

August Standing Reports

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Relax
Experience

it's human ature

Executive Summary

Data based on a sample of up to 12 properties in the North Lake Tahoe destination, representing up to 1619 Units (DestiMetrics Census**) and 50.13% of 3229 total units in the North Lake Tahoe destination (Destination Census**)

Last Month Performance: Current YTD vs. Previous YTD	2020/21	2019/20	Year over Year Variance
North Lake Tahoe Occupancy for last month (Aug) changed by (-27.9%)	Occupancy (Aug) : 49.3%	68.3%	-27.9%
North Lake Tahoe ADR for last month (Aug) changed by (24.1%)	ADR (Aug) : \$ 479	\$ 386	24.1%
North Lake Tahoe RevPAR for last month (Aug) changed by (-10.5%)	RevPAR (Aug) : \$ 236	\$ 264	-10.5%
Next Month Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for next month (Sep) changed by (-40.1%)	Occupancy (Sep) : 30.5%	51.0%	-40.1%
North Lake Tahoe ADR for next month (Sep) changed by (41.6%)	ADR (Sep) : \$ 402	\$ 284	41.6%
North Lake Tahoe RevPAR for next month (Sep) changed by (-15.2%)	RevPAR (Sep) : \$ 123	\$ 145	-15.2%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the past 6 months changed by (-52.7%)	Occupancy : 26.1%	55.0%	-52.7%
North Lake Tahoe ADR for the past 6 months changed by (31.4%)	ADR : \$ 443	\$ 338	31.4%
North Lake Tahoe RevPAR for the past 6 months changed by (-37.8%)	RevPAR : \$ 116	\$ 186	-37.8%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD			
North Lake Tahoe Occupancy for the future 6 months changed by (-48.4%)	Occupancy : 11.2%	21.7%	-48.4%
North Lake Tahoe ADR for the future 6 months changed by (31.4%)	ADR : \$ 400	\$ 304	31.4%
North Lake Tahoe RevPAR for the future 6 months changed by (-32.3%)	RevPAR : \$ 45	\$ 66	-32.3%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Aug 31, 2020 vs. Previous Year			
Rooms Booked during last month (Aug,20) compared to Rooms Booked during the same period last year (Aug,19) for all arrival dates has changed by (-30.2%)	Booking Pace (Aug) : 3.5%	5.0%	-30.2%

* 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 season's ending occupancy, iii) last YTD 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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Lodging Referrals - 8/1/20-8/31/20	Total Lodging Listing Site	Unique Lodging Listing Site
Hyatt Regency Lake Tahoe Resort Spa & Casino	139	133
Hyatt High Sierra Lodge, A Hyatt Residence Club	95	93
Meeks Bay Resort & Marina	71	70
Tahoe Vista Lodge and Cabins	62	61
Cedar Crest Cottages	61	58
Cedar Glen Lodge	55	52
Tahoe Luxury Properties	54	49
The Ritz-Carlton, Lake Tahoe	49	46
Hostel Tahoe in Kings Beach	42	28
Tahoe Biltmore Lodge & Casino	42	38
Cottage Inn at Lake Tahoe	40	40
LakeFrontHouse.com	40	40
Lake Tahoe Deluxe Vacation Rentals	38	35
Mourelatos Lakeshore Resort	37	37
Rockwood Lodge	37	34
Sunnyside Restaurant & Lodge	37	37
West Shore Cafe & Inn	36	35
Granlibakken Tahoe	33	33
The Village at Squaw Valley	33	32
Ferrari's Crown Resort	32	27
Northstar California Resort	32	32
Resort at Squaw Creek	32	29
Red Wolf Lakeside Lodge	31	31
North Tahoe Rental Company	30	29
Sun Bear Realty & Vacation Rentals	30	30
Tahoe Sands Resort	30	28
Gar Woods Grill & Pier	29	28
Stevenson's Holliday Inn	29	24
Rustic Cottages	27	22
Brockway Springs Resort	26	26
River Ranch Lodge and Restaurant	26	25
Stay In Lake Tahoe	26	23
Tahoe Truckee Factory Stores	26	26
Basecamp Hotel Tahoe City	25	25
Franciscan Lakeside Lodge	25	20
Tahoma Meadows Cottages	25	24
Hauserman Rental Group	24	24
Tahoe Edgelake Beach Club	23	20
Chinquapin / Packard Realty	22	20
Tahoe Mountain Lodging	22	20

