals	69	63
Hostel Tahoe in Kings Beach	66	47
Mourelatos Lakeshore Resort	53	51
Red Wolf Lakeside Lodge	51	48
Cedar Glen Lodge	49	48
LakeFrontHouse.com	49	49
The Village at Squaw Valley	47	46
Cedar Crest Cottages	46	45
Lake Tahoe Deluxe Vacation Rentals	46	44
Tahoe Edgelake Beach Club	44	42
The Ritz-Carlton, Lake Tahoe	44	38
Agate Bay Realty Vacation Rentals	43	42
Brockway Springs Resort	43	40
Granlibakken Tahoe	43	42
Cottage Inn at Lake Tahoe	42	41
Hauserman Rental Group	40	40
Resort at Squaw Creek	39	38
Rockwood Lodge	38	37
Waters of Tahoe Properties	38	34
Northstar California Resort	36	35
Sunnyside Restaurant & Lodge	36	34
Tahoe Sands Resort	36	36
Tahoe Truckee Factory Stores	33	27
Rustic Cottages	32	31
Gar Woods Grill & Pier	29	28
Lake Tahoe Accommodations	29	25
Tahoe Getaways Vacation Rentals	28	26
Tahoe Time Vacation Rental	28	27
Ferrari's Crown Resort	27	27
Tahoe Biltmore Lodge & Casino	27	26
West Lake Properties at Tahoe	27	26
Stevenson's Holliday Inn	26	25
Tahoe Accommodations	26	26
Donner Lake Village	25	24
Tahoe Moon Properties	25	22

Tahoe Rentals by Wells and Bennett Realtors	25	24
Goldfish Properties	24	19
River Ranch Lodge and Restaurant	24	24
Stay In Lake Tahoe	24	23
Vacation Tahoe by O'Neal Brokers	24	23
BEST. VACATION. EVER... InvitedHome.com	23	22
Chinquapin / Packard Realty	23	23
Tahoe Tavern Properties	23	20
West Shore Cafe & Inn	23	23
Incline Vacation Rentals	22	22
Sierra Vacations by Natural Retreats	22	21
Basecamp Hotel Tahoe City	20	20
Martis Valley Vacation Rentals	20	19
North Tahoe Rental Company	20	20
Tahoe Rental Company	20	20
Tahoma Meadows Cottages	20	20
VACAY North Tahoe	20	18
Club Tahoe Resort	19	19
Tahoe Vacation Rentals	19	19
Chaney House	18	18
Constellation Residences at Northstar	18	18
Donner Summit Rentals	18	18
Olympic Village Inn	18	18
Tahoe Signature Properties	18	17
Franciscan Lakeside Lodge	17	15
Sierra Mountain Properties	17	17
Tamarack Lodge	17	15
Vacation Station, Inc.	17	17
Holiday House	16	15
Tahoe Marina Lodge	16	16
Tahoe Mountain Lodging	16	15
Tahoe Mountain Properties	16	16
Tahoe Vistana Inn	16	16
Firelite Lodge	15	15
Tahoe Woodside Vacation Rentals	15	15
First Accommodations, Inc.	14	14
The Lodge at Sugar Bowl	14	13
Castle Peak Vacation Rentals	13	13
Tahoe Real Estate Group	13	13
Martis Valley Associates Property Rentals	12	12
PepperTree Inn	12	12
PlumpJack Squaw Valley Inn	12	12
Chalet de Huttlinger	11	11

Northstar Lodge by Welk Resorts	11	9
Tahoe Exclusive Vacation Rentals	11	11
Parkside Inn at Incline	8	8
Red Wolf Lodge at Squaw Valley	8	8
The Border House at Crystal Bay Casino	8	8
Mother Natures Inn	7	7
Tahoe North Shore Lodge	7	7
Christy Lodge	6	6
Pullen Realty Group	6	6
Tahoe City Inn	5	4
West Shore Sports	5	5
SellMyTimeShareNow.com	4	4
Squaw Valley Lodge	4	4
Americas Best Value Inn Tahoe City	3	3
Caliente! Lake Tahoe	2	2
The Lodge at Obexers	2	2
Tahoe Donner Golf Course	1	1
The Cedar House Sport Hotel	1	1
	2753	2623

Lodging Book Now Referrals - 7/1/20-7/31/20	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	167	164
Mourelatos Lakeshore Resort	109	104
Tahoe Luxury Properties	105	100
Meeks Bay Resort & Marina	101	89
Cottage Inn at Lake Tahoe	94	90
Red Wolf Lakeside Lodge	88	76
Cedar Crest Cottages	83	78
Cedar Glen Lodge	82	81
Brockway Springs Resort	81	76
Tahoe Sands Resort	80	70
The Village at Squaw Valley	80	72
Agate Bay Realty Vacation Rentals	78	71
The Ritz-Carlton, Lake Tahoe	76	70
Sun Bear Realty & Vacation Rentals	70	66
Sunnyside Restaurant & Lodge	69	69
Stay In Lake Tahoe	68	65
Granlibakken Tahoe	64	64
Lake Tahoe Accommodations	64	61
Tahoe Getaways Vacation Rentals	61	59
Constellation Residences at Northstar	60	49
Tahoe Rental Company	59	57
Tahoe Mountain Lodging	58	57
VACAY North Tahoe	58	57
Tahoe Accommodations	57	54
Tahoe Moon Properties	55	53
Waters of Tahoe Properties	54	54
Northstar California Resort	53	51
Tahoma Meadows Cottages	51	49
Vacation Station, Inc.	51	46
Northstar Lodge by Welk Resorts	49	46
Sierra Vacations by Natural Retreats	49	47
West Lake Properties at Tahoe	49	44
Ferrari's Crown Resort	48	39
Hauserman Rental Group	48	47
North Tahoe Rental Company	48	44
Tahoe Woodside Vacation Rentals	48	45
Tahoe Marina Lodge	47	42
Vacation Tahoe by O'Neal Brokers	46	45
Incline Vacation Rentals	45	43
Resort at Squaw Creek	45	43

Tahoe Exclusive Vacation Rentals	45	42
Tahoe Rentals by Wells and Bennett Realtors	45	44
Tahoe Vacation Rentals	45	42
Goldfish Properties	44	42
West Shore Cafe & Inn	43	43
Tahoe Biltmore Lodge & Casino	42	39
Olympic Village Inn	40	39
Tahoe Time Vacation Rental	40	40
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PlumpJack Squaw Valley Inn	39	39
Firelite Lodge	38	36
Parkside Inn at Incline	36	29
Tahoe Signature Properties	35	34
First Accommodations, Inc.	34	34
Tahoe Real Estate Group	34	32
Chaney House	31	30
Sierra Mountain Properties	30	30
SellMyTimeShareNow.com	29	29
The Lodge at Obexers	29	28
Squaw Valley Lodge	28	28
Tahoe Vistana Inn	26	24
PepperTree Inn	25	24
The Lodge at Sugar Bowl	25	21
Franciscan Lakeside Lodge	24	21
Tamarack Lodge	23	21
Holiday House	22	22
The Border House at Crystal Bay Casino	21	16
Tahoe City Inn	20	18
Americas Best Value Inn Tahoe City	19	18
Red Wolf Lodge at Squaw Valley	19	19
Chalet de Huttlinger	15	15
Gar Woods Grill & Pier	9	7
Caliente! Lake Tahoe	1	1
	3693	3478