Tahoe Rental Company	22	21
Waters of Tahoe Properties	22	21
Tahoe Accommodations	21	21
Agate Bay Realty Vacation Rentals	20	19
Tahoe Rentals by Wells and Bennett Realtors	20	18
Constellation Residences at Northstar	19	18
Donner Lake Village	19	18
Tahoe Time Vacation Rental	19	19
Vacation Tahoe by O'Neal Brokers	19	19
Tahoe Getaways Vacation Rentals	18	18
Tahoe Moon Properties	18	18
Castle Peak Vacation Rentals	17	17
Chalet de Huttlinger	17	17
Chaney House	17	16
PlumpJack Squaw Valley Inn	17	17
Sierra Vacations by Natural Retreats	17	15
Tahoe Tavern Properties	17	17
Goldfish Properties	16	16
Incline Vacation Rentals	16	16
Northstar Lodge by Welk Resorts	16	14
Tahoe Vacation Rentals	16	16
VACAY North Tahoe	16	16
Lake Tahoe Accommodations	15	14
PepperTree Inn	15	12
Tahoe Exclusive Vacation Rentals	14	14
Tahoe Mountain Properties	14	14
The Lodge at Sugar Bowl	14	14
Donner Summit Rentals	13	13
Martis Valley Vacation Rentals	13	13
Tahoe Signature Properties	13	13
Tahoe Woodside Vacation Rentals	13	12
Tamarack Lodge	13	12
Christy Lodge	12	10
Holiday House	12	12
Martis Valley Associates Property Rentals	12	11
Vacation Station, Inc.	12	11
West Lake Properties at Tahoe	12	12
Tahoe City Inn	11	10
Firelite Lodge	10	10
Mother Natures Inn	10	10
Squaw Valley Lodge	10	10
Tahoe Marina Lodge	10	10
Tahoe North Shore Lodge	10	10

Club Tahoe Resort	9	9
Olympic Village Inn	9	8
Parkside Inn at Incline	9	8
Pullen Realty Group	9	8
Sierra Mountain Properties	9	8
Tahoe Real Estate Group	9	9
BEST. VACATION. EVER... InvitedHome.com	8	7
First Accommodations, Inc.	8	8
SellMyTimeShareNow.com	8	8
Tahoe Vistana Inn	7	7
The Border House at Crystal Bay Casino	6	6
The Lodge at Obexers	5	5
West Shore Sports	5	5
Red Wolf Lodge at Squaw Valley	4	4
Americas Best Value Inn Tahoe City	3	3
Caliente! Lake Tahoe	2	2
Tahoe Donner Golf Course	2	2
	2342	2225

Lodging Book Now Referrals - 8/1/20-8/31/20	Total Lodging Book Now	Unique Lodging Book Now
Hyatt Regency Lake Tahoe Resort Spa & Casino	154	149
Mourelatos Lakeshore Resort	104	99
Cedar Crest Cottages	93	89
The Ritz-Carlton, Lake Tahoe	93	93
Cottage Inn at Lake Tahoe	85	83
Meeks Bay Resort & Marina	83	68
Tahoe Sands Resort	77	66
Tahoe Luxury Properties	69	66
Brockway Springs Resort	68	63
Red Wolf Lakeside Lodge	67	58
Cedar Glen Lodge	65	63
Agate Bay Realty Vacation Rentals	64	62
Resort at Squaw Creek	56	54
The Village at Squaw Valley	55	49
Stay In Lake Tahoe	52	51
Sunnyside Restaurant & Lodge	52	52
VACAY North Tahoe	52	51
Sun Bear Realty & Vacation Rentals	50	50
Tahoe Getaways Vacation Rentals	50	49
Tahoe Moon Properties	49	49
Hauserman Rental Group	48	43
Lake Tahoe Accommodations	48	48
Tahoe Mountain Lodging	48	47
Waters of Tahoe Properties	48	48
Northstar California Resort	47	44
Incline Vacation Rentals	46	44
Tahoe Accommodations	46	43
Tahoe Rental Company	42	38
Granlibakken Tahoe	41	41
Ferrari's Crown Resort	40	34
Olympic Village Inn	40	38
Tahoe Time Vacation Rental	40	37
Basecamp Hotel Tahoe City	39	33
Tahoe Biltmore Lodge & Casino	39	38
Tahoma Meadows Cottages	38	36
Vacation Station, Inc.	38	37
West Shore Cafe & Inn	38	35
PlumpJack Squaw Valley Inn	36	36
Tahoe Real Estate Group	34	32
Tahoe Exclusive Vacation Rentals	33	33

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Franciscan Lakeside Lodge	32	30
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Chaney House	31	29
Tahoe Rentals by Wells and Bennett Realtors	31	31
Tahoe Vistana Inn	31	30
Constellation Residences at Northstar	30	25
North Tahoe Rental Company	30	26
Sierra Vacations by Natural Retreats	28	28
Tahoe Signature Properties	28	28
West Lake Properties at Tahoe	28	27
Northstar Lodge by Welk Resorts	27	26
SellMyTimeShareNow.com	27	27
Firelite Lodge	26	24
Tahoe City Inn	26	21
Tahoe Marina Lodge	26	24
Tahoe Woodside Vacation Rentals	26	26
Goldfish Properties	24	23
PepperTree Inn	24	23
Vacation Tahoe by O'Neal Brokers	24	24
Sierra Mountain Properties	22	21
The Lodge at Sugar Bowl	22	18
First Accommodations, Inc.	19	19
The Lodge at Obexers	17	17
Holiday House	16	16
Americas Best Value Inn Tahoe City	15	15
Chalet de Huttlinger	15	15
Parkside Inn at Incline	14	13
Tamarack Lodge	13	12
The Border House at Crystal Bay Casino	12	12
Red Wolf Lodge at Squaw Valley	10	10
Gar Woods Grill & Pier	3	3
Tahoe Donner Golf Course	1	1
	3010	2855

Monthly Report August 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 8/31/20:	\$1,068,796	\$3,249,864	-67%
Number of Room Nights:	5,024	15096	-67%
Number of Delegates:	1943	7267	-73%
Annual Revenue Goal:	\$2,000,000	\$2,500,000	-20%

Monthly Detail/Activity	<u>August-20</u>	<u>August-19</u>	
<u>Number of Groups Booked:</u>	2	5	
Revenue Booked:	\$61,662	\$200,159	-69%
Room Nights:	353	987	-64%
Number of Delegates:	317	433	-27%
Booked Group Types:	1 Corp. 1 SMF	4 Corp., 1 Assn.	
Lost Business, # of Groups:	14	35	-60%

<u>Arrived in the month</u>	<u>August-20</u>	<u>August-19</u>	
Number of Groups:	1	10	
Revenue Arrived:	\$5,907	\$875,661	-99%
Room Nights:	53	3335	-98%
Number of Delegates:	17	2141	
Arrived Group Types:	1 Corp	9 Corp., 1 Assn.	

Monthly Detail/Activity	<u>July-20</u>	<u>July-19</u>	
<u>Number of Groups Booked:</u>	0	6	
Revenue Booked:	\$0	\$138,643	-100%
Room Nights:	0	591	-100%
Number of Delegates:	0	335	-100%
Booked Group Types:	0	3 Corp, 2 SMF, 1 Govt.	
Lost Business, # of Groups:	0	28	

<u>Arrived in the month</u>	<u>July-20</u>	<u>July-19</u>	
Number of Groups:	2	8	
Revenue Arrived:	\$21,415	\$359,396	-94%
Room Nights:	80	1666	-95%
Number of Delegates:	39	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:	\$997,375	\$1,200,000
For 2022/23:	\$116,002	\$500,000

NUMBER OF LEADS Generated as of 8/31/20:	15
YTD 8/30/19:	61
YTD 8/31/18:	67

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
2012/2013:	171
2011/2012:	119
2010/2011:	92
2009/2010:	107
2008/2009:	151
2007/2008:	209
2006/2007:	205